Marking the first time in the history of the music business that a disk has been plugged in this way, a running light sign on the top of the Brill Building, Tin Pan Alley Headquarters on Broadway, flashes the above copy every six minutes. Visible to everyone walking up the street, this announcement of THE CASH BOX pick of Don Cherry's Decca recording of "Vanity", published by Jefferson, and "Powder Blue", published by Forster, introduces a new gimmick to song exploitation. The value of the sign from a record and sheet music viewpoint has proven itself beyond all expectations.
the old love ..... still the true love of operators all over the world. Since 1935 most dependable Phonograph of them all.

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

Model 1432—either 78 or 45 RPM

See the new Rock-ola 51-50 Rocket at your Rock-ola Distributor Today!

Rockola Manufacturing Corporation
800 N. KEDZIE AVE. • CHICAGO 51, ILL.
The fatalities among publications becomes ever more drastic as each year goes by. Someone once said that when, and if, a publication passes its fifth year, it has a better chance to survive than at any time prior to that period in its history. When it reaches its tenth year, this same statistician is reported to have said, the chances of its remaining in business are "very good."

He is also quoted as saying, "When a publication passes its twenty-fifth year, there is no doubt any longer that it will remain in business for a great many times twenty-five."

"We've only reached our 'Ninth Year.' To us—that's a long, long time.

We were born during one of the tragic wars in the world's history—World War II. We fought hard to stay in business, while the war was on, and we came thru, with what people now tell us were "flying colors."

There were some who said that we were finished, when the war was over. The expression they used, and that has rather popular at the time was, "Well, there's another 'war baby' going by the wayside."

Surprisingly to those people and, perhaps, to many others, The Cash Box has continued onward.

Simply because this publication likes to tell the truth. Encourages, but, like a "Dutch uncle," stubbornly sticks to what's best for all concerned by telling the trade what's wrong.

Yet, doesn't criticize just for the sake of criticism. Always offers "constructive criticism," of a nature which has been responsible for many better business methods now in vogue throughout the entire field.

This is one publication that has dared to make predictions. That has, in a few instances perhaps, crusaded for what it believed were the "rights" of the "little people" of the industry. And has been extremely successful in those crusades.

Simply because the plans back of each move were honorable. About board, told the truth to people when they might have sometimes been hurt and embarrassed, recognized these were "facts" and, many times very quietly, cured situations which would, otherwise, have continued on and on and on and the industry would have continued to fight them as time went by.

Operators by the hundreds have sworn allegiance to The Cash Box. Only they realize (and many of them actually know) that The Cash Box has, many, many times in the past, sacrificed much advertising revenue, only to do them good.

Why? Because the operator was healthy and wealthy—the entire industry would be healthy and wealthy.

If the operator was broke, then there couldn't ever be a healthy and wealthy industry.

In short, the foundation of this, or any business, has to be "solid," before anything of an enduring nature can be built upon it. Don't ever try to build a house on a pile of sand, someone once said.

The Cash Box has, in its short nine years of life, produced the greatest ideas and suggestions to benefit this industry—which have ever been introduced to the coin operated machine field.

This is most completely, wholeheartedly and solemnly agreed to by this business. That is, editors write on this subject, it is, to The Cash Box. The Cash Box is really a truly worldwide publication for coin machines.

The editorialists of this publication could go on for hour after hour, each statement equal to, or even more flattering, than the above.

But, that at this very moment, is not what we started out to write about.

So, we just wanted to tell you—and you—and you—that we thank you. Most sincerely. And from the very bottom of our hearts—for helping us to realize our Ninth Anniversary as the most outstanding weekly magazine in the history of this industry.

What's more, The Cash Box is a publication that, each week, is published, exclusively, to give a weekly look at the best interests of this industry—and THIS INDUSTRY ONLY.
Nine years ago there came into being a most unique publication. Devoted to a sincere belief that this industry desired a true, honest and fearless medium it could exclusively call its own. Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era. Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

These past nine years have been truly eventful. The trade knows today of the great acceptance and phenomenal growth of The Cash Box. This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business and this business exclusively quietly, confidentially and fearlessly.
The other day this publication received a letter suggesting that we go back over the nine years since The Cash Box came into being.

But, after much thought on the subject, the opinion of those who compose The Cash Box each week was that it would be much better, if we went out on the limb, and looked ahead—instead of looking back.

Predictions are, generally, just so much guesswork. Few can forecast the future with any exactitude. Yet, there are some who look into history, who have faith in people and who can, thereby, hazard a prediction for the years to come.

In the first place, there is now no doubt anymore but what this will be an entirely different industry from what it is today, nine years from now.

The fact remains that the type of equipment on which many of the amusement machines of the industry were based, is now out of existence. Such equipment will, in time, be forgotten by the greater majority.

Therefore, new, better, more amusing and more entertaining types of amusement machines, will be created in the future.

There is a general feeling among some, especially those who like to look into history, that there will be a return, eventually, to the larger sized, more athletic type equipment.

This is based on the belief that the success of the bowling games, including the shuffleboards, opened the path as well as the thoughts of many to the larger, more athletic machines, with easy-to-understand, familiar entertainment.

That is a prediction. It is very difficult to judge whether any such trend has yet developed. But, it is noticeable that many of the first machines which clicked this year, and the latter half of last year, were athletic type games.

Music, too, has many problems facing it in the years to come. There is no doubt that television will reach its rightful place in the sun. TV programming which, in the great majority of cases, is as yet amateurish, will suddenly turn to more interesting and outstanding features and methods.

Hard as the movies are trying to stay out of TV they, too, will eventually have to succumb. The profit potential for them is tremendous.

Slowly, one after the other, special films will be created for TV. This will, as can be expected, further cut down on attendance at the movie theatres thruout the nation.

The moving picture theatres, at least the larger and more impressive, everywhere in the nation, should change now to “merchandising theatres” while they can.

This means allotting their space to advertising displays, sales counters, cocktail lounges, etc., and allow the public to see the picture only for the tax cost.

With all this coming about, everyone engaged in the automatic music industry, hopes for progress that will keep step with the entertainment changes that are already taking place.

Some are of the gloomy belief that the automatic phono has seen its best years. Others believe that it will first begin to really see good times as ingenious manufacture brings about new developments and as TV, superseding radio, creates demands for new tunes.

Whatever the future of the automatic music industry, like that of the automatic amusement games industry, both are based on keeping step with the changing times and quickly creating new, original, more interesting and more entertaining products so that coin operated entertainment, in all of its forms, will progress along with all entertainment generally.

One great advantage which coin operated equipment has over any of the other popular forms of entertainment, is that it is portable, and because it is portable, it has a decided advantage over any other commercial entertainment in any field. It can be moved anywhere, at anytime, without too much effort, or expense.

That has always been one of the big advantages of coin operated commercial entertainment.

The juke box has always been basically sound. Simply because it allowed the people to play the tune they best liked for as long as they liked.

There has never been anyone shilling the play. The public walk up to the coin operated musical instrument with their coin in hand and can choose whatever tunes they like best.

No one forces them to listen to any one certain tune. This is the public’s own music, as the public prefers it, and for as long as the public wants to play it.

The same is true of coin operated amusement games. These have been extremely relaxing and, like automatic music, extremely economical.

The very economy of coin operated entertainment has won it so tremendous a following.

But, amusement via the coin chute, goes even further. It relaxes. It thrills. It appeals. It relieves worries and burdens.

That, in itself, is a tremendous achievement for any entertainment industry.

The years to come will see even more entertaining, and more appealing equipment. There may again be a return to many old, known and proved entertainments. A new generation is born. These will come in larger, more athletic-type play machines. The industry will gradually turn back to greet the new generation with the best of the old.

This industry will, in the years to come, grow larger. But, at the same time, it will become a closer, tighter industry. It will have passed thru a great deal of its growing pains, which it has been enduring these past twenty years, since the birth of the first popular priced pinball games.

It was these early, popular-priced games, that brought many, many thousands of people into this business, and these peoples invested many hundreds of thousands of dollars.

The shake-down period has been going on since the end of the war. There has, since then, been a big turnover in the people who originally started this industry.

Sales have been made in an entirely different and much more conservative fashion.

Where a few dollars would have started any man on a career in this business prior to World War II, today it requires many thousands of dollars to do the same.

Other changes, which are apparent to all who have been engaged in the industry, for from fifteen to twenty or longer, also indicate the type of business which this industry will enjoy in the years to come.

Suffice it to say, in conclusion, that this business of coin operated entertainment, in all its many forms, will exist for years and years to come.

Will grow greater. Will see a much bigger industry than exists today. Will see changes no one has yet dreamed of or even at present, envisions.

There is a very great and shining tomorrow ahead.
RO-PCORN
A Top Corn (tune)...Gone Pop!!!
"COLD, COLD, COLD, COLD, HEART"
by
Tony Bennett

with PERCY FAITH
and his Orchestra
COLUMBIA
# 39449

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The Top Ten Tunes Netting 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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;O' Heavenly Father&quot;</td>
<td>&quot;Keepin' Out Of Mind&quot;</td>
<td>Florentine</td>
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<tr>
<td>2</td>
<td>&quot;All This Time&quot;</td>
<td>&quot;I'll Remember You&quot;</td>
<td>Victor</td>
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<tr>
<td>3</td>
<td>&quot;In The Mood&quot;</td>
<td>&quot;As I Am&quot;</td>
<td>Columbia</td>
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<tr>
<td>4</td>
<td>&quot;I Remember You&quot;</td>
<td>&quot;Alley In The Moon&quot;</td>
<td>Victor</td>
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<tr>
<td>5</td>
<td>&quot;When You and I Were Young&quot;</td>
<td>&quot;You'll Never Know&quot;</td>
<td>Columbia</td>
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<tr>
<td>6</td>
<td>&quot;It Don't Mean a Thing&quot;</td>
<td>&quot;I'm Sorry&quot;</td>
<td>Victor</td>
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<tr>
<td>7</td>
<td>&quot;Someday My Prince Will Come&quot;</td>
<td>&quot;The More I See You&quot;</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td>&quot;Easter Parade&quot;</td>
<td>&quot;The Night We Called It A Day&quot;</td>
<td>Victor</td>
</tr>
<tr>
<td>9</td>
<td>&quot;On the Sunny Side of the Street&quot;</td>
<td>&quot;Let's Call It A Day&quot;</td>
<td>Columbia</td>
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<tr>
<td>10</td>
<td>&quot;The Man I Love&quot;</td>
<td>&quot;I'm Beginning to See the Light&quot;</td>
<td>Victor</td>
</tr>
</tbody>
</table>

Please mention THE CASH BOX when advertising ads—it proves you're a real coin machine man!
**THE CASH BOX**

**Record Reviews**

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

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"LADY OF THE EVENING" (2:54)
"IF I COULD BE WITH YOU" (2:43)
**BILLY DANIELS**
(Mercury 5674; 5674x45)

**Stylist** Billy Daniels offers a slow and pretty ballad in his typical manner, on the upper level. As an added feature, Billy is dined with a full heart treatment from Billy. Opa would be wise to watch the upper deck.

"HELLO YOUNG LOVERS" (2:46)
"WE KISS IN A SHADOW" (2:52)
**EDDY HOWARD**
(Mercury 5678; 5678x45)

**Easy** ballads that are already proven things, are presented here in the familiar warbling of Eddy Howard. Both ends receive fitting musical backgrounds from the orchestra, while Eddy glides through his tunes in a soft soothing manner. Opa have two sides that can get ample play.

"HOW YA GONNA KEEP 'EM DOWN ON THE FARM" (2:10)
"A STRANGER IN TOWN" (2:48)
**CLYDE MCCOY**
(Mercury 5679; 5679x45)

The famed muted trumpet of Clyde McCoy is shown to good advantage as he spings through an oldie in a fast tempo. The orchestra backs him nicely on this end and they do an equally fine job on the other half, which is another instrumental that features Clyde. Ope have good listening here.

"DREAM VALLEY" (2:43)
"PLAY BALL" (2:46)
**RAY HENRY ORCHESTRA**
(Decca 3059)

Ray Henry and his orchestra come bouncing through with two lively and happy polkas. Both ditties feature the entire crew in instrumentalists that have a contagious beat. Opa who are diggin' for this type of material and have the ensemble, present a pair of likely sides here.

"COME ON MY HOUSE" (2:48)
"HULA BLUES" (2:51)
**THE THREE SUNS**
(Victor 20-4199; 47-4199)

The top deck features The Three Suns and the Sun Spots as they spin through a current hit. With a pleasant instrumental that lends an Arme- nian color to the rendition, the boys make this half sound good. The second side is a cute jumpy thing that gets an ok vocal treatment. Opa might take a listen.

"THERE'S A BIG BLUE CLOUD"
"I STOLE YOU FROM SOMEBODY ELSE" (2:49)
**AL MORGAN**
(London 1902)

Al Morgan has two pretty ballads to offer on this new waxing. The first side is a tune that has already proven its jule box ability, while the other half is a number that gets a first class job by Al. The orchestra presents fitting backgrounds for both levels. We like the lower deck.

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**DISK OF THE WEEK**

"WHILE YOU DANCED, DANCED, DANCED" (2:45)
"WHILE WE'RE YOUNG" (2:35)
**GEORGIA GIBBS**
(Mercury 5681; 5661 x 45)

GEORGIA GIBBS

One of the best disks that Georgia Gibbs has ever made turns up here and it will soon be sweeping the country. This wistful melody just keeps you listening without setup and customers are gonna be pouring more coin into the box to get enough of it. Opa who want some of thatoughta order now. Georgia does this ballad in an easy going, sad vein and makes you feel that every word has meaning. Glenn Oszer's orchestra comes up with a backing that is just perfect for the disk and assures this one of a tremendous success. The lower half is another slow item which is being revived and which Georgia gives a real push to with her first rate vocal. The top deck though is the one that can't help but get to the top. It's a natural.

"I WISH I WUZ" (2:53)
"IN THE COOL, COOL, COOL OF THE EVENING" (2:49)
**ART LUND**
(MGM 11025; K11019)

Art Lund turns out one of his best sides to date on the top deck. Taking a novelty with a terrific amount of ap-palh, Art gives it a real upper Leroy Holmes and the orchestra back him up. The catchy lyrics and tune should help this one go. Bottom half is current plug which he also does ok by. The top deck looks hot.

"DID I REMEMBER" (2:56)
"HOW MANY TIMES" (2:58)
**DOROTHY COLLINS**
(MGM 11020; K11020)

A slow ballad serves to dero-yer Collins a listenable upper half. With Raymond Scott and the boys providing the musical setting, this one gets a nice ride from this promising chrip. Second half is a bouncy item with a pleasant feeling. Opa should do ok with this.

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**BEST BETS**

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleepers" Of The Week, are most likely to achieve popularity.

**DIMPLES & CHERRY CHEEKS**
Andrews Sisters & Guy Lombardo
Decca 27652; 9-27652

"OL' MAN RIVER" Gordon MacRae
Capitol 1705; F-1705

"IN THE COOL, COOL, COOL OF THE EVENING" Bing Crosby & Janeway
Decca 27687; 9-27687

"I WISH I WUZ" Art Lund
MGM 11025; K11025

"LONESOME" Pat Terry
London 982

HONEY SUCKLE ROSE" (2:39)
"I DON'T CARE WHAT YOU USED TO BE!" (2:52)
**FRANK PETTY TRIO**
(MGM 11019; K11019)

The Frank Petty Trio go to town on a couple of numbers here which should have a fine following. The first side is an oldie that looks per-dep on Mike Di Napoli standing out at the piano. Lower end finds Frank Petty doing the vocal in a wails beat. Opa with the right spots might tune in.

"LONESOME" (2:56)
"LITTLE BOY OF MY HEART" (2:39)
**PAT TERRY**
(London 1902)

A very attractive ballad is well handled on the upper half by Pat Terry. With Buddy Koster's orchestra doing the backing, this side has a good chance. The lower side is a ballad which Pat pours a lot of feeling into. Opa shouldn't miss the first side.

"I'M WAITING JUST FOR YOU" (2:40)
"LONESOME AND SORRY" (2:55)
**BOB CROSBY**
(Capitol 1399; F-1399)

A light sounding blues number is offered on the top half by crooner Bob Crosby and Jeanne Gayle. The combo with the aid of a nice chorus now, makes a turn on a listenable side. Flip is a jump tune that Bob carries through by himself. Opa have good filler material here.

"EVEN AS YOU AND I !" (3:02)
"SUNSHINE KISSES" (2:08)
**LIE BROTHERS**
(Columbia 39447; 4-39447)

Top half finds the Lie Brothers serving up an item to a slow moving ballad. The group with the orchestra helps put the tune over. The second side is a good tune with a fine treatment from the vocal artists and the excellent twirling of Paul Weston. We like the lower deck.

"WOMAN IS A FIVE LETTER WORD" (2:52)
"I'LL FOLLOW YOU" (2:59)
**HARRY RANCH ORCHESTRA**
(MGM 11018; K-11018)

The Harry Ranch orchestra, featuring Martin, Dick Wise and the Harry Ranch Trio, offer a slow novelty number that has cute lyrics and a vocal to match. The bottom of this platter finds the same artists in a bounce thing that has a nice sound to it. Opa consider it a find.

"LONGING FOR YOU" (2:50)
"I'M READY FOR YOU" (2:48)
**TOMMY TUCKER ORCHESTRA**
(MGM 11021; K-11021)

The Tommy Tucker orchestra and vocal group take a pleasant tune for a ride around this in a wails temo. It's a nice ditzy and the boys do justice to it. The lower end features Karen Keigh and group in a jumpy thing. If anything, it's the topside.
NAMM CONVENTION
MESSAGE

by
Ray S. Erlandson, Pres.
National Association Of Music Merchants, Inc.

It is just a little over a year ago that we found ourselves in Korea. At that time we were looking at our old wounds incurred from the last war and the feelings of encroachment over the recovery we had made. Today, we are experiencing a new order, a new business "emergency" but a continuation of the old one. Already our industries have now changed, and we will undoubtedly receive more as mobilization moves ahead.

Retailers Must Be Informed
The objectives of a retail operation have multiplied since the advent of O.P.S. and ceiling price regulations. Retailers and dealers have been taken out of a profitable environment, to put them on the unprofitable work of report making. The National Association of Music Merchants helped fill the breach by handling and distributing to its members interpretative bulletins to help them solve the dilemma of unscrupulous and illegal behavior.

Music Industry Is Informed
Our industry's manufacturers and wholesalers must keep themselves abreast of developments for their own protection and welfare, and that of the dealer. Every month meetings of one sort or other are held in Washington with various government agencies, and representatives of each vital interest to us and our customers. The NAMM-War Efforts Commit tee and the headquarters office, is in constant contact with Washington sources gathering knowledge on price controls, manpower, inventory controls, and other problems, for use in future planning and action.

Informative Convention Sessions
The Convention business sessions this week will receive the undivided attention of every dealer attending the Convention. This is a good time to discuss the current situation, and to plan for the future of your business.

Production Problems Uppermost
The mobilization program is already affecting the production of musical instruments. Present and future limitations on metals will cut into available retail stocks. In order that dealers and manufacturers may learn the degree of curtailment, we have scheduled sessions for those who are equipped with the information that relates to band instruments, pianos, radios and musical instruments. The speakers handling these subjects are from the industry representing the items in question. Their presentations will aid the retailer in plotting his future course.

The Retailing Outlook
Government regulations affect more than production. They affect our every day life, and greatly affect consumer actions. Another qualified speaker will discuss and review the business outlook as affected by governmental activities, and the current inflation of various trends affecting retailing, with suggestions for checking them. We have been most fortunate in securing a speaker for the Golden Anniversary Luncheon from the Amos Parrish Organization, to present an appraisal of the outlook for business in the Fall of 1951, which will be of paramount interest to all dealers. At the present there are two viewpoints—one, that consumers have completely satisfied their requirements and have committed their available funds; and the other, that customers will become active in the Fall after threatened shortages begin to become evident. Alert merchants cannot wait for either the one or the other of these views to be proven. They must be prepared to act in either case and know which of the two is more likely.

Merchants Must Promote and Sell
Promotion of music is as important as ever before. It may be even more important, due to accelerating interest in music in times like these, in face of a somewhat curtailed production. Getting more music to more people is anything but a static operation, and this huge and dramatic task falls to the American Music Conference. The Top Management Convention at the Convention is occasioned by the "Promotion Outlook" in equal ratio with retailing and production. The salesmanship session will occupy a full morning to help management further fulfill its responsibilities to sales personnel. Salespeople—good ones—are golden. Many may be psychologically affected by the shortages and may ask, "Should I seek employment elsewhere?" Some good salespeople have already been hired away on a large scale, and others have been called to the colors. Employment is at a high level, and unemployment is very low. Merchants must prepare themselves to get the maximum from their present sales force, hold on to their men, and give adequate training to new people to fill the gap of those lost. It's not easy, but a management problem which we can help you solve at the Convention.

Fifty Years Young
This year the National Association of Music Merchants is observing its Fifty Year of service to the music industry. I feel quite proud that fortune has given me the opportunity to be the President of this fine organization at the Golden Anniversary mark. One cannot help but feel humble in deference to all our past officers and directors to whom the credit must go, in accounting for the stature of the NAMM on its half-century mark. I am grateful, however, that this milestone we have an association that has grown stronger through the years, by delivering a service where and when it is needed, and that the music business is in such a strong position. Let us all hope that our successors may look back to declare that perhaps the first fifty years were not the hardest, nor the best.

THE CASH BOX, MUSIC Page 9 July 21, 1951
“COLD, COLD HEART” (2:52)  
TONY BENNETT  
(Columbia 39449; 4-39449)  
- Tony Bennett, who hit the jackpot with “Because Of You” and “I Won’t Cry Anymore”, continues on his winning ways with another dit-ty, “Cold, Cold Heart” which he does great things with and which, incidentally, are great things for him. Ops will do ok by themselves by listening in real fast. This sad ballad, taken from folk and western, makes perfect waxing material for Tony as he cries his way through the lyrics. Percy Faith provides a musical backing which is right in the spirit. This looks strong. The lower half is another slower nummber, introduced a little while back and currently getting a new push. Tony does a grand job with it but the side which is due to break out and really get up there is the first one. Ops won’t want to be caught short.

“SWISS BOY” (2:45)  
“YAGABOND WALTZ” (3:05)  
LAWRENCE DUCHOW ORCH.  
(RCA Victor 25-1079)  
- Lawrence Duchow has a couple of hot offers in his recognisable style. The top deck is a jumpy one with a smooth streak running through it. The flip is a subdued piece. Both ends are oldies which are great to hear again and Les and his boys do a good job with them.

“GREEN EYES” (2:43)  
“BLUE MOON” (2:58)  
LES BROWN ORCH.  
(Coral 60491; 9-60491)  
- Les Brown offers a couple of different instruments on this platter. The first side is a jumpy one with a smooth streak running through it. The flip is a subdued piece. Both ends are oldies which are great to hear again and Les and his boys do a good job with them.

“LAWRA” (3:13)  
“JUMP FOR JOE” (3:00)  
STAN KENTON  
(Capitol 1704; 4-1704)  
- A very wistful oldie is tossed around by Stan Kenton and his crew. The band sings the lyrics as they make music with this ditty. The second half, more in the Kenton key with a clipped instrumental, ends is good to hear and ops will want to take a listen.

“THE SYMPHONIC CLOTH” (2:56)  
“BROADWAY MAMBO” (3:20)  
PEREZ PRADO  
(RCA Victor 20-4196; 47-4196)  
- A couple of mambo which are good appeal to fans of Latin American music are dished out here by Perez Prado. Both have very clever arrangements and both should capture a good deal of dance interest. Ops who are located in the spots that have dancing will do ok with this one.

“WHEN I’M GONE” (3:05)  
“PIANO ROLL BOOGIE” (2:46)  
BOB DEWEY ORCH.  
(RCA Victor 20-4190; 47-4190)  
- Bob Dewey goes to town with two side Griffith and the entire crew joining in to good advantage. The first one gets a very pleasant vocal from Stuart Porter while the bottom half gets a real lively going over from Tommy Partado. This disk deserves ops’ attention.

“LITTLE LEAGUE” (2:45)  
“TAKE ME OUT TO THE BALL GAME” (2:52)  
LEROY HOLMES  
(MGM 11016; 11016)  
- Leroi Holmes offers some special-ised material on the top deck in the official march of Little League Baseball. He and the chorus do a good job on it but Its commercial possibilities are limited. The second side is nothing more than a well known song that should get some play.

“AMERICA’S PRAYER” (2:52)  
“I SEE GOD” (2:43)  
JOHNNY DESMOND  
(MGM 11005; 11005)  
- Two religious numbers are turned out on this platter by Johnny Desmond. Both get a good production from the Ray Charles Singers and Tony Mat- tine and orchestra and a good match by Johnny. This disk will need the proper locations but it should do fine in them.

“ALARM CLOCK BOOGIE” (2:28)  
“You BLEW OUT THE FLAME” (2:32)  
BILL DARNELL  
(Cordel 60543; 60543)  
- A very clever ditty is dished out here by Bill Darnell. With George Auld’s orchestra providing the backing, this disk gets a real go. Its inter-esting lyrics and arrangement give it a lot of meaning. The second half is a jumpy item with a definite beat on which Bill again comes through. Ops will do ok with this disk.

“CLAIR DE LUNE” (3:51)  
“The GANG THAT SANG ‘HEART OF MY HEART’” (2:57)  
FREDDY MARTIN ORCH.  
(RCA Victor 20-4193; 47-4193)  
- Freddy Martin again comes up with another piece of admission of a classical beauty. Featuring Murray Arnold at the piano and himself on the sax, the boys offer a lengthy version of this old number. Flip finds vocal Mervyn Green with a background with a presentation of a slow harmonious tune. Ops should watch the bottom half.
A One Woman Hit Parade
on Columbia Records

SARAH VAUGHAN

"THESE THINGS I OFFER YOU"

Coupled with
"DEEP PURPLE"
Columbia 39370
and
"VANITY"

Coupled with
"MY REVERIE"
Columbia 39446

Coming soon
"OUT O' BREATH"
and
"AFTER HOURS"
NEW YORK:

In this season of summer outings, everyone connected with the music industry has had three occasions in the last couple of weeks to get together outdoors instead of at the usual night club or theater. First there was the Perry Como Golf Tournament, then Kappi Jordan's annual outing and finally Fred Waring's day in the country. . . . The Waring's day in the country. . . . The Waring's day in the country. Waring returns from New York to play a four week engagement at Cafe Society starting Thursday evening, July 19. Their tremendous popularity resulting from their recent hit disks in a row is expected to draw S.H.O. to the Village nightly. We hear the group has another great disk coming out, this time in the current pop spiritual vein. . . . Paul Brenner is certainly finding the answer to how to handle disks on TV. His "Rate The Record" show makes for a half hour of fascinating fare over WATV on Saturdays at 12:30 P.M. . . . Perry Como won the Fred Waring contest and recently scored a hit with "Right Back" I'll. . . . "Backed by The Weavers" records have received an order from the State Dept for 500 copies of Louis Prima's "Come On A My House" for army cadets.

"Till Wait For You," the new Jubilee record by Cliff Ayres is beginning to show up in P, R, and Western locations. . . . WINS disk jockey Jack Lacy and his pretty wife Agnes left for a two week vacation in Florida. . . . Don Kimmel, former dj, now a private in the army, writes us after reading in these columns that Tony Pastor's contract hasn't been renewed. "What a shame it is that all the current disk jockeys are so anxious to find new talent that they neglect the truly great right under their noses. Guys that were and should and could still be greats of the music world have to be put in a deep hole. How about a campaign to get the dj's on the ball? . . . Gay Mitchell has a terrific write up in the June 18 issue of newsmen. . . . Tony Bennett, working in Cleveland, will make a flying trip to Chicago to attend the NAMM convention.

CHICAGO:

Ted Shapiro, appearing at the Chez with Sophie Tucker, believes that his 1929 clik, "A Handful Of Stars," is destined for a great comeback. Of course, that comes from the present famous clumps look out of the trumpet. The Harmonicats seen around town with Jerry Murad. Reported to be waxing for Mercury. . . . Mike Still leaves town for an extended eastern trip and reports that Ken Griffen going great guns in the West. . . . Jeri Southern doing very tereal at that Kaly, St. spot. Her disk "I'm In Love Again," on Sharp selling great. . . . Danny Parker, who has nothing to do with the Marx Kaye Trio, reports that Mary and Norman Kaye and Frank Ross simply wowing 'em every nite at the Cairo. Norman on his way to cut his first solo sides for Capitol. Claim is this is one of the greatest year-end-and-appeal trios ever put together. . . . Les Paul and Mary Ford ("Mockingbird Hill") open at the Oriental. . . . Robert Unkefe died here, in his adopted hometown of Chicago, last week at the age of 75. His "Memories," in the Shade Of The Old Apple Tree, "I'm Afraid To Go Home In The Dark," and so many, other's, will be a living monument to this grand composer. . . . Billy Williams (the "Little Bitty Bum" at Chil's newest nite spot, Band Box, and on Friday the 13th no less. But with voices and arrangements like Billy has, 13th or no 13th, the guy just clickereses. How do . . . Sophie Tucker tells us that she'll do a terrific job on "Cold" as part of her contribution to Mercury's "Show Boat" LP album. The movie just opened at the Oriental. Her "Teashop Candle" tune pulls them in at the Chez the way the "last of the red mammas" does it. . . . Frankie Laine comes into the Chicago Theatre and the Sampson (Columbia) people bust wide open with a cocktail party to honor him. Sarah Vaughan and Rosemary Clooney, who are all doing such great waxing jobs for the jake box hit. And, once again, attempting to dispel the jinx of Friday the 13th. This time at the Big Grand Ballroom of the Sheraton Hotel. . . . Freeway of Vic DeLuna's first pic clicked with every reviewer. Looks like Vic is destined for movie stardom when Uncle Sam releases him.

LOS ANGELES:

Shouldn't be surprised if a number of other records exudes wind up at the NAMM Convention in Chicago, possibly Aladdin's Leo Menney and Specialty's Art Rupe among them, but to date the only local men we know to be definitely heading East are Hal Cook of Capitol and Leo Chudd of Imperial. . . . Of course, with the wandering Biharis of Modern, one never knows. . . . Whatever one of the boys. Jules. Saul or Joe, happens to be within an overnight trip of the Windy City, you can bank on his being there for the shows. Back in good health, Fran Warren will make her Hollywood debut in real big style, the place being none other than the Hollywood Bowl, where on or July 21 the RCA-Victor songlist will be featured at the Gershwin Memorial Concert with a 103 piece band conducted by MGM's Johnny Green backing her up. . . . Dan Grissom, who did so well a couple year back on Ben Pledge's "Recess in Heaven" release, was signed recently by Leo Chudd of Imperial and producers note that he has another hit in "King of Fools." . . . Lou tells us he has a fine Fats Domino disc in "Right From Wrong" and his Commodore publishing firm has a Commodore of lively folk items in "The Swingin Songy," a record set on Columbia, and "Alarm Clock Rock" . . . Back in L.A., still riding the hit "Bill Durr" is a Fabulous John Dolphin reports he's just closed a fabulous deal with Syd Nathan of King, whereby 20 Recorded in Hollywood masters will be released on the King label through a cooperative setup. . . . Another golfer tournament is Sunland Music's Gordon Wolf in setting up a special display of MGM's "Showboat" albums to go with the film's premiere at Loew's and the Hollywood Egyptian theaters. . . . The last spot on this report is a brand new 1400 from Paul Laymon's and, to be sure, offers an exclusive choice of hit tones from the picture. . . . For music ops only, Gordon will break up the album.

BILL SNYDER

who gave you the Sensational "Bewitched"
NOW GIVES YOU ANOTHER BIG HIT!

"CHICAGO BLUES"

Backed with "SERENADE" (A Lover's Honeymoon) on LONDON RECORDS No. 1080 - 45-1080

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

HAS THE NEW S-M-A-S-H HIT!

"LONGING FOR YOU"

backed with "SON OF A SAILOR"
MERCURY NO. 5655

Coming Hits!

"Wonder Why" "I Can See You"
FROM THE FORTHCOMING MGM PICTURE "RICH, YOUNG AND PRETTY"

Grateful to MUSIC MERCHANTS • OPERATORS • DISK JOCKEYS

Soon To Appear in the MGM Picture
"RICH, YOUNG AND PRETTY"

Currently Appearing: 34th FIELD ARTILLERY
60th INFANTRY DIVISION, SQUAD TWO, FORT DIX, N. J.

MERCURY RECORDS, CHICAGO, ILLINOIS
MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA
In the May 5 issue of THE CASH BOX, we asked editorially “What’s Happened To The Girl Singers?” At that time the popularity of recordings by our female artists had just about reached bottom. The only hot disks in sight were those by Patti Page and one by Rosemary Clooney. That was two months ago.

Today the situation is radically different. Not only have Patti Page and Rosemary Clooney repeated their successes, Patti with “Mr. and Mississippi” and Rosemary with “Come On-A My House”, but many of our other great girl performers have gone back to their winning ways.

In the past two months, such sensational new disks have been released as Dinah Shore’s “Sweet Violets” and Doris Day’s “Shanghai”.

Several new stars have appeared on the scene with April Stevens taking everyone’s breath away in “I’m In Love Again”, Jane Turzy proving herself with “Good Morning Mr. Echo”, and Tamara Hayes doing it with “Tonight You Belong To Me”.

On their way up are still other wonderful disks such as Sarah Vaughan’s “These Things I Offer You” and “Vanity” and Ella Fitzgerald’s “Because Of Rain”.

And only this week a new Georgia Gibbs record was issued called “While You Danced, Danced, Danced” which can’t help but sweep the country.

In our initial editorial we suggested several reasons why girl singers might not be getting their proper share of hits. Among these was the possible lack of material being written for them; the funneling of all likely tunes to the male singers; and the absence of a concentrated promotional campaign for the girls.

We tried to bring to the attention of everyone connected with the business the fact that female artists just weren’t in the picture in the strength that their talents and past performances warranted.

Well, the difficulties we pointed out have certainly been corrected now. Apparently A & R departments are finding material suitable to girl singers and disk firms are definitely going all out in their promotion of the girls as witnessed by RCA Victor’s splurge on Dinah Shore and Columbia’s terrific handling of Jo Stafford, which brought her back into the limelight coupled with Frankie Laine.

The point of this story is that when a situation that is crying for action is made clear to the members of the music and record industries, they have enough know how and talent to do something about it.

We here at THE CASH BOX are happy to welcome the girls back into the fold. If we had the slightest bit to do with it, and possibly in the process temporarily annoyed someone here or there, it was all in the interests of the wonderful industry of which we are all a part.

All that matters now is that the picture is a much brighter one. Our great female artists are turning out those hit disks again. The drought is over.
to the CASH BOX and its readers

thank you for a lovely spin

RIGHT NOW FOR RCA VICTOR

* Sweet Violets (20-4174)
  If You Turn Me Down (47-4174)

How Many Times (20-4175)
Ten Thousand Miles (47-4175)

* A BIG #14 on the Cash Box
  list after only 3 weeks!

WATCH FOR A PARADE OF DINAH SHORE HITS
FOR VICTOR!

"It's What's in THE CASH BOX That Counts!"
This week’s
New Releases
...on RCA Victor

RELEASE 251-25

POPULAR

BUDDY MORROW and his Orchestra
Everything I Have Is Yours
I Never Expected My Mind
20-4195 (47-4195)*

THE THREE SUNS
Come On-A My House
Hula Blues
20-4199 (47-4199)*

PERRY COMO with Mitchell Ayers’ Orchestra
Mystery Record
20-4203 (47-4203)*

MINDY CARSON with Norman Leyden’s Orchestra
Irish Stew
Say It Again
20-4204 (47-4204)*

THE OKLAHOMA WRANGLERS
Country Kisses
I Know You’ll Never Change
21-0491 (48-0491)*

TEXAS JIM ROBERTSON and the Panhandle Pucker
Rude Weapon
Ride Your Vengeance And Say You’re Sorry
21-0492 (48-0492)*

ANITA CARTER
I Want To Be Blue
Just You and I
21-0493 (48-0493)*

RHYTHM

STEVE GIBSON and the Original Red Caps
Would I Mind
When You Come Back To Me
22-0488 (50-0488)*

SOP-PROMATIAL

EJ FAT DUTCHMAN
Da, Da Liegst Mir Im Herzem
Overshadow Landler
23-1202 (51.1202)*

RED SEAL SPECIAL

BOSTON POPS ORCHESTRA, ARTHUR FIEDLER, Conductor
Medley From Walt Disney’s
ALICE IN WONDERLAND
10-3451 (49-3451)*

BOSTON POPS ORCHESTRA, ARTHUR FIEDLER

With Celeste Holm, Kay Francis, and others
10-3452 (49-3452)*

* 45 rpm Cat. nos.

SPECIAL OFFER

This records are only available in the RCA Victor Records 45 rpm format of this week’s release.

WEEK OF JULY 14

Sweet Violets
Dinah Shore
20-6178 (47-6178)*

The Loveliest Night Of The Year
Marie Lanza
10-3309 (46-3309)*

I’ll Hold You In My Heart
Eddie Fisher
21-0130 (44-0130)*

In Love Again
Hartie Rose with April Stevens
20-6146 (47-6146)*

Sound Off
Vaugha Monroe
20-6132 (46-6132)*

I Get Ideas
Tony Martin
20-6135 (46-6135)*

Because
Marina Lee
20-6134 (46-6134)*

On Top Of Old Smoky
Vaugha Monroe
20-6134 (46-6134)*

Mister And Mississipi
Dennis Day
20-6141 (47-6141)*

I Wanna Play House With You
Edith.qt
21-3087 (46-3087)*

Vesti La Giubba
Mario Lanza
11-3229 (46-3229)*

Tell Me (Do You Really Love Me)
Tony Martin
20-6159 (46-6159)*

Be My Love
Mario Lanza
10-3456 (49-3456)*

What Is A Boy
Jan Peerce
10-3457 (49-3457)*

Cryin’ Heart Blues
Mahalia Jackson
21-6145 (46-6145)*

The sheet music makes the hit song

RCA VICTOR RECORDS

RECORDING SERVICES "SALVATORE, NEW YORK"
The record that's making the industry spin!

ROSEMARY CLOONEY'S
Sensational Summer Smash

"Come On in a My House"

"ROSE OF THE MOUNTAIN"

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

COLUMBIA RECORDS
Close to 500,000 sold to date

ORIGINATORS OF
33 1/3 RPM RECORDS

BETTER RECORDS
MORE BUSINESS

Here's A Plan
by
Henry Okun

Everytime the record business reaches an impasse, the cry goes out that all sorts of changes have to be made, but suggestions come in drbs and drabs without any overall unified plan.

Here are some suggestions relating to all phases of the record business, which, if followed, could only work to improve everyone's operations and gain greater profits for all concerned.

Songs Selected

Instead of the present method of submitting songs whereby the publisher tackles the A & R head of a company, the artist under contract is allowed to go to the various publishers and select possibly 10 or 15 tunes that he "feels." Any band leader or vocalist will testify to the fact that a better recording job can be done with a song which is "felt from the heart" rather than one that is just sung. The present method of having publishers come to the A & R head's office where in one day as much as in 30 or 40 songs may be submitted is all wrong. No A & R man can go over that many songs in a week or two much less a day. A better method would be to have someone in the A & R department screen songs submitted by publishers—other than the one brought in by artists. If one of those screened songs have merit, it can then be submitted to an artist to see whether he likes and "feels" it. The present system of giving artists a song he doesn't like has proven time after time that in a man's feeling, there's no profit coming in—just another hunk of wax being made.

Release

There are entirely too many releases. Not 10% of the records released today are ever heard of again after the first week. Releasing disks in droves hurts even the good records because there is not a chance for a song to catch on. Disk jockeys receive as many as 50 records a day, that is more than 300 a week. Common sense will tell you that the great majority of these are wasted. How can anyone play 300 new songs a week—plus current ones if they have 1,000 songs. The present situation gives rise to such signs as "5 Records For $1" or "40% Reduction On Albums." An unhealthy condition.

Another question that has to be worked out is the release date. The release date is set by the publisher to protect the song, the record and the firm. It goes without saying that the release date should be kept. It works. A release date should be kept. It works.

Editors

Here is a situation that needs correction in the worst way—or rather the best way—fewer releases and more respect for the release date.

It would work for the benefit of all the companies if they would stop making the record business a "rat race" and settle down to blend ideas for everyone's mutual profit.

Distributors

Distributors are the unsung heroes and real backbone of the record business. Anyone in the know can tell you that today it is neither the name label nor name artist that makes the song, it is a combination of song and rendition plus alert distribution. It's a good idea for every executive of every disk firm to get out and visit the distributors regularly. Particularly is this necessary for the A & R men so that they may get new ideas as to what customers in each area want via records.

The question of distributor promotion is one that has to be fully reexamined. The distribution of records to disk jockeys should be in the hands of the local distributor, as he—if he is on the ball—will know what his territory is.

The distributor should also attend all open association meetings. If there is no meeting, he should spread the gospel about his firm's new songs and hypo the current songs along. If he should romance the jocks from coast to coast, there are about 350,000 machines in the country. Get on 20% of them and that's all any company needs. Salesmen and field men should encourage the stores to put out real window displays to entice customers instead of the small windows many of the stores have today. Companies might even offer prizes for good windows. They've done it in the past and reaped rewards. Why not today?

The personal manager of record artists should notify distributors well in advance of the appearance of their client in any particular area. This will give them time to get to dj's, plug the event and try to have the artist "live" on the station. Juke box associations and ops should also be told that an artist is around. This all creates good will and sells records.

Record Companies

Without a doubt there should be a Record Company Association to thresh out problems pertinent to all firms. Moreover it would be wrong to have such an association dominated by the big firms. No one firm has an exclusive on hits today. A firm with a shoe string can get a good rendition, make a master and have a hit. It's been done innumerable times in the past and will certainly be done again. The little guy has as much right to stay around the big company. The sooner the companies sit down and talk with each other—instead of about each other—the better it will be. More can be gained by words than with blows.

Life Of A Song

Isn't it pathetic that today the life of a song outside of such smashhams as "Goodnight Irene," "Moanin' the Blues," "You're a Big Girl Now," etc., is six to eight weeks. A shown time ago six or eight months was a short life; for when a firm went out on a tune it stayed with it done what may. The main reason for this is not so

Editorial Comment

The ideas expressed above are one man's opinion—those of Henry Okun, veteran disk promotion man and are ideas which the editors of The Cash Box have been mulling over for some time.

"It's What's in THE CASH BOX That Counts"
ROBBINS MUSIC CORPORATION
and LEO FEIST, INC.
Proudly Present
AN EXCEPTIONAL SCORE from M-G-M's Smash Musical "RICH, YOUNG AND PRETTY"
by SAMMY CAHN and NICHOLAS BRODSZKY

TOP SONGS! TOP ARTISTS! TOP RECORDS!

From ROBBINS

WONDER WHY
TONI ARDEN ...........................................Columbia
VIC DAMONE ...........................................M-G-M
BILLY ECKSTINE ...........................................M-G-M
HERB JEFFRIES ...........................................Coral
GUY LOMBARDO ...........................................Decca
VAUGHN MONROE ...........................................RCA Victor
HELEN O'CONNELL ......................................Capitol
JANE POWELL ...........................................M-G-M

WE NEVER TALK MUCH
HELEN O'CONNELL-DEAN MARTIN .....................Capitol
JANE POWELL-JUD CONLIN SINGERS .................M-G-M
DANIELLE DARRIEUX-FERNANDO LAMAS ...............M-G-M Album

L'AMOUR TOUJOURS
(Tonight For Sure)
BOB CROSBY ...........................................Capitol
JANE POWELL ...........................................M-G-M
DANIELLE DARRIEUX ....................................M-G-M Album

PARIS
FERNANDO LAMAS ...........................................M-G-M

From FEIST

DARK IS THE NIGHT
(C'est Fini)
TONI ARDEN ...........................................Columbia
HERB JEFFRIES ...........................................Coral
GUY LOMBARDO ...........................................Decca
MARY MAYO .............................................Capital
VAUGHN MONROE ...........................................RCA Victor
JANE POWELL ...........................................M-G-M

I CAN SEE YOU
DON CHERRY .............................................Decca
VIC DAMONE ...........................................Mercury
WOODY HERMAN ...........................................M-G-M
MARY MAYO .............................................Capital
JANE POWELL ...........................................M-G-M

HOW D'YA LIKE YOUR EGGS IN THE MORNING
HELEN O'CONNELL-DEAN MARTIN .................Capitol
JANE POWELL-JUD CONLIN SINGERS .................M-G-M
VIC DAMONE ...........................................Mercury

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799 Seventh Avenue • New York 19
MURRAY BAKER, Gen. Prof. Mgr.

LEO FEIST, INC.
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NORMAN FOLEY, Gen. Prof. Mgr.

EVERYTHING I HAVE IS YOURS
Recorded by: BILLY ECKSTINE—M-G-M • TOMMY DORSEY—Decca • EZIO PINZA—RCA-Victor
MILLER MUSIC CORPORATION • 799 SEVENTH AVENUE, NEW YORK 19 • Lester Sims, Gen. Prof. Mgr.
Hitting New Highs!

BILLY WILLIAMS

Quarterete

Singing

"SHANGHAI"
coupled with
"THE WONDROUS WORD"
MGM-10998

"PRETTY EYED BABY"
coupled with
"YOU MADE ME LOVE YOU"
MGM-10967

Returning September 8th

NBC-TV NETWORK
Your Show of Shows
with SID CAESAR and IMogene COCA

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

THE CASH BOX, Music
Page 20
July 21, 1951

NAMM PROGRAM

Sunday—July 15
10:00 A.M. — Registration. Fourth Floor Foyer
10:00 A.M.—National Association of Band Instrument Manufacturers Annual Meeting—Private Dining Room 7
2:00 P.M.—NAMM Annual Meeting Board of Directors—Private Dining Room 11
3:00 P.M.—National Association of Musical Merchandise Wholesalers Executive Committee Meeting—Private Dining Room 2
4:00 P.M.—National Piano Travelers Association Annual Meeting—Private Dining Room 6
6:00 P.M.—National Association of Musical Merchandise Wholesalers Annual Meeting—Crystal Room
6:00 P.M.—National Association of Musical Merchandise Manufacturers Annual Meeting—Private Dining Room 4

Monday—July 16
10:00 A.M.—NAMM Press Conference—Private Dining Room 9
12:00 Noon—Golden Anniversary Luncheon—Grand Ballroom
3:00 P.M.—Trade Practice Committee Meeting—Private Dining Room 3
3:30 P.M.—NAMM Ladies' Tea and Entertainment—Crystal Room

Tuesday—July 17
8:00 A.M.—National Association of Musical Merchandise Wholesalers Salesmen's Breakfast—Crystal Room
10:00 A.M.—National Association of Sheet Music Dealers Board of Directors—Private Dining Room 5
10:00 A.M.—NAMM Annual Meeting of Members—Grand Ballroom
12:30 P.M.—National Association of Sheet Music Dealers Luncheon—Illinois Room
2:00 P.M.—National Association of Sheet Music Dealers Business Meeting & Program—Illinois Room
2:00 P.M.—Record Merchandising Forum—Grand Ballroom
8:00 P.M.— Phonograph Manufacturers Association Annual Dinner—Crystal Room

Wednesday—July 18
9:30 A.M.—NAMM Top Management Session—Grand Ballroom
10:00 A.M.—Merchandising Accessory Forum—Crystal Room
11:30 A.M.—Operating Sheet Music Department—Crystal Room
12:00 Noon—NAMM Board of Directors Meeting—Private Dining Room 11
2:00 P.M.— Instrument Repair Forum—Crystal Room
7:00 P.M.—Golden Anniversary Banquet—Grand Ballroom Suite—Hotel Stevens

Thursday—July 19
10:00 A.M. — Retail Salesmanship Forum—Grand Ballroom

"It's What's in THE CASH BOX That Counts"
Mercury Institutes Free Sample Disk Program For Juke Box Ops

Vic Damone’s “Son of a Sailor” and “Longing For You” First Disks On Free Sample List

**ART TALMADGE**

CHICAGO—In addition to the free disk deals that Mercury have been making right along for the juke box industry, as well as the free title strips which the firm have consistently arranged for the automatic music field, Mercury Records this past week, thru Art Talmadge, announced a brand new free sample disk program for the juke box ops.

The program will be the same as the firm now use with disc jockeys throughout the nation. Individual operators will be chosen, according to lists of the firm’s distributors everywhere in the nation, and these operators will receive a free sample of any new disk which the firm introduces and which is pressed for juke box consumption.

The plan is to allow the operators to hear the records first and then contact their nearest Mercury Records distributor for purchase in quantity.

Talmadge also announced that the first disks ready for free sample distribution to the nation’s juke box would be Vic Damone’s “Son Of A Sailor” and “I’m Longing For You.” Both tunes, it is believed, will prove themselves marvelously fitted for the nation’s juke boxes.

In addition, Art Talmadge stated, the operators would have the opportunity to listen to the disks in an unhurried and careful manner in their own homes or offices and would be prepared, especially when Mercury record distributor salesmen call on them, to make their decision as to how many of the new disks they can use.

“It’s a great time saver,” Talmadge explained, “from the standpoint that the distributors’ salesmen don’t have to hang around and put on a new disk on some player at each operators’ offices, and to save time. They’ll now know that the operators have heard the new releases and will save the operators time as well as save much time for themselves by discussing the disks and placing orders.”

Talmadge also stated that the firm would continue issuing free title strips and would also, from time to time, continue with the free deals it has made to the juke box industry whereby a number of free records are given with quantity purchases.

“We are going to select certain numbers, those we think best fitted for the automatic music machines,” Talmadge said. “We are going to treat the juke box operators the same way we treat the disc jockeys by sending them free samples of these new releases so that they can listen to them unhurriedly and carefully and decide for themselves.”

Mercury Records have introduced many unique and original programs for the benefit of the juke box industry. It is believed that this latest venture on the part of the firm is sure to prove of tremendous value to all the nation’s operators.

In this regard, Art Talmadge said: “We have always considered the juke box operator as our personal friend. We want him to feel that we are his friend in every regard.

“As friends, we are going to do whatever we possibly can to make things easier and better for him. We hope that this new free sample program, in addition to the deals we make at intervals and the consistent free title strip program we carry on, will help our friends, the nation’s automatic music machine operators, to a better and more profitable business.”

**MGM To Screen “Show Boat” For NAMM Meet**

CHICAGO—MGM Records will hold a special screening of “Show Boat” for record dealers and distributors attending the NAMM convention. It will take place at the Little Theater in the Civic Opera Building, Monday evening, July 16 at 8:00 P.M. Admission will be by special invitation available at the MGM Record exhibit, Booth 91.

**RARE! UNIQUE! DIFFERENT!**

...Songs For Every Program...Singer...Group...Orchestra...

England’s No. 1 Song Hit

**GOOD LUCK, GOOD HEALTH, GOD BLESS YOU**

Recorded by

- BILLY COTTON — London
- THE MARINERS — Columbia
- RICHARD HAYES-KITTY KALLEN — Mercury
- ROY ROGERS — RCA Victor
- EVELYN KNIGHT — Decca
- RICHARD TUCKER-PERCY FAITH — Columbia

DARTMOUTH MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

Extra! Special Release!

2 New Hits from THE WEAVERS on DECCA RECORDS!

**WHEN THE SAINTS GO MARCHING IN**

New and Original Material Song EXCLUSIVELY by THE WEAVERS

backed by KISSES SWEETER THAN WINE

FOLKWAYS MUSIC PUBLISHERS, INC. • 129 W. 2nd St., NEW YORK 19, N.Y.

By the writer of “My Reverie” and “Dipsey Doodle”—LARRY CLINTON

**DREAMY MELODY**

Recorded by

- OWEN BRADLEY — Coral
- HARRY JAMES — Columbia
- LARRY CLINTON & PAULITTA SISTERS — Broadway
- MENDY RINE-APRIL STEVENS — RCA Victor

CROMWELL MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

2 Outstanding Songs Showing Up Fast!

Recorded by BURL IVES — PERCY FAITH ORCHESTRA on COLUMBIA RECORDS

**OH! DEAR! SHE’S WONDERFUL, BEAUTIFUL**

coupled with

NOAH FOUND GRACE IN THE EYES OF THE LORD

LUDLOW MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N.Y.

“IT’s What’s in THE CASH BOX That Counts”
**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 18, N.Y.

**The Chez Paree**  
Proudly Presents  
SOPHIE TUCKER  
And  
JOE E. LEWIS  
3 Shows Nitely  
DELAWARE 7-3434

**AMERICAN MUSIC CONFERENCE**  
Chicago, Illinois  
Room 906

**CAPITOL RECORDS, INC.**  
Hollywood, California  
Booths 54, 55

**COLUMBIA RECORDS, INC.**  
Booths 10, 11, 12

**COLUMBIA ALBUM & SPECIALTY CO.**  
Chicago, Illinois  
Booth 21

**COLUMBIA RECORDS, INC.**  
Subsidary of DECCA RECORDS, INC.

**DUOTONE CO., INC.**  
New York, N. Y.

**DECCA RECORDS, INC.**  
Booths 85, 86

**FOLEWAYS RECORDS & SERVICE CORP.**  
New York, N. Y.

**JENSEN INDUSTRIES, INC.**  
Chicago, Illinois  
Booth 48

**JUBILEE RECORDS**  
New York, N. Y.

**MAGNUM RECORDS**  
New York, N. Y.

**MERCURY RECORDS CORP.**  
Chicago, Illinois  
M. A. MILLER MFG. CO.

**MILLS MUSIC, INC.**  
New York, N. Y.

**MUSIC EDUCATORS NATIONAL CONFERENCE**  
Chicago, Illinois  
Room 857

**PERMEAL STEREO CORP.**  
New York, N. Y.

**RECO-TEC CORP.**  
Booth 74

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**Exhibitors At 1951 Music Trade Show**  
(Record Manufacturers & Suppliers)

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**SLEEPER OF THE WEEK**  
**I’LL HOLD YOU IN MY HEART** (Adams, Vee & Abbott) — Eddie Fisher (Vic. 20-4191) rates unanimous approval for this big release. Cash Box votes it “Sleeper of the Week.” Billboard gives it a “Pick of the Week” and says, “Appealing throbbers, a recent country click via Eddy Arnold’s (Vic. 20-2332) waxing, proves attractive pop fare under Fisher’s torch ministrations.”

---

**SUNSHINE KISSES** (Meridian) — Strong possibility is that this newcomer with an impressive line-up of discs on the way... Paul Weston-Lee Brothers (Col. 39447), Bill Farrell (MGM 11023), Martha Tilton-Harry Babbit (Coral) and Irving Fields (Vic.). Tune to watch.

---

**COLD, COLD HEART** (Acuff-Rose) — Early prediction is that Tony Bennett’s (Col. 39449) newest release matches his current “Because Of You” click. Tony gives pop treatment to the folk hit by Hank Williams (MGM 10904).

---

**I’M WAITING JUST FOR YOU** (J & C) — Lucky Millinder (King 4453) captured the rhythm market and now heads into the pop lists. Bob Crosby’s (Cap. 1595) version is rated by Billboard as his “likeliest try for Capitol to date.” Another favored disc is that by Hawkshaw Hawkins (King 969).

---

**DEADLY WEAPON** (Spitzer) — Eddy Howard (Mer. 6663) has a lively novelty termed by Cash Box “an item that should go big.” Billboard, too, places it in the “Pick” class. Texas Jim Robertson (Vic. 21-0492) does his own inimitable treatment.

---

**CAPSULE COMMENT**  
**ROTATION BLUES** (Tannen) — Elton Britt (Vic. 21-0494) comes up with a likely winner.

---

**ALARM CLOCK BOOGIE** (Commodore) — Started off by Billy Briggs (Imperial 811) now comes a Bill Darnel-George Auld disc (Coral 60543) that shows high potentials.

---

**The Chez Paree Proudly Presents Sophie Tucker AND Joe E. Lewis**  
3 Shows Nitely  
DINER $1.95 - $4.75  
610 Fairbanks Ctr.

---

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
MOVING UP FAST
Only Mercury Has These Hits!

GEORGIA GIBBS
“WHILE YOU DANCED, DANCED, DANCED”
“WHILE WE’RE YOUNG”
MERCURY 5681 • 5681x45

PATTI PAGE
“DETOUR”
“WHO’S GONNA SHOE MY PRETTY LITTLE FEET”
MERCURY 5682 • 5682x45

VIC DAMONE
“LONGING FOR YOU”
“SON OF A SAILOR”
MERCURY 5655 • 5655x45

RICHARD HAYES
“GO, GO, GO, GO”
MERCURY 5671 • 5671x45

EDDY HOWARD
AND HIS ORCHESTRA
“DEADLY WEAPON”
MERCURY 5686 • 5686x45

THE TWO MISTER F’s
New Singing Team
“THOSE WILL BE THE GOOD OLD DAYS”
“LONESOME”
MERCURY 5684 • 5684x45

RALPH MARTERIE
“A Different Sock Release
“TRUMPETEER’S LULLABY”
“BEAUTIFUL OHIO”
MERCURY 5679 • 5679x45

LOLA AMEACHE
“HITSITY HOTSITY”
MERCURY 5675 • 5675x45

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
**Reunion in New York**

NEW YORK—Back together again on wax are Bob Eberly and Helen O'Connell pictured with Dave Dexter (center) Capitol A & R man who flew in from the coast for the pair's first session. Their initial disk, "If You're Gonna Love Me, Love Me" backed by "The Little Things in Life" will be released shortly.

**Congratulations...**

**ON YOUR NINTH BIRTHDAY AND MAY YOU CONTINUE TO ENJOY EVERY SUCCESS IN THE YEARS AHEAD.**

Tony and Tillie Galgano

**USED RECORD EXCHANGE**

4142 W. ARMITAGE AVE., CHICAGO 39, ILLINOIS

(TEL: DICKENS 2-7060)

**WE'RE ShOUTING... IT'S A HIT!—IT'S A HIT!—IT'S A HIT!**

CLIFF AYERS

Singing

"I'LL WAIT FOR YOU"

b/w "IT'S YOU! IT'S YOU! IT'S YOU!"

JUBILEE #4060

--- Going Strong In All Rhythm & Blues Spots ---

"LEMON SQUEEZING DADDY" "THE SULTANS"

JUBILEE #5054

--- Cleaning Up ---

"SOPPIN' MOLASSES" "WHOPPING BLUES"

BUDDY LUCAS and All Stars

JUBILEE #5058

JUBILEE #5055

--- Be sure to VISIT US AT ---

**BOOTH 65 NAMM CHICAGO**

--- Jubilee RECORD CO INC ---

315 W. 47TH ST., NEW YORK, N. Y.
Increased Income For Ops Aim of RCA Victor Coin Machine Dept.

by Jim Lennon

Coin Operator Sales Manager, RCA Victor Record Dept.

The relationship between RCA Victor and the coin operator can best be described as a partnership. The company maintains a separate and complete department devoted exclusively to the servicing of the coin-machine industry. Chief purpose of this department is to put it bluntly, to make more money for the coin operator, which of course reflects in the success of the department itself.

With the rapid growth of the coin industry in recent years and its increasingly important role in the entertainment life of the country, the facilities of RCA Victor have been more and more concentrated on providing increased service to the industry.

This service begins with the station and manufacture of the kind of records which will produce revenue for the coin operator — there is no substitute for the hit record as a business builder.

In addition to its basic business of producing hits, RCA Victor has been devoting every effort in its distribution system toward getting hit merchandise into the hands of the coin operator as quickly as possible. Purpose of this is to overcome the profit-destroying time lag between the release of a new record and its establishment as a hit, and to make it possible for the coin operator to react quickly to changing days and even weeks for the operator.

To channel information to the coin operator on potential hits, the company has inaugurated a direct mailing service which includes professional material and advance tips to aid the operators in planning. The program also includes a more extensive distribution of sample records to coin operators.

Recent trips to various sections of the country I found that many operators are systematically converting their machines to 45 rpm. This was encouraging evidence that the future of the coin industry rests in part on the ability of our industry to convert their machines to 45 rpm to meet the increased demand for 45s. This growth trend is easily understandable because the advent of the 45 rpm record for the coin operator.

The advantages include easier handling of the records, both in storage, and in carrying and changing records on machines.

In addition, the breakable feature of the 45 disk practically eliminates the excessive breakage problem. Operators also report increased revenue from machines equipped with 45 rpm records with improved sound. There is a feeling on the part of the record biz that the 45 is not only the better viniyl playing surface, but also because the greater durability of the record which maintains high quality of sound after hundreds of plays. In this way the reluctance of customers to drop coins into machines whose time-record memories sound just plain bad, is overcome.

Several operators have expressed concern over the availability of all hits on 45. Ample answer to this is the information from virtually all companies that hit merchandise will be pressed on 45, accompanied by speed-up in distribution.

As an added service to coin operators RCA Victor is preparing special lists of 45 rpm records in all of the various categories from rhythm and blues to waltzes. The first of these lists to be prepared consists of Mexican records available on 45. This was at the request of several operators with machines in Mexican locations. This same kind of listing will be available to operators to meet specialized needs.

With the combination of increased service to the coin machine industry and the rapid trend toward the use of 45 rpm records in music machines, a new era of increased business and greatly improved efficiency is at hand.

Al Denver Donates Juke Box To Soldier Memorial

NEW YORK—On behalf of the Automatic Music Operators' Association of New York, Al Denver, president, last Wednesday, donated a juke box and records to a memorial being established for a young soldier killed in Korea.

The presentation took place over the "Strike It Rich" program on CBS-TV before the listening and seeing audience of over half a million and was given to the O'Reilly family of Lemonton, N. Y., who lost their 18 year old son six weeks ago. An ardent record fan, he maintained home groups of friends at his home regularly. As a memorial to the boy, the family opened a club room for the teen agers of the town and they requested a juke box and records via the "Strike It Rich" program.

Al Denver responded saying it was always a practice of the operators of the United States to donate machines to all worthy causes and in particular those which in any way at all contribute to the elimination of juvenile delinquency.

It was announced on the program that The Cash Box will also donate records regularly.

Capitol Talent at NAMM

NEW YORK—Top Capitol stars including Les Paul and Mary Ford, Tennessee Ernie Ford, Perry Como, Art Van Damme and the Dinning Sisters will appear in the firm's booth at the NAMM convention in Los Angeles. Record dealers will also have an opportunity to meet William Fowler, new sales head of the company. Featured on the show will be Capitol's new fall merchandise which will include more singles to meet operators' needs. As a special, a single from Yma Sumac album will be issued so that ops can get it on their machines.

Top Ten Pop Money—Makers Jan-June 1951

1. TENNESSEE WALTZ Pat by Page (Mercury)
2. IF Perry Como (RCA Victor)
3. MY HEART CRIES FOR YOU Guy Mitchell (Columbia)
4. BE MY LOVE Mario Lanza (RCA Victor)
5. HOW HIGH THE MOON Paul-Mary Ford (Capitol)
6. MOCKIN' BIRD HILL Patti Page (Mercury)
7. Les Paul-Mary Ford (Capitol)
8. ON TOP OF OLD SMOKY Guy Mitchell (Columbia) Weavers (Decca)
9. TOO YOUNG Nat King Cole (Capitol)
10. SPARROW IN THE TREE TOP Guy Mitchell (Columbia) Bing Crosby Andrews Sisters (Decca)

AbA DABA HONEYMOON Dale Reynolds-Carlton Carpenter (MGM)

Sincere Congratulations on Your 9th Anniversary from Cee Davidson and His Orchestra Chez Paree Chicago

"Who Sends You Orchids?" A NEW RAY NOBLE BALLAD

NOW RELEASED ON Capitol RECORD #1598 BY Mel Torme

HIS LATEST AND GREATEST

ARDMORE MUSIC CORPORATION MIKE GOULD, General Prof. Manager

"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th>Location</th>
<th>Song 1</th>
<th>Song 2</th>
<th>Song 3</th>
<th>Song 4</th>
<th>Song 5</th>
<th>Song 6</th>
<th>Song 7</th>
<th>Song 8</th>
<th>Song 9</th>
<th>Song 10</th>
</tr>
</thead>
</table>
HERE'S GREAT NEWS ON RHYTHM AND BLUES

The famous Okeh label is back again! Exciting new records with this great roster of Blues and Rhythm artists!

1st FIVE RELEASES

"I Want A Lavender Cadillac" and "Spider's Web"
Maurice King and his Wolverines
78 rpm 6800 33⅓ rpm 3-6800 45 rpm 4-6800

"Stop, Pretty Baby, Stop" and "4 A. M."
Red Saunders and his Orchestra
78 rpm 6801 33⅓ rpm 3-6801 45 rpm 4-6801

"Little Rock Getaway" and "Breezin' Along"
Armand Hug and Ray Bauduc
78 rpm 6802 33⅓ rpm 3-6802 45 rpm 4-6802

"Journey to the Skies" and "Interest Over There"
The Bailey Gospel Singers
78 rpm 6803 33⅓ rpm 3-6803 45 rpm 4-6803

"Plenty of Money" and "Go! Go! Go!"
The Treniers Orchestra under the direction of Gene Gilbeaux
78 rpm 6804 33⅓ rpm 3-6804 45 rpm 4-6804

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

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<td>1</td>
<td>SIXTY MINUTE MAN</td>
<td>Johnny Hodges (Mercury)</td>
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<tr>
<td>2</td>
<td>I WON'T CRY ANYMORE</td>
<td>Dinah Washington (Mercury)</td>
</tr>
<tr>
<td>3</td>
<td>DON'T YOU KNOW I LOVE YOU?</td>
<td>Clovers (Atlantic 934)</td>
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<tr>
<td>4</td>
<td>CASTLE ROCK</td>
<td>Louis Jordan (Decca 27547)</td>
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<tr>
<td>5</td>
<td>SHOULDN'T I KNOW</td>
<td>Lloyd Glenn (Swingtime)</td>
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<tr>
<td>6</td>
<td>TOO YOUNG</td>
<td>Jackie Brenston (Chess 1458)</td>
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<tr>
<td>7</td>
<td>BLOODSHOT EYES</td>
<td>Wynonie Harris (King)</td>
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<td>8</td>
<td>CHAINS OF LOVE</td>
<td>Nat &quot;King&quot; Cole (Capitol 1449)</td>
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<td>Louis Jordan (Decca 27547)</td>
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<td>TEND TO YOUR BUSINESS</td>
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<td>SIXTY MINUTE MAN</td>
<td>Johnny Hodges (Mercury)</td>
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<tr>
<td>2</td>
<td>EDISON CARDS</td>
<td>Joe Turner (Atlantic)</td>
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<td>3</td>
<td>BASEMENT BLUES</td>
<td>Dinah Washington (Mercury)</td>
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<td>CASTLE ROCK</td>
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<td>Chains of Love</td>
<td>Joe Turner</td>
</tr>
<tr>
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<td>Sixty Minute Man</td>
<td>The Dominoes</td>
</tr>
<tr>
<td>3</td>
<td>What a Fool I Was</td>
<td>Percy Mayfield</td>
</tr>
<tr>
<td>4</td>
<td>Blue and Lonesome</td>
<td>King Perry</td>
</tr>
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<td>I'm Waiting Just for You</td>
<td>Lucky Millinder</td>
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<td>Tend to Your Business</td>
<td>James Waynes</td>
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<tr>
<td>7</td>
<td>Tra-La-La</td>
<td>The Griffin Brothers</td>
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<tr>
<td>8</td>
<td>Rocket 88</td>
<td>Jackie Brenston</td>
</tr>
<tr>
<td>9</td>
<td>Time Changes Things</td>
<td>Little Son Jackson</td>
</tr>
<tr>
<td>10</td>
<td>Too Young</td>
<td>Nat King Cole</td>
</tr>
</tbody>
</table>

SAVANNAH, GA.
1. Sixty Minute Man (Dominoes)
2. Tend To Your Business (James Waynes)
3. Too Young (Nat "Sax" Cole)
4. Rocket 88 (Jackie Brenston)
5. I'm Waiting Just For You (Lucky Millinder)
6. Stacked Deck (Elvis Wright)
7. Weak Minded Blues (Leroy Milinder)
8. Black Night (Charles Brown)
9. If You Believe (Little Willie Lomax)
10. Thee Thing (Other W.) (Sarah Vaughan)

NORFOLK, VA.
1. Sixty Minute Man (Dominoes)
2. Don't You Know I Love You (Clovers)
3. Shoutin' I Know (Charlotes)
4. Castle Rock (Johnny Hodges)
5. Shanghai (Billy Williams)
6. China Blues (Lloyd Glenn)
7. I Apologize (Billy Eckstine)
8. Sleep (Bobbe Bland)
9. Tender To Your Business (James Waynes)
10. I'm Waiting Just For You (Lucky Millinder)

RICHMOND, VA.
1. Rocket 88 (Jackie Brenston)
2. Sixty Minute Man (Dominoes)
3. Tend To Your Business (James Waynes)
4. What A Fool I Was (Percy Mayfield)
5. You'll Better Change Your Ways (Clarence Jelly)
6. I Will Remember (Four Buddies)
7. One Sweet Letter (Joe Liggins)
8. She's Dynamic (B. B. King)
9. All Night Long (Johnny Otis)
10. Come On-A My House (Burt Kaye)

NEWARK, N. J.
1. Sixty Minute Man (Dominoes)
2. Mercy Blues (Comics Howard)
3. Don't You Know I Love You (Clovers)
4. Black Hug (Charles Brown)
5. Sleep (Earl Bostic)
6. Just One More Drink (Amos Milburn)
7. Blue & Lonesome (King Perry)
8. My Baby's Gone (B. B. King)
9. I'm In The Mood For Love (Amos Moddy)
10. Tend To Your Business (James Waynes)

ATLANTA, GA.
1. Just One More Drink (Amos Milburn)
2. Rocket 88 (Jackie Brenston)
3. All Night Long (Johnny Otis)
4. Tra-La-La (Griff Brothers)
5. Chico Bono (Lloyd Glenn)
6. What A Fool I Was (Percy Mayfield)
7. T-99 Blues (Grimm Nelson)
8. She's Dynamic (B. B. King)
9. Baby Let's Hold Your Hand (Ray Charles)
10. Rockin' & Rollin' (Little Son Jackson)

Greetings, NAMM Men...
CENTRAL RECORD SALES, INC.
2528 W. PICO BLVD., LOS ANGELES 6, CALIF.
(PHONE: D'Unkirk 2-7379)
"THE HOUSE OF HITS"
Maintaining 8 Out Of 10 Possible Hits In "The Cash Box" and "Billboard" Blues & Rhythm Charts

Distributors Of

"It's What's in THE CASH BOX That Counts"
"I NEED YOU BABY"
"YOU BETTER CHANGE YOUR WAYS"
By The Sensational New Blues Singer
CLARENCE JOLLY
SITTIN' IN 605

"TEND TO YOUR BUSINESS"
by JAMES WAYNES
SITTIN' IN 588

Moving Fast
"GOTTA MOVE BOOGIE"
by LIGHTNING HOPKINS
SITTIN' IN 599

Terroric
"BAD JOHN" [Part 1-2]
by J. J. JONES
SITTIN' IN 604

Breaking Records
"HOT ROD"
by JULIAN DASH
SITTIN' IN 600

"JUNCO PARTNER"
"TRYIN' TO FIND A GIRL"
JAMES WAYNES
(Swing is 607)

- James Waynes follows up his smash of "Tend To Your Business" with one of the most unusual disks coming this way in a long time. Titled "Junco Partner," which means "worthless man" this ditty shows Waynes at his outlandish best. Opa oughta take a listen to this one real fast and get goin' with it. It could strike gold. Telling his story in fascinating style, Waynes keeps you listening right through. The second side finds this artist putting his own unusual song styling to work on a dynamic tune which also will draw those coins. Opa has a hot disk in this one and those who are wise will jump in soon.

"BAD LUCK CHILD" (2:54)
"SARAH KELLY FROM PLUMBNELLY" (2:51)
JOEY THOMAS
(Deco 48215; 9-48215)

- Joey Thomas has a couple of sides which should do ok in the boxes. The first one is a blues number on which Freddie Jackson does the vocal with a good backing from the boys in the band. Lower end is a cute little ditty with Charlie "Hoss" Singleton making with the words. Opa should tune in.

"SIPPING MOLASSES" (2:55)
"WHOPPING BLUES" (2:57)
BUDDY LUCAS
(Jubilee 5058)

- A driving side is sent our way by Buddy Lucas and his Allstars. With pushing instrumentals to set the pace, this one gets a loud and jumpy going over. The second side is a real blue number with a slow steady beat and a good vocal from Lucas. Opa will do ok with this.

"PLENTY OF MONEY" (2:52)
"GO, GO, GO" (2:39)
THE TRENERS
(Okeh 6804)

- A very slow low down ditty gets pushed around on the upper half by Claude Trenier and Gene Gilbeaux' orchestra. Doing it in easy tempo, they make this side good to hear. Bottom half gets a bouncy dust from Claude and Cliff Trenier. Opa won't want to miss either side.

"YOU'RE MY DARLING" (2:54)
"I HOPE YOU'RE SATISFIED"
JOE MORRIS
(Atlantic 942)

- Joe Morris and Laurie Tate have another grand record to offer here. Each side is a slow slow thing with Laurie doing the lyrics in her own wonderful fashion and Joe Morris and the orchestra coming up with a backing that's just right. No op will want to miss this one.
Meeting Dates Of
Music Operators' Associations

July 17—Music Operators' Association Of Indiana
   Place: Indianapolis Athletic Club, Indianapolis, Ind.

18—Westchester Operators' Guild
   Place: Moose Hall, White Plains, N. Y.

23—phonograph Owners' Association
   Place: Broadway Hotel, East St. Louis, Ill.

25—Music Merchants' Guild
   Place: Narragansett Hotel, Providence, R. I.

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

Aug. 1—Coin Machine Operators' Association of Harris County
   Place: Chamber Of Commerce Building, Houston, Texas

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

2—phonograph Merchants' Association
   Place: Hotel Hollenden, Cleveland, Ohio

2—Washington Music Guild
   Place: Washington, D. C.

6—Illinois Amusement Association
   Place: 205 North Madison St., Rockford, Ill.

7—Music Operators' Association of Indiana
   Place: Indianapolis Athletic Club, Indianapolis

Can You Ask For Anything More?

* ATLANTIC * JUBILEE * REGAL * NATIONAL

Monroe Passi

RECORD DISTRIBUTORS, INC.
1424 E. 55th St., Chicago, Ill
(Tel: Museum 4-3440)

GREETINGS FROM IMPERIAL!

ERNIE ANDREWS
RECORD NO. 5132

• "FORGET ABOUT THE WHOLE AFFAIR"
• "Pork Chops and Mustard Greens"

RAY LEWIS
AND THE 4 BARS
RECORD NO. 5136

• "JEALOUS BLUES"
• "WHEN YOU WERE MINE"

LIL' SON JACKSON
RECORD NO. 5137

• "WONDERING BLUES"
• "RESTLESS BLUES"

FATS DOMINO
RECORD NO. 5138

• "BLOW UP RIGHT FROM WRONG"
• "NO, NO, BABY"

DAN GRISsom
RECORD NO. 5139

• "KING OF FOOLS"
• "REMEMBER WHEN"

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR!

IMPERIAL RECORD CO. INC.
6425 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIFORNIA

“FORGET ABOUT THE WHOLE AFFAIR”

“WHEN YOU WERE MINE”

“RESTLESS BLUES”

"NO, NO, BABY"

“REMEMBER WHEN”

Her Latest Mercury Release!

"I'M A FOOL TO WANT YOU"

"IF YOU DON'T THINK I'M LEAVING"

And a Long List of Mercury Hits!

"I WON'T CRY ANYMORE"

"I APOLOGIZE"

"PLEASE SEND ME SOMEONE TO LOVE"

"AIN'T NOBODY'S BUSINESS BUT MY OWN"

"DON'T SAY YOU'RE SORRY AGAIN"

and many others

Behind the scenes
With the Queen of the
Juke Boxes
Currently BLUE MIRROR,
WASH. D.C.
BIRDLAND, N.Y.
July 19 thru Aug. 1st

Universal Attractions
347 Madison Ave.
New York, N. Y.
Telephone: Murray Hill 4-5122

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”

Her Latest Mercury Release!

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“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Jackie (ROCKET 88) Brenston does it again!

PLUS ANOTHER SUPER - SENSATION
EIRLIN HARRIS'
"Pushin My Heart Around"
BACKED WITH
"LONG TALL PAPA"
(Chess #1471)

IF YOU DON'T SEE US AT THE SHOW... PHONE US AT OUR NEW HEADQUARTERS IN THE CONVENTION CITY OF CHICAGO; KENWOOD 8-4343... AND WE'LL MEET YOU WITHIN A FEW MINUTES... TO TELL YOU WHY CHESS RECORDS ARE THE GREATEST DEAL FOR DISTRIBUTORS IN ALL INDEPENDENT LABEL HISTORY! IF YOU AIN'T COMING TO CHICAGO—WRITE! WIRE! PHONE! LET US HELP YOU GET STARTED WITH CHESS RECORDS TODAY!!

CHESS RECORDS
750 EAST 49TH STREET, CHICAGO 15, ILL.
(ALL PHONES: KENWOOD 8-4343)

Cash in on Specialty Records!
- Our releases have proved best sellers in this field for the past 5 years!
- 5% return privilege granted all dealers!
- Our roster includes many famous names in Rhythm, Blues and Negro religious music!
- Trudy Mayfield
- Ray Milton
- Joe Liggin
- Camille Howard
- Jimmy Liggin
- King Perry
- Pilgrim Travelers
- Soul Stirrers
- Brother Joe May
- Sister Wynnoria Carr
- Prof. J. Earl Hines
- Sellica Martin Singers

Send for latest Specialty Catalogue!

Specialty

Happy Time At Swingtime

LOS ANGELES—It's a happy time for Swingtime these days, what with Music Director Lloyd Glenn's "Chica-Boo" riding high on the hot charts and his "Cute-Two" and "Ballroom Shuffle" promising to follow right along. Turning over a royalty check to Glenn is plattery head Jack B. Launderdale, with national sales manager Franklin Kort approving the transaction and the progress made in quick time by Swingtime on the national scene.

You can have 25 Free!

 MILLER

COIN PHONOGRAPH NEEDLES

FREE NEEDLES
100% money-back guaranteed
Buy 100... get 25 FREE
Buy 50... get 10 FREE
Buy 25... get 5 FREE

The NEW Miller Bumper Nylon NEEDLE
Absorbs shock... better play... longer life.

CONVENTIONAL TYPE NEEDLES:

Bumper Nylon $1.50 46 48 44 42

Sapphire $1.99 30 32 34 36

REPLACEMENT NEEDLES:

Sapphire 100-Play 50 48 44 42

Acetate 4-45 each 74 78 RPM 34 32 30 28 26

A. M. MILLER MANUFACTURING CO.
1165-69 EAST 43RD STREET • CHICAGO 15, ILLINOIS

Use this order blank for FREE NEEDLES 100% Guarantee

Cash with Order
C.O.D.

RUSH needles as indicated. All orders must be prepaid.

M. A. MILLER MANUFACTURING CO., 1165-69 E. 43rd St., Chicago 15

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Sapphire

Replacement for

Seeburg

Str.

Str.

Bumper

Specialties

Quantity

Bumper Nylon

Sapphire

Replacement for

Seeburg

Str.

Specialties

Name...

Address...

City...

Tone...

State...

Total...

"It's What's in THE CASH BOX That Counts"
Top Ten Rhythm & Blues Money
 makers Jan.-June 1951

1. BLACK NIGHT
   Charles Brown (Aladdin)
2. PLEASE SEND ME SOMEONE
   TO LOVE
   Percy Mayfield (Specialty)
3. TEAR DROPS FROM MY EYES
   Ruth Brown (Atlantic)
4. BAD, BAD WHISKEY
   Amos Milburn (Aladdin)
5. TENNESSEE WALTZ
   Patti Page (Mercury)
6. ROCKET 88
   Jackie Brenston (Chess)
7. I APOLOGIZE
   Billy Eckstine (MGM)
8. ONCE THERE LIVED A FOOL
   Jimmy Grissom (Recorded in Hollywood)
9. LITTLE RED ROOSTER
   Griffin Brothers & Margie Day (Dot)
10. CHICKA BOO
    Lloyd Glenn (Swingtime)

 thanked to NAMM ...
 For Your Support of Peacock Records

We Now Offer—NEW Release
Elmore Nixon's

"YOU SEE ME SMILING"
"HEP CAT'S ADVISE"
NEW on Peacock—NEW Release
Joe "Pa Poosie" Fritz

"SUMMER IS COMING"
"IN MISERY"

"Award Of The Week" Song And Artist—NEW
Paul Monday's

"IF YOU WERE MINE"
"IRENE'S BOOGIE"

Old Reliable "Award Of The Week" Artist
Clarence "Gatemouth" Brown

"JUSTICE BLOWS"
"I LIVE MY LIFE"
Still Going Strong
Peacock #1568

Great Spiritual
Original Fire Blind Boys

"OLD SHIP O' ZION"
"IN THIS WORLD ALONE"
Peacock #1552

Top Spiritual—Lead Rev. I. H. Gordon And Archie Brownlee
Rev. I. H. Gordon—Accompanied by Original Fire Blind Boys

"DOCTOR JESUS"
"SEEK THE LORD"
Peacock #1573

AMERICAN EXCLUSIVE DISTRIBUTORS
FOR THE
"Big 5"

* SAVOY
* ALADDIN
* SPECIALTY
* MODERN
* IMPERIAL

A Hit Now On Each Label

"All Nite Long"
Johnny Otis (Savoy 774)

"Just One More Drink"
Amos Milburn (Aladdin 1093)

"I've Got News For You"
Roy Milton (Specialty 407)

"The Thrill Is Gone"
Roy Hawkins (Midas 236)

"Time Changes Things"
L'il Son Jackson (Imperial 311)

Everybody's Favorite
LOLLE GLENN PLAYS HIS NEWEST SWINGTIME RELEASE ON 45 & 78 R.P.M.

"JUNGLE TWILIGHT"
45-377A+ ST 377A+ BACKED WITH "DAYBREAK STOMP"

LOLLE LEADS with these HITS

"CHICA-BOO" 45-294 ST 294
"OLD TIME SHUFFLE" 51-237
"BLUES HANGOVER" 51-235

SWINGTIME's NEWEST STAR!

LOLLE McCracklin
SINGIN' A SWINGIN' 

"I FOUND THAT WOMAN" ST 284+ BACKED WITH "BLUES FOR THE PEOPLE"

BE SURE YOU HAVE LOLLE'S
"TRUE LOVE BLUES" ST 284
"LOOKIN' FOR THAT WOMAN" ST 284

See your local distributor or write direct

Swing Time RECORD DIST. CO.
3427 S. San Pedro Ave., Los Angeles 11, Calif.
Elton Britt First To Record G.L. Song “Rotation Blues”

NEW YORK — What shapes up as the biggest scraplet to get a ditty on disks since the MacArthur speech and “Old Soliders Never Die” was touched off last week, when Country singer Elton Britt was rushed into the RCA Victor recording studios to wax “Rotation Blues.”

Forty-eight hours after he had returned from a 6-hour plane trip from Korea, Elton had placed in the hands of RCA Victor executives the ballad composed by Lt. Stuart Powell, which has swept Korean battle lines as the first authentic G.L. composed song to come out of the war zone.

Britt picked up the new G. L. lament by the unoffi- cial theme song of the U. S. Korean soldiers, while touring the battle sec- tor during the past month as star of a U. S. Army-sponsored Camel Caravan, and rushed it back with him to the States.

Following Britt’s top-secret RCA Victor recording session, news of the tune leaked out via a Signal Corps tape broadcast originally made by Britt in Korea. Almost immediately, rival recording companies started scrambling round on their Country music special- ists to get their own versions on wax.

During their Korean tour Elton and the Camel Caravan troupe en- tered between 80,000 and 100,000 men, occasionally with Chinese troops watching from surrounding mountains. They put on shows daily from late M. to noon, from noon to late M., and five hours at a time in dust so blind- ing the sawdust to highlight on broad daylight and were shelled as well as subjected to rifle fire.

“Phillips Sent Me” Becomes New By-Word In Memphis

MEMPHIS, TENN.—A disk jockey named Dewey Phillips has taken over the rhythm and blues field in this city. His program “Red Hot And Blue” has become the top show for this type of music and his advice to his listeners to tell merchants “Phillips Sent Me” has become a new by-word.

Phillips took over the “Red Hot and Blue” show over WHBQ in Mem- phis in March when he was a fif- teen minute program with no sponsors. Last week it was expanded to a full hour program, except on Saturdays when it’s three hours and sponsors are all over the place.

Beaming his radio program to Mem- phis’ R & B audience, Phillips urges one and all to go to and- over’s store and tell ‘em (with a yell) “that Phillips sent ya”. And that’s exactly what his listeners do — so much so that merchants who don’t even advertise on the show are demanding to know who-the-beck is Phillips.”

Phillips’ flair for showmanship is paying off on a percentage basis. His show is being considered for a coast to coast broadcast over Mutual.

Furthermore, he has an unanny sense for picking hits. Eleven current R & B hit disks in this city have been interpreted to his playing and plugging them.

And now he’s to be immortalized in song. Joe Liggins and his Honey Drip- pers are about to record a ditty entitled, “Phillips Sent Me”.

Jackpot Prize


This jackpot machine, conceived by Gene Steffens, was in the M. A. Miller Booth at the May Radio Parts Show and was played by over 1,000 distributors. The interest evinced in the Jackpot by all at the show was beyond all ex- pectations.

As each distributor played the jackpot machine, three records whirled at 78 R. P. M., 33-1/3 R. P. M. and 45 R. P. M. respectively. Twenty major prizes were awarded, with winners receiving from $50.00 in cash or $100.00 worth of Miller and Carillon Dynamic needles, to consolation prizes of merchandise in lesser quantities. In addition to prizes to the twenty major winners, every player received a gift from the M. A. Miller Company.

Josh White & Daughter Contribute To “Big Joe’s Happiness Exchange”

NEW YORK — Josh White and daughter, Beverly, appear on the “Big Joe’s Happiness Exchange” program on WABD in New York.

Josh not only sang on the TV show with his talented daughter, but also contributed $100.00 to the W. C. Handy Fund to buy Braille dictio- naries for blind Negro children.

Chic Jackpot Prize

Gene Autry, Rosalie Allen Win Lee Stewart Poll

PHILADELPHIA — Listeners to Lee Stewart’s Morning Frolic, Station WHAT, voted Gene Autry the favorite male recording artist while Rosalie Allen was chosen number one among the femmes.

The record voted as best among those issued during the past year was Gene Autry’s “Mister Mississippi.”

Voting was confined to the listeners of the Morning Frolic and votes that came in from all parts of the country, obviously sent in by fan club mem- bers, had to be disqualified since they were not in the WHAT listening area.

Accepting the trend of pop artists, especially among the gals, to record western and country tunes, was the appearance of such names as Dinah Shore, Lisa Kirk, Jo Stafford and Rosemary Clooney.

Certificates will be awarded to the winners proclaiming them to be the most popular recording artists with the listeners of Lee Stewart’s show.

The results of the poll:

MALE RECORDING ARTISTS
1. Gene Autry
2. Hawkshaw Hawkins
3. Eddy Arnold
4. Hank Snow
5. Lefty Frizzell

FEMALE RECORDING ARTISTS
1. Rosalie Allen
2. Kay Starr
3. Patti Page
4. Boots Faye
5. Mary Ford

BEST RECORD ISSUED DURING PAST YEAR
1. Mister and Mississippi
2. Somebody — Rosalie Allen
3. A Million Miles From Your Heart — Gene Autry
4. I Love You A Thousand Ways — Hawkshaw Hawkins
5. I Love You A Thousand Ways — Lefty Frizzell

Standard Songs are MONEY MAKERS!

**“TELL ME”**
(Tell Me Why)

**MUSIC PUBLISHERS HOLDING CORP.**
**NEW YORK, N. Y.**

**RECORDS INC.**

*Lucky Millinder — I’m Waiting Just For You* (Bongo Boogie) 4453 and 45-4453
*Wynona Harris — Bloodshot Eyes Confessin’ The Blues* 4446 and 45-4446
*Tiny Bradshaw — Walkin’ The Chalk Line* 4487 and 45-4487
*Earl Bostic — September Song* Sleep 4444 and 45-4444

**Federal RELEASES**

*The Dominoes — Sixty Minute Man* I Can’t Escape From You 1202 and 45-1202
*Do Something For Me* Chicken Blues 12001 and 45-12001

**DE LUXE**

*Roy Brown — Train Time Blues* Big Town 3318 and 45-3318
*Beautician Blues* 3317
*Wrong Woman Blues*

**FOLK-WESTERN**

*Moon Mulligan — Cherokee Breeze* (HI-ON-A-LANDA) Love Is The Light That Leads Me Home 1925 and 45-1925
*Hawkshaw Hawkins — I’m Waiting Just For You* A Heartache To Recall 1697 and 45-1697
*Cowboy Copas — Tennessee Flat Guitar* I Love You I’m So Darling, I Love You 964 and 45-964
*York Brothers — Sixty Minute Man* Lookin’ For Somebody New 970 and 45-970
*Wayne Raney — Ain’t Nothing But A Tomcat’s Kitten* I’m On My Way 956 and 45-956

**4 P.M.**

**RECORDS INC.**

“It’s What’s in THE CASH BOX That Counts”
HANK WILLIAMS
Has the hits across the nation

"COLD, COLD HEART"
MGM Record 10904 (78)
K-10904 (45)
and these other hits...
"Why Don't You Love Me?"
"Long Gone Lonesome Blues"
"My Bucket's Got a Hole in It"
"Moanin' the Blues"

"HOWLIN' AT THE MOON"
backed with
"I CAN'T HELP IT"
MGM Record 10961 (78)
K-10961 (45)

Exclusive Recording Star on MGM RECORDS

Featured Star on WSM "GRAND OLE OPRY" and WSM-TV

NAMM'ers:
HAPPY CONVENTION TIME
Here's My Latest Release...
"HEY, GOOD LOOKIN'"
"MY HEART WOULD KNOW"
MGM Record 11000 (78); K-11000 (45)

Personal Manager
WM. R. ENGLAND
1950 Richard Jonas Road, Nashville, Tennessee

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

CHICAGO—The first effects of the National Production Authority’s Controlled Materials Plan which have already been issued and which are being tightened as each week goes by.

One manufacturer went so far as to state: “Advise every reader of The Cash Box to buy what they can buy while they can buy. With what we are facing we now don’t know what we shall be able to produce in the near future.”

The discussion has been printing all the factual data which has been sent to it by the NPA week after week and day after day, few regarded this material as serious, after the first scare of the Korean conflict, but now realize that new machines production will be slashed to a point where there is no longer any possibility of any volume whatsoever.

S. D. Music Ops Assn. To Hold Meet

SIoux FALLS, S. D.—Members of the South Dakota Phonograph Operators Association will gather in large numbers at the Cataract Hotel, this city, for their business meeting, which is scheduled for Monday, July 16. A great many columnists are expected to gather on the previous Sunday for some relaxation. The banquet will take place on Monday night, with loads of entertainment scheduled. Prices will also be given lucky members.

Harold Scott, secretary-treasurer, announced that serious consideration will be given to the Kefauver Bill, which will amend the Copyright Bill of 1909, and impose a royalty payment of 1¢ per side for every record placed in automatic music machines.

DENVER, Colo.—Once again Wolf Roberts, whose favorite hobby is giving away juke boxes to the needy, was acclaimed by the press and the recipients of the machine.

Wolf arranged to bring two boys from the Boys Ranch, Texas, to Denver, where he played host for several days, in addition to loading them up with gifts.

All expenses of the trip were paid by Roberts, who now hopes to make a yearly practice of bringing up two boys to Denver.

In the picture above, Wolf Roberts is shown at the left presenting the juke box to Cal Farley, president of Boys Ranch and Erwin Ray and Froy Black, the two visiting boys.
The Members of the
AUTOMATIC
PHONOGRAPH
OWNERS
ASSOCIATION
of
CINCINNATI, OHIO
Wish THE CASH BOX Many
Many More Years of Success

\[\text{SPECIAL JULY SALE!} \]
Just A Few At These Prices

**UNIVERSAL 18 Foot BOWL-O-MATIC**
$495.00
5¢ WILLIAMS MUSIC MITE
129.50

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<th>KNOCKOUT</th>
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**ALLEY GAMES**
GOTTLEIB BOWLLETT $39.50
SUPER SHUFFLE ALLEY $29.50
UNITED SKEE ALLEY $119.50
SHUFFLE ALLEY EXPRESS $99.50
UNITED SHUFFLE ALLEY with Disappearing Pins $9.50
CHICAGO COIN BOWLING ALLEY with Plastic Pins 49.50

Exclusive A.M.I. Distributors in KENTUCKY, INDIANA, SOUTHERN OHIO
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky.
(Phone: Wabash 5094)
260 Jefferson St., Lexington 2, Ky.
(Phone: 3-2155)
129 W. North St., Indianapolis, Ind.
(Phone: Tabor 5371)

**BIGGEST SALE IN ALL OUR HISTORY**
**LOWEST PRICES EVER QUOTED!**

40 BRAND NEW
Small Free Play Games
Various Leading Mfgs.
200 LARGE RECONDITIONED
Small P. F. Game, Low
EST. PRICE 35c to $1.25
TORY!! All Late Models.

30 ONE-BALL GAMES; Everyone Guaranteed Regardless of Price.
They're PERFECT!

30 STANDARD PHONOGRAPHIES
Some New in Original Crates,
Some Slightly Used, Everyone A
REAL BUY.

50 ROCK-OLA 5c WALL BOXES
HURRY! WRITE! WRITE! PHONE! AT THESE GIVE-AWAY PRICES THIS FINE MERCHANDISE
DISC CAN'T LAST LONG!

**VENDING & SALES CO.**
1205 DOUGLAS ST.
OMAHA, NEBR.
(Tel: ATLANTIC 1121)

**What Were Coinmen Like Before the War?**

The other day a young man, just entering into this business, posed a very interesting question.

"All right, now, a very long time ago many now engaged in the industry. But, to this young man just entering the business, it seemed cute back. What were coinmen like, son, before the war?"

Well, they were the promont'nest guys you could ever meet.

They left no stone unturned to get business for their machines. They loved their profession—that of bringing economical, relaxing and joyful entertainment to America’s millions of people.

They were the kind of guys you’d find down at their little stores before 9 A.M. And who wouldn’t get home until about 5 A.M. the next morning.

They loved their work. The hours just seemed to fly right by.

What’s more—they were always thinking. Always seeking something new, and novel, and different, to entertain the public.

When they thought they had a grand idea, they would rush to the concept—Chicago, and tell it to their favorite manufacturer. Or the manufacturer whom they believed could best build it.

Most of them were always hanging around in one location or another. If they were having a glass of beer or a coke, they were still listening to the location owner and, especially, had their ears cocked wide open to hear what the other guy was saying.

They wanted new ideas. They wanted the people to be entertained. They didn’t care how many hours they worked. Just as long as everyone was made happy.

That’s all that counted with 99½ percent of the guys who made up this business prior to ’41.

They were the kind of guys who would take a chance, too. They looked at a machine and, if they personally believed in it, they convinced others to believe in it, too.

They didn’t, in those days, say, “Wait’ll we see what the players think.”

They helped the players to think. They knew that the players would enjoy the machine immensely if they showed the players “how to enjoy” the machine.

Yes, son, in those days one of our fights like crazy to get over whatever machines they purchased and they thought were good.

They would hang around any location for hours, to help the location owner sell the idea of a game to his customers. They were hard workers, alright.

They were the kind of guys who would take a chance, too. They looked at a machine and, if they personally believed in it, they convinced others to believe in it, too.

They didn’t, in those days, say, “Wait’ll we see what the players think.”

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They did, in those days, say, “Wait’ll we see what the players think.”

They helped the players to think. They knew that the players would enjoy the machine immensely if they showed the players “how to enjoy” the machine.

The place was where a very grand woman ran a distributing business. (By the way, she raised three swell boys. Professional men. Leaders. All from her coin operated machines built by her.

Bettha that man, high as hell’er go in the nation, will always recall those days with satisfaction, and a thrill that’s worth more to him than anything else ever happen to him in his lifetime.

The writer? Well, the writer, too, had a slogan in those early days: “I’ll meet you in the middle of the Brooklyn Bridge at midnite for a five dollar ad.”

And be stuck to it.

Son, we could tell you about a couple of guys who introduced a counter game called, “SWEET SALLY”. We could also tell you about a guy from Hutchinson, Kans., a cigar salesman, lost of who, introduced a machine called, “Chicago Club House”. About another guy who brought forth, “Ballyhoo.”

About a game called, “Five Star Final” and the man behind it. About the first of them all, “Bingo”, and the man who built it.

About a sensational pin game called, “Silver Cup”, and how rich it did make three men.

In fact, son, we could go on for hours and hours, about “Contact“, and ticket games, and one guy who would wind up fast napeau on a pool table, and another who would pick up a party and then start his yacht and one time wound up in Biminy Bay.

And about so many others. Some of them got fame for sometime now. Some of them still around. Some of them with sons now handling their businesses.

But, my boy, you wanted to know about what happened prior to the big war.

Well, let’s put it this way: Those were the kind of guys who loved to work. And how they worked. Day and night, Night and Day, Loved every single minute of it. Because every minute was different kind of business thrill that they couldn’t find anywhere else but in this thrilling industry.

Sure, it’s a young business. It’s so young, it hasn’t even gotten on to the correct path yet. So young man, you may be the boy who’s going to put it on the right path.

And someday you, too, will be able to tell people what it was like in ’51— when the “real old-timers” ran this business.

"It’s What’s IN THE CASH BOX That Counts!"
Everyone likes to change to a fresh suit once in a while. Makes you feel like a new man! Operators and locations get the same lift out of switching color lamps on the “C.” In just a few seconds you get a stunning, entirely new effect!

Colors to suit any mood of the location—a special event, a grand opening, an important celebration. That AMI mechanism underneath is always as good as new, too—sturdy, trouble-free, time-tested.
NOW READY
THE BEST DEAL
IN HISTORY

WURLITZER 1400

Once in a blue moon does a deal of the kind we now have ready for all the automatic music operators in our territory come along. The sensational, new, Wurlitzer 1400 and 1450 will help operators to bigger, better, steadier, longer-life profits and clear away all old and worn equipment at a profit to each and every operator on our special deal. Hurry—wire, phone or call in person TODAY—listen to a deal that's made-to-order for progressive, intelligent music operators.

WILLIAMS DISTRIBUTING CO., INC.
1082 UNION AVENUE, MEMPHIS, TENNESSEE
(ALL PHONES: 36-1776)

ANNIVERSARY BARGAINS

4 WURLITZER 1100 $339.50 EACH
4 SEEsburg (Blonde) M-48 339.50 EACH
1 WURLITZER 1015 199.50
2 AMI MODEL "B" 399.50 EACH

We will deliver free within a radius of 300 miles if you purchase $1,000 or over.

MIDWEST DISTRIBUTING CO.
208 NORTH MADISON ST., ROCKFORD, ILL. (Tel: 2-8887)

CHICAGO — Announcement was made by Universal Industries, Inc., Chicago manufacturer of coin operated equipment, of the consolidation of its design and production departments with the United Manufacturing Company.

Spokesmen for both firms state that the new arrangement was made in the interest of closer cooperation for streamlined design and production of new amusement equipment and to meet the requirements of government defense work in which both firms jointly participate. Mel Lewis becomes a vice-president of United under the new arrangement. Parts for all Universal products will be henceforth obtainable from United Manufacturing Company.

United and Universal have gained an enviable reputation for building excellent games in the past and the present consolidation promises even greater innovations.

"Juke Box Day" Clix
For Chicago Music Ops
Bunker Hill Country Club Is Scene
Of Afternoon Golf Tourney And
Evening Dinner And Dance. Phil
Levin Winner Of Golf Tourney

CHICAGO—The city's juke box ops, their friends and many allied to the music industry here, enjoyed one of the grandest days (Thursday, July 10) of all time at the Bunker Hill Country Club in Niles.

This was annual "Juke Box Day." It brought out a record crowd to compete in the golf tourney.

Enjoyment was actually pronounced as Francisco and the day with many enjoying the beautiful natural surroundings of Bunker Hill Country Club, one of the country's most outstanding clubs.

Phil Levin, the popular secretary of the association, was the winner of the golf tourney, and was roundly applauded by his fellow members. Among the many onlookers were many well-known people of the coin machine industry, as well as from the recording field. Seen around were Ed Wurlizer, general sales manager for The Rudolph Wurlizer Company, and A. D. Palmer, advertising manager for the same company; John Haddock, president of AMI, Inc., and Ed Ratajak, regional representative for AMI, Frank Kane, Columbia's recording star, was one of the music personalities seen greeting his many operator friends.

For the evening there were many who brought their wives and friends. Some, who weren't able to leave their businesses during the daytime, found time to be present for the dinner as well as dance to Ralph Marier's music. Ralph records for Mercury.

So many were on hand it is practically impossible to list them. Except to state that this proved one of the biggest affairs ever yet featured by the Recorded Music Service Association of this city. (The juke box ops organization here.)

Many from surrounding towns were present and all reported that this was one affair they would long remember with great joy.

Injunction Prohibits
Pinball Ban

VANCOUVER, WASH.—Enforce- ment of an ordinance in the city of Vancouver, Wash., banning pinball machines, which was to have gone into effect July 1, was blocked by a temporary injunction issued by Clark County Superior Court Judge Eugene Guthrie.

The injunction petition had been filed by Lou Dunge and Harold R. McKeever of the Clark County Amuse- ment Co.

Vancouver City Attorney David Hutchinson said he would file an answer to the petition, which is scheduled for hearing August 6. Meanwhile, the city will be forced to leave unchanged the present status of the games, classified as amusement devices since a statewide ban was placed on automatic pay-out machines last year.

The Vancouver prohibitory ordi- nance covers pinball and other amuse- ment devices except shuffleboard and miniature bowling games.
LULU BELL Sez:
HAYBURNERS cops the big play everywhere!

ORDER FROM YOUR DISTRIBUTOR NOW!

"It's What's in THE CASH BOX That Counts"
NEW ORLEANS NOTES

My first week in New Orleans has been an eventful and pleasant one. This town is loaded with that well known “southern hospitality.” The distributors and operators have been wonderful to me and I am looking forward to knowing each and every one connected with the coin machine business in N. O. . . . I had quite a chat with Mrs. Earl Gore of the A.M.I. Distributing Company and learned that she and Mr. Gore recently returned from a three week vacation. The Gores drove to Florida and Key West, stopping off in Clearwater, Florida, where they spent most of their time fishing. Mrs. Gore related that throughout their trip they found only one phonograph with a ten cent coin chute, but noticed that business looked good . . . Earl Gore, Jr. also with A.M.I. leaves Saturday, bound for Alexandria, and a two week vacation . . . Ditto Raymond Mesa and family who are driving to Panama City . . . Delta Music Sales Company loses Fred Werther for two weeks while he maneuvers with the National Guard at Fort Bliss, Texas . . . M & M Amusement, Bogalusa, La., in the person of J. C. Monk, making the record houses in N. O. . . . W. L. Kirkland, Jackson, Miss., operator recently added seven Wurlitzer 1400’s to his route and is very pleased with results . . . Carbon copy Andrew Monte of A. M. Amusement Company, and George Reynolds of this city . . . A new addition to F. A. B. Dist. Company is yeing Fletcher Blislock, now on the road for F. A. B. . . . Tony Ingrassia, Gulfport Amusement Company, Gulfport, Miss., made one of his rare trips to New Orleans recently. I last saw him, chinning away with Bill Maddox at Mallory’s.

Delta Music Sales received its first shipment of Williams’ five ball game, “Hayburners.” This game has created an interest in the game that no other 5-ball game has done in quite some time. First reports received on actual money take figures are very gratifying . . . On May 25th, the Lynch and Zander Company was appointed distributors for Seeburg for Louisiana and Southern Mississipi territory, Lynch & Zander succeed the S. H. Lynch Company, Inc. of New Orleans. A little late but better than not at all, we wish J. H. Lynch and A. H. Zander much success. Lynch & Zander service manager, Andrew Lablanc, vacationing in Florida. . . . J. D. Farris, piloting his plane in from Vicksburg, Miss., making the round of distributors on his one day in N. O. . . . I more recently had the pleasure of meeting the very charming Mrs. Lupe Buckley of Console Distributing, and wish to thank her for the assistance she gave me on my first New Orleans column.

Congratulations

. . . on your Ninth Anniversary from

MICHIGAN’S LEADING DISTRIBUTOR
FOR AMERICA’S MAJOR MANUFACTURERS

CHICAGO COIN MACHINE COMPANY
GENCO MFG. & SALES COMPANY
D. GOTTLIEB & COMPANY
H. C. EVANS & COMPANY

ANNIVERSARY SPECIAL $70.00
BRAND NEW CHICAGO COIN’S PLAY BALLS ALL IN
ORIGINAL CRATES EACH

. . . A. P. SAUVE & SON . . .
7525 GRAND RIVER AVE., DETROIT 4, MICH.
(All Phones: TYLER 4-3810)

C O N G R A T U L A T I O N S

On Your

Ninth Anniversary

It is the sincerest hope of all the members of our association that “The Cash Box” will continue to enjoy a great many, many more happy and prosperous anniversaries and, thereby, be able to continue the fine work which “The Cash Box” has done, and is doing every issue, to benefit the entire automatic music industry of America.

RECORDED MUSIC SERVICE ASSOCIATION, INC.
2326 SOUTH MICHIGAN AVENUE, CHICAGO 16, ILLINOIS

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

C O M O M A N U F A C T U R I N G C O R P .
5013-3025 N. KEDZIE AVE., CHICAGO 35, ILLINOIS

Congratulations

. . . on your Ninth Anniversary in our organization, each of whom is a devoted and avid reader of The Cash Box and each has only the highest praise and regard for the work The Cash Box has done and is doing every week to help the entire industry. We most sincerely wish you continued success and many, many more anniversaries of such outstanding and intelligent effort to benefit all of us in the coin machine industry.

Joe Abraham

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVENUE, CLEVELAND 3, OHIO

Smart, Thrifty Buyers All-Ways See

LaBeau FOR THE FINEST BUYS IN
USED MACHINES . . . .

Regardless of the type of equipment you want and need—see LaBeau first—like all the smart and thrifty buyers do everywhere in the country. Right now LaBeau has some of the greatest buys in used machines ever featured in the industry. Not only games and phonographs, but the finest cigarette vending machines ever put together in one group for quick sale. Prices are the lowest LaBeau has ever yet featured. Get in on this big Anniversary Clearance Sale TODAY: Write, Wire, Phone. Call in person at LaBeau and walk away with BARGAINS never heard of in history.

LaBeau NOVELTY SALES COMPANY
1946-48-50 UNIVERSITY AVENUE, ST. PAUL 4, MINN.
(All Phones: NESTOR 2826)

INSERT BUSHING CONVEXTS
5c Wall Boxes to 10c
FITS ALL 5c BOXES
Only 25c Each
See your distributor or write us for information on changing over slug rejector.

Mid-West Distributing Co.
208 N. Marion Street
Rockford, Ill.

FREE CATALOG

Hot premium items........ watches, rings and jewelry specialties. All brand new merchandise with money back guarantee. Write for FREE 16 page catalog . . . just out. MARVEL WHOLESALE WATCH CO., Dept. M, 211 N. 7th St., St. Louis 1, Mo.

The Cash Box
Page 44
July 21, 1951

COPYRIGHT 1951 BY THE CASH BOX COMPANY
United Presents Straight Dime Play Pinball Game

It features two cards which the player gets for his dime.

He can score by diagonal, vertical, or horizontal light-up of the numbered lines. As high as eighty re-plays have been arranged for the game itself.

Complete tests were conducted for some time prior to the presentation of the new "3-4-5."

The firm wanted to be certain, Bill DeSelm reports, that when it did introduce a straight dime play pinball game that it would meet with complete and instant player approval and that the players would admit the entertainment was worth a dime.

The illuminated effect which the under playing field cove lighting gives the game can place it in the third dimensional lightup class. It is extremely effective and makes every move of the ball down the playing field easy to see.

"Of course," DeSelm stated, in showing the game to visitors who were present at the preview, "the main thought back of our "3-4-5" is that it's straight dime play.

"This is something that operators everywhere in the country have been asking for and we decided," he continued, "to introduce such a game. But, before announcing it we made very sure, by extensive location tests, that "3-4-5" was the kind of game that would impress location owners and players and would appeal to them as a "real dime's worth of interesting entertainment in every way."

Since operators have been calling for a straight dime play game it is believed that "United's "3-4-5" may open the way to an entirely new deluxe series of pinball games which will bring operators the same income as the old nickel play action.

Congratulations and Best Wishes to Bill Gersh and Joe Orleck

on

THE NINTH ANNIVERSARY OF THE CASH BOX

MIKE MUNVES

577 TENTH AVENUE

NEW YORK, N. Y.

ENJOY A TRUE ANNIVERSARY CELEBRATION
EVERY COLLECTION DAY-
A STEADY INCOME!

LIKE THE STEADY INCOME
YOU ARE ASSURED WHEN YOU OPERATE AMI PHONOGRAPHS

We don't cover the nation. Just our own immediate territory. As direct factory distributors for AMI. But, we know that the operators here, in our territory, read and believe in "The Cash Box. Therefore, we want these operators to know that: The finest Anniversary Celebration they can enjoy (and can enjoy it every week) is a steady income. The kind of income they are assured from AMI musical instruments. Right now we've got a deal for every operator in our territory. The greatest deal in history. Come to the fair and hear all about it.

AUTOMATIC DISTRIBUTING CO.
806 North Milwaukee Ave.
Chicago 22, Illinois

(All Phones: Chicago 6-1130)

Sincerest Wishes

for your continued success and may you enjoy many, many more outstanding and glorious anniversaries commensurate to the work you have already done, and are doing every week, to help the industry to prosper and progress

RON ROOD

SOUTHERN MUSIC
Distributing Company

503 W. CENTRAL AVE.
ORLANDO, FLORIDA

20 Williams
MUSIC MITES
With Stands

ONE-BALL CLOSEOUT
UNIVERSAL WINNERS
PHOTO FINISH
CHAMPIONS

WRITE

For Prices

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CAR1110 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

"It's What's in THE CASH BOX That Counts"
WANTED
By A Financially Responsible
Highly Qualified
Distributing Organization
COMPOSED OF EXPERIENCED BUSINESSMEN IN THE FIELD
A Few More
AUTOMATIC VENDING MACHINES
For Complete And Exclusive Distribution
Throughout The
North Central States

If you are a manufacturer of an automatic merchandising machine that has outstanding qualifications, both mechanically and from a sales standpoint, and that requires the distributing services of a well financed, responsible and highly qualified distributing organization, please give us full details in your first letter. (Our firm name is not being listed in an effort to eliminate salesmen calling on our busy organization and upsetting our regular routine). If your product is what we require we will immediately contact you, regardless of where you are located in the nation. Please write to:

Box No. 72
c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

* * *

Congratulations to
THE CASH BOX
on its
Ninth Anniversary
* Bismarck Hotel
Chicago, Ill.

* * *

Congratulations to the most progressive, outspoken publication in the coin machine industry. May your success continue indefinitely.

MITCHELL NOVELTY COMPANY
3506 W. Mitchell Street
Milwaukee, Wis.

Southern Automatic Music Company's New Quarters Most Outstanding

LOUISVILLE, KY. — When Leo Weilberger moved his home office of the Southern Automatic Music Company over to its new quarters in April it was acknowledged that the new building was not only one of the largest distributing quarters in the country, but that every convenience for the operator was included.

The showroom floors can display about two hundred machines at one time, and warehousing space in the same building holds several hundreds more. Large modernized offices, repair and parts departments are tops in the industry, and the entire building is air conditioned.

One of the most important adjuncts of the firm is the large parking facilities for the operators. "This is a tremendous convenience to operators" states Leo, "as our lot can take care of about forty cars or trucks. This makes it possible for operators to make daily visits to our offices."

Southern also serves the operators with offices in Lexington, Ky.; Cincinnati, O.; Fort Wayne, Ind.; and Indianapolis, Ind.

Picture above: Top-Front and side views of Southern's new Louisville office. Bottom-The enormous space available for parking.

DISTRIBUTORS WANTED
"EVERY LOCATION IS A BUYER"
EXCLUSIVE TERRITORIES
Tested and Proven To Be the Greatest Trade Promotion in 1951

SPIN-O
IS AN ESTABLISHED MERCHANDISE STIMULANT!
IS PLAYED BY CUSTOMERS FREE OF CHARGE!
$39.50
1/2 WITH ORDER.
Balance BAL. C.O.D.

TALK ABOUT AN ANNIVERSARY
CLEAN-UP SPECIAL
Kooey's
"LITE - A - LINE"
Write — Wire — Phone Us Immediately!
CONSOLE DISTRIBUTING CO., INC.
3425 METAIRIE ROAD, NEW ORLEANS 20, LA.
Congratulations on your Ninth Anniversary from the entire staff of
WE WANT YOU TO MAKE A BUCK

★ We want you to make a buck! We're kind of selfish about that. Simply because we know that—if you make a buck—we, too, will make a buck—and—we'll both roll along happily—enjoying our business association the way that we should.

That's WHY we feature WURLITZER 1400 and 1450—and—want you to BUY Wurlitzer all the time—every-time—because the deal we have for you will MAKE YOU A REAL BUCK ALL-WAYS.

C'mon in, if you're in our territory, and CHECK OUR STATEMENTS HERE!! WE WANT YOU TO MAKE A BUCK with . . .

ANGOTT DISTRIBUTING CO., INC.
2616 PURITAN AVE., DETROIT, MICHIGAN
(All Phones: UNiversity 4-0773)

BUY FROM A RELIABLE DISTRIBUTOR: ONE-BALLS
(Thoroughly cleaned, checked, ready to operate)
Bally TURF KING, FP $285.00
Bally CHAMPION, FP $132.50
Bally CITATION, FP $84.50
Bally JOCKEY SPECIAL, FP $49.50
Universal WINNER, FP $239.50
Universal PHOTOFINISH, FP $104.50

T & L DISTRIBUTING CO.
1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO
TEL: MAIN 8751

BEST WISHES TO THE CASH BOX
for the fine job they have done
9th Anniversary in behalf of the entire industry!

WORLD WIDE Distributors, Inc.
2330 N. Western Ave. Chicago 1, Ill.
Evelglade 4-2100

F. A. B. DISTRIBUTING COMPANY, INC.
Distributors For
WURLITZER — UNITED — WILLIAMS — UNIVERSAL
Genco — CHICAGO COIN — EXHIBIT
Atlanta, Ga. • New Orleans, La. • Columbus, S. C.

208 Slots Seized - 15 Arrested
WASHINGTON, D. C.—J. Edgar Hoover, director of the Federal Bureau of Investigation, called on local law enforcement authorities and "all public-spirited citizens" to report violations of the new law banning interstate shipment of slot machines. He said in a statement that so far 208 slot machines had been seized and fifteen persons arrested on charges of moving the machines across state lines.

It was stated that the F.B.I.'s biggest haul was the seizure of 199 slot machines allegedly shipped from Texas to De Quinney, La.

Congratulations And Best Wishes to
THE CASH BOX
On Its Ninth Anniversary
KEEP UP THE GOOD WORK

UNITED INC.
4227 West Vliet Street
Milwaukee, Wisconsin
Exclusive Wurlitzer Factory Distributors for the State of Wisconsin and Upper Michigan

End Your Coin Chute Worries With
HEATH’S DROP CHUTE AND SWITCH
$3.50 Each
No more service calls from switch trouble.
Replaces Drop Chute on any game.
Trouble free, easy to install, used by most manufacturers.
Available in 5c-10c or 25c play.
(Also two plays for a Dime Model—Write.)
Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY
243 THIRD AVENUE
MACON, GEORGIA

Congratulations on your 9th Anniversary
Perhaps it may seem strange to some to see an individual in a large city extend his congratulations to a national publication, but, it is our belief that your magazine has done more to benefit this industry than anything else in the field.

We want to sincerely congratulate you and hope that you will always be able to celebrate anniversaries for you are absolutely invaluable to all engaged in the automatic music industry.

Phil Weisman
PHILLIPS MUSIC COMPANY
2009 WEST FULTON STREET, CHICAGO 12, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WHAT ABOUT YOUR BUSINESS THIS SUMMER?

CHICAGO CHATTER

Appeals for relief to NPA under way by some men, here who have discovered that, tho they can get metals, and have inventory on hand, they cannot use the metals they can, or obtain the inventory they have, to build any AA-waayy products. With the CMP in effect, some men predict that they will either have to get plenty defense work, or close shop.

Bobbi Soviet, last week, asked "How's we gonna exist on 500 games per month?"... Another scoop for this column. The prediction that John Bielota and Angelo Delaport would get together into Rex-Biellota Corp, Syra-
he-n, continue with Boris Shepard and Ray Dagget,... Don Pulaghi, Bob Gnarrie and other leaders in the jok-box ops' ass here, insisted on an outstanding ad for this publication... Sales at Hasting's are very great with premiums. It is even more interesting in getting dime play started in his own bullwinkle.

Hear that George A. Miller, proxy of MAO, is sick.... Talk about lucky guys. Plenty searching hard for apartment around this town. Gil Kitt, the, outlucked them all. Obtained 11 room penthouse with 4 baths at Lake Shore Drive (Paris, 8, Chicago)... Some distrats are back logging all over again. All selling for $6 above.

"Like Vince Shay says, "The heel of the ray bread and a good end run of salami is still good eatin'"... Oscar (Bobbocephalus) in talk about not having to be home. We've been asking a Watson For months and months... We how to Herb Oettinger of United who's "gin performance this past Satty at the factory stymied us in gig time. From now on ball's gotta give us 25 points per 100 game before we again play him... Barnet (Shuggy) Supermark of New York and Herbark, N. J, in town, after a vacation, to visit Billy... R. F. Jones flies in from Frisco to see what's in our town... Jackie Rosenfield of St. Louis also around our hot, humid and rainy streets this past week... Herman Paister of St. Paul here, too.

That pin on factories here with substitute materials. Mr. hope these will prove successful.

Sam Tridico and Bob Buckley of Console Distrats, Nee Audians, advise that Kenneth (Bob) Braddy is helping Robert H. Nixon of R. H. Nielsen talking to us via long distance phone. Advise that "business is good. Of course it could be better," they state. But, ain't that something that everybody says. The CMP is killing the kids. Ray Riehl, surround us about United. To show us the first straight line game they've built, "B-T-S." Also show us one that will make United's new "Six Player Shuffle Alley," also popped this past week... John Bielota and Angelo Delaport of Syracuse and Ryan (Si)perm (Gus) to advize hottest game they have is Williams' "Hayburne- ers." "It's great," says Johnny... Looks those steaks Gus cooked this past Satty... Frank Mencuri of Exhibit drives 800 miles over this past weekend to visit with some doing shows. Then drives back to the downtown to this week. Which almost knocks him out. Frank was awfully tired Monday.

Archie LaB견 phones from St. Paul to advise that his firm has some very great bas in used equil. Lots of great cigray vendors in the lot. His sales manager has the best sales manager name: Ray Sellman. He's on vaca-
he-nt now... Archie is selling in, (C. Peters Gerts, advices in letter from Denver, that Wolf Roberts very ill. And in hospital. Here's hoping for Wolf's speedy recovery... Carl Anglett entertained Ed Wiegler in his home town of Detroit. But Carl, can recall when Ed used to visit Detroit very regu-
larly. That was definitely not Ed's first trip... Irv Weiler of Kansas City in town with his Wonder Deal. Jim Sterl of Williams, tells Sam how great the pin excitement was. Sam heard that every day and late, of the dimes and nights, he spent in Philadelphia... Si Redd had himself a time here not so long back. Kidmed the boy a trip to the Chez Paree. Claimed they were both from the very same town in Mississippi. What Si doesn't know is that this boy has been checking on him ever since. (Better stay in Boston, Si.)

Happy Birthday to: Bill Rabin of International Mutoscope (Mon, July 16). Joe Abraham, the best burglar in the midwest over at Hymie Zorinsky's Vend. & Sales Co., Omaha... Ma Brier of Coven Distribs has developed a terrific memory for faces. Hasn't seen an one in two years. When op-
man only called him by name, but, told him when, where and how... Milt Wiczer of Wico expecting to become a Daddy for the second time... Alvin Gutlich on vacation at Eagle River, Wis. His Perkins of Purveyor just back from a trip to NYC... Mike Spagnola talking things over with Phil Weisman... Tony and Tillie Galgano on a week vacation... Last week we reported on 4-26, Wiczer Record Exchange, Certainly deserve it. As a matter of fact, Wiczer of Wiczer phoned Wullitton phones to advise he's over the flu. Also that he hasn't smoked in over three weeks.

Bill Williams of Dallas on a vacation auto trip up into the northwest part of the U. S. With Mrs. Williams and his son. And his son's playmate. Destination: Portland, Ore... Art Sauer of Detroit doing very good selling TV sets... Bill Miller, Gurtz Bishops, Mich, one of the best distrats. Gets out on the road and does his own selling. Maybe that's why he's selling so much?... Joe Abraham of Lake City Animo, Cleveland, is doing one deal in Cleveland and his own selling. My name is Ray Jacobs, Jr., of Milwaukee advises that he was on the road (combining sales and visiting) during Michigan week in Chicago. He told us where, "We did one grand sales job," as Harry remarks. "Business?" asks Harry, "Well, business is good."... Mike Hammergren still up in Minnesota advising what's been very good in that area, that will meet much approval... Frankie Harmon of the Shegantiya has a very fine four-way hot drink dispenser. Already has for national distribu-
tions. With thousands of sales... Also many sales in the east.

Jack Nelson a busy sales man, this past week. Trying to tell why they simply can't get more "Bally Bright Lights." As well as trying to fill the many, many orders the firm already have on hand. Bally is backlogged on "Bright Lights." Also has just received a defense work contract which ain't hay, to say the least.... Remember: "There's Nothing A Hit Game Won't Cure."... In conclusion, we want to most sincerely thank everyone of the column who came in to wish us so much good for our 9th Anniversary.

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

We pause in the midst of one of our busiest weeks to take time off to congratulate you all of "The Cash Box" for the great work you have done for this industry for the past nine years. May this be the beginning of even greater years of achievement for "The Cash Box."

COMMERCIAL MUSIC COMPANY, INC.
1501 Dragon Street, Dallas, Texas
901 East Houston Street, San Antonio, Texas

EXCLUSIVE FACTORY DISTRIBUTORS FOR THE RUDOLPH WURLITZER COMPANY
UNITED MANUFACTURING COMPANY
UNIVERSAL INDUSTRIES, INC.
WILLIAMS MANUFACTURING COMPANY

Congratulations

* on your 9th Anniversary and may you continue to publish the one and only magazine that really helps every coin machine man everywhere in the world.

This is the very first advertisement of our new corporation.

REX-BILOTTA CORP.
821 S. SALINA STREET, SYRACUSE, N. Y.
- ANGELO DELAPORT - JOHN BILOTTA -
- ROGER SHEPARD - RAY F. DAGGETT -

Our officers, directors and members wish THE CASH BOX future prosperity and continued success.

AUTOMATIC MUSIC OPERATORS ASSN.
250 WEST 57TH STREET, NEW YORK, N. Y.

Albert S. Denver, President

PHONE! WIRE! CALL
on us today and get yourself the finest deal you've ever yet had. This is the time to make up your ENTIRE BUSINESS. Call around TODAY.

PHOTOGRAPHERS

EASTERN FLASHES

It was steaming hot in the big city this week, but no one was complaining. The Shriners, 100,000 strong, took over for their annual convention, and equipment in countless local gift shops throughout the beach and resort areas got a bigger play than at any time this year—the sunshine weather and vacation activity brings more people to the streets. Wholesale activity also reported going along at an even keel, not too good, but also not bad at all.

Ed Wurlitzer, general sales manager for Wurlitzer and A. D. Palmer, ad manager for the same company, in the big city for a fast visit, and seen at Toots Shurgay's studio—John Carradine and Binnie Barnes, actor and columnist, at the Shugay office—Joe O'Brien, another big promotion in the offing... Another Wurlitzer man, C. B. Brady of Brady Distributing Company, whose office phone is from his Charlotte, North Carolina, office, in town with his missus, but misses Wurlitzer and Palmer by one day. Brady came in for the Shriners' Convention, only to find they were here before him. He was promoting the Wurlitzer distributors here... Joe Young very happy about the manner in which Jack Wynn, Harlem operator has kept on remodering—In the period of a few very weeks, Wynn has bought his 2l2nd Wurlitzer model 1400... Herbert Jegger, Union City, N. J., away for a three week vacation, and like the intelligent person he is, by going down to Miami Beach, Fl. It's really wonderful, and you can imagine the sitting... Satened at one table, sipping cool drinks, and "shooting the breeze" were Joe Kochansky, Brooklyn op; Dave Lowy; Jack Semel; Irv Lavender, Brooklyn op; Al Simon; and Abe Rechschaffer of Hartford, Conn. Abe Rechschaffer, who spent three weeks at Saratoga, N. Y., taking in the harness racing, and the past week at the Narragansett race track and in New York, reported he got "cooled off" plenty at the tracks. Abe tells a very interesting story about his return trip from Narragansett to Hartford, winding up the tale with "Now, I've seen everything!"

Joe Hirsch, business manager for the Automatic Amusement Machine Operators' Association Greater New York, is back in town last week, from a two week trip to the West Coast, where he was trying to help a business conducted by the late Morris Hankin, and will continue under the name of Capitol Automatic Vending Co., Atlanta, Ga. The fun loving Dave Stein, Shore Coast Distributors, Inc., Elizabeth, N. J., spent a week in New York, sporting a red fuzzy cone shaped hat. Dave is a member of the Shriners and joined in with the other 100,000. Bob Slifer, who runs the office, reports that they've sold every Rock-Ola "Rocket 51-60" they've received, and have a number of back orders... Barney (Shuggy) Superman, Runyon Sales Company, returned on Thursday from his 10 day vacation at Split Rock, Minnesota and Chicago... Jackie Prigoff, head engineer of Runyon, finally handled the cigars this week—it was a girl, named Barbara Susan, born on Monday at the Grove Harding Hospital; in talking of cigars.

"Happy" Herbie Semel (a recent father himself) discovers that Semel's girl was born at the same hospital, and that they are neighbors, living only four houses away... Sophie Schlinger, Joe Young's secretary, will take her vacation July 16...

Mike Munves continues his export orders now, just as rushed as he has been throughout the spring and early summer. (While we had heard it second hand last week, Mike now admits it—he's back on the cigareeta market... But, I kept away for quite a spell, didn't I?" smiles Mike... Abe Lipacky, sales manager of Lipacky Distributing, a company that operates every day from Honolulu, N. Y. (at Sylvan Lake), where he has his wife and two kids for the summer.

DALLAS DOINGS

Dallas record distributors are busy with plans to journey north this week-end for the big Chicago NAMM Show... Mr. and Mrs. Paul J. Glass from the Dallas branch of South Coast Amusement Company and Bud Dudley, Hair and right hand man, from South Coast's Houston office will leave Saturday by train... The crew over at Gramophone, E. L. DeGolyer, Jr. and Bob Dunbar, will be on hand for the show... At Mercury Mr. and Mrs. H. C. Townsley are going to the show via automobile... The folks at King say they will leave the music show to Sid Nathan, et al. And speaking of King, Jack Grant, who has been traveling with King, for the last many years, has traded records for the wide open spaces. His, his wife and small son are going to Kentucky to oversee the operation of a giant stock farm. Good luck to you, Jack. He is replaced by John Schick, formerly of New York City... Stan (The Record Man) Lewis of Shreveport, La., is the proud papa of a bouncing baby boy—Leonard, by name—who weighs out at less than four and a half pounds.

John McGee of Buffalo was browsing around our fair but hot city this week. He can relax now that he has his help problem solved. He got a new mechanic for his many juice boxes... George Prock of Prock Distributing Co. and his wife, and Harry Housey of Fort Worth Amusement Co. and his wife are in Central America on a business and pleasure trip. They drove from Dallas to Mexico City then flew on to Central America... Lester Godwin of Universal Distributing Co. has added to his income with a commercial license.

Wyatt Berry of Goldthwaite reports that business is looking up in his part of the country. The people are prosperous now that the cattle are getting fat and ready to go to market.

In addition to his juke box route, L. A. Smiley of Bogota has a tomato farm. He has just harvested a bumper crop... J. L. Eaton of Henderson says the coin machine business is good but the oil business is better. You might have something there, J. L. ... From Salt Lake City, Raymond Williams of Comets Music writes: "Having wandered the world, wish you were here. The five player shuffle alleys are going like hot cakes for Jack Spratt of Central Novelty... C. L. Likes business is looking up for Jack Spratt of Central Novelty Music in Temple. He is adding new machines to his route. He also operates the local taxi company so he gets them going and coming. Bill Sheffield of Paducah went to Galveston on his vacation. His bald head is so sunburned that he can't wear a hat. Lucky he didn't go horse back riding.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CONGRATULATIONS FROM WURLITZER to CASH BOX on its 9th Anniversary

For years Wurlitzer has brought you news of its successful achievements through Cash Box Pages...

...the latest and greatest of these achievements are the 48-Selection, All-Speed Wurlitzer Models 1400 and 1450.

FROM EVERY ANGLE, THE BEST BUY IN THE PHONOGRAPH BUSINESS

SEE THE NEAREST ONE OF THESE WURLITZER DISTRIBUTORS FOR THE FINEST PHONOGRAPH DEAL OF THE YEAR

Active Amusement Machines Co. 466 N. BROAD ST., PHILADELPHIA 30, PA.
Alfred Sales, Inc. 881 MAIN STREET, BUFFALO 3, NEW YORK
Angott Distributing Co., Inc. 5032 PURitan AVE., DETROIT, MICHIGAN
Bilotta Distributing Co. 534 N. MAIN ST., NEWARK, NEW YORK
Bilotta Distributing Corp. 99 FULLER ROAD, ALEXANDY 5, NEW YORK
Brady Distributing Company 322 E. TRADE ST., CHARLOTTE 5, N. C.
Brandt Distributing Co., Inc. 1899-11 OLIVE ST., ST. LOUIS 3, MISSOURI
Brandt Distributing Co. of Iowa 704 NINTH ST., DES MOINES 14, IOWA
Busch Distributing Company 386 N. W. 39TH STREET, MIAMI, FLORIDA
Busch Distributing Company 1500 BROADWAY, JACKSONVILLE, FLA.
Cain-Caillouette, Inc. 1500 BROADWAY, NASHVILLE 3, TENN.

Cain-Caillouette, Inc. of Indiana 409 N. NOBLE ST., INDIANAPOLIS 4, IND.
Cain-Caillouette, Inc. of Kentucky 159-34 S. SEVENTH ST., LOUISVILLE, KY.
Central Music Distributing Co., Inc. 1533-31 GRAND AVE., KANSAS CITY, MO.
Central Music Distributing Co., Inc. 1565-54 HARNEY ST., OMAHA, NEBR.
Commercial Music Co., Inc. 1500 DRAGON STREET, DALLAS, TEXAS
Commercial Music Co., Inc. 901 E. HOUSTON ST., SAN ANTONIO, TEX.
Coven Distributing Co., Inc. 3141 N. ELSTON AVE., CHICAGO 18, ILL.
Cruzé Distributing Co., Inc. 1103 VIRGINIA ST., CHARLESTON, W. VA.
Culp Distributing Co. 1004 N. WALNUT ST., OKLAHOMA CITY, OKLA.
Culp Distributing Co. 1403 E. FIRST ST., TULSA, OKLAHOMA
Draco Sales Company 500 W. ALAMEDA, DENVER 9, COLO.

Emarcy Distributing Co. 348 S.YNTH ST., SAN FRANCISCO 3, CAL.
F.A.B. Distributing Co., Inc. 1019 BARNONE ST., NEW ORLEANS 13, LA.
F.A.B. Distributing Co., Inc. 917 GERYAVAS ST., COLUMBUS 4, O. C.
F.A.B. Distributing Co., Inc. 304 IVY ST., N.E., ATLANTA 3, GEORGIA
Hart Distributing Co. 906 ELLIOTT AVE., W., SEATTLE 9, WASH.
Knudsen Music Company, Inc. 901 E. 2nd SOUTH, SALT LAKE CITY, UTAH
Paul A. Loyman, Inc. 1420 W. PICO BLVD., LOS ANGELES 3, CAL.
Lieberman Music Company 837 PLYMOUTH AVE., NORTH MINNEAPOLIS 11, MINNESOTA
Maestro Music, Inc. 191 E. BROADWAY, TUCSON, ARIZONA
Music Distributing Co. 2001 FIFTH AVE., PITTSBURGH 19, PA.
Northern Music, Inc. 8307 ELMER AVE., CLEVELAND 3, OHIO
Northen Music, Inc. 1377 E. LONG ST., COLUMBUS, OHIO
O'Connor Distributing, Inc. 2230 W. MAIN ST., RICHMOND, VIRGINIA
Redd Distributing Company 399 LINCOLN ST., ALLSTON 34, MASS.
Redd Distributing Company 851 UNION ST., W. SPRINGFIELD, MASS.
Steele Distributing Company 3300 LOUBANA ST., HOUSTON, TEXAS
Sterling Service ROCKY GLEN PARK, MOOSIC, PA.
T & L Distributing Co. 1331-13 CENTRAL PRY, CINCINNATI 14, OH.
United, Inc. 4227 W. VLIET ST., MELWAUKEE 8, WISC.
Williams Distributing Co., Inc. 1117 UNION AVE., MEMPHIS 1, TENN.
The Winters Distributing Co. 1713-135SIABOR AVE.,Baltimore13, MD.
Young Distributing, Inc. 599 ELEVENTH AVE., NEW YORK 18, N. Y.

The WURDLIPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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, III.

CALIFORNIA CLIPPINGS

Good for at least one more lead on dime play, what with most of the summer resort locations opening the season with some, minus any fuss and bother, and from all reports the vacations haven't had to dig too deep into their jeans for the extra nickel. ... Note that such TV shows as Peter Pettet's "Juke Box Jury" and most of the radio djs' have swung over to "putting a dime in the Juke box" whenever referring to it. ... Music generally is picking up, not only in collections, but in phonograph sales, with reports of increased tempo at the till coming from Paul Laymen on the Wurlitzer, Nick Carter on the AMI and Bud Parr on the Rock-ola. ... Over at Paul Laymen's, there's a terrific new blonde giving Lucille Laymon a run for it, and Paul's Missus isn't even jealous, maybe on account of the blonde is a Wurlitzer and not just a shiny new "Horsehoe" rebound shuffle, complete to ringer and all the trimmings of the sport. ... Due back from his vacation trip was Charlie Daniels but the week brought bad news to Karel Johnson, shop foreman who was all set to take his vacation with a brother from Springfield, Utah, when word reached here that the brother had passed away.

Geneo's "Shuffle Target" is going strong over at General Music, headman Bud Parr tells us. The game has won a warm reception from ops all over the Southern California territory being served by the Parr firm. ... Just back from Automatic Games from a Las Vegas trip, which resulted in moving a load of merchandise, was George Warner, who's spending a good deal of his time three days on other activity outside of the coin business. With things on the quiet side for Automatic, Danny Jackson is also devoting much of his time to other interests. ... Joe Petkin was in Chicago once again, braving the summer heat, but for an important occasion. It's the marriage of his son that had Joe, son-in-law Paul Silverman and their wives make the trip. Keeping cool at the Pikes office with an electric fan blowing his raven locks was Phyllis. Did she best she could close to a hot steel smelter at the boys' Sierra Steel plant in Gardena. ... Back from their vacation to Illinois and Wisconsin were Hank and Louise Schmitt of Badger Sales, where William's new "Hayburner" game holds the center of sales floor interest at present.

Bill Mirmer had a fast one out here to visit partner Jack Simon at Sicking's before being called back on urgent business to home base in Cincinnati. ... Back from his vacation, and ready for another, was Jack Ryan, vacations along Coin Row included Wesley Knudsen, Wurlitzer distribr from Provo, Utah, who dropped in to compare notes with the Laymons. ... Off on a fishing trip was Lorn Freeman of Fresno's Freeman Novelty Co, while Pete Shapp of Southgate was off with both rod and gun. ... Spending their spare time in trying to nose one another out for speedboat racing honors were partners Anderson Androy and Arley Armstrong of Fresno's Service Amusement Co. ... On the Row: Thomsen Bros. of Delano. ... Santa Monica's E. C. Miller. ... Jack Harris from Phoenix. ... Jack Rowe and his Dad from Tucson. ... Covina's Bill Bradley. ... Clyde Denlinger of Balboa. ... Bill and Joe Molezio of Porterville. ... Big Bear's Jack Gilbert. ... N. P. Craver from San Diego. ... El Monte's Tommy Workman. ... William Black and Jack Sickley of Bakersfield. ... Montebello's Frank Lamb. ... Saying hello to his many old friends along the Row was vet operator George of L.A.

MINNESOTA, MINN.

Ray Benkowski of Cloquet was seen in and around town looking over the machines to see what was new in coin operated equipment. ... Also, in town to pick up additional equipment for their routes were Hubbs and Father Stave of Barron, and Wally Laymons of Eau Claire, Wis. ... Merle Stoddard of Zumbrota, also made a quick trip into town to pick up some supplies for his route. ... Pete Vanderhyde was seen in town on his regular bi-monthly trip to the cities. Pete certainly keeps up with what is new in records and he makes sure that his locations have the best in music. ... T. J. Fischer of Waconia, took a little time off to come into town and he states that fishing is very good in Waconia. Incidentally, Ted lives right on the lake and all he has to do is throw his line out and catch a few fish. ... Walter Witt, a well-known Minneapolis operator is still talking about that big bass that he caught a little over a week ago. I guess it will take the cold weather to stop his talking about that big one, that didn't get away.

Wes Riedel and his wife of Mora, were picking up supplies as was Don Smith of Sins Falls, S. D. Herb Greenfield of the Novelty Sales Company in Minneapolis has just returned from a two month stay in a hospital in Tacoma, Washington. Herb is feeling better now and is home and getting ready to see him up and around. ... Arnold Brevik and wife of Watertown, S. D., were in town for a couple of days and while Mrs. Brevik was shopping Arnold was also shopping for coin operated equipment. ... Charlie Sorenson of St. Cloud, is back in town after a fishing trip up in Canada and he reports that he has unusually good luck and a wonderful time. ... Ed and Millie Birkmeyer of Litchfield are busy rushing around picking up records and going back the same day. Millie says that her son, Jack, who is a Lieutenant in the Marines is due back from overseas on the 16th of July to Cloquet. Jack and his charming daughter were in the Twin Cities. Morris helped his daughter enroll for the fall term at the University of Minnesota. ... Bob Proper, wife and daughter of Pine River, took a little time off to come into the city. ... Seen around town were Kenny Anderson of Austin, and Elgin McDaniel of Wadena.

We Wish You... THE BEST OF LUCK ON YOUR 9th ANNIVERSARY AND WE HOPE THAT YOU WILL CONTINUE TO PUBLISH The Cash Box FOR MANY, MANY YEARS TO COME.

WOLF DISTRIBUTING COMPANY

2854 CHAMPA ST., DENVER, COLORADO

EXCLUSIVE FACTORY DISTRIBUTORS FOR: AMI, Inc. BOWL-O-MATIC ... UNITED MFG. CO. .. EXHIBIT SUPPLY CO. CHICAGO COIN WILCOX-GAY

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
We Are Very Happy To Announce
Our Appointment
As
Exclusive Distributors
For The Entire
Dominion Of Canada
For
Bally Manufacturing Company
Como Manufacturing Corporation

* Como “Stadium” * Como “Hollycrane” *
* Bally “Bright Lights” * Bally “Baseball” *

NOW READY FOR IMMEDIATE DELIVERY

SIEGEL DISTRIBUTING CO., LTD.

853 NOTRE DAME ST., W. MONTREAL, QUE., CANADA
477 YONGE STREET TORONTO, ONT., CANADA
40 POWELL ST. VANCOUVER, B. C., CANADA

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

WANT—Used records—Polkas, Rumbas and Billy Eckstine only. State price wanted. 100 for $5. BAYBERRY ROAD, FRANKLIN SQUARE, L. I. N.

WANT—Late model phonographs. Will pay top prices. Any quantity. Will pick up within a radius of 300 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CL 6-8399.

WANT—Will pay cash for Championship, Citation, Chord, HD, late Bowling, Seeburg Bear Cubs, Gayla, Seeburg and AMI’s, and Accessories. Send us your inventory list. AMERICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TElta 8588.

WANT—Photographs, Voic-O-Graphs, Chord, Champion, late bowling, early, late Seeburg Bear Cubs, Gun, Tommy Guns, Skyflyers, Chio-Midget Skeeballs, Pinch Eye and Bat Eyes, Exhibit Dale Cuns, Chio-Pistols and all other Arcade Equipment. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6767.

WANT—One or a hundred phonos and games of all kinds. Cash waiting. Will purchase complete route of music or games. Also want: tubes, parts, supplies of all kinds. WILL PAY TOP PRICES. ADVERTISING SUPPLY CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DInkley 3-1420).

WANT— Phonographs, pre-war and latest models. State price wanted, mechanical condition, appearance, quantity and whether you wish to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT—All post-war phonographs, phonograph wall boxes, scales, arcade. All hideaways, speakers, adapters, motors, Wurlitzer and Seeburg speakers, etc. Write stating condition and price. CHAMPION SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT—Will buy used phonograph records made before 1940; any quantity; or dealers willing to pay $15 to $30 per hundred. Some labels preferred. Columbia; Brunswick; Bluebird; Vocalion; Decca; R. Q. S. Jollies; Victor; Brunswick; Capitol; Design. 66th ST., NEW YORK 23, N. Y.

WANT—For Cash: Gottlieb’s Just 21. Any quantity; United States Exposition, 25¢; Seeburg M-100, RELIABLE COIN MAChINE CO., 184 WINDSOR ST., HARTFORD, CONN.

WANT—1 Player Bowlers; 5 Player Bowlers; or Shuffle Cades. Cash or Trade. MERIT COIN MACHINE EQUIPMENT (subsidiary of World’s Fair Industries), 542 W. 63RD ST., CHICAGO 5, ILL. Tel.: ENGwood 4-9202 and 04.

WANT—We want late model phonographs, wall boxes, hall games, amusement machines, WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT—By Operator: Bally One-Balls: Citation, Champion, Turk King; and other late model phonographs. All machines must be in working condition. No trade. All prices refer to location. AMUSEMENT EQUIPMENT, 415 W. 132ND ST., NEW YORK 2, N. Y. Tel.: COnvent 2-9001.
CLASSIFIED ADVERTISING SECTION

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

A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (25 CONSECUTIVE WEEKS) AT THE SPECIAL RATE OF $1.25 PER WEEK FOR THE FIRST YEAR OF 2 WEEKS PER ISSUE. PLUS...

A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 52 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS $12.50 ADDS UP TO THE GRAND TOTAL OF $18.40. ALL THIS FOR ONLY 92¢ OR $4.60 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 $4.60 AND YOU WILL BE FULLED FOR THE DIFFERENCE ONLY.

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

DISTRIBUTOR

WE ARE AN OPERATOR

MANUFACTURER

STOCK

CITY

ADDRESS

ENCLOSED: My first 40 Word Classified Ad plus my Check for $4.80.

BILL ME FOR THE DIFFERENCE DUE FROM MY $15 SUBSCRIPTION. ENCLOSED: My first 40 Word Classified Ad. 

---

305-219-29.50.

Hi, M. Machines 2.5.40.100. 332.

FOR SALE—Bally Speed Bowlers, United Shuffle Express, like new $150; Bally Shuffle Champs $89; United Shuffle Alley, ARC Bowlers, Genco Bowling Leagues and Bow- lers. For sale for $140; Genco Advance Rolls $19; Hy-Rolls $25; Bally Double-Up $130 (used 2 months); Bally Draw Ball Rolls both for $200; Jennings Challenger $25; Wire distr. 1931. For sale. Wire bowlers. BINGERHAIM AMUSE- MENT CO., 221 MAIN ST., BINGHAMTON, N. Y. Tel: 4-3810.

FOR SALE—Wurlitzer 1100's. $235. 100 units. Seeburg 1100's. $169.50; Baroatic $1250. Baroatic Corp. 3220 Olive St., St. Louis 3, MO. Tel: Olive 2600.

WURLITZER

SEEBURG

WURLITZER 1100's

235

100 units

$235

$169.50

BAROMATIC

$1250

BAROMATIC CORP.

3220 OLIVE ST.

ST. LOUIS 3, MO.

TEL: OLI VE 2600

WURLITZER 1100's

Baroatic $1250

BAROMATIC CORP.

3220 OLIVE ST.

ST. LOUIS 3, MO.

TEL: O LI VE 2600

**NOTE**—We are exclusive factory distributors of Metropolis New York, and Northern New Jersey. For Kenney Electric Cigarette Vendor, use a 40 word advertisement.

**NOTICE**—We are distributors for Graceland Automatic Wire Networks. For prices, write: DAVE LOWY & Co., 594 TENTH AVENUE, NEW YORK 3, N.Y. Tel: CH 4-5100.

**NOTICE**—We are distributors for Express, Constellation and Hy-Roll, 400 reproduction phonograph. Now delivering, DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK 3, N.Y. Tel: CH 4-5100.

**NOTICE**—We are distributors for Express, Constellation and Hy-Roll, 400 reproduction phonograph. Now delivering, DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK 3, N.Y. Tel: CH 4-5100.

**NOTICE**—Chime to change play, Haw- ley Conventor Kit for old style and new style Hawley Machines, dimes, house Kitts, parts for jukeboxes. Kits suitable for other five cent boxes. Specify your needs, J. R. HAWLEY & CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

CREDIT BOX:

**PAYMENT**—This week's used machine quotations shall be in effect from July 21 until December 21, 1931.
<table>
<thead>
<tr>
<th>Model Number</th>
<th>Price</th>
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<tbody>
<tr>
<td>AMI, INC.</td>
<td></td>
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<tr>
<td>Model &quot;C&quot; Phonograph</td>
<td>$795.00</td>
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<tr>
<td>Model BS-3M Hideaway</td>
<td>$755.00</td>
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<tr>
<td>5c-1/2c Wall Box (40 Selections)</td>
<td>$93.50</td>
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<tr>
<td>5c Wall Box (40 Selections)</td>
<td>$136.50</td>
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<tr>
<td>Amvox Speaker</td>
<td>$27.60</td>
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<tr>
<td>BALLY MANUFACTURING CO.</td>
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<tr>
<td>Custom King</td>
<td>$605.00</td>
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<tr>
<td>Bally Baseball</td>
<td>$236.50</td>
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<tr>
<td>Bright Lights</td>
<td>$545.00</td>
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<tr>
<td>BUCKLEY MANUFACTURING CO.</td>
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<tr>
<td>Buckley Wall &amp; Bar Box</td>
<td>$28.50</td>
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<tr>
<td>CHICAGO COIN MACHINE CO.</td>
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<tr>
<td>Band Box</td>
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<td>Horse-Shoes</td>
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<tr>
<td>Hit Parade Phonograph</td>
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<td>COMO MFG. CORP.</td>
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<tr>
<td>Stadium</td>
<td>$785.00</td>
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<td>Hollyvare</td>
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<td>D. GOTTLIEB &amp; CO.</td>
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<tr>
<td>Mermaid</td>
<td>$394.50</td>
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<tr>
<td>J. H. KEENEE &amp; CO., INC.</td>
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<tr>
<td>Lite-A-Line</td>
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<tr>
<td>Big Leauge Bowler</td>
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<tr>
<td>All-Electric Cigarette Vendor</td>
<td>$295.50</td>
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<td>All-Electric Cigarette Vendor with Chamגaker</td>
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<td>Penny Inserter</td>
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<td>Four Way Bowler Conversion</td>
<td>$250.00</td>
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<td>Match Bowler Conversion</td>
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<tr>
<td>Dividend</td>
<td>$69.50</td>
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<tr>
<td>ROCK-OLA MFG. CORP.</td>
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<tr>
<td>&quot;Rocket 51-50&quot; Phonograph (Model 1433)</td>
<td>$796.40</td>
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<tr>
<td>Model 1519 5c-10c-2c Wall Box</td>
<td>$59.50</td>
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<tr>
<td>Model 1566 5c Wall Box, 28 Wire</td>
<td>$19.50</td>
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<tr>
<td>Model 1424 Playmaster</td>
<td>$440.00</td>
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<tr>
<td>UNITED MANUFACTURING CO.</td>
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<tr>
<td>6 Player Shuffle-Alley</td>
<td>$550.00</td>
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<td>A-B-C</td>
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<tr>
<td>Five-Player Shuffle Alley</td>
<td>$450.00</td>
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<td>UNIVERSAL INDUSTRIES, INC.</td>
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<tr>
<td>Deluxe Twin Bowler</td>
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<tr>
<td>3 Star</td>
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<tr>
<td>WILLIAMS MANUFACTURING CO.</td>
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<tr>
<td>Music Mite Phonograph</td>
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<tr>
<td>Haybunners</td>
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<tr>
<td>THE RUDOLPH WURLITZER CO.</td>
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<tr>
<td>Model &quot;1400&quot; Phonograph</td>
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<tr>
<td>Model &quot;1450&quot; Phonograph</td>
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<tr>
<td>Model 2461 5c-10c-2c Wall Box (48 Selections)</td>
<td>$93.50</td>
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<tr>
<td>Model 5100 8&quot; Speaker</td>
<td></td>
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<tr>
<td>Model 5110 12&quot; Deluxe Speaker</td>
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</tbody>
</table>

**NOTICE**

In view of the national inactivity of Bells, Consoles and Auto-

matics, price lists of this type equipment have been removed.

**CONVERSATIONS**

If you are at present converting older machines into later type models, please notify The Cash Box immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.
UNITED’S
6 Player Shuffle-Alley
Larger Group Play for Greater Earnings

1, 2, 3, 4, 5 or 6 Can Play!
10¢ PER GAME . . . EACH PLAYER

FAST REBOUND ACTION
(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS
Easy to Service

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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

SEE YOUR DISTRIBUTOR
Fastest 5-Ball Game in Years!

Bally

BRIGHT LIGHTS

EARNING-POWER MULTIPLIED
BY NEW 6-SECTION SELECTIVE PLAY

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

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.

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-action play.

FUN to play!

Play 1 section, 2 sections at 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 registers.

NOVELTY SIZE

24 in. by 48 in.

Fast into every type of location...and brings the slowest 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!