Lee Paul and Marc Ford, Capitol's sensational new recording team, who've rung the bell with "Mockin' Bird Hill" are pictured rehearsing for their TV debut with Ed Sullivan prior to their appearance on his Sunday night "Toast Of The Town" show. The pair, who have another hot item going in "How High The Moon," have recently come east for personal appearances. Captivated to stardom by their unusual qualities and arrangements, this Mr. and Mrs. team promises great things for the future.
LEADERSHIP where it counts

FIRST Wurlitzer was first to build a commercial phonograph that would play 45 RPM records with their high-play stimulating, high fidelity tone.

FIRST Wurlitzer was first in producing a commercial phonograph that could be converted to play all speed records—an all-important contribution at a time of threatened record shortages.

FIRST Wurlitzer built the first six-classification phonograph enabling you to tailor-make your programs for greater profits in every location.

• WURLITZER BUILDS TO THE OPERATOR'S INTERESTS

FIRST Wurlitzer was the first and is the only commercial phonograph incorporating the Zenith Cobra Stylus—a tremendous contribution, not only to finer tone, but to record and needle conservation at a time of threatened shortages.

FIRST Wurlitzer was the first manufacturer to produce new model phonographs that did not obsolete existing remote control units—a tremendous saving to the operator.

FIRST Wurlitzer was the first manufacturer to make available in accessory form an electronic level control assuring same volume and tonal quality from all records.

FIRST Wurlitzer was the first phonograph manufacturer to promote 10-cent play. As long as five years ago Wurlitzer spent thousands of dollars in an attempt to establish 10-cent play because then, as now, we believe it essential to profitable operation.

PERFORMANCE in place of promises

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
About a year or so ago when Edward W. Mehren, Chairman of the Board of the American Institute For Intermediate Coinage called on The Cash Box to talk about his program of getting Congress to pass a law to authorize him to mint at 7½c coin, he was amazed to learn that The Cash Box had been the very first business publication in the nation (about five years ago) to propose the minting of such a coin, and that The Cash Box had continued to urge its readers to ask their Congressmen and Senators to have such a coin become part and parcel of Aunt Jemima.

The Cash Box foresaw the need for such a coin from the standpoint that the equipment of the industry, constantly going up in price because of the cost of labor and materials, as well as the soaring overhead which operators were being confronted with, required a higher coin than the nickel.

A 7½c coin, as The Cash Box explained those many years ago, and maintains at this time, would mean a great increase in the coin to be collected. This would, in turn, be the difference between profit and loss for many of the nation's operators.

At the same time, The Cash Box pointed out those many years ago, and does so again at this time, that all business, of every kind, would be better off were there a 7½c coin in existence. (Many believe that this would also mean the minting of a 2½c coin to equalize the 7½c piece).

A great many nickel items (which are today being charged to the public at 10c) would be sold for 7½c. This savings would run into millions of dollars for the public, as Edward W. Mehren has explained in the many articles he has written, and the speeches he has made, from coast to coast.

It is indeed a very sorry task for this publication to relate that Mehren and the American Institute For Intermediate Coinage did not receive the support they should have gotten from the public, from industry, and from the press, to put over this great program.

Even tho many people, many of the pub- li's leaders, advised Mehren that the 7½c coin was priced competitively and it would save the public many millions of dollars, few came forward to help.

A Senate Sub-Committee held hearings on the 7½c coin last March and, even tho many people were greatly impressed, it required much more than just one man, and a small group with him, to bring out the value of a 7½c coin.

Perhaps if there had been present an im- pressive and befitting defense of such a coin from every industry, the Senate Sub-Committee would have been much more in- clined toward the possible minting of a 7½c coin.

Ever so often, The Cash Box hears from coinmen all over the country that, "One of the finest suggestions your publication has ever made, and you've made the greatest in the history of the industry, was the proposal that the Government mint a 7½c coin."

Operators of music, amusement and vending equipment realize what a boom the 7½c coin would be to them. It would, without a doubt, be a much finer, better, and more exciting industry.

The job just simply can't be done by one man. Even tho that one man, Edward W. Mehren, proved himself one of the most dynamic, aggressive, and well-informed gentlemen, and was able to impress a great many people, everywhere in the nation, with the need for a 7½c coin.

Such a task must be industry-wide. It must be part and parcel of the public's own desire to save money. To prevent in- flation. To halt the rising cost of a great many small items from 5c to 10c, because no intermediate coin exists.

An intermediate coin, between the pres- ent dime and nickel, would mean the saving of millions of dollars to the public. The public should become extremely interested in having such a coin minted.

Would it surprise anyone in the indus- try that the full-time publicist for the official coin box (that is, the first business publication to suggest such a coin) that only one of the people connected with this field came to the forefront to help have such a coin minted.

It takes a great many dollars, as Edward W. Mehren pointed out, to get the public interested in something as new as a 7½c coin, even tho the public would most benefit from it. There are researches, and many, many other things that must be done to gain sufficient interest in such a program.

The nation could use a 7½c coin. It would be a brake against much inflation. It would be a standard, a ready-made, basis of this industry. It would mean that many who are today losing money might see profit again.

But, should those men again think about the 7½c coin, would they not recall just how this was when originally offered to American business by The Cash Box, let them also remember that it requires a great many dollars to make such an idea going.

The hope of this publication is that, in the near future, Edward W. Mehren will be able to gain greater financial support for his American Institute For Intermediate Coinage. When he again appears before the Congress of these United States that he will be, this time, successful in hav- ing a 7½c coin minted.
There is a demand arising everywhere in the field for entirely new products. This is greatly due to the fact, many explain, that the public is tired of the present type amusement games and wants something entirely new and different to again stimulate it.

There is, therefore, an unusually fine opportunity facing a great many of the old-timers in the industry. These are the men who saw almost every type of the modern amusement games come and go since the beginning of the '30's.

A combination of some of the old games, with proved play appeal, plus the new and modern type amusements which have come into being these past years, might result in the new product everyone is so eagerly seeking.

It isn't necessary that the product be so new, so entirely different and revolutionary, that the players will have to be taught how to use the game. The "new product" can, instead, be a combination of amusements which the public have enjoyed for years, but, in such new dress and with such new action, that all will be interested.

Another reason why so many want new products in the field is that play would be revived everywhere, at the same time, the new type products would not come under present restrictions.

Ops hope that the industry's engineers will bring about something entirely new and different. But, most engineers refine and make machines workable. Few have ever originated new ideas.

Usually the new idea comes from some little operator who desperately seeks some cure for lowered collections. From his basement or his attic, where he experiments with his present games, usually comes the new machine.

In most cases, this is just the germ of a new idea. It takes the engineers and production experts at the various factories to really change the game around, and to make it work properly, as well as bring down its production cost.

What is most important is the fact that the industry eagerly seeks for entirely new, different and better products, both in amusement games and music machines.

The fact remains that much territory is new devoid of equipment. Such areas would again prove attractive to many in (and many out of) the field. It would be a boon, as well as a boom, for the industry.

New products have always brought new people into the business and have helped the industry to expand. By bringing in new people with new capital the credit base of this industry becomes more sound.

The hope is, therefore, that someone will come along with something entirely new, so as to revile all the play action which has ever been known to the field.

Something new is desperately needed. Everyone agrees to this. The hope now is that "this something new" will be soon presented to the field, so that action can again speed up.

At the same time, the man who does present something new, different, and better to both the amusement and music field, will find there is a fortune awaiting him. He can be assured of becoming a very wealthy man.

Old timers should put their heads together and think about ideas which could be combined with present amusements and that could become new, different and better products.

There are dozens of ingenious mechanics and mechanically inclined operators who can also enter into such an attempt—to create entirely new products—which would prove just what is needed by this field to revive play.

Perhaps there are some who have already been working on new games or music machines. These men should come into the open now with these products. They should meet with their favorite manufacturers and discuss these new ideas.

Perhaps, without even being able to actually build a working model, or even draft a machine they may be able to pass on verbally a new product which would prove just what everyone is seeking.

Irving Berlin is reported to punch out his great hit tunes with but one finger. There is no doubt that there are many now in the field that, tho they know nothing about drawing boards or methods to create hand models of the product they have in mind, may still have that "one finger" click idea which the factory engineers could instantly turn into something of great and outstanding value, for them, as well as for all concerned with the industry.

The average man engaged in the field shouldn't be backward about bringing forth his idea. Even if he doesn't know how to set it up on a drawing board or explain its mechanics. Even if the idea seems far-fetched. Let him come forth and tell it to his favorite factory. Let the factory men see whether they can work it out for him.

New products are the great need of all novelty industries. Someone is always thinking of something new and different in the novelty line. Perhaps such thoughts have roamed thru the minds of many in the field who don't feel that they are qualified to complete them.

This isn't at all necessary. The idea itself is most important. It's the "idea" that counts.

Engineers, inventors and mechanics employed by the factories can finish it and, without doubt, make it work, if it's workable. But, these ingenious men need the "idea," before they can proceed.

Furthermore, let no man or woman engaged in the industry believe that the manufacturer, his engineers and officers haven't the time to listen to new ideas. That's what these men are being paid for. Let him, or her, call on the manufacturers.

Write. Tell the manufacturer whom you believe can build what you have in mind, or can follow thru on the "idea" you have.

This doesn't mean that what you may present may be "it." But, it does mean, that by a concerted effort of this kind, someone is going to come along with "the new product."

That's most important. That's what can boom your business. That's what can help this industry to progress further than it ever has yet progressed.

This is the time to present the new product. Or the idea. Or the working model. Or whatever you believe should be done to help revive public patronage of coin operated equipment everywhere in the nation.
Decca brings you all this on one release!

No. 1
BING CROSBY
with the BANDO DA LUA
sings QUIZAS, QUIZAS, QUIZAS and MARIA BONITA
DECCA 27536 & '9-27536

No. 2
THE ANDREWS SISTERS
sing I REMEMBER MAMA and MY MOM
DECCA 27537 & '9-27537

No. 3
RUSS MORGAN
"Music in the Morgan Manner"
plays THE KISSING SONG and LET'S WALTZ JUST ONCE MORE
DECCA 27538 & '9-27538

No. 4
TOMMY DORSEY
and His Orchestra
play I'M IN HEAVEN When I See You Smile DIANE and SWEET ADELINE
DECCA 27539 & '9-27539

No. 5
HOAGY CARMICHAEL and GORDON JENKINS and His Chorus and Orchestra
SACRAMENTO and MY RESISTANCE IS LOW
DECCA 27540 & '9-27540

*INDICATES 45 RPM VERSION

"It's What's in THE CASH BOX That Counts"
**THE CASH BOX**

**RECORD REVIEW**

**DISK OF THE WEEK**

**"WE KISS IN A SHADOW" (2:54)**

**HELLO YOUNG LOVERS** (2:49)

PERRY COMO

(RCA Victor 20-4112; 47-4112)

The score of "The King And I" provides Perry Como with two tunes that are due to be big ones for him. "Wo Kiss In A Shadow" and "Hello Young Lovers" are both beautiful ballads which are gonna be getting a terrific amount of play for a long time and ops are advised to start stockling up on them now. Perry has never sounded better as he vocalizes on these latest Rodgers and Hammerstein melodies. Each song has a wonderful set of lyrics which insists that they be listened to again and each melody is one that after a couple of listenings, you find yourself humming and whistling. Mitchell Ayres and his orchestra provide the musical setting for both the sides. There's no doubt about the hit potential of this disk. Ops oughtn't to waste any time.

**"CLARINET POLKA" (3:00)**

**"JULIA POLKA" (2:43)**

JIMMY DORSEY ORCH.

(Columbia 39161)

Jimmy Dorsey has two happy sounding polkas to work on here. The upper half has some outstanding clarinet work to show off which gives this side a special appeal. Both ends are done very fast. Ops who have the right spots will want to take a look at them.

**"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (2:50)**

**"LOVE AND DEVOTION" (3:00)**

ARTHUR GODFREY & JANETTE DAVIS

(Columbia 39226)

A tune thats being recorded all over the place gets another good one from Arthur Godfrey and Janette Davis. The pair give this ditty a nice flavor as they do it in duet style. On the bottom half, Janette Davis does a solo of a cute tune. Godfrey's fans are gonna like the top deck.

**"TAKE MY LOVE" (2:36)**

**"SIERRA NEVADA" (2:53)**

MARIAN MORGAN—STUART FORSTER

(Atlantic 936)

An excellent vocal turn is turned by Marian Morgan on a slow ballad on the upper level. Accompanied by the Joe Herock orchestra, Marian gives this side a real shine and it could easily take off. The lower end finds Stuart Forster and Betty Harris going into a duet on a western sounding ditty. Ops better get going with this top deck.

**"KON-KTI" (2:49)**

**"IN A LITTLE SPANISH TOWN" (2:59)**

PAULETT SISTERS

(Broadway 1009)

A tune based on a best selling book makes its debut on the upper half sung by the Paulett Sisters. Johnny Kamano and his Hawaiians provide the backing and the total affect is a pleasing one. The bottom half is an oldie on which the girls again display some fine harmony. Ops will want to hear this disk.

**BEST BETS**

**"FAST FREIGHT"**

Richard Hayes . Mercury 5603; 5603 x 45

**"ANDIAMO"**

Johnny Desmond . MGM 10947; K10947

**"DOWN THE TRAIL OF ACING HEARTS"**

Patti Page . Mercury 5579; 5579 x 45

**"CIDER NIGHT"**

Mitch Miller . Columbia 39300

**"WHEN YOU AND I WERE YOUNG MAGGIE BLUES"**

Margaret Whiting & Jimmy Wakely

Capitol 1500; F-1500

**SEPTEMBER SONG** (3:14)

**"ARTISTRY IN TANGO"** (2:43)

STAN KENTON

(Columbia 5948; 51480)

A great oldie is taken for a typical Stan Kenton ride on the upper level. Here the orchestra sings out the beautiful lyrics, Stan and his boys make with some terrific music. The second side is an exciting piece of tango rhythm which builds up in intensity. Both ends are good to hear.

**"ANDIAMO"** (2:45)

**"BECAUSE OF YOU"** (2:48)

JOHNNY DESMOND

(MGM 10947; K10947)

A happy sounding tune from "Mr. Imperium" serves to give Johnny Desmond a very likeable side. Johnny does this in an excellent fashion. The middle is like the Ray Charles Singers and Tony Martin and Vera do the backing. Flip is a ballad with such feeling which also gets a good vocal from Johnny. Ops oughta watch the upper half.

**"COTTA FIND SOMERBOPY TO LOVE"** (2:15)

**"TOO YOUNG"** (2:35)

ANDREWS SISTERS

(Decca 27569; 9-27569)

A novelty that's been causing a lot of stir. An infectious going over from the Andrews Sisters which makes this tune an even stronger contender. On the lower half, Paulette Sisters does a promising ballad. Vie Schen does the orchestrating at each end and the top deck should be watched.

**"IF IT HAVN'T BEEN FOR YOU"** (3:05)

**"CIDER BLOSSOMS"** (2:42)

HENRY JEROME ORCHE.

(London 799)

A very easy to listen to ballad is given a good rendition by Henry Jerome and his orchestra. Ray De- Meo puts over the vocal in pleasant style while Henry and the boys back him up well. The arrangement is a pleasant sounding item with cute lyrics sung by Jolly Joe Grimm. Ops oughta listen in.

**"I'LL NEVER KNOW WHY"** (2:40)

**"HOW THOUGHTFUL OF YOU"** (3:18)

DICK HAYMES

(Decca 27454; 9-27454)

Dick Haymes has two current ballads to offer here and he does a good job with both. In the second side he gets a wonderful arrangement in a slow mood and a chorus or voices which gets Dick's off. Ops will certainly want to hear these and get them into their machines.

**"I WON'T CRY ANYMORE"** (3:11)

**"AT THE CLOSE OF A LONG LONG DAY"** (3:12)

EILEEN WILSON

(Decca 27546; 9-27546)

Eileen Wilson, who displays a very pleasant voice, has a likely ballad to sing on the top deck. With the help of Sy Oliver's orchestra and a chorus, she does this old ballad in a winning way. The bottom deck is an old standard given a slow working over by Eileen. The top deck sounds right.
NEW YORK:
With independent record companies finding it the going tough during this period of economic change over, look for many of them to step into competitive fields. One rhythm 'n' blues firm in embarking upon a pop campaign; another is going into the 45 cent market. Lige McVey is set to do the public relations job for Tommy Tucker's electrical appliance shop in Ashbury Park, N. J. Lige also does the promotion work for Tommy's MGM recordings and has an easy time of it with Tommy's new release of "I Stole You From Somebody Else" which looks like one. Joe Delaney back in town after a vacation trip of a month. King Cole follows his theater dates in Baltimore, will be in the Chicago theater in Chi. Doc Berger record expediting in the Boston, Detroit and Cleveland areas concentrating on "Gotta Get a Message in To Lula" and "The Happening" with Bernie Cummins, who opened the Terrace Room of the Hippodrome Feb. 1st, is packing them into the same room during his current engagement. Art Morton, who sings and encases the Jive Show there has a terrific way with a song and is a great bet for a high powered buildup... Peggy Lee and Mel Torme landed the summer replacement spot for Perry Como on the Channel Three show. Evelyn Knight opened at the Plaza this week, featuring Guy Mitchell into the Club and Mindy Carson into Chicago Oriental Theater. "... and Todd Lawrence has taken a new group he originated from the Copa. His opening had a big turnout with folks like Bill Darnel, Tony Bennett, Toni Arden and many more showing up... Jerry Blaine who made a big thing of the Orioles has another group with him's trotting the Softline... Johnny Desmond may do the N. Y. Paramount this summer when he vacations from the Don McNeill Breakfast Club for a couple of weeks... The turnover of the top executives in the record market during the past year is the best evidence we have of how difficult it is to successfully market an intangible like current music.

CHICAGO:
OPS issued CPB 7, Amend. 2, effective as of April 10, which fixes markups on records in the retail level. There is reported to have their attorneys care-

fully going over this order... Chicago's own Ralph Matterie going on the road with a new band after his disk cly. Road trip reported due to publisher's demand... Rare live talent show on WIND, featuring Peggy Murdoch (who's chipped with many bands) and young Bill Navar, reported to already a sponsor... "Hersbie Fields doing a grand job at the Hi-Note... Music boys, in discussion on Randolph Street, are claimed Art Talmadies, head of Market's A & R, for his grand pix of elix... Johnny Desmond gets a surprise when Lois Lynn, president of Chico chapter of his fan clubs brings Elizabeth Hott, president of Johnny's New York fan club along with Madeleine Jones who's a virgin of the N. Y. C. of his dressing room at the Oriental. The gala from Xow Yawk celebrating the 5th anniversary of the Johnny Desmond New York Fan Club last weekend... Archie Lavert found a tune in Chi, "It's No Secret," that's passed the 300,000 sheet sales mark already, according to reports. First heard it on Stevart Hamlin's Columbia disk... Chuck Kardale much disappointed because Doris Day and her husband Marty Melcher were not seen and stopping off to see him as he hoped they would... Buddy Rich and his group, giving such grand support to Josephine Baker, will continue on with the sensational gail thorough Florida. Johnny Desmond's new ballad song, now has 30 shows as a deejay... Lois and Sy Stern announced the birth of Ellen Patti Stern (March 21) with a very cute and attractive folder... Art Kassell opened at the Fifth Street with his vocally Gloria Hart to a big audience of the music boys. Art one of Chica's favorites for many years... Sammy Kaye kicked off with a terrific one-oeller last Friday. He was the toast of the town... Things are winding in and swaying... Eddy Howard's newest disk, "The Strange Little Girl," coupled with, 'What Will I Tell My Heart,' expected to zoom into the 'way up there' spot.

LOS ANGELES:
No word that Hal Cook, Capitol's enterprising ad and promotion man, revealed what a fine, worthwhile get together the record lads had with operators and others in the business back at the MOA Convention in Chicago. Hal visited with Bill Gerch in the convention city and also spent some time with Joe Orlick, Bob Austin and Sid Parrae in New York... The Capitol gang was mighty pleased with the Tennessee Ernie Ford fan's back wave, as was Deep Roberts formerly Capitol's western adman and now with Ernie and the Chiffons in the Century of Sound pubcy. On deck for a chance and busy hatching up some new Modern releases in their swank Beverly Hills emporium were the Bibbirs, the wolf of Surfand District the young men today for sure, what with keeping those MGM, Savoy and Modern discs flying and keeping an eye on the progress of his new jam just being built in the San Fernando Valley... Some new things coming out of the Joe Bihari-Lieb and Brother Rosenberg teaming up with a vocal group for the first time on wax. (tempo's "Stumbling" dance craze disc is doing fine... Found salesmen Stan Hickman over at Mercury District just fresh back from a rough boot exportation and besotted Harry Bloom ribbing him as to how many Mercury records he sold the denim while being out... Mike Kuran and Fran chided us about forgetting to spell Mike Kuran, and added that General has a couple of the latest Toppers, Mike Babbitt "Where the Red Roses Grow," Lawrence Welk on "Boom-Pa-Doom-Diddle" (another dance craze and also out on the Tempo label). The Modernaires with "I'm Late" and George Cates' version of "On Top of Old Smoky."
"THE KISSING SONG" (2:13)
"LET'S WALTZ JUST ONCE MORE" (2:14)
RUSS MORGAN
(Decca 27538; 9-27538)

- An old tune with new lyrics gets a very fast work out by Russ Morgan and his crew. Featuring a very good arrangement, the band runs through this one with a great deal of very. The second side has Russ doing the vocal on a waltz which makes for good listening. Ops oughts take a peek at this.

"CIDER NIGHT" (2:30)
"BY THE MOONLIGHT" (2:42)
MITCH MILLER ORCH.
(Columbia 39100)

- A drinking song gets a fine Mitch Miller arrangement on the top deck as a chorus sings out the words which make it a perfect joke box item. Very lively and melodic, this side should be getting a lot of play. The bottom half is an old melody done very slowly. Ops shouldn't miss the top deck.

"TAKE OFF THE COAT" (2:53)
"THE LOVERS WALTZ" (2:49)
ANNE SHELTON
(London 936)

- Anne Shelton has a very appealing tune to work with on the upper half. With the Paul Dallas Five backing her up, Anne does this sultry number in a very soft style. On the bottom half she teamup with Dick James for a duet. Ops might keep their eye on the upper half.

"THE ANTON KARAS SECOND THEME" (2:43)
"ZITHER RHYTHM OF ANTON KARAS" (2:47)
ANTON KARAS
(London 627)

- Anton Karas is back with his stinker. Playing more tunes in the manner of "Third Man Theme", Karas makes these items sound very soft and easy. Although these sides need just the right spots, they should do very well when they land there.

"SEPTEMBER SONG" (2:49)
"YESTERDAYS" (2:39)
EZIO PINZA
(RCA Victor 10-3256)

- Two beautiful oldies get a superlative rendition here from Ezio Pinza. The top tune is a lovely tune that's always a treat to hear and the way Pinza does it adds to its lustre. The second side is a wonderfully nostalgic item again getting a grand vocal. This is a natural for ops.

"HOW THOUGHTFUL OF YOU" (2:55)
"ONE KIND WORD" (2:55)
EDDY HOWARD
(Mercury 5623; 5623x45)

- Eddy Howard has another hit in "How Thoughtful Of You". This lovely new ballad by the songwriting team of Carl Sigman and Peter DeRose shows every sign of breaking out into the big money and ops should get going with it now. Eddy does a terrific job on the beautiful melody which is highly reminiscent of an oldie. Singing out the lyrics with the Trio, he takes it very easy and gives the side a soft touch which is very appealing. This is gonna be played over and over again. The second side is a jumpy thing with a lot of bounce. It features some good advice in the lyrics and makes for ok listening. The side that should really be strong is the first one and ops oughts have it in their machines from the word go.

"THE HOT CANARY" (2:22)
"LA BASPA" (2:40)
PAUL WESTON
(Capitol 1495; F-1495)

- Here's the original record that started all the fuss. Paul Nero plays his extraordinary violin piece as Paul Weston and his orchestra back him. It certainly makes for grand listening. The second side is an instrumental of the famous Mexican melody by Paul Weston. Ops will want to hear this.

"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (2:09)
"TILL WE MEET AGAIN" (2:09)
MARGARET WHITING & JIMMY WALEY
(Capitol 1500; F-1500)

- Another terrific version of a great novelty is turned up here by Margaret Whiting and Jimmy Waley. The pair do a duet on this high-powered tune which is threatening to break through and this version will certainly give it another push. The second half is a nostalgic ode to which they do another good job. Ops shouldn't miss the top deck.

"MAKE THE MAN LOVE ME" (2:53)
"LONG THE COLORADO TRAIL" (2:42)
JO STAFFORD
(Columbia 3901)

- The score of "A Tree Grows In Brooklyn" provides for Stafford with a good ballad to work on. The Norman Luboff choir backs her up on this ballad as Paul Weston's orchestra provides the music. The second side is a western sounding item just right for Jo's type of rendition. Ops'll do ok with this one.

"YOU KNOW YOU BELONG TO SOMEBODY ELSE" (2:54)
"WHO WOULD EVER DREAM" (2:47)
PHIL BRITO
(MGM 10942; 910942)

- A grand oldie gets a fine vocal from Phil Brito on this disk. The Mullen Sisters help out in the chorus of this ballad as Russ Case's orchestra comes in on the musical side. The second half is in tango rhythm and Phil does an equally good job. Ops oughts tune in.

"TITINA" (3:03)
"MEXICAN GRASSHOPPER" (2:52)
IRVING FIELDS TRIO
( RCA Victor 20-4103; 47-4101)

- Here's an oldie which always sounds good. Irving Fields and his Trio play it for all its worth and the Three Bees And A Peep do the vocal. The lower end is a fast instrumental of an interesting piece of music. Followers of the Fields' type of playing will like this platter.

"BLUE MOON" (2:58)
"RIGHTEOUS IN THE SUNSET" (2:37)
LES BROWN
(Coral 60424)

- Les Brown has a couple of oldies to offer on this disk. The first half is an instrumental featuring a very good arrangement. It's real smooth to listen. The lower end has Ray Sims singing another wonderful slow in slow style as the orchestra comes through with some fine backing. Ops oughts listen in.

"MY RESISTANCE IS LOW" (2:45)
"SACRAMENTO" (2:45)
HOAGY CARMICHAEL & GORDON JENKINS
(Decca 27540; 9-27540)

- Two very attractive tunes are put forward here by Hoagy Carmichael and Gordon Jenkins' band. Both ends have a cute set of lyrics which Hoagy delivers in his well-known style while the Jenkins band of course makes with some terrific music. Ops shouldn't miss this.

"DIANE" (3:18)
"SWEET ADELINE" (3:06)
TOMMY DORSEY ORCH.
(Decca 27539; 9-27539)

- A couple of oldies are given a great going over on this platter by Tommy Dorsey. With Jack Leonard rejoining the band to do the vocals, the tune on the top deck gets a particularly lovely revival. Ops who remember the old Dorsey band will want to hear what this one sounds like.
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"ROSE, ROSE, I LOVE YOU"
Orchestra under the direction of Paul Weston
Both with the Norman Luboff Choir,
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17—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.

23—Phonograph Owners’ Association
Place: Broadview Hotel, East St. Louis, Ill.

24—Automatic Music Operators’ Association
Place: Park Sheraton Hotel, N. Y., N. Y.

26—California Music Guild
Place: Hotel Sacramento, Sacramento, Calif.

26—Music Guild Of America
Place: Hotel Essex House, Newark, N. J.

May 2—Coin Machine Operators of Harris County
Place: Chamber of Commerce Building, Houston, Texas

3—Phonograph Merchants’ Association
Place: Hotel Hollenden, Cleveland, Ill.

3—Washington Music Guild
Place: Hotel 2400, Washington, D. C.

Summit County Music Operators’ Association
Place: Akron Hotel, Akron, Ohio

8—Automatic Phonograph Owners’ Association
Gibson Hotel, Cincinnati, Ohio

8—California Music Guild
311 Club, Oakland, Calif.

Meeting Dates Of
Music Operators’ Associations

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
ZOOMING TO THE TOP OF THE BEST SELLER LISTS

VAUGHN MONROE'S BIG 4

THE MARCHING SONG...
SOUND OFF
47-4113 (20-4113)

THE WALTZ...
OH MARRY MARRY ME

The Folk Song...
ON TOP OF OLD SMOKY
47-4114 (20-4114)

THE SHOW TUNE (FROM THE KING AND I)
SHALL WE DANCE

RCA VICTOR Records

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

**Regional Record Reports**

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending April 14.

---

**Don Bell**

**KENT—Des Moines, la.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **FEEL LIKE MAKING LOVE** (Hamilton-Pearl)
3. **APOLOGIZE** (Billy Eckstine)
4. **DON'T YOU KNOW** (Bay City Rollers)
5. **APOLOGIZE** (Billy Eckstine)
6. **APOLOGIZE** (Billy Eckstine)
7. **APOLOGIZE** (Billy Eckstine)
8. **APOLOGIZE** (Billy Eckstine)
9. **APOLOGIZE** (Billy Eckstine)
10. **APOLOGIZE** (Billy Eckstine)

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**Ross Smitherson**

**WAKS-Mobile, Ala.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
5. **APOLOGIZE** (Jody McBrayer Ford)
6. **APOLOGIZE** (Jody McBrayer Ford)
7. **APOLOGIZE** (Jody McBrayer Ford)
8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Bob Watson**

**WSB—Atlanta, Ga.**

1. **APOLOGIZE** (Hi-Lo)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
5. **APOLOGIZE** (Jody McBrayer Ford)
6. **APOLOGIZE** (Jody McBrayer Ford)
7. **APOLOGIZE** (Jody McBrayer Ford)
8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Ira Cook**

**KECA—Hollywood, Calif.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
5. **APOLOGIZE** (Jody McBrayer Ford)
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8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Bob Larsen**

**WEMP—Milwaukee, Wis.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
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8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Ray Perkins**

**KFEL—Deerfield, Colo.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
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8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Don Tibbetts**

**WTSU—Cincinnati, Ohio**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
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9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Mort Nussbaum**

**WHAM—Rochester, N. Y**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
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9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Wolfe Dunlop**

**WIZ—Bridgeport, Conn.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
5. **APOLOGIZE** (Jody McBrayer Ford)
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8. **APOLOGIZE** (Jody McBrayer Ford)
9. **APOLOGIZE** (Jody McBrayer Ford)
10. **APOLOGIZE** (Jody McBrayer Ford)

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**Joe Ryan**

**WALL—Middletown, N. Y.**

1. **APOLOGIZE** (Jody McBrayer Ford)
2. **APOLOGIZE** (Jody McBrayer Ford)
3. **APOLOGIZE** (Jody McBrayer Ford)
4. **APOLOGIZE** (Jody McBrayer Ford)
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10. **APOLOGIZE** (Jody McBrayer Ford)

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<table>
<thead>
<tr>
<th>Location</th>
<th>Song 1</th>
<th>Song 2</th>
<th>Song 3</th>
<th>Song 4</th>
<th>Song 5</th>
<th>Song 6</th>
<th>Song 7</th>
<th>Song 8</th>
<th>Song 9</th>
<th>Song 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N. Y.</td>
<td>1. IF (Perry Como)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. IF (Perry Como)</td>
<td>4. A PENNY A KISS (Shore-Martin)</td>
<td>5. ON TOP OF OLD SMOKY (Weavers)</td>
<td>6. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>7. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>8. A PENNY A KISS (Shore-Martin)</td>
<td>9. BE YOU IN LOVE (Patti Page)</td>
<td>10. YOU'RE JUST IN LOVE (Perry Como)</td>
</tr>
<tr>
<td>Fayetteville, Ark.</td>
<td>1. IF (Perry Como)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. BE MY LOVE (Maria Lanza)</td>
<td>4. SMOKEY (Shore-Martin)</td>
<td>5. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>6. BE YOU IN LOVE (Patti Page)</td>
<td>7. TENNESSEE WALTZ (Patti Page)</td>
<td>8. A PENNY A KISS (Shore-Martin)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. I APOLOGIZE (Billy Eckstine)</td>
</tr>
<tr>
<td>Malta, Montana</td>
<td>1. ABA DABA HONEYMOON (Shore-Martin)</td>
<td>2. BE MY LOVE (Maria Lanza)</td>
<td>3. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>4. I STILL FEEL THE SAME ABOUT YOU</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>7. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>8. I APOLOGIZE (Billy Eckstine)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. IF (Guy Lombardo)</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>1. IF (Perry Como)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. BE MY LOVE (Maria Lanza)</td>
<td>4. I APOLOGIZE (Billy Eckstine)</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>7. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. I APOLOGIZE (Billy Eckstine)</td>
</tr>
<tr>
<td>San Francisco, Cal.</td>
<td>1. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>4. I APOLOGIZE (Billy Eckstine)</td>
<td>5. IF (Guy Lombardo)</td>
<td>6. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>7. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. I APOLOGIZE (Billy Eckstine)</td>
</tr>
<tr>
<td>Brighton, Wis.</td>
<td>1. ABA DABA HONEYMOON (Shore-Martin)</td>
<td>2. BE MY LOVE (Maria Lanza)</td>
<td>3. IF (Guy Lombardo)</td>
<td>4. I STILL FEEL THE SAME ABOUT YOU</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>7. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>8. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. IF (Guy Lombardo)</td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>1. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>2. BE MY LOVE (Maria Lanza)</td>
<td>3. IF (Guy Lombardo)</td>
<td>4. I STILL FEEL THE SAME ABOUT YOU</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>7. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>8. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. I APOLOGIZE (Billy Eckstine)</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>1. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>2. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>3. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>4. A PENNY A KISS (Shore-Martin)</td>
<td>5. A PENNY A KISS (Shore-Martin)</td>
<td>6. TENNESSEE WALTZ (Patti Page)</td>
<td>7. TENNESSEE WALTZ (Patti Page)</td>
<td>8. A PENNY A KISS (Shore-Martin)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>1. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>2. BE YOU IN LOVE (Patti Page)</td>
<td>3. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>4. IF (Guy Lombardo)</td>
<td>5. A PENNY A KISS (Shore-Martin)</td>
<td>6. TENNESSEE WALTZ (Patti Page)</td>
<td>7. A PENNY A KISS (Shore-Martin)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>1. IF (Perry Como)</td>
<td>2. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>3. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>4. ROVING KIND (Guy Mitchell)</td>
<td>5. TENNESSEE WALTZ (Patti Page)</td>
<td>6. A PENNY A KISS (Shore-Martin)</td>
<td>7. A PENNY A KISS (Shore-Martin)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>1. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>2. IF (Perry Como)</td>
<td>3. IF (Perry Como)</td>
<td>4. IF (Perry Como)</td>
<td>5. ROVING KIND (Guy Mitchell)</td>
<td>6. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>7. A PENNY A KISS (Shore-Martin)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>St. Paul, Minn.</td>
<td>1. IF (Perry Como)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. A PENNY A KISS (Shore-Martin)</td>
<td>4. A PENNY A KISS (Shore-Martin)</td>
<td>5. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>6. ACROSS THE WIDE Missouri</td>
<td>7. THE ROVING KIND (Weavers)</td>
<td>8. A PENNY A KISS (Shore-Martin)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>Savannah, Georgia</td>
<td>1. IF (Perry Como)</td>
<td>2. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>3. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>4. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>5. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
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<td>9. 10. WHEN YOU WERE SIXTEEN (Shore-Martin)</td>
<td>10. IF (Guy Lombardo)</td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>1. BEAUTIFUL BROWN EYES (Jimmy Witherspoon)</td>
<td>2. IF (Perry Como)</td>
<td>3. BE YOU IN LOVE (Patti Page)</td>
<td>4. I STILL FEEL THE SAME ABOUT YOU</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. SPARROW IN THE TREE TOP (Guy Mitchell)</td>
<td>7. I MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>8. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>9. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
<td>10. ROVING KIND (Guy Mitchell)</td>
</tr>
<tr>
<td>Fresno, Cal.</td>
<td>1. BEAUTIFUL BROWN EYES (Jimmy Witherspoon)</td>
<td>2. I'M SORRY (Weavers)</td>
<td>3. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
<td>4. I STILL FEEL THE SAME ABOUT YOU</td>
<td>5. GET OUT THOSE OLD RECORDS</td>
<td>6. THE ROVING KIND (Weavers)</td>
<td>7. ABA DABA HONEYMOON (Reynolds-Carpenter)</td>
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</tbody>
</table>
Decca Overhauls A & R Structure; Schneider Appointed Executive VP

The Good Old Days

LEONARD W. SCHNEIDER

NEW YORK—Milton R. Rackmil, president of Decca Records, this week announced a realignment of the firm’s executive and artistic staff. Leonard W. Schneider was elected executive vice president and all A & R heads will now report directly to him. Schneider joined Decca in 1949 as director of sales promotion and advertising. Since 1946, he has been vice president and general manager. His new promotion makes him in effect head of the entire A & R department. Louis A. Buchner, was also elected a vice president at the same time. He will continue as treasurer.

In addition to these executive appointments, the A & R department was completely overhauled.

Dave Kapp, who now heads only the country and western divisions, will add rhythm & blues to his supervision. Joe Thomas formerly head of the R & R department, will become Cohen’s assistant.

Sy Rady remains in charge of the classical and children’s sections.

Rackmil expressed the opinion, in announcing these changes that the new alignment would result not only in a more efficient operation of each department, but in a stronger over-all A & R picture for Decca.

OPS Establishes Price Control For Records

WASHINGTON, D.C.—In a new order, the Office of Price Stabilization included a number of additional categories placed under its retail ceiling prices for consumer goods, included in a schedule of charges.

Record retailers are now required to file price charts, under the General Ceiling Price Regulation, with their local District OPS offices on or before April 30, 1951.

Designated as “Ceiling Price Regulation 7—Amendment 2,” the instructions read: (a) You may begin to use the applicable pricing rules after you file your chart, but you must begin to use the rules not later than April 30, 1951, unless you are a mail order establishment subject to paragraph (b) of this section.

Section (b) reads: You may at your option prepare a separate list date change, and file that as a supplemental chart.

Footnote to the regulation reads: Your OPS office in the District Office has authority to make a decision in the area in which your store is located. If, however, you are a mail order establishment, your OPS office is the Distribution Price Branch, Office of Price Stabilization, Washington 25, D.C.

(Op Makes Pitch For Two Minute Disk)

NEWARK, N. J.—In the face of rising costs for ops, Jules Rusoff of the Music Guild of New Jersey, last week made a strong pitch to record firms to reduce playing time of disks to two minutes.

“Television has made serious inroads into our playing time,” said Rusoff, “so that we must get more money during the limited time allotted to a jule box. The playing time of a record is approximately three minutes so that the income potential is about $1.00 per hour. A two-minute record will show an income potential of $1.50 per hour. The two-minute record is the answer to this problem.

“The record manufacturers need not be concerned about hurting their retail sales, because the playing time of a tune has been shortened. Probably not more than one in a thousand actually knows the playing time of a tune. Smash hits like “I’ve Got My Heart,” “Buttons and Bows” and more recently “The Thing” demonstrates public acceptance of a two-minute record. On the other hand, many longer playing pop records have become nuisances and we have been asked to remove them from the phonograph.”

NEW YORK—A couple of years ago this photo of two young boys trying to get ahead in the music world was snapped at Grossinger’s. Their names were Guy Mitchell and Eddie Fisher. Two years later both have achieved prominence for their singing. Guy splashed into big time with “My Heart Cries For You” and followed it up with “Sparrow In The Tree Top” while Eddie made it with “Thinking Of You” and “Bring Back The Thrill.”

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ZING ZING ZOOM ZOOM

recorded:

THE ANDREWS SISTERS \ Decca
PERCY FAITH \ Columbia
DAVID ROSE \ M-G-M
PERRY COMO \ RCA Victor

others to follow

ROBBINS MUSIC CORPORATION

PERMO POINT
LONG LIFE COIN PHONOGRAPH NEEDLES

The new PERMO-made POINTS of Osmium Alloy are the result of 20 years of progressive development—which has made possible the practical combination of prolonged tone quality of both needles and records.
LOS ANGELES—Ivy Joe Hunter, in between winning The Cash Box awards and cutting hit records on the MGM label, made his national TV debut on the “You Asked for It” program with popular emcee Art Bailey. Originating in Los Angeles KTTV, the show is presented over 25 other television outlets throughout the country.

DJ Offers Programming Tip Using “The Cash Box”

NEW YORK—“The Cash Box” has been receiving many letters of commendation lately complimenting us on the usefulness of our music charts and other features. Many of these letters contain important suggestions which we feel will be valuable to disk jockeys and program directors. Therefore we are reprinting in part a letter from Bob Steverson, DJ on WVGC in Coral Gables, Florida who has a programming suggestion which should be of interest to other stations.

“Just received the April 7th edition of “The Cash Box” which prompted me to write this long delayed letter. I’ve been meaning to drop this line to you for months.

“The boys that spin the records here at WVGC feel as I do that “The Cash Box” is one of the best places to go when you’re trying to find out what your listeners really want to hear. We have been using your tunes from “The Nation’s Top Ten Tunes” column and particularly your regular record reports from the DJs. It might interest you to know that quite often we have programmed a particular dress for “how they like it across the nation” from the DJ choices in this column (of course, giving “The Cash Box” credit).”

As I told you before I was just getting ready to send in my top ten when I decided it was time to write to you. So, on behalf of myself and Cy Russell here at WVGC, congratulations on doing a good job of editing a good magazine.”

MGM Records Signs Lionel Hampton Band

NEW YORK—M-G-M Records has announced the signing of Lionel Hampton to a term recording pact. The band leader will record with both small combos and big band groups for the label. Contracts were signed the week of April 1, with general manager Frank Walker and popular artists and repertoire director Harry Meyerston acting for the dialog.

The Hampton signing is another of several recent M-G-M bids for prominence in the band field. Other bands signed by the label since the first of the year include those of Woody Herman, Tex Beneke, and Buddy De Franco.

**PLEASE SEND ME SOMEONE TO LOVE**

Percy Mayfield
(Specialty 375)

**BLACK NIGHT**

Charles Brown
(Aladdin 3076)

**ROCK LITTLE DADDY**

Freddie Mitchell
(Derby)

**WHAT WILL I TELL MY HEART?**

Al Hibbler
(Chess 1445)

**BLACK NIGHT**

Charles Brown
(Aladdin 3076)

**DO SOMETHING FOR ME**

Dominos
(Federal)

**LITTLE RED ROOSTER**

Griffin Bros. & Margie Day
(Dot 1019)

**I APOLOGIZE**

Billy Eckstine
(MGM 10903)

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(MGM 10903)

**I WILL WAIT**

Four Buddies
(Savoy 769)

**BABY, LET ME HOLD YOUR HAND**

Ray Charles
(Atlantic 250)

**TEND TO YOUR BUSINESS**

James Wayne
(Sittin’ In)

**LITTLE RED ROOSTER**

Griffin Bros. & Margie Day
(Dot 1019)

**KOREA BLUES**

Bayou Boys
(Chess 1499)

**GEE BABY**

Johnny Otis
(Savoy 777)

**JUSTICE BLUES**

Gatemouth Brown
(Pacoak 1568)

**LOST LOVE**

Percy Mayfield
(Specialty 390)

**DON’T TAKE YOUR LOVE FROM ME**

Laurie Tate & Joe Morris
(Atlantic 923)

**ROCKET 88**

Jackie Brenston
(Chess 1458)

**LET’S ROCK AWHILE**

Amos Milburn
(Aladdin)
NEW YORK — Symbolizing the old and the new, a microphone hangs in front of an old Nickelodeon in Jahn’s ice cream parlor, the scene of the recording of “Whatever Happened To The Good Days” by Lawrence Cook. Cook, who is shown here shaking hands with Pete Dorain, president of Abbey Records, waxed the tune on the old instrument and came up with a highly different sound. This follows his coup of last year when he did “The Piano Roll Blues” and had record fans listening avidly to his old fashioned piano playing.
"Is it too late, Doctor?"

By showing Americans how they can protect themselves and their families against cancer, the American Cancer Society is saving thousands of lives today. By supporting science and medicine in the search for the causes and cures of cancer, the Society hopes to save countless more tomorrow. Learn how to guard yourself, and those you love, against cancer. Phone the nearest office of the American Cancer Society or write to "Cancer" in care of your local Post Office.

American Cancer Society

Fortunately, it's not too late for more and more Americans who are going to their doctors in time ... at the first sign of any one of the seven danger signals which may mean cancer: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

The Great Victor Young Ballad

LOVE ME

Recorded by HERB JEFFRIES (CORAL)

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

JUBILEE RECORD Hits

1ST RELEASE—SMASH HIT:
AL MARTINO
singing
"HEAVEN HELP ME"
(RCA Victor)
"HURRY HOME TO ME"
JUBILEE No. 4027

THE CASH BOX

Jazz 'n Blues Reviews

AWARD O' THE WEEK

"SADIE GREEN" (2:40)
"ONE STEADY BABY" (2:43)
GRiffin Bros. & MARGIE DAY
(Dot 1041)

GRiffin Brothers

It looks as though this combination of the Griffin Brothers and Margie Day can't be stopped. Here they are again with another smash labeled "Sadie Green". It's gonna make ops green with delight as they count the coin which this disk pulls into their machines. This is a driving blues number loud and strong which Margie delivers in assured style as the Griffin brothers let go with a backing that matches her vocal. The second side called "One Steady Baby" is another high powered one which the combination do to a turn. But the end to watch is the first one. It's gonna be cleaning up for a long time.

"WHY DID YOU LEAVE ME" (2:48)
"GOT A MEAN WOMAN" (2:43)
JOHN HOGG
(Mercury 8230)

John Hogg shouts the blues on the top deck. With some good small instrumental backing, he gets a real low down feeling into this. The second side is another very slow blues number on which Hogg shines through. Ops will do fine with this one.

"MONEY BLUES" (2:28)
"EASY" (2:40)
CAMILLE HOWARD
(Specialty 401)

A good tune with a nice beat serves to give Camille Howard an excellent side. With some terrific backing, Camille punches this number home with verve. The lower end in a slow blues item into which she gets some infectious feeling. This is right for ops.

"DON'T MAKE A FOOL OUT OF ME" (2:45)
"I'M A BAD BAD GIRL" (2:51)
LITTLE ESTHER
(Federal 12023)

Little Esther continues on her winning ways with two good sides here. Each end is a slow driving thing on which Esther displays her broken vocal type of rendition while the orchestra helps her out with some magnificent backing. Ops know how this little girl pulls in the coins.

"TWO DRY BONES ON THE PANTRY SHELF" (2:47)
"BRAD'S BLUES" (2:43)
TINY BRADSHAW
(King 4447)

Tiny Bradshaw has two different types of numbers to offer on this platter. The first is a jumpy one with very cute lyrics while the second is a low down, slow shouting blues number. Both are done with his usual skill and ops will want to get them in their machines fast.

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

HOLLYWOOD, CAL.—At Jerry Gray's Palladium opening this past week, Decca was well represented in the person of Evelyn Knight and Milton Rackmilk, president of the recording firm. Jerry is headed east after his present engagement, is currently going strong with his album 'In The Mood.' Evelyn opened at the Plaza in New York shortly after this photo was taken.

Marian Maye, Missing Singer, Turns Up In Atlantic City; New Contract Waiting

NEW YORK—The missing singer, Marian Maye, who introduced Elmo Russ' "Gotta Find Somebody To Love" for Pyramid Records, was located Saturday afternoon at Atlantic City. Miss Maye had been away from New York for over six weeks and was unaware that her recording of the song had caused the stir in music circles that it did.

Miss Maye suddenly turned up in Atlantic City at the home of her sister Mrs. Sylvia Kaplan who immediately telephoned Mr. Russ in New York. Russ drove there at once to notify Miss Maye that her voice had been heard on records, released by Coral, throughout the country, that she had earned over $500 in advance royalties, that her picture was appearing on sheet music copies of the song, and that Pyramid Records was prepared to offer a contract to record a series of new tunes.

The talented young singer was completely unaware of the success her first recording had attained. She explained that she had been completely discouraged in her pursuit of a singing career and had been in Minneapolis for several weeks where she stayed with friends, then spent a week in Chicago looking for work. While she had originally intended to seek work in Los Angeles, Miss Maye was forced to change her plans because of the lack of funds.

She went from Chicago to Washington, D. C. where she remained for two weeks in an attempt to find work with a Government agency. This was also fruitless and she decided to return to her home in New York. She stopped off in Atlantic City to spend a week end with her sister.

Miss Maye at first would not believe the reports of her overnight success and popularity as a singer. She had remembered making an audition record with piano accompaniment for Pyramid last January but had never considered that it might turn out to be one of the most talked of records in the music business.

Mr. Russ promptly persuaded Miss Maye to return with him to New York where they will arrange for an early recording session. Among the tunes selected are "The Australian Coo Song," and "Then It's Goodbye To You."

Atlantic Records Steps Out Into Pop Field

Atlantic Records, leading rhythm and bluesdiskery made its first major entry into the pop field last week with the release of "Take My Love," featuring ex-Harry James thrush, Marion Morgan, and the Joel Herton Orchestra.

Encouraged by initial disk jockey and distributor reaction to its first pop effort, and especially by Martin Block's picking the record as "the best female vocal of the week" on WNEW Saturday night stana, Atlantic is shipping the platter on a guarantee-sale basis and has engaged Nat Shapiro to handle national des- tination promotion.

Atlantic which stepped out of the rhythm and blues field to record a highly successful children's set, "The Magic Album," has also ventured into the fields of poetry and drama with its "This Is My Beloved" and "Romans & Juliet" albums, has maintained a high average of r and b hits in its three years of operation.

Among the artists in the Atlantic stable are Ruth Brown, Al Hibbler, Joe Morris, Laurie Tate, Stieck McGhee and Frank Cully.

Additional Tunes

COLD, COLD HEART
Hank Williams (MGM 10904; K10904)

DEAR JOHN
Hank Williams (MGM 10904; K10904)

KENTUCKY WALTZ
Eddy Arnold (RCA Victor 21-0444; 48.0444)

IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME
Lefty Fritzel (Columbia 20-739; 8-770)

I LOVE YOU A THOUSAND WAYS
Lefty Fritzel (Columbia 20-739; 8-770)
The Cash Box, Music

PAL Gets Polka

NEW YORK—A song named the PAL Polka, written by George Snowhill and published by Cheerio Music Publishers, Inc., and dedicated to the Police Athletic League of New York, was presented to Commissioner Nolan, President of the Police Athletic League by James Hilliard, head of Coral Records, a subsidiary of Decca at the Bussey Youth Center, at 507 West 40th Street, Manhattan on Tuesday, April 10th. A group of PAL boys and girls in costume danced the polka to the music of their new tune as recorded by Eddie Grovet and his orchestra.

Wrisley Joins WFGM

FITCHBURG, MASS.—John Wrisley, formerly of WTAG Worcester, Mass., has joined WFGM Fitchburg according to Ansel A. Grudley, General Manager of the Fitchburg station. Wrisley has been associated with WTAG for the past three years and has in that time built up a large following in Central New England through his disk jockeying on his daily “John Wrisley Show.” This now gives WFGM two of New England’s most powerful disk jockeys as Wrisley joins Ed Penney whose afternoon show “Penney Serenade” has been the area’s top disk show during the past two years. Wrisley will conduct a two hour morning record show six days a week.

New Station For New England

LOWELL, MASS.—A new radio station, WCAP, 1,000 watt, will open in Lowell on April 29 featuring all around programming with the highlight on musical entertainment. Top announcers will be Phil Goulding formerly of CBS and WFGM; brother of Ray Goulding of radio and TV, as well as Joe Daniels will also act as assistant program director.

THE CASH BOX

All for Only $15. Per Year

(Please mention THE CASH BOX when advertising—as it proves you’re a real coin machine man)
URGE TRADE NOT TO BE MISLED BY TEMPORARY BUSINESS SLIDEOFF

Prepare for Dearth of New Equipment by Late Summer of '51, Leaders Declare, and Possibly No New Machines from Late Winter '51 Thruout All of 1952.

CHICAGO—One of the unfortunate results of the present temporary business slideoff, which is now being felt in some areas throughout the country, is that many in the trade are being misled in the belief that production of new machines, even the present amount of production, will continue indefinitely.

As this business slideoff came into being, with many having stocked up very heavily, prices naturally dropped. The law of supply and demand being what it is, and the further fact that certain metal restrictions were eased for the manufactur-ers, many became somewhat frant-ic, and began to cut price in an ef-fort to rid themselves of inventory.

This is, most certainly, the most illogical business fact which has come into being in the field with the present temporary business slideoff. Those who have been selling will be at extremely-low prices will find that, when they again want and need this same equip-ment, particularly in the very near-future, that they will be paying many times the price they sold for to once again obtain the same.

The fact, and it is a very solid fact, regarding the present slideoff is that the effort is growing greater and more intense by the minute and will, eventually, tie in one factory after the other, to the point where all normal production, however great, new equipment will fall by the wayside.

In fact, leaders in the field declare that the 10c price will be at 80 per cent of its normal production capacity by late summer of 1951. Some of the smaller companies, even plants which have been likened to this on this industry's pro-duction capacity by that time.

It is only natural, as more and more factories in the industry obtain more diverse in their regular produc-tion, that production cutback would be expected.

The output is a reflection of the number of factories which will be able to produce the machines for the trade, as well as the amount of capacity each factory will be able to utilize.

In all sections of the country, some believe that the factories should come equipped from the factories with 10c pinball chutes.

In other parts of the nation, pinball operators believe that 5c play is the best.

Letters have been received by The Cash Box of the same time regarding 10c versus 5c pinball play action.

A letter from Phil Frank of Chester, Pa. was for 10c play. A letter from Louis Fassberg of New Orleans, La. is against 10c play.

CMI's survey of the entire nation should, therefore, prove unusually in-teresting to all concerned with pinball games. Some surprising revelations are expected.

CHICAGO—Reports are current here to the effect that CMI (Coin Machine Institute) will attempt a survey of the nation's pinball game operators in order to ascertain whether the operators are interested in the five-ball games appearing with ten cent and five cent operations, as at present with five cent coin chutes.

Dudley Ruttenberg, attorney for CMI, reported that this survey, to gather opinions from the nation's op-erators, would be strictly a trade as-sociation matter.

The association wants time to study the all the answers which it will receive and will, probably, after much study of the statements and opinions of the nation's operators, attempt to make this information.

There has been much controversy over 5c and/or 10c pinball games played.

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Letters have been received by The Cash Box indicating a change now regarding 10c versus 5c pinball play action.

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CMI Seeks Ops' Opinions On 10c Pinball Play

CHICAGO—At one of the best at-tended meetings of the Recorded Music Service Association, Wednes-day, April 4, (the Chicago Juke box ops' association) operators unanimously agreed to immediately start changing-over their phones to 1 play 10c and 3 plays for 25c.

They also agreed to have all their phone numbers changed over to this type play by May 1, 1951.

Ray Cudillo, president of the or-ganization and Phil Levin its secre-tary, reported on dime play progress at the meeting.

Members had been urging the as-sociation to switch over to 1 play 10c and 10 cents for 25c, that Sterling was en-joying a very fine increase in collec-tions.

Reports from other cities, many of these taken from past issues of The Cash Box, were also heard by the members. Leaders here are all for the change, pointing out that with their present peak play hours cut down to a minimum by TV, and with the fur-ther fact that overhead expense and cost of equipment has risen terrifi-cally in the past months, they simply were up against the wall to cover even their overhead expense.

Many had already changed many of them to 1 play 10c and 3 plays for 25c. Ops like Andy Oomens here reported that they were enjoying better collections. Oomens had also been among the very first to test 2 plays for 10c, and 6 plays for 25c when that action was taken by the organization.

Both leaders of ABC Music also re-port that the 1 play for 10c and 3 plays for 25c is the way to go.

Harold Matherway, one of the best known ops here, stated, "I advocated the change, to 1 play 10c and 3 plays for 25c a long time ago. It's the only sensible change for the future and thus might as well prepare ourselves for future eventualities.

"It looks as though that we are facing higher taxes and much higher prices in the future for all supplies, parts and equipment. We can't see how we can continue on nickel play, with inflation being, as it is, and with more taxes and higher costs on the way, we simply have to try and find a method to save our-selves from joining money constantly."

In the meantime ops continue to change over to 1 play 10c and 3 plays for 25c. There have been very few complaints from location owners. The few who have complained, ops ex-plained, were quickly advised the reason for the change.

"In fact," one op reported, "I simply pointed out that the six cent set was showing a fifteen year old western picture and then pointed to my silent phonograph. The storekeeper shut right up.

"After a talk with him, he now agrees that he'll help me for he, too, can see that this is the one and only salvation for us. A tip to some music ops, I've moved my phonos closer to the back door, so in a location.

(Continued on Page 24)
model A
The first of the modern AMI's, famous for its lavish beauty and sensational record changing mechanism. Still commands a top price on the used machine market.

model B
The business-like "B", noted for its compactness, visibility and money-making power. Its heart is the trouble-free AMI mechanism. A universal, enduring favorite.

model C
The current AMI, a standout among modern juke boxes. Instant servicing, uninterrupted performance, boundless location satisfaction. A pre-eminent safe investment.

LONG LIFE LINE

AMI Incorporated

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

"It's What's in THE CASH BOX That Counts"
What Chicago's Music Ops Think Of 1 Play 10c, 3 Plays 25c

CHICAGO—After the big mass meeting of the Recorded Music industry recently in Chicago, the large Chicago Quick surveyed noted music ops and their opinions were tabulated as to 10c or 25c for plays. Here is a summary of the answers.

"Please do all of your work," is the advice of Ralph Sundberg of Calumet Automatic Music, "10c play will hurt the business and with cost of changeover will be more than you gain by decreased collection rate."

"For us, we'll have one or two 10c plays, but will not change," states Chicago's Manager of the "Cash Box".

"It is no fun to change," says Chicago's Manager of the "Cash Box". "We are not going to change, and we are sticking to our 25c play, and if you don't like it, we'll find some other place to put our money."

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STARTS A NEW GAME EVERY 50 SECONDS

It's got FASTER ACTION...

FASTER PLAYING TIME ...

FASTER TURNOVER!

It's A Proven Money-Maker ... Gives The Player More For His Money ... Gives The Operator More Money!

Player pitches and bats—Ball Players actually run bases in backboard in realistic third dimension—opposing team actually in position on field—lights on playfield diamond indicate men on bases—Novelty or Replay.

SUPER WORLD SERIES HAS A 5c-10c-25c SINGLE ENTRY, SLUG PROOF COIN MECHANISM WHICH ACCEPTS CREDITS IN ANY COMBINATION OF COINS AND IS DESIGNED FOR CONVERTIBLE PLAY!

<table>
<thead>
<tr>
<th>1 play for 5c</th>
<th>1 play for 10c</th>
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<tbody>
<tr>
<td>Either: 2 plays for 10c</td>
<td>Or: 3 plays for 25c</td>
</tr>
<tr>
<td>5 plays for 25c</td>
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Changeover Can Be Accomplished in a Few Seconds!

SEE IT—PLAY IT—
BUY IT FROM YOUR WILLIAMS DISTRIBUTOR TODAY!
"Code" Appears Last Time This Issue. 
Regular Prices Start April 28 Issue.

"The Cash Box" Praised For "No Newsstand Sales". Voters Say "The Cash Box" Is Real Confidential Trade Magazine So No Need For "Coded" Price Lists.

NEW YORK—Despite the extremely large number of columnists who returned their votes on the "Code" method presently used in the listing of The Cash Box "Confidential Price Lists, we were most happy to note that most of them took the time to express their sincere praise for the effort. This publication is putting out to assist and cooperate in their industry problems.

Many stated "The Cash Box is the Bible of the Industry." One columnist called us "The Voice Of The Industry."

The majority see no reason why The Cash Box should continue to code the price lists, stating, "There is no need for it. The Cash Box is truly a confidential trade publication, and concerns itself solely and completely with the coin machine industry." The question was put to the members of the Washington Coin Machine Association, Washington, D. C., at their last meeting, with the result being a majority vote asking The Cash Box to return to the regular figure method. "At our regular business meeting" writes Horace Biederman for the association, "the members voted on your 'Confidential' Price Lists, and want regular prices in figures quoted, stating that since The Cash Box doesn’t appear on newsstands, the public and the merchant won’t learn the knowledge of equipment values from it."

We of The Cash Box are extremely grateful to all who have sent in letters and votes on the "Coding" of the Price Lists, and to those who took the opportunity in expressing their sincere thoughts about the value of this publication. We shall work harder, if that’s possible, to bring the industry the finest possible publication, one that the members of the coin machine trade can be assured will be "their magazine"—one real trade publication in the coin machine industry.

While we expect some additional votes to arrive, the coin trade’s opinion has been voiced—the majority, by a wide margin, have asked that The Cash Box publish its famous "Confidential Price Lists" as was previously listed—with prices in dollar and cents figures. Beginning with the next issue, dated April 28, these lists shall once again appear as they formerly were.

Weinand Advises Rock-Ola Phono And Boxes All Set For Any Coin Play Or Combination

J. A. (Art) Weinand

CHICAGO—I. A. (Art) Weinand, operator the use of the Wall boxes, Markine Machine Manufacturing Corporation, this city, advised past week that the firm is receiving many compliments from operators, as well as from their distributors, in view of the fact that its new "Rocket 51-50" phonograph and 5c/10c/25c Wall and Bar boxes that go with this unit, are all equipped for various play combinations.

The coin unit has built in conversion which allows for quick change over to either 2 plays for 10c or 1 play for 10c, 5 or 6 plays for 25c or 3 plays for 50c.

"In fact," as Weinand reported, "the music operator can use any play combination he desires and adjust it in just a few moments. The built-in arrangement in the coin unit on the "Rocket 51-50" as well as in our 5c/10c/25c boxes is such that any play combination is easily adjustable without need of any experts."

The Wall and Bar boxes which the firm is featuring with its "Rocket 51-50" phonograph are very easily and quickly adjustable to any play combination which the operator adopts for the phono itself. This saves the operator the time and cost of re-wiring and allows him to continue right ahead without any hitch in his operational plans.

As music ops around the country become acquainted with this unusual built-in feature on the new Rock-Ola phone and Wall and Bar boxes they have been sending letters of praise to the firm for its foresightedness in so arranging its coin unit that any type play combination is speedily and easily adjustable, Weinand stated.

"We are doing everything in our power, and always have," Weinand continued, "to make it easier for the nation’s music operators to enjoy the steadiest and best profits. All of our equipment takes into consideration, far in advance, any changes which are sure to be forthcoming."

Weinand pointed out that a long time ago the firm recognized the need for 45 rpm, which is now easily arranged for on the "Rocket 51-50" phonograph.

The changeover from 78 rpm to 45 rpm or back again, whenever the operator desires, Weinand explains, is simple, quick and without any need for expert mechanics.

Williams Introduces New Baseball Game "Super World Series"

CHICAGO—Sam Stern, executive vice president and general manager of Williams Manufacturing Company, this city, announced the release of its new three-dimensional baseball game "Super World Series."

"Super World Series" incorporated the many proven features of its 1950 predecessor "Star Series," stated Stern, "but is geared for faster action, faster playing time (50 seconds average game), and faster turnover."

"Super World Series" has a 5c-10c-25c single entry slug-proof coin mechanism which accepts credits in any combinations of coins and is designed for convertible play, such as: either 1 play for 5c, 2 plays for 10c, 5 plays for 25c—or 1 play for 10c, 3 plays for 25c. The changeover is accomplished by the operator in a few seconds.

Realistic baseball action is the key-note of "Super World Series." The player pitches and bats; the ball players actually run bases on the backboard in realistic third dimension; the defensive team is actually in position on the field; and the lights on the playfield diamond indicate men on bases.

"Star Series," which was the predecessor to 'Super World Series' has a record of the most consistent earnings of any amusement game made in the past few years," stated Stern. "The resale value of 'Star Series' was higher than any amusement game manufactured at the same time. Based on this experience, 'Super World Series' will have even greater earning capacity than its predecessor because it incorporates so many more features that are conducive to repeat play."

Shipments have been made to all Williams' distributors throughout the country, stated Stern, and operators can view the game in their showrooms.

"Operators can obtain immediate delivery for orders placed" concluded Stern, "so that the games can be on location to coincide with the opening of the baseball season."
AMI Participates In Grand Rapids “Freedom In Action” Program

GRAND RAPIDS, MICH. — The AMI Jukebox plays a prominent part in the “Freedom in Action” program sponsored here April 9-14 by the Grand Rapids Chamber of Commerce.

The program, in which the principal manufacturers of the community participated, was designed to show that the high standards of living enjoyed in this country are due to the freedom in action of the American economic system.

Among the special events which took place for the week were plant tours by AMI officials of music plays in downtown business houses, hotels and department stores as well as in the Public Museum where an outstanding exhibit showed the development and improvement brought about in a wide variety of products under free enterprise.

An AMI Model “C” was displayed at the main entrance to the museum alongside an old Edison cylindrical record phonograph.

The “C” which was connected and operating, provided free play. Museum attendants reported that the Jukebox was one of the most popular of exhibits, and that both young and old in the huge crowds that attended stood about to listen to and comment on the operation of its record changing mechanism. Another AMI Jukebox, together with a background display, was set up in a lobby of a downtown hotel and also provided music without charge.

Special issues of both morning and evening papers carried an AMI advertisement which reflects the theme of the program. The ad headline read, “Freedom in Action.” Copy pointed out that in America, unlike the countries behind the Iron Curtain, com—people and artists need not be “Party” functionaries to get a hearing. The jukebox, a combination of the musical freedom on the American scene with its wide choice of music that people in this country are free to play as they choose.

Nola Amuse Assn Elects Officers

NEW ORLEANS, LA.—The New Orleans Amusement Association, on retirement of Johnny Bosch as president, held an election this past week for new officers.

Ed Kramer was elected president of the organization by an overwhelming majority. The same was true in the case of Elmo Pierce, who was elected vice-president.

Jules Peres was prevailed upon to retain his position of secretary-treasurer of the organization, an office which Peres has capably handled for some years now.

Rae Boxworth was appointed by new president Kramer of the association to serve on the Board of Governors. Boxworth’s appointment is as acclaimed by the operators.

John Boch, retiring president, was acclaimed by all the operators for his grand work.

John was reported to have done more than any other single man in this area to promote better relations between the operators themselves, as well as between the manufacturers and location owners, and to generally better all operating conditions throughout New Orleans.

Exclusive!

Williams

Music Mite

MODEL 52

Insures More Play with a

SINGLE ENTRY-SLUG PROOF

5c—10c—25c

COIN MECHANISM

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 5c Play

2. 5c—10c—25c Single Entry Coin Mechanism

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

4242 W. Fullmore Street, Chicago 26, Illinois

Irving Sandler Opens Own Distributing Firm

The Alfred Bergmans Host Designer

Former Partnership Dissolved

DES MOINES, Ia.—Irving Sandler announced this past week the dissolution of his partnership with Herman Puster in P & S Distributing Co., this city, buying the entire stock of the firm.

Sandler will continue in business at his present place, 110 Eleventh St., under the name of Sandler Distributing Company.

Further announcement in regard to the lines he will handle here under this new firm will be forthcoming very shortly, he reported.

Sandler stated, “Operators will continue to receive the same fine conscientious service they have in the past. They also are assured the finest new and used equipment. We will have a much enlarged parts and supplies department and mechanical service of outstanding quality for all types of machines.”

BUFFALO, N.Y.—Al Bergman, Alfred Sales, Inc., this city, recently played host to Mr. & Mrs. Joseph J. Clement (seen on left). Clement is a member of Wurlitzer’s design staff and played an important part in developing the new 1400 and 1450 phonos. Al Bergman, pictured on right with his bowl, heads the firm that distributes for Wurlitzer in western New York and northern Pennsylvania.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Copper, Steel And Aluminum To Be Doled Out. Defense Needs To Be Supplied First - Civilian Products Get What's Left

WASHINGTON, D.C.—The National Production Authority announced this week that American industry will go under a Controlled Materials Plan beginning July 1. The plan, it was explained by Manly Fieischmann, administrator of NPA, is a method by which defense production agencies can match available supplies of steel, copper and aluminum against military and civilian needs and allocate materials accordingly.

Also copied from a similar plan used in World War II, the program for the time being is on a much more modest scale. This time, direct allocations will be made only in production involving defense and defense-supporting production and construction goals. Estimates fixed the quantity of materials which will be brought under control at 40 to 50 percent of annual supplies.

"Demand for the economy for the defense effort did not at present justify an 'all-out' Controlled Materials Plan, such as that in World War II" stated Fieischmann, but he added "we want to be prepared to put such a plan into full-scale operation at an instant's notice."

Producers of product will fall into two classifications, "A" and "B." In general, "A" products are those where the most convenient method of production authorization will be given, in preference to the "B" category. In the "B" category will be included certain products where it is most practical to furnish authorizations directly to the producer.

Most of those in "B" category must file their requirements on forms available by May 1. Most producers of consumer durable goods will be exempt from filing, among which NPA lists amusement and vending machines.

With the inauguration of this Controlled Materials Plan, there is no doubt that the coin machine industry, along with all other consumer products, will be effected with deeper cuts than has yet been felt.

Minn. Ops All Helped To Defeat Tax Bill

FERTILE, MINN.—Duane Knut- sen, president of Fertile Machine Service, Inc, this city, writes that while the operators of Minnesota do not doubt the effectiveness of the appearance of Thomas Vennam at the two meetings of the taxation committee to fight the recent tax legisla- tion (The Cash Box April 7 issue), he points out that a number of citizens in the state knew what was going on and that they were active in their efforts to prevent passage of this unfavorable legislation.

"We noted your article in the April 7 issue headed 'Minnesota Juke Box Tax Bill Tabbed Due To Efforts Of One Man'.", writes Knutsen. "Naturally you would not have heard of every effort put forth to have this vicious type of legislation killed. Being 'The Voice Of The Industry' you should however give the ops in Minnesota more credit than to think we would let this bill go by without voicing our opinions to the Representative and Senators. For my own part, I sent letters to the Congressman from my district, and instructed my location owner to do likewise. A rather scorching letter was sent to Senator Gerald T. Mullen of Minneapolis, the author of the bill."

REPORT FROM LOUISVILLE

Manufacturers Will Release Southern Automatic Moves To New Large Building

LOUISVILLE, KY.—Leo Weinberger of Southern Automatic Music Company, Inc., this city, advised that his firm would, by April 16, be located in its new large building at 735 South Brook Street.

This office will remain as head-quarters of the firm. Other offices of this very well known distribution organization are located in Lexington, Ky.; Cincinnati, O.; Dayton, O.; Fort Wayne, Ind., and Indianapolis, Ind.

It is believed, thrusting this area, that these new quarters can be considered among the largest distributing head-quarters in the world.

Mr. Weinberger's firm have tremendously move footage for offices, showrooms, repair and supplies de-partments, but, will feature a big free parking lot right next door.

Truly and completely possible for op-erators to step right out of their ears and enter either the showrooms and offices or the servicing departments of the firm.

Weinberger attributes much of the success for this move to such outstanding large quarters to the AMI phonographs and music equipment.

Leo Weinberger reported, "The great demand for this outstanding automatic music equipment caused us to order quick quarters. We believe that the entire country has recognized AMI leadership in this large territory. AMI is selling tremendous-ly."

Air conditioning is being featured. The new building is just a very short distance from downtown Louisville. It is speedily reached from all parts of this city and from everywhere in the state.

Chi Bell Firms Meet With U.S. Attty. To Discuss Report Of Sales & Inventory

CHICAGO — A number of bell people met with U.S. Attty. Otto Ker- ner, Jr., of Chicago, and Asst. Attty. Charles W. Meyer of Wash- ington, D. C., held here to discuss monthly sales and inventory reports under the Johnson Act, which since January 2, 1961, halted shipments of bells across state lines.

Discussion as to monthly reports of sales between those present and both U. S. attorneys went by hurried but not completely.

Some misunderstanding arose regarding reports of monthly inven- tories. Marking of serial numbers on cabinets and mechanisms of bells was agreed to be easy. However, markings on individual parts, such as springs, nuts, bolts, etc., was pointed out to be almost beyond human possibility.

The question of inventory monthly reports was left unclarified, according to most of those who attended. It is believed that some communication will be forthcoming from U. S. Attty. Gen. McGlath's office in this regard.

Southern Automatic Moves To New Large Building

Weinberger also reported that a very fine finance plan has been ar ranged which assures everyone of the firm's customers the easiest way to bigger and better products.

"This finance plan takes effect immedi ately and will benefit everyone of our customers," Weinberger stated.

Because of the tremendous increase in size every operator, regardless of the type equipment he operates, Weinberger reported, will now receive the speediest shipments, the finest repair and maintained servicing, and will find one of the largest stocks of supplies and parts of all kinds ever yet featured by any distributing organization in the entire industry.

"We feel certain," Leo Weinberger said, "that any operator who wants the very finest in service, the best equipment, the specialist delivery, outstanding maintenance of all his ma chines, repair work that is unequalled and, at the same time, wants to deal in pleasant surroundings where he will instantly feel at home, will find our new, big building abso lutely worthwhile.

"This is the operator's own head-quarters," Weinberger continued, "and we want every single operator in our territory to feel just as if it were his own office.

There will be no formal opening. Weinberger asks that congratulatory wires and flowers be omitted. He sug gested that if possible the operators not just once, but, as many times as they desire, and visit with him and his organization in this new building.

Coin, State Ops Meet

NEW HAVEN, CONN.—One of the most enjoyable meetings, and attended by a large number of members, was held by the Connecticut State Coin Association on Wednesday, April 4, at the Town House, this city.

Abe Fish, president, made an eloquent speech in which he stressed co-operation among operators, pointing out the great future and promise of the country's greatness, in which a man can "stand on his own two feet, and where he can live, love and be happy in his own way, regardless of race, or religious affiliations."

Several guests addressed the group, among whom were: Barney Sugar man, Runyon Sales Company, AMI distributor; Jack Mittick, AMI re gional representative; Bob Jones, Rockford Distributing; Harvey War dler distributor; Ben Becker, Bally Manufacturing Company; Meyer Par koff, Atlantic New York Corporation; Redd Mullen, Redd Mullen and Jack Gordon, Seeburg regional representative.

The Connelly Brothers of New Haven listened in.

Next meeting was announced for Thursday, April 19, at the Depauw que's Restaurant in Hartford.
nothing but good cheer with operators here, both in music and games. Nothing sensational, but collections fine, with expectations of increases as the weather gets warmer. Will bring out the entertaining and tv-ing individuals. Amusement spots and taverns will get share of the extra spending. Country locations already showing some life on week-ends. This good cheer extends to the wholesalers, who are keeping on with supplying both new and used machines. Some wholesalers feel that prices of used equipment are bound to increase sharply, as soon as it is evident that new equipment will be in short supply within a few months. The dealers, while hoping business can be continued, do not feel that they will lose business, but that not only would they have to go far to get business, they are afraid they will have to be more careful in their selection. In addition, they explain that they are in the business of buying and selling, and that they need to pay attention to the changing market, as well as thinking about future months.

Mike Munves, tells us this spring has been the best he’s ever had in all the years he’s been supplying arcades machines. By employing additional help, and working long hours, Munves has arrived at a point where shipments are being processed in two to three weeks. Mike expects the demand to continue through the year. . . . Max Munves back from Florida, and immediately started preparing for a new circular. . . . Max Klein, Moiar Amusement Co., York, is on vacation thruout the month, and stops off at the wholesalers along coirown before going home. . . . Jack Rubin, the ever smiling Brooklyn opt, visiting along the row, buying some needed equipment. . . . Al Simon, back from his recent trip, listeners happily report that things are still very good. . . . Surfing, including but not limited to operators, was called upon and held throughout the week. . . . Joe Yorke, C.I. distributor, gives us a report of the sales of Wurlitzer phonographs, (Joe says he’ll furnish the name to any interested parties) who replaced a multiple record machine in five different locations with a Wurlitzer 1400, and this in each of the five spots. "This operator has re-ordered an additional five machines," relates Joe. . . .

Barney (Shizzy) Segerman, Runyon Sales Company, on the road. Morris Runyon,writes, his assistant, keep and Louise Wolberg, his assistant, keep the local visitors happy. A new advertising piece on the AMI phonos gets plenty of attention. It’s one of the most beautiful, as well as finely conceived and written pieces of advertising ever seen by this newspaper in many years. . . .

Music operators deeply concerned about the possibility of the City Council including John Box Co (among other items) in its plans to secure revenue thru taxation. Councilman, Sherry has been playing around with a $25 a year license fee on each machine, Association; officials were disinterested in the proposed assessor’s move to any measure such as they speak of. . . . Johnny Bliotta, Bliotta Distributing Co., Yonkers, V. I., visiting our town. Johnny reports big business, particularly his sales of Wurlitzer phonos which he distributes in that area. . . . Sol and Murray Wohlgman, game operators, takin’ it nice and easy these days. "Hardly had it so good," smiled Sol. "Collections very fine, and we’re not rushing around on Sundays, nights, etc. like we used to do."
JET POWER ACTION — TOP FLIGHT EARNINGS!

**Williams Control Tower**

**William Manufacturing Company**

4242 W. Fillmore St.
Chicago 24, Ill.

CREATORS OF DEPENDABLE PLAY APPEAL!

**CALIFORNIA CLIPPINGS**

Took us a few weeks at this end to round up the first hand reports of the MIA Convention and the J. L. Snodgrass of Pantages-Maestro, Nick Carter of the Nikkoh and Pal Robinson of Chicago Coin, who made the trip... Snodgrass, a typist, casually accept a fellow, gave us a quick essay and complimentary picture of the show, reporting that it was just about the most businesslike and informative one he'd ever attended over the many years he's been in business. The panel, too, having sponsored the show room by his good friend, George Miller, and the Northern California Music Guild. It seems that the present for the MIA show were so serious minded that there were comparatively, a minimum of convention play antics and a maximum of business meetings. While there, he had plenty chance to discuss the current business with some in this industry with some of the top figures in its mgf. and distribution ends. Though not an alarmist, he reports that ops are shutting their eyes to the facts and indications, where they refuse to admit a potential depression in conditions.

Many of the biggest outfits in the business, Snodgrass pointed out, are quietly turning to defense work on government request. This applies to his time in Chicago with Bill Gerh, that same picture of little promise that equipment will become more plentiful in the near future. In conversations with Jake Haddock and other AMI chiefs, Nick tried to lose up the flow of phonographs for Southern California distribution. There was only one machine on the floor when we dropped in and Nick revealed that he can sell more in Los Angeles without trying these days.

Phil Robinson came back from Chicago with plenty on his mind, chiefly keeping those Chicago Coin "Hit Parade" phonographs coming in "Hollywood." He has a telephone installed at his new house. Being without one of Alexander Graham Bell's instruments is a real handicap—we know, it took us two months to get one out here in the Valley.

"Hit Parade" created a real ripple of interest among one week. Jack Simon tells us over at Sticking's, where the boys gathered around in bunches to give it a whirl and approve nod. Lyla Brown also had some busy days in showing "Bowl-A-Matic." .. George Warner busy lining up Automatic Games mechanics for Los Angeles auction April 17, 18 and 19 and he will both be on hand.... Homer Gillespie of Long Beach resting up after an illness.

Mike Kurlan, well known record distributor, tells us that San Diego has gone in for strictly ten cent music play and that ops down there never had it so good, with all chrtisms eliminated and the boys and locations worker in perfect harmony. .. At Paul Laymon's, they've got a couple of TV stars, the Wurlitzer 1600 and sales ace Wilken, the pair of them appearing on the Big Sky Views Hollywood show over KFLCA. Hugo, being in on the uprade, Paul reports, what with income tax time being over. On the Row: Pasadena's Ralph Cragn... Wm. J. Denning of El Monte... E. C. Kilby, on the bean!.... William H. Taylor, Forest Lake, is proud of his daughter, as well he might be. She was recently chosen queen to rule at the junior-senior prom at her high school.... Norm Hanson, Ojai, and Fred and Stan Maytas, Moose Lake, in town for shopping and purchasing records.... Orv Befera, Delmo Novelt, Hibbing, took just enough time off to make a quick trip to the cities.

**ST. PAUL, MINN.**

Our sympathy goes out to the operators in the Mankato-Marshal area, where recent heavy snow has caused floods throughout the southwestern part of our state. In Mankato, the water is the highest it has been since 1931. Flood warnings also issued for the Fargo-Moorhead area, where the Red River is threatening.

Visitors from out of town included Jerry and Mike Islander and Richard and Mike Islander, who dropped in the shop and are busy lining up new players for his baseball club, which he so aptly named when he is not busy with his coin machine route. ..... Avard Moore, Minnesota; .... is in double duty this year while Sam Anderson, also in town for a quick trip with his family, is in Florida, and he is taking care of Sam's route...... Hank Vanglen, L. S. Vanglen Company, Minneapolis, reports that an even is in the making, has recently been shipped to Korea. ..... Bob Strang, Forest Lake, is proud of his daughter, as well he might be. She was recently chosen queen to rule at the junior-senior prom at her high school. ..... Norm Hanson, Ojai, and Fred and Stan Maytas, Moose Lake, in town for shopping and purchasing records. ..... Orv Befera, Delmo Novelt, Hibbing, took just enough time off to make a quick trip to the cities.

**MINNEAPOLIS, MINN.**

Angus Grant and his wife of Minneapolis are vacationing in Miami, Fla. Charles Serness of St. Cloud, has just returned from Florida where he and wife spent two short weeks. ..... C. C. Inskoep of Livingston, Montana, made a trip down to New Mexico and Mexico City. ..... Joe and Clarence Teetso of Fairmont, made a quick trip to town. ..... Vince Jorgenson, former operator from our area, is in Los Angeles, and is planning on going home soon. ..... Vince still would like to keep in touch with the members of the industry.

Paul Atlas of the Howard Company in Minneapolis is doing a lot of thinking and planning. "Roll-O-22 ft. Needleboard rockers. $515.00 Williams Double Holders slightly used 165.00 25 Aircons 165.00 Williams Music Mite Write LAKE CITY AMUSEMENT CO. 1648 St. Clair Ave. Cleveland, O. (All Phones: Cherry 1-7067) AKE CITY

**SPECIAL!!**

Rock-Ol 22 ft. Needleboard rockers... $515.00 Williams Double Holders slightly used 165.00 25 Aircons 165.00 Williams Music Mite Write LAKE CITY AMUSEMENT CO. 1648 St. Clair Ave. Cleveland, O. (All Phones: Cherry 1-7067)

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

The majority of the nation's coin machine leaders realize that the present business slideoff is only temporary. As many economic experts point out, this is the lull before the complete turnaround. The turnaround will be when manufacture resumes the production line and labor are back at work. Aside from the heavier production now, many of the companies in the industry may be in better shape than they were before the strike. The other two abstractions from the list at all. This column makes a personal survey. Such one Bob Johnson, M. M. McLevin, Hal O. Matheray, J. K. Fish, Bob Lindley, Joe Ownens, F. Popke, & C. Venturoni and many others are all for it. They sent letters in giving their reasons why. Others like Marvin Osburn, Sam Moted and Floyd Ponder are against straight ten cent pay. I'd love to have these reasons.

For May 1, according to the association, the great majority of the joke machines by will be operating at straight 10c pay. Over at Ben Current, distributors, Mac Brie, Harold Saul, Carl Christiansen, Lee Taylor, and all the others are busy helping machine owners convert their machines to new 10c, 5c, 21c, and 25c. The World converters. They also send out 21c and 25c pay. We are now working on wall and bars to be converted. As Ben reports, "All Worldpost-wars phonos are equipped for quick conversion to 10c phonos."" Big news from Leo Weisheimer of Southern Automatic, Los Angeles, is that firm is moving into brand new, big building at 735 S. Brook St. Air conditioning and all. Big working set. Beaver ovens, showrooms, repair parts dept., etc. Maybe that's why Leo Weisheimer here last week to get everything set with all the newest products of the manufacturers that he has. This past Tuesday he had the National Act between U.S. Atty. of Chicago area, Otto Kern, Jr., Atty. Gen. Chicago N. R. H. of W. Jr., and about 25 of the city's men resulted in arrangements for on going semi-annual sales monthly, and lack of monthly inventory reports remain somewhat clouded. Among those present at the meet: Harry Brandt, W. E. Webster, Jerry H. H. Walling, Harry L. Thomas, Schutz, Carl Hobband, Zeke Wolf, Harold Jeske, Ben Cohen, Herb Jones, Phil Purser, Rex Shriver, A. Morris, and others. . . . CMF (Coin Machine Foundation) Just made the first issue of a survey of coin machines and sales in the 10c market. recording 5c versus 10c Detroit. Riddle Rittenberg, atty. for CMF, reported that this new issue will be strictly trade association surveys. Two bills in Illinois Senate at Springfield have many distributors here. Many are S. S. Lewis and S. 357 introduced by Sen. Gree. . . . Al Sheidt of Portland, S. A. in the fields of many other coin devices is interested in working for himself this next week, . . . Bert Lane and Willie Blatt flew back to Miami together.

Hymie Rosenberg out on the road again. He may, he returns to report this past week, that his headquarters here and all over again. We mean just can't get used to Chicago's weather. . . . Dave Bond of Boston around town and down the house and, just as we began to talk, Art advised him but a second to ca. Had to get down to Army Ordinance firm has a big contract with. . . . John Conroy of Kenney well pleased with the new set of coin equipment every week at NATD conventions. Also reports working right ahead on bowler conversions. . . . Mike Hammersten and Larry Cooper of SuperPhon in Dallas in trying to work out some plans for more production. George Dick in charge of defense orders here. . . . Gordon Nutter down to Florida for a vacation after starting Gordon Sales Co. And getting a 60 machine contract to give Office headquarters here. Sold over 200 test SuperPhon dispensers in P.O. in less than 2 hours. . . . Frank Menconi. Joe Batten and Ford Sebastian over at Exhibit Sunday Company have, who makes all the machines, is the biggest this in a year. The new modernization of the old-time penny arcade. Hundreds of such stores should be opened all over the country. B.B. of the Field Officers Club in the Naval Armory at the base of Randolph St. now wants and needs a small show, advises Bill Reed, CPO, who was with CMAC, CIF, and knows many show men in the field. Now back in the Navy he is very curious on many coin machines and phone to donate in Navy. . . . Music one study should OPS Office of Price Stabilization, 1001 S. W. 8th Ave. Amend 7, which was passed retail markets of records. This may mean that record prices are frozen at the retail level.

Phil Levin, secretary of the Recorded Music Service Assn., reports, "We have just completed our engineering building. Just a few blocks away from the big United plant. It certainly looks like magic. Will house entire engineering staff. . . ." Then ran for the coin of coin operated equipment wanted machines, Late Charlie Fox's invention has been going on for 60 consecutive years. State Sen. Wm. G. Knox (R., Chicago) has offered bills to Springfield, prominent cities to tax coin machines and beverage dispensers. The two Bills were introduced to free the eyes of. . . . Bill Odnell of United and Bill O'Donnell of Ball, and both called to report. Mr. O'Donnell with Herman Potter at one and the same time. . . . Herb Jones is a companion of good stocks. Ask him where you can buy his new machine. . . . Early this past week down in Florida for a little sunshine. Little Jimmy Johnson tells the one about the two guys who wanted to make a fire on the town but had only enough money to buy one hot dog. The one who had this cut out will score you a real big laugh. Birthday This Week To: S. Lynch and Arthur Hughes of the same firm, S. H. Leslie of Chicago. To Mrs. Tom Hargrove of Chicago, who was his a... . . . And to very charming Leona Rush, wife of Ted Rush of Miami.

We hope that Dick Eaton of SuperPhon sold a load of dispensers through T. E. N. and that Dick will be back in Chicago at the new SuperPhon Distrib. Co., Des Moines. . . . Sam Lewis on some long distance phones this past week has many more talking than the book's 45 run "His Pa..." . . . Sam Stern harder than ever more and more war work. . . . Williams Info. . . . Henry Strong in charge of machines at O. D. Jenkins would be interested in your dealers inventory. . . . Rex Moloney found a lot of junk in his own for a good price. . . . We hurried smoke into him last week. . . . Tom Callahan stood and abated, but eager to ret 99. Has been receiving calls and letters from him from all over the country. . . . Jimmy and Mrs. Zarinowski in town from Omaha area and the NATD show and taking in Chicago version of North Pacific. . . . Si and Mrs. Redel of Rochester, N.Y., are thinking that there soon something new to sell.

"It's What's in THE CASH BOX That Counts!"
REMOVAL NOTICE—SOUTHERN AUTOMATIC now in new quarters!

To serve you better than ever, we now occupy a new, much larger building, and can offer a greater variety of new and used machines. We believe our new location provides the ultimate in modern distribution facilities, with increased convenience and service for our customers.

- AIR CONDITIONED FOR YOUR COMFORT.
- SPACIOUS SHOWROOM AREA.
- AMPLE OFFICE SPACE.
- EXPANDED, UP TO DATE PARTS DEPARTMENT.
- MODERN SERVICE DEPARTMENT, STAFFED BY EXPERTS EMPLOYING THE LATEST IN SERVICE EQUIPMENT.
- NO PARKING PROBLEMS. Our big parking lot adjoins the building ... step right from your car into office or shop!

DON'T FORGET THE NEW LOCATION!
735 S. BROOK STREET,
LOUISVILLE, KY.

Just a few blocks from former location, and still in downtown Louisville!

We Are Distributors of A. M. I. Juke Boxes and All Types Amusement Machines.

P.S. No formal opening! Don't send flowers or congratulatory wires. Just visit us soon, and often, for quality merchandise at reasonable prices!

FOLLOWING MACHINES ARE READY FOR DELIVERY FROM ANY OF OUR ARCADE EQUIPMENT

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<th>MODEL</th>
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USED ALLEY GAMES

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<td>SUPER SHUFFLE ALLEY</td>
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<td>SHUFFLE ALLEY, with Disappearing Pin Cover</td>
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<td>SKEE ALLIES, LIKE NEW</td>
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<td>ACE BOWLER, FREE PLAY</td>
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<td>REBOUND SHUFFLE BOARD</td>
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<td>BALLY SHUFFLE BOWLER</td>
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<td>EXHIBIT STRIKE</td>
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</table>

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

REMEMBER THE NEW ADDRESS: 735 S. BROOK ST., LOUISVILLE, KY.

FREE PLAY GAMES

<table>
<thead>
<tr>
<th>MACHINE</th>
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The House that Confidence Built!

USED MUSIC

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<tr>
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<td>8000</td>
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</table>

WRITE TODAY for COMPLETE NEW LIST

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FRONT LINE TRIGGER ACTION
AS TIMELY AS THE "H" BOMB

"GUN PATROL" is not just location tested... but... location proven... on thousands of locations everywhere in the nation. "GUN PATROL" is an Electronic Trigger Action... with features that are unsurpassed by any other, outmoded, and mechanical contraptions.

NEW APPEAL FOR COORDINATION OF EYE AND TRIGGER FINGERED... 
*-built in lights, years to come
* Single colored lights simulating Burst.
* Every light stage against the variant.
* Fast timing mechanism between the stages.
* Tan in 10Gs, half back, real front line action.
* Available in either 6 or 10 play.
* Many convertible features... including "Markman Award" vendor, U.S. Skill Bowler, and optional scoring table and dishes.

See "GUN PATROL" at your EXHIBIT Distributor

THE EXHIBIT SUPPLY CO. 4218-30 W. LAKE ST. CHICAGO 24, ILL.

AMI Introduces Phono Testing Unit For Operators

GRAND RAPIDS, MICH.—The same inspection and testing methods used by the factory for analyzing the operation of jukebox components are now available to AMI distributors with the new "Master Analyzer," introduced by AMI Inc., Grand Rapids, Michigan.

"This new unit which will speed up service in the field, while saving time for the distributor, inescapably combines a series of testing devices on a large, well-lighted instrument panel," explained John Haddock, president. "Among the components which can be quickly inspected are the phonograph and mechanism junction boxes, record rack assembly, credit units, switches, wallboxes, selector assemblies, gear motors and record changing mechanism.

"All the circuits used in the new service tool are based on those adopted by the factory for its laboratory and assembly-line testing and inspection. The Master Analyzer is simple to use and enables the distributor service man to give the same thorough diagnosis and adjustment of electrical and mechanical parts as made by factory service engineers.

"The new unit includes electronic devices which provide short pulses from 40 to 290 milliseconds and a similar pulse measurement for accurately analyzing the operation of credit units, selector assemblies and wallboxes. The Master Analyzer was designed to test equipment under actual conditions found in various locations. The wallbox, for example, may be tested and properly adjusted for best operation and under the extremes of voltage level which are encountered in day and night operation of the box.

"All cables used to connect equipment under test have been polarized to eliminate error when plugging in new units for analysis. Power is provided for each test circuit so that there is no need for resetting the entire panel when testing various units. The four, well-lighted, meters and the various pilot lights on the instrument panel, are internally connected at proper points in the circuits. The complete unit has been fused for extra protection in addition to individual testing of each circuit.

"The Master Analyzer has auxiliary outlets for tools and provides a 110-volt ground test for all units during operation. The entire new unit is mounted in a steel bench with pressed wood top. The bench comes equipped with four roomy drawers and there is ample space for adding new drawers as needed."

Prices Slashed!

BRAND NEW—
Stop and Go, Knockout, Shoo Shoo, The Thing, Tri Score, Play Ball, Universal Hi Score Bowler.

Want to Buy or Accept in Trade—
Wurlitzer 3020's, Seeburg 100A, JW-1's, Bear Guns, Chicago Coin Band Box, Packard Hi Chrome Wallboxes.

WIRE OR CALL REDD DISTRIBUTING CO., INC.
290 Lincoln St., Allston, Mass.
811 Union St., West Springfield, Mass.
5-5404

No. Carolina Bill Would Legalize "Amusement" Games

RALEIGH, N. C.—A bill to legalize coin-operated machines used for amusement only was favorably reported (April 6) by the finance committee of the North Carolina House of Representatives.

Sponsored by Rep. Burt Hardison of Craven, the bill would place the pinball machines under the state license tax schedule, raising in about $65,000 a year in new revenue.

Rep. Hardison assured the committee there were no loopholes to allow the emergence of slot machines.

"It's What's in THE CASH BOX That Counts"
WANT

—WANT—Your used Juke Box and new records. Will buy dealer's inventory. Will pay fair prices. Large quantity. Top prices paid. We pay freight. Contact: Chicago Coin, 1031 N. Wells St., Chicago, Ill. Tel: HUDSON 6-5677.


—WANT—Large model phonographs, will pay cash. Will pick up within a radius of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., CHICAGO 19, Y. M. N. Tel: CL 8-6939.

—WANT—Will pay cash for Changemakers, Maytag, Bliss, Coin Toppers, Coin Vendor machines. Send us your detailed information and/or prices. CHICAGO MACHINE CO., 323 E. NUEVA ST., SAN ANTONIO, TEX. Tel: TR Travis 8-553.


—WANT—By Operator: Bally One-Ball: Captain, Champion, Turk Reba: DeLuxe Star: All Machines will be accepted. Address: AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. Tel: 2-2331.

—WANT—Cash Waiting. Will buy your entire route of music or games. Give us complete details and price. WANTED: Bally One-Ball, Coin Vendor, phone, wire, today phone: CONSOLE COMPANY, 276 NORTH MAIN RD., NEW ORLEANS, LA. Tel: TEMPLE 3-2245.

—WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid. Contact: DADDY ROBERT'S, 1420 Grand Ave., Moline, Ill. Tel: ARTHUR M. 4124.

—WANT—Your used or surplus records. We buy all year round and pay top prices! We're looking for a lot or too large or too small. We also buy closeout inventories complete. BEAUX ARTS RECORDS, PROVIDENCE 4, R. I.

—WANT—United two-player shuffle Alley Express; United Shuffle Skille; United Coin Machine. Complete with unlimited quantity. Phone: wire: RICHARDS 1414, PHILADELPHIA, PENN. INC. 615 10TH AVE., NEW YORK, N. Y. Tel: Judson 6-1865.

—WANT—Hollervans: Exhibit Rotaries, pinball machines, colonial pinball machines, tag games, no packaging, we pick up. NATIONAL 4243 SANFORD, PHILADELPHIA, PA.

WANT—Used Bally shuffle machines. Call or wire: 1-318 1st STREET, SOUTH MAIN ST., BELLEVILLE, ILL.

WANT—United Two-Shuffle Rebound; Bally Hook Bowler; United 4-Shuffle Bennett; Chicago Game; Late 5 Ball free play, TAYLOR STORE, 3181 WESTERN AVE., OHIO. Tel: LA RAMPS 6-3171.

WANT—Top prices paid for all original flipper Five-Balls, Dale Guns, All Balls, Late Model Photonics. Tell us condition, price wanted, and when ready to ship. EMPIRE COIN MACHINERY, INC., 863-873 ALUM WEAKEV AVE., CHICAGO 22, ILL. Tel: Everglade 4-2600.

WANT—We want late modelphonograph quickies, flipper, slot, dance, amusement games, etc. WESTERN DISTRIBUTING CO., 2254 ELLIOTT AVE., SEATTLE, WASH.

WANT—Used Juke Box records, popular, hillbilly and polka. Any quantity, will pay highest prices. Give full details in first letter. F. A. WATTS GRANT PL., CHICAGO 14, ILL.

—WANT—Bally's Eurekas; Hot Rods and Attention. Quote lowest prices and condition. If they can be used or trade 3 Solotone units, like new, 4 radios stations each, 40 wall boxes, 255 Flipper games of all types, etc, VALERIAN AMUSEMENT CO., 625 MONTGOMERY ST., SYRACUSE, N. Y. Tel: 3-3676.

CLASSIFIED AD RATE 8 CENTS PER WORD

Count every word including all words in figures. If your total word count is in excess of 1,000, the minimum charge will be $1.00. Minimum acceptable charge is 8c. ORDER FORM AT HEAD OF PAGE. ORDERS ARE ACCEPTED ON FORM OR ON YOUR OWN LETTERHEAD. If your newspaper charge is less than your minimum charge as stated by our office, you will be charged $1.00. This charge must be pre-paid in United States funds.

Notice to holders of the "Special (48) Subscription": You are entitled to a free classified ad. If you wish to advertise, notify us the price you charge, giving no more than 40 words, which includes reader's response number and telephone number. All words over 40 will be charged at 10c per word. Please count correctly.

Classified Advertising Fills Wednesday Noon At The Cash Box, Empire State Building, New York 1, N. Y.

FOR SALE

FOR SALE—250 Rolldowns: Total Rolls: Advance Rolls; A.B.C. Roll: Rock-Ola; Roll-O-Matic; Roll-O-Matics; One World; Pro-Score; Singapore: Sportemake. We offer on offer on consignment or otherwise. Address: PROSPECT, CLEVELAND, 0. TR 2-2102.

FOR SALE—Contact us before you buy. We carry all types of coin machines, pinball machines, and distributor for United, Universal, Chicago Coin, Keneedy and Bally. Address: PAYNE, 233 W. 3 STREETH, WILLIAMSBURG, PA. Tel: 2-3526 or 2-1643.

FOR SALE—Thrillwood Records, unbricks, all mail order final of $25 model postpaid tax excl. Singles $1. Alpha Distributing Co., 10th Ave., New York 19, N. Y. Tel: 3-1047.

FOR SALE—"My World Is Made of Music" 104, $.35. Williams 1066, "Ball Of Fire") 106. THRILLWOOD RECORDS, BOX 226, NORTH CHICAGO, ILL. Tel: 2-3208.

FOR SALE—40 Selection AMI Model "C" 100 Selection Seeburg 1949 or later Celco Model. Write: AMI-NOVELTY CO., 1019 BARONE STREET, NORTH CHICAGO, ILL. Tel: 2-1926.

FOR SALE—National Distributor for used phonographs and games of all kinds. COVEN DISTRIBUTING CO., 504 IVY STREET, CLEVELAND, 10, OHIO. Tel: 4-1583.

FOR SALE—Used phonograph machines; Bowling Allyes, These machines are the best quality available. Write for literature. E. A. B. DISTRIBUTING CO., INC., 504 IVY STREET, CLEVELAND, 10, OHIO. Tel: 4-1583.

FOR SALE—$65. Chicago Star $125. 1000 Chicago 3181 Western Ave., Chicago 11, ILL. Tel: 322 63rd STREET, BELLOIT, WIS.

FOR SALE—Hard-to-get Parts and Supplies. All show. All new. Let us know your needs. Our prices are reasonable. We also have a stock of used games and phonographs of all kinds. COVEN DISTRIBUTING CO., 504 IVY STREET, CLEVELAND, 10, OHIO. Tel: 4-1583.

FOR SALE—Photo Finish $24.90; Champions $295; Citations $190; new, used, or parts. Pin Game Lifts $49.50; 1030 Wurlitzer $195; 5 Wurlitzer Colonial $100; National Distributer; Models $75- $59.50. Will buy or trade any of the above. Address: ABT DISTRIBUTING CO., Falls and Rodes or 100 record Seeburg. 13 down. GOLDEN GATE NOVELTY CO., 1530 10th Ave., SAN FRANCISCO 2, CALIF. Tel: Marakes 1-3967.

FOR SALE—5 Winners (like new) $465.20 ea.; 5 Photo Finish $385.00 ea.; 5 Bally Champions (very clean) $295.00 ea.; 4 Gold Caps $125.90 ea.; 6 Jockey Specials $85 ea.; 3 Bally Big Buck 150 $125 ea.; or $80; Chicago Coin $125; 4 Dark $87.50 ea.; 5 Seeburg $75 ea.; or $325; Seeburg 14b M blood $835; or $135; Seeburg 138 Hideaway $325 ea.; 2 Wurlitzer Accident Spike $325 ea.; 10 Coin Vendor $350 ea.; 25 Carousel $150 ea.; 15 5 Seeburg Wallawose Wireless $25 ea.; 10 Caravan $125 ea.; 5 Candy Vendors $85 ea.; 10 R.C.A. Coin Radio $245 ea.; 6 Gottlich Bowlettes $625 ea.; 50 MONTGOMERY CO., 543 3rd AVE., CATHEDRAL, 4, OHIO. Tel: Superior 1-4600.

FOR SALE—Clean—ready for location. Wurlitzer $120; Models $75. Model 147 $295; Model 116 $195, Wurlitzer $120; Coin Vendor 1030 $80. CAIN-LUETTE CO., 1300 BROADWAY STREET, 76-2216.

FOR SALE—America’s finest reconditioned phonographs and music machines. All machines are reconditioned machines guaranteed beautiful condition. We offer competitive prices. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., 5302 E. PURITAN AVE. DRETTOT 21, MICH. Tel: University 4-0773.

FOR SALE—50 Packard Wall Boxes $125 each. Will trade all games, all games $12.50; all Williams games $12.50. Wurlitzer 555 Wurlitzer Wall Boxes $42.50; 1 Seeburg 115M Hideaway Car Bar Control Box & Cable $35.00. WILLIAMS CO, 5302 E. PURITAN AVE. DRETTOT 21, MICH. Tel: University 4-0773.

"What's it in THE CASH BOX That Counts"
FOR SALE—The famous lightweight Jacobs Tone Arm for all automatic phonographs. Get it from your music dealer today. JACOBS NOV.-ELTY CO., STEVENS POINT, WIS.

FOR SALE—1250; 1 750W; 1 600W; 1 200W; 1 Victory Sky Fighter; 1 Globetrotter; 1 Scientific Distributors; 1 Williams Over- trigger; 20 Packard Boxes; 30 Junker Tables—Canons, Kilburns, Fonoamps, etc.; 30 red records, back to 1935. Make an offer. ROYAL MODEL MUSICAL 512 15TH ST., LUBBOCK, TEXAS.

FOR SALE—We have in stock for the first time complete used five-ball, new and used one-ball, large assortment of used Shuffle Machines. WANT—We pay 50 cents or buy or will accept in trade Wurlitzer 3200's, Seeburg best conditions. Seeburg 100A, 15'T's. Rolsen Hi-Volume Wall Boxes, Chicago Coin Band Boxes, REDD DISC PUBLISHING CO., 298 LINCOLN ST., BOSTON 34, MASS. Tel.: AL 4-0401 and 811 UNION ST., SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Best Bargains In Town. Wurlitzer Toppers: Gotlieb Just 21 $60. Following at $35 ea.: United Wheel, United Casualties, Baby Face, United Sirenade; United Manhattan; United Moon Glow; United Port Fixture; Gotlieb Baby Face; All-Line Dummy; Gottlieb Select-A-Card; Williams Jungle, Assorted; Gottlieb Flipper Toppers; Following at $15 ea.: United Rio; 4 United Tropicana; 2 United Pacifica; 1 United Havana; United Caribbean; 3 Ball Surf Queens; Bally Home Jangle; Williams Ginger, Williams Smartley; Williams Banana; Williams Ambers; Exhibit Knock Out; Exhibit Big Pandemonium; Last Fast Ball; Big Hit; Exhibit Mystery; Chicago Lion; Chicago Siren; Chicago Sea Hawk, Seeburg Pre-war Remote Control Boxes $5 each; Rock-Ola Super Deluxe, good $75 ea.; Rock-Ola Commando (for $25), 2 Wurlitzer 600, good condition, $100 each; Rock-Ola $46, like new, $250 ea.; LEE NOV. ELY, SHREVEPORT, LA. Tel.: 24545 and 3-3625.


FOR SALE—Phonographs 100 in a jiffy, Hawley Alderman. Guaranteed best of first 24 records. Precision made. No work required. Easy to install. Price $5 to $25. HAWLEY DISTRIBUTING CO., 2545 W. PALM BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Alderman. Guaranteed best of first 24 records. Precision made. No work required. Easy to install. Price $5 to $25. HAWLEY DISTRIBUTING CO., 2545 W. PALM BLVD., LOS ANGELES 6, CALIF.

NOTICE—We are distributors for Every Brand of Automatic & Needle phonograph. Now delivering. DAVE LOWY & COMPANY, TENNT AVENUE, NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE—We distribute for Every Brand of Automatic Needle Phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE—Operators in Louisiana, Mississippi and the Gulf States. Our address is 122 North Broad St., New Orleans, La., with phone making the same. DIXIE COIN MACHINE CO., 122 NORTH BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.
If you are at present converting older machines into later type models, please notify The Cash Box immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.

NATE SCHNELLER, INC.
Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

AMI, INC.
Model "C" Phonograph
Model "ES-5M" Hideaway
5c-10c Wall Box (40 Selections)
5c Wall Box (40 Selections)

BALLY MANUFACTURING CO.
Turf King

BUCKLEY MANUFACTURING CO.
Buckley Wall & Bar Box

CHICAGO COIN MACHINE CO.
Band Box

H. C. EVANS & CO.
Constellation Phonograph
Ten Strike 1951

THE EXHIBIT SUPPLY CO.
Two Player Hockey
Big Brother
Gun Patrol

GENCO MFG. & SALES CO.
Stop and Go

D. GOTTLIEB & CO.
Mininet Man

J. H. KEENEY & CO., INC.
League Champion, Jr., Ft.
League Bowling, 8 Ft.
All-Electric Cigarette Vendor
All-Electric Cigarette Vendor with Changer
Penny Inserter
Four Way Bowler Conversion
Midget Bowler Conversion

UNITED MANUFACTURING CO.
Team Hockey

UNIVERSAL INDUSTRIES, INC.
High Score Bowler

WILLIAMS MANUFACTURING CO.
Music Mite Phonograph

THE RUDOLPH WURLITZER CO.

Notice
In view of the removal from national activity of Bells, Consoles and Automatics, price lists of this type equipment have been removed to make way for the listing of new products and conversions.

Those requiring local prices for Bells and are unable to obtain them, can write to The Cash Box, who will attempt to obtain them because of its close relationship with wholesalers and operators in the local state areas.
UNITED'S TWIN

SHUFFLE-CADE

NOW TWO CAN PLAY
ONE PLAYER 10c...TWO PLAYERS 20c

GREATER COMPETITIVE APPEAL

QUIET, SMOOTH OPERATION

SPEEDY MOTOR-DRIVEN PUCK RETURN

BEAUTIFUL STREAMLINED CABINET DESIGN

LOCATION TESTS REVEAL TERRIFIC PUBLIC ACCEPTANCE

SIZE
9½ FEET
BY 2 FEET

SEE YOUR DISTRIBUTOR

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

www.americanradiohistory.com
Bally TURF KING has been doing a big job for a long 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.