Vaughn Monroe, who has often saluted the Armed Forces on his radio and television programs, was on the receiving end of a salute recently. Col. Stanley Bacon, top recruiting officer in the First Army area, is shown presenting the popular singer with the U.S. Army’s Certificate of Appreciation in recognition of Monroe’s help to the recruiting service through performances at army camps and by the success of his RCA Victor recording of “Sound Off”.

AUGUST 4, 1951
David C. Rockola proudly presents his finest phonograph achievement

The New

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50-Selection Phonograph
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ROCK-OLA Distributor

ROCK-OLA MANUFACTURING CORPORATION
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LAZY, LAZY, LAZY OPERATORS

Perhaps one of the most depressing facts in the industry today is not only lack of direct and personal contact between operators and their location owners, as well as more constant personal contact between distributors and their operator-customers, and even between manufacturers and many of their distributors, but, most important of all, the fact that good old time promotion methods seem to have disappeared to the complete loss of much play on the part of lazy, lazy operators.

In the old days, the placement of a brand new machine on any location, was something that warranted a complete turn out on the part of the operator’s organization as well as a complete greeting, of a kind not since seen, on the part of the location owner and his customers.

Many times a new machine wasn’t set up for play until evening, when “the big crowd” was in the place and, usually, on an evening when the crowd was sure to be in the spot.

This boom play, in many instances, for products that didn’t even deserve the big play they got from the players.

Today, for some reason or other, the operators send their men over to practically sneak the new machine into the spot. Why? Not one of the old timers can answer. Except to state that the boys seem to have become lax and lazy, and have come to believe that all that is required to get big play action is to plug the cord of the machine into the electrical outlet and . . . that’s that.

That isn’t that. Not by a long, long mile.

Today, just as in the past, the operator must get out into each and every location, especially when he is placing a new machine in the spot, and start the good old time ballyhoo and promotion going. Get the players interested in the new game. And get the new machine the kind of first flush action it requires to prove itself.

From then on it’s up to the machine itself. If it has what it takes to keep the players interested, and hold their un-divided attention hour after hour, the operator can forget all about “the earning possibilities” of this new machine. If it hasn’t those great and necessary qualities—he’ll learn soon enough, and can throw the machine in the lake.

But, he’s got to help that new machine get a good head start. He’s got to promote it and its play appeal. He’s got to get into the spot, even if it’s a five chair off-the-arm lunch wagon. He’s got to start the play going by keen promotional exploitation. Then the machine’s got a chance to go places and earn him more than it would ordinarily ever earn for him.

He just can’t bring it in and say, “That’s that”. Nor can he just tell the location owner all about it and then forget the machine. He’s just simply got to get in there with the new machine, especially if he’s getting dime play started in the spot, and promote up to the limit of his ability. Promote so hard that every customer that walks into the spot will at least “try” the machine.

There’s the one big thing that’s again needed, and needed badly, in the industry today. Good old time promotion. The kind of circus ballyhoo that got attention to coin operated equipment and then, if the machine was right, earned plenty of moohag for the operator.

The day of “just plugging in” is all over. The days of promotion are here again. Good, old-time, promotion. The kind of medicine doctor promotion that made “Hadeol” a big name in the patent medicine world. The kind of exploitation that actually built this business into a big time industry.

This is the time—right now—for the nation’s operators to wake up and become medicine men all over again—“promote” their new machines—not just “place” them on location.

THE CASH BOX

Volume 12, Number 45

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Empire State Building, New York 1, N. Y.
(All Phones: LONGacre 9-5321)
JOE ORLECK

CHICAGO OFFICE
32 West Randolph St., Chicago 1, III.
(All Phones: DEarbon 2-0045)
BILL GERISH

LOS ANGELES OFFICE
6563 Wilshire Blvd., Los Angeles 48, Cal.
(All Phones: WEBster 3-0347)
LEO SIMON

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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EXECUTIVE STAFF
BILL GERISH, Publisher
JOE ORLECK, Editor and Advertising Director
BOB AUSTIN, General Mgr., Music Dept.

L. MILAZZO, Classified Advertising
MAURICE ARTESE, Circulation
POPSIE, Staff Photographer
WM. NICOSIA, Art Director

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

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

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

Those now in the field are privileged to watch an era of many, many long years, gradually fading.

This is the era, which began about 1933-34, when nickel play pinball games became the vogue replacing the penny play games, and has lasted right up to this very day.

But, on demand of the trade itself, manufacturers, still carefully conservative and cautious about completely eliminating nickel play, have started multiple-nickel play games into the market.

And since then, this past month or so, after a few past faded and daring attempts, straight dime play pinball has come into being.

Operators in some scattered parts of the nation have adopted 10c play and have been featuring it right along. But, these men were forced to change the nickel chutes on the games.

Now, the factories themselves have, at long last, entered into the spirit of the new era and have started to place dime coin chutes on the games. In short, the operator now receives his games with 10c chutes directly from the factory.

An old era of long standing is fast fading away. The era of the nickel play pinball games. The days when an operator paid $37.50, $39.50, $39.50, and up to $99.50 for a game. The price then was still okay for nickel play.

But, as inflation continued its insidious boring into all the nation’s industries, and parts, labor, and materials rose in price accordingly, manufacturers were forced to raise the prices of completed new games. The result was that the operators found themselves between the devil and the deep blue sea.

Unless, they said, all in the territory agreed, they couldn’t see how they, individually, just one operator alone here and there, could change to dime chutes, tho they most sincerely wanted to do so.

This is one of the travesties on business justice which are encountered in this, and other, industries. The fact remains that the intelligent ops realized the others were hanging themselves slowly and surely and would soon die a business death. But, they just couldn’t do anything about it. At least, so they said.

A few daring souls ventured forth and started out with dime play. It worked here and there. A scattered and feeble attempt at first. But, it grew. The public was agreeable. It accepted dime play. Just as it accepted the fact that it was now forced to pay a dime for “Coke” in many spots, and for coffee, and much more for everything else.

Those who loved to relax with coin operated entertainment saw no great ill in paying a dime per play. The shuffleboards and then the shuffle games and now, at long last, the pinball games, have also taken advantage of the public’s acceptance of this new era in coin operated entertainment—dime play.

The manufacturers eased into the situation rather gracefully. They first came out with multiple play nickel games. These clicked. Ops could obtain anywhere from three to six nickels per game. The public were willing to invest that much if the games entertained them sufficiently to warrant the expenditure.

In short, the old standby of the field, the oldest adage is this business: “If the game’s good you can charge your own price—if it’s bad dump it right then and there”.

A good game always gets plays, whether it’s nickel or dime. A bad game gets no play, even if the operator offered 3 plays for 1c.

So, with better and ever better games coming to the market, the games have now started out with straight dime play. That starts the new era for the games field. Just as this new era has gradually taken over in the automatic music field.

Operators prefer the multiple games and the straight ten cent play machines. They have every reason to prefer them. The public likes them.

Just as those who were in the industry in 1935 saw the penny game fade out of the picture and the nickel pin game come into being, the coinmen of today are seeing the nickel pinball gradually fading out of the picture, and watching the new era of dime play arrive.

It was a gradual changeover. It took many, many months. Even a few years might be used to describe the changeover from nickel to dime play. But dime play has, it now seems, arrived.

It is slowly taking hold. It is bound to become even stronger as the days and weeks go by. It will completely take over, as did the nickel play games in 1934, sometime during 1932. It will, after that, be a surprise to find a game that is on straight nickel play, just as it was in 1937 and 1938, to find a penny play pin game still operating somewhere in the hinterland.

That’s how new eras get started. This new era, just as the last one, was forced upon the operators by economics. The nation had passed into an inflationary period. Or, if some experts are to be believed, into a period of “higher worth”. Therefore, higher prices were necessary to offset higher costs. And everything continues to go higher and higher.

One of these days the economy will settle down. It will never again be the “old days” of pennies and nickels. This will settle down to the days when a dime’s a dime, and worth a dime.

Again The Cash Box modestly prides itself on another prediction come true. It was back in 1943 when this publication first urged the industry to switch to dime play.

At that time this magazine pointed out that with costs rising, due to war, and with the further fact that these higher costs would remain statically in effect even after the war, the operators could, while the free spending war era was on, easily switch to dime play.

Some listened and tried. But, many were still stubbornly against the plain.

Yet, the years which have since come about, gradually bore out the truth of this prediction.

Now, over eight years later, the prediction has come true. It has become fact, because of economic necessity.

Those who are engaged in this industry, this year of 1951, are seeing a new era born. The era of dime play. It will prove of tremendous value to all concerned with the field.

Because it is economically sound, it means that all will profit thereby.

The operators by earning more will mean more sales. The manufacturers by selling more will mean greater progress.

This new era, therefore, portends to be one of greater progress, and of sounder financial worth, to all concerned with this industry.
Mister and Mississipi

PATTI PAGE

CA-1521 (F-1452)—Tennessee Ernie
CR-39711—Gene Austin
DE-25702—Milt Halley
ME-5673 (K10934)—Blinchie

Indicates records which, according to the charts, are reprinted hits. The trade is urged to keep sample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "old-out" stage.

The Cash Box, Music Page 5 August 4, 1951

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THE HUNKIE MAN (2:16)

THE GREEN GRASS GROWS ALL AROUND (3:01)

SUGAR CHILE ROBINSON (Columbia 719; 7-1179)

The talented Sugar Chile Robinson comes up with a pair of fair sides here. One back is a driving thing that gets a vocal and piano working over from Sugar. The other side is a jazzy up version of a cute, old folk type tune. The artist might prove to be a novel attraction in the boxes.

DARDANELLA (2:39)

WILL YOU ALWAYS REMEMBER (2:46)

AL MORGAN (London 1060)

Al Morgan offers his version of an oldie on the top end. It's a bouncy item that gets a nice vocal from Al. Flip is a slow number in the ballad vein, in which Al's voice is dubbed over twice. The orchestra backs both sides appropriately. Either half can draw the nickels.

CHICAGO BLUES (2:45)

SERENADE (2:51)

BILL SNYDER (London 1069)

The upper lid is a self-composed tribute to Chicago done by Bill Snyder. It offers some fine piano playing while leading the orchestra through a number of the Chicago items. The arrangement is a bit over average and the vocal is of no real merit. The level under is a soft, slow number that comes out very lis- tenable. Ops should take a look at this disk.

LITTLE PEPITA SAMBA (2:43)

THE FESTIVAL OF BRITAIN (2:54)

EDMUNDO ROS ORCHESTRA (London 1039)

Edmundo Ros and his orchestra again offer another one of those Latin American numbers on the first side. Some fine sax solo work marks this number as a good instru- mental. The second half is one of those tallied up ones and features Lita Roza and Jack Parnell. It's a cute novelty that might be a con- tender. Ops should watch both ends.

SAXOPHONE MAMBO (2:47)

TAKE A LETTER, MISS SMITH (3:00)

TED HEATH ORCHESTRA (London 1014)

A slow mambo beat is dashed out by the Ted Heath orchestra on the first side. Some fine sax solo work marks this number as a good instru- mental. The second half is one of those tallied up ones and features Lita Roza and Jack Parnell. It's a cute novelty that might be a con- tender. Ops should watch both ends.

ELEVEN MORE MONTHS AND TEN MORE DAYS (2:56)

AULD SCOTCH MOTHER MINE (2:49)

BILLY COTTON ORCHESTRA (London 1034)

The Billy Cotton orchestra along with Alan Breese and the Johnson Brothers play around with a bouncy novelty item. It has some clever lyrics and a cute presentation to make it a pleasurable ditty. Dorien Stephen- hens delivers the back side which is a slow sentimental thing. Ops might look in.

TOM'S TUNE (2:49)

PRETTY POLLY POLKA (2:54)

ETHEL SMITH (Decca 27649; 9-27649)

Top deck is a jumpy tune that has already created a furor. With Ethel Smith at the organ, this end offers good listening. The lower lid is a fine version of a cute samba tune with a cute sounding polka that has a nice bounce throughout. Ops know what this stylist can do for a tune.

THE CHOO CHOO SAMBA (2:53)

JEZEBEL (2:49)

WINIFRED ATWELL (London 1060)

Some wonderful piano playing is dashed out by Winifred Atwell on his latest waxing. Both ends are fast moving numbers that get vigorous and lively treatments by Winifred. The piano interpretations help make this one a. Ops can have their choice with either half.

COME ON MY HOUSE (2:28)

OH, BEAUTY (3:09)

WILLIAM SAROYAN & ROSS BAGDASARIAN (Carlo 60544; 9-60544)

William Saroyan and Ross Bag- dasarian, composers of this ditty that tells the nation by storm, offer their own interpretation of this Armenian tune. Done in a folkish manner, this is a hit. The lower deck is an Arabian number that weaves through the lyrics. Ops oughta watch both sides.

PUSH 'EM AWAY (2:45)

I LOVE THE SUNSHINE OF YOUR SMILE (2:26)

JERRY ROSS ORCHESTRA (Decca 27695; 9-27695)

Jerry Gray and his orchestra come up with two similar sides. The first half is a novelty number that gets a fair vocal from Tony Gray and a strong orchestral backdrop from Jerry. The second end is delightful thing done in a martial vein with lyrics handled adequately by Tommy Traynor. We like the lower lid.

THE MARCH OF THE SIAMESE CHILDREN (2:58)

FIDDLE DERBY (2:05)

PERCY FAITH ORCHESTRA (Columbia 39491; 4-39491)

Here are two sides of instru- mentalas as served up by the Percy Faith orchestra. The upper half is a beautiful sounding tune, but may lack commercial appeal. The lower side has a fine orchestral back- ground that features the fiddle section. Ops look should in because of the musical merit of this disk.

DREAMY MELODY (2:45)

GIMME A LITTLE KISS, WILL YA, HUH? (2:56)

AFI STEVENS (RCA Victor 30-4208; 47-4208)

Thony Stevens has another side of music that may go all the way. Top deck is a slow teaser that April does out with ease. Flip is an oldie that is given a new lease of life with April's suggestive whispering. Henri Rene and his orchestra set the mood mu- sically. Ops can't miss with this big one.

THE DISK OF THE WEEK

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

LONGING FOR YOU (2:40)

THE SON OF A SAINT (2:40)

VIC DAMONE

(Mercury 5655; 5655 x 45)

- Vic Damone has another hit on his hands as a follow up to his recent success, "My Truly, True Fair." This likely ditty is a walls number that has an infectious melody and some catchy lyrics. Vic dished out this tune in a wonderful manner and makes it sound good right through. George Bassman supplies a musical backdrop that makes this side even more appeal- ing. The lower end is a cute, bouncy thing that gets a cheerful vocal by Vic and a fine backing from the orchestra and choral group. Either end can go, but the side that should break first is the upper half. Ops won't be longing for nickels if they get with this Damone disk fast.

FALLING IN LOVE WITH LOVE (2:56)

LOVER, COME BACK TO ME (2:53)

STANLEY BLACK ORCHESTRA (London 1021)

- A pair of beautiful oldies are turned out by the orchestra under the able baton of Stanley Black. Both ends are slow tunes that are pre- sented by the boys in a very appeal- ing manner. Fine orchestrations make this disk even more desirable. Ops have some strong filler items here.

ASK ME (2:18)

LONESOME AND SORRY (2:47)

DORIS DAY

(Columbia 39490; 4-39490)

- Looks like Doris Day has come up with a successful follow up to "Shanghai" on this top lid. It's a lively ditty with a cute tune and vocal to match. Doris is backed solidly by Paul Weston and his crew and the Lee Brothers. Flip is a pleasant, slow ballad that is handled in an equally fine style. Ops should get with it fast.

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addi- tion to the "Disk," and "Sneaker" Of The Week, are those most likely to achieve popularity.

*DREAMY MELODY*

GIMME A LITTLE KISS, WILL YA, HUH?

[April Stevens RCA Victor 30-4208; 47-4208]

[Bill Crosby Decca 27667; 9-27667]

ROW, ROW, ROW

[Harry Andrews Decca 27700; 9-27700]

HOW MANY TIMES

ASK ME

[Orans Day Columbia 39490; 4-39490]
NEW YORK:

When Columbia Records were readying Sammy Kaye's latest record for release, they were presented with the "Doll's Question." Both tunes "Mary Rose" and "Longing For You" look potential hits, and the problem was which would be the "A" side? After much deliberation, the decision was that both would be "A" sides... Ed Kammerer's Flea Street Music firm has taken over for publishing the unanimous winner on a recent "Songs For Sale" TV show, a song called "A Ring Made Of Gold."... When the original Broadway cast of "Gentlemen Prefer Blondes" opened in Chicago September 9, recording companies who have albums and singles of the song expect to do a big tellyjob thru the Midwest area... Bobby Wayne terminated a two-year hitch with London Records this past week and immediately signed with Mercury Records. Wanting as much time as at all, his first release came out this week on the plug tune "Belle, Belle, My Liberty Belle."... Chubby's Club in Camden seems to be a most popular spot with recording artists—Pat Terry opens for a week's engagement on July 30, and the Red Caps will open for a four-weeks' stint on Sept. 1... Johnny Parker, was signed last week to an exclusive contract with Broadcast Music Inc. ... Tony Bennett, very hot with his current "Because Of You" and "Golden Heart" records, opens at the Copa in Pittsburgh July 20... Sid Ascher, handling Bennett publicity gets news of popular breaks because of these records... Harman Music publishing "Five Little Miles From San Berdoo" which was featured in the newest movie "His Kind Of Woman."... The tune was written by Sam Coslow... DJ Phil Gordon moves over to the "1280 Club" as of August 6... Bill Harrington, co-writer on "Because Of Rain" leaves on a six-weeks midwestern trip.

CHICAGO:

Bob Larson, WEMP (Milwaukee) deejay, advises that his rotaty "Cash Box" show is going over tremendously well. Bob makes a special feature of "The Cash Box" top tunes on his big Saturday show... Chick Karalee advises that he's now planning to go into record exploiting... He's on his way to Xoo Yawk, at this writing, to contact artists who want their disks heard 'round the Midwest... Lots of compliments for Frankie Laine and Rosemary Clooney on the color TV broadcasts they did here with CBS during the NAMM show. Folks who saw them in color said they looked very well. (Many predict that color'll bring in lots of hesitant stars who can make up to what the public "think" they look like)... Lee Paul and Mary Ford reported to be doing some of the best biz the Oriental has yet done this year... Joel Cooper on his way into the market with a brand new label. First name he used was squared. Now Joel has his attorney checking label names currently in use to make sure before his next printing order is placed... Now that both Leonard and Phil Chess are absolutely thrilled by the reception of their newest disk ("Rocket 88") Brennan's newest disk received, "Quited," they claim they've got one in the hillbilly field that is just as great if not greater called, "Swamp Root,"... Demand from juke box ops on old crusaders of this publication: That discs get down to 2 minutes grows louder and stronger by the hour... Toots White and Fred Foster turn up by the TV score on this mag featuring "Powder Blue" and "Vanity" in Broadway's brite lives... Savannah Churchill that sultry chrip into the Hi-Note and will probably sing her "I Haven't Loved You More," which only Savannah can sing as it should be sung... Max Miller has waxed "St. Louis Blues" backed with "Lover" for Columbia... Jimmy Marrin is going hotter than a pistol with a new disc on Sharp label that looks like hit... Lee Eckhardt reports that down south "I'm Crying" is sultrier than the weather... Ernie Learser is on deck distros who's always smiling, and without showing others how to get into that same mood... Billy Williams has 'em applauding their hands red at the Band Box... And Russ Morgan just rolls and rolls and on with one of the finest shows this year yet to appear on the Chicago circuit... On another letter from juke box queen Dinah Shore. (Aside) Thanks a zillion, Dinah, for your very kind words)... And a lovely epistle from gorgeous Monica Lewis, who was making 'em on the MGM lot in Hollywood.

LOS ANGELES:

Seems that most of the local record execs attending the NAMM Show hustled right back to town, with Leo Meiner at his Alhambra desk and Lou Chudd rushing back for a number of important reasons—No. 1 on the Imperial upper's list being the any-day arrival of young No. 2. Even with the big event on his mind, Chudd managed to line up a few nice things at the Convention, including a pressing and distribution deal for Canada with the MGM outfit up there. Lou's also ready for a big one in Billy Briggs cutting his latest hand-coming tune, "Swingin' The Breeze," on Imperial... Art Rupe of Specialty hopped over to Detroit from Chicago for a bundle with his distributor while Al Chaffin took the southern route for a visit with distributors before returning to Beverly Hills and giving boy brother Jules a hand... Syd Nathan of King made the local panels with branch manager Al Sherman before Syd headed back for his Cincy place... Max and Russ Morgan just rolls and rolls and on with one of the finest shows this year yet to appear on the Chicago circuit... On another letter from juke box queen Dinah Shore. (Aside) Thanks a zillion, Dinah, for your very kind words)... And a lovely epistle from gorgeous Monica Lewis, who was making 'em on the MGM lot in Hollywood.

TWO GREAT NICKEL NABBERS:

GEORGIE'S TAVERN BAND

HE PUT IN A BAR
IN THE BACK OF HIS CAR
And He's Driving Himself To Drink

(And His Driver's Engine To Drink)

happy tavern SCHOTTISCH

and I LOVE TO PLAY THE

GLOCKENSPIEL

Both Vocal Choruses by Ed LeValladore

Deco 45144 (78 RPM) and 9-45144 (45 RPM)

GIVE ME A GIRL AND A
dANCE (And a Barrel of Beer, Beer, Beer)
WALTZ
Vocal Chorus by Leo Sweetland

Deco 45142 (78 RPM) and 9-45142 (45 RPM)

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS!"

The Cash Box, Music Page 7 August 4, 195
"SLEEPER OF THE WEEK"

"THE GIRL IN THE WOOD" (3:03)

FRANKIE LAINE

"WONDERFUL, WASN'T IT?" (3:02)

FRANKIE LAINE

(Columbia 39489; 4-39489)

and bewitching tunes that Frankie takes to with great ease. With a
side working for him on this new waxing. Each end finds Martha
discussion of what seems to be a dramatic number that the boys
finds a vocal group adding their touch to make for a pleasant
listening. The bottom end is a soft and
beauty that has already begun to click in the
slow, soft tune on this upper lid. With a nice backing, this half
work over with lots of vigor. Both
anchor, the vocalist, and the piano
back in the rhythm and blues field. This disk is for ops in the
right locations.

"WANDA" (3:27)

"EVERY LITTLE MOVEMENT" (2:32)

CARMEN CAVALLARO

(Decca 27655; 9-27665)

The piano and orchestra of Car-
men Cavallaro offer a slower number on the first side. With Bob Lido in
charge of lyrics, the entire crew
is a nice sounding tune with a moderate beat. Ops have fiber material here.

"CHICKASAW MOUNTAIN" (2:58)

"IN THE PINES" (2:53)

LOU ELLA ROBERTSON

(Capitol 1706; F-1706)

Here is a cute ditty with a square dance flavor and a bouncy back-
match. Piped by Lou Ella Robertson, this number is lively and
appealing. The under side is a slow, mellow tune that's done in folkish
vein by Lou. Ops in the right loca-
tions oughta watch this one.

"ROW, ROW, ROW" (2:16)

"LOVE ME OR LEAVE ME" (2:45)

BING CROSBY

(Decca 27667; 9-27667)

Groener Bing Crosby has an in-
fecious olde to work with on the top
side. It's a bouncy and fast moving number. On the other end, the
rhythm is in great style. The lower lid is a slow bal-
lad that comes out ok. Both ends get
the baton twirling of John Scott Trot-
ter and his orchestra as a musical
backdrop. It's the first side all the
way.

"IF YOU TURN ME DOWN" (3:17)

"MY MAGIC HEART" (3:08)

TOMMY DORSEY

(Decca 27690; 9-27690)

Tommy Dorsey and his orchestra, with Ray Wettel piping the lyrics, give a
fine treatment of this lovely song that has
already begun to click in the
boxes. The top end finds Tommy Dorsey and the Victor Young
orchestra offering a top notch musical
backdrop for both ends. Ops can't
miss with the upper level.

"ROSE OF THE MOUNTAIN" (2:57)

"GO, GO, GO, GO" (2:29)

RUSSELL MORGAN

(Decca 27685; 9-27685)

Top end is a fair sounding record with a big beat and delivered by Russ
Morgan and his orchestra, with vocal
assistance by the Girl Friends. Flip is
an exciting ditty that has that
Latin American flavor. Russ and the
Rhythmaries take care of the vocal on
this end. We like the lower deck.

"WHAT IS A GIRL?" (3:24)

"WHAT IS A BOY?" (3:18)

JACKIE GLEASON

(Decca 27684; 9-27684)

Two very clever and sentimental
melodies are delivered by Jackie
Gleason on this waxing. Both
sides are narrative descriptions of
what boys and girls are made of.
Sammy Sper and his orchestra offer a fitting musical setting for Jackie's heartful
offering. Ops needing this type of material oughta lend an ear.

"FALL IN LOVE WITH YOU EVERY DAY" (2:50)

"EVERYTHING I HAVE IS YOURS" (3:08)

(TOMMY DORSEY)

(Decca 27679; 9-27691)

Tommy Dorsey and his orchestra offer a soft and soothing orchestration of a
pleasing ballad. Top this disc finds Bob London gilding through the lyrics in
easy fashion. The under side is an
oldie that's given a listenable

appreciation by the artist. Ops have
strong filler items here.

"LOVE IS SUCH A CHEAT" (2:51)

"THE ONE FOR ME" (3:09)

WEL TEMPO

(Capitol 1712; F-1712)

Two strong numbers are offered by Mel Torme on this platter. The
upper half is a fast, dramatic ballad
that is backed solidly by a chorale group
and the Nelson Riddle orches-
ta. Flip is a slow ballad that is just
right for dancing. Ops in the proper
locations oughta take a peak.

"OH HOW I LOVE YOU" (2:47)

"RED ROSE WALTZ" (2:51)

GLORIA MART

(Shop 36)

A pair of fair sounding tunes are
labelled by翘 Gloria Mart on his new waxing. Both ends are dealt
with a waltz beat and are backed up by Art Kassel and his orchestra.
The slow numbers that are just
right for dancing. Ops in the proper
locations oughta take a peak.

"BROWN'S COW" (2:55)

"FIDGETY FEET" (3:00)

ISAIAH STREET SIX

(Mercury 5680; 5680 + 45)

Here are two fast and bouncy
things that have that down low
dixie and beat. The top end features Pan
Jutfray with the vocal, while the
Isaiah Street Six supplies the musical
backing. The bottom deck is an in-
strumental that's carried through in
listenable manner. Ops in the right
locations should listen in.

"VIRGIN OF THE SUN GOD" (2:57)

"LURE OF THE UNKNOWN LOVE" (3:16)

(IMA SUMAC)

(Capitol 1717; F-1717)

The fascinating voice of Yma
Sumac is brought into the pop mar-
tet with this two track act that is
her remarkable four octave range
put to great advantage as she sings
a pair of mystical numbers. Les Bax-
ker and his orchestra set the proper
mood. Yma might prove good jive
six fare.

"PUT ALL YOUR KISSES IN AN ENVELOPE" (2:37)

"MELINDA" (2:22)

JAN GARBER

(Capitol 1714; F-1714)

Upper end features Jan Garber
with a cute sounding jump tune that's
brought home in fine style. The
lyrics and treatment make this a
listenable half. Roy Cordell handles the vocal
on the bottom deck, which is a
nice sounding tune with a moderate beat. Ops have fiber material here.
RCA Atlanta Distrib Opens New Quarters

ATLANTA, GA.—The Yancey Company, this city, opened its new quarters this past week with an all-day open house ceremony attended by approximately 1106 Georgia visitors. Heading the large delegation of well-wishers was Governor Herman E. Talmadge and Mayor William Harris-field.

The Yancey Company represents RCA Victor in this area, handling its full line of equipment and accessories, including records.

The new building is located at 1500 Northside Drive, offering 30,000 square feet of floor space, and parking facilities for 300 cars.

On hand to join in the festivities from the RCA firm were: A. B. Mille, general sales manager of the RCA Home Instrument Department; Dave J. Finn, advertising manager of the RCA record department; and W. L. Rothenberger, manager of sales operations of the RCA Tube department. RCA recording artist Edy Arnold also participated in the ceremonies.

Dick Gersh Signs Personal Manager Contract With Irving Fields

NEW YORK—Irving Fields, RCA Victor recording artist, signed an exclusive personal management contract with Dick Gersh this week, it was announced.

Fields has written and recorded many hit tunes, among which are "Miami Beach Rhumba," "Come Away To Comayagua," "Managua, Nicaragua," and others.

Dick Gersh, at twenty-three, is reputed to be the youngest personal manager in show business. A former staffer of "The Cash Box," Dick has been devoting his talents during the past year to record promotion for a number of top recording artists.

Frankie Laine To West Coast

CHICAGO—Frankie Laine, Columbia recording artist, who finished a most successful appearance at the Chicago Theatre, this city, on Thursday, July 26, left immediately by plane for the West Coast. It is reported he will undergo an operation for various veins.

ATTENTION — OPERATORS!
SEND FOR YOUR FREE TEST RECORD

ERNEST TUBB’S
Great DECCA Record #46338
“PRECIOUS LITTLE BABY”
TANNEN MUSIC, INC. 146 WEST 54TH STREET NEW YORK 19, N.Y.

2 HITS BACK TO BACK!
WALTER DANA Presents 1st Original Recording Of His Own

"LONGING FOR YOU"
backed with LARRY CLINTON’S
“DREAMY MELODY”
by
LARRY CLINTON
BROADWAY RECORD #1008
Order Now From Your Nearest Distributor
BROADWAY RECORDS
120-33 83rd AVENUE KEW GARDENS, N.Y.

RATES TOP HONORS
* LONGING FOR YOU (Ludlow) — Billboard endorses three versions of this new smash with a positive "F1CK." Sammy Kaye (Col. 39499), Vic Damone (Mer. 5658) and Russ Morgan (Dec. 27705) "figures to contend all the way." Variety labels Teresa Brewer (Lon. 1086) for a "superior" performance and Cash Box rates the Tommy Tucker ( MGM 11021) and Larry Clinton (Broadway 1008) discs as "winners." Other top sides are by Les Baxter (Cap. 1731) and George Cates (Coral 60548).

* WHEN THE SAINTS GO MARCHING IN (Folkways) — The Weavers (Dec. 27670) move to the top again via this rousing spiritual. Cash Box "calls it "Sleeper of the Week."

* WEAVERS WINNER

* THE GIRL IN THE WOOD (American) — Frankie Laine (Col. 19449) follows the sensational "JEZEBEL" with another smash. Variety labels it "an exciting offbeat side." Earmarks a big "FLICK" from Billboard.

* "DISK OF THE WEEK"

* WHILE WE'RE YOUNG (Regent) — Georgia Gibbs (Mer. 5681) wins Cash Box "Disk of the Week" honors and strong recommendations from Variety and Billboard. Meanwhile the Tony Bennett (Col. 39449) release is a Cash Box "Sleeper." Both platters should move this tune upwards.

* "BEST BET"* TELL ME (Mollin) — Doris Day (Col. 39450) turns in a striking performance which Cash Box nominates a "BEST BET." Tune is climbing.

* "SLEEPER"* KISSES SweETER THAN WINE (Folkways) — Billboard gives the Weavers (Dec. 27870) an 89 rating for this "lovely art folk ballad." Cash Box awards a disk "Sleeper" honors.

* "BEST BET"* DETOUR (Hill & Range) — Patti Page (Mer. 5582) gives this folk song the benefits of her inimitable rendition, and comes up with a Cash Box "BEST BET" citation.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE - NEW YORK 19, N. Y.

M-8-M RECORDS

HARRY RANCH

and his Orchestra play WOMAN IS A FIVE LETTER WORD I’LL FOLLOW YOU
Avon-2 Vynyl Sensation 72 BPM RCA 7422 65 BPM RCA 10115
MGM 11021 MGM 11110

JEFFERSON MUSIC CO., INC.
1619 BROADWAY, N. Y. 19

VANITY
A TRULY GREAT SONG

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

THE GREATEST NAME IN ENTERTAINMENT
Ed Perry
KFRF—Fresno, Calif.
1. TOO YOUNG (Nat King Cole)
2. COME ON MY HOUSE (Rosemary Clooney)
3. GET ME TO THE GABLES (Nat King Cole)
4. MY TRUE, TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. ON TOP OF OLD SMOKY (The Weavers)
7. COLD, COLD HEART (Tony Bennett)
8. SHANGHAI (Doris Day)
9. I'M IN LOVE AGAIN (April Stevens)
10. I'M TRUE, TRULY FAIR (Guy Mitchell)

Murray Jordan
WLIB—New York, N. Y.
1. JESUS (Frankie Laine)
2. COME ON MY HOUSE (Rosemary Clooney)
3. SHANGHAI (Doris Day)
4. VALLEY IN TANIG (Castiliano)
5. I'M IN LOVE AGAIN (April Stevens)
6. VANITY (Don Cherry)
7. ROSE, ROSE (Richard Haynes)
8. SWEET VIOLETS (Dinah Shore)
9. COLD, COLD HEART (Tony Bennett)
10. WHILE YOU DANCED, DANCED (G. Gibbs)

Clarence Hamann
WMJR—New Orleans, La.
1. MY TRUE, TRULY FAIR (Guy Mitchell)
2. COME ON MY HOUSE (Rosemary Clooney)
3. SHANGHAI (Doris Day)
4. I'M IN LOVE AGAIN (April Stevens)
5. VANITY (Don Cherry)
6. ROSE, ROSE (Richard Haynes)
7. SWEET VIOLETS (Dinah Shore)
8. I'RE TRUE, TRULY FAIR (Guy Mitchell)
9. COLD, COLD HEART (Tony Bennett)
10. I'M TRUE, TRULY FAIR (Guy Mitchell)

Hal Tate
WAIT—Chicago, Ill.
1. BECAUSE OF RAIN (Ella Fitzgerald)
2. LONGING TO TOUCH YOU (Dinah Shore)
3. I'M IN LOVE AGAIN (Nat. King Cole, Stevens)
4. A BEAUTIFUL LITTLE GIRL (Billie Holiday)
5. BECAUSE OF LOVE (Ella Fitzgerald)
6. IT'S A SIN (Al Martino)
7. SWEET VIOLETS (Dinah Shore)
8. DO YOU REALLY LOVE ME (Tony Martin)
9. COME ON MY HOUSE (Rosemary Clooney)

Bob Larsen
WEMP—Milwaukee, Wisc.
1. COME ON MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. I GET IDEAS (Time Magazine)
4. NO BOAT LIKE A BOWROW (Perry Como)
5. SHANGHAI (Doris Day)
6. I'VE GOT YOU UNDER MY SKIN (S. Freedberg)
7. I'M IN LOVE AGAIN (Billie Holiday)
8. JESUS (Frankie Laine)
9. I GET IDEAS (Tony Martin)
10. SONG OF THE SEAS (Bob Eberling)

Joe O'Brien
WMCA—New York, N. Y.
1. GOODWILL (Bob Eberling)
2. COOKS TOUR (Roy Anthony)
3. MISTER AND MISSISSIPPI (Tennessee Ernie)
4. TOO YOUNG (Nat King Cole)
5. PRETTY EYED SALLY (Dorothy Lamour)
6. MY TRUE, TRULY FAIR (Viv Damonova)
7. I'M IN LOVE AGAIN (Billie Holiday)
8. JESUS (Frankie Laine)
9. I GET IDEAS (Tony Martin)
10. NO SHOT GUN WEDDING (Alice Evans)

Ira Cook
KECA—Hollywood, Calif.
1. WHAT IS A BOY? (Tom Piazza)
2. COME ON MY HOUSE (Rosemary Clooney)
3. I'M IN LOVE AGAIN (Mame Rame)
4. BLACK BALL FERRY LIME (Perry Faith)
5. MISTER AND MISSISSIPPI (Dinah Day)
6. Louis NEIGHBOR (Mamie Smith)
7. BECAUSE OF YOU (Les Burke)
8. GOOD MORNING, MR. WORLDSIDE OF THE MOUNTAIN (Tommy Edwards)
9. I LOVE THE SUNSHINE OF YOUR SMILE (Griffith)

Phil Haines
WTRC—Elkhart, Ind.
1. COME ON MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. MY TRUE, TRULY FAIR (Guy Mitchell)
4. I GET IDEAS (Peggy Lee)
5. MISTER AND MISSISSIPPI (Dinah Day)
6. ON TOP OF OLD SMOKY (Billie Holiday)
7. FEARLESS HEART (Harry Warren)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)

Les Levinson
WFMF—Fitchburg, Mass.
1. MY TRUE, TRULY FAIR (Guy Mitchell)
2. COME ON MY HOUSE (Rosemary Clooney)
3. TOO YOUNG (Nat King Cole)
4. COME ON MY HOUSE (Rosemary Clooney)
5. SONG OF A SAILOR (Viv Damonova)
6. THESE THINGS I'VE GIVEN YOU (Sonny Vaughan)
7. LAURA (Stan Kenton)
8. I'VE GOT YOU UNDER MY SKIN (F. Freedberg)
9. VANITY (Les Baxter)
10. THERE'S A RED BLUE CLOUD (Perry Como)

Ray Schnierer
WBNL—Richmond, Va.
1. TOO YOUNG (Nat King Cole)
2. COME ON MY HOUSE (Rosemary Clooney)
3. I'M IN LOVE AGAIN (Nat King Cole)
4. ROSE, ROSE, I LOVE YOU (Frankie Laine)
5. THE TRAIL OF ACHIN' HEART (Perry Como)
6. SOUNDOFF (Perry Como)
7. MY TRUE, TRULY FAIR (Guy Mitchell)
8. SWEET VIOLETS (Jane Pickersgill)
9. ON TOP OF OLD SMOKY (The Weavers)
10. LOVELY NIGHT OF THE YEAR (M. Lanza)

Art Tacker
WCOF—Bost., Mass.
1. COME ON MY HOUSE (Rosemary Clooney)
2. COME ON MY HOUSE (Rosemary Clooney)
3. WHILE YOU DANCED, DANCED (G. Gibbs)
4. I WISH I HAD MET SUNSHINE (Harry Ford-les Paul)
5. VANITY (Don Cherry)
6. WHERE AM I (Natalie St. Stevens)
7. MIXED EMOTIONS (Rosemary Clooney)
8. DETOUR (Patti Page)
9. MORNINGSIDE OF THE MOUNTAIN (Tony Martin)
10. BECAUSE OF YOU (Tony Bennett)

Bob Earle
KGO—San Francisco, Iowa.
1. TOO YOUNG (Nat King Cole)
2. SWEET VIOLETS (Dinah Shore)
3. MY TRUE, TRULY FAIR (Roy Anthony)
4. COME ON MY HOUSE (Rosemary Clooney)
5. PRETTY EYED BABY (F. Lenee-In Stafford)
6. I'VE GOT YOU UNDER MY SKIN (S. Freedberg)
7. ROSE, ROSE, I LOVE YOU (Frankie Laine)
8. ROSE, ROSE (Frankie Laine)
9. I'VE GOT YOU UNDER MY SKIN (F. Freedberg)
10. SWEET VIOLETS (Dinah Shore)

Bert Knopp
WNNY—Newark, N. J.
1. GOODWILL (Bob Eberling)
2. MY TRUE, TRULY FAIR (Guy Mitchell)
3. I'M IN LOVE AGAIN (April Stevens)
4. BECAUSE OF LOVE (Ella Fitzgerald)
5. I GET IDEAS (Tony Martin)
6. SONG OF THE SEAS (Bob Eberling)
7. ROSE, ROSE, I LOVE YOU (Frankie Laine)
8. ROSE, ROSE (Frankie Laine)
9. SONG OF THE SEAS (Bob Eberling)
10. I APOLOGIZE (Billy Eckstine)
11. MARY ROSE (Ray Anthony)
12. I'M IN LOVE AGAIN (April Stevens)

Eddie Gollacher
WTOP—Washington, D. C.
1. TOO YOUNG (Nat King Cole)
2. I'M IN LOVE AGAIN (April Stevens)
3. COME ON MY HOUSE (Rosemary Clooney)
4. JESUS (Frankie Laine)
5. BECAUSE OF LOVE (Ella Fitzgerald)
6. ON TOP OF OLD SMOKY (The Weavers)
7. HOW HIGH THE MOON (Les Paul-Mary Ford)
8. SWEET VIOLETS (Dinah Shore)
9. MY TRUE, TRULY FAIR (Guy Mitchell)
10. I'M IN LOVE AGAIN (Harry Warren)

Sherm Feller
WCOF—Boston, Mass.
1. MORNINGSIDE OF THE MOUNTAIN (Tony Martin)
2. TOO YOUNG (Nat King Cole)
3. COME ON MY HOUSE (Rosemary Clooney)
4. JESUS (Frankie Laine)
5. BECAUSE OF LOVE (Ella Fitzgerald)
6. ON TOP OF OLD SMOKY (The Weavers)
7. HOW HIGH THE MOON (Les Paul-Mary Ford)
8. SWEET VIOLETS (Dinah Shore)
9. MY TRUE, TRULY FAIR (Guy Mitchell)
10. I'M IN LOVE AGAIN (Harry Warren)

Phil Haines
WTRC—Elkhart, Ind.
1. COME ON MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. MY TRUE, TRULY FAIR (Guy Mitchell)
4. I'VE GOT YOU UNDER MY SKIN (F. Freedberg)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)

Bud Wilson
WRFB—Manchester, N. H.
1. I'M IN LOVE AGAIN (April Stevens)
2. SWEET VIOLETS (Dinah Shore)
3. JOSIE (Dorothy Lamour)
4. I WON'T CRY ANYMORE (Tony Bennett)
5. JESUS (Frankie Laine)
6. ON TOP OF OLD SMOKY (The Weavers)
7. LOVELY NIGHT OF THE YEAR (A. Shelton)
8. MY TRUE, TRULY FAIR (Guy Mitchell)
Ed Penney
WTAO—Cambridge, Mass.
1. GOODBYE, MY LOVE (Al Grant)
2. VANITY (Don Cherry)
3. I GET IDEAS (Tony Martin)
4. COME ON-A MY HOUSE (Rosamunde Clooney)
5. MINE (Bill Haley)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. WHILE YOU DANCED (Georgia Gibbs)
8. WANG WANG BLUES (Amos Boswell)
9. WOULD I MIND (Somers Gay)
10. LADY (Stan Kenton)

Earle Pudney
WGY—Schenectady, N. Y.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. GOOD MORNING, MR. ECHO (Jane Turner)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. WANG WANG BLUES (Amos Boswell)
5. SHANGRAI (Burt Boyse)
6. THERE'S NO BOAT LIKE A ROWBOAT
7. COOL, COOL, COOL OF THE EVENING
8. (Jo Stafford-Frankie Laine)
9. I GET IDEAS (Tony Martin)
10. THERE'S A BIG BLUE CLOUD (Perry Como)

David Wolshok
KCTI—Gonzales, Tex.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. TOO YOUNG (Nat King Cole)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. SWEET VIOLETS (Dinah Shore)
5. JEZEBEL (Frankie Laine)
6. HOW HIGH THE MOON (Les Paul-Mary Ford)
7. THESE THINGS I OFFER YOU (Ray Anthony)
8. COME ON-A MY HOUSE (Rosamunde Clooney)
9. JEZEBEL (Frankie Laine)
10. WANG WANG BLUES (Frenchie Brewer)

Robin Seymour
WKDD—Davenport, Mich.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. I GET IDEAS (Tony Martin)
3. VANITY (Don Cherry)
4. SOMEONE (Raucous Allot)
5. ALARM CLOCK BOOGIE (Bill Danelli)
6. MISTER AND MISSISSIPPI (Terry Silverman)
7. HEY, GOOD LOOKIN' (Hank Williams)
8. WANG WANG BLUES (Amos Boswell)
9. STRANGE LITTLE GIRL (Coward Capo)
10. TENNESSEE HILLBILLY GHOST (Sid Felty)

Lee Stewart
1. I WANT TO ME WITH YOU ALWAYS
2. MISTER AND MISSISSIPPI (Gina Affert)
3. I CAN'T HELP IT (Mack Williams)
4. SOMEONE (Raucous Allot)
5. ALARM CLOCK BOOGIE (Bill Danelli)
6. MISTER AND MISSISSIPPI (Terry Silverman)
7. HEY, GOOD LOOKIN' (Hank Williams)
8. WANG WANG BLUES (Amos Boswell)
9. STRANGE LITTLE GIRL (Coward Capo)
10. TENNESSEE HILLBILLY GHOST (Sid Felty)

John Wrisley
WFNG—Fitchburg, Mass.
1. GOODBYE, MY LOVE (Al Grant)
2. THESE THINGS I OFFER YOU (Sarah Vaughan)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. IN LOVE AGAIN (April Stevens)
5. WANG WANG BLUES (Amos Boswell)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. STRANGE LITTLE GIRL (Coward Capo)
8. THERE'S NO BOAT LIKE A ROWBOAT
9. LOVE FOR YOU (Fats Navarro)
10. HOW HIGH THE MOON (Les Paul)

Bob Anthony
KBRG—Tulsa, Okla.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. TOO YOUNG (Nat King Cole)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. IN LOVE AGAIN (April Stevens)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. WANG WANG BLUES (Amos Boswell)
7. MISTER AND MISSISSIPPI (Terry Silverman)
8.綜合ルーキー (Terry Silverman)
9. UNLESS (Les Baxter)
10. I GET IDEAS (Tony Martin)

Dick Coleman
WCMC—Baltimore, Md.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. TOO YOUNG (Nat King Cole)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. THE LOVELIEST NIGHT OF THE YEAR
5. BECAUSE OF YOU (Les Baxter)
6. WANG WANG BLUES (Amos Boswell)
7. THESE THINGS I OFFER YOU (Patti Page)
8. RED SAILS IN THE SUN (Nat King Cole)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. MIXED EMOTIONS (Rosamunde Clooney)

Buddy Deane
WITH—Baltimore, Md.
1. I LOVE THE SUNSHINE OF YOUR SMILE
2. COME ON-A MY HOUSE (Rosamunde Clooney)
3. BECAUSE OF YOU (Tony Bennett)
4. TOO YOUNG (Nat King Cole)
5. I WANT TO BE WITH YOU ALWAYS
6. WANG WANG BLUES (Amos Boswell)
7. THESE THINGS I OFFER YOU (Patti Page)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. FOR ALL WE KNOW (Walter Schumann)

Herbert Dexter
1. SHANGRAI (Blind Boys)
2. SWEET VIOLETS (Dinah Shore)
3. MARY, THE PRAIRIE AND I (Bill Danelli)
4. COME ON-A MY HOUSE (Rosamunde Clooney)
5. GONE FISHIN' (B. Crosby-L. Armstrong)
6. THERE'S A BIG BLUE CLOUD (Perry Como)
7. ANY TIME AT ALL (Frank Warren)
8. THE LOVELIEST NIGHT OF THE YEAR
9. I GET IDEAS (Tony Martin)

Ed. McKenzie
WBRK—Detroit, Mich.
1. YOU BLEW OUT THE FLAME (Ray Anthony)
2. RISES SWEETER THAN WINE (The Weavers)
3. CASTLE ROCK (Ralph Martin)
4. HITSY HITSITY FOLLIES (Lalo Amadeo)
5. COME ON-A MY HOUSE (Rosamunde Clooney)
6. JEZEBEL (Frankie Laine)
7. SURPRISING (Perry Como)
8. WALKIN' AND WHISTLIN' BLUES
9. IN THE COOL, COOL, COOL OF THE EVENING
10. SHANGRAI (Doris Day)

Roger Clark
WNOE—Norfolk, Va.
1. COME ON-A MY HOUSE (Rosamunde Clooney)
2. I'M IN LOVE AGAIN (April Stevens)
3. WONDER WHY (Helen O'Connell)
4. THESE THINGS I OFFER YOU (Sarah Vaughan)
5. WE KISSED IN A SHADOW (Perry Como)
6. WHAT WILL I TELL MY HEART (P. Wistert)
7. MIXED EMOTIONS (Rosamunde Clooney)
8. TONIGHT YOU BELONG TO ME (Peggy Lee)

Howard Malcolm
WRTY—Albany, N. Y.
1. LOVELIEST NIGHT OF THE YEAR (M. Lean)
2. BECAUSE OF RAIN (Ella Fitzgerald)
3. I'M IN LOVE AGAIN (Patti Andrews)
4. ROSE, ROSE, I LOVE YOU (Frankie Laine)
5. MISTER AND MISSISSIPPI (Patti Page)
6. TO ME (Les Paul-Mary Ford)
7. ROSE, ROSE, I LOVE YOU (Frankie Laine)

Gary Lasters
WNYN—Newark, N. J.
1. TOO YOUNG (Nat King Cole)
2. ON TOP OF OLD SMOKY (The Weavers)
3. UNLESS (Eddie Fisher)
4. COME ON-A MY HOUSE (Rosamunde Clooney)
5. IN LOVE AGAIN (April Stevens)
6. TOO YOUNG (Nat King Cole)
7. BECAUSE (Maria Lanza)
8. I'M IN LOVE AGAIN (April Stevens)

Ed Bonner
KXOK—St. Louis, Mo.
1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. MISTER AND MISSISSIPPI (Patti Page)
3. COME ON-A MY HOUSE (Rosamunde Clooney)
4. IN LOVE AGAIN (April Stevens)
5. BECAUSE (Maria Lanza)
6. I'M IN LOVE AGAIN (April Stevens)
7. GOOD MORNING, MR. ECHO (Jane Turner)
8. BECAUSE OF YOU (Tony Bennett)

Don Bell
KENT—Des Moines, Iowa
1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. I GET IDEAS (Tony Martin)
4. COME ON-A MY HOUSE (Rosamunde Clooney)
5. WANG WANG BLUES (Amos Boswell)
6. WANG WANG BLUES (Amos Boswell)
7. ON TOP OF OLD SMOKY (The Weavers)
8. MY TRULY, TRULY FAIR (Roy Anthony)
9. ON TOP OF OLD SMOKY (Fats Navarro)

—

**GUY MITCHELL AND MITCH MILLER**

**FEBRUARY 5**
"Sparrow in the Tree Top" "Christoper Columbus"

**APRIL 2**
"A Beggar in Love" "Unlesss"

**MAY 21**
"My Truly, Truly Fair" "Who Knows Love"

**AND NOW...**
Two Smashers to Beat Them All!

"SWEETHEART OF YESTERDAY"
(by the team that wrote "My Heart Cries For You")

**BACKED BY**
"BELLE, BELLE, MY LIBERTY BELLE"

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"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th>Location</th>
<th>Top 10 Songs</th>
<th>Artist/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N.Y.</td>
<td>1. TOO YOUNG (Nat &quot;King&quot; Cole)</td>
<td>Jazz</td>
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<tr>
<td></td>
<td>2. JEEZBEL (Frankie Laine)</td>
<td>Vocal</td>
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<tr>
<td></td>
<td>3. MY TRULY, TRULY FAIR (Guy Mitchell)</td>
<td>Vocal</td>
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<tr>
<td></td>
<td>4. COME ON-A MY HOUSE (Rosamary Clooney)</td>
<td>Vocal</td>
</tr>
<tr>
<td></td>
<td>5. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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<td>6. MY TRULY, TRULY FAIR (Guy Mitchell)</td>
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<tr>
<td>Los Angeles, Cal.</td>
<td>1. TOO YOUNG (Nat &quot;King&quot; Cole)</td>
<td>Jazz</td>
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<td>2. JEEZBEL (Frankie Laine)</td>
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<td>3. MY TRULY, TRULY FAIR (Guy Mitchell)</td>
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<td>4. COME ON-A MY HOUSE (Rosamary Clooney)</td>
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<td>5. ROSE, ROSE, I LOVE YOU (Frankie Laine)</td>
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<td>6. MY TRULY, TRULY FAIR (Guy Mitchell)</td>
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<td>7. THE LOVE SONG OF THE YEAR (Nat King)</td>
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<td>8. ON TOP OF OLD SMOKY (The Weavers)</td>
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<td>9. SWEET VIOLETS (Dinah Shore)</td>
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<td>10. MISTER AND MISSISSIPPI (Patti Page)</td>
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<td>Fertile, Minn.</td>
<td>1. WANG, WANG BLUES (Ames Brothers)</td>
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<td>2. SHANGHAI (Billy Williams)</td>
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<td>3. GOLDEN SLIPPERS (Ossie Davis)</td>
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<td>4. LONELY LITTLE ROBIN (Pineapples)</td>
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<td>5. STRANGE LITTLE GIRL (Guy Lombardo)</td>
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<td>6. IF (Patty Page)</td>
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<td>7. SHANGHAI (Billy Hill)</td>
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<td>8. TRULY TRULY FAIR (Guy Mitchell)</td>
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<td>9. DEADLY WEAPON (Eddy Howard)</td>
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<td>10. ROSE, ROSE, I LOVE YOU (Gordon Jenkins)</td>
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<td>Portland, Ore.</td>
<td>1. MISTER &amp; MISSISSIPPI (Dennis Day)</td>
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<td>2. TOO YOUNG (Nat &quot;King&quot; Cole)</td>
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<td>3. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
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<td>4. JEEZBEL (Frankie Laine)</td>
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<td>5. I GET IDEAS (Tony Martin)</td>
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<td>6. ON TOP OF OLD SMOKY (Weavers)</td>
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<td>7. JEEZBEL (Frankie Laine)</td>
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<td>8. THE STRANGE LITTLE GIRL (Eddy Howard)</td>
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<td>9. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
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<td>10. I APOLOGIZE (Billy Eckstine)</td>
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<td>Omaha, Nebr.</td>
<td>1. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
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<td>2. ON TOP OF OLD SMOKY (Weavers)</td>
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<td>3. SOUNDFOR (Vaugn Monroe)</td>
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<td>4. JEEZBEL (Frankie Laine)</td>
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<td>5. THE STRANGE LITTLE GIRL (Eddy Howard)</td>
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<td>6. MISTER AND MISSISSIPPI (Patti Page)</td>
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<td>7. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
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<td>9. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
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<td>10. I APOLOGIZE (Billy Eckstine)</td>
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<tr>
<td>San Francisco, Cal.</td>
<td>1. SOUNDFOR (Vaugn Monroe)</td>
<td>Vocal</td>
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<td>2. TOO YOUNG (Nat &quot;King&quot; Cole)</td>
<td>Jazz</td>
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<td>3. MY TRULY, TRULY FAIR (Vic Damone)</td>
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<td>4. JEEZBEL (Frankie Laine)</td>
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<td>5. BIRDIE (Patti Page)</td>
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<td>6. COME ON-A MY HOUSE (Rosamary Clooney)</td>
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<td>7. MISTER AND MISSISSIPPI (Patti Page)</td>
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<td>8. HOW HIGH THE MOON (Les Paul &amp; Mary Ford)</td>
<td>Vocal</td>
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<td>9. WHEN YOU AND I WERE YOUNG MAGGIE BLUE (Billy Eckstine)</td>
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<td>10. BE MY LOVE (Marie Laranzo)</td>
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Sharp Records Sets Up National Distribution

CHICAGO—James Martin, head of Sharp Records, this city, announced this week that the firm has begun nationwide distribution of its label. Previously, this company had confined its distribution to the midwest, and had leased its masters to London Records for nationwide distribution.

With the acquisition of fifteen top distributors throughout the country, Sharp gains an extensive nationwide promotion beginning with its latest release, "Oh! I Love You" with Gloria Hart, according to Morris Goldman, sales manager. "Oh! I Love You" has sold well over 10,000 copies to date, Goldman stated.

"We expect to increase the number of releases as time goes on," Goldman said.


"It's What's in THE CASH BOX That Counts"
"The Cash Box" AGREES
Jackie (ROCKET 88) Brenston
DOES IT AGAIN!

Juiced
BACKED WITH
Independent Woman
CHESS 1472

From "The Cash Box" July 28, '51 issue

AWARD O' THE WEEK

“JUICED” (2:46)
“INDEPENDENT WOMAN” (2:52)
JACKIE BRENSTON
(Chess 1472)

Jackie Brenston, who stepped into the limelight with his top selling "Rocket 88" has another side here which is gonna strike it rich.

Titled "Juiced," this little item is one of the wildest around. Opa can be prepared to get a lot of play with this ditty. It's perfect for the machines. Jackie and his Delta Cats take a fast moving, driving number and really send it to town with the vocal which Jackie dishes out something to hear. The lower half is in the same vein with a rough going over and instrumentals to match. The top deck though looks like the big one. Opa who want a sure fire follow up to Jackie's last hit, have it here.

NOTICE!!

This was the "mystery" HIT recording of the NAMM show!! Everyone who heard it termed it the "sweetest idea in Millify sensations." So great that we have been forced to release it ahead of time... because the word is spreading far and wide regarding...

"SWAMP ROOT"

B/W "Goin' Away Walkin'"
FEATURING: Harmonica Frank
CHESS 1475A

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

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

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 Holland, Cleveland, Ohio

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

6—Illinois Amusement Association
Place: 208 North Madison St., Rockford, Ill.

6—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis

9—Oregon Music Association
Place: 827 S.W. 13th Avenue, Portland, Ore.

9—Michigan Automatic Phonograph Owners’ Association
Place: Macieahes Building, Detroit, Mich.

12—Wisconsin Phonograph Operators’ Association
Place: To be announced.

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

13—Automatic Phonograph Owners’ Association
Place: Sheraton-Gibson Hotel, Cincinnati, Ohio

14—Music Merchants’ Guild
Place: Narragansett Hotel, Providence, R. I.

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SIX-STATE CONVENTION
Music Operators from Nebraska, Minnesota, North Dakota, South Dakota, Iowa and Wisconsin meet at the PAXTON HOTEL, OMAHA, NEB. Harold Klein, Publicity Director, 1611 CHICAGO ST., OMAHA, NEB.

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MIAMI, FLA.
1. Tend To Your Business (James Wayne)
2. Sixty Minute Man (Dominos)
3. You Better Change Your Ways (Clarence Arnold)
4. T 99 Blues (Jimmy Nelson)
5. Calypso Mambo (Charley Brown)
6. She’s Dynamite (B. B. King)
7. Castle Rock (Johnny Hodges)
8. James Brown (James Wayne)
9. I Need You (Buddy Johnson)
10. I’m Waiting Just For You (Lucky Millinder)

SLEEP
1. Earl Bostic (King)

ALL NIGHT LONG
1. Johnny Otis (Savy)

T-TOWN TWIST
1. Roy Milton (Specialty)

CASTLE ROCK
1. Johnny Hodges (Mercury)

CHAINS OF LOVE
1. Joe Turner (Atlantic 939)

SIXTY MINUTE MAN
2. The Dominoes (Federal 12022)

TIME CHANGES THINGS
3. Little Son Jackson (Imperial)

BLUE AND LONESOME
4. King Perry (Specialty)

DON’T YOU KNOW I LOVE YOU?
5. Clavers (Atlantic 934)

WHAT A FOOL I WAS
6. Percy Mayfield (Specialty)

NEW LOVE
7. Johnny Otis (Savy)

ONE SWEET LETTER
8. Joe Liggins (Specialty)

TRA-LA-LA
9. The Griffin Brothers (Dot 1060)

CASTLE ROCK
10. Johnny Hodges (Mercury)
Phil Harris Honored
With “Day” In Nashville By Gov. Browning
NASHVILLE, TENN.—Native son, Phil Harris, RCA recording artist, while visiting here July 25 and 27 received the keys to the city, and was made an “Honorary Colonel” to Governor Gordon Browning and the Mayor of Nashville.

The Nashville Banquet, in cooperation with the Kiwanis Club joined forces to make it a gala day, which was culminated with a broadcast over Station WSM.

Harris reciprocated the honors by presenting Gov. Browning with a silver record of his Victor recording “That’s What I Like About The South,” plus a 45 rpm player.

“I WANT TO PLAY HOUSE WITH YOU” (2:18)
Randy Atcher

“FREE SAMPLES” (2:13)
Hank Williams

“A CAT OR A HAT” (2:40)
Bill Monroe

“GOOD TIME” (2:50)
Bill Monroe

“ROSE OF THE MOUNTAIN” (2:40)
Bill Monroe

“YA-YA” (2:50)
Bill Monroe

“TENNESSEE FOLK” (2:50)
Bill Monroe

“THE GIRL IN THE WOOD” (2:55)
Frankie Laine

“SLOW POKE” (2:55)
Pee Wee King

“WHISPER WALTZ” (3:00)
Pee Wee King

“SAILOR’S BLUES” (2:40)
Ramblin’ Jimmie Doban

“JUKE BOX BOOGIE” (2:40)
Ramblin’ Jimmie Doban

“ROCK AND ROLL” (2:40)
Ramblin’ Jimmie Doban

“DEADLY WEAPON” (2:27)
Bill Monroe

“BITE YOUR TONGUE AND SAY YOU’RE SORRY” (2:38)
Texas Jim Robertson

“STEAMBOAT STOMP” (2:34)
Lee Hill

“The HANGMAN” (2:55)
Bill Monroe

“obarrel Stomp” (2:34)
Bill Monroe

“THE TOWN” (2:55)
Bill Monroe

“MAMA’S IN THE GARDEN” (2:55)
Bill Monroe

“ONE MORE TIME” (2:55)
Bill Monroe

“BEHIND THE ANCHOR” (2:55)
Bill Monroe

“I CAN’T HELP IT” (2:55)
Hank Williams

RHUMBA BOOGIE
Hank Snow

DOWN THE TRAIL OF ACHIN’ HEARTS
Hank Snow

KENTUCKY WALTZ
Eddy Arnold

SOMETHING OLD, SOMETHING NEW
Eddy Arnold

It’s What’s in THE CASH BOX That Counts
Aug. 4 July 28

4—MY TRULY, TRULY FAIR 71.9 79.1
CA-1583 (F-1583)—RAY ANTHONY
Premiere Baby
CO-39415 (4-39415)—GUY MITCHELL
Who Knows Love
CR-60514 (9-60514)—GEORGE AULD
The Intimate Feel
DE-27630 (9-27630)—RUSS MORGAN
I Am Free
LO-1050 (4-1050)—DICK JAMES
Happy Valley
ME-5646 (5646-45)—VIC DAMONE
This Is Life’s Desire
MG-10984 (K10984)—ART MOONEY
This World Is Mine
VI-20-4155 (K1159)—FRED DE MARTIN
The Good Humor Man

5—THE LOVELIEST NIGHT OF THE YEAR 60.7 48.1
CA-1408 (F-1408)—HELEN O’CONNELL
Arthur Murray Taught Me Dancing
CO-39192 (4-39192)—PERRY FACC
You Are The One
DE-27507 (9-27507)—FRED WARING
Tulips And Heather
DE-27583 (9-27583)—ETHEL SMITH
Synchronized Clock
LO-937 (45-937)—ANNE SHELTON
Love Me, Love Me
GM-30352 (K30352)—ANN BLYTH
VI-10-3300—MARIO LANZA
La Donna E Mobile

6—SWEET VIOLETS 51.9 52.8
CO-39488 (4-39488)—JANETTE DAVIS
My Darling Man
DE-27668 (9-27668)—JANE TURZEY
Lonely Little Robin
ME-5673 (5673-45)—DORIS DREW
Them There Eyes
VI-20-4174 (47-1474)—DINAH SHORE
If You Turn Me Down

7—BECAUSE OF YOU 47.5 25.2
CA-1493 (F-1493)—LES BAXTER
Blues Me
CO-39362 (4-39362)—TONY BENNETT
I Won’t Cry Anymore
CR-60440 (9-60440)—ROB CROSBY
O. T. Nine-Twenty Special
ME-5643 (5643-45)—RAY BARBER
Girls We Never Did Wed
MG-10947 (K10947)—JOHNNY DESMOND
Andiamo
VI-10-3425—JAN PEARCE
What Is A Boy?

8—HOW HIGH THE MOON 46.4 65.2
CA-1451 (F-1451)—LESLIE & LEE Stes
Marry Me
CO-39145—ELROY GARNER
Poor Butterfly
DE-24513 (9-24513)—LIONEL HAMPTON O.
MG-30030 (K30030)—DAVID ROSE

9—ON TOP OF OLD SMOKY 46.1 52.7
CO-39287—BURL IVEY
Synchronized Clock
CR-60463 (9-60463)—GEORGE CATES
Synchronized Clock
DE-27515 (9-27515)—WEAVERS
Across The Wide Missouri
IN-6014—TERRELL LEA
LO-1028 (45-1028)—JOEY STONE
Black Girl
ME-5612 (5612 x 45)—GEORGE SIRIYO O.
Do You Dig John Peel

10—ROSE, ROSE, I LOVE YOU 44.5 38.5
CA-1532 (F-1532)—LOU ELLA ROBERTSON
The Letter
CO-39367 (4-39367)—FRANKIE LAINE
Who Knows Love
CR-60514 (9-60514)—GEORGE AULD
The Intimate Feel
CO-39420 (4-39420)—MISS HUE LEE
An Autumn Melody
CR-60484 (9-60484)—GUS PUSSELL
Easy Come, Easy Go
DE-27594 (9-27594)—GORDON JENKINS
Unless
LO-10245 (45-10245)—BENNY LEW
Winnin’
MG-10978 (K10978)—ART LUND
Like The Wide Open Spaces
VI-20-4135 (47-1435)—BUDDY MORROW O.
After I Say I’m Sorry

11—MISTER AND MISSISSIPPI 42.3 42.9
CA-1521 (F-1521)—TENNESSEE ERNIE
You’ve Got To Stop That Woman
CO-39371 (4-39371)—GENE AUTRY
How Long Is Forever
DE-27579 (9-27579)—MILLS BROS.
Tulips And Heather
ME-5647 (5647-45)—REX ALLEN
Lonely Little Robin
ME-5645 (5645-45)—PATTI PAGE
Dennys Day
VI-20-4110 (47-1410)—Dennys Day
Trinket Of Shiny Gold

12—SOUND OF LOVE 29.8 35.3
CO-39415—BUDDY FARR’S INF. CH.
Because I Love You
DE-27504 (9-27504)—JERRY GRAY
DE-27608 (9-27608)—JERRY GRAY
Cissors
VI-20-4113 (47-1413)—VAUGHN MONROE
Oh Moscow, Merry Me

13—I’M IN LOVE AGAIN 24.2 25.4
DE-27635 (9-27635)—ANDREWS SISTERS—
GORDON JENKINS
It Never Entered My Mind
ME-5663 (5663-45)—EDDY HOWARD
A Woman Is A Deadly Weapon
VI-20-4148 (47-4148)—HENRI RENE
Rolfer Coaster

14—MORNINGSIDE OF THE MOUNTAIN 21.4 6.3
CA-1594 (F-1594)—JAN GARRER
Moon, June,. Noon
CO-39424 (4-39424)—PAUL WESTON
What Will I Tell My Heart
MG-10989 (K10989)—TOMMY EDWARDS
Fr Instance
VI-20-4181 (47-4181)—GRANT &
WINTERHALTER
I Love The Sunshine Of Your Smile

15—JOSEPHINE 19.8 15.8
CA-1592 (F-1592)—LESLIE PAUL
I Wish I Had Never Seen Sunshine
ME-5675 (5675-45)—LOLA AMICHE
Hesitate-Hesitate

16—I GET IDEAS 19.3 21.9
CA-1573 (F-1573)—PEGGY LEE
Tonight You Belong To Me
VI-20-4141 (47-1441)—TONY MARTIN
Thy Island

17—MOCKIN’ BIRD HILL 18.1 25.1
CA-1537 (F-1537)—LESLIE PAUL
Chicken Creek
CR-60461 (9-60461)—PINETOPPERS
DE-27444 (9-27444)—RUSS MORGAN
Flying Eagle Polka
LO-831 (40-831)—MARIAN SISETER
Girl I Left Behind
ME-5552 (5552-45)—TINY TILL
If You’ve Got The Money
ME-5595 (5595-45)—PATIE PAGE
I Love You Because
VI-21-0396 (48-0396)—BIRT & ALLEN

Additional tunes listed below in order of popularity

12—LOVELY LITTLE ROBIN 12.1 10.4
22—WANG WANG WANG 11.9 11.4
23—THESE THINGS I OFFER YOU 11.5 11.2
25—PRETTY EYED BABY 11.3 17.5
25—UNLESS 10.5 19.3
36—OCEANS OF TEARS 8.8 5.8
58—BECUSE 8.2 6.8
82—BECUSE OF RAIN 7.3 4.8
28—WHAT IS A BOY 7.2 15.2
28—THERE’S NO BOAT LIKE HOWRAH 6.1 4.4
31—I APPOLO 5.3 7.4
31—I’LL HOLD YOU IN MY HEART 5.4
33—TELL ME (YOU WILL LOVE ME FOREVER) 5.3 3.4
37—BALLIN’ THE JACK 5.2 6.8
38—MY BROTHER 4.9
38—RHUMBA BOOGIE 4.7
37—I WON’T CRY ANYMORE 4.5 5.9
38—SYNCHRONIZED CLOCK 4.2 10.8
37—I’M A FOOL TO WANT YOU 4.1 3.9
38—I WISH I HAD NEVER SEEN SUNSHINE 3.9 7.1
41—BLACK BALL FERRY LINE 2.9 4.1
42—SEPTEMBER SONG 2.8 4.2
HAROLD KLEIN NAMED PUBLICITY CHAIRMAN OF 6-STATES CONVENTION

Two Day Meet And Equip Display To Be Held At Paxton Hotel, Omaha, Neb. Music Ops From Nebraska, Minnesota, Iowa, North Dakota, South Dakota, and Iowa To Attend October 15 and 16

"The Cash Box" Will Feature Special Six-State Convention Issue

OMAHA, NEBR. — Harold Klein, this city, has been named Publicity Chairman of the forthcoming Six-States Music Operators’ Convention to be held here on Monday and Tuesday, October 15 and 16, 1951, at the Paxton Hotel. The convention will open on Sunday, October 14, with registration of all guests, it will officially get under way early Monday morning, October 15, according to Harold Klein.

Manufacturers and distributors, as well as record, needle, and all other parts suppliers to the automatic music ops in the six states, will be asked to display at this convention.

It is hoped to equal or better the convention held in Minneapolis some years ago when the five states got together into one big meet and held one of the most successful conventions of all time.

Klein also asked The Cash Box to once again feature a "special issue" for the Six-States Convention. This, he stated, would be and should be along the lines of the special issue which this publication ran for the five states convention.

Music ops from North Dakota, South Dakota, Iowa, Wisconsin, Minnesota and Nebraska, are expected to attend in a big way for this first six states convention.

This is the first time that these six north central states have come together as a single unit to hold a show and a meeting of their own. Executives of the six state organizations are already at work urging distributors, manufacturers and suppliers to display at the show.

The Cash Box will have a booth at this show and will, at the same time, have many of its representatives present.

The Cash Box "Special" issue for the "Six-States Convention" will be the October 15 issue of this publication which will be on display on Sunday morning, October 14, 1951, at the registration desk. Free copies will be passed out at that time to all who will register.

ITHACA, N. Y.—The juke box has been used for many purposes in the entertainment world, but leave it to the college professors to think up a new twist.

Pictured above we see three North Syracuse Central High School boys punching a selection button on a juke box to learn a few farm tips. This Wurlitzer model 500 was programmed with records prepared by the New York State College of Agriculture at Cornell University. The occasion was Farm and Home Week at Cornell where the Future Farmers of America gathered to learn how to combat insect pests and diseases which are injurious to vegetable crops.

The juke box played special recordings combining music with high school age appeal and a crop or garden lesson from an agriculture leader.

H. J. Carew, associate professor of the department, explained, "We told them for years to come to us and be educated. They stayed away. Last year we put in potato chips and they ate it up. They came back today looking for them and got a lesson on a juke box.

"We are sincerely appreciative of the cooperation given us by the Bilotta Distributing Company of Newark, New York, and The Rudolph Wurlitzer Company of North Tonawanda, who jointly made available the phonograph on which we played our recordings."

Juke Box To Replace College Professors?

NPA Gives Repairmen Special Rating (DO-RE) For Parts & Materials

WASHINGTON - The National Production Authority has granted repairmen a special rating so that they may obtain materials and parts.

This order goes into effect as of July 6, 1951.

The intent of the rating, according to the NPA, is to allow persons in the business of making repairs to obtain the controlled parts and materials.

The allotment symbol "RE" must be used by repairmen in obtaining controlled materials.

The rating "DO-RE" must be used by repairmen obtaining products and materials other than controlled materials.

The order restricts repairmen as follows:

1) Use of repair parts and materials obtained by use of the RE symbol of DO-RE rating to repair and maintenance work only.

2) Use of RE symbol to obtain controlled materials in excess of 20 tons of steel, 500 pounds of copper, and 500 pounds of aluminum products or materials.

3) Use of RE symbol to obtain copper wire mill products to $100 worth or 20 percent of what was used during 1930, whichever is greater.

The order prohibits the use of the DO-RE symbol rating on orders for materials for persons for whom the work is to be done can obtain the materials under the CMP Reg. 6 (MRO Regulation).

ITHACA, N. Y.—Alfred Sales appointed AMI Distributor For Northern New York

Although the line of phonographs and accessories for Northern New York State, according to an announcement by Joe Mitnick, AMI eastern regional manager.

Commenting over the appointment, Mitnick said that he was overjoyed at acquiring this most outstanding firm as distributors of the AMI line. "Al Bergman is one of the finest individuals in the business, and his firm is sure to do an outstanding job with the AMI phonograph. We welcome him to the great family of AMI distributors," said Mitnick.

Bergman stated, "We are very happy to undertake the distribution of the AMI phonograph line in Upper New York State and have every confidence our firm will set an all time record for sales in this area. Music operators can depend upon us to give them the finest service and cooperation."
Rainbow with Gold

There's a whole spectrum of warm, gay colors in Model "C." "C" brightens up any location, adds a lively note of gaiety and fun that more patrons want. If not playing, the activated color area in top mirror is daring everyone to get in the mood. While playing, its whirling record is dancing in the vision of all. "C's" the juke box that makes more money. More for the operator! And more for the location both in a share of the bigger take and in an increase in business from happier customers.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

"It's What's in THE CASH BOX That Counts"
WHAT ABOUT YOUR BUSINESS THIS SUMMER?

THE EXHIBIT SUPPLY COMPANY
4218-30 WEST LAKE STREET, CHICAGO, ILLINOIS

Chicagot Chatter

Vacation time is now in full swing, with some of the factories closed this week, and others planning to follow suit. For they've got to make a little town, except those dyed-in-the-wool baseball fans who are here to see whom their teams beat for a change. Shoppers venture to the River in Wisconsin's beautiful and cool northwoods brought forth the fact that many customers make the Eagle Water Resort their summertime home. Mr. and Mrs. David Gottlieb enjoying themselves in the peaceful paradise. Dave scoping over Eagle Lake in his Chris-Craft, "Flipper." Note and Irene of Gottlieb and their two gorgeous little dotters, with son; Shelley at Camp Ojibway turned up to Eagle River to spend the week. And lucky, too, for the weather in town was rainy and humid... Mr. and Mrs. Joe Schwartz at Norwalk also up in the Wisconsin area this week... Ben Coven and his very charming wife, Trudy, made it their business to get into those Wisconsin Woods for a week long vacation while visiting their son at camp.

Note where the soft drink mfrs. are asking to get 5¢ per case from retailers which, according to O.P.S., will mean that bottles of the soft stuff will retail at 6c. But, most retailers are not getting it. Anyway, it's all over the boards at 5c.

Motion Picture News stocks of the softslink firms... Ray Moloney a busy man this past week, surrounded by Gov.'s contracts for more defense work... By the way, this guy: Morris Holzman, who owns Eagle Waters Resort, tells how he operated 200 Bells at one time. Which switched him from bottom to top of the ladder... The kiddies hardware department is all over the place, and the department head is full of complaints that the climate can produce makes it imperative that they work along this line... Bumped into Glion Meyer of Superior Distrib. Denver, Colo., who said that business was "okay" for his firm. Buzziest day of the year, but they can get by, says Mont... one major phone mfr starting out with dime and quarter coin slot machines. Will advertise that all his new phones will come to market with chutes set for 1... Jack Baker (the other "Shapiro") of Permo, phoned in to report that the firm has 20 distributors in the nation, including a Permo distributor... Al Wertheimer of Synnace, N.Y., phoned while we were in the office to say how he would like to get a bigger lightweight boxer wanted?... One major phone mfr starting out with dime and quarter coin slot machines. Will advertise that all his new phones will come to market with chutes set for 1...

Mr. and Mrs. Bill Dienst on a motor trip, after dumping their three gorgeous kids on gran'ma, down on the farm. They're going high up into Michigan. Down to Detroit. Over to Buffalo. Into Canada and a week's coverage of the northcentral country... Johnny Casella dashed out to Lou Casella's place on that lake near Rockford to spend a week just fishing... In the meantime, the shipping department at United continues to ship plenty "A-B-C", "G-L-E" and "Six Player Shuffle Alley" games every day.

Joe Cohen of Ristacrat, Appleton, Wis., busier than a bee trying to step up production of his new counter model phone... Joe Caldwell buying Ristacrat phones as fast as he can get them... and shipping 'em to producers in South America... Good friend Herb Flath of Escanaba, Mich, advises that even tho he would very much like to start dime play going the income of people in his area is not sufficient much for this. Herb urges that the country get back to crusade of The Cash Box years ago and time disks at 2 minutes each again... Those who own the beautiful door prizes "juke box day" should know that Mike Spagnola was the boy who picked them out... Wally Fink and Joe Kline of First Distrib insat that their "kaffee klatch" is the most popular spot in town with ops... Herb Rustom is happier than anything over this summer's biz. Says Herb, "Y'gotta keep in there pluggin'..."

In a huddle as to whom to ship how many of what: Jack Nelson, Gen'l Sales Mgr., and Bill (Donnell, Aint Gen') Sales Mgr., at Bally. With the orders the firm has for "Bright Lights" and "Shuffle Line," both men are working hard on all drives... Herb Flath in Escanaba in coconut... Major Oaks in Sparta, Mich, named Publicity Chairman for the 6 States Convention to be held at the Paxton Hotel on Oct. 15 and 16. Music ops from Nebraska, Minnesota, North and South Dakota, Iowa and Wisconsin to attend... and to display booths and lots of interesting events, Harold informs... Carl Knipple over at Como a very busy boy this past week trying to get out war work while working on the job of getting his firm out... Bill Olin of "Shuffle Line"... Tom Callaghan down on the job at Bally and looking really great after the week's vacation in Hawaii. On the 10th, he's off out of town the first few days of this week, but, orders for "Hayburners" just keep rolling in... Ben Becker spending time with Art Lipton and Al Siegel covering coast to coast. Also getting in touch with Canadian ops. Siegel firm, Becker reports, is doing absolutely sensational with "Bright Lights" and "Shuffle Line"... You distribute here should look to their lines, Mfrs rather upset by lowered sales... Al Bergman reported to be back on the job in Buffalo after six months illness in the Mts... Mr. and Mrs. Bill Murmer of Chicago also make the nite spots and the races and thereby enjoying themselves... Phil Weinberg on the West Coast advises "that things are okay."... "There's Nothing A Game Won't Cure."... Rev. Truman's report to the national on Aussies... They only one-fifth (20%) of production would be taken over for defense had some warrant, but he can't produce more. Fact is that what is made (brass, copper, steel and aluminum) in CMP (Controlled Materials Plan) in what makes coin go. That's why coin machine world so hard hit... Sniff, ops place new equip's as fast as they can on dime play to boost averages.
Might As Well Give Up, Girls!
THEY'RE PLAYING

William

HAYBURNERS
HAS MORE APPEAL!

Louie II Sez: Competition doesn't bother me! Everybody goes for HAYBURNERS!
ORDER FROM YOUR DISTRIBUTOR NOW!

Creators of Dependable Play Appeal!

4242 W. Fillmore St., Chicago 24, Illinois

Employment Keeps Growing With Full Impact Still To Be Felt

WASHINGTON, D. C.—The impact of defense production upon labor supply has been increasing steadily, the Bureau of Employment Security reports.

The volume of job orders placed with the public employment service by defense and employers in essential industries has grown month by month. This department predicts that the full impact of defense production manpower requirements is still to come.

For nine straight months the local employment offices have received more workers in non-agricultural jobs than in the corresponding months of the previous year. During the first 5 months of this year job placements in manufacturing and other non-agricultural employment totaled 2,000,000 an increase of 742,000 over the first 5 months of 1950.

With all the placements, large numbers of openings are still available, according to the Labor Department. Various types of skills are needed in Connecticut, New York, New Jersey, Ohio, Kansas, Maryland, California, Washington and the District of Columbia.

The number of women in the civilian labor force increased by 800,000 between May 1950 and May 1951, and a million more women were employed almost entirely in non-agricultural industries. The Labor Department states that some of these were drawn from the unemployed, but most had been nonworkers, probably coming from those who were keeping house.

With more people employed and with a vast many more to be taken on by defense work in the months to come, locations featuring coin operated equipment will benefit greatly from their unemployment. Meanwhile, the number of coin operated equipment will benefit greatly from economies of equipment.

Monarch Coin To Move To Large Building

CHICAGO—Monarch Coin Machine Company, this city, plans on being in its new quarters at 2257-59 N. Lincoln Avenue by early August, it was announced by Clayton Nemereff.

These new quarters are being completely renovated and modernized and will be one of the most outstanding in the city, according to reports. The building will give Monarch approximately 45,000 square feet of space, which will feature offices, warehouse, showroom, repair and parts departments.

"We will continue to carry a complete line of coin operated equipment of all kinds," stated Charles Pier, firm sales manager. "We have a complete line of new and used five-ball, shuffle and arcade equipment." In addition, Monarch is exclusive distributor for the Evans phonograph in Northern Indiana.

WILL TRADE... BRAND NEW

TURF KINGS
(in original crates)

FOR...
MUSIC, CIGARETTE, OR ANY OTHER COIN MACHINE EQUIPMENT
Write—Wire—Phone

RUNYON SALES COMPANY
Factory Representation for All Inc.
Perino Inc., Super Vend Sales Corp.
593 10th Ave., New York 18, N. Y.
123 W. Runyon St., N. J.
3345 S. Warren St., Trenton, N. J.

SALE! SALE! SALE!
TURF KINGS
New and used Bally Champions and Citations Music Mite. New—surprising price.
Write 25 Rock-Ola '46 and '47
10 Wurlitzer 1015
5,000 40th and 47th

Lake City Amusement Co.
4533 Payne Ave., Cleveland 3, Ohio
(Phone: 3701-5777)

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

FOOTBALL STADIUM

Take advantage of the big football season starting NOW! Get choice locations with a game that is really new, and all locations will be glad to have.

Football STADIUM has many new, exciting play-features. New Scoring Ball Traps, New Sequence Scoring Feature, 10 Rolls 5 Cents, New Advancing Tin Feature, all in one very fast game. Fleshy backglass displays color pennants of all bowl games.

ORDER NOW. BE FIRST WITH THE LATEST.

COMO MANUFACTURING CORP.
5013-5025 N. KEDZIE AVE.
CHICAGO 25, ILLINOIS

SPECIAL WIRE!

THE RISTAUCRAT S-45 IS MAKING BIG NEWS FOR SMALL LOCATIONS. THIS BEAUTIFUL, PRECISION ENGINEERED MACHINE IS PROFITABLE AND ECONOMICAL TO OPERATE.

JACK WILLIAMS
CAPITOL SALES CO.
5416 W. Colfax Ave.
Denver 14, Colorado

RISTAUCRAT S45
12 Record, Twin Speaker, 45 RPM
Selective Phone...costs less than 1/4 the price of a large juke box.

NOW DELIVERING THE NEW BALLY SHUFFLE-LINE
NEWEST AND LATEST IN SHUFFLE GAMES

COVEN DISTRIBUTING COMPANY
3101 N. Halsted, Chicago 16, Ill.
Independence 3-2210

* DONATE TO THE RED CROSS FOR FLOOD RELIEF *

EASTERN FLASHES

Reports reaching this office by mail and thru personal contact from arcade owners are the most optimistic and jubilant that these people will enjoy their best season of all time, even exceeding those of the war years. It's quite evident that there are two reasons for this wonderful condition. Most arcades started to prepare for this early, buying new and better type used games. Therefore when the season opened, the attractive, exciting new machines gave the players reason of playing with them. Then, in addition, the weather during the opening weeks and week-ends was perfect, giving the owners a chance to get off the mark with plenty of velvet.

The arcade machine that the arcade owners have been talking about most is the BALLY Shuffle-Line. The BALLY Shuffle-Line is the very best selling season in his history—and he reports that, surprisingly enough, orders from domestic arcades are still being placed, which is a condition that never existed in any year in the past.

Some weeks ago an item appeared in this column that Louis Zingow of Atlanta, Ga., Mr. Zingow, the firm representative, has been advised that this is not so. Hankin Distributing has not been reorganized.

It will continue to do business in the same location at 1407 Spring Street, N.W., and will be operated by Mrs. Hankin, widow of Morris and Mr. and Mrs. Arnold Feldman, Hankin's daughter and son-in-law. (Ed. Comment: Morris was one of our very good friends, and we take this opportunity to convey our best wishes to Mrs. Hankin and her family in the continuance of the business.) ... While listening to Mel Torme on a CBS-TV national hook-up program, we were very pleased to hear him introduce a number with "Here's a song that's making a great hit on the julee boxes, and a great many people are inserting their dimes into these machines to hear it." ... Frank Munves, Exhibit's sales manager, in town visiting with distributor Mike Munves. Mike is doing a tremendous job with the factory's 'Big Bronco.' With all the sales, however, Mike states that they haven't even scratched the surface. "Big Bronco" and "Shuffle-Line" combination machine ever built, states Mike, "and operators who get going with them rave over their collections. Not one buyer has failed to return to place an order for more."

Here's something we've rarely seen on coinops—several of the leading distributors and jobbers matching their skills on Bally's new shuffle game "Shuffle-Line," which is displayed on Runyon's floor. Barney (Shuggy) Sugarman tells The Game that the game is making quite a hit in the operator's purchase of substantial orders. ... During these dog days, most employees of the coin firms are either on vacation, or planning one. However, Ettu Brodsky, the most efficient and personable secretary ever at Young Bros., is blooming time. Ettu is in love with Miami Beach, and is waiting for the winter months for a holiday in the southern sunshine. ... Best Lane, now a native of Miami, in town for a week or so. ... Joe Hirsch settling at his home, recuperating from his recent heart attack, but we hear he's still in pretty bad shape. ... Nothing comes along too fast for the plans, Mike Munves, and his mammoth crew, to have on Friday (August 3) for a ten day vacation in the Catskill Mountains. ... When we dropped in at Koopel Distributing, we found both Harry and Hymie Koopel in their office, discussing things with Mrs. Shiffman. The Kooppels looked tired, and stated they welcomed an occasional opportunity to sit down with a customer and show the newest. ... With his usual personal manner, Harry, of Chicago Coin Machine Company, returns from his visit to Chicago where he spent some time with the members of Chicago Coin Machine Company, which he represents in this area. ... Dave Stern, Seacoast Distributors, Elizabeth, N. J., leaves for Chicago to attend the Rock-Ola preview meeting.

DALLAS DOINGS

The boys over at American Distributing Company report that the Texas heat combined with the usual summer slump have slowed business down to a crawl. ... The operators are either sticking close to air conditioning and fans or are going on vacations. ... In spite of summer sun Pete Purtis of Stephensville made the journey to Dallas this week. If you will recall Pete had a rather unusual accident not long ago. He hit a cow. For a while he was in a wheelchair but now he has advanced to crutches. That's the spirit, Pete, before you know it you'll be walking. ... Our sympathy to Jack Michelson, who runs the Revco-Test on Elrod Street. He is at home in bed with a slight cold. We hope you'll be well soon, Jack. ... Jimmy Garrett made a quick trip to the big city. He was in a big hurry to get back to Longview. ... Frank Munves, sales manager of San-Joe Exhibit Supply Company, in Dallas for a few days. ... Geo. Prock of Prock Distributing Company and Harry Hooper of Fort Worth and their families are back in Dallas after a long business and pleasure trip to Central America.

Vacationers from Commercial Music Company are back on the job. Mr. and Mrs. R. B. Williams have returned from a long trip to California, Carl Cascione is at home after a visit to Oklahoma City, where he has returned from fishing at Possum Kingdom and sightseeing in New Mexico. ... Speedy Walter of Walter Sales Company in Waco likes the new shuffle games so much. ... Pete Mencuri, Chicago, Ill., and Walter B. Waller, Mineral Wells, ... O. L. Lowery, Nacogdoches, reports that business is good in his part of the state. ... E. A. Lessen of Coin Distributing Company in Oklahoma City came to Dallas this week to see how Texans do business. ... Jim Byrd, who has traveled West Texas for King Record Company, has left the company. He is now traveling for a private collector. ... It is reported that the disc jockey ace at Radio Station KLIF, has discovered some new singing talent. This week he is introducing to his radio listeners Dick Fairey singing "I'll Need Is You," on an Abbey disc. Dick, we understand, wrote the song with the aid of his wife. He is now to the recording business but has been on a number of radio and television shows originating in Chicago.
CALIFORNIA CLIPPINGS

The L. A. weather has been so scorching past week that only out-of-town opera patrons and those from areas cooled by the ocean climate are running a higher temperature. Anyone hailing from a spot where the mercury has been too high for this town's average 90 degree, should enjoy a little cool weather or a trip to cooler spots. Along the coast, vacations were much in style, too, with W. R. Happel, Jr. of Badger Sales among those who lined up his boys for a Northwest trip. ABC rep Graham Clark was doing his regular round, packing into the High Sierras for a three-week fishing expedition. Despite all the vacationists and stay-at-homers, there was not much excitement, in fact the best news was. as Paul Lyman said, to say business was good. Bud Parr, of General Music seemed almost ready to shed his winter coat when he was lounging down for the fast few summer months after a very successful season at the popular melo for game fishermen. The L. A. Times recently did quite a yarn on the beautiful spots and with velocity over 100 miles per hour did wide damage in the Rodriguez, who, we understand, is the son of a former president of Mexico. Bud Parr, who prefers to be quiet, modest chap about his various enterprises, appears to be maintaining his average. One of being successful at everything, he turns his hand to... Fred Guatt says Genco's "Shuffle Target" is really hitting it off.

Things looked fairly busy at C.A. Robinson, with Al Bettelman just back from Chicago. A trip to the San Joaquin Valley, as if the weather isn't warm enough already... Over at Lynn Brown's, Jack Shappert was on tap, just back from Philadelphia. Looking for some of his climate, Jack. who noted that things were on the quiet side. In many Eastern areas, was just about to shove off for a Northwest trip with his premium merchandise, even Lyman got back in from outside contacts on equipment... Jack Simon reports that Sicking is keeping busy these days with Exhibit's " Pony Express." Speaking of horses, the Muscle (Lucky) Robinson on his own horse and ready to go westward... As for Ray Pinsky, still hanging around in Chicago to escape the weather, we were told by Phillips Hammond, who was escaping a little heat herself by visiting Dolores Moreno in the Pico Bldg. office after a warm day out in the sun. Jack Silverman is supervising the construction of a new steel fabricating plant.

Chatted with Ed Kendall of the Bard Noveltv Co. and learned the boys have just formed a new company. They are going to handle all the new models of the old line. "We're doing it only where the locations want it that way. We're not pushing it down their throats." At the same time, Ed notes that collections are being taken in for old models and that he is planning to introduce his dine converter kits in Johnny Hawley, whose new Pico Bldg. spot looks like a full fledged spot and with a new store is emporium these days... Bally's new regional man, Phil Weinberg, dropped in at Paul Lyman's. Formerly in the Texas territory, he replaces Al Sleigh, who moved over to the Northwest several weeks ago. With really a blossom out with a fully equipped line of changing rooms, games, what with "Futureity" and "Shuffle Line" joining "Turf Kings" and "Baseball" on the lawn floor... Wurlitzer depart. man, Stan Turner was handling for a short time. All the Harris House boys are busy in Los Angeles. Square from Lompoc... Shafter's Al Anderson... Ben Goodwill of San Bernardino... G. C. McGee of North Hollywood... Bakersfield's Thomas C. Grigg... Jack Sicking and Fred Boyer... Bakersfield and Cory Thompson and Charlie Cahoon of Long Beach... Riverside's G. F. Cooper and Jack Nell... In San Diego... Point Loma... San Diego... Lydle Denlinger... Pete Shupp of Southgate... Henry Row of Nuys... Santa Ana's Doc Dickenson... E. C. Miller of Santa Monica... Tommy Swab from Lone Pine.

MINNEAPOLIS, MINN.

A big storm hit the Twin Cities on Friday night, July 20. Rains and high winds with velocity over 100 miles per hour did wide damage in the Twin City area and put quite a few sections of this part virtually out of commission with power lines and telephone lines down... Jack Kutter of the Midwest Coin Machine Corporation, of St. Paul, had to find out that he had put his blow down and had considerable damage from the water... Kenny Glen of the Minneapolis office of St. Paul had his work blown in from the heavy wind and rain, and also damage from the rain that came in... The authorities report that it will still be several days before the electric light and power service will be completely restored. Of course, this makes it pretty bad for quite a few of the commercial locations, which have coin operated equipment, without electricity they cannot operate.

Al Pleatnick of the Anco Sales Company in Minneapolis has just returned from a short trip to Chicago. Al was accompanied by his wife... Ben Kratsterg of Tracey, was seen in town picking up supplies for his route, as was John V. who was dropping by. Ed St. Germain, the local editor, of the local papers was around town and were Al Egermont of Marshall; Bob Cross of Jackson; Pete Whitmore of Chicago; and Peter Vanhoy of Dodge Center. Also seen in town were Millie and Ed Birkenmeier of Litchfield, and Chet La Doux and his wife of Virginia. Frank Phillips of Wurlitzer at Kansas City, was just back on the job again. Don Hazelwood and his son, made a quick trip into town. Thanks to the Exhibitors and also to come to see in the Campbell Flaminian fight which was fought on Thursday night.

There were quite a few St. Cloud operators who were in town during the week, including Ed LaBlanc, Jerry Hardwig, Carl Schumacher... Al Gardner of the Bally's Sales Office, returned from a trip to Alabama to watch their son Arnold, receive his wings and his Lieutenant bars... Fred who is proud of this boy... Ben Jahnke of Hutchinson, was in town picking up supplies for his route as was Earl Hanson of St. Peter. Kaiser Savard of Red Lake fell ill at some time.

IF YOU DON'T USE IT... SELL IT... GET CASH FOR YOUR OLD MACHINES.

There are coin machine buyers who want and need used machines. As of this size in The Cash Box costs you only $20 and roaches all the cool, boniddle machine buyers— the kind of people who want your used machines. List the used machines you have on hand and mail it to us, today. We make up an attractive ad without charge. Write now, enclose check for $25 to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK, N. Y.

IF YOU DON'T USE IT... SELL IT... GET CASH FOR YOUR OLD MACHINES.

TWIN CITY AMUSEMENT CO.

1922 7TH STREET

August 4, 1931

TOWN CINEMA AMUSEMENT CO.

(Phone: 3-7487 or 3-0192—Day or Night)

Tevacka, U. S. A.

Let Us Arrange a FREE DEMONSTRATION of the Keno Deluxe Electric CIGARETTE VENDOR

* For MORE THAN 3 YEARS operators have made many money in one location at an all time low Features: * 423 pack capacity Easy loading with swing-up top 3-way match vending Auto-chute or Experimental Vend. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC.

500 W. 50th St.

Chicago, I11.

FREE CATALOG

FREE CATALOG

Let Us Arrange a FREE DEMONSTRATION of the Keno Deluxe Electric CIGARETTE VENDOR

* For MORE THAN 3 YEARS operators have made many money in one location at an all time low Features: * 423 pack capacity Easy loading with swing-up top 3-way match vending Auto-chute or Experimental Vend. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC.

500 W. 50th St.

Chicago, I11.

NEW MEANS OF SALE

It seems as though this is the month for vacations. Mr. and Mrs. Buckley of Console Distributing, departed from the Crescent City for two weeks of fun and relaxation. Ralph Brownworth, general manager of New Orleans Distributing, packed up the family and car for a two week vacation in Daytona, Fla... Ditto Sol Leopold, who will have a whirl at Miami... Paul Ricau, Crown Novelty Company, will vacation soon but he wouldn't disclose his destination... The Frolic is giving up the old days to the "new look"... L. W... Old Times Operator, now retired. Pete was fishing at Cat Island and landed a twenty-seven pound red fish that gave him a three hour fight... Ray McCormick, visiting with P. A. B.'s Ralph Dureep. Williams' "Bayburner" is burning up according to Ray McCormick. Ray made a trip in from McComb, Miss., to buy all the "new look" machines that he could find. The new and syndicated machine is Ed Holfeld. Ed has just moved into his new home in Gentilly, and we all know how much work that entails.

Ralph Smith and Bob Tanner both absences from Delta Music Sales Company. Bob hit the road to call on ops and Ralph took a week off to visit with his two sons who are home from the service... Mike Gambis, A. M. I. Distributing, really putting in some labor while his route boys are vacationing... We are sorry to hear that Woodrow Gamble's wife is ill in a Hattiesburg hospital, and sincerely hope that she is up and around in no time at all... Out of town ops here and there: H. B. Nelson, Hattiesburg, Miss.; Guy Slay of the city; Henry Crafts and Bob Mount of Passaqua, Miss.; John Beach, Hammond, La.; and Jack Clements, Touma, La. ...The Modern Record Bhall's, Joe and Saul stopping off in New Orleans enroute to California... Ditto Art Ripe of Specialty Records. The ops had one great time at Grand Isle during the turpentine rodeo and have settled down to work again. We would like to know if any of you got any turpentine. How about giving us the word on this?

"It's What's in THE CASH BOX That Counts"
### Classified Advertising Section

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

A 40 word classified ad in each and every week's issue for a full year ($2.30, 5 week trial actual cost) will be $2.30 per week or $164.40 for the entire year of 52 weeks plus...

<table>
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<td>Box 1</td>
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**If you already have a 10" subscription to "The Cash Box" you will be given full credit for the remainder of your subscription. This will be deducted from the $4.40 and will be billed for the difference only.**

### Miscellaneous

**NOTICE**—We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for all stereo equipment. Many of these items are out of stock. Now taking orders. Will accept checks. Baromatic Music Company, 545 N. FAIRFIELD AVE., CHICAGO, Ill. Tel.: Algonset 61434.

**NOTICE**—We are moving and are offering all shuffle games at special clearance prices. A & C's Equipment. Five Balls and One Balls. Write, CALLAHAN-RAE MACHINE, INC., 1545 N. FAIRFIELD AVE., NEW YORK, N.Y. Tel.: 4H-5100.

**NOTICE**—We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & CO., 549 TENTH AVENUE, NEW YORK, N.Y. Tel.: 4H-5100.

**NOTICE**—We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & CO., 549 TENTH AVENUE, NEW YORK, N.Y. Tel.: 4H-5100.

**NOTICE**—Change to dime plan. Hawco will catch a Kiss for old style and new style Packard boxes. Lots of new models: each: Samples $1.25. Contains new glass, dime, bushings, parts for rejector. Kiss also available for various ball box. Specify your needs. J. R. HAWLEY DISTRIBUTION CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

### The Cash Box

**Empire State Bldg.**

1. New York, N. Y.

Escual Find My First 40 Word Classified Ad Plus My Check For $4.

Bill Me At The Difference Due From My 15$ Subscription. Enclosed Find My First 40 Word Classified Ad.

I Am An Operator

Distributor

Manager

Name

Address

City

State

Zip Code

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PACKARD
2. Pla Mo Wee & Bar Box
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119.00 189.50
Model 7 Phone
79.50 92.00
2600 Speaker
79.50 139.00
1000 Speaker
45.50 99.50
6. Willow Adaptor
14.50 25.00
7. Chestnut Adaptor
15.00 25.00
8. Keyless Change
15.00 25.00
9. Poplar Adaptor
15.00 25.00
10. Maple Adaptor
15.00 25.00
11. Juniper Adaptor
15.00 25.00
12. Elm Adaptor
15.00 25.00
13. Pine Adaptor
15.00 25.00
14. Spruce Adaptor
17.50 25.00
15. Walnut Adaptor
17.50 25.00
16. Lily Adaptor
17.50 25.00
17. Rosewood Speaker
25.00 35.00
18. Orchid Speaker
25.00 35.00

MILLS
6. Do Ro Mi
25.00 59.50
1. Pancram
39.50 69.50
7. Theme of Music... 39.50 59.50
2. Empress
39.50 69.50
8. Panorama Peek (Con)
195.00 295.00
3. Oldtimer Peek... 319.50 375.00
9. Constellation... 129.00 195.00

BUCKLEY
4. Super Deluxe (46)
40.00 69.50
1. Stramliner (46)
40.50 69.50
5. 811 Haywire... 75.00 125.00
2. Fiesta
75.00 125.00
6. Corsair (46)
119.50 159.00
3. Coronet (46)
119.50 159.00

AIREON
4. Super Deluxe (46)
40.00 69.50
5. Ballybar (47)
29.50 49.50
6. 582 Haywire... 59.50 139.50
7. 134 Haywire... 69.50 139.50
8. 164 Haywire... 79.50 139.50
9. 162 Haywire... 89.50 139.50
10. 163 Haywire... 99.50 139.50

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Get) Gettelb; (Un) United; (Wm) Williams.
### MANUFACTURERS NEW EQUIPMENT

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Champion</td>
<td>Shuffle-Line</td>
<td>$785.00</td>
</tr>
<tr>
<td>Williams</td>
<td>C-22 Roll</td>
<td>$725.00</td>
</tr>
<tr>
<td>AMCO Engineering, Inc.</td>
<td>HS-5M</td>
<td>$750.00</td>
</tr>
<tr>
<td>AMCO Engineering, Inc.</td>
<td>5e-10c Wall Box (48 Selections)</td>
<td>$9.50</td>
</tr>
<tr>
<td>AMCO Engineering, Inc.</td>
<td>5e-20c Wall Box (48 Selections)</td>
<td>$13.50</td>
</tr>
<tr>
<td>Aminex</td>
<td>Speaker</td>
<td>$27.50</td>
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<tr>
<td>Bally Manufacturing Co.</td>
<td>Shuffle-Line</td>
<td>$44.50</td>
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<tr>
<td>Bally Manufacturing Co.</td>
<td>Bright Lights</td>
<td>$45.00</td>
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<tr>
<td>Buckeye Coin Manufacturing Co.</td>
<td>Buckeye Wall &amp; Bar Box</td>
<td>$24.50</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Band Box</td>
<td>$277.00</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Shuffle-Line</td>
<td>$179.50</td>
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<tr>
<td>C. Evans &amp; Co.</td>
<td>Constellation Phonograph</td>
<td>$394.50</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Horn-Shoe</td>
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<td>Chicago Coin Machine Co.</td>
<td>Hit Parade Phonograph</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Stadium</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Pollycane</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Four Bowl Conversion</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Speaker Conversion</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Dividend</td>
<td>$69.50</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Rocket-50 Phonograph (Model 1452)</td>
<td>$798.40</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Model 1555 6c-10c-25¢ Wall Box</td>
<td>$145.00</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Model 1866 6c Wall Box, 23 Wire</td>
<td>$9.50</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>Model 1424 Phonograph</td>
<td>$440.00</td>
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<tr>
<td>Chicago Coin Machine Co.</td>
<td>(All Prices F.O.B. Factory, Chicago)</td>
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<tr>
<td>United Manufacturing Co.</td>
<td>6 Player Shuffle-Alley</td>
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<tr>
<td>United Manufacturing Co.</td>
<td>Player Shuffle Alley</td>
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<tr>
<td>Universal Industries, Inc.</td>
<td>Deluxx Two Bowl</td>
<td>$75.00</td>
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<tr>
<td>Williams Manufacturing Co.</td>
<td>Musical Mite Phonograph</td>
<td>$277.00</td>
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<tr>
<td>Williams Manufacturing Co.</td>
<td>Speaker Conversion</td>
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<tr>
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<tr>
<td>Williams Manufacturing Co.</td>
<td>Speaker Conversion</td>
<td>$69.50</td>
</tr>
</tbody>
</table>

### CONVERSIONS

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

**AMCO Engineering, Inc.**

Bally Champion to Longshot

**Nate Schneller, Inc.**

Gottlieb 21 to Bingo Bango

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**N. C. EVANS & CO.**

The EXHIBIT SUPPLY CO.

Big Bronec

Gun Patrol

Silent Sales Card Vendor

Pony Express

**GENE F. MFG. & SALES CO.**

Shuttle Target

**D. GOTTLEB & CO.**

Glamer

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

Lite-A-Line

Big League Bowler

All-Electric Cigarette Vendor

Vernola, Inc.

Penny Inserter

Four Way Bowler Conversion

Match Bowler Conversion

**ROCK-OLA MFG. CORP.**

Rock-Ola $1-50 Phonograph (Model 1452)

Model 1555 6c-10c-25¢ Wall Box

Model 1866 6c Wall Box, 23 Wire

Model 1424 Phonograph

(All Prices F.O.B. Factory, Chicago)

**UNIFIED MANUFACTURING CO.**

6 Player Shuffle-Alley

A-B-C

Player Shuffle Alley

**UNIVERSAL INDUSTRIES, INC.**

Deluxx Two Bowl

5 Star

**WILLIAMS MANUFACTURING CO.**

Musical Mite Phonograph

Hayburners

**THE RUDOLPH WURTLIZER CO.**

Model "1460" Phonograph

Model "C+" Phonograph

Model 4855 5e-10c-25¢ Wall Box (48 Selections)

Model 5108 "8" Speaker

Model 8110-12" Deluxe Speaker

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**NOTICE**

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.

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3-4-5

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(SINGLE COIN)

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ITS VERY APPEARANCE COMMANDS DIME PLAY

✓ AUTOMATIC BALL LIFT
✓ ILLUMINATED PLAYFIELD
✓ NEW FLOOR MODEL DESIGN

APPORX. SIZE
2 FT. BY 4 FT.

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
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Player aims at numbers 1 to 25 ranged along the rebound end of playfield. Every shot scores 10 until boosted by “in-line” scoring. For example, after any 5-in-line are lit, each shot scores 40—10 plus a bonus of 30. A double 5-in-line boosts the shot-score by 60. 4-in-line adds 50 to the value of each shot, while 3-in-line adds 100 to every shot. You’ll be convinced by cash-box evidence. Try SHUFFLE-LINE now... immediate delivery from your nearest Bally distributor.

BRIGHT LIGHTS “IN-LINE” SCORING PLUS HIGH SCORE

ALL THE ACTION AND SKILL-APPEAL OF SHUFFLE BOWLING

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 fastest profits.

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