Walter Winchell is pictured discussing the Damon Runyon Cancer Fund with Nat "King" Cole. The Fund, which has received so much support from the coin machine industry, has become the tremendous success it is mainly through the efforts of such men as Winchell who have given unstintingly to its development. Here Cole, who has a couple of hot Capitol disks going in "Too Young" and "Because Of Rain", of which he is co-writer, pledges his support to the campaign. Active in TV and theatre dates, he is currently on a cross country tour which winds up on the coast.
the old love.....
still the true love
of operators all over the
world. Since 1935 most
dependable Phonograph
of them all.

The Heart of
the Rocket Phonograph
—the dependable Rock-ola cam.
Holds the secret of
its long life and
efficient operation.

Model 1432—either 78 or 45 RPM

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Rock-ola 51-50 Rocket at
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One of the best expressions heard among ops in the trade is, "Kill 'em with kindness".

This is actually practised by many outstanding ops everywhere in the country.

These men make it their business to do everything they possibly can for their location owners.

In fact, as one noted op explained, "Even when we were called in by some location owner who told us he wanted us to remove our machine, we did it with the greatest kindness and gentility.

"Our men are trained to be gentle men at all times", this noted op stated, "and when it comes to the location owner, we have even recommended that they go as far as sweeping up his floor if he so demands".

This has paid off time and again, he reports. One case, he says, where the location told them to get the old machine out, worked just in reverse for the competitor who had pushed them out.

They went down there, talked things over with the location owner and, when they found they couldn't get him to change his mind, had the machine removed.

They then sent a man over who patched a few spots on the floor. Had someone else go in to do a little paint job around the place where the machine had been situated. They followed this with a letter of thanks for the years they had been in the spot.

They continued to keep him informed (as they do all their customers) regularly by a general letter about new machines and events in the interest of his business.

As this operator explains, it didn't take very long before an argument came about between this same location owner and the new operator. The result was that the location owner held his former operating firm up as an example of the type of firm he liked to deal with. He threw out the new op and called back the old company.

"All because", this op said, "we kill 'em with kindness."

In short, this is the time, as many outside factors enter into the profit potential of the field, when everyone in the trade should adopt the slogan, "Kill 'em with kindness."

Operators must, today, do things for their locations which they never had to do before.

To maintain the location's respect, and to keep the location satisfied, especially as ops drive for dime play, there must be a closer understanding existent between the operator and the location owner.

The largest manufacturers and wholesalers in American industry are making it a practise to work so much more closely with every retailer and whenever the opportunity presents itself, to "kill 'em with kindness."

This doesn't mean that the operator should go too far out of his way, or bow too low to the location owners.

But, it does mean, that whenever and wherever the opportunity presents itself, and the deed can be done by the operator without too much trouble to himself, as well as with dignity and respect, that the operator do whatever is possible to win a closer relationship, and especially the closest possible respect and regard, of the location owner.

Too many ops are treating locations as strangers. Too many are suspicious of them and only show it. Too many aren't taking advantage of opportunities presenting themselves daily to help their location owners in some small way which would more greatly cement friendship between themselves and the location owners.

Many ops complain that they are "much too busy" these days to pay attention to these small details. But, it has been noted in territory after territory that the operator who grows bigger than all others, is the operator who found the time to pay attention to the little details which won for him and his firm the complete friendship of the location owners.

It has been proved, time and again, that it was the operator who always makes it his business to "kill 'em with kindness" who won out in the long run, and who gained his location out while growing more outstanding himself.

Operators everywhere should indubitably impress on their servicemen and their collectors, in fact, on all of their employees, and especially on themselves, this one mighty important fact which will assure them continued growth, greater respect and affection from their customers and, especially, more assured, steadier, bigger income: "Kill 'Em With Kindness".

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Are The Days Of The Small Operator Numbered?

Many giant operating firms are now of the belief that the trend is toward bigger routes. They reason that the small operator is today doomed. He cannot, they state, profitably continue in business, unless he has exceptional locations. And as they point out these are few and far between. In fact, less than one per cent of any town’s locations are considered, “exceptional”.

These men also explain that the operators of longer routes are able to practice greater efficiency in their operations. They explain that the larger operator has one service man calling on a location and that this service man can very easily take care of two, three, and even more machines, in the same spot at the same “servicing overhead cost”.

This has caused progressive and forward thinking operators, the belief is, to attempt to increase their routes. In some cases they are buying routes of nearby competitors. Where routes overlap, they quickly attempt to buy or to sell, is the explanation of these men, who also claim that the large route is today the answer to profitable operating.

They point out that the small operator (the man with anywhere from 10 to 30 machines) is actually a “part time operator”. He is not a full time, professional operator, because he cannot afford to spend his entire day on his route or his operating business.

Here and there, they admit, there are a few who are successfully operating twenty-five to thirty-five machines and earning a living from such operations. But, they state, very rapidly, and without the fault of the smaller operator in any way, he is being drowned out of the picture, because of continued increased operating expenses and higher prices of machines.

This being the case, as these men claim, then, eventually, very few small operators will be in existence. They say that, for an operator to earn any real profit at all, he must have, at the minimum, between 50 and 100 machines, and that more than half the machines must be fully paid for, so that he can continue in business on a profitable basis.

In fact, some of these men claim, even the operator of 50 machines is having a desperate time of it today. They say that overhead expenses have increased so much that they are, today, over 250% up and above what they were in 1939. Yet the average operator is continuing along with the very same commission basis he had in ’39, and also charging the very same coin for the play on his equipment as he did in 1939.

With overhead up over 250% since 1939, these men ask, how is this operator able to keep going and still show a profit? That is why, they say, that the average operator must sell out, if he has a small route, or must so change his operating methods that he will profit in keeping with his higher overhead expense.

These men admit that those operators, with routes of 30 to 50 machines, who are getting 10c play action, or who have a commission-percentage arrangement of 75-25 or 70-30 or even 60-40 plus front money service guarantee, have the possibility of continuing on profitably.

"Otherwise, they claim, the small operator, especially if he is specializing in one type of equipment, cannot go ahead profitably. Some are enjoying a bare living. But, the great majority, they state, are really losing money, and somehow trying to keep going in the hope that a change will come about whereby they will, once again, be able to profit from their small routes.

The large operator, they report, has added varied type of equipment to his route. The machines featured range all the way from the large soft drink dispensers down to peanut machines on the merchandiser side, pinball, shuffle and rebound games as well as one-balls on the amusement part of the route and, of course, phonographs— wherever it is possible to locate them.

This then means, they say, that such an operator can send in service men to each location and have those servicemen take care of all machines in that same single spot at a great saving to them as far as overhead servicing expense is concerned.

Another thing, they pointed out, is that the large operator is in a better position to give the locations finer, faster service. Not only can he supply them with a greater variety of equipment, due to the fact that when he switches machines about on his route, he has so many machines to transfer, but, also because his men are always near to some spot, and therefore able to quickly service almost any location anywhere in the area.

By combining all intake from all equipment, even tho’ keeping separate records on intake of various types of machines, the larger operator can continue ahead for the massed income shows profit. Whereas, they state were it only music, there might be a loss shown for any certain period. The same could be true of pinball, shuffles, rebounds, merchandisers, or any other individual type equipment. But, by combining all into one income figure, then the large operator has the edge all down the line, these men claim.

It won’t be long, these men say, when the small operator can continue clinging to the coattails of the larger man in his territory. The time is fast approaching, they claim, when servicing overhead, operating costs, machine prices, as against intake, are coming down to a fine point. The large operator can still show some profit. The small man, unless he is exceptionally lucky, can’t show any profit, they state.

This is the reason for their statement that the small op’s days are numbered. He either walks into a situation where he rides along with the wind left by the larger operator’s business methods, or else he finds himself slowly sinking deeper into red ink week after week, they state.

What Do You Think?

It would be interesting to hear from the smaller operators everywhere in the nation as to their opinions, and whether they believe that their chances for business survival, as well as for profit, are as slim as these larger operators claim it is. Or whether they believe that the small operator is better off than the larger op?
### The Nation's Top Ten Juke Box Tunes

<table>
<thead>
<tr>
<th>Record</th>
<th>Title</th>
<th>Artist</th>
<th>Arrangement</th>
<th>companies</th>
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</thead>
<tbody>
<tr>
<td>AB-Abbey</td>
<td>Lilian Meitner</td>
<td>Lilian Meitner</td>
<td>Oriental</td>
<td>RCA Victor</td>
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<tr>
<td>AC-Amos</td>
<td>Albert Herring</td>
<td>Albert Herring</td>
<td>Alexandria</td>
<td>RCA Victor</td>
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<tr>
<td>AT-Amelia</td>
<td>Bascom Lamar Lunsford</td>
<td>Bascom Lamar Lunsford</td>
<td>Acadian</td>
<td>RCA Victor</td>
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<tr>
<td>BU-Bull</td>
<td>Bessie Jones</td>
<td>Bessie Jones</td>
<td>Balinese</td>
<td>RCA Victor</td>
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<tr>
<td>CC-Ches</td>
<td>Caledon</td>
<td>Caledon</td>
<td>Charleston</td>
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<td>CO-Columbia</td>
<td>Criminals</td>
<td>Criminals</td>
<td>Comic</td>
<td>RCA Victor</td>
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<td>DA-Dip</td>
<td>Dolly Parton</td>
<td>Dolly Parton</td>
<td>Dixieland</td>
<td>RCA Victor</td>
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<tr>
<td>DE-Decca</td>
<td>Dolores Costello</td>
<td>Dolores Costello</td>
<td>Dacian</td>
<td>RCA Victor</td>
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### How High the Moon

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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</thead>
<tbody>
<tr>
<td>Les Paul &amp; Mary Ford</td>
<td>CA-1451 (F-2451)</td>
<td>RCA Victor</td>
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### Mockin' Bird Hill

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Les Paul &amp; Mary Ford</td>
<td>CA-1373 (F-1373)</td>
<td>RCA Victor</td>
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### On Top of Old Smoky

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<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>The Weavers &amp; Terry Gilkyson</td>
<td>CA-1436 (F-1436)</td>
<td>RCA Victor</td>
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### SPARROW IN THE TREE TOP

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Guy Mitchell</td>
<td>CA-1474 (F-1474)</td>
<td>RCA Victor</td>
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### I Apologize

<table>
<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Billy Eckstine</td>
<td>CA-3919 (R-3919)</td>
<td>RCA Victor</td>
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### Too Young

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Nat &quot;King&quot; Cole</td>
<td>CA-1498 (F-1498)</td>
<td>RCA Victor</td>
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### BE MY LOVE

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Mario Lanza</td>
<td>CA-1375 (F-1375)</td>
<td>RCA Victor</td>
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### Would I Love You

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
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<tbody>
<tr>
<td>Patti Page</td>
<td>CA-3075 (R-3075)</td>
<td>RCA Victor</td>
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### BEAUTIFUL BROWN EYES

<table>
<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Rosemary Clooney</td>
<td>CA-1426 (F-1426)</td>
<td>RCA Victor</td>
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### Wonderful Things

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<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Company</th>
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<tbody>
<tr>
<td>Tony Martin</td>
<td>CA-1378 (F-1378)</td>
<td>RCA Victor</td>
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### This week's New Releases

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>Red Seal Special</td>
<td>Jan Peerce</td>
<td>RCA Victor</td>
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### POPULAR

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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</thead>
<tbody>
<tr>
<td>Mandy Carson</td>
<td>Orchestra Conducted by Norman Leyden</td>
<td>RCA Victor</td>
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</table>

### COUNTRY

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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</thead>
<tbody>
<tr>
<td>Elton Britt and the Skytoppers</td>
<td>Lonny Little Robin</td>
<td>RCA Victor</td>
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### WESTERN

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>Jim Boyd and His Men of the West</td>
<td>RCA Victor</td>
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### POP-SPECIALTY

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>BERNIE WYNE</td>
<td>Mexican Polka</td>
<td>RCA Victor</td>
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### RCA Victor Releases

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>Red Seal Special</td>
<td>Jan Peerce</td>
<td>RCA Victor</td>
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### RCA Victor Records

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>The Original Broadway Company</td>
<td>RCA Victor</td>
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### NATIONAL SPECIAL ALBUM

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
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<tbody>
<tr>
<td>Jimmie Rodgers</td>
<td>Jimmie Rodgers</td>
<td>RCA Victor</td>
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1) When you and I were young Maggie blues. 2) ARA DARA HONEYMOON. 3) My heart cries for you. 4) You're just in love. 5) Never been kissed. 6) Bring back the thrill. 7) Host Canady. 8) Exile. 9) Loveliest Night of the Year. 10) Winner. 11) Sound of Music. 12) Tennessee Waltz. 13) Down the Trail of Achoo! Hearts. 24) Rose, Rose, I Love You. 25) Moonlight Bay.
THE CASH BOX

May 26, 1951

THE DISC OF THE WEEK

The editors of THE CASH BOX feel that both of these records offer equally fine interpretations of the same song and are therefore having them both share the Disc Of The Week award.

**GUY MITCHELL**

"MY TRULY, TRULY FAIR"

(2:45)

"WHO KNOWS LOVE?" (2:48)

GUY MITCHELL

(Columbia 39415; 4:39415)

**VIC DAMONE**

"MY TRULY, TRULY FAIR"

(2:47)

"MY LIFE'S DESIRE" (2:54)

VIC DAMONE

(Mercury 5646; 564645)

- Two promising tunes are offered on this platter by Vic Damone. Not only is the ditty on the top deck a sure smash, but the ballad on the bottom half, titled "My Life's Desire" has a lot of interest too. The upper level features a light thing that just can't help but take off. Although it's not in Vic's usual style, he does a great job with it. The ballad on the other side was written by the author of "If" and it too has what it takes. Here is a double sleeper for ops. They're gonna be counting a plenty of change when the returns start pouring in.

**DENNIS DAY**

"PECULIAR KIND OF FEELING"

(2:40)

"BABY BLUES"

(2:59)

HARRY JAMES & TONI HARP

(Columbia 39390)

- A good teaming is arranged here between Harry James and Toni Harper. The James orchestra provides some terrific background at both ends of this disk as Toni does her usual fine job on the vocals. This one should hold its own in the juice boxes.

**KEN GRIFFIN**

"THE SYMPATIZED CLOCK"

(2:25)

"BED SAHLS IN THE SUNSET"

(2:49)

KEN GRIFFIN

(Columbia 39386)

- Ken Griffin goes to town on two organ solos and makes them both sound fine. The top side gets a grand interpretation from Ken and the second side combines the organ and a steel guitar on an oldie. Ops in the right spots will want to hear it.

**GUY LOMBARDO**

"THE STRANGE LITTLE GIRL"

(3:11)

"DON'T THE TRAIL OF ACHIN' HEARTS"

(3:05)

GUY LOMBARDO

(Decca 27607; 9-27607)

- Guy Lombardo takes a current western item and gives it a wonderful pop treatment. The lower half is in smooth instrumental which the Lombardo crew does so well. Thill'd do ok.

**BING CROSBY**

"MY OWN BIT OF LAND"

(3:12)

"OLD SOLDIERS NEVER DIE"

(2:54)

BING CROSBY

(Decca 27606; 9-27606)

- Two numbers that should mean a lot to Crosby fans are offered here. The top deck is a ballad which Bing & the Ken Darby Singers send home, while the lower half is the ditty hot ditty taken straight from Bing's broadcast. Ops might take a look at this.

**DENNIS DAY**

"MISTER AND MISSISSIPPI"

(3:15)

"A TRINXKT OF SHINY GOLD"

(3:49)

DENNIS DAY

(RCA Victor 20-4140; 47-4140)

- One of the best versions of this number one plug is put forward on the top deck by Dennie Day. With the Norman Luboff Choir, Dennis gets the best meaning yet into the tune. The lower end is a western sounding thing which comes out ok also. The top deck is the one for ops to watch.

**BOB DEWEY**

"SOMEBODY"

(2:47)

"LET'S GATHER ROUND THE PARLOR PIANO"

(2:57)

BOB DEWEY

(RCA Victor 20-4142; 47-4142)

- A ballad with a very attractive melody gets a slow going over from Bob Dewey and the orchestra. The Trio sings out the lyrics in appealing fashion which helps the side along. The second half is a nostalgic thing with a piano standing out as the chorus does the wailing. This will make a good filler item.

**Ralph Marterie & his orchestra come through with two sides which makes for worth while listening. Both have a chorus in the background but the important thing is the orchestra which sends the melodies across. Ops who want some good filler items, have it here.

**CAMARATA**

"PIZZICATO RHUMBA"

(3:21)

"SWEDISH RHAPSODY"

(3:12)

CAMARATA

(Deeco 40213; 9-40213)

- Camarata comes to Deeco with two instrumentals which sound real good. Both get excellent arrangements with a lot of contrast and both make for fine listening. Camarata has his Kingsway Symphony orchestra here. In the right locations this should go over well.

**ERSKINE HAWKINS**

"NONA"

(2:54)

"LOVE NEVER COMES AROUND MY WAY"

(2:58)

ERSKINE HAWKINS

(Coral 60640; 9-60640)

- A low down sounding instrumentals is dished out here by Erskine Hawkins and his orchestra. The boys get this one going in real top style. The second half is a ballad done very slowly by the band with Ace Harris on the vocal. Ops should see for themselves.
NEW YORK:

Capitol is certainly riding high these days with three of the top four best selling disks in the country, "How High The Moon," "Mockin' Bird Hill" and "Too Young." Glenn Wallichs, president of Capitol, who arrived in town this week, has plenty to crow about. Abe Olman of Robbins, Feist and Olman, on the coast to pick tunes from forthcoming MGM picture scores. Nat "King" Cole was having a tough time last week as the Cleveland Indians kept losing to the Yankees. You never see a more detached man than Nat when the Indians lose. ... Dorothy Claire, featured singer on the Henry Morgan TV show, cut her first sides for MGM Records with "Maybe I Never Loved You" and "Kissin' Heart." Dorothy played the lead in "Finnian's Rainbow" and is a former member of the Tommy Dorsey and Glenn Miller bands. ... Peggy Lee, fully recovered from her siege of pneumonia, opens at the Paramount this week while the Irving Fields Trio plays there in conjunction with Harry Kaye's new film "On the Riviera." The Buddy Bache office has been hired to do record promotion on Danny's new tunes from the picture. Lionel Hampton has cut his first ballad for MGM, Fay Tishman's "Until You Came Along," which is slated for an early June release. . . . June Morgan, cute song stylist is a good bet for a & r men. She's heard over NBC every Sunday afternoon in French dissertations. A Boston girl, she went to Paris five years ago and has since been with Abbey Records. Now she has signed big voiced tenor Dick Paige to a recording contract. ... Singer-writer Bill Harrison is coming into his own. With three TV shows under his belt, he is also co-writer with Nat King Cole and Earl Neil of "Because Of Rain." ... April Stevens has a spicy solo on the Society label in a ditty called "Don't Do It." Pat Terry opened at the Click on May 17. For the third time in ten months, the Brothers return to the Paramount June 6. ... Ed Bonner, formerly of WKJZ in Newark, now doing a daily two hour DJ show in St. Louis. ... Dave Miller has been appointed MC for the Carnegie "Pop" Concert at Carnegie Hall the night of June 7. Show will star Sons Of The Pioneers.

CHICAGO:

Ivy Joe Hunter and his organ jamming 'em into the Blue Note. Ivy has that certain something that makes for championship delivery. ... Bumped into Harry and Mrs. Milt of the Mills Bros. (who are clicking at the Chicago Theatre) listening to Ivy Joe and his music and bobbing their heads in time with Ivy Joe's rhythm. ... Bill Farrell, the young man with the big voice, doing very great at the Blue Note. (By the way, Bill, is that a mistake you're growing?) ... Morey Amsterdam made a disk for RCA-Victor (from his "Guys & Dolls" album) which he believes is a natural for the juke box here. ... Cee Davidson has a couple of new tunes which sound good. Both as yet unrecorded. One called, "I'm On My Way." Merry-go-round months, the Brothers return to the Paramount June 6. ... Ed Bonner, formerly of WKJZ in Newark, now doing a daily two hour DJ show in St. Louis. ... Dave Miller has been appointed MC for the Carnegie "Pop" Concert at Carnegie Hall the night of June 7. Show will star Sons Of The Pioneers.

LOS ANGELES:

Lena Horne, whose film and record careers have not been all smooth sledding, proved one thing in her opening at the Ambassador Hotel's Coconut Grove: That there is no such thing as a singer, male or female, who can thrill an audience and leave 'em gasping for more the way she does. . . . This reaction was felt by the supervisely sophisticated and tired crooner who cover openings for the public prints as well as the cash customers out for an evening's fun. ... Louis Armstrong, another great one, is just-about-anybody-entertainer, proving his pulling power at the Club Oasis, where the management may have to get the wall stretchers out of block. ... Something is cooking at Discovery, but we haven't quite uncovered it, other than learning that vee-pee Dick Beck is leaving the Albert Marx firm for pictures. Johnny and bright and beautiful Thelma Walker is also leaving the company and the music biz for a very nice secretarial job with a big construction firm. Just caught up with Jackie Haddad, formerly with Johnny Blackburn's Selective Records, and learned that she's been several months now with California Record Distributors, the Lester Koeing-Jack Leverkus set-up that handles such lines as Good Time Jazz, Down Home Jazz, Jump, Ragtime, Discovery, Society, Tops, Tower, Blue Note, and the others of the new folkay Vic Damone release, "My Truly, Truly Fair."
"SOMEBODY" (2:46)
"ALLENTOWN JAIL" (2:42)
JO STAFFORD
(Columbia 39390; 4-39390)
- A very promising ditty gets taken for a ride on the upper end by Jo Stafford. Jo does this ballad in a very slow and easy manner as the Norman Luboff Choir and Paul Weston's orchestra back her up. The second side has an interesting set of lyrics with a folk flavor. This is right for ops.

"SATINS AND LACE" (2:42)
"BLACK MARIA" (2:23)
OWEN BRADLEY
(Coral 60458)
- Owen Bradley and his quintet go to work on a tune with a Western feeling. Doing it in a waltz time, the group has a fine vocal accompaniment from Don Estes and the Alexone Steady Choir. The lower half is a happy sounding instrumental in a subdued jumpy vein. Ops should find this ok.

"MY MARIETTE" (2:28)
"YOU BETTER STOP TELLIN' LIES ABOUT ME" (2:23)
CLIFF STEWARD
(Coral 60459)
- Some likely jule box material is sent out on both ends of this platter. The first side is an Italian number in which Cliff and the San Francisco Boys sing about the lyrics in a lively style. On the lower end, they hit it up again with Ray Staunton's honey-tongued piano standing out. These are right for.ops.

"I GET IDEAS" (2:35)
"TAHITI, MY ISLAND" (3:19)
TONY MARTIN
(4 RCA Victor 20-4141; 47-4141)
- An old song is given a new set of lyrics and turns into a good tune for Tony Martin. Doing it in a sultry manner, Tony has a wonderful accompaniment from Henri Rene and his orchestra. The lower half has a south sea island feeling and is pleasant to listen to. Ops should tune in the top.

"HOLIDAY FOR STRINGS" (2:17)
"FOOLS RUSH IN" (2:53)
VOICES OF WALTER SCHUMANN
(Capitol 1536; F-1536)
- Two fascinating sides come our way on this disk. The chorus led by Walter Schumann gives out with terrific arrangements of two oldies which make for charming listening. Both sides give a great big swing over which gives them a lot of drama. Ops should do well with both these sides.

"BECAUSE OF RAIN" (3:05)
"THE CHESAPEAKE AND OHIO" (2:39)
ELLA FITZGERALD
(Decca 27602; 9-27602)
- Ella Fitzgerald shows up with her most commercial side in years with a tune titled "Because Of Rain." Ella really sends this one flying and her interpretation of it is sure to zoom it into the hit clubs. This one is a real crowd pleaser since I don't know what we mean. It's simply great. With Sy Oliver's orchestra providing a grand backing, Ella brings her unique phrasing to this ballad and highlights everything that's in it. On the other end, she has a novel train song with cute lyrics and again a backing from Sy Oliver. The top deck really gets a magnificent vocal from her. It's her most promising side in a long while and ops who get it into their machines can be sure they're not making any mistake for this one is going to be listened to over and over again.

"MY INSPIRATION" (2:53)
"TAHITI, MY ISLAND" (2:49)
MACKLIN MORROW
(MGM 30369)
- Macklin Morrow turns out two listenable sides here. The top deck is a new ballad which gets a big orchestra and a chorus of many voices. The lower end is a south sea island sort of number which is soft and easy to take. Ops will do ok with this.

"THE ELKS' PARADE" (2:50)
"SHERWOOD'S FOREST" (2:50)
BOBBY SHERWOOD
(Capitol 1539; F-1539)
- Two terrific sides are offered on this platter by Bobby Sherwood. Both ends are instrumentals and both have a lot of good music to send our way. There's plenty of change of pace in them and some first rate solos. Ops in the right locations shouldn't miss them.

"AND I WAS KISSING YOU" (2:25)
"THERE SHE WAS" (2:02)
PAUL NEIGHBORS
(Capitol 1537; F-1537)
- Paul Neighbors displays a good voice as he goes through a couple of oldies. On both ends he gets some help from his trio which provides a chorus. Giving out with two good sets of lyrics, Paul makes these sides worth hearing. Ops oughta do just that.

"MISTER AND MISSISSIPPI" (2:30)
"LOVELY LITTLE ROBIN" (2:45)
REX ALLEN
(Mercury 5647; 5647x45)
- Rex Allen gets into the spirit of the thing as he belts out the folk type tune on the upper level. With Lew Douglas giving it a good backing, Rex makes this sound very attractive. The lower end is a cute little thing, very soft and pleasant. Ops might take a look.

"GOODNIGHT" (2:54)
"STRANGE LITTLE GIRL" (2:50)
BILL BICKEL ORCH.
(MGM 10972; K10972)
- A ballad with a lot of potential is given a going over from Bill Bickel and his orchestra. Buzz Aston and the Mortaires comes up with the vocal and make it a very pleasant side. The lower end is a current western tune with lots of voices. Ops oughta take a peek.
Vic Damone

SINGING

"MY TRULY, TRULY FAIR"

BIGGEST JUKE BOX HIT OF THE CENTURY

COUPLED WITH "MY LIFE'S DESIRE"

MERCURY 5646 • 5646x45

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The Smokey Hitt from M-G-M’s “The Great Caruso”

THE LOVELIEST NIGHT
OF THE YEAR

MARIO LANZA .. RCA Victor .. M-G-M
PERCY FAITH .. Columbia .. Ethel Smith .. Decca
ANNE SHELTON .. London .. HELEN O’CONNELL .. Capital
FRED WARING and His Pennsylvanians .. Decca

The Bright Noveltv from M-G-M’s “ROYAL WEDDING”

“THE LIAR SONG”

MARIO LANA .. RCA Victor .. M-G-M
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The Big Olde... Riding High Again

THE WANG WANG BLUES

THE AMES BROTHERS .. Coral .. Watch For Others On The Way

The New Juke-Box Favorite

DIANE

TOMMY DORSEY .. Decca .. More New Ones plus Great Re-releases

The Cash Box, Music Page 8b May 26, 1951

THE CASE BOX

Dick Jockeys

REGIONAL REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending May 19.

Clarence Harmon

WJMR—New Orleans, La.
1. JEFFERSON FRANKLIN HILL
2. ROSE, ROSE, I LOVE YOU (Gary Laine)
3. YOU TELL ME (Sonny Conn)
4. HOW HIGH THE MOON (Les Paul)
5. SOUND OFF (Vogue Macon)
6. UNLESS (Les Blee)
7. THESE THINGS I OFFER TO S. (V.aguine)
8. I WONT’CRY ANYMORE (Tony Bennett)
9. IN THE SHADE OF THE OLD MAGNOLIA (King Cole)
10. SONG OF DELILAH (King Cole)

Maurice Hart

KFWI—Boulder, Calif.
1. ALWAYS YOU (Les Blee)
2. JEFFERSON FRANKLIN HILL
3. ROSE, ROSE, I LOVE YOU (Frankie Laine)
4. UNLESS (Les Blee)
5. YOU TELL ME (Sonny Conn)
6. WE’RE BIRD DOES. (Les Paul & Mary Ford)
7. LET’S TALK ABOUT (Mama Laine)
8. ON TOP OF OLD SMOKEY (The Weavers)
9. BE MY LOVE (Vogue Macon)
10. I APOLOGIZE (Billy Eckstine)

Ira Cook

KECA—Phoenix, Calif.
1. ROSE, ROSE, I LOVE YOU (Frankie Laine)
2. IN THE SHADE OF THE OLD MAGNOLIA (The Weavers)
3. I’LL BE TRUE TO YOU (Frankie Laine)
4. UNLESS (Les Blee)
5. I’M LATE (Mamie Laine)
6. CAPS I LOVE YOU (Sonny Conn)
7. HOW HIGH THE MOON (Les Paul & Mary Ford)
8. A REGRETS IN LOVE (Gary Mitchell)
9. SYNCHOPATED CLOCK (Perry Ford)
10. MOONLIGHT BAY (RCA Victor)

Howard Malcolm

WTBY—Albany, N. Y.
1. ROSE, ROSE, I LOVE YOU (Vogue Macon)
2. I LOVE YOU (Les Blee)
3. HELLO YOU (Les Blee)
4. I’LL BE TRUE TO YOU (Les Blee)
5. I’M LATE (Mamie Laine)
6. I LIKE THE WIDE OPEN SPACES (RCA Victor)
7. HELLO YOU (Les Blee)
8. I’LL BE TRUE TO YOU (Les Blee)
9. PRETTY EYED BABY (Frankie Laine)

Brad Phillips

WINS—New York, N. Y.
1. ROSE, ROSE, I LOVE YOU (Vogue Macon)
2. I LOVE YOU (Les Blee)
3. HELLO YOU (Les Blee)
4. UNLESS (Les Blee)
5. I’LL BE TRUE TO YOU (Les Blee)
6. I’LL BE TRUE TO YOU (Les Blee)
7. I’LL BE TRUE TO YOU (Les Blee)
8. I’M LATE (Mamie Laine)
9. PRETTY EYED BABY (Frankie Laine)
10. WITH YOU (Les Blee)

Ray Perkinas

KFEI—Denver, Colo.
1. MACKIN BIRD DOES (Les Paul & Mary Ford)
2. ON TOP OF OLD SMOKEY (Vogue Macon)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. UNLESS (Les Blee)
5. I LOVE YOU (Les Blee)
6. I’LL BE TRUE TO YOU (Les Blee)
7. I’LL BE TRUE TO YOU (Les Blee)
8. I’LL BE TRUE TO YOU (Les Blee)
9. PRETTY EYED BABY (Frankie Laine)
10. UNLESS (Les Blee)

Bill Silbert

WWJ—Detroit, Mich.
1. MACKIN BIRD DOES (Les Paul & Mary Ford)
2. UNLESS (Les Blee)
3. I’LL BE TRUE TO YOU (Les Blee)
4. I’LL BE TRUE TO YOU (Les Blee)
5. I’LL BE TRUE TO YOU (Les Blee)
6. I’LL BE TRUE TO YOU (Les Blee)
7. I’LL BE TRUE TO YOU (Les Blee)
8. I’LL BE TRUE TO YOU (Les Blee)
9. PRETTY EYED BABY (Frankie Laine)
10. UNLESS (Les Blee)

Don Bell

KRNA—Des Moines, Iowa.
1. MACKIN BIRD DOES (Les Paul & Mary Ford)
2. HOW HIGH THE MOON (Les Paul & Mary Ford)
3. ON TOP OF OLD SMOKESY (Vogue Macon)
4. I’LL BE TRUE TO YOU (Les Blee)
5. WHEN YOU & I WERE YOUNG MAGGIE (Vogue Macon)
6. WHEN YOU & I WERE YOUNG MAGGIE (Vogue Macon)
7. I’LL BE TRUE TO YOU (Les Blee)
8. I’LL BE TRUE TO YOU (Les Blee)
9. I’LL BE TRUE TO YOU (Les Blee)
10. I’LL BE TRUE TO YOU (Les Blee)

Cy Russell

WVGO—Coral Gables, Fla.
1. MACKIN BIRD DOES (Les Paul & Mary Ford)
2. I’LL BE TRUE TO YOU (Les Blee)
3. I’LL BE TRUE TO YOU (Les Blee)
4. I’LL BE TRUE TO YOU (Les Blee)
5. I’LL BE TRUE TO YOU (Les Blee)
6. I’LL BE TRUE TO YOU (Les Blee)
7. I’LL BE TRUE TO YOU (Les Blee)
8. I’LL BE TRUE TO YOU (Les Blee)
9. I’LL BE TRUE TO YOU (Les Blee)
10. I’LL BE TRUE TO YOU (Les Blee)
New York, N. Y.
1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. MCKINN BIRD HILL (Les Paul & Mary Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. SPARROW IN THE TREE TOP (Guy Mitchell)
5. TOO YOUNG (Not "King" Cole)
6. BE MY LOVE (Mario Lanza)
7. WOULD I LOVE YOU? (Patti Page)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Chicago, Ill.
1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. MCKINN BIRD HILL (Les Paul & Mary Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. TOO YOUNG (Not "King" Cole)
5. SPARROW IN THE TREE TOP (Guy Mitchell)
6. MCKINN BIRD HILL (Patti Page)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. UNLESS (Eddie Fisher)
9. WOULD I LOVE YOU? (Patti Page)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Los Angeles, Cal.
1. ON TOP OF OLD SMOKY (The Weavers)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. IF I APOLOGIZE (Billy Eckstine)
4. SPARROW IN THE TREE TOP (Guy Mitchell)
5. ACROSS THE WIDE MISSISSIPPI (Wanda Winterholter)
6. BE MY LOVE (Mario Lanza)
7. HELLO, YOUNG LOVERS (Perry Como)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
9. NEVER BEEN KISSED (Jerry Lewis)
10. PRETTY EYED BABY (J. Laurie-De Stafford)

Dallas, Tex.
1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. SEPTEMBER SONG (Walter Mann)
3. SPARROW IN THE TREE TOP (Guy Mitchell)
4. SOUND OFF (Vangie Moore)
5. SOLE, SOLE, I LOVE YOU (Frankie Laine)
6. ALWAYS YOURS (Leslie Winkle)
7. HELLO, YOUNG LOVERS (Perry Como)
8. MOTHER GOOSE (Leslie Winkle)
9. BEAUTIFUL BROWN EYES (Rosemary Clooney)
10. BE MY LOVE (Mario Lanza)

Fertile, Minn.
1. MCKINN BIRD HILL (Phoebe Taylor)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. SPARROW IN THE TREE TOP (Art Mann)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. MCKINN BIRD HILL (Patti Page)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. GET OUT THOSE OLD RECORDS (Guy Lombardo)
9. MOTHER GOOSE (Leslie Winkle)
10. BE MY LOVE (Mario Lanza)

Andalusia, Ala.
1. SPARROW IN THE TREE TOP (Crosby-Andrrews Sisters)
2. ON TOP OF OLD SMOKY (The Weavers)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. MCKINN BIRD HILL (Les Paul & Mary Ford)
5. WHEN YOU AND I WERE YOUNG MAGGIE (Bing Crosby)
6. DOWN IN CLEVELAND (Bobby Darin)
7. EVERY TRUE, EVERY MORE (Guy Lombardo & His Royal Drifters)
8. BE MY LOVE (Mario Lanza)
9. WOULD I LOVE YOU? (Patti Page)
10. ABAABA HONEYMOON (Reynolds-Carpenter)

Brookhaven, Wis.
1. ON TOP OF OLD SMOKY (The Weavers)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. SPARROW IN THE TREE TOP (Guy Mitchell)
4. ON TOP OF OLD SMOKY (The Weavers)
5. BE MY LOVE (Mario Lanza)
6. WOULD I LOVE YOU? (Patti Page)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. TOO YOUNG (Not "King" Cole)
9. PRETTY EYED BABY (June Turzey)
10. UNLESS (Guy Mitchell)

Tulsa, Okla.
1. MCKINN BIRD HILL (Les Paul & Mary Ford)
2. IF (Perry Como)
3. BE MY LOVE (Mario Lanza)
4. HOW HIGH THE MOON (Les Paul & M. Ford)
5. MCKINN BIRD HILL (Les Paul & Mary Ford)
6. WHEN YOU AND I WERE YOUNG MAGGIE (Bing Crosby)
7. DOWN IN CLEVELAND (Bobby Darin)
8. SPARROW IN THE TREE TOP (Crosby-Andrrews Sisters)
9. ACROSS THE WIDE MISSISSIPPI (Wanda Winterholter)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Miami, Fla.
1. MCKINN BIRD HILL (Les Paul & Mary Ford)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. MCKINN BIRD HILL (Patti Page)
4. ON TOP OF OLD SMOKY (The Weavers)
5. SPARROW IN THE TREE TOP (Guy Mitchell)
6. BE MY LOVE (Mario Lanza)
7. WOULD I LOVE YOU? (Patti Page)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
9. ABAABA HONEYMOON (Reynolds-Carpenter)
10. ABAABA HONEYMOON (Reynolds-Carpenter)

San Francisco, Cal.
1. MCKINN BIRD HILL (Patti Page)
2. ABAABA HONEYMOON (Reynolds-Carpenter)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. SPARROW IN THE TREE TOP (Crosby-Andrrews Sisters)
5. BEAUTIFUL BROWN EYES (Rosemary Clooney)
6. UNLESS (Guy Mitchell)
7. A PENNY A KISS (Sherry Martin)
8. HOW HIGH THE MOON (Les Paul & Mary Ford)
9. DOWN THE TEAR OF ACCLIN HEARTS (Patti Page)

Portland, Ore.
1. IF (Perry Como)
2. MCKINN BIRD HILL (Les Paul & Mary Ford)
3. BE MY LOVE (Mario Lanza)
4. WOULD I LOVE YOU? (Patti Page)
5. BE MY LOVE (Mario Lanza)
6. TENNESSEE WALTZ (Patti Page)
7. YOU'LL JUST BE IN LOVE (Perry Como)
8. SPARROW IN THE TREE TOP (Guy Mitchell)
9. KILLER KATY (Johnny Cash)
10. ABAABA HONEYMOON (Reynolds-Carpenter)

Cincinnati, Ohio.
1. ON TOP OF OLD SMOKY (The Weavers)
2. BE MY LOVE (Mario Lanza)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. I APOLOGIZE (Billy Eckstine)
5. LOVELIEST NIGHT OF THE YEAR (The Four Lads)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. WHEN YOU AND I WERE YOUNG MAGGIE (Bing Crosby)
8. BEULAH LOVES YOU (Billy Eckstine)
9. HELLO YOUNG LOVERS (Perry Como)
10. ABAABA HONEYMOON (Reynolds-Carpenter)

Searchlight, Wash.
1. MCKINN BIRD HILL (Patti Page)
2. MCKINN BIRD HILL (Patti Page)
3. SPARROW IN THE TREE TOP (Guy Mitchell)
4. BEULAH LOVES YOU (Billy Eckstine)
5. ABAABA HONEYMOON (Reynolds-Carpenter)
6. BEULAH LOVES YOU (Billy Eckstine)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. MOTHER GOOSE (Leslie Winkle)
9. HELLO YOUNG LOVERS (Perry Como)
10. MOTHER GOOSE (Leslie Winkle)

Baltimore, Md.
1. MCKINN BIRD HILL (Patti Page)
2. SPARROW IN THE TREE TOP (Guy Mitchell)
3. BEULAH LOVES YOU (Billy Eckstine)
4. MCKINN BIRD HILL (Patti Page)
5. I APOLOGIZE (Billy Eckstine)
6. LOVELIEST NIGHT OF THE YEAR (The Four Lads)
7. BEULAH LOVES YOU (Billy Eckstine)
8. HELLO YOUNG LOVERS (Perry Como)
9. ABAABA HONEYMOON (Reynolds-Carpenter)
10. BE MY LOVE (Mario Lanza)

Albuquerque, N. M.
1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. SPARROW IN THE TREE TOP (Guy Mitchell)
3. MCKINN BIRD HILL (Patti Page)
4. SPARROW IN THE TREE TOP (Guy Mitchell)
5. BEULAH LOVES YOU (Billy Eckstine)
6. ABAABA HONEYMOON (Reynolds-Carpenter)
7. BEULAH LOVES YOU (Billy Eckstine)
8. ABAABA HONEYMOON (Reynolds-Carpenter)
9. ABAABA HONEYMOON (Reynolds-Carpenter)
10. ABAABA HONEYMOON (Reynolds-Carpenter)
Shut In But Not Shut Out

MORRISTOWN, PA—Art Lund (left) MGM Records star, let the kids in the Polio Ward of the Montgomery Hospital in Morristown, Pa. know they weren't being neglected in the way of entertainment last week when he and disk jockey Buddy Brode visited on-the-air with one of the teen-aged patients. Later Art sang for the rest of the kids, giving them a "live" rendition of his latest waxing, "From Wissleton To Wussleton.

Capitol Inks Pact With Bob Crosby; Firm To Strengthen N. Y. Office

NEW YORK—Glenn Wallichs, president of Capitol Records, announced this week the signing of Bob Crosby to the label. Wallichs, who arrived in New York for a month's stay to visit the branches and dealers and also to see the shows—especially "Piazolla," the album of which Capitol intends to put out, said he was delighted with the company's acquisition of Crosby. He revealed that Crosby would be featured not only as a singer and bandleader, but also in several other ways that would surprise record buyers and the profession alike. One plan was to team him with his four children. A fifth, Crosby said is expected by Mrs. June Crosby in September.

Crosby, a top flight attraction on records, radio and in theaters for more than a decade, was under contract to Coral before he secured his release. His first records will be made next week.

Wallchls revealed also that he intends to strengthen the New York office of Capitol to the point where the diskery will be as dominant in the east as it is in Los Angeles.

The new set up in the New York office will be as follows: A & R will be handled by Dave Cavanaugh and Sid Feller. All public relations and matters in that field will be handled by Dick Linke, whose department is expected to be augmented considerably. Functions such as labor relations, etc., will be supervised by the firm's lawyers.

Georgia Gibbs To Europe

NEW YORK—Georgia gibbs will leave for Europe early in June. She will go first to Paris and then to London, where she opens for a two week engagement at the Colony Club on July 2. From there she will return to this country. Georgia recently signed a contract with Mercury Records which has just released her first disk on the label, "Tom's Tune" backed with "I Wish, I Wish.'

Victor Accelerates R & B Program; Miller Added As Sales Manager

NEW YORK—Slowly, since the first of the year, RCA Victor has been building up its Rhythm and Blues department with the aim of marketing this type of disk in the same proportion as its popular, folk and classical records.

Steve Sholes, Director of A & R for both Folk and Western and R & B is giving special accent to the blues field with the help of Al Miller, former King Records sales manager who has been added in a similar capacity to Victor's R & B Department. Miller's vast experience in this field is expected to give Victor's efforts a great push.

The results so far have been very gratifying with several R & B records already in the better seller class in various parts of the country. In New York, "Cool Water" by the Four Tunes has made The Cash Box Top Ten listings, with Bruno, the New York distributor for Victor, out of stock on this number for a week. "Why Did You Go" by John Greer is a best seller in Boston, Washington and Philadelphia. The new Hot Lips Page number "Strikes While The Iron Is Hot" is getting excellent reaction in Birmingham, Charlotte and Boston.

Letters from many Victor distributors have been coming in expressing their desire to cooperate. In fact, Bruno in New York intends to put on a special man to contact the Harlem opera dealers early in June.

Special promotion deals are being worked out elsewhere with Al Miller on an extended trip to Chicago, Detroit, Cincinnati, Louisville and West Virginia to visit with distributors.

Columbia Releases "Tree Grows In Brooklyn" Album

Columbia Records' album of "A Tree Grows In Brooklyn," the original Broadway cast, co-starring Shirley Booth and Johnny Johnson, was released this week.

The hit musical, adapted from Betty Smith's novel, is embellished with a score by Arthur Schwartz and lyrics by Dorothy Fields. One of the best-selling novels of all time,"A Tree Grows In Brooklyn" is produced on the Broadway stage by George Abbott and for Columbia Records by Gottschalk Lieberson, Executive Vice President of the company.

Recorded by the Columbia recording are such show-stoppers as "Love Is The Reason," "I'll Buy You A Star" and "Make The Man Love Me."

Decline Of The Waltzes

NEW YORK—Regional waltzes are falling out of the top pop according to the list of top 40 best selling disks in The Cash Box this week. Number 36 is "Shenandoah Waltz," 37 "Tennessee Waltz" and 38 "Kentucky Waltz." The "Tennessee Waltz" was number one for a great many weeks and the other tunes which came along attaching a part of the country to a waltz also achieved some success. Their bunching together at the bottom of the list seems to indicate the end of the cycle.

Wendell Into Advertising

CLEVELAND, OHO—Fred Wendell, disk jockey on WJMO, announced this week that in addition to his regular broadcasting schedule, record promotion and artist publicity activities, he will now be serving in the fields of general advertising, radio and television production. This will be accomplished with his joining Advertising Associates, Inc., in this city.

Standard Songs Are MONEY MAKERS!

"THE GAUCHO SERENADE"

Recorded by
DAVID ROSE—M-G-M
BILLY WILLIAMS QUARTET
—M-G-M

Pub. by: REMICK MUSIC CORP.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

VAUGHN MONROE'S BIG RECORD HIT

"SOUND OFF"

("DUCKWORTH CHANT"

(#4016)

A Natural For Each And Every Tavern In The Nation

A Natural For Each And Every Tavern In The Nation

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

TOO YOUNG

JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N.Y.

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)

THE CASH BOX
Empire State Bldg., New York 1, N.Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our
Check □ Please Send Us A Bill □

FIRM NAME
ADDRESS

CITY ZONE STATE

Individual's Name

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
KOREA BLUES
Bayou Boys
(Chess 1449)

ROCKET 88
Jackie Brenston
(Chess 1458)

TEND TO YOUR BUSINESS
James Wayne
(Loose Cannon 1952)

THE WORLD'S IN A TANGLE
Jimmie Rogers
(Chess 1460)

NUMBERS BLUES
Roy Milton
(Specialty 390)

LOST LOVE
Percy Mayfield
(Specialty 390)

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

DON'T TAKE YOUR LOVE AWAY FROM ME
Laurie Tate & Joe Morris
(Atlantic 923)

LONG DISTANCE CALL
Muddy Waters
(Chess)

Chica-Boo
Lloyd Glenn
(Swingtime)

'ID RATHER DRINK MUDDY WATER
Grant Jones
(Ducks)

ROCKET 88
Jackie Brenston
(Chess)

TENNESSEE WALTZ BLUES
Stick McGhee
(Atlantic)

ALL THAT WINE IS GONE
Big Jay McNeely
(Imperial)

I APOLOGIZE
Billy Eckstine
(MGM)

WHAT WILL I TELL MY HEART
Al Hibbler
(Chess)

DON'T YOU KNOW I LOVE YOU
The Clovers
(Atlantic)

BLACK NIGHT
Charles Brown
(Aladina)

PRETTY EYED BABY
Frankie Laine & Jo Stafford
(Columbia)

ANDALUSIA, ALA.
1. Black Night
2. Soodle Green
3. Rocker B
4. Ola Swallow
5. Money Blues
6. Jumping The Boogie
7. Choo Musical Blues
8. The Numbers Blues
9. Back Home Blues
10. Red's Boogie
(Piano Red)

ATLANTA, GA.
1. Rocker B
2. Baby, Let Me Hold
3. tours goin' on your mind (Ray Charles)
4. tours goin' on
5. (Little Son Jackson)
6. Stacked Deck
7. I live my life
8. Nighttime Love
9. Thats All Right
10. Chico Boogie
(Pollard Glenn)

RICHMOND, VA.
1. Rocker B
2. How High The Moon
3. Let's Talk It Over
4. Hopscotch Yards
5. Money Blues
6. I will wait
7. One Baby
8. Nothing Serious
9. One Sweet Tears
10. All That Wine Is Gone

KANSAS CITY, KANS.
1. Tennessee Waltz Blues
2. How High The Moon
3. Black Mornin'
4. I APOLOGIZE
5. Rocker B
6. My Love, My Desire
7. Money Blues
8. It's Better Than You
9. Tend To Your Business
10. What Will I Tell My Heart
(Al Hibbler)

OAKLAND, CAL.
1. Sixty Minute Man
2. How High The Moon
3. Kansas City (Roy Johnson)
4. Week Ahead
5. Everybody Loves Blues
6. Frankie
7. Wings
8. Don't Talk About It
9. Gee Baby
10. Tennessee Waltz Blues

HOTTEST NUMBER IN THE NATION!

"DOLPHIN STREET BOOGIE"
Backed By "POINCIANA"

THE CASH BOX AWARD O THE WEEK

"THE CASH BOX" AWARD OF THE WEEK

"ONCE IN LOVE BLUES"

Errol Garner's "LOTUS BLUE"
Backed By "SIX P. M."

NOTE TO ALL DISTRIBUTORS WE SHIP EAST BY AMERICAN AIRLINES SAME DAY ORDERS RECEIVED.

NOTE TO JUKE BOX OPERATORS Write For Free Samples

ROCKET HUN LIPRA TO RAISE FUNDS FOR MUSICAL ORGANIZATIONS REJECTED

NEW YORK—Sol Hurok's plan to raise funds to support musical organizations through a voluntary one-cent tax on single disks and five cents on albums seemed doomed to failure last week as the reaction from company heads was for the most part non-committal. Frank Folsom, president of RCA Victor, moreover, said he was strongly opposed to the plan and it was agreed that the opposition of such a firm as Victor would make the imposition of the tax extremely unlikely.

Hurok claimed that the money raised by such a program as he proposed would help the longhaired people avoid government subsidies.

House Committee Votes Increase In Disk Tax

WASHINGTON, D.C.—The House Ways and Means Committee last week approved an increase in excise taxes that would have a direct bearing on the price of phonograph records.

The committee recommended that the tax on radios, television receivers, phonographs, musical instruments and records be raised from the present 16% to 10% in order to bring in an additional $55,000,000. The Treasury Department had asked an increase to 25%.

Pinky Roller Starts Own Disk Promotion Firm

NEW YORK—Pinky Roller announced this week that he had started his own disk promotion firm, with offices on 57th Street in New York.

Roller who was most recently with Comsat Distributors, will retain that firm as a client. He also will act as disk promotion man for the Bernie Mars band which is now playing at the Arcadia ballroom.

Negotiations are in progress, Roller said, with several other music people and he expects to make known further additions to his roster soon.
Music With A Drape

LOS ANGELES — And now it's music with a full drape, as witness songwriter Joe Green's well tailored tribute to Irving "King of Style" Berliner, local clothier, Berman sits in on the bull fiddle while bandleader Red Callender and the very vocal Son Man Crothers run over the tune, which will soon appear on the Mesner Bros. Intro label as "King Berman's Stomp." (Just out of camera range, and sporting a Berlin TV d-j special is Leo Simon, West Coast rep for The Cash Box).

Music: "ADD ROCKET NEW CASH TO ANGELES GALLATIN, 880 AVE. 5249 Cottage Grove Ave. Chicago, Illinois (Tel: Museum 4-1322)

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

The Cash Box, Music
Meeting of the Voices

WALLACE, IDAHO — Gale Rice Songs announced this week that it was publishing "Korea's Mountain Northland" which was written by Roy Benson, a retired juke-box operator from Clarston, Washington. The tune has already been put on wax by Keyboard Records which plans a big promotional effort on it particularly among operators. Keyboard features the voice of Bill Winkle, an up and coming young singer who promises big things on records for the future.

Retired OP Writes Song

Meeting Dates Of
Music Operators' Associations

May 24—California Music Guild, Northern Division
   Place: Hotel Sacramento, Sacramento, Calif.

28—Phonograph Owners' Association
   Place: Broadview Hotel, East St. Louis, Ill.

29—Automatic Music Operators' Association
   Place: Park Sheraton Hotel, New York City

June 4—Illinois Amusement Association
   Place: 208 North Madison, Rockford, Ill.

6—Coin Machine Operators' Association of Harris County
   Place: Chamber of Commerce Building, Houston, Texas

7—Phonograph Merchants' Association
   Place: Hotel Hollenden, Cleveland, Ohio

7—Washington Music Guild
   Place: Hamilton Hotel, Washington, D. C.

12—Automatic Phonograph Owners' Association
   Place: Sheraton-Gibson Hotel, Cincinnati, Ohio

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

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

Additional Tunes

MOCKIN' BIRD HILL
Pinetoppers
(Coral 64061; 48-64061)

STRANGE LITTLE GIRL
Red Foley & Ernest Tubb
(Decca 46311; 9-46311)
Cowboy Copas
(King 951)

THERE'S BEEN A CHANGE IN ME
Red Foley
(RCA Victor 21-0412; 48-0412)

BLUEBIRD ISLAND
Hank Snow
(RCA Victor 21-0441; 48-0441)

POISON LOVE
Johnny & Mack
(RCA Victor 21-0377; 48-0377)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Philadelphia Set To Celebrate Mindy Carson Day As WFIL Switches To 45 RPM

PHILADELPHIA, PA.—Radio station WFIL in Philadelphia has declared Thursday, May 24, "Mindy Carson Day." The station specifically called on Mindy to help inaugurate their swing to the "45" system which they have installed in their studios. This will mark the first time in the history of a local Philadelphia station that an artist will be the recipient of such an all-day, all-out promotion. Mindy will appear on six radio programs and four television shows. In addition she will make an appearance at the record department of Litt Brothers Department store. The marathon will start at 8:00 A.M. and wind up at 8:00 P.M.

Over 100 radio and television spot announcements will herald her appearances and full page advertisements in the Philadelphia Inquirer will put up the schedule. All the disk jockeys on the station will program her records heavily throughout the week. Raymond Rosen Company, the RCA-Victor Records distributor in Philadelphia, will tie in with an unprecedented 200 window displays by their dealers built around Mindy’s visit to the city. Special streamers and huge photos will honor Mindy as Miss 45.

The Philadelphia Inquirer will also run special stories and pictures of Mindy. As the executives of WFIL put it: "All in all, it shapes up to just about the biggest concentrated build-up anybody has ever gotten in Philadelphia."

Zeb Turner Pacted by WBAL As Disk Jockey

Baltimor—Zeb Turner, King Records star and one of the best known performers in American folk music, has joined WBAL and will be featured in "Hillbilly Parade", a disk jockey show which will also utilize his skill as a guitar player and song writer.

A seasoned radio entertainer, Zeb has a background of better than ten years before the mike, during which he has appeared on NBC, CBS and MBS coast-to-coast broadcasts. Zeb has authored several tunes, among them "Zeb's Mountain Boogie", "Ain't Had No Lovin'", "I'll Drift Along", and "Chattanooga Boogie".

"I LIVE MY LIFE ALONE" (2:15)
"OUR LAST RENDEZVOUS" (2:25)
CARL BUTLER
(Capitol 1541; F-1541)
• Carl Butler has two ballads to work with on this platter and he makes the most of them. Running through the sentimental lyrics in fine form, Carl has a good guitar backing to help him out. Opa on the lookout for filler material oughta get going with this.

"FOURFLUSHER" (2:46)
"FAREWELL, SO LONG, GOODBYE" (2:52)
RED SOVINE
(MGM 10986; K10980)
• Two sides, both of which feature an excellent set of lyrics, are offered here by Red Sovine. The top deck is a novelty which Red beats out in a steady style while the second half is a driving number done equally well by him. Opa will want to hear this one.

"DOLPH HEWITT" (2:43)
DOLPH HEWITT
(RCA Victor 21-0462; 48-0462)
• Dolph Hewitt puts his good voice to work on two ballads on this platter and makes both of them sound good. Dolph gets some listenable backing at either end which sets off his voice to good advantage. This deserves ops attention.

"AT MAIL CALL TODAY" (2:42)
"I'LL BE BACK" (2:38)
GENE AUTRY
(Columbia 20184)
• Gene Autry comes up with a couple of his best sides in a long while and assures himself a disk that will go over big. Titled "At Mail Call Today" and "I'll Be Back", both of these tunes have an appeal that should make them good. Opa should be making some preparation to get these into the machines. The top deck is the story of a GI who gets a "Dear John" letter. Gene does it very easily in very sentimental vein and makes it a winning piece of work. The lower half too is a pleasant item with Gene going about it softly and getting a good backing. Ops are bound to find these two side money makers in the boxes.

"SCOOT, GIT AND BEGONE" (2:50)
"BLUES IS BAD NEWS" (2:43)
SKEETS MCDONALD
(Capitol 1518; F-1518)
• Two very different types of numbers are offered on this platter by Sketses McDonald and both ends are done very well. The top deck is a novelty with an exceedingly good set of lyrics while the lower half is a drawn out blues number. Ops won't want to miss this.

"WILDCAT BABY" (2:50)
"WHY DON"T YOU MARRY THE GIRL?" (2:27)
TEX JIM ROBERTSON
(RCA Victor 21-0463; 48-0463)
• In his usual straightforward manner, Texas Jim Robertson comes up with a couple of sides which will do ok in the boxes. The first one is a driving thing with Interesting lyrics and a fine piano backing. The lower end is a novelty which should draw a lot of attention. This is right for the machines.

"TUESDAY TWO-STEP" (2:30)
"THREE FIDDLE RAG" (2:37)
SPADE COOLEY
(RCA Victor 21-0467; 48-0467)
• Spade Cooley and his band give out with some hillbilly music here which is really swell. Both sides are instrumental with plenty of fiddle and guitar and both make for lively listening. Opa in the right locations will want to take a look.
5—SYNCHOPATED CLOCK 43.4 34.1
CA-1494 (F-1373)—LES PAUL & MARY FORD Walkin' & Whistlin' Blues
CO-39145—ERROLL GARNER Poor Butterfly!—DE-27444 (9-27564)—DON MORGAN Flying Eagle Polka
LI-851 (30296)—MARILYN SISTERS Girl I Love Behind Me—ME-5552 (5552465)—TINY HILL If You've Got The Money
ME-5595 (5559465)—PATTI PAGE Too Young Waltzing
VI-210396 (49-0396)—BRITT & ALLEN

2—HOW HIGH THE MOON 102.9 97.4
CA-1451 (F-1451)—LES PAUL & MARY FORD Walkin' & Whistlin' Blues
CO-39145—ERROLL GARNER Poor Butterfly!—DE-27444 (9-27564)—DON MORGAN Flying Eagle Polka
LI-851 (30296)—MARILYN SISTERS Girl I Love Behind Me—ME-5552 (5552465)—TINY HILL If You've Got The Money
ME-5595 (5559465)—PATTI PAGE Too Young Waltzing
VI-210396 (49-0396)—BRITT & ALLEN

3—TOP ON OLD SMOKY 93.2 144.2
CO-39128—EVEL IVE Syncopated Clock
DE-60436 (604346)—GEORGE CATES Syncopated Clock
DE-27515 (9-27515)—WEAVERS Across The Wide Missouri
LO-1028 (45-1028)—JOHNNY WALKER Black Girl
ME-5612 (5612 45)—GEORGE SIRAYO OF DO—You Dig John Peel

4—TOO YOUNG 58.9 45.4
CA-1449 (F-1449)—KING COLLE That's My Girl
CA-39271 (4-39271)—TONY ARDEN Too Late Now
CA-60393 (60393)—DENNY VAUGHN I Love The Way You Say Goodnight
DE-27569 (9-27569)—PATTY ANDREWS Gotta Find Somebody To Love
ME-5595 (5559465)—RICHARD HAYES & Shemondah Watts
MG-10920 (K10920)—JOHNNY DESMOND Liness—VI-20-4105 (47-1045)—FRAN ALLISON Lines

19—THE LOVELIEST NIGHT OF THE YEAR 18.9 15.1
CA-1408 (F-1408)—HELEN O'NEILL Arthur Murray Taught Me Dancing
CO-39149 (F-1419)—PERCY FAITH You Are The One
DE-27597 (9-27597)—FRED WARDIN Tales And Heather
DE-27583 (9-27583)—ETHEL SMITH Syncopated Clock
LO-937 (45-937)—ANNE SHELTON Love Me, Love Me
MG-30352 (K30352)—ANN BLYTH You'll Be Happy Tune—VI-10-3300 (47-1415)—MARIO LANZA La Donna E Mobile

10—ROSE, ROSE, I LOVE YOU 10.4 7.8
CA-1532 (F-1532)—LOU DILLING The Letter
CO-39367 (4-39367)—FRANKIE LAINE Besiebed
CO-39684—MITCHELL TRIO Easy Come, Easy Go
DE-27594 (9-27594)—GORDON JENNINGS Unseen
MG-10978 (K-10978)—ART LUND I Like The Wide Open Spaces
VI-20-4115 (47-1415)—BUDDY MORROW O, After I Say I'm Sorry

12—JEZEBEL 31.8 18.7
CA-39267 (4-39267)—FRANKIE LAINE Gotta Find Somebody To Love—ME-5622—ALLEN GREENE The Miracle
ME-5620—ALEXANDER BROOKS Pennsylvania Dutch

13—WHEN YOU AND I WERE YOUNG MAGGIE 17.8
CA-1500 (F-1500)—WHITTING-WAKELY Till We Meet Again
CO-39126 (4-39126)—GOODFAY-DEARDS Love And Devotion
DE-27577 (9-27577)—BING & GARY CROSSBY Midnight Bell
ME-5615 (5615465)—QUILL—HALAYES I Whistle A Happy Tune
MG-30319 (K30319)—REYNOLDS—CARRasco Didja Ever
VI-20-4119 (47-119)—MINDY CARSON Gotta Find Somebody To Love—ME-5622—ALLEN GREENE The Miracle

14—SPARRING IN THE TREE TOPS 28.7 31.9
CA-1440 (F-1440)—LES BAXTER Tonight We'll Go Dancing
CO-39190 (F-19910)—GUY MITCHELL Christopher Columbus
DE-60401 (60401)—LYNN MOODY Let Me In
DE-27477 (9-27477)—CROSBY & SISTERS Forsaking All Others
LO-931 (45-931)—REGGIE MANDOZI I Whistle A Happy Tune—ME-5599 (5599465)—REX ALLEN Always You

10—UNLESS 25.1 17.9
CA-1493 (F-1493)—LES BAXTER Because Of You
CO-39313 (4-39313)—GUY MITCHELL Baggar In Love
DE-60478 (60478)—HERB JEFFRIES Old Soldiers Never Die
DE-27594 (9-27594)—GORDON JENNINGS Bye, Bye, I Love You
LO-1075 (1075)—BILL SNYDER My Dear
VI-20-4120 (47-4120)—I Have No Heart

17—OLD SOLDIERS NEVER DIE 23.8 7.7
CA-1534 (F-1534)—JIMMY WAKELY I Like The Wide Open Spaces
CA-39405 (4-39405)—GENE AUTRY God Bless America
CO-39647 (60487)—HERB JEFFRIES Unless
DE-27606 (9-27606)—RING CROSBY My Own Bit Of Land
ME-5612 (5612465)—LORELLY HOMES I Get Shrapnel
VI-20-4146 (47-4146)—VAUGHN MONROE Love And Devotion

18—ABA DABA HONEYMOON 23.2 36.1
CA-38002—WILLIE SOLAR—CO-39295 (4-39295)—HELEN KANE Honey, I Kiss Me, Love Me
CA-38047 (4-38047)—CLIFF STEWARD Down In Jungle Town
DE-27474 (9-27474)—CARMICHAEL & DALEY Golden Rocket
ME-5586 (5586465)—HAYES & KALLEN I Don't Want To Love You
MG-30382 (K30382)—REYNOLDS & CARRasco I Whistle A Happy Tune—VI-20-4065 (47-4065)—FRIDY MARTIN Beautiful Madness

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—IT IS NO SECRET 13.8 6.9
22—SEPTEMBER SONG 12.9 16.9
23—NEVER BEEN KISSED 12.8 13.9
24—I LIKE THE WIDE OPEN SPACES 11.3
25—DOWN THE TRAIL OF ACHING HEARTS 11.1 18.9
26—ACROSS THE WIDE MISSOURI 10.7 11.3
27—WE KISS IN A SHADOW 8.7 9.2
28—BRING BACK THE SHADOW 8.4 9.4
29—EVER TRUE 8.1 12.5
30—HELLO YOUNG LOVERS 6.4 7.9
31—I LOVE THE WAY YOU MAKE ME BLUSH 5.5
32—METRO POLKA 5.3 10.1
33—STRANGE LITTLE GIRL 3.9
34—I'LL NEVER KNOW WHY 3.8
35—A PENNY A KISS 3.7 6.4
36—SHEMADONNA WALTZ 3.6 3.5
37—TENNESSEE WALTZ 3.5 2.5
38—KENTUCKY WALTZ 2.5 9.7
39—MOONLIGHT BAY 2.2 2.6
40—ONCE UPON A NICKEL 1.7 4.3
NOW YOU KNOW

- Because paper prices are sky high and going higher
- Because U. S. mailing rates are again being raised
- Because printing costs have jumped tremendously
- Because new machine manufacture is near its end
- Because you now need an economical place for your ads
- Because America’s coinmen respect, admire and acclaim

THE CASH BOX

THAT THE
92c A WEEK ADVERTISING SUBSCRIPTION
IS THE BIGGEST BARGAIN IN
AMERICAN PUBLISHING HISTORY

IF YOU CAN AFFORD TO SPEND 92c A WEEK TO GET AHEAD
AND STAY AHEAD OF YOUR COMPETITORS READ THIS MESSAGE!

Never before in all American publishing history has there ever been so outstanding and so economical an offer made to any industry anywhere.

For only 92c a week you can have a 40 word classified advertisement in The Cash Box each and every week for the full 52 weeks of the complete year.

This classified ad alone (at the present rate of 8c per word would cost you, 8c times 40 words, $3.20 per week) but, that isn’t all you get for your 92c a week—you still get a free full year’s 52 weeks subscription to The Cash Box—which sells for $15.00 per year.

In short, you get a classified ad worth $3.20 per week for 52 weeks, or a complete year’s classified advertising value of $166.40, plus the free $15.00 per year subscription to The Cash Box itself, A TOTAL VALUE OF $181.40 ALL FOR 92c PER WEEK—or $48 FOR THE WHOLE YEAR.

The Cash Box Advertising Subscription SAVES YOU IMMEDIATELY $133.40 when you send in your check (along with your first 40 word classified ad) for only $48.—or ACTUALLY 92c A WEEK COST TO YOU.

At the same time you know that your weekly ad is appearing in the biggest classified advertising section in the history of the industry.

The Cash Box prints more classified ads each week than all the other coin machine papers combined. That’s where the coin machine people go who want to buy and who want to sell.

Now with new machine manufacture nearing its end, with many costs going sky high, you want an economical place where you can tell your story. This is it.

Send in your check for $48 today. Send in your first 40 word classified ad. (If you already have a $16 subscription, simply advise us along with your first ad, you will be given full credit for the balance due you, and you will be billed for the difference only).

Do it right now. Send in your check for $48. Send along your first 40 word classified ad. Get started with the biggest bargain in all American publishing history.

KNOW THAT YOUR AD IS READ BY THE PEOPLE YOU WANT TO READ IT.

This is one bargain Operator, Jobber and Distributor cannot overlook.

This is the one sure way to get ahead and stay ahead of your competitor.

Simply make out that check right now along with your first 40 word ad and mail today to:

THE CASH BOX
EMPIRE STATE BUILDING
NEW YORK 1, N. Y.
NEW MACHINES OUT BY SEPT.?

Some Mfrs Predict End of Their New Machines Production by September. Others Say They Will Continue to Manufacture Whatever They Can for as Long as They Can. All Agree CMP Will Have Very Rough Effect on All Future New Machine Manufacturing.

CLAIM MANY DISTRICTS WILL WISH THEY HAD SAME STOCK IN SEPTEMBER THEY ARE NOW UNLOADING. PREDICT THEY WILL BE PAYING HIGHER PRICES FOR USED MACHINES THAT PAID FOR THESE MACHINES WHEN NEW.

CHICAGO—Some manufacturers, this past week, asking not to be quoted directly, made statements to the effect that they will stop manufacturing whatever they can for as long as they can.

All manufacturers agree that NPA's CMP, which goes into effect on July 1, will be unusually rough on continued new machine manufacturing.

They point to the fact that this industry, no part of it, can apply for any of the three basic CMP materials: copper, steel and aluminum.

Yes, they know that they will have to make application. (As a non-essential product) to obtain certain subassemblies, some of which they cannot do without. They must apply for them, and they must then make them from outside sources.

As one manufacturer put it, "We have been told that we have six months, if not longer, for just the plates."

Some manufacturers, who are rather upset at the action of their district, stated, "Some of these distributors, who are unloading stacks of new machines at sacrifice prices, are going to be mighty sorry around September 1st that they haven't those same machines in their warehouses."

One manufacturer said, "These distributors are going to pay more for the same machines they are now paying for them as brand new machines."

Another manufacturer had this to say, "Sure, there's going to be one helixa scramble among all the non-essential industries for whatever copper, steel and aluminum will be left over (just as you people of The Cash Box must do to fill the trade for some weeks now)."

"It simply means", he continued, "that if we manufacturers want to stay in business, we'll have to learn to scramble a little faster and harder than the next guy."

"Whether this will, or will not, do us any good", he commented, "I don't know. But, one thing I'll say", he emphatically stated, "that is we are going to have to try and get everything to get what we can so that we can continue to manufacture some new machines."

Others were much more pessimistic.

CHICAGO Music Ops Enjoy Increase On Dime Play

"I might add that we find considerably more quarters in the boxes than dimes, which, I presume, is due to the fact that everybody likes a bargain, like this 25c deal."

Paul Golden has this to say, "My personal opinion is that this (1 play for 10c, 2 plays for 25c) will work out for the benefit of all. I look for a considerable increase as we go along."

Art Valesquez reports, "After three complete weeks of 10c play my route has increased 80%. I am of the opinion that the 25c play was the salvation of our business. At least now we can compete with rising costs. I'm 100% for this play."

"Other ops here have also produced some very interesting facts. But, the sum and substance of the first full month's dime play makes it necessary the effect that the increase is very interesting.

"All continue to look forward to an even greater increase as the public here becomes more accustomed to 1 play 10c and 2 plays for 25c."

Southern Aut. Music Co. Has More Parking Space

LOUISVILLE, Ky.—Leo Weinberger, owner of Southern Automatic Music Company, this city, found it necessary this past week to lease an additional 400 square feet for the use of the firm's employees.

As Leo explains it, "Since we opened our new and larger offices and showrooms at 735 S. Brool Street we have been having more operators visiting us than at any other time in our firm's history in this city."

"It go so bad", Leo continued, "that the large parking lot which we have right next to our new building became much too small to accommodate the cars and trucks of our customers as well as of our employees."

"We therefore leased an additional parking lot just a few doors down", Leo says, "where our employees will park their cars."

The parking lot next to the new building of Southern Automatic Music at 735 S. Brook St. will be for the use of our customers only. This is for the benefit of the convenience of our customers.

Operators are assured sufficient parking space for their trucks and cars at any hour of the day, the firm reports.

"This is one of the many services we are extending to our customers", Leo Weinberger, says, "and we are going to try and give them to know that there will always be room for their cars and trucks in the parking lot adjoining our new building."
NEW ORLEANS NOTES

Frank Mencuri, Exhibitor Supply Company, recently in town, and telling all about his "Western Corral" idea for Arcades, Amusement Parks and Department Stores. Bob Dupuy, general manager of FAB Distributing, says his cup of good cheer would be brimming over if he just could get enough of his new Warditzer phones to take care of the demand. . . Bill Maddox, with S. H. Lynch Company for many years, recently joined the sales force of FAB. Bill is a very popular young man in this area. . . New Orleans Novelty Company's proximity to the International Trade Mart is paying dividends, according to Ralph Rosenthal, sales manager. He states that the Mart has been sending him a number of customers from Caba, South and Central America. . . Harry and Richard Batt, who run a Penny Arcade and Beach at Pontchartrain Beach, expect a very big season. They tell us their arcades are in tip top shape, plenty of new equipment, and everything polished up and spick and span. . . Local operators tell us that they sure like the restoration of the "Cash Box" prices to understandable figures. One operator commented wryly, "You not only had to pay for a subscription, but you had to hire a college professor to decode the prices." (Ed comment: It really was very simple, but we do admit it took some concentration. Actually, a very great many subscribers were most insistent that we retain the coined method.)

Clem Guillot of Jefferson Parish is reported to be learning rapidly and is fast becoming a very good pin game operator, also using Copper or Lead of New Orleans Novelty Company's parts department, is not only an export parts man, but a factory-trained mechanic and engineer. Clem is always willing to help the ops with their mechanical problems. Joe I, top mechanical genius of the same company, likes to keep his secrets to himself. . . An up and coming young man in the business is Vincent Marcello of Jefferson Music Co., Hilliard Bach, manager of the "Penny Arcade" reports that Williams' "Super World Series" getting a big play. . . Johnny Bost is happier, healthier and much more relaxed since stopping out of residence of the New Orleans Amusement Association. Johnny worked real hard while in office. Now he can take it easy a bit, and devote his time to his own business. Manny Laneberg, one of the city's top operators, has opened a restaurant and tavern on Iberville Street, and reports his very fine. . . Business is picking up at Bucktown and all along the lakefront. Warm weather is bringing out the crowds to Lake Pontchartrain.

New Orleans has good reason to believe that its games are the most highly taxed in the world. In addition to Federal and State licenses, City and Charity Hospital permits, it also has a personal property tax and a use tax on every game.

Copper Users Must Make Monthly Reports

WASHINGTON—National Production Authority has issued an order effective as of May 14, 1951, which advises all companies using copper or copper-base alloys to file monthly reports. Under the order (671), all companies using copper or copper-base alloys in their industrial operations will be required to file a series of monthly reports covering the period beginning with April.

Regular monthly reports will be required thereafter, NPA announced, and also reported that the above action is intended to be a further step in making allotments of copper and copper products under the Controlled Materials Plan.

Deadline for the first report is ten days after receipt of forms which have been furnished to all companies by the government. Reports should include a list of each item of copper (Form NPA-58). Those who haven't yet received this form are advised to write to the Copper Division, Metals and Minerals Bureau, National Production Authority, Washington 25, D. C.

We change your 5c PACKARD BOXES TO 10c PLAY

Get in touch with us immediately. We'll change Packard 5c boxes for you or send you an order form. Or you may write a letter to Tom the Fibre Glass for Guardian Accumulator as used in FEDERAL, or send me any old Packard Stuff. Write, phone, notify.

WANT 500 LATE 500 SLOT MACHINES

MILLS—JENNINGS—FACE

Must be Clean.

ALSO: Slot Machine Parts, Coin Counters and Change Makers

SILVER STATE AMUSE. CO.
245 LAKE ST. (PHONE 6780) RENO, NEV.

WANT 500 LATE 500 SLOT MACHINES

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245 LAKE ST. (PHONE 6780) RENO, NEV.

NPA ISSUES OFFICIAL CMP CLASS "B" PRODUCT LIST

Phonos, Amusement Games, Mdse Machines Listed In "Products Assignment Directory." No Applications For Materials From Industry Will Be Accepted. But Applications For Components And Sub-Assemblies Used In Manufacturing Machines Will Be Necessary In Most Cases.

WASHINGTON — NPA (National Production Authority) issued its Product Assignment Directory and Official CMP Class B Products List this past week.

At the same time, NPA also issued a booklet called "A, B, C's of CMP" which was noted as, "An outline of the procedures and processes of the Controlled Materials Plan."

In describing the Products Assignment Directory NPA stated:

The products listed objectively in the directory were developed over a period of years taking into account World War II experiences and the record-keeping practices of manufacturers. The products are generically consistent with the Standard Classification of the Bureau of the Census used in the 1947 Census of Manufactures.

Important to the industry is the fact that the listed Machines, Coin Operated Photophones and Merchandising Machines are listed among the Class B.

These are broken down as follows: Amusement Machines consist of Bell, Coin Operated Photophones and Merchandising Machines are listed among the Class B.

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Music Operators Praise Coven's Dime Play Efforts


1 Play 10c; 2 Plays 15c; 3 Plays 20c; 4 Plays 25c

PASSAIC, N. J.—Manny Ehrenfeld, Tolmuc Service, Inc., this city, one of the country's most experienced and respected music operators, has presented his phonograph association, Music Guild of New Jersey, with a plan to introduce dime play in their state.

"I would love to go along with the Cash Box plan, 1 play for 10c, 2 for 25c, but every territory offers different problems, and it appears as if the New Jersey territory isn't ready for this change yet" explained Ehrenfeld to her editor. "Therefore, I offered an alternative plan to our association to make the changeover gradually."

The dime play plan suggested by Ehrenfeld is as follows: 1 play 10c; 2 plays 15c; 3 plays 20c; and 4 plays 25c. The operator, states Ehrenfeld, would have a most simple mechanical change to make in his phonos. All that would be necessary, he states, would be for the operator to arrange to skip the first impulse. "It would work similar to the coin-operated phonographs," he explained. The first nickel inserted would not trip the impulse. If two nickles, or a dime was inserted, the first record picked would play. The patron should use the combination of nickles, dimes and quarters to select the number of tunes he wishes. Like the 3 plays for a quarter, the 4 plays for a quarter still gives the patron a bargain, and we'll get more quarters played into the equipment."

The plan has to be considered by the Music Guild of New Jersey, but Ehrenfeld, who knows of what he speaks, states most emphatically, "We must get that dime play or we'll be out of business. The sooner the association gets into action, the better off the entire membership will be."

Wurlitzer Sales Show 60% Increase

Defense Work Program Grows — Will Continue Manufacture Of Juke Boxes As Long As Possible

CHICAGO—At the May 15th meeting of the Wurlitzer Board of Directors, R. C. Rolfing, president, gave a detailed report on the company's status and accomplishments for the fiscal year ended March 31.

Highlights of the report were: Consolidated net sales of all the firm's products, including coin operated phonographs, amounted to $28,768,845.49, exceeding sales of the preceding year by 60%; consolidated net

DIME PLAY SHOWS 40% INCREASE

E. E. PETERSON
San Diego, Calif.

music op reports:

"Dime play is just like getting two spots with the same equipment. My lowest increase was 15%, average about 40%.

READ "CALIFORNIA CLIPPINGS" on PAGE 24

"It's What's in THE CASH BOX That Counts"
WE'RE DELIVERING
NOT JUST PROMISES—IMMEDIATE DELIVERY!

Bally Bright Lights
Bally Baseball
Williams Super World Series
Rock-Ola Rocket ‘51-50
Williams Music Mite

WRITE! WIRE! PHONE TODAY! WE TAKE TRADES!

LAKE CITY AMUSEMENT CO.
433 PAYNE AVE., CLEVELAND, OHIO
(TEL: HENDERSON 1-7577)

MIAMI MURMURS

George Holzman of New York, visiting here, threw a party in honor of the engagement of his daughter Elyane and her fiancé at the Sherry-Francene Hotel. Included among the twenty guests were: Mr. and Mrs. Dave Friedman; Mr. and Mrs. William Levey; Mr. and Mrs. Herman Green; Mr. and Mrs. Paul Pincus; Mr. and Mrs. Morris Mariner; Mr. and Mrs. William Blatt; and Mr. and Mrs. Teddy Blatt, who were vacationing here at the time. Lou Koren sold King Cole Hotel to the Heart Foundation. It will be converted into a hospital. (The hotel was converted from a hospital by Koren when he bought it immediately after the war.) Lou and Ann left for a week's visit with their married daughter who lives in Harrisburg, Pa. They then extend their trip to Chicago, returning to Miami later in the month. Joe Magone, All Coin Amusement Company (Gettjejebi district) and Ron Rodd, Southern Music Company, Orlando, Fla., bump into the Willie Blatt while taking in the show at Paddock Club. Ted Bush, Bush Distributing Company, spends a few days in Jax offices, while Ozzie Trugman, manager of the Bush firm, flies to Havana to see what's what at their offices there. Bush considered one of the most progressive and enterprising firms in the nation.

Morris Hankin, Atlanta, Ga., reports to his friends here that he opened his arcade and kiddie park at the end of April, and that everything points to a most profitable season. Morris is in fine health these days. Ely Ross and Sam Taran, Taran Distributing Company, both very active. They report the best spring season, salewise, in many years.... Milly Green, American Supreme Music Co., expected back from New York in a week or so. The facade Shapiros, another couple from the North who "have sand in their shoes." They just bought a home here. ... Send your congratulations to "Little Napoleon" Blatt and his missus. They celebrated their 11th wedding anniversary on May 6.

EASTERN FLASHER

A week of summer weather started column talking—not about business, but about swimming, golf and fishing. It also started those ops with locations in resort and seashore areas hunting for last minute purchases for these spots. Many who operate in these areas have been getting ready for several weeks now, but the hot spell called their attention to the fact that the "regular" season is only a few weeks away.

Lou Boasberg and Ray Bosworth of New Orleans Novelty Company, New Orleans, La., in town for several days. They were joined here over the week-end by Bill O'Donnell of Bally and Ed Alderman of Williams. Bob Brownway shows. ... Ben Becker, regional sales representative for Bally has been hustling between New Jersey and New York, working with the firm's distributor, Runyon Sales Company, and the individual operators. In Newark, Becker has been demonstrating both of Bally's new amusement games to operators. Bally "Baseball" and (shuffle game) and "Bright Lights" (five-ball) have been going great in the New York territory. Becker also got a call from Abe Green of Runyon. In New York, Becker has been demonstrating Bally "Baseball" on the floor of Runyon's showroom. All expect the license department to issue its okay by the end of the week, and then the many orders on Runyon's books will be able to be filled. Becker leaves for a trip to southern New England to set up a number of "Hollywood", etc. ... Barney (Shaggy) Suerman, Runyon's New York bossman, away from the office the fore part of the week, bedded with a strep throat. ... Dick DeCicco, popular Westchester operator, on coinrow buying equipment. ... Joe Young, Young Distributing, Wolitzer distributor, states he could use additional space. "These offices, showrooms and shop are ideally suited, and the stores have the space needed," stated Joe, "but right now we're pretty busy, and the added space would come in mighty handy." It's the new 1400 phone, Young reports that's creating the activity.

... Lenny Schneller, of Nate Schneller, Inc., Philadelphia, spends several days visiting his distributors in the Eastern area. The firm is now lining up a number of addition distributors throughout the country to supply the demand for this five-ball conversion "Bingo Range." "Our production line is being stepped up considerably," stated Lenny, "and we hope we'll be able to supply the demand for this new machine in time to hit the Pinball Parades," etc. ... Simon, Albert Simon, Inc. (Chicago coinop representative) line up several dates for fishing expeditions. Simon, meanwhile, when his mind is on business, busy with his "Pinball Parade." ... Harry and Hymie Koeppl, Koeppl Distributing Company, relax a few moments from their arduous labor during the past Saturday night. Koeppl went to a number of coinmen who came over to his Jersey home. ... Harry and Hymie Koeppl, Koeppl Distributing Company, relax a few moments from their arduous labor during the past Saturday night. Koeppl went to a number of coinmen who came over to his Jersey home. ... Harry and Hymie Koeppl, Koeppl Distributing Company, relax a few moments from their arduous labor during the past Saturday night. Koeppl went to a number of coinmen who came over to his Jersey home.

Many Ehrenfeld, Telemusic Service, Inc., Passaic, N. J., one of the most progressive and enterprising thinkers in the coinop country, is giving tom to presenting a new twist for dime play to the Music of America (see story elsewhere). Manny has several other helpful suggestions. One of them, which bears a great deal of merit, is that executives of the Associations of Connecticut, New Jersey and New York meet at regular intervals to exchange ideas and thoughts for the betterment of the industry.

DALLAS DOINGS

We hope that someone comes up with a better fish story than the one we have to offer. After two days at the lake, we have only a sunburn to show. However, the big news of the day this day and Joe Matzella tells us the lake will fill up and fishing will be great this week end. ... Lunched with the Mayor of East Waco and on my right sat Raymond Williams. The boys were discussing the better that fall out of the coin-operated market. This of course prevails only in this territory and I needn't tell you why. ... Our beloved confidantes to the family of Cloud Haynes, who died of a heart attack May 8th. Cloud was a long time boy playing in Dallas and one of the nicest guys we ever had the pleasure of knowing. It will be a long time before any of us forget this easy going guy. The wake is set for tomorrow. ... Mac Maves gets out a new catalog of arcade equipment. This detail handled by brother Max, as Mike is too busy seeing that those shipments are gotten out on time.

Manny Ehrenfeld, Telemusic Service, Inc., Passaic, N. J., one of the most progressive and enterprising thinkers in the coin-op country, is giving Tom to presenting a new twist for dime plays to the Music of America (see story elsewhere). Manny has several other helpful suggestions. One of them, which bears a great deal of merit, is that executives of the Associations of Connecticut, New Jersey and New York meet at regular intervals to exchange ideas and thoughts for the betterment of the industry.
For almost a month now Chicago's music ops have been featuring dime play in the greater majority of locations here. This has been of interest to all music ops, as well as all music ops' associations, all over the country. The reason is that we want to know what's happening. The facts that have come together, in a survey this past week by The Cash Box, are that the collection averages have gone up about 20% over the annual basis. Also interesting is the report that most - by far - is grossing three quarters for every dime in their boxes. These, the ops report, are due to the fact that "people like a bargain." (This being the case, then those west coast ops with only 2c play [sic] and get even more then the music ops here are getting with 3c plays for 2c.) Anyway, most important to all coinmen everywhere, who have asked The Cash Box what was happening in Chicago, is the statement of Art Velasquez, local music op, who sums it all up when he says, "After three complete weeks of 10c play my route has increased 30%. I am of the opinion that 10c play is the salvation of our business. At least now we can operate with rising costs. I'm 100% for dime play". Other ops here like Paul Golden of La-Ru Novelty Co., Charley Leathers of Professional Music, Bob Lindelet of General Music, Earl Keyes for Apex and many, many others are all enthused over results from dime play.

Tom Callaghan back on the job. He's looking fine. "Gained back everything but one pound," Tom explains. Also reports he plans a restful vacation.

George Jenkins all enthused over the great reception given Bally's "Bright Lights". George believes that this is one game that will put ops back in the running. Ray Moloney back from a fast trip to New York. . . . Jackie Field reported to be much enthused over that four-way hot drink dispenser that Frank Harmon is building. . . . Gordon Sutton now with DuGrenier cigar machines.

In Chicago in business up in Minnesota. . . . U.S. Savings Bonds for high score awards getting more study by many ops. "Outa time.

Hear that George Dick is back in finance. . . . Arcade his beginning to enjoy something of a boom. New equip hard to get in all reports. . . . Here that the shooting galleries will soon have chance to buy that full color target that police dept. and military are using. Three dimensional and looks alive. . . . Ed Levin over at Armour & Co., enthused about Nick's upcoming pin game, which he says is absolutely revolutionary. "Never ever has there been anything like it," Ed claims. Believes that it will prove the trend of all games in it is a big war. Lewis of Chicago just cut out on the road for a long trip thru the midwest and the far west. Won't be back for some weeks. In the meantime, he'll be making a general survey for the firm with a view to same time, selling all "Bally". Jerry Daily reported to be busy with part of Pat Buckley's plastics business and war work over at the Buckley plant.

Charley Pieri joins up with Monarch Coin here and will be sales manager for the house. Bob Foreman formerly Exhibit and then Keeney. . . . Frank Meccari of Exhibit still on the road. Was expected to return late last week.

Mike Hammgren will have a very interesting announcement. . . . Lee Riek over from Hammgren & Co. reported of Constellation pin game positive right ahead. About 100% above last year. This is believed due to bigger facilities the firm now has and more widespread acceptance of the game itself. Dick Eaton celebrated a birthday here in town and the boys tore a case apart with him. . . .

Happy Birthday to: Art Pockrass of Philadelphia; Ed Furlow of Dallas; Frank Bott of Chicago; Art Sauer of Detroit and W. Palm Beach; Phil Greenberg of Pittsburgh and Lyn Durant of this Windy City. . . . Phil Weinberg and Herman Paster had themselves a time talking things over. . . . Gil Kohn at the New York Dept. . . . Ed Weisber of Wurlitzer was in San Francisco to hold western regional distribu meetings. . . . The amusement machines, merchandisers and inventors, all listed in Class "B" by NFA none considered essential.

Ben Coven is one of the busiest distributors in town. Ben got working fast with Bally "Baseball" and was going ahead at top speed when Bally surprised him with the new "Bright Lights" game. The result was to jam Ben with orders from all parts of the territory. These orders are enough to keep you buy, because dealing with the new Wurlitzers, have Coven Distrib. Co. busier than ever. . . . M. A. Miller, well known phone needle mfr., has quite an aggregation of men formerly with needle mfrs. Gene Steffen, who is sales manager, well known to all, formerly with Permo. Bill Hemminger, formerly with Aeropoint. Phil Spang, formerly with Jensen. . . . Vince reports a very busy these days. . . . Mill Marner of Sicking, Inc. (son of Bill Marner) in this town past week covering the firm's many manufacturers. . . . Randolph Street may soon see a big, new, and impressionable sign along the lines of the New York arcades, concessions and all. . . .

Congratulations to Ed Newell, Mgr. of Williams Distr. , Memphis, Tenn., on birth of E. H. Newell, Jr. of all big, blessed pounds.

Remember—there's nothing wrong with the business—that a hit game won't cure, but it's not like the traders in this city to cry. "Bally," he's not like the traders in this city to cry. "Bally," he's not like the traders in this city to cry. . . . Herb Deckinger isn't too happy with baseball this year. Hasn't as many customers as he had last year. . . .

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Bill DeSelm busier than ever as United's A-B-C gets hotter and hotter by the second. Bill handles about 40 long distance phone calls per day. Which is probably a record for any sales manager. And because he simply can't get off the phones, he's keeping Johnny (Glamor Boy) Casola at the next desk, to help cover care of the phone calls. . . . Ray Riel now being kept busy over at United with this year's war work the firm is obtaining. . . . Herb Deckinger isn't too happy with baseball this year. Hasn't as many customers as he had last year. . . .

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THREE 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.
DIME PLAY IS HERE TO STAY!
FOR ONLY $1.00 and 10 MINUTES TIME
CONVERT PACKARD BOXES TO DIME PLAY
10c TURK KNOB TO YOUR CHOICE
BEFORE DEPOSITING DIME
Attendant will gladly make change.

† New Glass in Hawley Operator Kit †
Includes Dime Bushings and Parts for National
HCK 100 FOR OLD STYLE PACKARDS—HCK 700 FOR NEW STYLE
$1.00—Lots of 25 $25.00—Lots of 100 $25—$1.25
TAKES ONLY A SCREWDRIVER TO MAKE THE CHANGE!

25% Required With All Orders

NOW AT OUR NEW AND LARGER QUARTERS •
J. R. HAWLEY DISTRIBUTING CO.
2730 WEST PICO BLVD. LOS ANGELES 6, CALIF.

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONO EVER DESIGNED

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

Charles Pieri Named Monarch Coin Mach. Co. Sales Manager

"I have always admired Roy Bant- lon and the others here at Monarch and we always got along fine. "When this opportunity presented itself, I thought it an important advantage of it, and believe, within a short time that all of Monarch's many customers in this area, and throughout the nation as well, are going to find they will be receiving service of a nature which is completely beyond any other distributing firm in all the industry." Many have already called around at Charlie's offices to congratulate him on his new position.

A Minnesota Fish Story

The Minnesota "Fishing Season" opened up officially on Saturday, May 12th and from all reports there were more fishermen on the lake than there were "fish!" All told, it was quite a good season with good weather on Sunday.

Naturally, this makes the operators in the resort country feel much better because this is their big season and of course, more fishermen means more coins dropping into the cash boxes of bowlers, phonographs and pin games. Quite a few of the operators also took advantage of the opening season weekend and got their licks in.

MINNEAPOLIS, MNC.

Ernie Greef, of Little Falls, who has not been in the Twin Cities for some time seen around. Ernie had not been feeling well of late but says he's feeling much better now. Leo Berkowitz of the R & B Novelty Company, Superior, Wis. made a quick trip into town and told us that they were so busy that Earl Berkowitz could not get away to come down here with him. Sure Schoenfeldt of Valley City, N. D. also was in town for just a few hours.

Fred Grohs, well known St. Paul operator was glad to see this nice weather come around because it will give him more time out on the golf links. We understand that Fred won a pretty good game of golf too! Harry Hild of Cambridge, was also seen in town. Morris Ansenew of Minnesota stopped in to pick up some records and he informed us he is in the hospital and is starting to feel better now. Ray and Don Kuehrer were in town visiting the distributors and while here they also took in a little of the ABC Bowling Tournament.

Paul Lembke and his wife from Marshall, were also seen at the various distributors' offices.

The Minnesota Distributor, has had all sorts of requests and drawings describing the kind of parts the operators want but the parts order received from the Austin Sales Co. was really unique and right. Bill Shulz of Austin, Minn. orders the phonographs and adding a Wurlitzer Phonograph point to the exact part that he wanted… Some of the operators who made quick trips into town were Jerry Hardwig of Superior; Phil Warren of Eau Claire; Ernest Waytaske of Hayogna, N. D.; and Cap Reister of Frontenac.

They also have been getting a lot of work from the Fairview Novelty Co. and his right hand man, Bob Lammers who is operating the St. Cloud route also. In the St. Cloud territory was Charles Bohem…

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Appoints Distribrs For Pin Game Conversion

PHILADELPHIA, PA. - Lenny Schneller, in charge of sales for Nate Schneller, Inc, this city, this week released the names of distributors appointed up to this date, who are handling the sale of the firm’s newest pinball conversion “Bingo Bango.”

Altho the game has been in production for some weeks now, Schneller has only been able to appoint a handful of distributing firms due to the large and insistant demand for deliveries.

“Operators have reported wonderful acceptance by the public of ‘Bingo Bango’” stated Lenny, “and those distributors who are selling the game have kept us hustling to keep them supplied. However, we are accelerating our production lines, and will soon make further announcements of additional firms who will act as our distributors throughout the nation.”

Firms now listed are: T. B. Holliday Company, Charlotte, N.C.; Double-U Sales Company, Baltimore, Md.; Irving Morris Company and R & Y Company, Newark, N. J. (who are splitting the territory); Consolidated Distributing Company, Kansas City, Mo.; and General Distributing Company, Dallas, Tex.

Bally Service School For June

CHICAGO—Bob Brother, Bally Manufacturing Company, this city, announced the dates of the firm’s Service School for the month of June.

The three day session will be held on Monday, June 11; Tuesday, June 12; and Wednesday, June 13. Classes start at 10 A.M.

Brother asks that columnists send him a note, stating names of those who will attend and on which dates they expect to be on hand.

DIME PLAY SHOWS INCREASE OF 50%

GEORGE BUCKNAM

San Diego, Calif., music op reports:

“Collections show an increase of 50% on dime spots, while nickel spots just hold their own.”

READ “CALIFORNIA CLIPPINGS” COLUMN ON OPPOSITE PAGE

GETS THE POPULAR PLAY EVERYWHERE!!

If it were permissible to publish the actual EARNINGS from operators reports—the would be no need to tell you more.

‘GUN PATROL’ is an exciting event of today, proving itself daily for nickels, dimes, quarters. Aiming and shooting at ‘front line’ scenes call for the same skill, the same quick eye and finger on the trigger with an accurate shooting gun that also kicks with each shot. Player keep at it—becoming a daily practice habit to attain perfection as a marksman.

‘GUN PATROL’ in appearance on location is today’s smartest looking player attraction. On the inside you see fast moving mechanized battle convoys—in a colorful ‘Front line’ battle scene. Flashing colored lights simulating bursting bombs with each scoring hit. Vends ticket for skill award. Adjustable for skill control. Operate ‘GUN PATROL’ everywhere. No legal restrictions.

Get Yours Now... While You Can

THE EXHIBIT SUPPLY CO.
4218-4230 W. LAKE ST., CHICAGO 24, ILL.

Let Us Arrange a FREE DEMONSTRATION
of the Keeney Deluxe Electric CIGARETTE VENDOR
★ for MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: ★ 322 pack capacity ★ Easy loading with swing-up top ★ 3-way match vending ★ Alternate front and rear column vending ★ Quick price changes ★ Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 23, Ill.
WANT

WANT—United 5-Player Shuffle Alley; or 4-Player Shuffle Alley: Used 2-Player Shuffle Alley; MON. BRIAN & CO.; BING-A-ROLLS, INC., 2423 PAYNE AVE., CLEVE-
LAND, O. Tel.: Superior 1-6400.

WANT—Late model phonographs, Wurlitzer coin-op, with a radius of 300 miles. KOECHEL DISTRIBUTING CO., NEW YORK 19, N. Y. Tel.:

WANT—Will pay cash for Champions, Citation, 1927-28, Bing-A-Rolls, Old Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your name, address, and price, THE WRECK, 206 E. 105TH ST., SAN ANTONIO, TEX., Tel.: (Travis) 6858.


WANT—One or a hundred phonos and games of all kinds. Cash wait-
ing. Will buy your complete route of anything. We want Seeburg tubes, parts, supplies of all kinds. Write T. L. PAYNE, 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: Dunkirk 3-1810).

WANT—Post-war and later model phonographs, wall boxes, scales, arcade. All sidelines, speakers, motors, Wurlitzers and Seeburg shop-
ers, etc. Write stating condition and prices. ST. THOMAS COIN SALES, 724 DOUGLAS ST., THOMAS, CANADA. Tel.: 2648.

WANT—Will buy highest prices for Bally Triumph. Any condition as long as wheels and bumpers are intact. Will pay $15 to $30 per hundred. Some labels are Paramount; Gennett; Vic-tor; Columbia; Brunswick; Bluebird; Vocalion; Decca; O. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT—We want late model phonographs, wall boxes, five ball games, amusement machines. Please mention DISTRIBUTORS, $12 ELLIOTT ST., DETROIT, MI.

WANT—Voice-O-Graph, Photomac (post-war); Chicago Coin Basket-
hall; Chicago Coin Gooble; Popcorn Vendor; AMI Co., GRAND BAYE MUSIC COMPANY, 257 PLYMOUTH AVE., GRIFFIN, GEOR-

WANT—By Operator: Bally One-Balls: Citation, Champion, Turf King. Also late model and post-war Seeburgs. All machines must be A-1 and ready for location. ACTIVE AMI Co., 100 GRAND ST., ASHERSTON, S. C. Tel.: 2310.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices will be paid, write immediately, USED RECORD EXCHANGE, Anthony "Tony" G. Gal-

WANT—Your used or surplus records. We will buy in any quantity. No blues or race. Not too large or too small. We also buy下降er games. BING-A-ROLLS, INC., 615 10th AVE., NEW YORK, N. Y. Tel.: Hudson 6-1865.

WANT—Used Juke Box records and Juke Box records. Will buy dealer's inventory and surplus store stock. Unlimited quantity. NO REFRIGERATION BERMAEL MUSIC CO., 4376 BARDEN AVE., CHICAGO 11, N. Y. Tel.: Nightingale 6-6400.


WANT—All types of post-war flipper games, and pinball games. Give names, condition they are in, and prices. Will buy at the end of the season. INTERNATIONAL AMUSE-

WANT—Mechanie capable fixing all types shuffle alleys. Must run 40 game route exclusively. State experience. Address, BOX # 145, ⊕ THE CASH BOX, EMPIRE STATE BLDG., NEW YORK, N. Y.

FOR SALE—Juke Boxes Routes: W. LA.—20 late phonos, 54 counter boxes, 2-Player Shuffle Alley; 12-8000; 5-9000; 4-6500; 5-8000, 2-2000, 5-1000, Price $6,000.00; SO. EAST LA.—25 late phonos. Old est. Income over $1,000 per month. Inspection: Price $1,000.00. Circuits: Price: Price $1,000.00. Long Beach, Los Angeles. 3-6166. Tel.: W. 2-2000.

FOR SALE—Juke Box Route: 2-9000's. Inspection: Price $1,000.00. Circuits: Price $1,000.00. Seeburg 1100's, 71 counter boxes. Very old est. Income $350 week. Inspection: Price $2,500.00. Circuits: Price $2,500.00. The above routes may be handled for $100.00. Will handle in a balance if desired. BARGER SALES CO., 2251 W. PICO BLVD., LOS ANGELES 45, CA. Tel.: 4-2924.

FOR SALE—40 Selection AMI Model "Q." Please mention Selection Seeburg 1949 or 1950 Model. Written inspection. Write: SHUFFLEBOARDS; Shuffle Alleys, twos on back, plus 1-2-4 Ball games. We deliver free in Wisconsin, also help new operators start in other States. H.B. NOVELTY CO., ODMO, WIS.

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the largest authorized Wurlitzer dis-

FOR SALE—Bring in your old C. O. D. machines, most are valuable. Genuine parts, factory tested, at factory prices. Also reconditioned cigarette machines. Write us before you buy, BING-A-ROLLS DISTRIBUTING CO., 1017 TENTH AVE., NEW YORK, N. Y. Tel.: Ciclcirking 4-5050.

FOR SALE—Louisiana Operators: FOR SALE—All types of phonographs. We are American Distributors for AMI; Wurlitzer, C. O. D., Bing-A-Rolls, Point Needles; Wax-Ola Wax. Wire, phone, write; MILLER-NEWMARK DISTRIBUTING CO., 12 S. BANCS ST., N.W., GRAND RAP-

FOR SALE—Large stock used Bally One-Balls. First come, first served. Write: FEED DISTRIBUTING COMPANY, 299 LIN-

FOR SALE—For $49.50; $75.00; $95.00; $125.00; $165.00; $225.00; $245.00 Draw Bells $125. Will trade for United ABC, AUTOMATIC MUSIC CORPORATION, 21 MAIN STREET, BRIDGPORT, OX., Tel.: 750.

FOR SALE—250 Rolltollas; Total Rolls; Advance Rolls; A.B.C. Roll Drag; Bingle's; Bingo's; Rolls; One World; Pro-Score; Singa-

FOR SALE—Star Series $125; Quart-

FOR SALE—Lake De Rouge (Top): $79.50; Kineky Submarine $89.50: Canadian Championship and brand new Tri-Series, in original cases. $85.00. Generals, slightly used, $845; Chicago Coin Majors 1949 $37.50; PhotoFinishes $100.00; Williams, like new, written for single and quantity price; Champions, expertly refinished $25; AMI Coin Operated $35; new $35; 135; Exhibit Pony Express, used $125; AMI Coin Operated $35; LEANS NOVELTY CO., 115 MAGA-

FOR SALE—All De Wolfe Gun routes, standard; 12 guns, $250 each. Write: G.L. 7-7715.

FOR SALE—Juke Box Route: 2-9000's. Inspection: Price $1,000.00. Circuits: Price $1,000.00. Seeburg 1100's, 71 counter boxes. Very old est. Income $350 week. Inspection: Price $2,500.00. Circuits: Price $2,500.00. The above routes may be handled for $100.00. Will handle in a balance if desired. BARGER SALES CO., 2251 W. PICO BLVD., LOS ANGELES 45, CA. Tel.: 4-2924.

FOR SALE—1 Packard 1946 Hide-

FOR SALE—(1) Three Gun ART Rifl-

FOR SALE—Special Bargains! Wur-

FOR SALE—Used equipment and phono-

FOR SALE—Hard-to-get Parts and Supplies, We have stock on hand. Let us know your needs. Our prices are right. We buy complete used stock of games and phonographs of all kinds. COVEN DISTRIBUTING CO., 74-41 20TH ST., MEL-

FOR SALE—Holleranes, new or used, free or non-free play. Priced Right. Large selection of available. Will trade: $125; United, Rock-O-la, Genco Shuffle Alleys 25 each; Bally $35; Williams $50; Sunshine $45; Billinger-Rosenfeld $300; 320 OLIVE ST. ST. LOUIS 3, MO. Tel.: Olive 2800.

FOR SALE—Rock-O-la Rackets, trade-

FOR SALE—5 Seeburg M-100's in

FOR SALE—1-2-4 Ball Games, $20.00; COLUMBIA ROLL-O-NARDINO—28 newest phonos and games. Old est. locations. Can be run at $300 every week. Inspection: Price $500.00. Circuits: Price $500.00. Tel.: Northwest 3-2210.

FOR SALE—(1) Gun ART Rifle Sport Shooting Gallery, complete; (2) Gun ART Rifle Sport Shooting Gallery, complete. Both are just like new and have Black Lite Features. Price $1000, used records, ready for shipment. $400 for thousand, BUSH DISTRIBUTING CO., 9 W. MIAMI 37, FLA. Tel.: 3-4623.

FOR SALE—(1) Three-Gun ART Rifle Sport Shooting Gallery, complete; (2) Three-Gun ART Rifle Sport Shooting Gallery, complete. Both are just like new and have Black Lite Features. Price $1000, used records, ready for shipment. $400 for thousand, BUSH DISTRIBUTING CO., 9 W. MANCINI 37, FLA. Tel.: 3-4623.

FOR SALE—"My World Is Made Of Music" 104. "A. M. (Back Door Ball Of Fire)" 106. THRILLBOARDS RECORDS, BOX 286, NORTH BERGEN, N. J.

"It’s What’s In THE CASH BOX That Counts"
FOR SALE — Shuffle Alloys $29.50; Shuffle Alloys with disappearing pins $32.00; Wall Coin Bowls $75; Keene Duck Pins $175; Bally Bowls $55; Bally Bowls with disappearing pins $60. Write for complete list. MONARCH COIN MACHINES, 712 E. RICHFIELD AVE., CHICAGO, ILL. Tel.: ARlington 1404.

FOR SALE — We have in stock for trade new and used five-balls, new and used five-ball machines. We also have a large assortment of used Shuffle Machines. WANT — We want to buy or will accept in trade, your older machines. Better make us an offer! Bear Guns, Seeburg 100A, 3WT's, Parts, etc. Chrome Wall Boxes, Chicago Coin Band Boxes, REDD DISTRIBUTING CO., 298 LINCOLN ST., CHICAGO 3, ILL. Tel.: AL 4-0404 and 811 UNION ST., W. SPRINGFIELD, MASS. Tel.: 6-0418.

FOR SALE — Winners, like new, $395 each; Photo Finish $295 each; Bally Champion very clean, $245; Mantis Gold Cups $95 each; Turbo Kings, like new, write; Jockey Specials $65 each. Citations $195 each; Bally Big Innings $149; Chicago Coin Gooleys $125; Dave Gun $79.50; Bally Double Door $125; United ABC, write; Williams Double Header ($179.50; Wurlitzer 1015, very clean, $265; Wurlitzer 1080, clean, $225; Seeburg 1943 Hideaway $83.50; Seeburg 1947 Model A $87.50; Seeburg 5-10-23 Wall-O-Matic $85 each; Packard Chrome Wall like new $22.50; Packard Bargains (350); $25 each; MONARCH COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, OHIO.

FOR SALE — 10 Seeburg Ray-O-Lite Shoot-The-Bear Guns $300 each. 5 Depont Rotante C.O.D. NOVELTY SERVICE, 105 NORTI PARKERSON AVE., CROWLEY, LA.


FOR SALE We have for sale $179.50 each; Seeburg 100 record #78 $795 each; Wire Photo Finish $135 each; AMI Model B $450. AMERICAN VENDING CO., 2590 CONGRESS AVE., CHICAGO 16, ILL. Tel.: LYN, N.Y. Tel.: Elgin 5-1836.

MISCELLANEOUS

NOTICE — We are exclusive factory distributors in Metropolitan New York and Long Island, New Jersey and with Kenney Electric Gitarcette Vendor. Now taking orders. Will accept charge, wire LOWY & CO., 594 TENTH AVENUE, NEW YORK, NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE — Connect 30 wire boxes to Seeburg 7000 to have a Jiffy Hawkeye Adapter connects to best side of first 24 records. Precision made. No warranty. Cost is $39.95. Easy to install. J. R. HAWLEY DISTRIBUTING CO., 2454 W. PICO BLVD., LOS ANGELES 4, CALIF.

NOTICE — We are distributors for EVERYTHING 40. Exclusive distributors is the premiere phonograph. Now delivering. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE — Operators in Louisiana, Mississippi, Alabama, etc., address is 122 North Broad St., New Orleans, La., with phonograph in the main. DIXIE COIN MACHINE CO., 122 NORTH BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 9331.
6, 5, 10, 25c Wallomatic 3
7.50 8.95
6, 5, 10c Baromatic 6.95 8.95
6, 5, 10, 25c Wallomatic 8.50 17.50
3, SW Wall-Matic 22.50 29.50
3, W-1t 5c Wall Box 5c 15.50 27.50
W-1t 5c Wall Box 10c 23.00 49.50
3, Silver Meteor 44.00 65.00
W-1t 5c/10c 24.00 44.00
3, Yeoman 12.50 17.50

PACKARD
1st Pl Mor Wall & Bar Box 12.00 24.00
7th Pl Mor Wall & Bar Box 24.00
Model 7 Phono 75.00 99.50
1st Hideaway Model 400 79.00 139.00
2nd Hideaway Model 400 75.00 139.00
6th Hideaway Model 400 65.00 119.50
7th Hideaway Model 400 65.00 119.50
6. Willow Adaptor 14.50 25.00
7. Chestnut Adaptor 15.00 25.00
8. Cedar Adaptor 15.00 25.00
9. Poplar Adaptor 15.00 25.00
10. Maple Adaptor 15.00 25.00
11. Juniper Adaptor 15.00 25.00
12. Elm Adaptor 15.00 25.00
13. Pine Adaptor 15.00 25.00
14. Beach Adaptor 15.00 25.00
15. Spruce Adaptor 17.50 29.50
16. Ash Adaptor 17.50 29.50
17. Walnut Adaptor 17.50 29.50
18. Linwood Adaptor 17.50 29.50
19. Violet Speaker 10.00 15.00
20. Orchid Speaker 10.00 15.00
21. Iris Speaker 11.25 17.50

MILLS
Do No Mi 25.00 59.50
Panoram 125.00 250.00
Throne of Music 39.50 79.00
Empress 39.50 79.00
Panoram 10 Wall Box 5.00 8.00
Panoram Peek (Con) 195.00 295.00
Conv. of Panoram Peek 10.00 20.00

Buckley
4, Wall & Bar Box O.S. 2.00 5.00
4, Wall Bar Box N.S. 7.00 17.50

Airéon
Hi-Boy (302) 19.50 55.00
Singing Tones (201) 39.50 99.50
Streamliner 5, 10, 25, 50 39.50 79.50
Tone-fax 39.50 79.50
Singing Tones (301) 39.50 79.50
Model A 349 79.50 159.00
Model B 349 79.50 159.00

AMI
Cable, Hi-Boy 25.02 59.50
Blonde Bomber 129.50 189.50
Richboy 129.50 189.50
6, 9 Hideaway 119.50 295.00
1, 8H Coronet 139.50 249.00
6, 9 Coronet 100 275.00 599.50

Players & Spectro-vox
1, Playama '46 75.00 150.00
2, Command 50.00 99.50
4, 1425 Phono (45') 129.00 195.00
4, 1426 Phono (Hi-Cut) 169.00 275.00
Magic Glo (1428) 219.00 475.00
1, 5001 Wall Box 3.00 7.00
3, 5001 Wall Box 2.00 4.50
1, 5003 Wall Box 4.00 8.50
Bar Box 4.00 9.50
Spectrovox '41 15.00 29.50
Glamour Tone Column 38.00 55.00
Modern Tone Column 32.00 50.00

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<td>ABC</td>
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**CONVERSIONS**

If you are at present converting older machines into later type models, please notify The Cash Box immediately. The new names of your machines will be listed along with the names of the original machines from which they were converted.

NATE SCHNELLER, INC.

**MANUFACTURERS NEW EQUIPMENT**

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

<table>
<thead>
<tr>
<th>AMI, INC.</th>
<th>Model &quot;C&quot; Phonograph</th>
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<tr>
<td>HS-SM</td>
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<td>Hideaway</td>
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<td>5c-10c Wall Box</td>
<td>40 Selections</td>
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<tr>
<td>6c-12c Wall Box</td>
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**BALLY MANUFACTURING CO.**

| Turf King | $695.00 |
| Bally Base Ball Lights | $425.50 |
| 650.00 |

**BUCKLEY MANUFACTURING CO.**

<table>
<thead>
<tr>
<th>Buckley Wall &amp; Bar Box</th>
<th>$24.50</th>
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</table>

**CHICAGO CINEMA MACHINE CO.**

| Band Box | $184.50 |
| Thing Box | $32.50 |
| Hit Parade Phonograph | $28.50 |

**H. C. EVANS & CO.**

| Constellation Phonograph | $79.00 |
| Ten Strike 1961 | $69.00 |

**THE EXHIBIT SUPPLY CO.**

| Tall Wall Hockey | $69.00 |
| Big Bronco | $95.00 |
| Gun Patrol | $125.00 |
| $279.50 |

**D. GOTTLEIB & CO.**

| Cyclone | $294.50 |

**J. H. KEENEY & CO., INC.**

| Big League Bowler | $149.50 |
| League Bowler, 8 ft. | $409.50 |
| All-Electric Cigarette Vendor | $239.00 |
| All-Electric Cigarette Vendor with Changesaker | $195.00 |
| Penny Inserters | $119.50 |
| Four Way Bowler Conversion | $375.00 |
| Match Bowler Conversion | $75.50 |
| Dividend | $69.00 |

**ROCK-ON MFG. CORP.**

| "Rocket 51-50" Phonograph (Model 1432) | $798.40 |
| Model 1536 5c Wall Box, 25 Wire | $90.50 |
| Model 1524 Phonameter | $140.00 |
| (All Prices F.O.B. Factory, Chicago) | $32.50 |

**UNITED MANUFACTURING CO.**

| A-B-C | $420.00 |
| Five-Player Shuttle Alley | $400.00 |
| $69.00 |
| $30.00 |

**UNIVERSAL INDUSTRIES, INC.**

| High Score Bowler | $279.00 |
| High Stil Twin Bowler | $75.00 |
| 5 Star | $75.00 |

**WILLIAMS MANUFACTURING CO.**

| Music Mite Phonograph | $279.00 |
| Control Tower | $30.00 |
| Super World Series | $50.00 |

**THE RUDOLPH WULITZER CO.**

| Model "1109" Phonograph | $279.00 |
| Model "1103" Phonograph | $189.00 |
| Model 1951 5c-10c-25c Wall Box (48 Selections) | $159.00 |
| Model 9100 8* Speaker | $150.00 |
| Model 1110 12* Deluxe Speaker | $109.00 |

**NOTE**

In view of the national inactivity of Bells, Consoles and Auto- matics, price lists of this type equipment have been removed.
APPROXIMATE SIZE
4 FT. LONG BY 2 FT. WIDE

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Fastest 5-Ball Game in Years!

Bally

BRIGHT LIGHTS

EARNING-POWER MULTIPLIED
BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections...a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near-miss. "Game Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and canceling scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location...and brings the slowest spot back to life in a hurry!

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright...get BRIGHT LIGHTS now!