Celebrating Frankie Laine's signing of a contract with Columbia. Jim Cookling, president of the firm, shakes hands with his new top notch attraction. The photo, taken after Frankie's first session for the Columbia banner, shows him holding a copy of his initial release, "Jezebel" backed with "Rose, Rose I Love You", a disk which looks like another smash. Both Cookling and Mitch Miller flew out to the coast to be present as Frankie recorded his first sides under their auspices.
Available in both 78 RPM and 45 RPM

15 years of proven success in the field. Service-free changer mechanism controlled by same single cam action.

PIONEERED BY ROCK-OLA BACK IN 1935.

ROCK-OLA'S POSITIVE CAM MOVEMENT HOLDS THE SECRET OF ITS LONG LIFE AND EFFICIENT OPERATION.
Some years ago The Cash Box urged record manufacturers to speed up recordings to play around the two minute mark.

The reason, The Cash Box reported, was because speedier playing disks meant speedier possibility for profit for the music ops.

The Cash Box also proved that some of the outstanding hits of all time in juke boxes were recordings of two minutes or thereabouts.

For example, “Peg O’My Heart” with The Harmonicats, one of the stellar juke box moneymakers, was a two minute disk. There are many others in this category, like Dinah Shore’s “Buttons And Bows”, also a two minute disk.

There must be some second allowed for the average phonograph to get each disk into playing position. Even if the machine is filled with coins, regardless of the fact that the disk is two minutes, doesn’t mean that thirty complete records will be played during the hour.

It takes time to change from one disk to the other and, therefore, the best the operator can hope for is approximately five disks being played steady for an hour (during a peak hour’s play) which would then mean the phonograph would take in $1.25 for that steady hour’s play.

Similarly, if the records are of three minute, or longer playing time, this would mean that less than 20 recordings could be played (on a full hour’s steady play) and that about 15 records would be heard, which would, in turn, mean that the machine would take in 75 cents for a full hour’s play.

In short, then, the two minute disk is a mighty important item to the average music operator everywhere in the nation. It means approximately fifty per cent more gross income for his music machines.

Now, it seems, the pinball operators have the same problem. They claim that since the inception of the flippers which are considered among the most outstanding attractions ever added as a feature to pinball action, the games have slowed down to as much as four and five minutes playing time by extremely skillful players who can flip the balls up and back for that length of time.

By curtailing the playing time, these operators report, they have found that collections have, similarly, also been curtailed, with the result that, even tho the games cost more and they must take in more to amortize this higher cost, they now find that they take in less.

Of course, in the case of the pinball operator the problem is very hard to solve. The players like the flippers tremendously. Yet, the operators state, something should be arranged by the engineers to cut playing time down to about two minutes.

Some operators have, therefore, urged that games be cut down to three ball play, instead of five ball play, to speed the action.

It seems, then, that two minutes is becoming more or less the “standard” time for all types of coin operated amusement and music equipment.

It must be stated to the credit of amusement game engineers that they have always made it their business to build the games so that the play would be speedy, but, would not lose one bit of interest for the player. And that’s not an easy achievement.

The record manufacturers have always regarded the “three minute record” as their standard. Today, many watch spinning time, to the point where the greater majority of the records which are released, are around two minutes spinning time.

In short, play action must be speeded for the average operator so that, during his peak play hours, he can realize the maximum amount of income.

These peak play hours are the hours when he amortizes the cost of his equipment. This is, therefore, the most important part of his play action.

The irregular play action that his equipment receives during the balance of the day is the time when he hopes to show some profit.

Two minute action should become the coin operated amusement standard.
SALES MUNDSHIP
KEY NEED

For years leaders in the industry have made it their business to educate operators to the need for salesmanship.

There is no doubt that, without good salesmanship, the average operator will find that he cannot long continue to enjoy profit from his operation.

A great many operators have neglected to "sell" locations on the machines which they feature in those locations.

This is becoming ever more apparent. Traveling men report that they are simply amazed, when they call to visit with operators, to learn how their new equipment is doing, to find that many operators are actually ignorant of the various features of machines.

In fact, as one noted leader stated the other day, "Many operators, whom I've contacted lately, think that all they have to do nowadays, is simply plug in the electric cord, and the machine'll do the rest."

Like many others have also said in past months, ops simply neglect to "sell the location owners".

Instead of selling location owners on how the new equipment will help them to "hold" customers in their places, and will also help them to clear much of their overhead expense and, possibly, even enjoy some profit, ops just simply run the machine into the spot, plug it in, and leave.

The location owner today is just as anxious as the operator to enjoy profit. He must be shown that the new phono, which the operator brings him, has so many new, different, and better features, that his customers will not only enjoy better music and greater selection, but, that he can, by enthusiastically telling his customers all about the new machine, help hike play to the point where both he and the operator begin to enjoy profit.

Starting as it may seem to many of the old timers in the industry, salesmanship has, once again, become the key need.

Operators have neglected to sell themselves, sell their services, as well as sell the importance of their games and music to location owners.

Everyone has come to "accept" things "as they are". In short, many ops seem to think that, "the location owner knows all about it".

But, this is not the case. The location owner doesn't know "all about it". He does not know the features of the new equipment brought into his place of business.

He must be sold and resold and then sold all over again. That's the way every large organization in the nation arranges to sell, sell, and then sell over and over again, every retailer in the country.

Manufacturers of intensively advertised, nationally known brand merchandise, send their missionary men and their regular salesmen into the retailer's place of business over and over and over again, selling and reselling him on their merchandise.

The operators simply must adopt the same type of salesmanship methods. The operator must "sell the location owners" on his route over and over again.

When he brings in a new game or a new phono, he must spend time explaining that instrument. Must "sell" the machine to the location owner. So that the location owner, in turn, will resell it to the players.

This was just lately demonstrated by the sales manager for one of the leading manufacturers. He called on many of his distributors and found that they were not really selling the operators on his firm's new product.

He then decided to go direct to many operators, who were sold samples of the machine, and learn what they were doing. Here, again, he found little or no salesmanship being practised. The operators were not selling their location owners on the machine.

After visiting with these operators (as well as his distributors) in a tour of certain states, and completely explaining the product, as well as advising operators how other ops were selling their locations, he found business in those territories suddenly increasing. His machine and his factory now enjoy better business from these areas.

Music leaders have urged operators time and again to "sell" their location owners on the better tone, finer and greater selection, opportunity for profit, and the general effect of the musical instruments in their places of business.

Operators do start out with these ideas. Then, after a short time, drop the idea of continually "selling" location owners. The result is that collections drop down to former low marks.

There is no doubt that operators just can't spend all of their time doing about "selling" the idea of what their machines can do for the storekeepers. How these machines can help hold and please customers. How they make the place more popular. How they relax and cause the people to want to come back to the location again and again and enjoy themselves. And, last but not least, how the location profits from the machines.

But, operators can, quickly and subtly advise location owners, during collection time, of the features of any product, and how the storekeeper can make that product important to his business. They can, at the same time, offer bonus arrangements for increased play action (just as salesmen earn bonuses for better salesmanship) as well as spend a few more moments explaining some of the reasons why coin operated amusement is so important to the average retailer.

This sort of campaign is of double value. In the first place, it not only "sells" the location owner on helping boost play, but, it also "sells" the best kind of public relations program. If we sold the storekeeper passes on his enthusiasm to his customers. His customers learn to better appreciate the coin operated machine to the point where play increases and where all enjoy more fun, relaxation and better profits.

It is up to the operators to so instil enthusiasm for any product into their location owners by good salesmanship that the location owner will transmit that enthusiasm to his customers. With the public enthusiastic over any product, operators realize that they will enjoy better profits.

Salesmanship is, today, the key need of the industry. Not only must the nation's distributors really sell the operators, to the point where the ops most completely understand the new machine, but they must sell so enthusiastically hard that the operators will pass this enthusiasm on to their locations.

Regardless of whether the operator believes that he has "many times told the location owner all about the machine", he must, again and again, over and over again, sell the storekeeper.

Salesmanship is today's key need.
## This week's New Releases on RCA Victor

### POPULAR

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>DINAH SHORE and TONY MARTIN with Henri René's Orch</td>
<td>Wish, I Wish</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>PHIL HARRIS with Orchestra conducted by Walter Scharf</td>
<td>The Letter—(with Alice Faye) Possibilities</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>SPIKE JONES and his City Slickers</td>
<td>My Daddy Is A General To Me</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>SONS OF THE PIONEERS with Larry Russell's Orch</td>
<td>I Ain't Gonna Cry No More Daddy's Little Cowhey</td>
<td>RCA Victor</td>
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</tbody>
</table>

### COUNTRY

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>TEXAS JIM ROBERTSON and The Panhandle Pneuners</td>
<td>Wildcat Baby</td>
</tr>
<tr>
<td>DAVE EVANS with Frank Worth's Orch</td>
<td>Last Night My Heart Crossed The Ocean</td>
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### WESTERN

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>DALE EVANS with Frank Worth's Orch</td>
<td>Please Send Me Someone To Love</td>
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### SACRED

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>THE CARPENTER TRIO</td>
<td>I Want To Be More Like Jesus Give Jesus Your Hand</td>
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</table>

### BLUES

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>TAMPA RED</td>
<td>She's Dynamic Early In The Morning</td>
</tr>
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</table>

### Notes

- The Top Ten Tunes chart is published weekly to highlight the most popular juke box tunes across the country.
- The chart is compiled from various reports submitted by juke box operators nationwide.
- Each entry includes the artist's name and the song title.
- The chart is presented in a table format for easy reading.

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**IF**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</thead>
</table>
| PERRY COMO | CA-1342 (F-1342)—Dean Martin (F-1342)—Dinah Shore 
| | CO-39159—Artie Shaw |}

**MOCKIN' BIRD HILL**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</thead>
</table>
| LES PAUL & MARY FORY—PATTIE PAGE | CA-1373 (F-1373)—Les Paul & Mary Ford 
| | CO-39159—Artie Shaw |}

**WON'T YOU LOVE ME PATTIE PAGE**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
</table>
| BE MY LOVE | CA-1366 (F-1366)—Helen O'Connell 
| | CO-39159—Artie Shaw |}

**ABBA DABA HONEYMOON**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</table>
| DEBBIE REYNOLDS and CARLETON CARPENTER | CA-2293—Helen Kane 
| | CO-39159—Artie Shaw |}

**SPARROW IN THE TREE TOP**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
</table>
| GUY MITCHELL | CA-1276 (F-1276)—Arthur Smith 
| | CO-39159—Artie Shaw |}

**BEAUTIFUL BROWN EYES**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</table>
| ROSEMARY CLOONEY—JIMMY WAKELY | CA-1278 (F-1278)—Jimmy Wakely 
| | CO-39159—Artie Shaw |}

**MY HEART CRIES FOR YOU**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</thead>
</table>
| GUY MITCHELL and MITCHEL MILLER | CA-1277 (F-1277)—Arthur Smith 
| | CO-39159—Artie Shaw |}

**ON TOP OF OLD SMOKY**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</table>
| THE WEATHERS & TERRY GILKSY | CA-1275—Rex Ellis 
| | CO-39159—Artie Shaw |}

**TENNESSEE WALTZ**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
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</table>
| PATTI PAGE | CA-1316 (F-1316)—Lee Pendleton 
| | CO-39159—Artie Shaw |}

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**RECORDING INDUSTRY ASSOCIATION OF AMERICA**

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**WEEK OF APRIL 21**

1. **Sound Off**
   - **Title:** Oh, Marry, Marry Me
   - **Artist:** Vaughn Monroe
   - **Label:** RCA Victor
   - **Number:** 29-6133—(47-1130)

2. **Be My Love**
   - **Title:** Mary Lane
   - **Artist:** Vaughn Monroe
   - **Label:** RCA Victor
   - **Number:** 29-6134—(47-1131)

3. **Never Been Kissed**
   - **Title:** Freddy Martin Orch
   - **Artist:** Vaughn Monroe
   - **Label:** RCA Victor
   - **Number:** 29-6140—(47-1132)

4. **The Loveliest Night Of The Year**
   - **Title:** Russ & Morey
   - **Artist:** Vaughn Monroe
   - **Label:** RCA Victor
   - **Number:** 29-6145—(47-1133)

5. **If**
   - **Title:** Zing Zing, Zoom Zoom
   - **Artist:** Perry Como (Stymul Rosnberg)
   - **Label:** RCA Victor
   - **Number:** 29-6146—(47-1134)

6. **Gotta Find Somebody To Love**
   - **Title:** Maggie Blues
   - **Artist:** Morris Carson
   - **Label:** RCA Victor
   - **Number:** 29-6149—(47-1135)

7. **Down The Trail Of Achin' Hearts**
   - **Title:** Hank Snow
   - **Artist:** RCA Victor
   - **Number:** 21-6441—(47-9411)

8. **Rhumba Boogie**
   - **Title:** Hack Snow
   - **Artist:** RCA Victor
   - **Number:** 21-6432—(47-9412)

9. **Unless I Have No Heart**
   - **Title:** Eddie Fisher with Hugo Winterhalter Orch
   - **Artist:** RCA Victor
   - **Number:** 21-6443—(47-9413)

10. **Bring Back The Thrill**
    - **Title:** Eddie Fisher and Hugo Winterhalter Orch
    - **Artist:** RCA Victor
    - **Number:** 21-6444—(47-9414)

11. **Poison Love**
    - **Title:** Lonesome
    - **Artist:** Johnnie and Jack
    - **Label:** RCA Victor
    - **Number:** 21-6445—(47-9415)

12. **Would I Love You**
    - **Title:** Terry Martin
    - **Artist:** RCA Victor
    - **Number:** 21-6446—(47-9416)

13. **Kentucky Waltz**
    - **Title:** Eddy Arnold
    - **Label:** RCA Victor
    - **Number:** 21-6447—(47-9417)

14. **I'll Never Know Why**
    - **Title:** Hugo Winterhalter Orch
    - **Label:** RCA Victor
    - **Number:** 21-6448—(47-9418)
"I WHISTLE A HAPPY TUNE" (2:40)  
STARLIGHTERS  
(Capitol 1483; F-1481)  
- The Starlighters provide some good harmony as they run through two happy sounding songs. The top deck feature is an interesting set of lyrics which the group sings out with verve. Buddy Cole's orchestra comes up with the backing at either end and helps to make this a disk which ops oughta hear.

"ON TOP OF OLD SMOKY" (2:30)  
"THE SYNCOPATED CLOCK" (2:12)  
PERCY FAITH ORCH.  (Columbia 39318)  
- Burl Ives, who introduced the folk tune on the top half selling 10 years ago, records again with Percy Faith's orchestra. Ives gets a very authentic flavor into it. This second Faith tour the Faith crew going through a popular instrumental and doing it very well. Ops will do ok with this.

"MEMPHIS BLUES" (2:25)  
"WHEN YOU'RE SMILING" (2:00)  
CLYDE MCCOY ORCH.  (MGM 2562)  
- An instrumental of a terrific odd is offered here by Clyde McCoy and his orchestra. Clyde goes to town with a real crying trumpet in his well known style. The second side is another standard on which Billie Jean Bennett does the vocal and Clyde comes in for a trumpet solo. Both sides make for mighty fine listening.

"JEZEBEL" (2:36)  
"PENNSYLVANIA DUTCH" (2:22)  
ALEXANDER BROS.  (Decca 7565; 7-7565)  
- A tune that's kicking up a lot of excitement gets an interesting rendi- tion from the Alexander Brothers on the top deck. Harry Geller provides the backing as the boys go through this thing in good style. The second half is a lovely number with some happy sounding lyrics. Ops might take a peak.

"MY PRAYER" (3:10)  
"TOO LATE NOW" (3:27)  
DICK HAYMES  
(Decca 27565; 9-7565)  
- Dick Haymes has two beautiful ballads on his current disk and he does a first rate job with both of them. The top deck is an oldie into which Disk pours a lot of feeling. The lower half is from "Royal Wedding" and the tune gets one of its best renditions yet in this recording. Ops shouldn't miss it.

"NINE TWENTY SPECIAL" (3:00)  
"BECAUSE OF YOU" (3:12)  
ROGER CLARKE  
(Coral 60440)  
- Bob Crosby and his boys offer a jumpy instrumental on the top half. Making with some good music, the band sends this number reeling. The second side is a fun singing out the lyrics to a pleasant sounding item which should get some coins into the boxes. Ops will want to have a listen.

"MOONLIGHT BAY" (2:49)  
"BROOK'S DADDY DODDOLE" (2:48)  
LAWRENCE WELK  
(Capel 6046)  
- An oldie which is getting quite a revival gets another push here by Lawrence Welk and his band. Clayton Linn and Dick Dale team up for a duet and add some uplift to the side. The second half is a dance with Robert Linn and a chorus coming through on the lyrics. This'll hold its own in the boxes.

"I'M LATE" (2:01)  
"THE WALRUS AND THE CARPENTER" (2:37)  
DANNY KAYE  
(Decca 27564; 9-7564)  
- Two tunes from "Alice In Won- derland" make up the Danny Kaye offering on this platter and both sides are equally wonderful. Danny delivers each number in his usual terrific manner but these have just an extra special something. No op should miss this one for it's gonna be pulling a lot of coins into the machines.

"THE MIRACLE" (2:35)  
"JEZEBEL" (2:52)  
ALLEN GREENE  
(Mercury 5522)  
- Allen Greene displays a good voice with this one. Allen gets an orchestra from Tony Merrill and his boys as Allen makes the tunes sound very dramatic. Ops who are looking for good filler items oughta take a look at these.

"SENTIMENTAL FOOL" (2:54)  
"TEN MORE MILES TO GO" (2:57)  
REX ALLEN  
(Mercury 5619)  
- Two western sounding tunes are turned out here by Rex Allen. The top deck is a ball well delivered on "TEN MORE MILES TO GO" with Rex with a good guitar backing. The lower half is a jumpy thing with very nice backing. The orchestra provides the music on this side. Ops will want to have a listen.

"THE CIRCUS DAY PARADE" (2:35)  
"THE DONKEY SONG" (2:20)  
ZIGGY TALENT  
(RCA Victor 20-4118; 41-4118)  
- A timely novelty gets a happy rendition from Ziggy Talent and the orchestra on upper left. Just right for this circus season, this tune may have some appeal. The second side is another novelty, done with speed by Ziggy. These sides should go well with his fans.

"ELEANOR" (3:10)  
"THE BUSIEST CORNER IN MY HOME TOWN" (3:25)  
FRANKIE CARLE ORCH.  
(RCA Victor 20-4117; 41-4117)  
- Frankie Carle has a couple of sides which should garner a lot of play. The first one is a singable little tune on which the Satisfiers display some good harmony as Frankie sings out the piano. The bottom end is a sentimental piece again with the Satisfiers on the vocal. Ops will do ok with this one.
NEW YORK:

Frankie Laine's first disk for Columbia, "Jezbel," backed with "Rose, Rose I Love You" has caused all the excitement that Columbia hoped it would. 160,000 have been sold in a few days since its release. Frankie Laine's second disk, which was released in response to demand. This disk has been produced by Eddie Fisher, the internationally renowned musician who has won many awards for his work in the music industry. "Jezbel" has been played on hundreds of radio stations throughout the country, and its popularity continues to grow. The release of this disk has put Frankie Laine on the map as a serious contender in the music world.

CHICAGO:

More action apparent around town. Rumor has it that some of Chicago's top women planning to enter the music business. Has written a song, "Want to be a star," and is looking for a record label to sign her. Lea and Mary are now in New York and very much in demand for top TV spots. We learned that Lea has been with Capitol three years and was St. Louis branch manager before coming to Hollywood. Tiny Hill and his orchestra are back at the Grove Ballroom this past Friday evening. Bill Snyder opened at the Marine Room of the Edgewater, following Woody Herman and his band during a terrific section. John McCormick is going along very well at the Vine Gardens. We also heard that the Cookes are at the Avalon and have been backed by Artie Shaw and Harry James, and return from a few weeks' vacation to open the new Tropicana Club in New York. The New York Times reported that Eddie Fisher's new disk, "I'll Be Home," is expected to be a big hit. The song was recorded in Hollywood and is described as a ballad with a strong melody. The盤 is produced by Hal Cloak, who has worked with other top name bands as Tommy Dorsey and Artie Shaw. The song is expected to be released in the coming weeks.

America's Finest Phonograph

★ 50 SELECTIONS
The most beautiful tone quality and the simplest, precision built mechanism in music history. Check these features in our showroom today.

★ 45 RPM OR 78 RPM
Brings you the type of play that you require today. Whether you prefer the 45 rpm or the 78 rpm it's there waiting for you in our showroom. The Ral-Ollis "Rocket-'51-50" offers you the finest money can buy at a price you can afford today. Trade-in accepted on purchase of new Ral-Ollis "Rocket-'51-50" Cell today. Let's make a deal.

ANY COMBINATION COIN PLAY

Whether you prefer 1 Play 10c, 2 Plays 20c, 5 Plays 50c, or whatever coin play combination you desire can be specifically, easily arranged, right on location with the Ral-Ollis "Rocket-'51-50." Come in on today and let us show you how easy this can be.

Exclusive Direct Factory Distributors.

BINCO MUSIC DISTRIBUTING CO.
1329 S. CALHOUN ST., FORT WAYNE, INDIANA
(All Phones: ANTHONY 4585)
“I’LL BE THERE WITH BELLS ON” (2:26)

“THE CONTINENTAL” (2:19)

ART VAN DAMME QUINTET
(Capitol 1494; F-1494)
- The Art Van Damme Quintet continues making good music on this disk. The group, consisting of Keith and Sylvia Textor do the duet while the second side is a wonderful olde on which the small instrumental group go to town with a beat. This’ll get some coin into the boxes.

“My LOVE SERENADE” (3:33)

“TELL ME THAT YOU LOVE ME” (2:26)

NORO MORALES ORCH.
(Disc 27534; 9-27534)
- A good tune gets a terrific rendition from Noro Morales orchestra with a first rate vocal by Pat Terry. The orchestra provided by Boyd and the backing as Pat gives out with the lyrics in fine fashion. On the lower end the Morales crew again makes with the music and Pat goes to town with the words. Ops shouldn’t miss this one.

“I HAVE NO HEART” (3:07)

“LOVE ME” (3:10)

RAY BARBER
(Mercury 5624)
- A promising new singer. Ray Barber, comes up with two lovely jazz ballads here and he certainly shows what he can do. With Russ Case’s orchestra backing him up at either end, Ray makes both of these sides exceedingly good listening matter. Ops have to take a listen to this boy.

“The STRANGE LITTLE GIRL” (2:46)

“What WILL I TELL MY HEART?” (2:58)

EDDY HOWARD
(Mercury 5630)
- A tune that’s hitting it up big in western circles, gets a pop rendition from Eddy Howard and the band. Eddy and the Trio tell this interesting story in their usual fine manner and it should attract a lot of play. The second side is a winning ballad which Eddy does with feeling. The top deck gets our nod.

“SOMETHING WONDERFUL” (3:07)

“HELLO YOUNG LOVERS” (3:07)

MARGARET WHITING
(Capitol 1491; F-1491)
- Two tunes from “The King And I” make up the Margaret Whiting offering on this disk. Both numbers get a grand vocal from Maggie as Lou Busch and his orchestra provide some excellent backing. Either one of these tunes could easily step out and ops are advised to make careful note of this platter.

“When YOU AND I WERE YOUNG MAGGIE BLUES” (2:47)

“DIDJA EVER” (2:43)

D. REYNOLDS & C. CARPENTER
(MGM 30359; K30359)
- That “Aba Daba Honeymoon” pair are back again with two more numbers in their appealing style. They run through the much recorded top deck and the lower half shows the effectiveness of Dick Johnson’s vocals. On the lower half there are a couple of numbers which comed easy. Ops should have this couple in their machines again.

“SOMEBODY” (2:43)

“VERY GOOD ADVICE” (2:56)

DINNING SISTERS
(Capitol 1511; F-1511)
- The Dinning Sisters continue making with the harmony on a couple of interesting sides. The top deck is a slow ballad with a tinkly strain running through it while the bottom half shows another gem from “Alice In Wonderland”. Ops oughta take a peek at this.

“COME BACK MY DARLING” (2:32)

“THEN YOU’VE NEVER BEEN BLUE” (3:02)

KAY STARR
(Capitol 1492; F-1492)
- Kay Starr has a new disk which could easily break out and run away. The upper half is a jumpy thing on which Kay delivers a terrific vocal and gets some wonderful backing from Dave Barbour and the orchestra. The lower end is a beautiful ballad which she delivers in a dramatic rendition. Ops mustn’t miss this disk.

“OH YOU SWEET ONE” (2:45)

“How DO YOU DO!” (2:54)

LAURENCE DUCHOW
(RCA Victor 21-1193)
- Lawrence Duchow and his crew take a very familiar tune and give it a working over. Danny Ryan and Ed side is a driving tune on which they and make it sound quite listenable. The lower half is an instrumental of a happy sounding done in Duchow’s well known style. This is right for the proper spots.

“My MAMA SAYS NO NO” (2:48)

“CHEN A LUNA” (2:57)

ROSE MARIE
(Mercury 5631)
- Rose Marie offers some good vocalizing on two novelties here. The top deck features a cute set of lyrics and is in tempo by Rose Marie and Dick Maltby’s orchestra. The lower end is an old Italian song which gets one chorus in Italian and one in English. This should go well in the right spots.

“SENTIMENTAL HEART” (3:01)

“SOMEBODY ELSE IS TAKING MY PLACE” (2:33)

DORIS DREW
(Mercury 5626)
- Doris Drew, who has a real sultry voice, gets going here with two numbers which show her off to good advantage. The upper half is a crying ballad on which Doris gets an assist from Lew Douglas and his orchestra. The bottom half is an oldie with a slow interpretation by Doris. Ops oughta look into this one.

“I’M THROUGH WITH LOVE” (2:48)

“MAKIN’ WHOPEEP” (2:54)

DIANA SHORE
(RCA Victor 20-4045; 47-4045)
- Two grand old standards are turned out on this platter by Diana Shore as part of the Singers Series. The first side is a beautiful ballad which Doris does with feeling while the lower side in the old Eddie Cantor special. Henri Rene provides the orchestra on both sides and the disk is definitely worth listening to.

“I’LL NEVER KNOW” (2:48)

“I NEVER KNEW” (2:54)

BILLY DANIELS
(Mercury 5614)
- Billy Daniels puts his own type of interpretation to two numbers here. First he goes through a new ballad in slow style with Lew Douglas or orchestra in the background. The second side is a number which Billy really gets a chance to show off. His fans will go for this disk.

OH YOU SWEET ONE” (2:45)

“How DO YOU DO!” (2:54)

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New York—In a recent survey of the music trades to determine the top records of all time, Cosmopolitan Magazine came up with 25 which, according to its information, proved the most popular.

Bing Crosby led the rest with 3 of his records represented, while Perry Como, Artie Shaw and Guy Lombardo had 2 each.

Almost completely absent from the top records were the flashy novelty hits which skyrocketed to the head of the list and then quickly disintegrated. The disks which have proved to the most popular, according to Cosmopolitan, are the ones people genuinely like to listen to and not just the hits of the day.

White Christmas
Bing Crosby, Decca, 1942

Silent Night
Bing Crosby, Decca, 1943

In the Mood
Glen Miller, RCA Victor, 1939

Begin the Beguine
Artie Shaw, RCA Victor, 1938

Sentimental Journey
Les Brown, Columbia, 1945

Stardust
Artie Shaw, RCA Victor, 1940

Prisoner of Love
Perry Como, RCA Victor, 1945

Our Waltz
David Rose, RCA Victor, 1942

Rudolph the Red-Nosed Reindeer
Gene Autry, Columbia, 1947

Swanee
Al Jolson, Decca, 1945

Paper Doll
Miller Brothers, Decca, 1942

Temptation
Perry Como, RCA Victor, 1945

I've Heard That Song Before
Harry James, Columbia, 1944

My Blue Heaven
Gene Austin, RCA Victor, 1927

Winter Wonderland
Guy Lombardo, Decca, 1934

Glen Eyes
Jimmy Dorsey, Decca, 1941

Sunrise Serenade
Frankie Carle, Columbia, 1940

Marie
Tommy Dorsey, RCA Victor, 1937

Laura
Paul Whiteman, Capitol, 1947

That's My Desire
Frankie Laine, Mercury, 1946

You Made Me Love You
Judy Garland, Decca, 1937

Humphrey
Gene Austin, Decca, 1944

Whispering
Paul Whiteman, RCA Victor, 1928
"SLIPPIN' AND SLIDIN'" (3:19)

"BABY YOU'RE TOPS WITH ME" (2:25)

CALVIN BOZE

(Aloa1den 3086)

- A side with a lot of potential is offered on the top deck by Calvin Boze. This is an infectious ditty which could easily catch on and run away. It's called "Slippin' and Slidin'" and customers will be doing just that, slippin' and slidin' those coins into the machines to get a listen to it. Calvin starts with a talky vocal and then really gets going with a good set of lyrics as his all stars join in to make with the music. The second side is a fast driving number with Charlie doing some fancy work with the lyrics and the boys backing him up with gusto. The top deck here looks very hot and ops will do well to get it into the boxes at the earliest possible moment.

"TOO LATE" (2:35)

"WITH A BROKEN HEART" (2:59)

THE FIVE KEYS

(Aloa1den 3085)

- A vocal group with a lot to offer shows up here doing two slow items. Each end shows the group off in the style of a vocal solo with the rest of the boys in the background and they reach terrific heights at times. Ops will want to listen to this group.

"I'M TO BLAME!" (2:40)

"JUST KISS ME ONCE" (2:40)

MEREDITH HOWARD

(Mercury 8233)

- Meredith Howard has two ballads which she sends off on this disc. On either end, she displays a fine delivery that makes a song sound very important. She gets some interesting backing on these sides which helps out also and makes this platter a good bet for ops.

"YOU CAPTURED MY HEART" (2:54)

"LEMON SQUEEZING DADDY" (2:48)

THE SULTANS

(Jubilee 5054)

- A new vocal group shows what it can do with two different types of numbers. The top deck is a slow thing on which the boys go to town with some good small instrumental backing while the second side is a jumpy piece with a lot of which some fine harmony is shown off. Ops shouldn't miss this group.

"I'M A WILD WEST WOMAN" (2:48)

"EVENING TRAIN" (2:43)

EUNICE DAVIS

(Derby 760)

- Eunice Davis follows her successful "Rock Little Daddy" with another side that's gonna have the boxes rocking. This one is a low down number with some terrific beat and a good set of lyrics. The second side is a very slow deliberate thing which Eunice sends flying. This one is due for a lot of coin.

"AM I BLUE?" (2:35)

"MY REVERIE" (3:03)

BUDDY JOHNSON ORCH.

(Deca 27567; 9-27567)

- Buddy Johnson and his orchestra take two oldies and send them to town. The first side finds Ella Johnson doing the vocal with a very pronounced, slow delivery while, on the second side, Arthur Prysock comes through with one of his excellent dreamy pieces. Ops are gonna do fine with this.

"IF YOU WANT SOME LOVIN'" (2:50)

"YOUR BEST FRIEND" (2:45)

GRiffin Bros. & MARGIE DAY

(Decca 1042)

- The Griffin Brothers and Margie keep right at it turning out another two good sides. First Margie gives out with a loud version of a tune taken over with a lot of potential while the boys back her up. The bottom half is a blues item on which she shows terrific ability also. This is a natural for the boxes.

"PLEASE LET ME BE" (2:47)

"TONGUE OF ALL NIGHTS" (3:11)

BIXI CRAWFORD

(RCA Victor 22-0119)

- Bixie Crawford comes out of retirement to offer a tune on the top deck that she wrote herself. It's a driving number which she performs to perfection as Ernest A. Freeman and his orchestra make with some good blues. The lower end is a slow ballad which Bixie also does with skill. Ops will want to hear her again.

"AS TIME GOES BY" (2:54)

"JUST CALL MY NAME" (2:45)

LEE RICHARDSON

(Deluxe 3315)

- The terrific voice of Lee Richardson goes to work on an oldie here and certainly makes it sound magnificent. Lee has a dramatic way with a song that keeps you listening for more no matter what he does. The bottom half shows some more of the same and both sides are worth an ops while.

Meeting Dates Of Music Operators Associations

April 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: Hamilton Hotel, Washington, D. C.

3—Summit County Music Operators' Association
Place: Akron Hotel, Akron, Ohio

8—Automatic Phonograph Owners' Association
Place: Gibson Hotel, Cincinnati, Ohio

8—California Music Guild
Place: 311 Club, Oakland, Cal.

10—Connecticut State Coin Association
Place: Hotel Bond, Hartford, Conn.

10—Michigan Automatic Phonograph Owners' Association
Place: Macabees Building, Detroit, Mich.

14—Wisconsin Phonograph Operators' Association
Place: Eagle's Club, Broadhead, Wis.

The Cash Box, Music
Page 11
April 28, 1951

The 50 Selection Music Masterpiece
"America's Finest Phonograph"

ROCK-OLA "ROCKET 51-50"

45 RPM? 331/2 RPM? 10¢ PLAY? 25¢ PLAY?

The 50 selection phonograph operators can
thin an all-time pace, daring changeover to
45 RPM or 33 1/3 RPM or back to 78 RPM
right on location in just a matter of minutes.
No expert needed. Cuau units arranged for
such changeover to 7 Flats 10¢, 2 Flats 25¢,
1 Flat 50¢, 2 Flats 10¢, 5 of 2 Flats 25¢.

Exclusive Direct Factory Distributors
FRANCO DISTRIBUTING COMPANY
24 North Perry, Montgomery, Ala. (Tel.: 3-6463)

"It's What's in THE CASH BOX That Counts"
Missing Singer Found!

NEW YORK — Marian Maye, the singer whose disappearance started a nation wide search when her recording of "Gotta Find Somebody To Love" stepped out into an important spot, is pictured with Elmos Russ (at the piano) and Art Ford WNEW disk jockey. Marian was found visiting her sister in Atlantic City after a trek around the country looking for work when she became discouraged with her progress in the music world.

The New Sound Sensation . . .

"WHATEVER HAPPENED TO THE GOOD OLD DAYS"

by LAWRENCE COOK at the Nickelodean vocal by TONY MANGO and Sapphires

ABBREY RECORDS, INC.
418 W. 49 St. New York, N. Y.

Please send me someone to love
Percy Mayfield
(Specialty 375)

Please send me someone to love
Percy Mayfield
(Specialty 375)

BLACK NIGHT
Charles Brown
(Aladdin 3076)

I APOLOGIZE
Billy Eckstine
(MGM 10903)

How high the moon
Les Paul & Mary Ford
(Capitol 1451)

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Black Night
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(Aladdin 3076)

How high the moon
Les Paul & Mary Ford
(Capitol 1451)

Gee baby
Johnny Otis
(Savoy 777)

How high the moon
Les Paul & Mary Ford
(Capitol 1451)

Baby, let me hold your hand
Roy Charles
(Swingtime 250)

Black Night
Charles Brown
(Aladdin 3076)

How high the moon
Les Paul & Mary Ford
(Capitol 1451)

Korea blues
Bayou Boys
(Chess 1449)

Little red rooster
Griffin Bros. & Margie Day
(Dot 1019)

I will wait
Four Buddies
(Savoy 769)

I want something for me
Dominoes
(Federal)

Lost love
Percy Mayfield
(Specialty 390)

Too young
King Cole
(Capitol 1449)

PRAISE! PRAISE! AND
STILL MORE PRAISE FOR
"ROCKET 88"

By Jackie Brenston and
His Delta Cats

Copyright
1951 ABBREY RECORDS, INC.
KOREA BLUES
J. B. Lenore
(Ches 1449)

DON'T TAKE YOUR LOVE AWAY FROM ME
Laurie Tate & Joe Morris
(Atlantic 925)

BLACK NIGHT
Charles Brown
(Aladdin 1076)

ROCKING & ROLLING
Little Son Hampshire
(Imperial)

BABY, LET ME HOLD YOUR HAND
Ray Charles
(Swingtime 250)

LOST LOVE
Percy Mayfield
(Specialty 390)

TEND TO YOUR BUSINESS
James Wayne
"Sittin' In"

GEE BABY
Johnny Otis
(Savoy 777)

CHICAGO BLUES
Lloyd Glenn
(Swingtime)

DALLAS

LAZARUS, GA.
1. Block Night
(Charles Brown)
2. Please Send You Some
One To Love
(Roy Hawkins)
3. I'll Wait For My
Baby
(Johnny Otis)
4. Little Red Rooster
(Charles Brown)
5. Last Love Song
(Roy Hawkins)
6. Rockin' & Rollin'
(Roy Hawkins)
7. Old Man Blues
(Johnny Otis)
8. Once In A Blue Moon
(Charles Brown)

Baltimore, Md.
1. Black Night
(Charles Brown)
2. Please Send You Some
One To Love
(Roy Hawkins)
3. I'll Wait For My
Baby
(Johnny Otis)
4. Little Red Rooster
(Charles Brown)
5. Last Love Song
(Roy Hawkins)
6. Rockin' & Rollin'
(Roy Hawkins)
7. Old Man Blues
(Johnny Otis)
8. Once In A Blue Moon
(Charles Brown)

RICHMOND, VA.
1. Rocket 88
(Dickerson Brothers)
2. Tell Your Business
(Dickerson Brothers)
3. I Will Wait
(Four Buddies)
4. Gee Baby
(Johnny Otis)
5. Respect My
Woman
(The Larks)
6. Rockin' & Rollin'
(Johnny Otis)
7. Rock In The Church
(Freddy Mitchell)
8. Last Love Song
(Roy Hawkins)
9. Nathan Brown's Right
(Anthony Brown)
10. Sweet Sinner
(Four Buddies)

ANDALUSIA, Ala.
1. Black Night
(Charles Brown)
2. Tell Your Business
(Dickerson Brothers)
3. Rock Home Blues
(Charles Brown)
4. Jumping The Blues
(Roy Glenn)
5. Red's Boogie
(Charles Brown)
6. Little Red Rooster
(Charles Brown)
7. Don't Take Your Love
From Me
(Roy Hawkins)
8. Ten Commandments
(Roy Hawkins)
9. Doggin' Blues
(Charles Brown)
10. The Deepest Blues
In The World
(Charles Brown)

Oakland, Calif.
1. Gee Baby
(Johnny Otis)
2. Tennessee Waltz Blues
(Charles Brown)
3. Don't You Want A
Man Like Me
(B.B. King)
4. I Apologize
(Bobby Eckstine)
5. I've Been Lost
(Charles Brown)
6. Let's Rock A While
(Allen Morris)
7. How High The Moon
(Don & Fred McFadden)
8. Tired Of Crying
(Trudy Powers)
9. Rockin' (Bobby Nunn)
10. Little Boy Blue
(Johnny Otis)

Leyden New Victor Recording Director

NEW YORK—Norman Leyden, arranger and conductor, who first achieved recognition arranging for Glenn Miller's orchestra overseas, has been signed as an RCA Victor Recording Director. It has been announced by Paul A. Barketmeier, Vice President and General Manager of the RCA Victor Record Division. Leyden will work under the supervision of Charles Green, Director of Popular Artists and Repertoire, and in close cooperation with Hugo Winterhalter, RCA Victor Pop Musical Director, and Henri Rene, West Coast Artists and Repertoire representative.

Leyden has arranged for many top singers in the record field, and his arrangements have also been instrumental in creating several top-selling pop records of the past year. He started his professional career in his student days as a member of the Yale Collegians, later playing with local New Haven bands. Following his induction into the Air Force during World War II, he became conductor of the band at the Air Force Atlantic City Training Center.

He later became musical conductor for the Air Force show, "Winged Victory," and upon assignment overseas became arranger for Glenn Miller. After the war Leyden was for three years arranger for Tex Beneke and his Orchestra. He has composed, conducted, and also arranged the scores for numerous famous children's albums, including the classic "Cinderella." In addition, he has worked on several TV programs and commercials, with Vitmark's director, Peter, Lind Hayes Show on WNTB.

Columbia Puts "Porgy And Bess" On Wax

NEW YORK—"Porgy and Bess," George Gershwin's American folk opera, is being recorded in its entirety by RCA Victor, with an all-black cast, including members of the original 1935 cast, and with the cooperation of the American Negro Theater. Conducting the opera is Leonard Bernstein, and the orchestra is the Morgan State College Orchestra, headed by Robert McEwen. The entire cast is made up of Negroes, and the opera is being considered for wide radio and theater distribution.

The Great Victor Young Ballad Ballad

"I'M GONNA MAKE UP A SONG"

By RAY BARBER (MERCURY)

"THE GREAT NEW YORK MUSICALALE"
Mercury Cuts Disk For Tavern Trade

CHICAGO—At a special preview, Tuesday evening, April 17, Art Tam-madge of Mercury Records introduced a unique novelty disk which is the first platter cut exclusively for taverns.

Recorded by Al Trace and his orchestra, the tune is designed to keep customers in the tavern by the very implication of its title "Why Go Home."

Mercury is planning a special deal for juke box operators on this disk, Talmadge reported, and he believes that the deal which is ready for ops will prove of outstanding value.

In the meantime, the disk has been cleared for air play and Mercury is awaiting the juke box and disk jockey reaction to "Why Go Home."

We've Got It!!

ROCK-OLA

"Rocket '51-50"

America's Finest Phonograph

Royal Distributing Co.

3800 Glenmore Ave., Cheviot Cincinnati, Ohio
(Tel.: Humbolt 6044)

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In

THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Patti Page Day At Redd's

ALLSTON, MASS.—The Redd Distributing Co. put out the welcome sign for Patti Page last week and dedicated a day to her. Patti went there and off the departments of Redd and of course made her headquarters in the record section where her best selling disks were being featured. Her "Tennessee Waltz" is still on all the juke-box lists as well as "Would I love You." Now Patti has a new contender in "Down The Trail Of Aching Hearts." Left to right are: Si Redd, owner of the firm, Patti, and Ray Shea, Worcester, Mass., operator.

Victor Celebrates Vaughn Monroe Week

NEW YORK—RCA Victor celebrated last week as "Vaughn Monroe Week." Paying tribute to the singer-bandleader on his tenth anniversary as a Victor star, the firm issued four new sides at one time. They were "Sound Off," "Oh Marry Marry Me," "Shall We Dance" and "On Top Of Old Smoky." Vaughn's first Victor disk was "If You See Margie" on the old Bluebird label. His biggest selling disk was "Ballerina," in the Cosmopolitan survey of the top 25 records of all time, he was represented with "There I've Said It Again." Besides "Ballerina," his other "million" record was "Riders In The Sky." Altogether, during the past ten years he has sold over 25 million records and his western disks alone have gone well over the 2 million mark.

Coming up on Vaughn's schedule, before his TV show, is a Hollywood extravaganza called "Stars And Stripes Forever" and a group of one nighters beginning in May.

MGM Gets Dubonnett Masters

NEW YORK—MGM Records has taken over the Dubonnett Record masters, "Let's Make Up For Lost Time Baby" and "Goodnight Strange Little Girl," by the Bill Bober Trio. These disks were cut in Pittsburgh by the Dubonnett label which also featured Arthur Elliot master of "Shenandoah Waltz," later taken over by Decca.

Ops Welcome Permo's MOA Graphic Souvenir

CHICAGO—Bert Davidson, special representative for Permo-Point, recently returned from a trip during which he visited operators and Permo distributors in Detroit, Cleveland and New York.

Davidson found an enthusiastic welcome from everyone for the second annual MOA graphic souvenir which Permo mailed to operators all over the country immediately following the MOA convention. The folder, which is in the form of a 17 x 22 sheet, includes more than forty photos of operators, distributors and recording artists—all visitors to Permo's convention headquarters. It was announced by Permo that prints of the photos used in the souvenir are available to those who appeared in them.
You've heard of HAYMES, Love & Hepplewhite,
55.2 33.6
April 7, 1951

5—ON TOP OF OLD SMOKY 55.2 33.6
CA-13928—BURL IVES
DE-40634—GEORGE CATES
Syncopated Clock
DE-27515—R. W. MORGAN
Across The Wide Missouri
ME-5612 (161 x 49)—GEORGE ROAVO O.

6—Would I Love You 55.1 50.8
CA-1368 (F-1368)—HELEN O'CONNEL
DE-40821—JAMES WAYNE
CA-13915—JAMES WAYNE
CA-13919—JIMMY WALKER
DE-40822—RAYMONDE CLARK
DE-27485—EVELYN KNIGHT
That's How Our Love Will Grow
DE-46302—EDDIE ZACK
Sheneadagh Waits
ME-5370 (370 x 45)—DORIS DREW Shut Up
MG-10914 (K-10914)—ARTHUR SMITH

8—MY HEART CRIES FOR YOU 40.8 46.8
CA-1328 (F-1328)—JIMMY WALKER
Music By The Angels
DE-40836—GUY MICHTEL
The Raving Kind
CA-13909 (F-13909)—SPOCK & AUTRY Teardrops From My Eyes
CA-13912 (F-13912)—KEN GRIFFIN
DE-27333 (K-27333)—VICTOR YOUNG
The One Finger Melody
DE-27338 (K-27338)—KNOXPHIL Wright
Peter Pin
LO-871—R. MORGAN
Get Out Those Old Records
ME-5563 (5563 x 45)—VIC DAMONE Song By The Animals
ME-8209 (8209 x 45)—DINAH WASHINGTON
I Apologize
MG-10868 (K-10868)—BILL FARRILL
VI-20-3978 (K-3979)—DINAH SHORE
Nobodys Chasing Me

9—YOU'RE JUST IN LOVE 38.7 38.4
CA-39052—CLYDE MITCHELL
CA-60335—JUNE TOLAND
TILTON & BARRITT
DE-27317 (K-27317)—MERMAY & HAYMES
DE-27481 (K-27481)—LOU ARMSTRONG
ME-5545—CHAPEL & LEWINTON O.
Fr. I've Never Been In Love Before
LO-485—RUSSEL CASE
Glad
VI-20-3945 (K-3944)—COMO & ANDREWS SISTERS
It's a Lovely Day Today

10—SPARROW IN THE TREE TOP 37.4 43.7
CA-1410 (F-1410)—BILLY BAXTER
Tonight We'll Go Dancing
CA-39190 (K-39190)—GUY MITCHELL
CR-60401 (K-60401)—LYNN MURRAY
Let Me In
CR-40277 (K-40277)—CROSSBY & ANDREWS SISTERS
Shing All Others
LO-91 (K-91)—REGGIE GOFF
I Love You Because

11—BRING BACK THE THRILL 38.2
CA-1350 (K-1350)—MARY MAYO
ME-5997 (5997 x 45)—REX ALLEN
Always You
MG-10923 (K-10923)—ART MOONEY
Beautiful Brown Eyes

12—TEENAGERS 21.8 21.3
CA-1316 (K-1316)—LES PAUL
Little Rock Getaway
CA-39095 (K-39095)—JO RAE
DE-27312 (K-27312)—REDDY CHEEY
Bring Back The Thrill
LO-964 (K-964)—ANITA O'DAY
If You Took Advantage Of Me
ME-10903 (K-10903)—BILLY ECKSTEIN
VI-20-4065 (K-4065)—EDDIE FISHER
If It Hadn't Been For You

19—THE ROVING KIND 20.4 20.2
CA-1381 (F-1381)—LES BAXTER
DE-40967 (6-918)—GUY MITCHELL
CA-39095 (K-39095)—JO RAE
DE-27312—THE WEAVERS
Wreck Of The John B.
ME-5573—REX ALLEN
ME-10879—THE MELODIANS
Missus O'Malley

20—ACROSS THE WIDE MISSOURI 14.9 11.6
CA-39160 (4-39160)—PAUL WESTON
CO-1945 (4-1945)—MARTIN BUTLER
SA-10408 (K-10408)—LIONEL HAMPTON
ME-5030 (K-5030)—DAVID ROSE

21—TOO YOUNG 14.7 2.8
22—HOT CANARY 14.3 13.1
23—METRO POLKA 14.3 4.5
24—LULLABY OF BROADWAY 12.2 4.6
25—LET ME IN 12.2 11.4
26—SHOT GUN BOOGIE 10.6 16.8
27—ALWAYS YOU 8.9 11.1
28—SHENANDOAH WALTZ 7.9 8.1
29—MAY THE GOOD LORD BLESS AND KEEP YOU 6.3 7.5
30—SO LONG 6.4 21.9
31—WE KISSED IN A SHADOW 4.3
32—TOO LATE NIGHT 4.2 —
33—FAITHFULLY YOURS 4.1 —
34—ONCE UPON A NICKEL 3.9 12.7
35—OH, WHAT A FACE 3.8 7.8
36—VESTI LA GIUBBA 3.7 4.8
37—I LOVE THE WAY YOU SAY GOODNIGHT 3.4 —
38—IN YOUR ARMS 3.3 7.3
39—NEVER BEEN KISSED 2.1 7.2
40—WHEN YOU RETURN 1.7 7.6

Additional tunes listed below in order of popularity:
CUTS COPPER, STEEL, ALUMINUM, JULY 1

Non-Essential Industries Will Have to Scramble for Whatever Copper, Steel, Aluminum Left Over After Essentials are Satisfied. When NPA Controlled Materials Plan Goes Into Effect July 1. Non-Essentials Hope NPA Will Grant Them 75% Quota of Base Jan.-June '50 Period. Autos, Radios, TV Sets, Refrigerators Also Listed Among Non-Essentials.

WASHINGTON, D. C.—The National Production Authority's long heralded Controlled Materials Plan will go into effect on July 1. It will completely control the three basic metals: copper, steel and aluminum.

Industries will be placed in "A" and "B" classifications as during World War II. The end result of this plan is simply that non-essential industries will have to scramble for whatever of these three basic metals are left in the pool, after the essential industries have obtained their share from the priorities which the CMP will give them.

There is no doubt, and it has already been noted, that the basic machine manufacturers will not have to file applications with NPA for the CMP as of May 1. Essential industries will have to file by May 1 to get their priority share of materials direct from NPA.

Sub-contractors, who will be making parts for the larger, prime contractors, will get their metals under the prime contractor's priority.

As The Cash Box reported in both the April 14 and April 21 issues, there is sure to result a dearth of new equipment, beginning with the third quarter (July 1) and lasting through 1952. Of course, even whatever small quantity production will be in effect after July 1, can be entirely halted, should World War III come into being.

This is also explained by Manly Pleasman of NPA who, in a statement issued last week, said that even this present CMP and other plans which NPA have issued, are only in effect as long as there is no shooting war.

If war does come, there is no doubt, as in World War II, everything but the absolute essential will be eliminated from obtaining the three basic metals: copper, steel and aluminum.

In the meantime, those cops who have been selling off used machines, and not covering this hole in their inventory or operation with a new machine, will find themselves caught short.

Not only has this been reported in the last two weeks' issues of The Cash Box, but, this publication also urged the trade to realize that the present business situation is not a way off at all. It was the lull before the larger industrialists turned blue prints into actual production of war materials.

As these larger industrialists get into the swing of speedy war materials production, not only will their labor force continue to tremendously increase, but, they will use so much copper, steel and aluminum that very little, if anything at all, will be left in the pool for all the nation's non-essential industries.

That means, just as many far-thinking members of the industry have foreseen, that the time will come, after July 1, that the CMP is going into operation, when there will be so little production of new equipment that, whatever is available, will have little, if any, effect, on the market.

The larger industrialists balancing the labor force to many, many millions of male and female workers, and with the military services adding to their needs for more and more men and women, and all this provided no shooting war comes into being, the operators will find themselves in need of equipment.

Those who aren't protecting themselves by replacing with a new machine whatever used piece they sell, will find themselves in a spot where they will be paying more, later on, for used equipment than what they would have paid for new machines today.

In fact, the average manufacturer in this, and in all the other non-essential industries, hopes that NPA will allow him a quota of 75 per cent of the base period use (January to June, 1950) so that they can have some chance in the scramble for whatever copper, steel and aluminum will be left in the pool after the essentials get thru grabbing what they need.

Also, there is no doubt that all industries, except the absolutely essential, will be down to the bone with available materials.

As the NPA Plan progresses, it is expected that strictly military orders will be filled on a priority allocation basis, and all actual requirements matched against actual available supplies. It was believed here that strict military orders would be ordered in much greater quantities within the next thirty to forty days.

The survey found that there was already evidence that the plight of the non-essential manufacturer was growing worse. While some manufacturers of nonessential civilian goods were still operating at a good rate, many others were less fortunate, and were frantically searching for supplies.

The Cash Box

COIN MACHINE MFRS. SEE LITTLE HOPE FOR ANY QUANTITY PRODUCTION FOR THIRD QUARTER. URGE TRADE PREPARE FOR LONG DEARTH OF NEW EQUIP'T.

PITTSBURGH, PA. — The New York Times, in a special survey among steel producers in this city, stated this week: "Any steel customer who has been posing his week that supplies would be easier in the coming months, was not only doomed to disappointment, he was due for a shock. Some reports had indicated that there might be an easing of steel demand, but a careful check into this week revealed the reverse to be true."

In the opinion that steel supplies for less essential use will be tight for some time was further supported by information indicating that some steel companies were already closely approaching the point where $25 per cent of their total steel shipments were slated for direct defense and defense-supporting agencies.

As the Controlled Materials Plan proceeds, it is expected that strictly military orders will be filled on a priority allocation basis, and all actual requirements matched against actual available supplies. It was believed here that strict military orders would be ordered in much greater quantities within the next thirty to forty days.

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STEEL PRODUCTION HIGH BUT SUPPLIES FOR NON-ESSENTIAL USE TO BE PRACTICALLY NIL.

Reports 10c Pinball Play Has Doubled Receipts

BERNARD H. L.—Rudy Kit of Suburban Music Service, this city, reported this past week that his receipts have been more than doubled since changing over his pinball games to straight ten cent plays.

Rudy is also changing over all of his music machines. He says: "I believe that I play 1.5c and 3 plays 25c is the answer to the operator's problem."

He also reports, "Since we have changed our pinballs to 10c play, we have more than doubled our receipts."

"Using this move as a yardstick," he continues, "we are hoping to accomplish the same with our music machines."

Kit does say that it is too early as yet to draw any factual results on 10c music play due to the fact that the firm only has started to change its phones to 10c play just a week ago.

They haven't enough of them changed over as yet to be able to give any definite report to the field.

Rudy promises, "I hope to have more factual information for you on how 1 play 1.5c and 3 plays 25c phones in the near future."
**READ WHY WE CALL THE**

**ROCK-OLA**

"ROCKET '51-50"

America’s Finest Phonograph

The superiority of the Rock-Ola “Rocket ‘51-50” has been demonstrated so thoroughly on location that operators who have purchased it from us have sold every single one of them ordered and numbered as many as we could possibly get them. This is the very first time in all our history in this industry that we have ever sold an automatic phonograph that has repeated 100% on orders each and every day for each and every operator who has already, and is, purchasing the Rock-Ola “Rocket ‘51-50”.

The outstanding 50 selections plus the fact that any type coin play can be featured on the Rock-Ola “Rocket ‘51-50” has won tremendous praise for the great phonograph. The operator can, right on location, change over to 3 Play 10c, 3 Plays 25c; 2 Plays 10c, 5 or 6 Plays 25c, or any other coin play combination to desires. This is done without experts. Speedily, easily, silently. He can have 45 RPM or 78 RPM. He can do a thousand things with the great Rock-Ola “Rocket ‘51-50” that he was never able to do before with his music. The walk and bar arrangement is absolutely unique. It just can’t be beat.

Because of the above, and because of the marvelous deal we can make the music operators, we believe we have every right to call the great Rock-Ola “Rocket ‘51-50”—America’s Finest Phonograph—because that’s just exactly what it is. There’s never been anything like it. In the space we have here we simply can’t begin to tell you all about it—call at our offices today—look at the Rock-Ola “Rocket ‘51-50” yourself—and then consider for yourself whether you, too, should operate—America’s Finest Phonograph—Rock-Ola “Rocket ‘51-50”.

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**WALBOX SALES CO., INC.**

3909 MAIN STREET, DALLAS 1, TEXAS

Williams “Super World Series” Opens BB Season With Big Collections For Ops

Chicago—Altho announcement of Williams “Super World Series” new amusement game was made a week ago, and machines were displayed at distributors this week, with deliveries made to scattered numbers of operators, Sam Stern, executive vice president and general manager of the manufacturing firm, reports that word is reaching him that a strong demand is already in evidence, assuring him that the game will get into the market properly.

“Distributors are phoning in continu- ingly” stated Stern, “insisting that shipments be rushed to them. They tell me that operators went for ‘Super World Series’ as soon as they saw the game on display. Those operators who placed it out on location returned in a few days to place substantial orders for additional machines.

“We’re rushing this great baseball game out from our factory as rapidly as they come off the line” continued Stern.

Stern explained that the 5c-10c-25c single entry slug-proof coin mechanism, plus the fact that the game is geared for super fast play and at the same time giving the players the thrill of real baseball action, is what the distributors have been telling him is making it such a favorite with the operators.

The Williams factory, at the same time, is busily engaged in turning out world record orders of machines, the “Music Mite” 45 rpm selective phon with single entry, coin proof, 5c-10c-25c coin mechanism; and current pinball “Control Tower.”

In addition to its production of equipment for the coin mechanism trade, Williams is also devoting part of its factory to turning out defense items.

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**MOA Plans For ’52 Meet; Asks For Trade Suggestions**

OAKLAND, CALIF. — George A. Miller, president of MOA (Music Operators of America), now back at his office in this city, is looking ahead to the organization’s 1952 meeting.

Plans were also made for exhibitors, officers of MOA, and those music operators who attended, Miller thanks all for making the meet the success it was. In addition he asks for suggest-ions which might make the next meeting more successful. “We would like to make every convention a more successful one, a more educational one,” the convention operating attendance as well as exhibitor attendance” stated Miller. “If we have made mistakes, we would like to know it so we can correct them. If we have pro-gressed satisfactorily, let us know. If we have not, let us know.”

Miller enclosed a questionnaire which asks the following questions:

1. Do you think that all MOA meetings and conventions should be held at the Palmer House, Chicago, Ill.?
2. Are the meetings too long and are the hours satisfactory?
3. Do the music operator meet-ings meet with your approval?
4. Does the banquet and floor show compare with others that you have attended?
5. Should speakers be limited to 15 or 20 minutes at the most?
6. (Do) the exhibit hours meet with the approval of the exhibitors?
7. Are the exhibitors satisfied with their attendance?

Space is provided for additional comments for those who wish to offer further criticism.

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**Vermont Bill to Ban Pinball Up For Vote**

MONTPELIER, VT. — Vermont’s Senate voted (April 16) to outlaw pinball machines in the state. Action on the pinball machines came on a reconsideration of the bill to license them which had earlier been killed by the Senate.

The new measure struck out all the former bill and substituted a provi- sion outlawing pinballs of any type used for any purpose.

Penalties for violation would be a fine up to $100 or six months im-prisonment.

The bill, at this writing, still had to pass another vote in the State Sen-ate before going back to the house for consideration there.

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**Chi Post Office Plans To Install 60 Drink Vendors**

CHICAGO—The postoffice here in a test, sold over 800 drinks in two hours time from two SuperVend multi-tables. The installation was very successful.

Since the results of this test, the plan is to install at least 60 of these vending machines throughout the city.

Gordon Sutton of Sutton Sales Company, local distributor for SuperVend has been successful.

It is reported that the employees canteen in the postoffice here serves over 22,000 meals a week.

There are 14,000 employees on the daytime shift and about 16,000 on the nighttime work shift.

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

INDIANAPOLIS, IND.—The Wurlitzer 1400 phonos are twins, but the men aren’t—altsa they’re brothers. Wood (l) and Earl Armstrong (r) Indianapolis operators visit the showrooms of Cain-Caillouette, Wurlitzer distributor in this city, and get their picture “took”.

Lincoln, Neb.—A bill which would have imposed a state license fee of $10 on each pinball machine, shuffleboard, and other coin-operated games of amusement or skill was killed by the Nebraska legislature’s revenue committee. Omaha city officials opposed the bill, stating it felt that the state tax would invade a source of revenue which municipalities already are using.
MIAMI MURMURS

We agree with the hotelmen here. There’s no real season anymore. Tho the big mobs come down ’round Xmas and New Year’s, plenty of people jamming the eateries every nite right this minute. And column still coming down every week... Walter and Shirley Simms of Panama, A.P. (Republic of Panama) report they just bought motorbikes and are learning how to get along speedily. Walter and Shirley were fascinated by the motorized bikes when they first saw them in Miami. ... Willie (Little Napoleon) Blatt, just returned from an extended visit to the coincenter (Chicago) tells friends they’ll see something really sensational in just about sixty days. ... Bert Lane, who was in Chi with Willie, and who returned with him, promises the same ... Al Denver and Sid Levine of New York’s music ops assn, got themselves a rather expensive gin lesson at the hands of Willie Blatt. Said Willie, when questioned, “I’m still the champ” ... Mr. and Mrs. Ed Levin and their son seen about Miami and thereby enjoying their stay. ... DeWitt “Doc” Eaton on his way to Chi for just a day. Wouldn’t reveal the nature of his trip. ... Al Simon and his very charming missus shopping Lincoln Road bump into an old time Nee Yawker (from Bklyn) and now a native, Davey Friedman, and they gas and gas ... George Holzman of Supreme, Brooklyn, on his way down again. Seems as if George just left. He’s now bringing his daughter and her fiancé along. Could it be that George has gotten “sand in his shoes”? (A favorite expression of the natives here when someone falls in love with Miami and intends to make this his home) ... Millie Green in town looking over his bizz. ... Sam Wolfberg of Chicago Coin relaxing on the Beach ... Business has somewhat slowed up as far as sales here are concerned, but, surprisingly, collections are holding up. Looks like this’ll be a very fine year for Miami’s ops. ... Sol Gottlieb visiting with Joe Mangone, All Coin Amusements Co., distributor for D. Gottlieb & Co. in this area.

WANTED
BY ONE OF CHICAGO’S MAJOR MANUFACTURERS

... ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

Give Full Details to...
Box No. 150
C/O The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
As the months go by, operators are willing to admit, that TV has cut deep into play.

Not only has TV cut into the intake of this industry, but into every other industry which has anything to do with public gatherings.

All know that the movie houses have been hard hit. Night spots are even harder hit. Restaurants, taverns, luncheonettes and many, many other businesses, are suffering from lack of patronage, because of TV.

All this regardless of the fact that TV urges these places to advertise with it and gain patronage so doing.

It just doesn't seem to work out that way, owners of such places who have advertised on TV, have advised.

And TV, it must be remembered, is still in its infancy as an industry.

Perhaps, as some state, once the novelty wears off, the public will return to former merchanising places. Then again, perhaps the public won't return, to its former gathering spots.

Is the answer in combating TV?

Few think so. Most believe that the intelligent merchandiser will tie in with this extremely powerful and ever growing competitor.

How can movie houses tie in with TV?

A suggestion has been made by one member of The Cash Box staff that the average movie house open its doors and show its pictures “free of charge,” or for just a “token payment” of about 25¢.

He believes that the balconies of the better movie houses can be turned into bars and cocktail lounges. He also says that national advertisers would be happy to take advantage of the nation’s theaters for display of their merchandise.

The theaters have proved they can really sell merchandise. Just as they today are selling candles, popcorn and dispensing soft drinks.

Perhaps, then, here is an answer as to how the movie houses can take advantage of a competitor like TV and turn themselves into “Merchandising Theatres,” either showing their pictures free or for a small token payment, to attract the public in large numbers, and cash in on this great traffic.

Now comes the coin machine industry. What can this industry do to take advantage, or tie in, with this ever growing powerful competitor, TV?

Unlike the movies, the average coinman cannot turn his machines into merchandising establishments. Even if he is in the vending machine division of the industry. Vendors are still “emergency sale” merchandisers.

One noted arcade machines manufacturer proposed the opening of stores, or tie in with established merchandising emporiums, and creating a new type business. This would allow the operator of his equipment to cash in on a popular trend of the times.

As yet, until someone comes along and shows the industry the way it can tie in with TV, the only method left open to the operator is for them to insure themselves, as best they can for the future, by arranging for an entirely different and better percentage commission or play basis.

In short, go back about twenty years, and give only 20% to 25% on any type equipment to the location owner. Or change over, where possible, to higher coinage play payment.

Would it sound probable (and this is an old story that was written years ago) that the time has arrived when operators will be selling direct to location owners? And, in turn, receive a set weekly or monthly fee to take care of the machines? Would this be the future?

In the meantime, rather than dream or conjecture as to what the future may hold for this industry, the best method to adopt at this time, is for operators to re-arrange their entire commission setups. They must be assured a more equitable percentage of the gross intake to survive the TV ultra-popularity period or until someone comes along with that entirely different, new product, to again reawaken the public.

“Is There An Answer To TV?”

AN EDITORIAL

SOUTHERN AUTOMATIC

new in

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 operators.

WHAT HAVE YOU IN BRAND NEW CLOSETHEATERS? PRICES MUST BE RIGHT.
NO BIDS OR CONTESTS. DON'T WIRE OR PHONE--STATE ALL IN LETTER.

The House that Confidence Built

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. BROOK ST., LOUISVILLE 3, KY.

Now Delivering Rock-Ola

ROCKET’51-50

PHONOGRAPH

The 50 selection phonographs operators can rely on—all-wax. Easy, speedy changeover. Three speeds: Fast, slow, full automatic. Comes complete. Full size, wall or table model. Can be used with any location. Coin unit arranged for quick change to: 1 Play 10c, 2 Plays 25c, 2 Plays 10c, 5 or 6 Plays 25c, or any other combination you desire. Come in—See the “Rock-Ola Rocket’51-50” Today!

Carl Trippe

IDEAL NOVELTY CO.

2823 LOCUST ST., ST. LOUIS 3, MO.

(Phone: Franklin 5541)

RUSH YOUR ORDER!!

Casola Has Dime Insert Bushing For Wall Boxes

ROCKFORD, ILL. — Progressive Lou Casola of Mid-West Distributing Company, this city, has turned up with an insert bushing for five cent wall boxes which allows for quick and easy changeover to dime play.

The bushing is extremely reasonably priced. It came about as Casola himself started changing over 5c boxes to 10c play for his many customers.

The bushing fits perfectly into all wall boxes and can be inserted by the operator or his mechanic in very quick time.

“Remove Notice…"

The Cash Box

April 28, 1951

Page 21

Only $24.50 each

RUSH YOUR ORDER!!

SHUFFLE-REBOUND OPERATORS

ORDER TODAY

BUCKLEY

MANUFACTURING CO.

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

(All Phones: Van Buren 6-6636)

BUCKLEY

WALL AND BAR BOX

FOR 16 - 20 - 24 - 32 RECORD SELECTIONS

TO ORDER

YOU MUST CALL

ONLY $24.50 EACH

RUSH YOUR ORDER!!

PRICES MUST BE RIGHT.

NO BIDS OR CONTESTS. DON'T WIRE OR PHONE--STATE ALL IN LETTER.

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 wire. Just visit us soon, and often, for quality merchandise at reasonable prices!
EASTERN FLASHES

Opening day of the baseball season here was cold and nasty, keeping attendance at the ball parks down to a minimum. However, taverns featuring television got plenty of play. Equipment during the playing time of the ball game resulted very little, if any. Action. But, ops tell us that before the game got under way, and immediately following the game, both music and shuffle games were going continuously. As these were daylight games, revenue from machines lost little during these hours, but added play before and after means better take. ... Wholesalers report sales of used machines keep getting better every week. This week saw quite some live action in used music, particularly. Several games jobbers sold quite a few amusement machines to Fernand Laubert, of Paris, France, who was covering the Eastern area. Laubert also bought several pieces for use.

Price Lists go back to "regular numerals" this issue. We are happy to follow the dictates of our readers, who voted by quite a large majority. However, those who asked that the "coded" lists be retained were most earnest in their requests. We want to thank all who took part in this poll, and are quite thrilled by the many compliments paid us.

Dave Stern, Seacoast Distributors, Elizabeth, N. J., tells us he’s selling all the Rock-Ola “Rocket 51-69” phonos he can get from the factory. "Ops like the machine every much" states Dave, "and all we need is more deliveries." On the social side, Dave is extremely proud of his young sixteen-year old daughter Suzanne, who intends to make a life work of serious music. After a few years study at the Juilliard School of Music and the Cape Cod School, she now intends to study further in Italy. Dave and Mrs. Stern plan on taking Suzanne to Europe this June. They will spend several weeks seeing the sights throughout the continent, the Harry Brown spends a few days in the city, or to flying down to Dallas, Texas, where he “will back in the sun with Sam Yaras." Harry tells us his son is preparing to enter the army any day now. ... Mike Munves, who thought he was getting orders from under the avalanche of new arcade equipment, and would be able to make deliveries in two weeks, now is back to "no promises," but I hope to be able to make deliveries within from four to five weeks. ... Harry Green, the demon location setter, now working with Willie Aromon, the young progressive games operator.

Joe Young, Young Distributing, (Wurlitzer distributor) preparing to host a number of his friends who will be in the big city next week. Joe and Abe Lipinsky, manager of the firm, working on some real hot deals for the firm. ... The “Ray-O-Vac” is really and speedily convertible to 1A play 10c, 3 plays for 25c; 2 plays 10c, 5 or 6 plays 25c; or any other coin play combination you desire. Give us a call and we’ll make it TODAY!

DALLAS DOINGS

Mack Womack, Dallas operator for the past fifteen years, was killed instantly in an automobile accident near Carrolton, Texas. Our deepest sympathy to Mrs. Womack and family. Tommy Chatten returned to Dallas and this beautiful summer weather, complaining bitterly about the snow storm in the panhandle. Tommy swears he’s taking his long handle on his next trip around. ... Bill Shephard reports that business is the panhandle and the west is going good, despite all the concern over the current bill before the Texas Senate. ... Bill Heiser, Childress reports that the virus had him for a week or so but is feeling much better. ... Raymond Elmore are traveling again, this time to San Antonio, Texas. ... T. P. Moore of Amarillo is expanding his route with more and more Wurlitzer 1600's. ... Hess Robinson, Capital branch manager, off to West Texas and the panhandle. ... Bill McCray, proxy of Four Star Sales Company, dropping by for a visit between planes.

Another BIG DINER

NOW TAKING ORDERS!

Chicago Coin’s HIT PARADE

Remarkable 45 RPM with 5c, 10c and for 25c play. Featuring the famous RCA Music System.

WRITE—WIRE—CALL

PRICES SLASHED — Wurlitzer 1250, 1100 and 1015—Scovby 146 & 147 SPECIALS—Bally Citation, Champion, Turf King, Universal Winner & Photo Finish

GIVE TO THE CANCER FUND

REDD DISTRIBUTING CO., INC., 298 Lincoln St., Allston, Mass. AL. 4-4040

Factory Representatives for AMI, Chicago Coin, Bally, Wood, & Williams, Allston, Mass.

BRANCH OFFICE: 811 Union St., West Springfield, Mass. Phone 6-5418

It’s What’s in THE CASH BOX That Counts
CHICAGO CHATTER

Most important news of the week is the fact that some of the manufacturers who had reported conditions worse than they had experienced in all their long history, as far as sales were concerned, since 1941, 1951, have reported this week that they were now enjoying the first real signs of a good busi-
ness pickup and, according to all indications, the business pickup would con-
tinue, they said, for they had been receiving more orders this week than they
had for many past week, news that important news that important news that
was NPA'S announcement that the long awaited CMP (Controlled Materials
Plan) would go into effect for the third quarter of this year, beginning with
July 1. It seems likely that a scramble for whatever of the three critical metals
(copper, steel and aluminum) remain (according to quotas and restrictions)
among these manufacturers who have no priorities. That means, according to
coinbusiness, that there will be much fewer news products seen from now on in.

Harry Binnie of Binco, Fort Wayne, Ind., phones in to advise, "Business
going along very well." He expects to be in our town in a few weeks.

Sue Tucker, "The Last Of The Red Hot Mommas," is coming thru for the
jury boxes of the nation with two platters. One is her famous rendition, "Mr.
Siegel." The other is a fast spinner (2 minutes and 19 seconds) entitled, "Make
Em Say Please." Here's hoping that great stuff, Sue Tucker, will get TRAMO POINTO NECKED.

Another disk that sounds like a click with tavern owners is one especially written for the taverns by Al Trace who records it, too. It's called, "Why Go Home." Joe Batten, vice-presy and treasurer of
E. W. Albert in Chicago, reports to the Angels where he will join in with his son's business enterprises. He loves
California sunshine, Joe told us many times. J. A. "Art" Weinand of
Rock-Ola Mfg. Co., supra, was a busy man this past week as this issue will
attest. Art has been going like a sonofagun. Taking care of the war work as
well as the phone bit of the firm. This includes the promotion, exploitation,
selling and distributing of the Rock-Ola "Rocket 51-50" phonos. Ben and
Trudy Goven hied themselves to French Lick, Ind., and spent the week, just
resting and relaxing. Let's hope they have restored their French Lick galore
level was simply grand, they both chorused, "and we sure wished we could stay
on and on and on." Frank Mencuri, Exhibit sales manager, left for a trip
through the South. First stop, New Orleans. Where Frank is probably
reading this right now. He'll be gone for about a month covering the southern
gentry. In the meantime, Ford Sebastian steps in to take over from Frank's duties,
in addition to his own work. Joe Abraham of Cleveland phonos advises
that he's rich in the midst of moving to his new quarters. Joe also advises
that he's going to be very happy when he gets in the May 1. But block
off half, and let the contractors complete the job. Before taking over the
entire quarters. Harry Brown is liquidating his bell biz here. Firm will
continue in the business in the future. He advises. But, as far as we
know, total bell reconstruction is concerned. "That's finished," Harry says.

Hymie Rosenbarg speeding dining in his Olds. Don't wear out the changing
chompin' on matzoh, you-all. Helen and Eddie Cusson became
grandparents a few weeks back. They write from Portland, Ore. Advise that their
son, George Cusson Distributing Co. (responsibility for our Southwestern
way) for husky little Michael Arthur. First grandson of these two very, very
swell people. Rudy Kit of Suburban Music Service, Bersen, Ill., write in to advise
that they changed all of their phonola games to 10c play along with the
records and, they have more than doubled. Rudy is now changing all his phonos to 1 play
1c, 3 plays 2c, and 1c. He'll be a lot easier reading. The Confidential Price List has
this issue. But, we want to take this opportunity to most sincerely thank everyone
of those many, many coinmen who wrote in while voting, complimenting and
encouraging us in The Cash Box for: "The great work you have done for this industry.
You're the 'bible' of this business." We saw the letters, which were sent to
us from New York office. All we can say is: "It was one of the most thrilling
moments of our life to read them." Always remember: "It's what's in
The Cash Box that counts." Cee Davidson, ark pilot of The Chez Paree, has
some of the most fascinating three dimensional pies of Tyr Durant and all the boys enthralled
about the famed United circlear bar at the factory. Pies are so lifelike in
their presentations, that more than a few boys actually seem to breathe. 

Mac Brier, Lee Tay 'n' Harold Saul over at Covey's advise that they are working
as fast as they can helping music ops convert their phonos to dime play.

Carl Christiansen, out on the road in early May for many of our advertisers,
being commended for his stand on dime play. Herb Jones of Bally one of
the busiest guys in town. Administering the allocation of materials necessary
to complete the coming selection under the restraint. Trying with all the
end to main to satisfy all those ordering Bally products. It's a big time job to utilize
whatever option the firm can obtain carefully from production lines.

Georgie "The G-O" Jenkins has joined the Art Garvey club—"Seven Up only."

Tom Callahan still relaxing at home and hoping to be back at his desk
daily. Jack Nelson on the road covering the southern-central district for the
firm and, at the same time, making contact with the big prime war work
contractor doing the "Box-Jockey contract work." Ask Ike for the latest.

Where's Johnny Casella? The way Bill DeSimone is rushing thru orders for United's "Five Player Shuffle Alley" seems that this is
its production run. Herb Tietzinger wondering around the
Cubes. Ed Levin visiting down in Miami with Sam Wolberg and Mrs.

Sam Lewis says, "Business perked up very fine." Nate Gottlieb hard to reach these days but long distance calls block off his phone
from Gottlieb distribe asking for more of the firm's games.

Sam Stern of Williams, with its constant reaction to the firm's "Series" that features all types of comicay combos. Sure to click because of the
50 second playing time feature. Those are the two features pinball game ops
have been demanding so far. Credit coin changer action is going
both featured on this new Williams' game. Shanner-La foil crowd growing
more every week. Now, how to get there any with the little coin changer.

Hoffman and Frankie Baron of Shangri-La remained with most of the boys.

Joe Brilliant of Detroit tells us ops thrilled with the firm's new show-
room. They admit they're working harder than ever he tells us over the phone from Youngstown.

Happy Birthday This Week To: Joe Ash and Jack Mitzin, and Al Siegel
of Toronto.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
BRAND NEW-RED HOT- WHIRLWIND
ACTION!
HAPPY GO LUCKY with CYCLONIC BUMPERS!
D. GOTTLEIB & CO.
1140-50 N. Kostner Ave.
Chicago 51, III.

SEE YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONIO Ever DESIGNED

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

LA BEAU NOV. SALES CO.
1946-48 UNIVERSITY AVENUE
ST. PAUL, MINN.

Exclusive -ROCK-OLA- Distributor
N. W. WIS. - MINN. - N. DAK.- S. DAK.

NEW-COIN MACH. OF ALL TYPES-USED-
- PREMIUMS - RECORDS - PARTS -

INSERT BUSHING Converts
5c Wall Boxes to 10c FITS ALL 5c BOXES
Only 25c Each
See your distributor or write us for information on changing over slug rejector.
Mid-West Distributing Co.
208 N. Madison St., Rockford, III.

We're Delivering
ROCK-OLA "Rocket '51-50"
WRITE OR WIRE
DIXON DISTRIBUTORS
1305 Southern Blvd., Youngstown, Ohio

CALIFORNIA CLIPPINGS

Very much the topic of the week, night and day along the L. A. Coin Row and wherever in this town music operators meet is the ten cent change that has been adopted by San Diego. According to all reports reaching this area, the new setup is working out very successfully for all concerned. As we gathered in discussing this with Stan Turner and a few of the boys over at Paul Laymon's, the San Diego ops have been a cooperative group of fellows for some time, even without any formal organization to bind them together. However, they only felt that it wouldn't be that easy to establish ten cent play in the L. A. area, with what number of spare time operators who have shown indication in the past of raising four or five cents on the play in a bare five cents on the play in a bare five cents on the play. Well, we're not half as big as they are, and we've been around for a good deal of time. While we were at Laymon's, Capitol Records distributirns men Paul Featherstone and Joe Matthews dropped in to make sure the Rollerizor floor model had its fair share of the latest Capitol recordings. It did, but not a lot. The Laymon crew being so appreciative of the cooperation shown by the Capitol staff in bringing out the live name talent for the world's number one show.

That's an interesting specimen of spunks brought in by Lancaster operator Frank Roberts to Laymon's. Don't know if it contains gold, uranium or just plain rock, but it's valuable enough to have all the customers asking questions about it, and leave it to Paul Laymon and Charlie Daniels to come up with a few. Joe Anzovino, who was there with his, and modestly admitting that the box deserves such reception. Jack Simon still doing a nice steady arcade business and looking over a few pieces for studio rental while we were in.


MINNEAPOLIS, MINN.

The South Dakota State Operators Asm. held its regular state meeting at Watertown, South Dakota, and Mike Imig, president, was present. The members present were: Harold Scott, Secretary-Treasurer, from Aberdeen; Mrs. John F. Geffe of Sioux Falls; Herman Fischer of Aberdeen; Bob Shay of Wessington; Darlow Maxwell of Huron; Ted Salverson and Earl Porter of Huron; Gordon Stoughton of Pierre; Ray Foster of Sioux Falls and Ben Foster of Twin Brooks. Hosts for the meeting were Arnold Brevik, Al Reese and Burrel Brown of Watertown, South Dakota. Distributors present were La Beau Novelty and Sales Co. represented by H. L. Selman; Automatic Gamco represented by Ray Selman; and the Liebner Music Company represented by Hy Sandler and Les Rosgard. The Liebner Music Company presented the new 1400 Wurlitzer and Ike Pearsall of Bridgewater was not present due to the fact that he is vacationing in Florida.

After he meeting Darlow Maxwell and his wife drove into the Twin Cities to pick up supplies and machines for their route. Walt Schmidt of the Red Wing Novelty Company was in town, as was Amos Miller of Spooner, Wis. to pick up. Orle Kesling of Appleton was in town for a quick trip. The Liebner Music Co. was showing the new Chicago Coin "Hitt Parade" 45 R. F. M. phonograph and it has been receiving acclaim from the operators who have seen it. Other Wisconsin operators in town were John Galep of Menominee, and Leo Demars of Ashland. Ben Jahnke of Hutchinson made a quick trip into town to pick up equipment for his route. The Minneapolis operators mourn the passing of Frank Kolar, veteran coin machine operator in this area.

ST. PAUL, MINN.

There is one operator in the State of Minnesota, who feels like Noah in the ark, and he is Kelly Diedrick of Chaska, who joined in 1930 with several towns people to help evacuate refugees from their flood stricken town. Boats were manned in an effort to get most of the people to a safe place. The nearby towns of Shakopee and Minneapolis found their streets flooded, but they had their share, when the Mississippi river reached the highest peak it has been since 1835, causing the whole town of the American town to be flooded, and many business establishments located along the river. Approximately 1,500 people have been evacuated so far. Bob O'Brien, Conard Novelty, So. St. Paul, saved his whole house of his local lines are under water, and is wondering "if the water will affect the shuffleboxes."

Visitors included Jim Lucking, Benson; Wally Fischer, Pipestone; Ike Black, Sauk Centre; Al Runnels, Traverse; Stan Shavn, Traverse, and marsh. Ray Thraen reports another snow storm in his town of Tracy. Norm Hanson of the Osaka coin machine operator, Mr. and Mrs. Charles Diebel of the Rock-ola Cow of Huron, S. D., were the only visitors from the Dakotas this past week. L. P. LaFleur's son from Devils Lake, N. D. is down in Pittsburg, visiting with relatives for a few weeks. John Kalsbo is up and around again after having a siege of long illnesses. He and his wife are completing plans for the selling of their coin machine route in Lanesborough, Wis.
An Operator And Amusement Assn. Official Boosts "Public Relations"

NEW YORK—"Good public relations and good press relations are vital necessities for all operators" writes one of the country's most experienced operators and an amusement association official. "It is especially important to have good press relations. We are passing on a few interesting points which may help to maintain a tranquil and understanding relationship between the operator, the press, and the public." (Ed note: At the request of this columnist, his name is omitted from this story).

Here are the four points stressed:

(1) Every operator and distributor should, in himself, be a public relations director. He should make every possible attempt to be a good citizen and a credit to his community. He should not assume the attitude that because he is an operator, he cannot partake in any civic affairs. An operator should sell himself and his personality to the public. He should make every possible attempt to be a good citizen. He should positively take part in as many civic and community affairs as possible. He should partake in, and contribute to, as many worthy charity drives as he can afford. It is not only bad public relationship, but it is bad judgment for operators to wear flashy clothes; drive expensive, ornate cars; wear flashy jewelry; or do anything else that would cause undue criticism.

(2) If your business is experiencing bad press notices, it would be wise for someone from your association, who is experienced in such matters, to contact the editors of the various papers and talk the situation over with these gentlemen. It can do no harm. Most of the time, a great deal of good can be accomplished from these meetings. It would do well to point out to the papers that you are like any other businessman, with the same high licenses, taxes and expenses that they have. It is always a good policy to be frank and truthful to newspapers. If they want a story, give it to them. But, be truthful. You will have nothing to hide. Then, maybe, they will write their story in such a way that it will give you a break. If you say nothing, and refuse to talk to them, they will slant their stories, with exaggerations and innuendos. And then a great deal of harm has been done. It is always best to point out to the newspapers that you are providing amusement, and that anything that so many people derive such a great deal of fun from cannot be too bad. If the papers have some kind of pet poise, such as minors playing the games, assure them that this situation will be remedied immediately.

(3) The hundreds of location owners in a city have a very large voice in the government. Your tavern owner is friendly with a great deal of people. Most of the time, he is an advertiser in the newspapers, and sometimes even a great deal of influence in your community. Let him know what it will mean to him to be deprived of the revenue from his coin-operated equipment.

(4) It is always best for operators and associations to advocate an ordinance or law providing for a fair license on equipment. Naturally, not an exorbitant license that would tax you out of business, but, a fair license that would give the city and the state part of the revenue from your games. When the city and state get such revenue, and make good use of it, it helps you get a great deal in your relations with the press and public. There is no reason why coin-operated equipment shouldn't carry its fair share of the burden of taxation. With the socialized trend in government, cities and states need more revenue as time goes on. Coin-operated equipment is always a good source for such revenue. Many operators and associations fight even a small license. This is a very big mistake. They should do everything in their power to see that there is a fair license put on their equipment.

"It's What's In THE CASH BOX That Counts"
WANT—Will buy used phonograph records made before 1946; any quantity or dealers stock. Will pay $1 per record. P.O. Box 54, Muncie, Ind. Trade labels areParamount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; Q. R. S. JACOB S. SCHNIEDER, 129 W. 66th ST., NEW YORK, 23, N. Y.

WANT—Top prices paid for all original flipper Five-Balls, Dale Guns, Arcade Equipment, Diners, One-Ball, Juke Boxes, Equipment, and records. We have exactly what you have. Conditions perfect, on all or part of, CLEVELAND, OHIO, TOWER 5.977; or CHICAGO, Ill., Tower 3-0480.

WANT—Used Juke Box records, popular, hillbilly and polkas. Any quantity. Will pay highest prices. Full color catalog free, on application. MUNVEES, 9-6677, Tel: Dunkirk 3-8939.

WANT—Want new and used models phonographs, wall boxes, five ball gambling machines, juke boxes, coin distributors, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT—Write us late model phonographs, records, phonograph parts, and all supplies. For catalog and prices, 214 E. 43rd ST., NEW YORK, 17, N. Y.

WANT—SLOTS and consoles for legalized state or city, 9-00 or more. Golden Falls 5e-10c-25c only. Jenkins: Derby Sun Chief Consoles, Sun Chief Consoles with 4 radio stations each, 20 wall boxes, 25 Victory Stand Vendors. AMERICAN DISTRIBUTING CO., 625 W. 29TH ST., CHICAGO 1, Ill.

WANT—By Operator: Bally One Balls: Citation, Champion, King. Also late 5-balls and post-war phonographs. All machines must be in A-1 and ready for location. ACTIVE AMUSEMENT CO., 301 NORTH GUYTON AV., ANDERSON, S. C. Tel: 2310.

WANT—Used, new or surplus stock records. At this time we will purchase all types of phonograph records (except Race). Top prices paid. We pay freight. Write immediately. BEN MORRIS, 306, 15TH STREET, ST. LOUIS, MO.

WANT—Bally, One-Balls, King. Also late 5-Balls and post-war phonographs. All machines must be in A-1 and ready for location. ACTIVE AMUSEMENT CO., 301 NORTH GUYTON AV., ANDERSON, S. C. Tel: 2310.

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WANT—United Twin Shuffle Alley Express; Universal Twin Shuffle. Can use unlimited quantity. Phone: 615 10th AVE., NEW YORK, 3, N. Y. Juddson 6-1865.
FOR SALE—The famous lightweight Johnson Baby Arm phonographs. Get it from your nearest distributor: JOHNSON ELEVATION CO., STEVENS POINT, WIS.

FOR SALE—We have in stock for trade, used record players and used phonographs. We also have in stock—

49.50 Wire

69.00

89.00 First 148M

49.50 35.00 79.50 125.00 69.50 122 Wire.

52 12.50 79.50 79.50 89.50 Wurlitzer Casino

35.00.

79.50

49.50 7.50 7.50 reputation Louisiana, 17.50 332 100 Commander.

59.50 Hi buy United.

40 3.50.

130 make Cadet Ill 30 79.50 Hawley Hi.

25.00 Gem.

42.50 61 Crown No 8.50 320 a 5.00 500K

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UNITED'S 5 Player Shuffle-Alley

1 to 5 Players Can Play
10¢ PER GAME...EACH PLAYER
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Complete Bowling-Team Competition

Greater Appeal... Increased Earnings

FEATURES INCLUDE
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SIZES: 8 FT. x 2 FT.
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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.

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