Staggering under the heavy load of "Because Of You" disks which his machines are using, Harry Siskind of the Master Automatic Music Co. in Brooklyn gets an assist, as he picks up his reorder, from Tony Bennett who recorded it and an approving smile from Mitch Miller, A & R head of Columbia. The disk, backed by "I Won't Cry Anymore" which also is getting a good ride, has been sent into the hit category solely through the efforts of operators who chose it to prove to Columbia execs that they could make a platter step out through juke box play alone. Convinced by the test, Columbia officials are planning a new promotional campaign aimed at juke box ops.
Everything You Need to Convert Your

**WURLITZER**

*Post-War PHONOGRAPHS and WALL BOXES*

to various Combinations of

10¢-25¢ play

All over the country, music operators are switching their best locations to 10¢-25¢ play... and with an almost unbelievable increase in profits.

To help you convert your post-war phonographs and wall boxes, Wurlitzer has made available Coin Denomination Plates, Brackets, Stop Plates, Instruction Sheets and Decals.

Furthermore, Wurlitzer mailed to every music operator a chart that tells what coin combinations are available for each model and what parts are required. For extra copies, get in touch with your Wurlitzer Distributor, or write The Rudolph Wurlitzer Company, North Tonawanda, New York.

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### WURLITZER COIN CONVERSION INSTRUCTIONS

<table>
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<tr>
<th>POST-WAR PHONOGRAPH</th>
<th>1 PLAY 10¢</th>
<th>2 PLAYS 10¢</th>
<th>3 PLAYS 25¢</th>
<th>4 PLAYS 25¢</th>
<th>5 PLAYS 25¢</th>
<th>6 PLAYS 25¢</th>
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*POST YOUR CHART*

in a conspicuous place in shop or office
THE CASH BOX

Volume 12, Number 40

PUBLISHED EVERY WEEK BY
The Cash Box Publishing Co., Inc.
Empire State Building, New York 1, N. Y.

EXECUTIVE STAFF
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BOB AUSTIN, Vice President, Mfg. Dept.
SID PARNES, Music Editor
L. MILAZZO, Classified Advertising
A. ARTESE, Circulation
POPSIE, Staff Photographer
WM. NIGGIA, Art Director

ADVERTISING RATES

SUBSCRIPTION RATES $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $1.00 per year includes 10 Words of advertising; each week for an entire year (52 weeks) plus the full year's subscription $6.60, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record field; including: record artists, publishers of music, dice jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by The Cash Box. Banks, finance firms, music organizations and other financial institutions, especially interested in the financing of coin operated machines of all types, are covered by The Cash Box.

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

"THE CONFIDENTIAL PRICE LISTS" "The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. All "The Confidential Price Lists" enjoy each week's low and high prices for all new and used coin operated machines, regardless of age, living 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 Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the specifications appearing in "The Confidential Price Lists."
AN ANSWER TO LOCATION OWNERS WHO ARE ASKING OPERATORS

"WHY 10¢ PLAY?"

Since 1934, when the modern automatic phonograph came into being, operators have continued to charge 5¢ per play for each record. In those 17 years all costs of materials daily used in the operation of phonographs, including operating overhead expense, have risen from 150% to over 400%. These increases include salaries for mechanics, servicemen, collectors, helpers, office workers, as well as rent, records, tubes, cars, trucks, gas, oil, needles, plastics, bulbs, and hundreds of other parts, supplies and sundries, as well as taxes, license fees, etc., daily paid out by automatic phonograph operators, just like costs and prices of all merchandise, materials and services have tremendously zoomed in price during these past 17 years. Just a few are listed here as examples:

<table>
<thead>
<tr>
<th>1934</th>
<th>1951</th>
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<tr>
<td>Bottle of Beer Cost</td>
<td>Same Bottle of Beer.</td>
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<tr>
<td>Shoe Shine Cost</td>
<td>Same Shoe Shine.</td>
</tr>
<tr>
<td>Plate of Soup</td>
<td>Same Plate of Soup.</td>
</tr>
<tr>
<td>Ice Cream Soda</td>
<td>Same Ice Cream Soda.</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>Same Daily Newspaper.</td>
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<tr>
<td>Average Amplifier Tube</td>
<td>Same Average Tube.</td>
</tr>
<tr>
<td>Average Phonograph Records</td>
<td>Same Average Records.</td>
</tr>
<tr>
<td>Mechanic's Salary, Average, Per Week, $35</td>
<td>Same Mechanic's Salary. $85 And Up</td>
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<tr>
<td>Average Automatic Phonograph Cost, $300</td>
<td>Avg. Aut. Phono Cost. $800 And Up</td>
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<tr>
<td>Pay Station Telephone Call</td>
<td>Same Pay Station Phone Call.</td>
</tr>
<tr>
<td>Street Car or Bus Ride</td>
<td>Same Ride.</td>
</tr>
<tr>
<td>License Fees Per Year</td>
<td>Avg. Yearly License Fees $25 And Up</td>
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</tbody>
</table>

This is only being achieved because artists, bands, and performers, realize that the automatic phonograph is important to their careers. They are working with the record manufacturers to constantly produce better recordings of great popular tunes, so that people will be attracted to automatic phonographs, and will play more times than before. Any retailer can carefully check the statements here against his own products, his own costs, his own overhead operating expenses, from 1934 to 1951.

Then let him decide whether the automatic music operator who has a phonograph in his place of business isn't also entitled to raise his price so that he can continue to try hard to earn a livelihood.

(Cost of Reprints of the Above for Operators Who Desire to Mail Them to Locations Furnished on Request)
FURTHER PROOF WHY OPS NEED 10¢ PLAY

This is a Copy of a Letter that I Sent to Our Senators and Congressmen.

Re: Cost of Operation on Amusement Machines

Dear Senator:

I have been an operator of juke boxes for twelve years and have kept a detailed record of the income and expenses of operation. I wish to present to you figures showing the reduction in net receipts by comparing the years 1940 and 1950. Below is shown income and expenses based on the operation of 50 juke boxes.

<table>
<thead>
<tr>
<th>Description</th>
<th>1940</th>
<th>1950</th>
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<tr>
<td>Collections, $9.22 per wk. per machine</td>
<td>$23,972.00</td>
<td>$16,588.00</td>
</tr>
<tr>
<td>50 Phonographs @ $250.00</td>
<td>4,166.67</td>
<td>$39,800.00</td>
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<tr>
<td>$12,500—3 yrs.</td>
<td>175.00</td>
<td>3,120.00</td>
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<tr>
<td>1 Pickup Truck, $700.00—4 yrs.</td>
<td>2,100.00</td>
<td>$795.00</td>
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<tr>
<td>1,560.00</td>
<td>$1,400.00—4 yrs.</td>
<td>4,875.00</td>
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<tr>
<td>7500 Records @ 28 cents</td>
<td>150.00</td>
<td>@ 65 cents</td>
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<tr>
<td>Labor per year</td>
<td>56.00</td>
<td>275.00</td>
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<tr>
<td>2500 Light Bulbs @ 6 cents</td>
<td>15.00</td>
<td>@ 11 cents</td>
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<tr>
<td>200 Needles @ 28 cents</td>
<td>163.80</td>
<td>@ 3 cents</td>
</tr>
<tr>
<td>10 Crystal Pickups @ 1.50</td>
<td>21.60</td>
<td>28.80</td>
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<tr>
<td>780 Gal. Oil @ 21 cents</td>
<td>100.00</td>
<td>@ 31 cents</td>
</tr>
<tr>
<td>18 Gal. Oil @ 1.20</td>
<td>550.00</td>
<td>$1.10</td>
</tr>
<tr>
<td>Miscellaneous Parts and Expenses</td>
<td>125.00</td>
<td>@ $1.25 per month</td>
</tr>
<tr>
<td>Licenses—City and County</td>
<td>720.00</td>
<td>1,500.00</td>
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<tr>
<td>Federal Stamps Rent @ $60.00 per month</td>
<td>$9,778.00</td>
<td>$24,850.27</td>
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</table>

Total Expenses                     | $14,194.00  | Loss for Year | ($18,262.27)

Profit for Year                     |             |              |

From the above you will see that my business is no longer profitable. Any additional taxes or assessments on my machines would put me completely out of business. It is my opinion, as a man who has been in the amusement business for several years, that additional assessments will lower federal revenue by forcing these businesses to cease operation. In talking with other operators it appears that their problems are similar to mine.

I would appreciate your giving consideration to the above facts and figures in voting on legislation affecting this kind of business.

Very truly yours,

John I. Tabor

John I. Tabor
“CASTLE ROCK” (2:33)
“SEPTEMBER SONG” (3:05)
RALPH MARTHIE
(Mercury 5658)

- Two instrumental solos in different styles are turnaround on this disk by Ralph Marterie. The first half is jumpy thing with some excellent solos by the boys in the band. The lower half has the group and Georgie gets orchestra gives a slow melodic workout. Both sides are good with this one.

“DYNAMITE POLKA” (2:12)
“HOME RUN POLKA” (2:39)
RAY HENRY
(Dono 3055)

- A couple of happy sounding polkas and taken out on this plate by Ray Henry and the orchestra. Each side gets a lively workout from the boys and makes for good party tunes, who have the locations which for polkas, will do fine with this one.

“SENTIMENTAL FOOL” (2:12)
“MY TRULY, TRULY FAIR” (2:40)
GEORGIE AUWL
(Card 60515; 9-60515)

- Georgie Auld goes to work on a ballad on the top deck and does it in wonderful style as an ensemble under the direction of Dave Lambert helps him out vocally. On the second side the same group and Georgie get orchestra on a current and hit again do a worthwhile job. Ops oughta tune in.

“The POCATELLO POLKA” (2:10)
“LET'S GO BOWLING” (2:02)
ROSALIND PAIGE
(Dubonneet 4001)

- Rosalind Paige tackles a polka on the upper half and with an assist from the Satisfiers and Buddy Roco's Trio, she makes it sound real jumpy. Second half is another lively get together of the same groups and Rosalind. Ops might take a look at this.

“STRAWBERRY TEARS” (2:29)
“EASY TALK” (2:37)
DINNING SISTERS
(Capitol 1977; F-1577)

- A couple of cute items are dished out here by the Dinning Sisters. Displaying their usual listenable harmony, the girls run through the lyrics of these tunes in a happy manner. Ops who are looking for good filler material, might take a listen to these sides.

“How D'ya Like Your Eggs In The Morning?” (2:46)
“WE NEVER TALK MUCH” (2:44)
DEAN MARTIN & HELEN O'CONNELL
(Capitol 1957; F-1575)

- Two appealing novelties get a good recording from Dean Martin and Helen O'Connell. This pair gives out with the good lyrics in fine style which should please their fans. Although not of the world shaking variety, each end of this disk is pleasant to hear and ops oughta take a listen.

SWEET VIOLETS” (2:49)
“IF YOU TURN ME DOWN” (2:13)
DINAH SHORE
(RCA Victor 20-4174; 47-4174)

- Taking an old tune with some cleaned up lyrics, Dinah Shore turns out a novelty disk which is bound to hit all over the place. Written by the author of "The Thing" and “Never Been Kissed,” this one is the same sort of thing, a familiar melody with lyrics that will pass inspection. The disk is headed for a great juke box play and ops will know where score of it want to get going with it. Dinah vocalizes in first rate fashion here and Henri Rene and the orchestra back her up in fine style. The second side too is a likely novelty with an appealing tune and cute lyrics. Dinah does this in her winning manner and it too has a good chance. Ops have a good thing here, a top side that can't miss and a dip with possibilities.

“THERE ARE TWO SIDES TO EVERY HEARTACHE” (2:37)
“DREAM TRAIN” (2:30)
JAN GABRER
(Capitol 1957; F-1578)

- A couple of smooth sides are offered here by Jan Garber and his orchestra. Both ends get a fine vocal from Roy Cordell as the boys in the band back him up with their well known sweet style. This disk should hold its own in the boxes and ops might take a look.

“VANITY” (2:42)
“THE WONDERFUL WORD” (2:39)
TONY FONTANE
(Mercury 5659)

- Tony Fontane puts his big voice to work on a beautiful ballad and makes it sound real wonderful. With George Bassman doing the orchestration, Tony really gets going on this side. The lower one finds him teaming up with the Smith Brothers to offer their version of a current inspirational hit. Ops shouldn't miss this disk.

“ROMAN GUITAR” (2:15)
“DYNASTRO DRIVE” (2:23)
JERRY MURAD’S HARMONICATS
(Mercury 5625)

- Jerry Murad's Harmonicats go to town here with a couple of instrumentals which should please. The top side is a lovely melody which the boys do in very exciting style while the second half is a very fast driving instrumental. Ops will want to take a look at this one.

**BEST BUYS**

- "I CAN SEE YOU" (3:01)
- "DARK IS THE NIGHT" (2:34)
MARY MAYO
(Capitol 1957; F-1579)

- Mary Mayo takes two tunes from "Rich, Young And Pretty" and gives them the vocal in pleasant voice. Bob gets some good support from the boys in the orchestra. The lower end is a fast paced item on which the Crew Chief's join Bob in giving out with the cute lyrics. Ops oughta listen in.

- "LISTEN TO THE BELLS" (2:46)
- "I WANNA BE READY" (2:15)
STATEMEN QUARTET
(Capitol 1952; F-1582)

- Two pop religious tunes are sent along by the Statemen. With Hovie Lister accompanying them on the piano, the boys do both of these sides in acceptable style. First one is very easy going and gets a smooth working over on the upper half. Tommy Mercer does the vocal. Opp side is a novelty with one on the side. Lower end gets another vocal from Tommy and the Chorus girls back in with some good work. Ops could go through with the orchestra. Ops might take a peak.

- "SAD AND LONELY" (2:57)
- "IRVING" (2:44)
LAWRENCE WELK
(Capitol 60514; 9-60514)

- A tune with a lot of sleeper potential shows up here done by Lawrence Welk. Getting a terrific vocal from Roberta Lynn who's joined by Garth Andrews, this side has great possibilities. The second half is a very cute novelty on which Roberta and the Modernaires take off on the vocal. Ops shouldn't miss this disk.

- "DREAMERS, PLEASE LISTEN" (2:32)
- "TANGERINE" (2:39)
NORMAN GREENE ORCHESTRA
(Reforest 104)

- An interesting ballad is introduced by Norman Greene's orchestra on the upper deck. Anita Ellis gives out with the vocal in pleasant style and makes this a worthwhile side. Boys half is a smooth rendition of an oldie with a chorus doing the vocalizing. Ops will do ok with this.
This week's
New Releases
...on RCA Victor

**POPPULAR**

FRANKIE CARLE
and his Orchestra
In The Cool, Cool, Cool Of The Evening
Lullaby Train
20-4190 (47-4189)

EDDIE FISHER
Mystery Record (In Second Phase of RCA Victor's Summer Pop Drive—July 2nd to July 14th)
20-4191 (47-4191)

BUDDY MORROW
and his Orchestra
Good Morning, Mister Echo
Shanghai
20-4192 (47-4192)

**WESTERN**

SONS OF THE PIONEERS
Lonesome
The Wondrous World
21-0486 (48-0486)

**COUNTRY**

EDDIE MARSHALL
and his Trail Dusters
Oh Dear, Where Can My Honey Be?
There's No Escape
21-0487 (48-0487)

**SACRED**

SHANNON GRAYSON
and his Golden Valley Boys
Pray The Clouds Away
Childhood Dreams
21-0488 (48-0488)

**RHYTHM**

BIXIE CRAWFORD
with Ernie Freeman's Orchestra
My Man's A Devil
Wintin' Around
22-0135 (50-0135)

**POP-SPECIALTY**

JOHNNY VADNAL
and his Orchestra
Yellow Shoes Polka
Three Little Girls Dressed In Blue
23-1201 (51-1201)

**NEW ALBUMS**

ANDRE PREVIN
Piano Program
P-313 (WP-313) * LPM-144**

THE CITIES SERVICE BAND OF AMERICA
America's Favorite Marches
P-315 (WP-315) * LPML-6**

CANTOR LEIBEL WALDMAN
with Abe Elstein at the Organ
Liturgical Masterpieces Presented by Cantor Leibele Waldman
S-104 (WS-104)**

**5 rpm Cat. nos.
** 78 rpm Cat. nos.
"SLEEPER OF THE WEEK"

**“COME ON-A MY HOUSE” (2:00)**
**“ROSE OF THE MOUNTAIN” (2:30)**

**ROSEMARY CLOONEY**
(Columbia 39467; 4-39467)

"Rose, Rose I Love You," Rosemary puts this forth in Armenian style and it’s certainly something to hear. It’s going to be one of the hottest items of the season and ops will do well to stock up fast. The backing Rosemary gets is out of the world also with Stan Free- man letting go with a harpsichord. The second side has a lot to recom- mend it too. Here she teams up with herself to come through with an- other excellent release. The one that is due to shoot right to the top is the first side however. Ops can’t afford to miss it.

**THE MORNINGSIDE OF THE MOUNTAIN** (2:47)

**MUON, JUNE, SPOON** (3:01)

**JAN GABER**
(Capitol 1594; F-1594)

A beautiful ballad gets another good interpretation here from Jan Gaber and his orchestra. Roy Corbell delivers the vocal in exciting style which makes for wonderful listening. The bottom half is a cute ditty which also comes out ok as done by the Gaber crew. Ops will make out fine with this platter.

"FOR ALL WE KNOW" (3:03)

"WHO COULD MY SWEETIE" (2:38)

**VOICES OF WALTER SCHMANN**
(Capitol 1593; F-1593)

A lovely oldie is given one of those grand renditions which the Walter Schumann chorus does so well. Offering it in very slow tempo, they really run through this in wonderful fashion. The bottom half is a lively rhythmic thing which the chorus also handles well. Ops oughta take a listen.
DINAH TOPS everything she ever recorded...

"HOW MANY TIMES CAN I FALL IN LOVE"
backed with "TEN THOUSAND MILES"

RCA VICTOR 20-4175 47-4175

and

"SWEET VIOLETS"
backed with "IF YOU TURN ME DOWN"

RCA VICTOR 20-4174 47-4174

RCA VICTOR RECORDS
RECORD MANUFACTURERS, DISTRIBUTORS, ARTISTS, PUBLISHERS, SUPPLIERS

GET COMPLETE ATTENTION OF THE NATION'S MUSIC OPERATORS, FOREMOST RECORD DEALERS, DISK JOCKEYS, RECORD DISTRIBUTORS AND ALL THE MUSIC INDUSTRY

THE CASH BOX

NAMM SHOW ISSUE

(Dated July 21, 1951)

GOES TO PRESS: THURS. JULY 12
RESERVE YOUR AD SPACE NOW!!

THE CASH BOX

32 W. RANDOLPH ST. CHICAGO 1, ILLINOIS (Phone: DEarborn 2-0045)

EMPIRE STATE BUILDING NEW YORK CITY 1, N. Y. (Phone: LONGacre 4-5321)

6363 WILSHIRE BLVD. LOS ANGELES 48, CALIF. (Phone: WEBster 3-0347)
NEW YORK:

Those healthy tans and happy smiles around Tin Pan Alley are a result of a swell day with Perry Como at the 3rd annual golf tournament. The guys in the music business really had themselves a time. You should have seen Sammy Kaye's face when he won the award for "the nearest to the pin" contest. The prize was an RCA Victor 45 record player. We hear that Roy Acuff, in an amusing display of golfing form, hit in the low 90's—for 3½ holes that is. He carried the ball the rest of the way. Ray Arnett cut the original version of "Come On—A My House." It's being released on King Records with all shipments going by air. Elie and the lyric writer, William Sanyek, are both Armenian, which in true Armenian tradition of course makes them cousins. Johnny Hartman, new Victor star, received such excellent response to his first record "Out Of The Night", that dj Carl Gibbons in Huntington, W. Va., had him on the air via telephone call from N. Y.

The Art Rupe and Cy Stage of Specialty Records plan a big promotion on Roy Milton's new disk, "I Have News For You" and "T-Town Twist" during the convention in Chicago. Irving Fields just signed to a new 5 year contract with M.C.A. Art Tacker, formerly of WTOA has switched to WOCF in Boston. Tell us about that April studio "Because Of Rain" rapidly rising in the popularity poll. Joe Delaney, former London Record A & R head, entered law school at Tulane University on New Orleans. One of the first ever to be enrolled without pre-law, he was accepted on the basis of his past business and army experiences. Delaney expects to complete the course in 2½ years.

Howe Richmond returned from Europe this week having formulated plans to set up European outlets for his own publishing firms. He picked up several tunes on the continent including one from Charles Trenet in Paris, two in Germany and several in Scotland, one of which has just been released on the Columbia label, Burl Ives "Oh Dear She's Wonderful, Beautiful". Good to see Lee Castle back on B'Way with a swell sounding band and set until Labor day at the Aladdin.
ROSEMARY CLOONEY'S

"Come On-a My House" and
"ROSE OF THE MOUNTAIN"

WNEW'S MARTIN BLOCK
over The Make-Believe Ball-Room, May 16th: "First time ever... the week's two top records, back to back. I'm picking both sides to kick each other straight to the top of the list!"

78 rpm 39467
33 1/3 rpm 3-39467
45 rpm 4-39467

COLUMBIA RECORDS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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<tbody>
<tr>
<td>1. TOO YOUNG (Not &quot;King&quot; Cole)</td>
<td>1. JEZEEL (Frankie Laine)</td>
<td>1. MISTER AND MISSISSIPPI (Dinah Day)</td>
<td>1. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)</td>
<td>1. TOO YOUNG (Not &quot;King&quot; Cole)</td>
<td>1. TOO YOUNG (Not &quot;King&quot; Cole)</td>
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<tr>
<td>2. HOW HIGH THE MOON (Les Paul &amp; M. Ford)</td>
<td>2. TOO YOUNG (Not &quot;King&quot; Cole)</td>
<td>2. MISTER AND MISSISSIPPI (Dinah Day)</td>
<td>2. BEAUTIFUL BROWN EYES (Rosemary Clooney)</td>
<td>2. APOLOGIZE (Billy Eckstine)</td>
<td>2. UNLESS (Guy Mitchell)</td>
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<td>3. JEZEEL (Frankie Laine)</td>
<td>3. SOUND OFF (Vaughe Monroe)</td>
<td>3. TOO YOUNG (Not &quot;King&quot; Cole)</td>
<td>3. APOLOGIZE (Billy Eckstine)</td>
<td>3. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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<td>4. ON TOP OF OLD SMOKY (The Weavers)</td>
<td>4. MY TRULY, TRULY FAIR (Guy Mitchell)</td>
<td>4. THE OLD LION (Les Paul &amp; M. Ford)</td>
<td>4. SPARROW IN THE TREES (Guy Mitchell)</td>
<td>4. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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<td>6. MOCKIN' BIRD HILL (Les Paul &amp; M. Ford)</td>
<td>6. UNLESS (Gay Mitchell)</td>
<td>6. TOO YOUNG (Not &quot;King&quot; Cole)</td>
<td>6. MISTRESS AND MISSISSIPPI (Patti Page)</td>
<td>6. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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<td>7. APOLOGIZE (Billy Eckstine)</td>
<td>7. PRETTY EYED BABY (Al Trofia)</td>
<td>7. I APPOLOGIZE (Billy Eckstine)</td>
<td>7. THE OLD LION (Les Paul &amp; M. Ford)</td>
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<td>10. WANG, WANG BLUES (Amin Brothers)</td>
<td>10. APOLOGIZE (Billy Eckstine)</td>
<td>10. THE LOVELIEST NIGHT OF THE YEAR (Minnie Lee)</td>
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<td>10. I APPOLOGIZE (Billy Eckstine)</td>
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New York, N. Y. and Chicago, Ill. have the most entries with 10 songs each. The top song on both lists is "The Old Lion" by Les Paul & M. Ford.

The top songs from the other cities are varied, with "Too Young" by Frankie Laine being a recurring theme. The list includes a mix of rhythm and blues, pop, and jazz songs.

Overall, the Top Ten Hits Record City report provides a snapshot of the most popular songs at the time, reflecting the tastes of the American public.
A GREAT SONG! A GREAT ARTIST!

Richard Hayes

'COME ON-A MY HOUSE'

coupled with "GO, GO, GO"

MERCURY 5671 + 5671X45

Mercury Records

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA
Joe Mooney Back On Records

PATERSON, N. J.—Joe Mooney is pictured playing the organ at the Downtown Club in Paterson, N. J. Absent from the recording picture for several years, Joe has just cut two sides for the recently formed Carousel Records. They are “Long Ago Last Night” and “Crazy She Calls Me”. He does the vocal himself and plays the organ while accompanied by Bob Carter, bass, and Bucky Pizzarelli on guitar.

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City’s Harlem Area; Chicago’s South Side, and New Orleans.

1. SIXTY MINUTE MAN
   Dominoes
   (Federal 12022)

2. I WON’T CRY ANYMORE
   Dinah Washington
   (Mercury 8211)

3. TOO YOUNG
   Nat “King” Cole
   (Capital 1449)

4. CASTLE ROCK
   Johnny Hodges
   (Mercury)

5. SLEEP
   Earl Bostic
   (King)

6. THESE THINGS I OFFER YOU
   Sarah Vaughan
   (Columbia 39370)

7. DON’T YOU KNOW I LOVE YOU?
   Clovers
   (Atlantic)

8. HOW HIGH THE MOON
   Les Paul & Mary Ford
   (Capitol 1451)

9. I APOLOGIZE
   Billy Eckstine
   (MGM 10903)

10. CHICA BOO
    Lloyd Glenn
    (Swingtime)

ROCKET 88
Jackie Brenston
(Chess 1458)

BLUE AND LONESOME
King Perry
(Specialty)

TEND TO YOUR BUSINESS
James Wayne
(Sittin’ In)

TRA LA LA
Dave Bartholomew
(Decca)

ROCKET 88
Jackie Brenston
(Chess 1458)

CHICA BOO
Lloyd Glenn
(Swingtime)

DO SOMETHING FOR ME
Dominoes
(Federal)

TEND TO YOUR BUSINESS
James Wayne
(Sittin’ In)

SIXTY MINUTE MAN
Dominoes
(Federal 12022)

I’M A NIGHT OWL
Lowell Fulson
(Swingtime)

STACKED DECK
Billy Wright
(Savoy)

WEAK MINDED WOMAN
Louis Jordan
(Decca 27547)

ROBIN HOOD RECORDS
1619 BROADWAY
NEW YORK, N. Y.
Contract For Kitty

2 HITS—BACK TO BACK
GRIFFIN BROS. ORK.
announced new release

"TRA-LA-LA"
"HOPPIN'"

DOTT # 240

Rev. B. C. Campbell
and his Congregation

"Oh In That Morning"
and

"I Know It's Worth It"

APOLLO RECORDS, INC.
457 W. 44 ST. N.Y.

APOLLO RECORDS, INC.
GALLATIN, TENN.
Tel. Gallatin 880

JUBILEE RECORDS

A WHOPPING RELEASE!

“SOPPIN’ MOLASSES”
"WHOPPING BLUES"

by

BUDDY LUCAS & All Stars

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

Regent # 1036

I DREAM

by LITTLE ESTHER & MEL WALKER
with the Johnny Otis Orchestra

The Cash Box, Music Page 17 June 30, 1951

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

CHAINS OF LOVE
Joc Turner
(Atlantic)

SIXTY MINUTE MAN
The Dominoes
(Federal 12022)

I'VE BEEN LOST
Little Willie Littlefield
(Modern)

WHAT A FOOL I WAS
Percy Mayfield
(Specialty)

ROCKET 88
Jackie Brenston
(Chess 1458)

TEND TO YOUR BUSINESS
James Wayne
(Sittin' In)

BLUE AND LONESOME
King Perry
(Specialty)

KOREA BLUES
Bayou Boys
(Chess 1449)

WEAK MINDED BLUES
Louis Jordan
(Decca 27541)

ROCKIN' AND ROLLIN'
Little Son Jackson
(Imperial)

TEND TO YOUR BUSINESS
James Wayne
(Sittin' In)

STACKED DECK
Billy Wright
(Seroy)

POPPA STOPPA
Pee Wee Crayton
(Modern)

I'M WAITING JUST FOR YOU
Lucky Millinder
(King)

ROCKET 88
Jackie Brenston
(Chess)

ONE MONKEY DON'T STOP THE SHOW
Stick McGhee
(Atlantic)

WRONG WOMAN BLUES
Roy Brown
(DeLuxe)

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

CHICA-BOO
Lloyd Glenn
(Swingtime)

PITTSBURGH, PA.
1. Sixty Minute Man (Dominoes)
2. I'm Waiting Just For You (Lucky Millinder)
3. Rocket 88 (Jackie Brenston)
4. Sleep (Earl Brown)
5. You Run Away With My Heart (Majors)
6. Castle Rock (Johnny Hodges)
7. I Will Wait For Your Buddies (King Cole)
8. Too Young (King Cole)
9. Man With A Horn (Percy Mayfield)
10. These Things I Offer You (Sarah Vaughan)

NEWARK, N. J.
1. Black Night (Charles Brown)
2. How High The Moon (Les Paul)
3. Sixty Minute Man (Dominoes)
4. Lost Love (Percy Mayfield)
5. Tend To Your Business (James Brown)
6. Too Young (King Cole)
7. Numbers Blues (Roy Milton)
8. Rock Little Daddy (Evelyn Charles)
9. Let's Rock And Roll (Amos Milburn)
10. Rocket 88 And Boogie (Little Son Jackson)

ATLANTA, GA.
1. Rocket 88 (Jackie Brenston)
2. I've Been Lost (Little Willie Littlefield)
3. Baby, Let Me Hold Your Hand (Carmen McRae)
4. Boppin' The Boogie (Oscar Peterson)
5. I'll Always Be In Love With You (Charles Brown)
6. I Will Wait For Your Buddies (Four Buddies)
7. Chica Bo (Lloyd Glenn)
8. Spider Rock (Lloyd Glenn)
9. Rockin' And Rollin' (Little Son Jackson)
10. That's All Right (Elroy Rogers)

SAVANNAH, GA.
1. Sixty Minute Man (Dominoes)
2. Rocket 88 (Jackie Brenston)
3. Too Young (King Cole)
4. Black Night (Charles Brown)
5. Tend To Your Business (James Wayne)
6. Don't Take Your Love Away From Me (Les Brown)
7. I Apologize (Billy Eckstine)
8. Trouble (Moraryo Harris)
9. My Love, My Baby (Joe Morris)
10. Good Man Alive (Roy Brown)

OPLEOUSSAS, L.A.
1. Tra-La-La (Griffins Bros.)
2. Rocket 88 (Jackie Brenston)
3. Tend To Your Business (James Brown)
4. Too Young (King Cole)
5. How High The Moon (Les Brown)
6. Chica Bo (Lloyd Glenn)
7. Black Night (Charles Brown)
8. Korea Blues (Roy Milton)
9. I'm Worryin' About You (Lucky Millinder)
10. I Will Wait For You (Four Buddies)

LOS ANGELES—General Artists Corporation vice-president, Henry Miller, points out a fine-print paragraph to singer Kitty White, recently signed by the booking agency for a series of club dates. The songstress caught the attention of Decca's musical director a few months ago and her first side for the company, "Paradise," is now catching coin on the juke boxes and a hefty touting by the nation's top disk jockeys.

Chess Records Moves To Larger Quarters

CHICAGO—Chess Records moved to new and larger quarters at 750 East 49th Street, this city, this past week. Leonard and Phil Chess of the firm announced, "We have been contemplating such a move for sometime now due to increased business. "We needed more space and will now be able to better serve all our customers throughout the country from these new and enlarged quarters."

The firm has been clicking with its last releases. Their "Rocket 88" is one of the top disks in the rhythm and blues field at this time.

Their "Ridin' The Boogie," featuring Lou Sargento, is coming along fast. Other new disks, they report, especially Gene Ammons' latest, "Happiness Is A Thing Called Joe," and Muddy Waters' "Honey Bee," are climbing fast with Chess Records distributors in various cities already ordering in large quantity.

15 Year Old Chirp Signs Apollo Pact

NEW YORK—Little Edna McGriff, 15 year old throat, bows into show business this week via a recording contract with Apollo Records. The New York has a student at Washington Irving High School. Little Edna writes much of her own material and scheduled for her first etching session this week are three original tunes entitled "Come Back," "Note Droppin' Papa Blues" and "Rain."

Accompanying her on her first recordings will be Budd Johnson, tenor playing band leader, who is now organizing his own road unit.

Sammy Kaye on TV

NEW YORK—Sammy Kaye has been signed by the Lambert Pharmaceutical Company to present his "So You Want To Lead A Band" show on television starting Saturday, July 25. The contract is for three years in 26 week segments.
Meeting Dates Of Music Operators’ Associations

<table>
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<th>Date</th>
<th>Event</th>
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| June 25 | Phonograph Owners’ Association  
Place: Broadway Hotel, East St. Louis, Ill. |
| 26     | Automatic Music Operators’ Association  
Place: Henry Hudson Hotel, New York, N. Y. |
| 26     | Amusement Machine Association of Philadelphia  
Place: Broadwood Hotel, Philadelphia, Pa. |
| 27     | Music Merchants’ Guild  
Place: Narragansett Hotel, Providence, R. I. |
| 28     | California Music Guild  
Place: Hotel Sacramento, Sacramento, Cal. |
| July 1  | Nebraska Automatic Phonograph Operators’ Association  
Place: Cornhuskers Hotel, Lincoln, Neb. |
| 2      | Illinois Amusement Association  
Place: 200 North Madison St., Rockford, Ill. |
| 5      | Phonograph Merchants’ Association  
Place: Hotel Hollenden, Cleveland, Ohio |
| 5      | Washington Music Guild  
Place: Hotel 2400, Washington, D. C. |
| 8      | South Dakota Phonograph Association  
Place: Sioux Falls, S. D. |
| 10     | Automatic Phonograph Owners Association  
Place: Sheraton-Gilson Hotel, Cincinnati, Ohio |
| 10     | California Music Guild  
Place: 311 Club, Oakland, Cal. |
| 12     | Illinois Recorded Music Association  
Place: Glen Eagles Country Club, Chicago, Ill. |
| 12     | Michigan Automatic Phonograph Owners’ Association  
Place: Macabees Building, Detroit, Mich. |

"... OPS WONT WANT TO MISS THIS DISK..." The Cash Box

"TIME HAS PASSED"  
Words and Music by GLADYS SHELLEY and HARRY JACOBSON  
BY THE BEST JAZZ AND BLUES ARTIST of 1950  
IVORY JOE HUNTER  
on M-G-M Record 10963  

THE CASH BOX

"EYESIGHT TO THE BLIND" (2:55)  
"I AIN'T FATTENIN' FROGS FOR SNAKES" (2:42)  
THE LAKES  
(Apollo 427)

real cute ditty with lyrics to match and offered in a refreshing manner that is typical of this fine group. The Lakes dish it out in a bouncy fashion that is bound to have every one clapping hands to keep time. This item is sure fire box fare. The lower end and another cute thing that may easily take off. It features the group in a rhythmic number that gets a good instrumental backing to keep it moving in fine style. Ops who cleaned up with the Lakes’ last disk oughta start stockin’ up fast. Looks like the top half will take off.

"IN MISERY" (2:49)  
"SUMMER’S COMING ON" (2:55)  
JOE "PAPOOSE" FRITZ  
(Preckel 1574)

• Joe “Papoose” Fritz comes up with two similar numbers on this waxing. Both end with that slow, bouncy vocal thing that makes for good listening. Some pretty sax playing and a fitting instrumental backing helps put these disks over. Ops oughta play it smart and listen in.

"TRA-LA-LA" (2:15)  
"TWO TIMIN’ WOMAN" (2:50)  
CALVERT JONES  
(Coral 65566)

• The top half of this platter is a tune that has already created some attention in the rhythm and blues field. Calvert Jones takes it and dishes it out in convincing style as he spins through this bouncy number. Flip presents a driving thing with a roaring vocal. It’s the top side.

"AT LAST" (2:44)  
"HOME IN THE SKY" (2:39)  
HERB LANCE  
(Sitte’s 603)

• Herb Lance has two pretty ballads to work with on this disk. And work on it he does with a wonderful vocal that truly puts these tunes across. Aside from the fine backing on both ends, the under side offers the fine harmony of Herb and a chorale group. Ops should have a big play on both halves.

"FEELING BLUE AND LOW" (2:38)  
"I’VE GOT NEWS FOR YOU, BABY" (2:49)  
ARbee STIDHAM  
(Sitte’s In 606)

• The top level of this waxing, featuring Arbee Stidham, is one of those slow, low down blues items done with a forceful vocal. The interludes of piano and sax playing help give an appropriate backing to this side. The bottom half, done in a talking-singing manner, is a driving tune with a big bounce. Ops have good material here.

"THE MAN WITH THE HORN" (2:43)  
"BODY AND SOUL" (2:39)  
BRAD RAEBURN  
(Savoy 800)

• Brad Raeburn and his orchestra come up with two oldies on this disk and proceed to give out with some wonderful instrumental renditions. Top side finds the various sections of the group featured to good advantage, while the lower end has the orchestra teaming with a female croon to present an earful of listening pleasure. Ops can’t go wrong with either side.

"PRETTY EYED BABY" (2:51)  
"MARCHETA" (2:47)  
BILLY FORD  
(Regal 1376)

• Billy Ford, ably assisted by Joan Shaw, skips through the top deck in a refreshing version of a ditty that has already created a big fuss. The combo should get its share. Flip finds Billy taking an oldie and giving it a good jump that carries it through in a pleasant style. Ops have winners on both sides.

"EYESIGHT TO THE BLIND" (2:43)  
"GOING DOWN SLOW" (2:57)  
JOE HILL LOUIS  
(Modern 828)

• Joe Hill Louis has a cute thing working for him on the upper side. It’s one of those loud, bluesy items done in a low down way. The lower deck is a similar tune with fine string backing that gets a good going over by Joe. We give the nod to the top half.

"A FOGGY DAY" (2:38)  
"DOWN ‘N’ ADAM" (2:39)  
LESTER YOUNG ORCHESTRA  
(Mercury 8946)

• Both sides of this waxing offer Lester Young and his orchestra doing fine instrumental jump numbers. Each side features Lester and his tenor sax and beautiful piano interludes as a change of pace. Ops needing filler material of this nature have a beaut here.
Music Men Pay Tribute to Perry Como
At 3rd Annual Golf Tournament

NEW YORK—Paying tribute to Perry Como with all the sincerity they could muster, top representatives of the music business “followed the sun” Tuesday, June 10, for the third annual Perry Como Golf Tournament at the Garden City Country Club.

The affair wound up at a gala dinner that evening at which everyone echoed Ed Sullivan’s speech saying Perry Como is real credit to the music industry, one of those fellows who, now that he is at the top of the heap, is still the same nice guy he was when he started out.

Space forbids the mentioning of all those who attended, but almost all the men responsible for the top tunes of the day were present.

The guests included Ed Sullivan, Mancie Sacks, Mitchell Ayres, Henry Oronati, Art Weems, Jack Katz, Dean Martin, Sammy Kaye, Martin Block, Eddie Gallagher, Morty Patitz, Harry Ayres, Joe Higgins, Cork O’Keefe and Bob Miller, president of the music men’s union among many, many others.

At the height of the occasion the music boys donated a three-foot high trophy inscribed to Perry.

The business of the day was golf and first prize was won by Sammy Kaye in the publishers’ division, with Jack Johnstone coming in second, and Larry Stock, Harry Wehnstein and Micky Glass tying for third.

In the guest division, Mitchell Ayres came in first, with Lou Del Guercio following him up.

Sammy Kaye won a Victrola 45 rpm player for shooting nearest to the pin in the publishers’ division, 7 ft. 9 in., while Mancie Sacks won a three bottle case donated by Al & Dick’s restaurant for coming nearest to the pin in the guest division, 7 ft. 11 in.

Lee Finburgh, who came in second against the pin in the publishers’ division won a nylon golf bag donated by Kuppermann and Del Guercio.

George Gilbert won the putting contest, sinking it with the second shot.

The prize was a sterling silver ice bucket donated by Frank Sinatra.

The box score is below:

<table>
<thead>
<tr>
<th>Publishers’ Division</th>
<th>Handicap</th>
<th>Score</th>
<th>Net</th>
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<tbody>
<tr>
<td>Sammy Kaye</td>
<td>82</td>
<td>12</td>
<td>70</td>
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<tr>
<td>Jack Johnstone</td>
<td>82</td>
<td>12</td>
<td>70</td>
</tr>
<tr>
<td>Larry Stock</td>
<td>83</td>
<td>12</td>
<td>71</td>
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| Harry Wehnstein      | 80       | 10    | 70  |
| Mickey Glass         | 77       | 5     | 72  |

Paul Brenner Starts
Disk Show On TV

NEWARK, N. J.—Paul Brenner, top disk jockey at WAAF, last week started a program designed to show that records could effectively be used on TV.

Over WATV, Paul originated a program called “Rate the Record” on which several high school students are asked to give their opinion about discs which they hear for the first time and then a professional record reviewer tells what he thinks about them.

The student who comes closest to the music reviewer’s score at the end of the program receives a watch as a prize and all the other students receive record albums of their choice.

The first guest on the show was Sid Parme, Music Editor of The Cash Box.
Folk and Western Roundup

Mercury's latest acquisition in the country field is Eddie Hill currently on TV at WMC in Memphis. Eddie guested on the Martha White Flour shows over WSM in Nashville the first week in June and it was here that the Mercury deal was handed by Murray Nash. . . . George Morgan returned last week from a Hollywood trek; Hollywood trip was for the purpose of cutting Robin Hood transcriptions with the Whippoorwill. George also guested with Tex Williams at the Riverside Ranch. The Morgan trio is currently playing a two-week engagement for Fox Mid-West Theatres through Missouri and Iowa.

Red Kirk is the proud father of a daughter, Jenny Lynn born May 30 in Lima, Ohio. Red is guesting this week June 11th to 16th on the Martha White shows from WSM. This takes in five early morning shows, one hour of the Saturday night Grand Ol' Opry and a Sunday morning hymn program. A Mercury session is scheduled for Red during the week in Nashville.

Eddy Arnold is scheduled to top a big Fourth of July celebration at Roy Acuff's Dungar Cave near Nashville, Tennessee.

Carl Story switched recently from WPAQ Mount Airy in North Carolina to WEAS Decatur, Georgia. The Story group includes Claude Boone, Cotton Galon and Red Rector, Charlie Lamb, Story's PM is enjoying a week's vacation in Mississippi with his family.

Hank Williams opens Sunday June 17th in Louisville and continues thru Battle Creek, Michigan—Youngstown, Ohio—South Bend, Indiana—Omaha, Nebraska and Kansas City, Missouri.

Ernest Tubb with String Bean, Annie Lou and Danny start in Canada on the 18th of June for two weeks.

Don Law, Columbia country exec jumped into Nashville June 10th to record Carl Smith and Daisy Mae and Of Brother Charlie.

Carl Smith with Lonzo and Oscar started a week's engagement at the Lyric Theatre in Indianapolis on June 14th. They have been excused from their Opry appearance on the 16th to fulfill this engagement.

Mel Force, Acuff-Rose rep recently covered talent and disc jockeys in St. Louis, Kansas City, Omaha, Denver, Salt Lake City, Idaho Falls and Seattle. He will continue on the west coast for two more weeks before returning east.

Earl Darie, WBOK New Orleans, D.J. is making a pleasure trip to Nashville June 16th.

Curley Kinsey is currently carrying three shows daily over Whta in Summerville, Georgia. Curley is sporting a new son, Ken.

THE CASH BOX

"CRYIN' HEART BLUES" (2:30)
"HOW CAN I BELIEVE IN YOU?" (2:20) 

JOHNNIE AND JACK

(ACA 21-0478; 48-0478)

Johnny and Jack follow up their hit disk, "Poison Love" with another big one "Cryin' Heart Blues." This should please all the fans they made with their earlier platter and ops who know how popular that one was will start ordering now. With their recent Mountain Boys, the pair tell a sad story on the top deck and they do it with some good harmony and background. The second side "How Can I Believe In You" is a medium paced number again getting a good going over from the boys. This side too has a lot to recommend it. These two fellows have become an act to reckon with on discs and ops who want a money maker better listen in real soon.

"ON OUR SHOTGUN WEDDIN' DAY" (2:26)
"LITTLE BLUE EYED BLONDE, GOODBYE" (2:51)

TANI ALLEN

(fuller 740)

A tune with some very cute lyrics is turned out on the upper half by Tani Allen and his Tennessee Pals. Buck Turner comes through on the vocal and makes this a joy to hear. Second side too is a jumpy thing with a good beat and again Buck does well by the lyrics. Ops oughta take a listen.

"A MILLION YEARS AGO" (2:53)
"LONELY AND BLUE OVER SOMEONE" (2:42) 

LEON PAYNE

(Capitol 1580, F-1580)

A side with a terrific amount of emotional is being sent our way by Leon Payne. Payne who has been turning out some fine dishes, has a ballad here which looks as though it could go. The lower half is another ballad on which he gives a fine rendition. Ops can't afford to miss the top deck.

"COFFEE POT" (2:42)
"WEARIN' OUT YOUR WALKIN' SHOES" (2:25)

TEX RITTER

(Capitol 1581, F-1581)

Tex Ritter does two novelties in extremely appealing manner. Each end gets a rhythmic going over from Tex as he runs through the listenable lyrics. These tunes are the kind of things which he does so well and ops who know this artist's work won't want to pass up his latest disk.

"CROSSROADS" (2:39)
"GET YOUR KICKS" (2:26)

JOHNNY HICKS

(Columbia 20236)

Johnny Hicks take a ballad and a novelty and does an equally good job with both of them. The top deck, the ballad, gets an almost pop rendition from Johnny and a nice guitar backing. The novelty is a steady thing which also is good to listen to. Ops oughta do just that.

"STOMP THAT THING" (2:20)
"HUNKEY-TONKY MAN" (2:25)

LOUIS INNES

(Mercury 6335)

Louis Innes delivers his songs in dynamic style. Here he displays two excellent sides both done in that driving, swing, With the String Dusters backing him up, not only does this disk have a first rate vocal, but a fine instrumental background as well. Ops won't want to miss it.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FULL METALS CURB SET FOR OCTOBER

All Users Of Steel, Copper And Aluminum To Be Brought Under Controlled Materials Plan In Last Quarter. Many Metals Listed By NPA As “In Very Short Supply”

WASHINGTON—There will be no “free market” on the three critical metals: copper, steel and aluminum, beginning with October 1, according to the National Production Authority.

All manufacturers using these critical metals will be rationed beginning on that date, regardless of the present CMP (Controlled Materials Plan).

In short, where government agents could go into the open market and obtain whatever amount of these three critical metals they required in an attempt to fulfill their quota, they will now have to sit back and await rationing of the amount they will require (or hope to obtain) directly from NPA.

Manly Fleischmann, NPA Administrator, in this regard said:

“Consumer durable goods producers (under which copper operated equipment is listed by NPA) also under CMP during the third quarter, will be asked to file for LP forms in the near future. This will assure prompt action to distribute steel, copper and aluminum to consumer durable good producers by means of CMP allotments for the fourth quarter if that should become necessary to insure an equitable share of controlled materials for those industries.”

Mr. Fleischmann also stated, “Since metal demands by the entire economy appear to be 35 percent in excess of the available supply it has been necessary to review the needs of military, defense-supporting and civilian programs and it is necessary to establish authorized levels of procurement for all metal consumption. The individual allotments being made by NPA are in conformance with program levels established by the Defense Production Administration in order to bring demand for controlled materials into balance with available supply.

“This equitable distribution function of CMP is of primary importance to small business and producers of civilian goods”, Mr. Fleischmann said.

In a special bulletin, called “Basic Materials And Alternatives”, Issue No. 1, the National Production Authority lists as metals in “very short supply”: Aluminum, Copper, Magnesium, Lead, Siliconium, Tin, Zinc, Osmium (used on phone needles), Cobalt, Nickel, many types of Steel, and Tungsten (used in lamps and tubes).

Exhibit Mails Baby Turtles

“IT'S THE STEADY PUSH THAT COUNTS” READS DECAL ON TURTLE'S BACK

CHICAGO—An unusual stunt by Exhibit Supply Company was the mailing nationwide of baby turtles to all who are identified with the firm’s Golden Anniversary.

Contained in a small box, the turtle arrived in the offices of the firm’s friends throughout the country and the scratching noise on the inside gave many a frightening start.

When the box was cautiously opened a live little baby turtle popped out with a decal on his back reading, “It’s the Steady Push That Counts.”

A friend who received the turtle instantly recalled the story of the turtle and the hare.

Many have since wired and written to Frank Mencuri, sales manager of Exhibit Supply Company, that they consider this one of the very best stunts ever used by any manufacturer.

The big product for the firm’s 50th Anniversary is “Gun Patrol.” Already, it is reported, sales have exceeded anything of a comparative period.

The firm hopes that its Golden Anniversary Month (June, 1951) will establish a sales record both in dollar

and volume sales which will remain for a long, long time to come.

Mencuri is enthusiastic over sales results so far.

He stated this past week, “From all indications, and from the marvelous reaction of the operators to our new ‘Gun Patrol’, we feel certain that sales, both in volume and dollars, will exceed anything we’ve ever known. All members of our firm get back of Gun Patrol’ even more strongly than they already have to wind up our Golden Anniversary Month in a blaze of sales glory.”

Chicago Music Operators’ Assn. Holds Big Meeting

CHICAGO—Ray B. Cunliffe, president of the Recorded Music Service Assn., this city, the music ops’ association here, called together all suppliers and those allied to the automatic music business in this area to meet with the members of this organization at a dinner held Friday (June 22) at the popular Comio Inn.

The plan, according to Ray Cunliffe, was to get the music operators acquainted with the members of the

trade press in this area, as well as all the people who are working on publicity in this field.

Open discussions and general talk about the dinner tables, it was believed by the officers of the organization, would bring about better understanding among the suppliers and operators.

Big subject of discussion at the meeting was the “Juke Box Day Golf Tourney” at the Glen Eagle Country Club, 123rd Street and Bell Road on July 12.

All were invited to be present at this big “Juke Box Day” tourney and to enjoy themselves watching the ops slug those elusive pellets about this well known course.

(Editors Note: Many important open discussions were held with noted lawyers present, but, our space started to press these as yet unavailable.)

Missouri Bill Would Tax Coin Operated Equip. To Pay Veterans’ Bonus

JEFFERSON CITY, MO.—A bill to authorize issuance of bonds for payment of bonuses to World War II veterans was passed by the Missouri House of Representatives (June 14).

The bill, which awaits consideration by the State Senate when the Missouri legislature reconvenes in September after a summer recess, would levy a 2 per cent net income tax on corporations and would tax beer, whiskey, toboacco, magazine subscriptions, jukeboxes and other “luxuries” to pay off the bonds.

Veterans would receive $10 a month for domestic and $15 a month for foreign service, with ceilings of $400 and $500, respectively.
does your route need rejuvenation?

There's no monkey business about it when you give your routes a lively new look with AMI juke boxes.

Play peps up, take increases, locations note an all-around improvement in business. Your new "C" wins approval from patrons and that spells still more profit for you.

Talk it over with your nearest AMI distributor. He'll be happy to show you how to get young and stay young with AMI.

AMI Incorporated

General Offices and Factory:
1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
HERE'S HOW ASCAP Crucify the Music of the

ASCAP Has Set Up a "Special Committee" in Washington Other Material Its Members Can Obtain From Their For Kefauver Bill. These Letters and All Other Data Solicitors. In Addition ASCAP Openly Printed and Issued From Letters and a Booklet by ASCAP:

"...there is now ample evidence that many juke box companies have been infiltrated by criminal elements who operate the business in true gangster fashion, establishing mutually exclusive 'territories', falsifying records, and policing their jurisdictions by brute force."

No one really knows today who owns all the juke boxes thruout the country; how closely this industry is linked to the slot machine racket; how much money is made; where it goes, and whether the Bureau of Internal Revenue gets its full share."

After you read the above four statements issued by ASCAP, you, who have been engaged in the automatic music business for seventeen years, less or more, and are fathers and mothers of children, struggling hard to earn a living in this business because of open competition, free enterprise; the true American way, fathers and mothers of children who are in grade schools, high schools, colleges, universities, and other halls of learning; you juke box fathers and mothers whose children have become lawyers doctors dentists, engineers, and leaders in their communities, all because of the hard work which you have undergone, and are undergoing each day, every day in the week, every week in the year, to continue to earn a living in the automatic music business and, perhaps, put aside a few dollars for your old age; then you can decide what sort of an organization you are up against TO PROTECT YOUR LIABILITY and which you have to fight in this battle of TRYING TO STAY IN BUSINESS...TRYING TO KEEP THIS ONE GROUP OF BIG BUSINESS MEN FROM: Crucifying the Music of the Poor on a Cross of Gold.

This is ASCAP. The American Society of Composers, Authors and Publishers. These are the people who disseminated the above sort of below-the-belt publicity blows against you juke box fathers and mothers to the press of the nation. These are the people who are asking that the Senate of these United States favor one big business group. Make it richer. Stronger. More powerful and more dictatorial by passing an "amendment" to the "Copyright Act of 1909" to halt the exemption of automatic coin operated phonographs from paying them "tribute" and, at the same time, in this very same "amendment", have introduced the most punitive "tax" bill in music history, whereby Senator Kefauver asks that the nation's juke boxes be forced (by the United States Government) to pay to this one group of big business moguls 1c per record side per week "royalty" (royalty that can only be called "tribute"). NOT FAVOR THE PEOPLE. NO STATE IN THE NATION NOR THE FEDERAL GOVERNMENT BENEFITS FROM THIS BILL OF SEN. KEFAUVER'S (S. 1553). BUT FOR THE PEOPLE'S ELECTED REPRESENTATIVES TO THE HIGHEST LEGISLATIVE BODY IN THE NATION, THE SENATE OF THESE UNITED STATES, TO GIVE THIS ROYALTY, THIS "TRIBUTE," TO ONE RICH, POWERFUL, BIG BUSINESS GROUP OF MUSIC MEN, TO HELP MAKE THEM RICHER, MORE POWERFUL, BIGGER, MORE DICTATORIAL.

ASCAP isn't satisfied with the fact that the nation's juke boxes have helped its authors, composers and publishers to enjoy bigger income, bigger royalty, better business. No, sir! They now want to get ALL. In short, they want to KILL THE GOOSE THAT LAYS THE GOLDEN EGGS for them.

They are, by this bill of Sen. Kefauver's (S. 1553), smashing the biggest showcase in all the nation's music history, which their very own authors, publishers and composers have ever had.

Think what this ONE BIG BUSINESS GROUP is asking the Senators of the United States to do! Senators who were elected by THE PEOPLE. To help the people of these United States in every possible fashion. YOU, YOU, AND YOU.

They are asking that the highest legislative body in these United States benefit them ENTIRELY—BENEFIT THE ONE BIG BUSINESS GROUP THAT IS ASCAP.

Not benefit the little people. The poor people. The people who can only afford juke box music. Who relax with a glass of beer, after a hard day's work, and listen to the popular music from the juke box located in their favorite tavern.

Who can't afford to dance to big, high priced dance bands, who, but can dance or listen for a moment or two, (the kind of people these intellectuals like to refer to as the "little people"), and enjoy a glass of beer or two.

Who can't afford to pay the prices of the big Broadway shows, Who can't get around to the concerts, or pay the prices of the tickets, of the big, popular artists.

All they have is America's popular music, economically, in the juke boxes of the nation to console them, to relax them, to help them back to work the next day fresher, feeling better than ever.

How much lower can ASCAP's punches come than to hit so low below-the-belt at any and all men? Men who are outstanding in their communities, and who (this may prove a very, very big and sudden surprise to ASCAP) are automatic music operators, or, as ASCAP likes to call them "juke box-slot machine operators".

These men have won the friendship of the officials in their communities. Have the respect and regard of all the people in their towns. Have been among the first to give to all the charities of the nation. Raised over $250,000.00 for the Damon Runyon Memorial Cancer Fund. Have done so many tremendous jobs for the "March of Dimes", for the big war bond drives featuring
AP IS TRYING TO
Poor on a Cross of Gold
to Handle Letters From All Its Members Plus Whatever
Local Community Leaders in an Effort to Win Support
Obtained Will be Turned Over to the Nation's Legis-
to the Nation's Press the Following Statements Taken

"These racketeers, the Committee learned, do not operate
juke boxes for the benefit of the small tavern and drugstore
owners. On the contrary, they stake out territories of con-
trol for themselves, force the proprietors of taverns and
similar establishments within their territories to take juke
boxes on dictated terms, and enforce their will thru illegal
methods."

"Finally, and of special importance in view of the pressing
public interest in controlling interstate crime, it would help
bring the operations and income of the juke box-slot ma-
chine operators from the shadow-world of gangsterism into
the open, by giving a responsible group in the community
an economic interest in keeping track of juke box opera-
tions, and learning all available facts."

"Any Bonds Today" in the Number One spot in every juke box
that World War II Secretary of the Treasury, Henry Morgenthau,
openly commended the juke box industry.

Yes, you fathers and mothers who are juke box operators,
how do you feel when your children, your school-going sons and
dughters, your married children, your friends, read the above
statements which have been issued by ASCAP to tell the press
about YOU?

Do you think that you should FIGHT LIKE MAD TO PROVE
TO ALL THIS NATION (disregard ASCAP and their tactics)

WHAT RIGHTEOUS AND DIGNIFIED AND OUTSTANDING MEN
THERE ARE IN THE JUKE BOX INDUSTRY?

Senator Kefauver knows, and everyone in all this great nation
knows, that because One is bad not All are bad.

Senator Kefauver cannot deny that the vast majority of those
engaged in the juke box industry are righteous, dignified, respect-
ful and God-fearing Americans.

Can you, then, you fathers and mothers who are raising your
families and trying to earn a decent livelihood with your auto-
matic music business, sit back while ASCAP tries to CRUCIFY
THE MUSIC OF THE POOR ON A CROSS OF GOLD?

THESE SENATORS ARE THE MEMBERS OF THE SENATE'S JUDICIARY
COMMITTEE WHO NOW HAVE SEN. KEFAUVER'S BILL (S.1553)
BEFORE THEM FOR STUDY AND DISCUSSION

Sen. Pat McCarran, Nevada
Sen. Harley M. Kilgore, West Virginia
Sen. James Eastland, Mississippi
Sen. Warren Magnuson, Washington
Sen. Herbert R. O'Conor, Maryland
Sen. Estes Kefauver, Tennessee
Sen. Willis Smith, North Carolina
Sen. Alexander Wiley, Wisconsin
Sen. William Langer, North Dakota
Sen. Homer Ferguson, Michigan
Sen. William E. Jenner, Indiana
Sen. Arthur Watkins, Utah
Sen. Robert Hendrickson, New Jersey

IF YOU KNOW ANY OF THE ABOVE SENATORS, OR ARE FROM THEIR SENATORIAL DISTRICTS, CONTACT THEM
BY LETTER AND PROTEST AGAINST S. 1553—THE BILL THAT WILL—"CRUCIFY THE MUSIC OF THE POOR ON A CROSS
OF GOLD"—AND PUT THOUSANDS OF PEOPLE OUT OF WORK.
CALIFORNIA CLIPPINGS

Well, dime play on music is finally out of the conversation stage in the Los Angeles area and warming up into action. This would appear to be the story on the basis of several get-togethers local ops have had lately, with the objective of comparing notes on increased cost of operation and declining take. While the boys are aware that fair trade practice works both ways and that they’re not allowed by law to collaborate on any “price fixing” beyond each one’s individual action, the consensus in these parts is that dime play will have to be adopted right down the line, albeit individually, in order for it to succeed. At present, most of the boys feel that for a quarter is just as important a phase of any switch over as the single dime change. The idea here is that most operators sincerely don’t want to impose what might be considered an unwise hardship on some of the jukebox playing public by doubling the ante. Their thought is that if the customers will only recognize the value of volume play, everyone concerned will get more for the quarter combo and no one will get hurt. It would seem that a one and one-quarter cent increase on five cent play should be graciously accepted by a public accustomed to paying double for many commodities. On straight dime play, public response is questionable in this area, many of the boys do believe.

In making the rounds of the Row and listening in on operators discussing the prospects, we heard one argument offered to the contrary: “Look what’s happened to the dime candy bar. Its been a bust on almost every count.” There wasn’t much disagreement on that, except for a quick thinking lad to point out that the weight of most nickel candy bars is less than one half of what they were a few years ago. Comment on that was that the two items then are hardly comparable, because cutting a record’s playing time in half would hardly benefit record manufacturer, distributor, artist or operator in the same manner as the candy bar people.

As noted by Johnny Hawley, Portland seems to be going all out for dime play, with the long distance phone jingling away on orders of his Hawley Converter Kit. Otherwise, Johnny reports that premium merchandise is stepping right out but coin game action appears to be on the quieter side. . . . Paul Laymon, on the other hand, reports one of the liveliest weeks in some time on both game and music sales. A promising new entry is Come’s 10-ball, a pitchball game which seemed to intrigue all the boys around the place. . . . Charlie Daniels, who finally showed off his vacation, plans to daily along the way to Indiana at such scenic places as Zion National Park, Bryce Canyon and Pike’s Peak, coming back over the Northwest route through the Big Tree country and the Columbia River. . . . Ed Wilkes’ idea of a nice quiet weekend is to take a group of Cub Scouts on a beach outing. Good luck, Ed. . . . Our two youngsters are about all the weekend we can take . . . Out of the hospital and coming along nicely is the wife of Jimmy Wilkins, Laymon’s outside salesman. . . . As to Baby’s “Bright Lights,” say we quote a gracious lady, Lucille Laymon, who says, “It’s reviving the ‘jusity.’” End quote.


MINNEAPOLIS, MINN.

It looks like Charles Sersen of St. Cloud, is going to take a little trip for himself. Charlie has a fishing trip scheduled to Flin Flon, Canada for the 23rd of June. Must say that it really is up in the “north country.” . . . In town to pick up supplies were R. L. Cross of Jackson; Pat Partridge of Ogilvie; and Phil Stang of Jordan. Phil informs us that his brother-in-law, Joe Toplic is home right now and he is recuperating. . . . In town for a trip was Andrew Markfelder of Staples, and Pete Worsam of Mankato. In from Wisconsin was Leo DeMars of Ashland. . . . In and about town picking up equipment were Gordon Dunn of Moose Lake; Glen Mischel of Chippewa Falls; Glen Markell of Superior, Wis.; and Billy Gumnaw of Hopkins.

August Streyle of Hazleton, N. D., was seen around town sporting a brand new Ford Victoria. We understand that he had promised his daughter a new car if she graduated from school with high honors and evidently she did that, cause he was taking the car back as a present for her. Quite a nice guy to have for an “old man.”. . . Ted Hell of Gaylord, also was in town picking up supplies. Ted says that business is picking up out in his territory.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
DON'T MISS OUT—avoid regrets

GRAB this GOLDEN OPPORTUNITY NOW! while you can

• • • • •

— there's only a few days left to share with EXHIBIT'S GOLDEN ANNIVERSARY celebration. See your distributor immediately.

EXHIBIT SUPPLY CO.
1901 - 1951
4230-18 W. LAKE • CHICAGO 24, ILL.

New Colorado Nitery Wurlitzer Equipped

BOULDER, COLO.—The beautiful new Tulagi, one of the finest nite clubs in Colorado, recently opened for business fully equipped with two complete Wurlitzer music systems.

The building has three major sections divided into barroom, ballroom and a large dining room. It is located in Boulder, Colorado, and caters to the University Hill section and to the students of Colorado University. Music systems were installed by Deines Music Company.

A new Wurlitzer 1450 is located on the main floor in the barroom and a Model 1200 is on the second floor to furnish music and entertainment for patrons of the dining room. Both machines may be operated from 4820 Wall Boxes, placed in strategic locations and on the outdoor terrace.

Tulagi is owned and operated by Ray Imel and Rex Bailey, and features the latest in modern equipment, fixtures and furnishings. Dancing to Wurlitzer music is featured nightly. The phonograph and equipment were sold through the Dravo Sales Company, Wurlitzer distributor in Denver, headed by the popular Mike Savio.

Pictured above are the three spots at the Tulagi Night Club: (left) The Wurlitzer 1250 occupies a prominent spot in the upstairs dining room which is available for special parties. (Center) Two Wurlitzer 4820 Wall Boxes are mounted back to back on a stone pillar on the outside terrace of the newly opened night club. (Right) The Wurlitzer 1450 installed in the barroom within easy reach of the patrons.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Cash Box will celebrate its 9th Birthday with its July 21, 1951 issue... BUT ... it will be much more than just a 9th Anniversary Issue ... this is the ONE BIG ISSUE that the entire industry has been looking forward to for many, many months.

Everyone recalls the 8th Anniversary Issue of The Cash Box and the many who were sorry that they didn't participate with larger advertisements.

This is, then, the one time during the entire year when operators, jobbers, distributors, manufacturers, suppliers, and all allied to the coin operated machines industry in any fashion whatsoever, can advertise in an issue that will be treasured by every coin machine man in the nation.

The 9th Anniversary Issue of The Cash Box is MORE THAN JUST ANOTHER BIRTHDAY CELEBRATION.

It is something that is undefinable in the fact that so many, many people, everywhere in this great nation (as well as in many foreign countries) look forward to this issue that brings a most complete listing of all new and used machines. Discusses all the outstanding events of the year. Answers many, many problems and questions. It is an issue that is WITHOUT PARALLEL for the great services it renders to the entire industry.

This is the one time during the year ... the 9th Anniversary Issue of The Cash Box ... when everyone, in any fashion whatsoever connected with the coin machines industry, is urged to take advantage of the advertising space which is offered at the most economical rate in all coin machines history.

To insure yourself the best possible position for that big annual issue ... the 9th Anniversary, "issue of The Cash Box ... write, wire, phone or call today at any of The Cash Box offices listed below... reservation for your advertising space NOW will assure you the finest position!

THE CASH BOX
EMPIRE STATE BLDG., NEW YORK 1, N. Y.
(PHONE: LOngacre 4-5321)
32 W. RANDOLPH STREET, CHICAGO 1, ILL.
(PHONE: Dearborn 2-0048)
6363 WILSHIRE BLVD., LOS ANGELES 48, CAL.
(PHONE: Webster 3-0347)
Sensationally New... Completely Different Novelty Hit!

STADIUM

NEW EXCITING ACTION
10 BALLS—5 CENTS
VERY FAST—game played in half time. Anybody pin game, free
EACH PIN THROWN DURING 2 or 3 balls at a time. Plenary
Says Player 4 Pin games to use old-fashioned body English.

NEW 4-STEP TILT FEATURE

NEW PLASTIC WHIP SPRINGS

NEW SCORING BALL TRAPS

NEW SEQUENCE SCORING FEATURE

NEW VARIED PLAYER APPEAL

NEW INDIRECT PLAYFIELD LIGHTING

IDEAL FOR DARK SPOTS

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your cash now...get STADIUM on location now. See your nearest distributor today!

COMO MANUFACTURING CORPORATION
5912-5921 N. KEDZIE AVE., CHICAGO 35, ILLINOIS - PHONE INDEPENDENCE 3-7600
Manufacturers of the World-Famous Holyjoke

We Have The LOWEST PRICES on JUKE BOX INDUSTRY
RADIO & ELECTRONIC TUBES
- ALL TUBES ARE -
- DISTRIBUTORS -
- Standard Manufacturer
- WRITE • WIRE
- Fully Guaranteed
PHONE FOR QUOTATIONS

List Your Requirements With Us
Electronic Expeditors, Dept. CBX
225 N. Wabash Ave., Chicago 1, III. • ANdover 3-0843

MORRIS HANKIN DIES

ATLANTA, Ga.—Morris Hankin, one of the country's best known coinmen and pioneer in the coin machine industry, died suddenly on Thursday, June 21, in this city. Hankin began his coin machine career in New York City, but about twenty years ago transferred his activities to Atlanta, where he developed into one of the leading distributors, handling the equipment of most of the foremost manufacturers.

In recent years, due to poor health, Hankin devoted most of his time to jogging and operating.

Hankin was a member of many local organizations, and was known for his unslishful contributions to numerous charities.

Burial was on Friday at the Ah-Avith Ahim Temple. He leaves a wife, a married daughter, and two grandchildren.

MORRIS HANKIN

Washington, D.C.—A definite trend toward greater manpower shortages has been reported by Labor Department officials, with the defense industry particularly hard hit. The department's Manpower Administration is working closely with industry to meet the needs of the defense effort.

Rules F. P. Pin Games

In Florida Still Not Permissible

Shuffle Games With F. P.

Ruled Okay

TUNGSTEN SUPPLY SCARCE

WASHINGTON—A meeting held between the National Production Authority and the leading lamp manufacturers resulted in the decision to cut down on tungsten usage.

This means that less tungsten will be manufactured in the third quarter (July to September, 1951) and, the belief is, that this will again be cut in the last and fourth quarter.
UNUSUAL DISTRIBUTOR OPPORTUNITY... The Stori-Dri Electronic Towel is an electronic hand-drier for public washrooms—that outdoes anything on the market today. It DRIES and SANITIZES hands and OZONEATES washrooms.

The machine uses no springs, cords, pedals, chemicals or other replacement-costly parts. Saves up to 90% of washroom costs in RESTAURANTS, HOTELS, HOSPITALS, THEATRES, BUS DEPOTS, OFFICE BUILDINGS, TAVERNS, or any public washrooms!

Item is sold or rented to users. The market is tremendous!

Territories, exclusive of metropolitan New York, NOW AVAILABLE. Only responsible, aggressive distributors need apply.

WRITE FOR FULL DETAILS, TERRITORY DESIRED.

ELECTRONIC TOWEL CORP.
57 Williams St., New York 5, N. Y. (Phone: Whitehall 3-3140)

"THE CASH BOX" IS A MUST!
FOR ALL IN THE COIN MACHINE INDUSTRY

- OPERATORS • JOBBERS • DISTRIBUTORS
- MANUFACTURERS • ALLIED INDUSTRIES

Weekly Features:
- Confidential Price Lists Of All Equipment as Quoted For Sale
- Real Live, Pertinent, Educational Editorials
- News
- Advertisements of Leading Firms
- Music Charts and Reviews
- Breezy Intimate Chatter Columns

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

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

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

FIRM NAME
ADDRESS
CITY ZONE STATE

"Why 10c Play" READ PAGES 4 and 5

EASTERN FLASHERS

Week by week, music operators all over the country are falling in line with 10c play—as one will tell us—"we'll fall all in line or we'll be out of business quick." In Los Angeles goes dime play this week—1c for a quarter, we hear. (This is the same plan suggested by Mannie Ehrenfeld of Pasadeni, N. J., who offered it to the Executive Council of New York City Operators.) In the New York Post (June 21), a city reporter on the HCL—"the mounting cost of living has hit West Coast Juke Boxes. It costs a dime now to get the thing to workable of one of the new ones. Portland, San Diego and other points where this plan would have particular appeal, have not yet, because of the great cost of living, any results. Has been heard from the musical Asain, of Music Box Operators says most of the nation's cities will hike the price within 90 days. He said costs have gone up.

In addition to those cities mentioned in the AP story, we in the trade know that many other areas have experimented with dime play and reports that collections have jumped considerably are universal. As a matter of fact, Lou Wolscher of San Francisco, Calif., who is visiting here this week, stated that collections in his area are up 60% on the average.

Local ops are becoming more aware of dime play, and we understand this will be the main topic on the agenda when the Automatic Music Operators Association holds its general quarterly meeting at the Henry Hudson Hotel on Tuesday evening (June 26).

"Happy" Herbie Semel finally makes good. His first child, a girl, arrived on Tuesday, June 19, at the Los Angeles Babies' Hospital. Grandpa Jack Semel (this first grandchild) so exhausted over the long wait, takes a week-end vacation at the Laurels Country Club at Sackett Lake, N. Y., accompanied by his own "get pals," Max Wexler, who was a lucky member of the Cigarette Merchandising Association, have their yearly outing. Jackie Prijou, head engineer for Runyon Sales Company, also visits the city. He is expected to be more jumpy than ever, Slightly disappointed that "Happy" heat him out.

Bert Lane, who has been in the city some three or four weeks, working with Harry Pearl on Genco's "Shuffle Target," left this week to go back to Miami Beach, Fla. The game is really going over," stated Bert. Dave Lowy, Dave Lowy & Co., backs up Bert with "We're doing a great job with this game." With all the morning going on, it was a pleasure to see the smiling, happy face of Barney (Shaggy) Superman of Runyon Sales Company, who states he's selling all the AMI phones he's able to get. Mac Pohley looks handsome in work clothes and plastered with grease. He remains single is one of the mysteries of the streets. (Must have strong will-power.)

Many local games operators advised us that after reading the story about the Buffalo, N. Y., op who supplied a cue stick and chalk to players of the single player shuffleboards (The Cash Box, June 23, page 22), they are testing this angle. We'll hear further when we question them in a week or so. However, these men are anxiously waiting new shuffle less with some new money-making features. The competition between Morris Rod's and Ivy (Kempy) Kemper's softball teams is not ended. "We'll knock them dead the next game," promises Kempy. Meanwhile, they agreed to combine their teams and play the team of Donald "Doc" Shapiro, Long Island operator. Unfortunately, they'll have to wait as "Doc" aggravated an old knee injury playing ball this past week-end, and hosts for this to be postponed. It is planned for the Fall, we suggest that Abe Lipsky of Joe Young's company head this eleven (Abe, a watch charm guard in his playing days, won many an award for his ability) Joe Young, by the way, another of those smiling gents these days. Joe tells us that Wuritzer's new phone going out to ops as rapidly as they are delivered to him. Can it be that Mike Munroe is too busy to smoke those cigarettes? It's now four weeks. We're waiting until July when his biz should slacken off a bit (if it does) to see if he can hold out. All "cigarette" had a night of fun as they met up at the Jefferson Hunt Club, where they were given a very enjoyable time. Expressing them at top speed to improve collections on both music and games. The Keppels, Harry and Hymie, report that sales of the better type used music machines getting better each week.

MIAMI MURMURS

Bill Bolles, formerly connected with the coin biz, switches over to the Delmonico Hotel on 64th St., as manager. Co-owner had for a long time been the Lambert Balkin of New York. . . . Sam Gensberg closes his home on Di-Lido Island for the summer and flies back to Chicago. . . . Ray Baselon in town for a look-see at his new gadget, "Gem." After which, he and Associates settled down here, and reported becoming a real southern man. Sam related a recent experience he had while fishing with Mort Simon for a 75 lb. fish. They invested the night in a 500 pound shark to the side of the boat—when, bingo, the line broke, and goodbye shark. Willie (Little Napoleon) Bart listened and was most interested and excited by the way, expect to vacation in New York City for about a month.

Steve Delevin, former New York coinman, buys himself a house... Under- stand a new combination machine at the Miami. . . . Bruce Green and Dave Sterm, . . . Automatic Cigarette, owned by Ray Harrison, sold to Ace-Saxon, Harrison, who operated cigarette machines in New York City, recently started this Miami operation. He claims all hell do from now on is go fishing. . . . Jack Mitnick, regional representative for AMI, a recent visitor to Titan Distributing Co., who keeps selling all the AMI phones, is back for more equipment. . . . Ted Bush and Ozzy Trupman, over at Bush Distributing Company, kept busy moving out all the new Wuritzer phones to ops as quickly as they arrive.
CHICAGO CHATTER

This has been a pretty hectic week around town. Some are rather depressed. They can't see why sales aren't just as big as they once were... Frank Mercor of Exhibit pulled a lulu this past week. Mailed out live, little baby turkeys in little boxes the firm with a label pasted on the backs of the turkeys. "It's the Steady Push That Counts." Seems like the one we received must be a flying turtle. Darn little thing seems to actually leap out of the ash tray we put it in. It broke some right about the day the box was removed.

He'll break his fool neck, yet... NPA has now decided to "ration" the three critical metals. Steel and aluminum, beginning with Sept. 1. Manly Fleischmann, NPA Administrator stated, "Since metal demands for the entire economy appear to be about 85 percent in excess of the available metal supply,..." so that everyone of the government agencies can now sit at their desks for they just won't be able to get out into the "free market" and scramble for these three critical metals. They'll have to wait until NPA doling them out.

Vince Shaye entertained Jack Rooklyn of Sydney, Australia. Jack is one of the top ops. Does a terrific job with juke boxes and games in Australia. Ad- vises that, after many court battles, he has been forced to pay (APRA) Australian Performing Rights Assn. (same as ASCAP here) $50 pounds per year royalty per phone he owns. (That's about $125.00 per year in American dollars) "Jack states, "what they really wanted was a percentage of the gross intake of each box I own," which gives music ops here some idea of how important it is to beat the Kaiser bill (S.1553) now in the Senate's Judiciary Committee. Canadian ops now also get a DO (Defense Order) preference under MRO (Maintenance, Repair, Operating) NPA, Regulation 3. This puts the local as the priority granted all American ops under NPA, Reg. 4. Means that Canadian ops can get parts and supplies from American manufacturers to keep their equipment operating.

Ben Coven wants one bull.... Tugsten is tightening up. Since tungsten is not so plentiful anymore, they buy tungsten bright. This gives some idea of the shortages ahead for tubes, as well as small lamps, used in all games and phonographs. Both in Caflisch, President, and Phil Levin, Secretary, all hopped up over that big "open" dinner meet of the Recorded Music Service Assn. (Chi juke box ops assn) at Coro Inn on Milwaukee Ave this past Friday. Lots and lots of conversation and much interest in new broadcast at music ops "Juke Box Day Golf Tourney" takes place at Glen Eagle Country Club, 123rd Street and Bell Road, July 12. If you can hit that little golf ball, white, please join them. It go where you want it. They're sure to get out there.... Jack and Clayton Nemoroff of Monarch Coin Machine, Inc., have chosen a spot on Lincolns 150th year of the 2000 block and may soon be moving over there. Roy Bazelon not around much. Playing golf almost every day.

Joe Abraham of Lake City Amuse., Cleveland, advises he's got quite a problem on his hands. In a few weeks, or so, he hopes, his new building will be completed. He doesn't know whether to hold the official opening the 1st month of July or August, or wait until cooler September?... Jim Hutzel of Hutzel Vend. Mach. Co., Martinsburg, W. Va., advises that he, too, in 1947, urged music ops to incorporate their own music publishing firm. That was during the Scott Bill hearings. Once over, Jim says, like everyone else he, too, forgot the whole thing. But, this time around, Jim hopes music ops will get into their own music publishing firm... Walter Tratsch and George Lewis of A.B.T. Mfg. Corp. advise that their factory will be closed between July 9 and 21 when employees will be enjoying their vacation. (Reason you haven't heard too much from A.B.T. is because firm is almost completely engaged in defense work).... Roy Will was a busy man this past week getting new production in line, and into action on the firm's latest "L.A.-line," as well as trying to keep pro- duction at top speed for "Big League Bowler," his giggy vendor and shuffle- box vendor.

Jim Mangan phones in to congratulate us on our editorial. Says that any- thing that can cut red tape is sure to prove successful. .. . Newest TV star is Jerry Lewis, who appeared on "Robert Q. Lewis" show to choose an act for his Elwood Casino in Windsor, Canada.... Joe Fletti of Blackstone Music phone in to tell us we should tell all ops and everyone that thru The Cash Box all about the big golf tourney July 12. (Just did, Joe. A few paragraphs back.)... Art Weinand besieged by gov'ts on defense production and many, many other matters. Hasn't even time to talk anymore. He's being kept busy.... Len Micon of World Wide phones in to tell us things over at his place going right along and that the firm working just as speedy as ever. ... Col. Lew Lewis also phones in to advise he's just come off a southern road trip and found that ops are doing very well but won't sell late model equipment.

Gill Kutt out of his offices for ten days.... Sam Lewis tells us business has been good. Came down from his desk business on the road.... Willie Blatt of Miami advises that Gene's newest shuffle game taking in the coin.... Earl Moloney gets his hands on an advance music score of "Seventeen," the new music which will soon be opening on Broadway, and advises that, "My fingers are itching to get home and play the tunes." (Earl's quite a pianist).... Bill Denby, reportedly dressed this past week over at United. Which seems to be the way to relax during the warmer weather.... Jack Nelson all enthused over the way those entries are flooding in for "Bally Bright Lights." Jack claims we couldn't "helpl' him hoppin' to try and fill 'em all.... Hear that Len Dunis and Mike Friedman have been named distrib for Coro's "Stadium." Len is at Dunis and Dunis, Seattle and Spokane; Mike will handle Atlanta. J. R. (Peter) Pieters of Kahamouzo, N.Y., advises that soldiers up at Fort Custer going for "Stadium" in a big way. "It's their favorite game," he says.

(Advertisement: Just three more issues after this one, and then the big, annual issue of The Cash Box. This'll be the 9th Anniversary issue. Here's hopin' that all of you who've been readin' this column will come through the big, once-a-year issue of your local publicaton. It's your way of tellin' us what you think about The Cash Box.) Goes to press on Thursday, July 12.... Phil Weinberg, we hear, leaves Dallas via Chicago to make a trip to the West Coast (California especially) to visit with many friends in those states.... Ralph (Nick) Nicholson with Harry Binnie down in Indianapolis.

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

Here's What You Can Get For Only 92¢ A Week

1 A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEKLY ISSUE FOR THE NEXT 9 CONSECUTIVE WEEKS. ACTUAL COST WOULD BE $1.25 PER WEEK. NO EXPIRY DATE FOR THE ENTRANCE OF 52 WEEKS PLUS...

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3 $18.40 ALL THIS FOR ONLY $40... OR $3.00 PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX"...

IF YOU ALREADY HAVE A $15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE $40 AND YOU WILL BE CHARGED FOR THE DIFFERENCE ONLY.

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ENCLOSED FIND MY FIRST 40 WORD CLASSIFIED AD PLUS MY CHECK FOR $40.

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CLASSIFIED USES MACHINE QUOTATIONS

WURLITZER

SEEBURG

4. 30 SPK Box. $2.50.

7. 550M Colonial, $175.00....

21. 1000 Wall Speaker Box, $10.30.

39. 300C Wall Speaker Box, $10.00.

22. 300C Wall Speaker Box, $10.00.

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### MANUFACTURERS NEW EQUIPMENT

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

#### CONVERSIONS

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

**AMCO ENGINEERING, INC.**
- Bally Champion to Longshot

**NATE SCHNELLER, INC.**
- Gottlieb 21 to Bingo Bango

### CONSUMER REPORTS

**BALLY MANUFACTURING CO.**
- Turf King
- Bally Baseball
- Bucky Wall & Bar Box

**BUCKLEY MANUFACTURING CO.**
- Buckle Coin Machine Co. Band Box, 4-player
- Board Games, Horse-shoes
- Hit Parades Phonograph

**CHICAGO COIN MACHINE CO.**
- Coin-Op, 4-player
- Coin-Op, 8-player

**COMO MFG. CORP.**
- Big Bronco
- Gun Patrol
- Hideout

**THE EXHIBIT SUPPLY CO.**
- Hi-Striker Sales, Coin-Op Vendor, Pony Express

**GENCO MFG. & SALES CO.**
- Hi-Striker Sales, Pony Express

**J. H. KEENEY & CO., INC.**
- Pinball Machines

**KENTON MANUFACTURING CO.**
- Metal-var, 8-player

**UNITED MANUFACTURING CO.**
- A-B-C
- Five Player Shuffle Alley

**WILLIAMS MANUFACTURING CO.**
- Music Mite Phonograph

**THE RUDOLPH WURLITZER CO.**
- Model "1400" Phonograph
- Model "1450" Phonograph

**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
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4 FT. LONG BY 2 FT. WIDE

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BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shot 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. "Come Close" appeal excites the eye 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.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play... big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE 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 register.

NOVELTY SIZE

24 in. by 48 in.

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