Here are the Pinetoppers showing Coral A & R head Jimmy Hilliard how they do it. This amazing instrumental group, headed by Vaughn Horton, have introduced such smashes as "Mocking Bird Hill", "Flying Eagle Polka" and "Metro Polka", all written by Horton. With a strong following among polka fans, the group has made its way by dint of its happy instrumentals. The photo was taken at a recent recording session where the boys did "All Alone Noth The Blue Grass" backed by "Cheery Beer Polka". Left to right are Vaughn Horton, Ray Smith, "Rusty" Keefer, Johnny Blowers, Jimmy Hilliard and Ray Horton.
"It's what you get for what you pay that makes a phonograph profitable. I haven't seen any yet to compare with the new 48-Selection, All-Speed Wurlitzer.

"Its beauty and tone are sure money-makers. Its ability to handle all record speeds is a money-saver. Dozens of features and they all spell value. That's why I still go Wurlitzer."

BEN GINSBERG
GINSBERG MUSIC COMPANY
Roswell, New Mexico

"From a music operator's standpoint, the record situation could get more messed up than it ever was before. I'm sitting pretty with new 48-Selection Wurlitzers that play all speed records."

HENRY BRINGAS
BRINGAS BROTHERS
Los Angeles, California

THE 48-SELECTION, ALL-SPEED
WURLITZER Fourteen Hundred
IS THE YEAR'S GREATEST PHONOGRAPH VALUE

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Covering Servicing Overhead

One of the big problems facing all operators today is covering servicing overhead.

Many have added extra machines to locations so that their servicemen and collectors, once in the spot, can take the few extra minutes required to service these extra machines and, these ops have found, they can usually get their servicing overhead expense out of such extra products.

For example, cigarette machine ops will attach gum and mint vendors to their cigarette merchandisers. This is only done in an effort to clear servicing overhead expense.

Many old time game ops first established routes of phonographs. Only because they wanted to preserve locations and, at the same time, cover whatever overhead expense was in servicing the places.

Today, phonograph operating is a highly specialized business. And now music ops are faced with the problem of covering their servicing overhead expense.

This has resulted in many music ops turning to games and vendors of all kinds in an effort to cover this higher and ever-growing higher service cost.

It is well known throughout the industry that the location is the most important part of any sale. In short, when an op sells out today, he sells the location, whatever equipment is therein contained, is only incidental to the sale.

Therefore, ops can afford to place more than one machine in any single spot, so that they have full control of the location. In this way, in many cases, they have been able to eliminate much competition.

This has also resulted in many ops finding themselves with varied routes of coin operated products. It is almost a surety today that over 85 percent of the men engaged in this business operate more than one type of equipment.

They have to, to cover servicing overhead expense, to retain locations and to give their customers the best possible service.

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

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

As games disappear from some locations, ops have turned to merchandisers of one sort or another, to continue operations which will bring more returns, and so that they are assured the top possible income from the location.

In every way it is imperative today that the operator find extra machines which will cover his servicing overhead expense. Servicing overhead has continued to rise, due to higher wages, increased cost of parts, supplies, trucks, gasoline, tires, etc., etc.

As servicing overhead goes up, profits, most naturally, come down. In short, locations that were profit spots just a year ago, are now showing a loss, because of highly increased overhead servicing expense.

Operators are, therefore, seeking equipment to cover overhead servicing expense. They must install extra machines the service-man and collector can handle in a few minutes while covering the main machines of their business.

These extra products bring in enough, in most cases, to cover the servicing overhead and, therefore, the operator again begins to see profit from his locations.

The average music machine operator has found that extra equipment is the answer to profits. At least, in most cases, he has been able to cover his servicing overhead with the use of extra equipment, and concentrate on his regular products in an effort to have them show some profit to him, after his servicing overhead expenses are cleared.

Manufacturers who plan to introduce low cost products, which can be used by the average operator to help defray his servicing overhead expense, will find that they have an unusually fine sales market. These are the products most needed at this time by the large majority of operators.

In the old days, counter games of one sort or another, were found to be well fitted for the task of taking care of servicing overhead expense. But, today, most of the counter games are out of the picture.

New products are needed. Perhaps another Howard Peo originating another product along the lines of Peo’s famed “Whirlwind” counter game, would find himself one of the busiest of all busy manufacturers in the history of the industry.

Such low cost products, with high earning capacity, completely appealing and attractive to the public, would help solve one of the biggest problems of the modern operator—that is, to help him to cover his ever increasing overhead servicing expense.
OPS TO USE SALESMEN

Editorial on Salesmanship as Key Need of Operating Field
Clicks With Ops. Many Plan to Use Salesmen to Help Cement
Relations With Locations and Bring About Better Understand-
ing of Each Other's Problems. Foresee Finer Operating Con-
ditions and Increased Collections Resulting from Salesmanship

The editorial which appeared in the April 28, 1951 issue (Salesmanship Key Need) has attracted many favorable comments clear across the country.

The fact that many have neglected to sell their locations on the need of coin operated equipment, and the further fact that a great many are no longer acquainted with their location owners, caused many to pause, after reading this editorial, and decide that they had best hire salesmen to insure profitable continuity of their business.

The result was, at the same time, for members of The Cash Box to make a survey among leading operators, to learn just how neglected they had really been of their locations.

The results were amazing and very sadden-
ing. It was learned in this survey that only one in ten operators, (using any-
where from ten to thirty-five machines) knew all of his location owners personally.

The in between ops who hired one man, in most cases, to help them (usually with any-
where from 40 to 75 locations) knew about 75 to 80% of the locations and location
owners.

Still larger ops who have anywhere from 85 to 150 spots, and hire two men to help
them, knew less than 65% of their location owners personally, and were acquainted with the location owners of only 85% of the locations themselves.

In fact, it was found that some of the larger ops don't know even 5% of the location
owners. They only know the high spots and are most completely dependent on their service-
men and collectors to handle the business for them.

This situation came about as large ops continued to buy out smaller operators in their areas. Sometimes they also assimilated the small operator himself and allowed him to continue to operate the route on a salary, commission and/or bonus basis. But, as far as the locations were concerned, aside from the boss high-spots, there remained, unac-
quainted with the owners and even the layouts of the spots.

This would be considered desirable in almost any other industry for the peculiarities of this field, and is due to continued growth and speed of operating requirements.

Some of the larger ops, a very few of them, realized what was happening to their busi-
nesses. Comparing their own business with that of America's largest merchants, such as
the purveyors of nationally advertised food products, they came to the realization that
these large firms were spending money on missionary men, salesmen and display men so
that there would be constant coverage and recovering of the retailers.

These few ops decided that the time had at
long last arrived when they had best hire salesmen who were trained to meet retailers.

Salesmen such as those who worked for these
large national food firms.

These operators are thrilled with the re-
results. Not only have they been able to esti-
ablish a closer liaison with their locations, but,
have found that the location owners tremen-
dously appreciate visits from these salesmen
who are waiting to hear the storekeeper's needs. That the salesmen are, in fact, re-
testy, are pleasant and gentlemanly, and bring
about better understanding between the oper-
ators and the location owners.

These salesmen explain the hardships with
which the operators are faced. They spread
the word about other locations using coin
operated equipment for sales promotion. They
change machine locations in the stores. They
help get the location the type of records and
games it requires. They have added machines
to the spots which have helped defray over-
head servicing costs. They have done one and
a half things to create satisfied customers
for ops.

For example, one well known op who has been employing a dignified, elderly salesman
for about a year, reported that in one poor
music location alone, a spot that averaged
about $3 gross per week, his salesman had
after long discussion with the owner, come
to the realization that this location enjoyed
a large clientele of foreign speaking people.

All the spot needed was foreign records in the
language and the music which these people
liked. (Something that the storekeeper and
collector was too busy to note.) The result is
that this same spot now averages over $28
per week net to the operator.

The location owner is happier. The cus-
tomers are thrilled with the place where they can hear the music of the
old country and request other such tunes
when they need.

The spot now features a brand new juke box
with more selections. The juke box has, in
fact, done more to bring in business to the
location. All because a keen eyed salesman
found the time to make a call, which the
owner and his busy help didn't have the time
to do, talk things over and get a better under-
standing of this location's needs.

Salesmen traveling about these spots have also been able to dig up more new locations. Once the storekeeper is befriended by such a close and understanding contact, he spreads the word to friends, and these friends ask for this operating firm to install equipment.

It is understood, of course, that not all ops
can afford salesmen. There is a weekly salary
and, possibly, a bonus involved which the
small ops can't afford. But, two or three
small ops, combining their locations, can have a salesman put to work who will, if he has
any ability whatsoever, help increase their
business. He will arrange for a better under-
standing with their location owners. He will,
by spending the necessary time, learn things
which they, themselves, never had the time
to listen to and, therefore, were losing friend-
ship and promotion.

One salesman found one of the firm's better
spots was using a phonograph installed there
for a special promotion and showed over
the slack hours of the day, this restaurant
would use its own coin to keep the music
going with only a few customers around the
place. The result was that when the place
came crowded the juke box played without
hold.

This salesman had pictures taken of the
place. Obtained a letter from this location
owner written the location owner's personal
promotional method used. The salesman
then created an actual sales portfolio and has been using it visiting other locations to show how they, too, can earn as much as this spot and promote the sales of their own products at the
same time. It has worked. It has tremend-
ously increased collections.

The very fact that the largest of America's
merchants hire armies of men to cover
and recover and then cover retailers over
and over again, is reason in itself why everyone of the nation's ops, especially the larger ops,
should employ salesmen, dignified and, pref-
ably, older and experienced retail salesmen,

To work for them and to help them come to
a closer and better understanding and relation-
ship with their locations as well, at the same
time, help improve their operating businesses.

Bill Jeffers, the editor of Salesmanship Key
Need," appeared in the April 28 issue of The
Cash Box, this publication has learned that
many of its readers have actually used the
print and have taken the matter to heart.

They are now seeking salesmen.

One of the larger ops who has started ops
in the nation, located in a west coast city, has
asked this publication to be on the lookout
for such a salesman and that he be immedi-
ately hired. This large op admits to know-
ling less than 3% of his location owners.

SURVEY FINDS AVERAGE OP IS TODAY ACQUAINTED WITH LESS THAN 50% OF HIS LOCATIONS. MANY HAVEN'T EVEN PERSONALLY MET 25% OF THEIR LOCATION OWNERS. MANY LARGE OPS KNOW LESS THAN 10% OF THEIR LOCATION OWNERS. SOME ACQUAINTED WITH FEW HIGH SPOTS ONLY.
The Cash Box, Music
Page 5
June 2, 1951

The Nation's Top Ten Juke Box Tunes

The Top Ten Tunes Noting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

Record Companies Listed Alphabetically 45 rpm numbers in parentheses

HOW HIGH THE MOON
LES PAUL & MARY FORD
CG-25183 (K-25183) - Love is a Lonely Thing
MG-30923 (K-30923) - Doctor Dice

ON TOP OF OLD SMOKY
THE BEATERS & TERRY GILKSON
DO-27158 (K-27158) - Take Out the Trash
ME-5612 (K-5612) - George Stone

MIXIN' BIRD HILL
LES PAUL & MARY FORD - PATTI PAGE
CA-1377 (F-1377) - Let Paul & Mary Ford
CA-1378 (F-1378) - Patti Page
CA-6561 (F-6561) - Flipper
CA-6562 (F-6562) - Danny Vaughn
LO-351 (F-351) - Marty Sisters

TODD YOUNG
NAT "KING" COLE
CA-1649 (F-1649) - King Cole
CA-20791 (F-20791) - Tini Anton
CA-6515 (F-6515) - Danny Vaughn
DO-27191 (K-27191) - Juke Box Girls
DO-27481 (K-27481) - Louis Armstrong

IF
PERRY COMO
CA-1313 (F-1313) - Dean Martin
CA-1331 (F-1331) - Bing Crosby
CA-65235 (F-65235) - Denny Vaughn
DO-27491 (K-27491) - Juke Box Girls

I APOLOGIZE
BILLY ECKSTINE
DO-31935 (K-31935) - Billy Eckstine
DO-37484 (K-37484) - Don Cherry
LO-944 (K-944) - Lionel O'Gray
DO-24477 (K-24477) - Billie Holiday

SPARROW IN THE TREE TOP
GUY MITCHELL
CA-1440 (F-1440) - Les Baxter
CA-43238 (F-43238) - Geoffrey & Mayo
DO-37577 (K-37577) - Bing & Gary Crosby
VI-20-4119 (K-20-4119) - Mindy Carson

BE MY LOVE
MARIO LANZA
DO-13527 (F-13527) - Anthony O'Neal
CO-39313 - Les Brown's Orchestra
DO-27314 (K-27314) - Milton's Boys

BE MY LOVER
ROSEMARY CLOONEY - JIMMY WAKELY
CA-1426 (F-1426) - Arthur Smith
CA-1427 (F-1427) - Jimmy Wakely
CO-39213 (F-39213) - Rosemary Clooney
DO-27318 (K-27318) - Jimmy Wakely

**It's What's In The CASH BOX That Counts**

This week's

**NEW RELEASES**

...on RCA Victor

**RELEASE # 1 - 2**

**POPULAR**

PERRY COMO with Mitchell Ayres and his Orchestra
There's A Big Blue Cloud
There's No Boat Like a Rowboat (and the Fontaine Sisters)
20-4158 (47-4158)*

FREDDY MARTIN and his Orchestra
My Truly Truly Fair
The Good Humor Man
20-4139 (47-4159)*

FRAN WARNEN
January, February, March
Any Time At All
20-4160 (47-4160)*

**COUNTRY**

EDDY ARNOLD, The Tennessee Plowboy, and his Guitar
I Wanna Play House With You
Something Old, Something New
21-0476 (48-0476)*

**WESTERN**

WILF CARTER (Montana Slim, The Singing Cowboy)
Sick, Sober And Sorry
My Wife Is On A Diet
21-0477 (48-0477)*

**BLUES**

PIANO RED
Layin' The Boogie
Baby, What's Wrong
22-0130 (50-0130)*

**RED SEAL SPECIAL**

ROBERT MERRILL, Baritone with Henri Rene and his Orchestra
My Life's Desire
The Girls We Never Did Wed
19-3426 (49-3426)*

**NEW ALBUMS**

RALPH FLANAGAN and his Orchestra
Let's Dance Again With Flanagan P-311 (WP-311)* (LP/41)**

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

**FRIDAY'S SPECIAL**

Win a week's subscription to Cash Box by catching Frank's Friday Joke

THE WEEK IN REVIEW

Happy Birthday Mickie
The Bakers Do It in the Kitchen

**WEEK OF MAY 26**

5 Sound Off
Oh, Mary, Mary Me
Vincent Marion
20-0143 (48-0143)*

6 Old Soldiers Never Die
Love And Devotion
Vincent Marion
21-0146 (48-0146)*

7 The Loveliest Night
Of The Year
Mario Lanza
19-2396 (48-2396)*

8 On Top Of Old Smoky
Shall We Dance
Vincent Marion
20-0145 (48-0145)*

9 Be My Love
Tony Martin
19-2385 (48-2385)*

10 Unless
I Have No Heart
Eddie Fisher
10-4124 (48-4124)*

11 Vest La Giubba
Mario Lanza
19-2386 (48-2386)*

12 Rhumba Boogie
Hank Snow
21-0437 (48-0437)*

13 Down The Trail Of
Achin' Hearts
Bluebird Island
Hank Snow and Anita Carter
21-0456 (48-0456)*

14 Rose, Rose, I Love You
Buddy Morrow
20-0010 (48-0010)*

15 Kentucky Waltz
Eddy Arnold
21-0444 (48-0444)*

16 Never Been Kissed
Freddy Martin
20-0017 (48-0017)*

17 Mister And
Mississippi
Dennis Day
20-4138 (47-4138)*

18 There's Been A
Change In Me
Eddy Arnold
21-0442 (48-0442)*
"THE WONDROUS WORD" (1:58)
"BLACK BALL FERRY LINE" (2:25)
PERCY FAITH ORCHESTRA.
(Columbia 39426; 4-39426)

PERCY FAITH

A tune with great potential in the pop religious field gets a fine interpretation from Percy Faith and his orchestra which should help give this ditty one more shove up the ladder. Ops who know what great pulling power this type of tune can have, will want to take a listen right off. Called "The Wondrous Word," this song, introduced recently on the Billboard label, is taken over here by Percy and his boys and sent flying high. Les Scott and the Skyrockets give an excellent vocal to this spiritual type number while the orchestra comes up with a backbeat and a bottom to back them up. The second side too is a very dynamic thing with a pleasant melody and another wonderful vocal by the Skyrockets. The top deck could easily break out. Ops should be prepared.

"YOU KNOW YOU BELONG TO SOMEBODY ELSE" (2:54)
"BLUE FOR A BOY" (2:48)
DICK JAMES & PEARL CARR
(London 1010)

Here's a wonderful side teaming Dick James and Pearl Carr on a grand oldie. The pair give out with a lively rendition of this great standard as Stanley Black and the orchestra do well by them on the bottom. The second side too is an appealing bit with a very old fashioned feeling. This is right for ops.

"IF YOU TURN ME DOWN" (2:22)
"BOULEVARD CAFE" (2:41)
PEGGY LEE
(Capitol 1544; F-1544)

Here's a rather slow version of a tune which lends itself to break out is offered here by Art Mooney and his orchestra. Alan Foster turns in his usual good vocal and the boys back him up in style. The lower half is a jumpy thing with a vocal by Rockey Kelly and some fluent piano. The top deck gets our nod.

"MY TRULY, TRULY FAIR" (2:53)
"LOVE, I'D GIVE MY LIFE FOR YOU" (2:49)
ART MOONEY ORCHESTRA.
(MGM 10984; K-10984)

A rather slow version of a tune which lends itself to break out is offered here by Art Mooney and his orchestra. Alan Foster turns in his usual good vocal and the boys back him up in style. The second side too is a rather slow version of a tune which lends itself to break out is offered here by Art Mooney and his orchestra. Alan Foster turns in his usual good vocal and the boys back him up in style. The lower half is a jumpy thing with a vocal by Rockey Kelly and some fluent piano. The top deck gets our nod.

"SATINS AND LACE" (2:36)
"I WANT TO BE WITH YOU ALWAYS" (2:54)
ANDREWS SISTERS & RED FOLEY
(Decca 27609; 9-27609)

An unusual teaming is heard here between the Andrews Sisters and Red Foley. Going to town on a couple of novelty tunes, Red and the girls share vocal honors on these sides. Both ends get some good guitar work and an interesting set of lyrics. Ops will want to feature this one.

"SINGING THE BENDY SONG" (3:20)
"SAY IT IN THE DARK" (2:37)
FRANK SINATRA & DAGMAR
(Columbia 39425; 4-39425)

In an unusual side, Frank Sinatra gets together with Dagmar for a novelty our way. With Donald Bain making like a dog, Frank does the singing and Dagmar the tailing. The second half is a ballad which Frank does alone to the accompaniment of Axel Stordahl's orchestra. This disc should have some interest shown in it.

"BECAUSE OF RAIN" (2:39)
"ST. LOUIS BLUES" (2:17)
CLYDE MCCOY
(Mercury 5648)

A current ballad with a lot of potential gets another good arrangement on the upper half from Clyde McCoy and his orchestra. Going to town in his well known trumpet style, McCoy has Chris Abbott doing the vocal in fine fashion. The lower half is the standard on which McCoy plays four trumpets. Both ends are good to hear.

"LAST NIGHT WHEN WE WERE YOUNG" (2:28)
"CUBAN LOVE SONG" (2:45)
GORDON MacRAE
(Capitol 1545; F-1545)

Singing out in forthright manner, Gordon MacRae comes out with two sides on this platter which are bound to please his fans. The first side is in the quintessential tempo while the second side is a grand oldie which Gordon lends new life to. Ops shouldn't miss this.

"MAMA WILL BAKH" (2:45)
"I'M A FOOL TO WANT YOU" (2:55)
FRANK SINATRA & DAGMAR
(Columbia 39425; 4-39425)

In an unusual side, Frank Sinatra gets together with Dagmar for a novelty our way. With Donald Bain making like a dog, Frank does the singing and Dagmar the tailing. The second half is a ballad which Frank does alone to the accompaniment of Axel Stordahl's orchestra. This disc should have some interest shown in it.

"ASK FOR MABEL" (2:17)
"THERE'S SOMETHING ABOUT AN OLD LOVE" (2:27)
BENNY STRONG
(Capitol 1549; F-1549)

Benny Strong has a swiftly paced novelty on the top deck which he sends out with verve. Benny gets a good backing from his orchestra and the total effect is a pleasing one. The lower half too makes for ok listening with Benny, the chorus and orchestra going to town. Ops might take a peak.

"ROBIN AND A RAINBOW AND A RED ROSE" (2:40)
"TELL ME" (2:50)
ALAN DALE
(Columbia 39391; 4-39391)

A happy novelty is given a pleasant going over on the upper deck by Alan Dale. With a Percy Faith arrangement to go along, Alan makes this one a strong contender. The second half is a ballad which he again performs in good style. Ops might keep an eye on the top deck tune.

"ROBIN AND A RAINBOW AND A RED ROSE" (2:40)
"TELL ME" (2:50)
ALAN DALE
(Columbia 39391; 4-39391)

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The Cash Box, Music

Page 7

June 2, 1951

New Release!

The Ames Brothers
WITH ORCHESTRA DIRECTED BY ROY ROSS

WHO’LL TAKE MY PLACE and WANG WANG BLUES

CORAL 60489 (78 RPM) and 9-60489 (45 RPM)

A YEAR-ROUND BEST SELLER!
AVAILABLE IN 78, 45 and 33 1/3 RPM

Selections include: IN THE EVENING BY THE MOONLIGHT—Just A Dream Of You One Day—We Want Another—You Tell Me—Your Dreams—I’ll Tell You—Moonlight—Love Me Tonight In Denmark—Because—I’ve Got A Secret Song

GOING STRONG!

TOO MANY WOMEN

AND

SOMEBEHERE THERE

MUST BE HAPPINESS

CORAL 60452 (78 RPM) and 9-60452 (45 RPM)

CORAL RECORDS
America’s Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, Inc.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto, Montreal

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"BRIGHT EYES" (3:15)  
"YOU MADE ALL MY DREAMS COME TRUE" (2:40)  
**BEN LIGHT**  
(Tempo 1226)  
- Ben Light knows what to do with a platter. Here he takes a couple of numbers and really gives them a working over as a small instrumental group comes in on the backing. Each end is a delight to hear with Ben’s fingers roaming over the keyboard. Ops won’t want to miss it.

"TILT" (2:39)  
"SIX OR SEVEN TIMES" (2:51)  
**CYNTHIA LEE**  
(Theme 134)  
- A couple of novelty’s are put forward on this platter by Cynthia Lee. Both get an excellent vocal from the girl and both have an interesting set of lyrics to go along. The bottom half is a spicy thing which may get some attention. Ops have to hear this for themselves.

"WHAT IS A BOY?" (4:07)  
"BECAUSE OF YOU" (3:20)  
**JAN PEerce**  
(RCA Victor 10-4325)  
- Jan Peerce takes a recitation which has been getting a lot of publicity and gives it a heart-felt going over. Although this may not have too much interest for the machines. It’s still worthy of some attention. The bottom half is a lovely ballad which Peerce does in a pop vein. This is fine for the boxes.

"IMAGINATION" (3:00)  
"M OONLIGHT IN VERMONT" (2:50)  
**LURLEAN HUNTER**  
(Major 104)  
- A thrush who promises great things, Lurlean Hunter, puts her lovely voice to work on a couple of oldies and makes them sound wonderful. With Denny Farnon’s orchestra backing her up, Lurlean runs through both of these sides in accomplished style. Ops won’t want to pass up this disk.

"HAPPY ENDING" (2:41)  
"RHYTHM OF A NEW ROMANCE" (2:50)  
**DANNY KAYE**  
(Decca 25796; 9-27596)  
- Danny Kaye has a couple of tunes from “On The Riviera” which should go over big with his fans. The first one is a novelty with a funny set of lyrics and just in Danny’s style. The second half is done in a French accent as he sings out the lyrics to a catchy tune. Ops will want to take a listen.

"SLEEPER OF THE WEEK"

**HENDR RENE**  
- A girl with a voice that could make you melt gives this disk a terrific chance. April Stevens, who knows how to turn on the charm, does a number on the top deck, called “I’m In Love Again”, and it’s adorable and gives a lot of people a lot of ideas. This is the sort of thing that customers are asking for. Ops are expected to hear over and over again and ops are advised to prepare. Hendr Rene and his orchestra provide the backing on this and they come up with a very listenable string session. The whole mood of the disk is a lighthearted one and this girl’s voice certainly fits into that groove. The lower half is an instrumental by the orchestra in fast racing style and it too makes for fine listening. The side that looks like a winner is the first one. Ops shouldn’t miss it.

"TOM’S TUNE" (2:46)  
"THINGS I OFFER YOU" (2:40)  
**THREE SUNS**  
(RCA Victor 20-4150; 47-450)  
- The Three Suns give out with their own type of music on these sides. The first half is a current novelty on which the Sun Spots provide the vocal while the lower end is a ballad which is very easy to listen to. Ops oughta do just that with both ends.

"FANDANGO" (3:19)  
"LET ME LOOK AT YOU" (3:28)  
**EZZIO PINZA**  
(RCA Victor 10-3991)  
- Ezzio Pinza takes a tune from “Mr. Imperium” and gives it a workout on the top deck with Frank Warren joining in the vocal. This is an Italian sort of tune which is done with a lot of gusto. On the second side, Pinza goes it alone with Johnny Green’s orchestra backing him up. This disk depends upon the picture.

"NAUGHTY WALTZ" (2:21)  
"SHANGHAI" (2:45)  
**BOB CROSBY**  
(Capitol 1525; F-1525)  
- Bob Crosby’s first disk for Capitol is offered here. The upper half is a jumpy instrumental which Bob and the boys makes real good to listen to while the bottom half is a cute novelty which gets a good vocal from Bob. Ops will want to hear this one.

"CHICKEN IN THE CAR" (2:35)  
"I HAVE DREAMED" (2:43)  
**RALPH FLANAGAN ORCH.**  
(RCA Victor 20-4147; 47-4147)  
- A couple of different type tunes are turned out here by Ralph Flanagan and his band. The top side is a jumpy thing with cute lyrics and a competent vocal by Steve Benicor and the chorus. The lower end finds Harry Prine going to town with a ballad. Both ends have a lot interest.

"TAHITI, MY ISLAND" (3:18)  
"AT THE BAY OF THE RAINBOWS" (3:13)  
**DICK HAYMES**  
(Decca 27598; 9-27598)  
- A very soft South Sea Islandish number is put forward on the upper half by Dick Haymes with the help of the Victor Young orchestra. The second side is a ballad offered in Dick’s easy going style which makes for good listening. Ops oughta tune in.

"HERE ENDS THE RAINBOW" (2:51)  
"WITH THIS RING I THEE WED" (2:54)  
**BING CROSBY**  
(Decca 27595; 9-27595)  
- Bing Crosby teams up with Betty Mullin to turn out two very slow sides. Each end is a ballad on which the pair is backed up by Lynn Murray’s orchestra. Both sides are somewhat unusual for Bing and ops will want to have a listen to these for themselves.

"SOUND OFF" (2:40)  
"CIRCUS" (3:00)  
**JERRY GRAY ORCH.**  
(Decca 27608; 9-27608)  
- The current revival of the “Duckworth Chant” gets a good going over here by Jerry Gray and his orchestra. Bill Lee and a chorus do the vocalizing as the orchestra backs them up with some forthright music. On the second side, the Gray crew do an instrumental of an oldie which is timely at this circus season. Ops will do ok with this.

"ON TOP OF THE FERRIS WHEEL" (2:21)  
"ROLLER COASTER" (2:50)  
**LES BAXTER**  
(Capitol 1546; F-1546)  
- A couple of interesting sides are turned out on this platter by Les Baxter. The top deck is a happy sounding novelty on which the chorus sings out the lyrics. The second half is an instrumental with the chorus in the background. It’s a very exciting, whirling number which is done in excellent style. This is right for the boxes.

"WHO'S GONNA BE MY BABY?" (3:20)  
"SWEETIN' STUFF" (2:58)  
**CONNIE HAINES**  
(Coral 60454; 6-60454)  
- Connie Haines takes two tunes and gives them her usual meaningful rendition. Both ends get a terrific rendition from George Cates and the boys. The upper half is a ballad which Connie always does so well. The lower end is a novelty. Ops might take a peek at these.

"LIGHT IN THE WINDOW" (3:15)  
"AND THEN I PRAYED" (2:37)  
**FRAN ALLISON**  
(RCA Victor 20-4104; 47-4104)  
- Two soft and pleasant sides are turned out here by Fran Allison. The top deck has a nice story to tell while the lower is in the religious vein. Jack Fascinato and his orchestra provide the musical setting on either side. Ops will want to take a listen to this disk.

"BALLIN' THE JACK" (2:20)  
"ON THE RIVIERA" (2:16)  
**DANNY KAYE**  
(Decca 27597; 9-27597)  
- Danny Kaye revives an oldie in his new film and does it with his typical aplomb. This is a very slow deliberative version of the tune which makes for a change of pace. Johnny Green does the orchestrating. The lower end is the title tune of the film in which Danny gives out with a Charleston vocal. This should get a lot of coin into the boxes.
NEW YORK:

One of the best attended band openings was witnessed this past week when Frankie Martin arrived at the Astor Room. Pianist-singer Murray Arnold and vocalist Merv Griffin came off big in their single spots with plenty of comedy interspersed. Leading figures from motion picture, band and music industry filled the room. . . . The songwriting trio of the evening was deeply shocked at the sudden death of Jaronc Tarr, aged 33, on Wednesday, May 23. Henrietta, "The Place Where I Worship" was a big hit as recorded by Al Morgan on the London label. . . . Fran Warren had the first and trade press to a party prior to her opening at Bill Miller's "Riveria." . . . Lee Finnerhan back from a six-week tour during which he tagged "Oh, Marry Marry Me" which backed Vaughn Monroe's current best seller "Sound Off." . . . Charlie Barnet, Windie Hickory, has now resigned from the dressed men in the field. . . . Mitch Miller away with his horse because of the stiff neck due to the sudden change of temperature after hearing the blazing Frankie Laine-Jo Stafford "Pretty Eyed Baby." . . . Evelyn Kaye opening at the Coplay Plaza May 30. . . . Bernie Mann, former Tower artist, on the Kate Smith show this Tuesday . . . This being Fats Waller Memorial Month, London is releasing the Ted Heath recording of Fats Waller's "London Suite." . . . Dick Stone, contact man at Famous and Paramount Music is currently plugging "The Chesapeake and Ohio" tune. He got an additional plug by having his young son on Jimmy Rushボ rahm's cast, and perhaps guess what the boy sang. . . . Jimmie Parks' stomach operation at the Manchester Veterans Hospital was a success and Jimmie is now recuperating at the Cushing Veterans Hospital. He wants to thank everyone who's sending him those letters and gifts and hopes to be back in the business real soon. . . . Al Martino, new Jubilee star opened at Big Bill's in Philadelphia for a week, others in and has also been signed by the Lake agency. Sam animal Raye to use his classic thrush Barbara Benson to cut "Come Back To Sorrento" and "La Mattinata" at a forthcoming session.

CHICAGO:

Clark Dennis in town for the Dave Garveray TV show and visiting local deejays . . . "Charmin'" Kay Armen opens at the Oriental May 31. . . . Contrary to first rumors, Leeds & Duchess Music will continue their midwest offices with Chuck Kardale as top man here. . . . In recent poll taken, Eddie Hudson, Fred Reynolds, Marty Hogan, and Howard Miller were rated the top four deejays in Chicago. . . . floor jammers them into the Aragon last Friday and did a terrific job. . . . Anita O'Day visited her old stompin' grounds, the Hi-Note, in between trains. . . . Charlie Barnett on tour of U.S. Army Camps in South Carolina, Georgia, and Alabama. . . . While Eddy Howard does a string of one-nighters, his box office here report that his, "Strange Little Girl" is beginning to click strong. . . . Don Jansen, California rep for Leeds, in town visiting friends. . . . Rosemary Clooney in town for three days. . . . Eddy Holiday who is now recording on the Airdale label had a grand opening at the Hi-Note last Friday. . . . Jerry Southern guested on the Tony Weitzel TV show last week . . . Jack Benny's Sportsmen clicking terrifically at the Chicago Theatre. . . . Dizzie Gillespie doing more than his share to revive love at the Capitol Lounge. . . . Mel Torme's "Bundle of Nerves" getting lots of play around town. Mel who got his big break in Frank Sinatra's first film, did a nice guest shot on "The Voice." . . . TV show this past Sat. . . . David LeWinter, famed maestro of the Pump Room is recording for Columbia. . . . Bill Russo will give a recital in New American Music at Kinball Hall June 7 & 8.

LOS ANGELES:

Proving that popular figures don't always make for popular records, and that issues of the day, politics and "great debates" move and change ahead of the disc-buying public's response, spokesman for one of the labels that rushed out with an "Old Soldier Never Dies" platter admitted that his firm would be very happy if they could break even on the record. . . . But, he stressed, they still felt their releasing it paid off in prestige . . . Another label, Columbia, seems to have enjoyed a commercial as well as prestige, success with their version by Gene Autry. . . . Quite a gal, MGM's Carolina Cotton, who's just as quick with a gun as she is on the eyes and ears. . . . Run into the gal at Miami's Hollywood restaurant opening where Columbia cut a huge big attendance French bread in the Hi-Note last Friday. . . . Jerry Lewis, with his 516,000 LP tie-in deal with Philco, now comes up with another big money promotion for the Hoffa TV, radio and phonograph people. . . . Ivan Fugel notes that the album will include Joe Venuti, Bobby Maxwell, Brother Roman and other Tempo boys. . . . Interesting to hear that Bob Crosby will try to go brother Bing seemed better on the new Capitol label. Peter and the Calibers announce that Bob will be teamed up with his FOUR children on future d'ces . . . Understand King's Syd Nathan has yet to secure a fortune of distributer and promotion contacts . . . Also understand that local branch manager Al Sherman has a terrific new hillbilly singer under wraps for the bossman to hear . . . Stan Kenton recuperating from bruised moccasins, he sustained in car accident while returning from a San Francisco engagement.
June 2, 1951

The Cash Box, Music

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Hamp's First on M-G-M is a HIT!

LIONEL HAMPTON
and his Orchestra

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME
COOL TRAIN

78 RPM—MGM 10979 + 45 RPM—MGM K10979

Desmo's BIG ONE!

JOHNNY DESMOND
MISTER AND MISSISSIPPI
I FALL IN LOVE WITH YOU'RY DAY

78 RPM—MGM 10974 + 45 RPM—MGM K10974

A New Money MONEYMAKER!

ART MOONEY
and his Orchestra

MY TRULY, TRULY FAIR
LOVE, I'D GIVE MY LIFE FOR YOU

78 RPM—MGM 10984 + 45 RPM—MGM K10984

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVENUE, NEW YORK, N. Y.

THE CASH BOX

Disk Jockeys

REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending May 26.

David Webshak
KCTI—Corona, Tex.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. ROSE, ROSE, I LOVE YOU (Gordan Jenkins)
3. JERSEY (Frankie Laine)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. APOLOGIZE (Tony Bennett)
6. FAITHFULLY YOURS (Les Paul-Marley Ford)
7. BECAUSE OF YOU (Les Baxter)
8. OUR YOUNG ROSE (Ken King Cale)
9. UNLESS (Bill Snider)
10. SOMBERT (Je Stafford)

Earle Pudney
WGY—Schenectady, N. Y.
1. TOO YOUNG (Nat King Cole)
2. MISTER AND MISSISSIPPI (Patti Page)
3. I HOPE THIS (Ray Anthony)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. HOW HIGH THE MOON (Les Paul-Marley Ford)
6. JERSEY (Frankie Laine)
7. UNLESS (Tony Bennett)
8. PRETTY EYED BABY (Je Stafford & F. Lison)
9. HOW HIGH THE MOON (Les Paul-Marley Ford)
10. LOVELIEST NIGHT OF THE YEAR (M. Lana)

Lee Stewart
1. THAT OLD GANG OF MINE (Oscar Waters)
2. A MILLION MILES FROM YOU (Alfred Arnold)
3. DID YOU WRITE A LETTER TO YOUR SWEETHEART? (Jimmy Webby)
4. OLD LONE HEART (Frankie Laine)
5. MOCKIN' BIRD HILL (Les Paul-Marley Ford)
6. TO BE WITH YOU ALWAYS (LeRoy Fisher)
7. THE MY ANGEL (Oscar Waters)
8. I LIKE THE WIDE OPEN SPACES (Arthur Godfrey)
9. GOLD CAN REST ANYTHING (Gary Miller)
10. THE STRANGE LITTLE GIRL (Cowboy Copas)

Gary Mockin'
PWN—Norfolk, Va.
1. ROSE, ROSE, I LOVE YOU (Buddy Marrow)
2. SOUNDF (Vickie Monroe)
3. JERSEY (Frankie Laine)
4. TOO YOUNG (Nat King Cole)
5. HOW HIGH THE MOON (Les Paul-Marley Ford)
6. PRETTY EYED BABY (Les Paul-Marley Ford)
7. I'LL NEVER KNOW WHY (Maggie Winterhalter)
8. PAMELA (Bob Hope & Barbara Morris)
9. ROSE, ROSE, I LOVE YOU (Buddy Marrow)
10. CHANGIN' THE WAY (Ray Anthony)

Robert Pendell
WCVF—Cleveland, Ohio
1. JERSEY (Frankie Laine)
2. SOUNDF (Vickie Monroe)
3. TOO YOUNG (Nat King Cole)
4. HOW HIGH THE MOON (Les Paul-Marley Ford)
5. PRETTY EYED BABY (Les Paul-Marley Ford)
6. MOCKIN' BIRD HILL (Les Paul-Marley Ford)
7. I'LL NEVER KNOW WHY (Maggie Winterhalter)
8. UNLESS (Tony Bennett)
9. OLD SOLDIERS NEVER DIE (Vickie Monroe)
10. I LIKE THE WIDE OPEN SPACES (Arthur Godfrey)

Myron Berg
WCBS—Chicago, Ill.
1. LOVELIEST NIGHT OF THE YEAR (M. Lana)
2. MAGGIE BLOUES (Mandy Carson)
3. DID YOU WRITE A LETTER TO YOUR SWEETHEART? (Les Paul-Marley Ford)
4. MOCKIN' BIRD HILL (Les Paul-Marley Ford)
5. I HOPE THIS (Ray Anthony)
6. ROSE, ROSE, I LOVE YOU (Buddy Marrow)
7. I'LL NEVER KNOW WHY (Maggie Winterhalter)
8. TO BE WITH YOU ALWAYS (LeRoy Fisher)
9. A REGGAR IN LOVE (Gary Mitchell)
10. SOME FISHIN' (Cowboy Copas)

Dick Coleman
WCBM—Baltimore, Md.
1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Les Paul-Marley Ford)
3. OH SO NICE TO HAVING YOU (Les Paul-Marley Ford)
4. HOW LATE NOW (Joe Powell)
5. DADDY (Les Paul-Marley Ford)
6. SHOTGUN BODIES (Rosemary Clooney)
7. THE MY ANGEL (Bill Snider)
8. HOW HIGH THE MOON (Les Paul-Marley Ford)
9. THE MY ANGEL (Bill Snider)
10. DOWN THE TRAIL OF ACHING HEARTS (Bill Snider)

Robbin Seymour
WXDM—Detroit, Mich.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. ROSE, ROSE, I LOVE YOU (Gordan Jenkins)
3. JERSEY (Frankie Laine)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. APOLOGIZE (Tony Bennett)
6. FAITHFULLY YOURS (Les Paul-Marley Ford)
7. BECAUSE OF YOU (Les Baxter)
8. OUR YOUNG ROSE (Ken King Cale)
9. UNLESS (Bill Snider)
10. SOMBERT (Je Stafford)

Larty Gentile
WJBB—Detroit, Mich.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. ROSE, ROSE, I LOVE YOU (Buddy Marrow)
3. SOUNDF (Vickie Monroe)
4. TOO YOUNG (Betsy Vaughn)
5. JERSEY (Frankie Laine)
6. UNLESS (Tony Bennett)
7. APOLOGIZE (Bill Snider)
8. PRETTY EYED BABY (Je Stafford & F. Lison)
9. I GET IDEAS (Tony Martin)
10. MISTER AND MISSISSIPPI (Donny Day)

Bob Anthony
KRMG—Tulsa, Okla.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. MISTER AND MISSISSIPPI (Patti Page)
3. MISTER AND MISSISSIPPI (Patti Page)
4. OLD SOLDIERS NEVER DIE (Vickie Monroe)
5. SOUNDF (Vickie Monroe)
6. SOUNDF (Vickie Monroe)
7. TOO YOUNG (Tony Bennett)
8. SEPTEMBER SONG (Eddy Arnold)
9. BECAUSE OF YOU (Les Baxter)
10. SOUNDF (Vickie Monroe)

Ed McKenzie
WJBB—Detroit, Mich.
1. ROSE, ROSE, I LOVE YOU (Buddy Marrow)
2. I HAVE NO HEART (Edie Fisher)
3. LET'S GATHER ROUND THE PARLOR PIANO (Bob Davey)
4. I GET IDEAS (Tony Martin)
5. DREAM (Wallace Schuman)
6. MISTER AND MISSISSIPPI (Donny Day)
7. PRETTY EYED BABY (Je Stafford & F. Lison)
8. BECAUSE OF TRICK (Ella Fitzgerald)
9. MY TRULY, TRULY FAIR (Gary Miller)
10. LOVE AND DEVOTION (Vickie Monroe)

Harry Light
WARD—Johnstown, Pa.
1. TOO YOUNG (Nat King Cole)
2. I APOLOGIZE (Buddy Clark)
3. PRETTY EYED BABY (Les Paul-Marley Ford)
4. HOW HIGH THE MOON (Les Paul-Marley Ford)
5. MOCKIN' BIRD HILL (Les Paul-Marley Ford)
6. I HOPE THIS (Ray Anthony)
7. PRETTY EYED BABY (Les Paul-Marley Ford)
8. EAST OF THE SUN (Les Paul-Marley Ford)
9. THE MY ANGEL (Bill Snider)
10. THE SOUNDF (Je Stafford & F. Lison)

Bob Earle
KSO—Des Moines, Ia.
1. MCKIN' BIRD HILL (Les Paul-Marley Ford)
2. TOO YOUNG (Toni Raden)
3. MISTER AND MISSISSIPPI (Patti Page)
4. HOW HIGH THE MOON (Les Paul-Marley Ford)
5. THE MY ANGEL (Bill Snider)
6. TO BE WITH YOU ALWAYS (LeRoy Fisher)
7. A REGGAR IN LOVE (Gary Mitchell)
8. I WONT CRY ANYMORE (Elizabeth Wilson)
9. THE MY ANGEL (Bill Snider)
10. SOUNDF (Vickie Monroe)

Ira Cook
KCA—Vancouver, Calif.
1. MISTER AND MISSISSIPPI (Donny Day)
2. TOO YOUNG (Toni Raden)
3. MISTER AND MISSISSIPPI (Patti Page)
4. HOW HIGH THE MOON (Les Paul-Marley Ford)
5. THE MY ANGEL (Bill Snider)
6. I WONT CRY ANYMORE (Elizabeth Wilson)
7. THE MY ANGEL (Bill Snider)
8. A REGGAR IN LOVE (Gary Mitchell)
9. COOK'S THEME (Ray Anthony)

Ross Smitherman
WKAX—Mobile, Ala.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. TO BE WITH YOU (Ray Anthony)
3. TOO YOUNG (Toni Raden)
4. MISTER AND MISSISSIPPI (Patti Page)
5. ARRAY DUST (Ray Anthony)
6. TO BE WITH YOU ALWAYS (LeRoy Fisher)
7. A REGGAR IN LOVE (Gary Mitchell)
8. THE MY ANGEL (Bill Snider)
9. THE MY ANGEL (Bill Snider)
10. THE MY ANGEL (Bill Snider)

Bill Cook
WAAT—Newark, N. J.
1. HOW HIGH THE MOON (Les Paul-Marley Ford)
2. I HAVE NO HEART (Edie Fisher)
3. TOO YOUNG (Toni Raden)
4. A MAN AND HIS HORN (George Auld)
5. PRETTY EYED BABY (Les Paul-Marley Ford)
6. I APOLOGIZE (Bill Snider)
7. PRETTY EYED BABY (Les Paul-Marley Ford)
8. I GET IDEAS (Tony Martin)
9. BECAUSE OF YOU (Les Baxter)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)
Dave Kean
WATS—Battelleboro, Vt.
1. ROSE, ROSE, ROSE (Love You) (Billy May)
2. A PAPER (Packard)
3. COOKIN' IN THE KITCHEN (Johnny Staccato)
4. LOOK WHAT YOU MADE ME DO (Harry Belafonte)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Bernard Malcolm
WLNA—Peekskill, N. Y.
1. MOCK'N' BIRD HILL (Les Paul-Marold Ford)
2. ON TOP OF OLD SMOKY (The Weavers)
3. CHICAGO (The Dells)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. HOW HIGH THE MOON (Les Paul-Marold Ford)
6. APOLOGETIC (Billy Eckstine)
7. IF (Perry Como)
8. HOUSE, ROSE, I LOVE YOU (Frankie Laine)
9. OLD SOLDIERS NEVER DIE (Rayn Bird)
10. SYNCHOPATED CLOCK (Danny Ando)

Art Tacker
WTAM—Cleveland, Ohio
1. I'M SORRY (The Weavers)
2. ROSE, ROSE, ROSE (Love You) (Billy May)
3. A PAPER (Packard)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Bob Watson
WSB—Atlanta, Ga.
1. HOW HIGH THE MOON (Les Paul-Marold Ford)
2. WHAT A WONDERFUL WORLD (Rayn Bird)
3. ROSE, ROSE, I LOVE YOU (Frankie Laine)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Ted Johnson
WNJ—Newark, N. J.
1. I'M SORRY (The Weavers)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. A PAPER (Packard)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Sandy Taylor
WPTF—Rochester, N. Y.
1. HOW HIGH THE MOON (Les Paul-Marold Ford)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Dick Wright
WMUR—Manchester, N. H.
1. I'M SORRY (The Weavers)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Bill Randle
WNRN—Richmond, Va.
1. HOW HIGH THE MOON (Les Paul-Marold Ford)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)

Brad Phillips
WINS—New York, N. Y.
1. I'M SORRY (The Weavers)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. BEAUTIFUL BROWN EYES (Rayn Bird)
5. I'M A DOLL (The Ventures)
6. CHICAGO (The Dells)
7. IT'S A SIN (The Dells)
8. IRISH-HEARTED LADY (Bobbi Humphrey)
9. LADY OF THE SOUTH (The Ventures)
10. I'M A GIRL KID (The Ventures)
**Singing Out “The Wondrous Word”**

NEW YORK — Bibletone Records, heretofore known as a religious label, has a great new hit in the pop field, “Wondrous Word.” Written by Ken Carson and recorded by him, the disk was made under the supervision of Don Becker. Now that Bibletone’s platter has begun to make noise, other diskeries are rushing the tune to market. The photo above was taken when Carson waxed the number.

**Featured on TOP of ALL MONEY-MAKING CHARTS**

**“UNLESS”**

**RECORDED BY**

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<td>Capitol</td>
<td>Coral</td>
<td>London</td>
<td>London</td>
<td>King</td>
<td>Muzak</td>
<td>Ziv</td>
<td>Hi-Tone</td>
<td>Tops</td>
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</tbody>
</table>

BOURNE, INC.

799 SEVENTH AVENUE
NEW YORK, N.Y.

“*It’s What’s in THE CASH BOX That Counts*”

**“FAST FREIGHT”**

**“BEAUTIFUL BROWN EYES”**

**“CHRISTOPHER COLUMBUS”**

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE • NEW YORK 18, N.Y.

**POWERFUL IMPACT**

* TELL ME (Algonquin) -- Richard Tucker (Col. 20) gives operatic splendor to this fine ballad. Variety says, “The Metopera tenor gets that big sound for commercial impact.”

Okay versions by Alan Dale (Col. 39391) and Vinnie De Campo (Coral 60498) and a new release by Tony Martin (Vic. 20-4169) should lift this item to the top.

* * * * *

**FILM FAVORITE**

* YOU BELONG TO MY HEART (Peer) -- One of the great Standards of all time tune is in for strong revival. Featured in the forthcoming film, “Mr. Imperium,” and on new releases by Bob Eberly (Cap. 1557), Ezio Pinza (Vic. 10-3282) and Harvey Grant (MGM 10926) the song will receive major exploitation. Bing Crosby-Xavier Cugat (Dec. 23413) version (one of the all-time best sellers) will click again.

* * * * *

**BEST BET”**

* I GET IDEAS (When I Dance With You) (Hill & Range) -- Tony Martin (Vic. 20-4141) with Henri Rene Orch. rates a “Best Bet” from Cash Box for this new version of “Adios Muchachos.” Shows “Number One” on Billboard’s “Disk Jockey Pick” chart.

* * * * *

**STAFFORD WINNER**

* ALONG THE COLORADO TRAIL (Folkways) -- Jo Stafford (Col. 39301) sings a lyric (no doubt the only one ever written by a Pulitzer-Prize poet) by Carl Sandburg in her most folksy way. Tops all around. The Weavers (Dec.) should also up with their version.

* * * * *

**CURRENT SMASH**

* SOUND OFF (Meridian-Stuart) -- The original version of this current smash by the late Mark Warnow is available on two labels (Cap. 1517 and Coast 8040). For the real Army flavor of this ditty try the Warnow disc.

* * * * *

**SOLID ITEM”**

* SATIHS AND LACE (Park Lane) Variety rates this Andrews Sisters-Red Foley platter (Dec. 27609) a “solid item” and says, “On a folk kick, Andrews Sisters team up with Foley for one of their brightest disks in recent months.” Other versions by Owen Bradley and Don Estes (Coral 60458) and Zeke Manners (Cap.) show up strong.

---

A TRULY GREAT SONG!

**TOO YOUNG**

JEFFERSON MUSIC CO., INC.

1619 Broadway • New York 19, N.Y.

BMD record report
AND FORECAST OF TOMORROW’S SONG HITS

www.americanradiohistory.com
hitting like a cloudburst

Because of Rain

-Because of Nat "King" COLE

WITH LES BAXTER AND HIS ORCHESTRA

78 rpm Record No. 1501
45 rpm Record No. F1501

"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th>Location</th>
<th>Song List</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N.Y.</td>
<td>1. HOW HIGH THE MOON (Les Paul &amp; M. Ford) 2. ON TOP OF OLD SMOKY (The Weavers) 3. MOCKIN’ BIRD HILL (Les Paul &amp; M. Ford) 4. BE MY LOVE (Darlene Love) 5. SPARROW IN THE TREE TOP (Guy Mitchell) 6. BE MY LOVE (Mara Lane) 7. IF (Jerry Casale) 8. CROSS MY HEART FOR YOU (Rosemary Clooney) 9. BEAUTIFUL BROWN EYES (Rosemary Clooney)</td>
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<tr>
<td>Chicago, Ill.</td>
<td>1. HOW HIGH THE MOON (Les Paul &amp; M. Ford) 2. SPARROW IN THE TREE TOP (Guy Mitchell) 3. MOCKIN’ BIRD HILL (Patti Page) 4. IF (Perry Como) 5. BE MY LOVE (Mara Lane) 6. SPARROW IN THE TREE TOP (Guy Mitchell) 7. BEAUTIFUL BROWN EYES (Rosemary Clooney) 8. MOCKIN’ BIRD HILL (Les Paul &amp; M. Ford) 9. BEAUTIFUL BROWN EYES (Rosemary Clooney)</td>
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<td>1. HOW HIGH THE MOON (Les Paul &amp; M. Ford) 2. ON TOP OF OLD SMOKY (The Weavers) 3. MOCKIN’ BIRD HILL (Patti Page) 4. SPARROW IN THE TREE TOP (Guy Mitchell) 5. IF (Perry Como) 6. BE MY LOVE (Mara Lane) 7. BEAUTIFUL BROWN EYES (Rosemary Clooney) 8. MAKE ME A HAPPY MAN (Eddie Fisher) 9. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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Letts Appointed Ass't Mgr. of Victor Recp Dept.

CAMDEN, N. J.—The appointment of Howard L. Letts to the newly created post of assistant manager of the RCA Victor Record Department was announced today by Paul A. Barkmeier, Vice President in Charge of the Department. Letts has been controller of the record department since 1945.

In his new assignment, Letts will assist in the administration of all RCA Victor Record Department sales, recording and production activities. He will make his headquarters in the company's Camden, N. J., office and serve as liaison between the Camden and New York divisions of the department.

Letts joined the RCA Victor organization in 1929 immediately following his graduation from Rider College. For 16 years he served in various capacities with the company's finance department. Prior to his transfer in 1945 to the record department, he was Manager of the RCA Victor treasury department in charge of general finance. He is a member of the Controllers Institute of America.

Marjorie Garretson Signed To MGM Record Contract

NEW YORK—MGM Records announced this week the signing of songstress Marjorie Garretson to a long-term contract. The deal was set by Harold Lane, MGM Minneapolis distribution, who will handle her record promotion nationally.

During the past four years, Marjorie has been appearing as a potent performer in major hotels and supper clubs throughout the United States and Canada. In the vaudeville's "hey days", she headlined the major theater circuits and also did a long stretch in radio with Russ Morgan.

Her first MGM release, which will be issued on June 9, will be "Walk Jennie Walk" and "My Little Bamboo Down On The Bamboo Isle."

Lacy Has New Show

NEW YORK—In addition to his two DJ shows over WINS at 12:15 and 4:30, Jack Lacy will have a morning show from 9:00 to 10:00 A.M. over the same station beginning June 4. The format of the new show, titled "Lacy On The Loose", will call for Jack to act as informal master of ceremonies with ad libs, humorous observations on world conditions and whatever else happens to come up at the moment.

GET THE ORIGINAL!
It's Taking The Country by Storm!!
written and sung by
KEN CARSON
singing star of The Garry Moore Show heard daily on CBS-TV by over 3,000,000 listeners

Sensational Version of
"Wondrous Word (Of The Lord)"

Voices and Orchestra under direction of HAL KANNER
BIBLETONE RECORD #770 (78 and 45 RPM)

Order thru your nearest Distributors

BIBLETONE RECORDS, INC. NEW YORK 3, N. Y.

California
Los Angeles 6, Calif.
San Francisco 1, Calif.
San Diego 7, Calif.
San Diego 1, Calif.

Canada
Toronto 1, Ont.
Montreal 1, Que.

Europe
London 1, England

Florida
Miami 1, Fla.
Tampa 1, Fla.

Georgia
Atlanta 1, Ga.

Illinois
Chicago 1, Ill.

Indiana
Indianapolis 1, Ind.

Iowa
Des Moines 1, Iowa

Louisiana
New Orleans 1, La.

Mobile 1, Ala.

New York
New York 1, N. Y.

North Carolina
Charlotte 1, N. C.

Ohio
Cincinnati 1, Ohio

Orange, New Jersey

Pennsylvania
Philadelphia 1, Pa.

Texas
Dallas 1, Texas

Virginia
Richmond 1, Va.

West Virginia
Charleston 1, W. Va.

Wyoming
Cheyenne 1, Wyo.

"MY TRULY, TRULY FAIR"

Mercury 5646-5646X45

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
King Drives For Added Sales

CINCINNATI, Ohio — Sydney Nathan, president of King Records and Ralph Bass A & R head of Federal, returned this week from a sales trip that was originally intended to last three days but stretched into eleven.

The basis of the trip, which took them through Columbus, Indianapolis, Louisville and Nashville was to switch branch offices from New York to branch offices in the South. By getting these offices up to speed with the company's own promotion and salesmen, Nathan is led to believe the offices should be up to par before the end of the year.

Even in this short period, results have already been evident with a greater volume being reported from the New York and Baltimore offices. It is King's contention that if each of these branches boosted sales 100 records a week, it would build up a volume of 5,000 a week or an additional 14,000 records per month.

During this same trip, Ralph Bass signed two new artists for the Federal label, birea singer Charles Maxwell and the Preston Love orchestra.

A-1 Distributors Formed

NEW ORLEANS, La.—Dick Strugnell this week announced the formation of A-1 Record Distributors with headquar ters, in this city to handle a number of rhythm and blues lines for the Louisiana and Mississippi territory.

Among the lines that he will exclusively represent in this area are Specialty, Imperial, Aladdin, Swing Time, Score and Intro.

Sister Tharpe To Marry

WASHINGTON, D. C.—Sister Rosetta Tharpe will be married on July 1st to Russell Morrison, an executive at the Savoy Ballroom in New York. The ceremony will take place in Griffith Stadium during Sister Tharpe's annual engagement there.

Okeh Jazz Label Revived by Columbia

NEW YORK—In an effort to regain ground in the rhythm and blues field, Columbia Records announced that it will revive its famous Okeh label at one time the hallmark of stellar jazz performances on disks, with the first release scheduled for June 4.

Reserved exclusively for rhythm and blues waxes, the purple Okeh label will feature selections from outstanding releases of the past as well as new artists and material.

Heading up the organization will be Danny Kessler, currently head of Columbia's rhythm and blues department. Kessler will serve in the capacities of A & R head and sales manager. He came to the company six months ago to do disk jockey promotion.

The old Okeh label was a low priced one selling at 35 cents. The new one will be regularly priced at 89 cents for the 78 rpm disk. Releases will also be put out on 45 and 33 rpm.

Brown & Dee of Tucker Band Killed in Crash

NEW YORK—Don Brown, 29, and Bill Dee, 31, of Tommy Tucker's band were both killed on May 19 when their automobile went out of control and crashed through a hardware store in Slaton, N. Y.

Brown, who was vocalist and Dee (known in private life as Bill DeSan tolo) a saxophone player, were housebound following a performance of the band in New York City. After the crash, the injured men were taken to Good Samaritan Hospital in Sut fern, N. Y. where they died within three hours of each other.

Merit To Sell Direct To Ops

NEW YORK—Merit Records, a subsidiary of Regal, who recently announced a new 45 cent line, will work directly with operators on their new hits due to resistance of dis tributors. The line, which will feature new hits at wholesale, will be sold to ops at 50 cents.

AWARD O' THE WEEK

by LOU SARGENT

**RIDIN' THE BOOGIE**

CHESS RECORDS 5429 Cottage Grove Ave., Chicago, III.

**HAPPY BIRTHDAY TO YOU** and **DEAREST MOTHER**

Peacock Records, Inc., Houston 10, Texas
ROCKET 88
Jackie Brenston
(Chess)

KOREA BLUES
Bayou Boys
(Chess 1449)

TEND TO YOUR BUSINESS
James Wayne
(Statin' In)

ROCKING & ROLLING
Little Son Jackson
(Imperial)

SIXTY MINUTE MAN
The Dominoes
(Federal)

THE WORLD'S IN A TANGLE
Jimmy Rogers
(Chess)

CHAINS OF LOVE
Joe Turner
(Atlantic)

ROCKET 88
Jackie Brenston
(Chess)

I'D RATHER DRINK MUDDY WATER
Grant Jones
(Duco)

CHICA-BOO
Lloyd Glenn
(Swingtime)

TENNESSEE WALTZ BLUES
Stick McGhee
(Atlantic)

ALL THAT WINE IS GONE
Big Jay McNeely
(Imperial)

I APOLOGIZE
Billy Eckstine
(MGM)

SIXTY MINUTE MAN
The Dominoes
(Federal)

WRONG WOMAN BLUES
Roy Brown
(DeLuxe)

BLACK NIGHT
Charles Brown
(Aladdin)

DOLPHIN STREET BOOGIE
Red Callender
(Recorded in Hollywood)

HOUSTON, TEX.
1. Tend To Your Business
   (James Wayne)
2. I've Been Lost
   (Little Willie Littlefield)
3. Justice Blues
   (Gomeshaw Brown)
4. Stacked Deck
   (Billy Wright)
5. Cooler's Dream
   (Gomeshaw Brown)
6. Someday
   (Roy Hawkins)
7. I'm Sorry
   (Roy Hawkins)
8. If You Want A Man
   (Paul Monday)
9. Goin' Baby (Johnny Otis)
10. Comeback & Cabbage
    (Joe Houston)

OAKLAND, CAL.
1. Sixty Minutes Man
   (Dominos)
2. Ragman's Blues
   (Rascoe Gordon)
3. How High The Moon
   (Les Paul & Mary Ford)
4. Double Trouble Blues
   (Dominos)
5. Whoa, You've Got Your Man
   (Jackie Brenston)
6. Shout
   (Carl Perkins)
7. Weak Minded Blues
   (Louis Jordan)
8. You're The Sweetest Thing
   (Roy Hawkins)
9. Rocket 88
   (Jackie Brenston)
10. Tend To Your Business
    (Dominos)

JACKSONVILLE, FLA.
1. Black Night
   (Charles Brown)
2. Don't Think Twice, Baby
   (Joe Martin)
3. Tennessee Waltz
   (Shine McGhee)
4. A Apologies
   (Billy Eckstine)
5. Rocket 88
   (Billy Eckstine)
6. Last Love
   (Percy Mayfield)
7. Get Back (Johnny Otis)
8. I'll Walk Alone (Ruth Brown)
9. I Can't Remember
   (Percy Mayfield)
10. Justice Blues
    (Gomeshaw Brown)

SHOALS, IND.
1. Chica-Boo
   (Lloyd Glenn)
2. Too Young
   (Nett "King" Cole)
3. Back O' The Line
   (Charles Brown)
4. Rocking Chair Daddy
   (Teddy Mitchell)
5. Please Send Me Some
    (Percy Mayfield)
6. I Apologize
   (Billy Eckstine)
7. Tennessee Waltz
   (Shine McGhee)
8. Rocket 88
   (Jackie Brenston)
9. Two For Joy
   (Bobby Bland)
10. Delphine Street Boogie
    (Ike Callender)

WASHINGTON, D. C. — WDRC disk jockey Milton Q. Ford is shown getting a heart felt kiss from Mrs. Elizabeth Krouse, housewife, of Silver Springs, Maryland, who won the $14,000 jackpot on "Stop The Music." Mrs. Krouse guessed the mystery melody "There Is a Pig As Went Out To Dig" correctly after hearing Ford's "quiz tips" on his morning show a day previously. Ford has been making it a practice to give his answers to quiz shows over his daily morning show and this was one answer that paid off but good.

NEW RELEASES
- 1051 HOMELESS b/w GAMBLING BLUES
- 1052 YOU NEVER MISS THE WATER b/w TRYING, TRYING
- 1053 ALMA b/w I'M STILL IN LOVE WITH YOU

Cecil Gant

RECORDS, Inc.
GALLATIN, TENN. Tel. Gallatin 880

$14,000 Kiss

"RED-HOT" MONEYMAKERS!
"MAMBO BOOGIE" backed by "GEE BABY"
by MEL WALKER
SAVOY RECORD CO., INC.
18 MARKET ST., NEWARK, N. J.

Savoy 2-777
1-7-51

DOT'S BLAZIN' HOT!

New Releases
- 1051 HOMELESS b/w GAMBLING BLUES
- 1052 YOU NEVER MISS THE WATER b/w TRYING, TRYING
- 1053 ALMA b/w I'M STILL IN LOVE WITH YOU

Cecil Gant

STILL SELLING BIG ALL OVER

MARGIE DAY & GRIFFIN BROTHERS
- 1041 SADIE GREEN b/w ONE STEADY BABY
- 1019 LITTLE RED ROOSTER b/w BLUES ALL ALONE

Cecil Gant

SPIRITUALS
- 1003 TREE OF LEVEL b/w JESUS MET THE WOMAN AT THE WELL
- 1040 DON'T DRIVE YOUR CHILDREN AWA
- 1045 NOBODY TO DEPEND ON b/w OLD TIME RELIGION
- 1046 TALKING ABOUT JESUS b/w NO ROOM AT THE INN
- 1047 I LOVE THE NAME JESUS b/w LEAVE THEM THERE
- 1048 ON MY JOURNEY NOW b/w LOVE LIKE A RIVER

WRITE, WIRE OR PHONE

Dot Records, Inc.
GALLATIN, TENN. Tel. Gallatin 880

Please mention THE CASH BOX when answering ad—it proves you’re a real coin machine man!
Meeting Dates Of
Music Operators’ Associations

May
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: Maccabees Building, Detroit, Mich.

20—Westchester Operators’ Guild
Place: Moose Hall, White Plains, N. Y.

The CASH BOX
Clown n Blues Reviews

“IM TO BLAME” (2:32)
“SIDEWALK SHUFFLE” (2:20)
STEVE GIBSON & ORIGINAL RED CAPS
(RCA Victor 22-017)

Steve Gibson and the original red caps reveal themselves as a
group to be reckoned with as they
come up with two sides, either one
of which could break out. Titled
“IM To Blame” and “Sidewalk
Shuffle,” both ends of this platter
are gonna make noise—and we
mean music—in the boxes. The
top deck is a ballad with a very
attractive tune which the boys
exploit to the hilt. Not only do they
give it a first rate vocal treatment,
but the instrumental interlude is
something to hear also. On the
bottom half they have a change of
pace with a very fast driving num-
ber and again they come out on
top. Both of these sides are na-
tural for ops.

“How HIGH THE MOON” (2:49)
“NAMELESS” (2:54)
OSCAR PETERSON
(Mercury 1943)

A current revival gets an instru-
mental interpretation on the upper
deck with Oscar Peterson playing a
mean piano. The second half finds
Peterson displaying some more of his
excellent piano work. This will hold
its own in the machines.

“WODU L-loVE YOU” (2:49)
“WHEN YOU'RE A LONG, LONG
WAY FROM HOME” (2:59)
THE ORIOLIES
(Jubilee 5057)

The Orioles exhibit some spectacu-
lar vocalizing as they go to town with
a popular number on the top deck.
The lower end is an oldie which gets
a slow rhythm feel going over. Ops won't
want to miss this.

“In THE COOL OF THE EVENING” (2:45)

MY LOVE HAS GONE” (2:45)
CHRIS POWELL
(Columbia 39407)

Chris Powell and the five flames
have a couple of slow tunes to send
our way on this platter. The top deck
is a blues number benefited by an out-
standing vocal while the bottom half
comes through on an echo chamber. These
sides make for interesting listening.

“YOU FOOLISH THING” (3:00) —
“HONEY I DON'T WANT YOU” (3:00)
THE RAVENS
(Columbia 39408)

The Ravens show their versatility
by running through two different types
of tunes here. The first side is a bal-
lad done in the style of vocal solos
with the group chiming in. The flip
is a driving thing into which the boys
get a lot of spirit. Ops can count on
this harmony group.

“ALMA” (2:58)
“1'M STILL IN LOVE WITH YOU” (2:48)
CECIL GANT
(Dot 1053)

Combining some terrific piano play-
ing and vocal styling, Cecil Gant turns
out a couple of sides here which ops
have to look into. Both are in a very
slow vein in which Cecil sings the
blues as though he really means it.
These are money makers.

“BANGIN' THE BOOGIE” (2:49)
“SCHUBERT'S SERENADE BOOGIE” (2:48)
CAMILLE HOWARD
(Specialty 404)

Camille Howard certainly lives up
to the title of the top deck tune as he
begins out the boogie in high fash-
on. On each side of this disk, Cam-
ille displays a piano style that sends
you flying. Ops will want this one in
their machines.

“PLEASE MY DARLING” (2:47)
“THEY WERE RIGHT” (2:43)
JOE FRITZ
(Smokey in 602)

Joe Fritz gets a far away feeling
into the upper level as he gives this
blues item a good interpretation. The
second side is an unusual sounding
thing again combining his vocal with a
listenable instrumental. Ops have to
hear this for themselves.

“PREACHIN' ” (2:48)
“HOT ROD” (2:53)
JULIAN DASH
(Smokey in 600)

With a tenor sax, Julian Dash
makes both sides of this platter worth-
while listening to. The upper level is
a driving number while the second
side is fast and steady as Dash dashes
through it. This'ill do ok in the boxes.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Frank Dailey Again Builds Disk Stars With New Meadowbrook Show

Gathered around Frank Dailey are a group of record and TV personalities, who appeared on a recent “Saturday Night At The Meadowbrook” show which features bands and vocalists from the recording field. From left to right are: Ted Hammertime, producer; Frank Bunetta, director; Dorothy Claire, MGM Record star; Frank Dailey; Jim Caddigan, director of programming and production for the Du Mont network; orchestra leader Art Mooney of MGM; Victor star “Hot Lips” Page; and Vaughn Horton, leader of the Pitstoppers on Coral Records and writer of “Mockin’ Bird Hill.” Between Dorothy Claire and Frank Dailey is Al Chambers, the chief analyst of the Du Mont chain.

Victor Activates Summer Promotion Campaign

CAMDEN, N.J.—A major summer sales, promotion, and exploitation campaign for RCA Victor record dealers and distributors is being launched this week through a coast-to-coast series of distributor meetings, as 10 key executives of the RCA Victor Record Department planed out of New York and Camden to visit 48 of the nation’s principal cities.

The program is designed to help dealers and distributors to meet requirements for heavy summer-fall selling. It includes an intensive six-week promotion for pop records and an all-out drive aimed at maximum sales of the forthcoming original-cast album from the Walt Disney film, “Alice in Wonderland.”

The tour of home office executives and the series of distributor meetings are intended to stimulate maximum distributor-dealer cooperation in the campaign.

Emergency will be placed on an outline of the promotions arranged for the six-week summer pop-record push, which may generate enough momentum to carry over into Fall. Featuring top-potential hit singles, the campaign will utilize all possible exploitation media.

Carousel Records, New Firm, To Concentrate On Ops

NEW YORK—The formation of a new record company that will concentrate on the needs of juke box ops was announced this week by William Mercadante. Known as Carousel Records, the firm has Mercadante as president and Jim McClellan as A & R head. The first release, which is already out, is “Can’t Get Out Of This Mood” backed with “What Is This Thing Called Love.” Al Jeline does the vocal and Clark McClellan’s orchestra backs him up.
Folk and Western Roundup

Dee Kilpatrick, Capitol's country director, returns to Nashville May 26th after ten days in Texas and Louisiana. . . Roy Acuff reports his park, Dunbar Cave near Nashville, doing record business so far this season. Park opened on Mother's Day with 8,000 paid admissions with children entering free. Square dancing is featured each Tuesday and Friday nights with an orchestra and round dancing taking over Saturday nights. Name bands are being featured on Thursday nights with Ted Weems as opener May 24th. . . Duke Martin and Sue Thompson are working as headliners in the San Francisco area. Duke recently reorganized his unit and is now operating as Duke Martin's Enterprises. Main interest of org is TV, however, several personal are being booked each week. . . Hank Williams reports a very successful week's tour in Canada after which he spent a week in Shreveport, his old stomping ground. . . M-G-M happy over the acquisition of a country singer that looks like top material, Joe "Cannonball" Lewis. Singer hails from Cincinnati. Lon Epstein is due laurels for discovery since M-G-M quickly grabbed Lewis upon presentation by Epstein. . . Ernie Lee, Cincinnati's WLW star, for vacation last two weeks in May. Ernie sidled for early recording for Mercury upon return. . . Carlisle Brothers (Cliff and BL) back together again after several years of Cliff's entry into private-business in Lexington, Ky. Business recently completely taken over by other partner. The twosome now airming from WNOX in Knoxville, Tenn. . . Boudaix Bryant, Nashville Tennesse Music rep, and wife, Flulene, cut an M-G-M session recently in Nashville. Session is reported as in the "outstanding" column and early release of initial record is expected. . . Nat Tannen (Tennn Music) just returned from Southern junket. Trip covered many of the smaller stations seeing jocks and talent. Firm reports business good with two recent pop successes and several country tunes showing good results. . . Mel Force, Acuff-Rose representative, planning early trip through midwest and along west coast. This is another of regular trips made during past several years. . . Hugh Cherry, "Cherry At Two" on WMPG-Memphis, recently featured in full page local newspaper ad by his ten sponsors. Ad climaxd a build-up over some three month's period. . . Clarence Knowland, the "Cousin Hank" of WERI and WICH, reports an ever increasing interest in country music Connecticut and Rhode Island-wise. His platter spinning on both letters showing increase in mail-pull every week. . . "Longhorn Joe," KROW-Oakland, Calif., writes that Johnnie and Jack (Victor) and Lefty Frizzell (Columbia) showing big acceptance from his requests. Jimmy Skinner is also a favorite on his shows. . . Verne Koenig recently took over country platter spinning chokes at KDEC in Decorah, Iowa. Reports interest in country music above expectations of station.

DOT'S POPPIN'!

NEW RELEASES • NEW RELEASES • NEW RELEASES

1057 SWEET GEORGIA BROWN
DILL PICKLES
John Maddox & Rhythmasters

STILL GOING STRONG

1038 RED SAILS IN THE SUNSET
EASY MELODY
Wes Britt & Rhythmasters

1023 MEMPHIS BLUES
ALABAMA JUBILEE
John Maddox & Rhythmasters

FOLK & WESTERN

New Releases

1058 STEP IT UP AND GO
AFTER WE ARE THROUGH
Big Jeff & The Radio Playboys

1050 I'M ONLY A FRIEND
THAT'S WHEN YOUR HEARTACHES BEGIN
Bob Lamm

GOING STRONG

1039 MASON DIXIE BOOGIE
PLEASE STAY OUT OF MY DREAMS
Dink Embry & Kentucky Lads

1004 JUKE BOX BOOGIE
YOU TALK IN YOUR SLEEP
Big Jeff & The Radio Playboys
WRITE, WIRE OR PHONE

GALLATIN, TENN. PHONES: 680-581

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

Folk and "Water" Record Reviews

"I GOT A LOT OF TIME FOR A LOT OF THINGS" (2:46)
"BACK, BACK, BACK TO BALTIMORE" (2:47)
ZEK TURNER
(King 960)

This ditty has a terrifically infectious melody and a set of lyrics to match. Guys who go out with this are going to find themselves with a money making winner. Zeb, who cooks Curley's Grill, really brings these lyrics for a ride and gets a terrifically bouncy feeling into the side. Labeled "I Got A Lot Of Time For A Lot Of Things", the tune races along as though it didn't. On the reverse side, Zeb takes a regional number and gives it another driving rhythm featuring a very good guitar backing to go along. The top deck should break out and go places. Ops won't want to be left behind.

"STEP IT UP AND GO" (2:43)
"AFTER WE ARE THROUGH" (2:37)

BIG JEFF
(Dot 1058)

A couple of driving numbers offered in wonderful style are turned out on this platter by Big Jeff and the Radio Playboys. Both ends get some really instrumental backing as Big Jeff and the others jam on the vocal. This is one ops won't want to miss.

"THE JITTERBUG WALTZ" (2:34)

"MY CRAZY HEART" (2:30)

CHEAT ATKINS
(RCA Victor 21-0471; 48-0471)

Chet Atkins goes to work on a very unusual top deck. Using his guitar to excellent advantage, Chet has a lovely melody to work with. The lower end is a ballad on which Danny Kilg gets in the vocalizing as Chet and his boys back him up. Both sides are for the box.

"JUST A SAILOR'S SWEETHEART" (2:29)

"SOMEBODY" (2:30)

ROSALIE ALLEN
(RCA Victor 21-0470; 48-0470)

Rosalie Allen has some grand material to work with on this platter. The first half is a very cute tune which she does very well. The second half is a ballad that could easily break out and on this Rosalie harmonizes with herself. The Black River Riders come along on both ends. Ops won't want to pass this up.

"SATINS AND LACE" (2:23)

"THERE'S A RAINBOW IN THE SKY" (2:36)

ZEKE MANNERS
(Capitol 1532; F-1552)

A new novelty gets a wonderful going over on the top deck from Zeke Manners and his boys. With lots of voice to help out and a good backing from the harmonica, this one quite a push. On the top end Zeke is a winner and the quartet go to town on a ballad and again it's a good listenable side. This'll do ok in the boxes.

The Cash Box, Music Page 20 June 2, 1951
COPPER SLASHED
NPA Orders Mills Set Aside

ST. PAUL, MINN. — An opinion handed down (May 10) by the Minnesota attorney general's office opened the way for local legislation to prohibit persons under 21 years of age from playing pinball machines.

Drafted by Assistant Attorney Donald C. Rogers, the opinion quoted an 1884 state law which prohibits minors from playing “games of skill or chance” in establishments.

The ruling went on to say that municipalities have the power to pass ordinances setting minimum pinball playing ages in establishments, such as restaurants, and drugstores, not covered by the old law.

The 1884 law was part of the state's first penal code, which became effective Jan. 1, 1886. The pinball law is not indexed and its use in the attorney general's opinion was the first since repeal of prohibition laws.

The law specifies that youths under 21 are barred from playing games of skill or chance in any place where intoxicating liquors are sold or given away, or any place of entertainment injurious to the morals. Rogers said that whether the old law would apply to taverns selling non-intoxicating beer had not been determined but would require a court test for determination. The low alcoholic content beer was designated as non-intoxicating in 1868 in an effort to speed repeal. The product was unknown, at the time the 1884 law was passed.

Under the old law, owners of places permitting youngsters to play pinball machines are guilty of misdemeanors, and can be punished by fines of not less than $25.

The attorney general's opinion was directed to Frank P. Heil, Mankato city attorney.
When the take falls off and locations begin to look at him in a dissatisfied way, any operator may blame the help... patrons... dearth of hit music... weather... or the inroads of some other form of entertainment.

The operator may be right, of course. Yet it is a fact that such conditions are almost always remedied by replacing the old worn juke box with a brand new Model "C."

It's the juke box that peps up any location. It sells more music and puts patrons in that happy spending mood which builds substantial profits.

If you have a location problem, call your nearby AMI distributor today. He'll be glad to show you how the easy-to-own, easy-to-operate AMI can help you solve it.

Model "C" Quickly and Easily Converts to 45 r.p.m. Record Play.
NEW YORK—New tighter restrictions, which have been placed into effect this past week by National Production Authority, as well as the imminent of the forthcoming Controlled Materials Plan, and the all-out defense effort, have created controversial discussions regarding the future of the field among many leaders. The majority are of the belief that used machine prices have dipped to their very lowest point. These men are now of the opinion that used machine prices will start straightening up and will zoom ahead. They base their belief on the fact that the manufacturers have already let it be known that they will, very soon, be producing less and less quantity of new machines, due to tightening metal restrictions. The few machines which they will be able to produce will have little, if any, effect on the future of the market, they state. In short, these men state, the switch is now under way from a buyer’s to a seller’s market. They believe that once again the trade will be paying top prices for equipment as it did several months back when the war scare was in full force. “Isn’t the question of a war scare for this industry anymore,” one of these men stated. “It’s now a question, instead, of what the manufacturer will be able to build with the tight restrictions of steel, copper, aluminum and all other metals and the Controlled Materials Plan coming into effect on July 1 to top everything off.” Whether the CMP and NPA’s latest tightening of metal restrictions will tend to switch the present buyer’s to the seller’s market, as far as the used machines business is concerned, is something that few, if any, can predict with any complete surety. But it does indicate, as the majority believe, that the switch is on the way. The buyer’s market tended to not only lower prices for distributors, but at the very same time, lowered route valuations for the operators. It is a two-sided sword, as many have pointed out. Even tho’ the operators thought it was all to their advantage to be able to buy used machines at extremely low prices, they were also forced to sell and trade-in the same low prices, while the value of the equipment on the routes fell accordingly. The switch, therefore, from a buyer’s to a seller’s market, may have the effect of helping all concerned with the trade. In short, even tho’ the operator will be paying higher prices, one of these men pointed out, for used machines, he, in turn, will also be getting higher prices for his used equipment, when he sells or trades it. At the same time, most of these men explain, the change in the market will have a better effect on the entire field. Buying and selling will become more brisk, and that means better business for all concerned, they state. TRADE URGED TO USE PRIORITY “MRO, DO-97, NPA, REG. 4” FOR MAINTENANCE, REPAIR, OPERATING PARTS AND SUPPLIES GRANTED BY NPA REGULATION 4

NEW YORK—With the CMP (Controlled Materials Plan) soon to go into effect (July 1, 1951), and even the trade are urging operators, jobbers, distributors, suppliers, and manufacturers as well, to start using the priority granted the industry by the NPA (which is at present investigating) to learn how many business men are taking advantage of this priority rating. This is the MRO, DO-97, which comes under NPA Regulation 4. As reported by The Cash Box (March 10, 1951 issue) the trade can use “DO-97” priority rating under MRO (Maintenance, Repair, Operating) effective as of February 27, 1951, based on the same amount of repair and maintenance parts and parts used during 1950. All orders for parts and supplies given by ops to jobbers and distributors, or by jobbers and distributors to suppliers and manufacturers, should feature on each order (or the seller can place on the order) “MRO, DO-97, NPA Reg. 4.”

BIGGEST Clearance Sale IN ALL OUR HISTORY

One-Balls

CITATIONS

CHAMPIONS

PHOTO FINISH

TURF KINGS

WINNERS

$99.50

149.50

149.50

WRITE

WRITE

Every machine guaranteed regardless of price. Everyone beautifully clean and in perfect working condition. All machines shipped immediately upon receipt of your order. Also have a tremendous stock of music equipment of all kinds. Games of every make. Write, wire or phone us today for any equipment you desire while this biggest clearance sale in all our history is under way.

COMMERCIAL MUSIC CO., INC.

1501 DRAGON STREET

DALLAS, TEXAS

901 EAST HOUSTON ST.

SAN ANTONIO, TEXAS
EASTERN FLASHES

Pereeplem is to run rife in the Big Town. Even in its palmy days, operators have cried and yet have always gone on ahead. Opa continues to reach a high and fine. The list at times never got any worse. Now, answers everything for everyone concerned with this big city market for coin operated equipment, . . . Mike Musette is a busy, busy man these days as the arc-Heads that own just about this large arc. Mike has been looking after the stock of arcade equipment in the country. And old timer Milton Nagler is still right up in them credits for Mike. To day, in fact, he is in town on some just exactly what's in what in arcade business. . . . Harry Koeppl in deep con-}

"Before it's too late..." Get on the bandwagon with the great new Wurlitzers 1400 and 1450. And, at the same time, get the grandest instrument that ever yet re- 20
coded in all your history in the automatic music industry. We're interested in your old pho-}

gaph. We can use whatever you have. Why not phone, wire or call immediately and let's talk it over before it's too late...

WURLITZER
1400-1450
YOUNG DISTRIBUTING CO.

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONO EVER DESIGNED

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

This is the spot to remember
For all Your Music Needs

The finest reconditioned phonographs, parts, supplies, and everything you need to HELP YOU EARN MORE MONEY— and all at prices that are absolutely without such outstanding quality. Get our prices FIRST— BEFORE YOU BUY ANYTHING IN MUSIC—

KOPPEL DISTRIBUTING
629 Tenth Ave., New York, N. Y.
(All Prices: Circle 6-8937)

-is it too late,
"Doctor"?

It's not too late for Americans who go to their doctors at the first signs of any one of cancer's 7 danger signals: (1) A sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or diff-

"An Open Letter to All of Our Customers"

Regardless of the "scar" which came about with the experience of the people who have now arrived with all of us, in this industry, must face the facts. And the fact is that when new machines are produced, in any quantity whatsoever, if a manufacturer has not been truthful in his statements, they have valued the facts that, sooner than any other manufacturer in the country, a new machine would be done to such a low point that the few new ma-

The Elven Sales Company has prepared itself for this eventuality. It stands ready to serve its customers' every need. We know what new-. The Elven Sales Company has prepared itself for this eventuality. It stands ready to serve its customers' every need. We know what new machines will have to be made, of any machine, in any quantity whatsoever, if a manufacturer has not been truthful in his statements, they have valued the facts that, sooner than any other manufacturer in the country, a new machine would be done to such a low point that the few new ma-

We're here, here and everywhere—of all the time.

Toddy Brilliant, Wife, Hot, Cool, the Band, and now Dave Stern of Elizabeth, N. J. around Colmaro lately but, from what we hear, Dave is doing a bang-up job selling those Rock-Ola "Rocket '31-50" phonos. . . . That step over one toe never fits. Means that the end is drawing near for many a manufacturer. We're here, here and everywhere—of all the time.

"An Open Letter to All of Our Customers"

This is the time when we ask our customers to please read these words and then let us know what you feel about them. Today, you can obtain the machinery of a completely new line. Tomorrow may be too late.

Flame, write or wire us personally TODAY: Bennett B. (Sugerman) Sagamore.

RUN ON YUN.

Factory Representatives for AMI Inc.
593 10th Ave., New York 18, N.Y. 1-4180
123 W. 95th St., Brooklyn, N. Y., B1 3-8777
345 W. Warren St., Trenton, N.J. 5-6593

THE AMERICAN CANCER SOCIETY

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—Many are now forecasting that the present business slide-off in the field may yet become a "slide-off" for one of the greatest booms the industry has ever enjoyed.

They base their statements on reports being daily issued by Government agencies outlining the number of all critical materials in an effort to aid defense industries.

As materials become scarcer, and restrictions tighten, some of these common materials now seem to be lifted. "There is a new, faster moving market on the way which will make all former speedy business look turtle slow in comparison."

Another thing, they point out, is the fact that the entire field is overlooking one of its most outstanding features—that coin operated machines are the nation's most economical amusement for the workers.

As one op explained: "With the fact that taxes will be higher than ever, and everyone will actually be working for Uncle Sam, directly or indirectly, the working man and women will want and enjoy economical entertainment."

"Surely," this leading columnist continued, "there's nothing in the country today that is as relaxing, as thrilling, and as completely satisfying to the average working man and woman as is coin operated amusement."

Some are now even forecasting a boom for late in 1951. These men are off the beaten path. "It will take a little time for the entire field to adjust itself to the fact that there will be very few new games."

"But, once this sinks in, and operators, jobbers and distributors realize that they will see only a very few new games, especially after the Controlled Materials Plan gets active, the entire picture of the industry will change."

"It will mean," according to these leaders, "that business which has been very quiet during the slide-off period, will suddenly awaken."

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New Hampshire Tax Bill Killed

MANCHESTER, N.H.—House of Representatives defeated (May 22) a bill providing for a 5 per cent tax on coin-operated machines to finance a youth program.

The rejected measure would have set up a state-wide program for the prevention of juvenile delinquency and for the preservation of New Hampshire youth.

To finance the program, local communities would have been authorized to levy a 5 per cent tax on "all coin-operated devices and games of skill."

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Kentucky Judge Rules on Coke Vendor Taxes

LEXINGTON, KY.—An opinion handed down by Fayette Circuit Judge Chester D. Adams held that the City of Lexington may not collect vending-machine taxes from the Coca-Cola Bottling Co.

The court ruled that the company is not liable for fees on the 120 Coca-Cola vending machines in the city.

The opinion was handed down in a suit filed by the company against the City of Lexington in February 1950. It claimed the tax was for soft-drink vending-machine operators and that, while it owned the machines, it did not operate them. It said the operators were various business establishments and individuals.

The company's suit also attacked the $15 tax on each machine. It said cigarette vending machines were taxed at $5 each and a maximum tax of $250 was set for cigarette machine operators, regardless of the number of machines.

There is no such provision for soft-drink vending-machine operators, the suit stated.

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SLIDEOFF MAY BECOME SENDOFF

Foresee Faster Moving Market as Materials Grow Scarcer, Restrictions Tighter and Industry Awakens to Its Own Importance as Nation's Most Outstanding Economical Amusement for Workers

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NAMA CONVENTION IN CLEVELAND

CHICAGO—NAMA headquarters here announced that its sixth annual convention would be held in Cleveland, November 12 to 15 inclusive.

As yet no hotel for the meet was named. Tom Hunterford was named 1951 Convention Chairman.

Other committee men named were: Exhibit sales chairman, Dave Davidson; attendance, Frank Q. Doyle; program, Wm. S. Fishman; Cleveland host, Geo. Goldman; publicity, Howard L. Olson; Ladies Chairman, Mrs. Aaron Goldman.

Purpose of this convention, according to NAMA: "How can an operator do with what he's got and make more profit in spite of rising costs, shortages of manpower, materials and supplies?"

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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: • 635 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 demonstration today.

J. H. KEENEY & CO., INC. 5400 W. 50th St. Chicago 32, Ill.

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There's No Make-Believe about WILLIAMS HARVEY

IT'S "FOR REAL" IN APPEAL, PLAY and PROFITS!

Everybody Likes:

SUPER-SPECIAL BONUS HOLE—builds up to 25 REPLAYS... does not reset at end of game!

3 SPECIAL BUMPERS
2 SPECIAL REBOUNDS

HIGH SCORE—BONUS SCORE
SCORE BUILD-UP

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. Fillmore Street
Chicago 24, Ill.

---

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

Weldon Denton dropped by to bid me farewell, Weldon is off to the Indiana-Pacific Races and points East on business. . . Juanita and Dewey Parsons returned to big "D" following an extended vacation through the Southern states. . . W. W. Brown called in from Henderson. Claims he's just too busy to get to the big city. . . Les Woods was in from Longview. . . followed by Ray Robbins of Mineola. . . What's cookin' boys? . . . Duel Price has reopened his swimming pool and amusement park in Hillsboro. And is doing so terrific a business he can't keep up with it. That is really encouraging news. . . Ed Wugler, General Sales Manager of The Rudolph Wartlizer Company, reports business good in all the forty eight. . . C. A. Culp is sporting a new chartreuse Cadillac convertible. Which proves that there is definitely money in those Oklahoma hills. . . When Tommy Chatton got caught in the rain at Amarillo he had to abandon his car and train back to Dallas. . . Guy Kincannon is very happy with United's 5-Player Shuffle Alley. Guess that's the reason Commercial is having such a tough time supplying the demand for this game. . . R. B. Williams returned from a short vacation in Mexico City and Acapulco. And is doing such a terrific business he can't keep up with it. That is really encouraging news. . .

MINNEAPOLIS MUSINGS

Operators in this territory are looking forward to a big Memorial Day business. This has been very well evidenced by a large number of operators who have been in Twin Cities this past week. . . F. E. Denalson of Twinon, Minn., was in town. He visited the various distributors and looked over the machines to see what was new in coin operated equipment. And took some equipment back with him. . . Mr. Coeefeld of Annandale, Minn., was in. Coe has been under the weather for a little while. We are glad to see him up and around. . . E. L. Rausch of Minneapolis & Ben Mraz of the Northland Music Company made a quick trip into town to see new coin operated equipment and to take some equipment back with them. They are in the heart of the Paul Bunyan country and are looking forward to a good season this year. . . Joe Forshay of Telephone of Fairmont, Minn., were also in town. Picking up supplies for their route.

Mark Cushin of Mankato was seen in town as was Clayton Norberg of the C & X Sales Co. of Mankato. While in town Mark picked up some supplies for his, but good friend Pete Worman of Mankato, who was too busy to make the trip into town. . . Phil Jordon of Howard Sales Co., Minneapolis, has just returned from a fishing trip up at Lake Osakis, Osakis, Minn. Reported that the fishing was very good. Phil states that he had a four pound wall-eyed pike. We are from Minnesota. We have to see it. . . Some of the other operators seen in and around town looking over equipment and also purchasing equipment were: Bob Cross of Jackson, Minnesota; Ed and Miller Birkenmeyer of Litchfield, Minn.; Walt Schmidt of Red Wing, Minn.; Ben Wels of the Pine Ridge Wrecking Co. of Bemijii, Minn.; Urban Kest of St. Cloud, Minn. and Frances Bohr of Lewiston, Minn.

Milt Casehore who was formerly of the C & X Sales Co. of Mankato just stopped in to see some of the distributors "for old times sake." Milt is selling insurance now. And seems to be doing very well. . . Tubb Lynard of Kasson, was seen looking at Universal's new game. . . Ed LaBlance of St. Cloud, is being kept quite busy. . . Gordon Dunn of Mower Lake also reported the same. . . Kenny Anderson of Austin, is trying to keep up with service and still manages to get into town to see what is new. While in town Kenny also picked up some supplies and records for his route.

Frank Muser of Grand Rapids, Minn. made a quick trip into town. Mike Illies of Long Prairie and Harland Besch of Alexandria, Minn., came into town together. . . Pete Vanderhyde made his usual bi-monthly trip into the cities. Pete made sure that he picked up the latest in phonograph records. Pete has one of the newest operations in this territory. He believes in giving his locations service as well as the latest in records. . . Johnny (Charles) Dalulth honored the distributors with his presence. . . Con Kaulus was seen in town looking over new equipment. States the reason why he was in town was that he had to meet his wife who was, for the past few weeks, been visiting their son. Con Jr. Cole was stationed at Fort Lewis, Washington. Mrs. Calcus was coming in that evening from the West Coast.
NOW DELIVERING GREATEST OF 'EM ALL!!
Bally Bright Lights
THE GAME YOU'VE BEEN WAITING FOR!

BALLY BASEBALL
COVEN
1400-1450
WURLITZER
distributing company
3101 E. 55th St.
Independence 3-2210

Authorized Distributors for
WURLITZER PHONOGRAPH Models 1400 & 1450
BALLY PRODUCTS - PERMO POINT NEEDLES

WANTED
BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

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

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

CAN YOU AFFORD 92¢ PER WEEK TO GET AHEAD AND STAY AHEAD OF YOUR COMPETITORS? if you can, then write today for the most amazing offer in all American publishing history to: The Cash Box, Empire State Bldg., New York 1.
CALIFORNIA CLIPPINGS

Still very much the topic of the day and evening around the L. A. Coin Row is the dilem play now established in San Diego. ... The boys in the record district have Mr. John L. Moore of the Juke box business are already aware of it, and so is San Diego's population. ... They seems to be doing more business than usual. ... We'd be the first to admit that it was not our fault. ... We'll be happy about it and tried to talk ops out of doing it, even half-threatening to take their business elsewhere. ... Only thing that nipped it was that they hadn't found any cut rate operators handy with nickel boxes—and soon after the little white collar's tale was split, the doubting location owners decided the ops knew what they were doing. ... No word has reached us so far as to results of meeting of music operators regarding dime players. ... The last round, a lot of the local lads have expressed their eternal fear, that Los Angeles would be a tough town to get all the ops cooperating on it. ... We'd like to see it happen. ... It's only to show that our town has lived down the legend and curse of being a mecca for chisellers in every trade.

While at Laymon's, an out-of-town-up was showing around an ingeniously contrived shop, costing less than a penny or two to make and designed for quarter machine use. ... Got us wondering whether the local lads were having much trouble these days, and a couple of them at hand gave us the answer. ... According to them and the Laymon crew, games and music aren't bothered much in these parts at present with phoney free players, but some of the older vender equipment cost maybe an operator an unpretty penny for merchandise tapped by the wooden nickel and tin dime artists. ... Back from the Wurlitzer regional meeting in San Francisco, where they had a great time, were Paul and Louise Laymon, who told us that Mr. and Mrs. Joe Hart and Mr. and Mrs. Bennie Peppel of Seattle drove down from the meeting for a few days. Before taking off for a Los Vegas visit, the Seattle folks had bought about half of Olver Street for souvenir shipping to their people at home. ... Other Wurlitzer districts attending the San Francisco get together included Mr. Joseph Emmett and "Roosey" Rosenberg of S. F., Mr. and Mrs. Knudsen of Provo, Utah, and Mike Savio of Denver. ... Factory toppers coming all the way from New York for the meeting were Ed Wurfler, Robert Bear, Al Dietrich and Jack Smith. ... Mourned by his many friends along the L. A. Row was Bill Billheimer of Comic King. ... We just learned that Walt Solomon, formerly with J. Peckin Co., has been back on Pleo Blvd.—though not in the coin machine business—for some time. ... Seems Walt is now handling outside sales for Preferred Distributors, the company located at 5800 W. Pleo Blvd. ... Walt Kaplan was about to take off for a Chicago visit after spending the weekend with his folks in Oregon. ... Came across an interesting card put out by the fabulous Tod (Kid Mexico) Faulkner and singing the praises of his Miracle Block on Signal Hill in Long Beach. ... Looks like it's worth a trip out there, if on nothing else there's the place is an great for dining, dancing and entertainment as the "Kid" says it is. ... On the Row: Les Baker of Tucson, Clarence Sheppard of San Diego, Montebello's Leo Wirt ... Red Locke of La Canada, Mr. and Mrs. S. L. (of Famous Furniture)—Downey's Happy Clark ... Johnny Huntsman of Porterville ... Montebello's John Larson. ... Rod Reitman of Field & Stream, Long Beach ... Bakersfield's Alex Riles (taking off time his potato farming) ... Stewart Netz and the Mrs., in from San Bernardino, he's on a shopping tour! ... R. R. Cooper of Riverside ... Mrs. Al Ciero of Santa Maria in after some furniture.

NEW ORLEANS NOTES

The big brass of Bally: Ray Moloney, George Jenkins, Charley Snow, as well as many others, were visitors in New Orleans for a few days recently. It was strictly a trip to have fun, eat some of New Orleans' famous food and see the sights of the French Quarter. ... They say lightning never strikes twice. ... Don't think it's true. ... Ed Examer, president of the Amusement Association, and Elmo Pierce, vice-president, were both in the hospital at the same time. Ed is much better but still in the hospital at this writing. In the meantime, Elmo is out, doing a fine job handling the Association's affairs. ... Ambrose, Monte, just got back from a quick trip to Texas where Andy bought all those hard-to-get Foxs. ... Bob Nims also just returned from the Lone Star State. ... Tony Dalle, manager of the Sport Center, claims that Gottlieb's new Cyclone is one of the best ball-sellers he's had in a long time. And Tony is considered a very astute buyer in any game machine.

Fletcher Blalock back from a flying trip that took him to Atlanta, New York, Chicago, and other points 'round the map. The boys with Wurlitzers. ... Genaue big bunch of gorgeous orchids to Miss Ruth Seeger who works in the office of General Distributing Co. and also handles the secretarial work for the L.A. Row. Both, believe you me, is one of the greatest girls ever in this bit. And, believe it or not, she can do a whole package of a job as a pinball mechanic. Young, beautiful, chock full of personality—and a pinball mechanic! What more could any operator want? ... J. B. McNally, the old sage among the ops, says, "If you don't want to be criticized, say nothing, do nothing, and be nothing." (Honest, true, how true.) ... Jules Peres announces he has severed his connections with Nastas Distrib, Co. Both Pete Nastas and Jules will run separate distrib firms. A friendly split up—nothing more.

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

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

DON'T MISS OUT!

WE'RE DELIVERING
NOT JUST PROMISES—IMMEDIATE DELIVERY!

Bally Bright Lights
Bally Baseball
Williams Super World Series
Rock-Ola '51-50
Williams Music Mite
WRITE! WIRE! PHONE TODAY! WE TAKE TRADE-INS!
LAKE CITY AMUSEMENT CO.
4531 PAYNE AVE., CLEVELAND, OHIO
(TEL: HENDERSON 1-5777)

GET YOURS NOW while you can from EXHIBIT distributors

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT—United 5-Player Shuffle Alley; United 4-Player Shuffle Alley; United 2-Player Shuffle Alley, MONT- REAL; 1-Player Shuffle Alley, MONTREAL; 2-Player Shuffle Alley, MONTREAL; 3-Player Shuffle Alley, MONTREAL—With Simplicity, Inc., 21465 PAYNE AVE., CLEVELAND, OH.; Tel.: Kamer 1-4600.

WANTED—Cash, will pay up within a radius of 300 miles. KOEPEL DISTRIBUTORS, 620 E. AVE., NEW YORK 19, N.Y. Tel.: COLUMBUS 6-5400.

WANT—will pay cash for Champions, Citations, Gold Cups, late Rock-Ola, Columbia; Deluxe, AMI's, and Accessories. Send us your list. AMERICAN DISTRIBUTING COMPANY, 1515 E. 46th Place, Indianapolis, INDIANA, TEX. Tel.: Travis 8855.

WANT—Photomatics, Voice-O-Graphs, Coin Operated Machines, Pay Per Play, Bell & Howell, EChicago, NUEVA; Bally, Williams, Chadwick, and all other Arcade Equipments. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK 11, N.Y. Tel.: Bryant 5-6677.

WANT—One or a hundred and anything in between. Just want your old machines, no job too small or too many. Will buy your complete route of music or games. Also wanted: used machines, pay-per-play machines, Paymaster, Seeburg, Watling, and all other Arcade Equipment. GOOD INVENTORY WILL SELL! Will pay list prices. Write, Wire, Phone, C. A. RODBON, 722 East 136th Place, Los Angeles 32, CALIF. (Tel.: Dinkirk 3-1810).

WANT—We want late model phonographs, pre-war and latest models. State price wanted, mechanical condition, equipment, and name of machine. Want to ship, to ship, to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO, CENTRAL AMERICA.

WANT—All post-war games, phonographs, wall boxes, scales, arcades. All wanted. Write, Wire, Phone, Bally, Williams, Wurlitzer, Seeburg, and all other Arcade Equipments. State condition and price. ST. THOMAS COIN SALES, ST. THOMAS, CUBA.

WANT—Will pay highest prices for Bally Triumph. Any condition as long as you have all parts. No hot too large or too small. J. DE LUCIA, 305 E. 54TH ST., GEORGE'S, MONTREAL.

WANT—Will buy phonograph records made before 1940; any quality, also want Rare and Unique, $15 to $50 per box. Will also buy books—$1 to $5 per volume. Lowest prices paid. Address: Victor Columbia, Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswick; RKO; Decca; Victor; Columbia; Brunswic
Here's What You Can Get or Only 92c A Week

A 40-WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (52 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE $3.20 PER WEEK OR $166.40 FOR THE ENTIRE YEAR OF 52 WEEKS PLUS... 

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2. IF YOU ALREADY HAVE A 15-WORD SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN THE CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE $48 AND YOU WILL BE CHARGED FOR THE DIFFERENCE ONLY.

THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

Excluded Find My First 40 Word Classified Ad Plus My Check for $48

Bill Me For The Difference Due From My $15 Subscription. Enclose Found My First 40 Word Classified Ad

CE-159, Address: 
Name:

DISTRIBUTOR
MANUFACTURER

Classified Advertising Section

This Week's Used Machine Quotations

WURLITZER

SEEBURG

PHONOGRAPH

FOR SALE — Digger — Exhibit Merchantsmen, Electro-Hoist, Mutoscopes, Eries for Carnivals, Buckleys, Exhibits, Exhibition Movers; parts and supplies. NATIONAL, 4243 SANCOM, PHILADELPHIA, PA.


FOR SALE — 10 Seeburg Ray-O-Lite Shoot-The-Bear Guns $300; 1/2 dozen, $8; Seeburg Chuck C.O.D. $225; Commander, $225; Classic, $225; Classic No. 2, $225; Monarch, $225; Seeburg 3-10-35 Wall-O-Matic Machines $45 ea.; Packard Hi Chrome Wall Boxes, like new, $225 ea.; Packard Rondo Run-Downs $250; 306, $225; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, O., OFFICE PHONE: Stroke 1-2122.

FOR SALE — Special! Surf Kings, write; Champions $225; Photo Finish, $225; Bally Hot Rods $300; brand new Tri Scors, in the original crates $145.50; floor sample Surgeons never used location $125; Chicago Coin 's The Thing $150; Gottlieb Knockout $150; Gottlieb Midway Mite $150; Gottlieb Basketball Bulls $115; Genco Flying Saurers $134.25; Gottlieb Mercury Vending $134.25; Gottlieb Madison Square Gardens $99.50; Genco Stop & Go $175, slightly used. NEW, 50c: MONROE NOVELTY CO., 115 MAGAZINE ST., NEW YORK 7, N. Y.; Canal 2-5306.

FOR SALE — Arcade Equipment: Periscope, Foot-Ease, Rack-A-Player, Rack-A-Deck, guared ; fully reconditioned, Parts, supplies for ray guns, Amplifiers, motors, rifles, re- packagers, boxes, parts, etc. MERCHANTS, 1436 E. WOSCRE ST., CHICAGO 56, ILL. Tel: Graceland 2-9212.

FOR SALE — Seeburg 15179c; Seeburg 100 record # 78 $79.50 ea.; Williams 10150; AMI Model A $385; AMI Model B $475; AMERICAN VENDING CO., 2359 OHIO AVE., CHICAGO 20, ILL.; EXHIBITION CO., 445 W. 31 ST., NEW YORK, N. Y.; LYN, N.Y.; Tel: Espanola 5-1836.

PHONOGRAPH

NOTICE — We are exclusive factory distributors in Metropolitan New York and New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept: transfers of phonograph prices; will quote. LOWY & CO., 504 TENTH AVE. NEW YORK, N. Y. Tel: GR-3-5100.


NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is G. J. ELLEN, 120 NO. BROAD ST., NEW ORLEANS, LA. Tel: TO-3-1150.

NOTICE — We are distributors for Evans’ "Constellation" 40 record phonograph. Now in stock. LOWY & COMPANY, 504 TENTH AVE., NEW YORK, N. Y. Tel: GR-3-5100.

HOW TO USE "THE CONFIDENTIAL PRICE LIST"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange — pending the prices as the are quoted by the dealers for the past week, regardless how much they seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, retain the last known price from the machinery so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 and someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Quotations offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.

"The Confidential Price Lists" are quoted exactly as it is quoted, depending on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. Prices 4 Weeks or Longer
7. Machines Just Added
8. Machines Just Deleted
9. * Great Activity

WURLITZER

SEEBURG

PHONOGRAPH

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STOCKISTIC

PHONOGRAPH

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8. Machines Just Deleted
9. * Great Activity

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**PACKARD**

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**MILLS**

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**BUCLEY**

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<td>Wild West (W 684)</td>
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<td>Double Barrel (B 47)</td>
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<td>12</td>
<td>Rainbow (W 684)</td>
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**CONCLUSION**

 Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Gettjej) (Un) United (Wm) Williams.
## CONFIDENTIAL PRICE LIST

### ROLL DOWNS

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<tr>
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<td>6. Arrows</td>
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<td>4. Auto Roll</td>
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<td>6. Banger</td>
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<td>4. Big City</td>
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<td>4. Bonus Roll</td>
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<td>6. Buccaneer</td>
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<td>4. Chieftain Roll</td>
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<td>1. Genoa Advance Roll</td>
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### SHUFFLE-REBONDS

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<td>4. Genoa League Bowl</td>
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<td>4. Rock-Ola Shuffle</td>
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<td>4. Rock-Ola Super</td>
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<td>1. Un. Unity Bear</td>
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<td>4. Un. Sin. Rebound</td>
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<td>4. Un. Twin Rebound</td>
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### ARCADE EQUIPMENT

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<tr>
<td>4. Allis Strikes 'N Spares</td>
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<td>4. Boomerang</td>
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<td>4. Bally Big inning</td>
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<td>4. Bally Lucky Strike</td>
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<td>4. Bally Orange Fire</td>
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<td>4. Bally Sky Battle</td>
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<td>4. Bally Undersea Rider</td>
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<td>4. Bank Roll</td>
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<td>4. Bowling League</td>
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<td>4. Buckey Deluxe Dice</td>
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<td>4. Buckey Free Play</td>
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<td>4. Chicon Roll-A-Score</td>
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<td>4. Evans Bat-A-Score</td>
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<td>4. Jack Rabbit</td>
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<td>4. Kenney Air Raider</td>
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## CONVERSIONS

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

**NATE SCHNELLER, INC.**

Gottlieb 21 to Bingo Range

## MANUFACTURERS NEW EQUIPMENT

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

**AMI, INC.**

- Model "C" Phonograph
  - Price: $75.00
- Model HS-1M Hideaway
  - Price: $57.00
- 5c-10c Wall Box (40 Selections)
  - Price: $65.00
- 5c Wall Box (40 Selections)
  - Price: $53.50
- 25.00

**BALLY MANUFACTURING CO.**

- Turf King
  - Price: $650.00
- Ball Strike
  - Price: $425.00
- Bright Lights
  - Price: $595.00
- Buckeye Manufacturing Co.
  - Price: $34.50

**CHICAGO COIN MACHINE CO.**

- Band Box
  - Price: $58.00
- Thing
  - Price: $55.00
- Hit Parade Phonograph
  - Price: $297.50

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

- Constellation Phonograph
  - Price: $55.00

**THE EXHIBIT SUPPLY CO.**

- Big Bronco
  - Price: $237.50
- Gun Patrol
  - Price: $324.50
- Silent Sales Card Vendor
  - Price: $327.50
- Pony Express
  - Price: $297.50

**GENCO MFG. & SALES CO.**

- Hits and Runs
  - Price: $50.00

**D. GOTTLEIB & CO.**

- Cyclone
  - Price: $294.50

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

- Big Brother Phonograph
  - Price: $80.00
- League Bowler, 9-1/2 Ft.
  - Price: $415.00
- League Bowler, 8 Ft.
  - Price: $409.00
- Schallplatten-Verlag, 6-1/2 Ft.
  - Price: $205.00
- All-Electric Cigarette Vendor with Changebanker
  - Price: $275.00
- Penny Insertor
  - Price: $99.00
- Four Way Bowler Conversion
  - Price: $350.00
- Match Bowler Conversion
  - Price: $375.00
- Dual Coin, 10c-25c Wall Box
  - Price: $69.50

**ROCK-OLA MFG. CORP.**

- "Rocket '51-50" Phonograph (Model 1432)
  - Price: $798.40
- Model 1536 5c-10c-25c Wall Box
  - Price: $119.50
- Model 1524 Playmaster
  - Price: $440.00

**UNITED MANUFACTURING CO.**

- A-B-C
  - Price: $119.50
- Five-Player Shuffle Alley
  - Price: $430.00
- Shuffle Alley Deluxe Conversion
  - Price: $79.50
- Shuffle Alley Deluxe Conversion
  - Price: $89.50
- Double Shuffle Alley Deluxe Conversion
  - Price: $89.50

**UNIVERSAL INDUSTRIES, INC.**

- High Score Bowler
  - Price: $57.50
- Deluxe Twin Bowler
  - Price: $75.00
- Star
  - Price: $75.00

**WILLIAMS MANUFACTURING CO.**

- Music Mite Phonograph
  - Price: $450.00
- Control Tower
  - Price: $450.00
- Super World Series
  - Price: $450.00

**THE RUDOLPH WURLITZER CO.**

- "1400" Phonograph
  - Price: $750.00
- "1400" Deluxe Phonograph
  - Price: $750.00
- "5851" 5c-10c-25c Wall Box (48 Selections)
  - Price: $119.50
- "5109" 8" Speaker
  - Price: $510.00
- "5119" 10" Deluxe Speaker
  - Price: $511.50

### NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.
NEW DIFFERENT 5-BALL REPLAY GAME

APPROXIMATE SIZE
4 FT. LONG BY 2 FT. WIDE

SEE YOUR DISTRIBUTOR

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

FUNCTION to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally registers.

NOVELTY SIZE

24 in. by 48 in.

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

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!