Reunited on records for the first time in nine years, Bob Eberly and Helen O'Connell are shown presenting their initial Capitol disk to Al Deaver, president of the Automatic Music Operators' Association of New York. Cut at a special session a couple of weeks ago, the record is called "If You're Gonna Love Me, Love Me" backed with "The Little Things In Life". The singing pair, who rocked the music world with their sock renditions when they were vocalists with the Jimmy Dorsey crew, and who each signed Capitol contracts within the past few months, have had everyone waiting for them to get together again on wax.
Money in the Cash Box Proves that

THE 48 SELECTION

WURLITZER -Pays Best

"I'll take 48 selection, All-Speed Wurlitzers. When a phonograph has more than 48 selections, the 8 or 10 top tunes, which get 75% of the play, lose their pulling power—and that loss in play is not made up by extra play on the other records."

H. A. SCHAFFNER
528 Ridge St.
Alton, Illinois
"You Can't Cut The Location Anymore"

One of the most definite statements operators have made and are making today is: "You can't cut the location anymore".

They mean that some time ago they were able to cut the commission-percentage they were paying location owners from 50-50% to 60%-40% and some to 70%-30% and even down to 75%-25%. (In the old, old days when a location got 20% it was the grandest location in town).

Operators can no longer cut their commission-percentage basis in view of the fact that the average location is now down too low to claim.

What's more, they say, many locations have lost interest in the equipment and aren't any longer trying to boost play.

It is a well known fact in this industry, and has been a well known fact for many years; as long as the location is earning a good profit and therefore is interested in the coin operated equipment the location owner will exploit that equipment, and promote the play, to an extent where both he and the operator profit.

Yet, when the operators found that their overhead expense was rising to a point where they simply could not continue in business on a profitable basis, they were actually forced to adopt measures which would cure this situation.

Since a great many were timid about jumping to dime play, they had to content themselves with arranging for a change in their old, old fashioned, 50%-50% commission-percentage basis, or else go out of business.

Many of them changed over to 60%-40%.

Then down further to 70%-30%. Since even this did not work, they went even lower—to 75%-25%. And then the location owner began to lose interest.

He was getting nothing. Or such a small share each week from the equipment in his place of business, it meant nothing to him.

At long last, the operator began to realize that the location just couldn't be cut anymore. Regardless of the fact that some of his distributors as well as a few manufacturers frowned upon dime play.

The same holds true should the Kefauver Bill ($1.553) or any other punitive tax measure come into being. Most ops believe that they can remove such taxation "off the top". This is completely and definitely not so. The location owner just won't stand for it. And the operator can't pay it. And so, the operator just won't be able to continue on in business.

The answer, so far, has been higher coinage. More and more ops everywhere in the nation are adopting dime play.

As long as the location owner obtains some profit from the equipment in his place of business, and as long as the operator doesn't have to cut any further into the commission-percentage set-up, there is no doubt that both these men will continue to remain "business friends". And both will promote and exploit as well as profit from coin operated equipment.

The coinman who opposes operators charging more per play, must also consider whether the operators can obtain more commission than they are getting at present, from the machine's gross intake.

Discussions with such coinmen have revealed they have no answer to this problem. Yet, like stubborn children, they stick to the statement: "The operator shouldn't charge more than a nickel."

The immediate answer is that (and it's just as silly) manufacturers and distributors shouldn't charge more than what they used to charge in 1934 (regardless of tremendously increased labor and materials costs) when nickel play came into being.

The price of equipment today is over 400% above what it was in 1934.

Where these same people are asked whether the operator should try to get 75% of the gross intake, they answer: "Sure!"

But, they don't stop to think that, perhaps, this will ruin the spot, and the location owner won't cooperate the way he used to when he was actually earning money from the equipment in his place of business.

There is only one answer to the problem today—more intake—to overcome the heavier overhead expense the operator is now enduring.

The operator is faced with the big problem: He cannot cut the location anymore than he already has. He cannot earn a profit even with the commission-percentage basis cut to 90%-10%. There is only one other answer. And that appears on the next page. (If there's a more logical and a better answer [from those very people who oppose dime play] this publication would be most interested to hear from them in this regard and would, without hesitation, instantly publish the fact and bow very, very low to their solution provided, of course, that it actually is a SOLUTION TO THE OPERATOR'S PROBLEM.)

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

THE CONFIDENTIAL PRICE LISTS are used by various associations of coin machine operators throughout the United States as their "official price list" of the coin operated machines industry. They are an integral part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance companies, factors, loan companies, bankers and other financial institutions in dealing with manufacturers and coin locations of all types in the United States and Canada. "The Confidential Price List" have been recognized by the coin operated machine industry. For business transactions as a legitimate basis for quotations appearing in "The Confidential Price Lists".
There are still a great number of operators who don’t believe that it is good business to charge a dime per play.

Each and everyone of these men, tho, will agree that inflation is rampant at the present time. They all have heard and read many statements in this regard.

They know that the big drive for controls in Washington is based on an effort to halt inflation from going any further than it already has.

But, each one of these men will continue to disregard the economies of their own businesses in the vain hope that somehow, from a magical somewhere, and for no reason whatsoever, something will happen which will, once again, bring so many, many coins into their machines that they will have to simply show a profit on nickel play.

Those factories who continue to battle for the nickel are only hurting themselves. As long as the operators continue with nickel play, they will not be able to buy new equipment.

They can, very truthfully, these nickel operators, continue to show constant loss.

So the factories that want nickel play must be prepared to shut down their plants for some certain number of months each year. Sell very, very few new machines. And pray along with the nickel operators that something so sensational will come along that there will be business for them as well as profits for the nickel operators.

When new phonos cost around $300, perhaps it was sensible to charge only a nickel per play. When 5c pinball games cost $59.50, $99.50 or even $150.00, perhaps then the pinball operators could continue on a nickel and still show some profit. But, compare those pre-World War II prices with the prices of phonos and games today.

In short, there has been an increase that ranges anywhere from 200 per cent to over 400 per cent in all costs and overhead expense. And to continue on nickel play when everything else, along with the price of equipment, has jumped anywhere from 200 to 400 per cent, sounds somewhat silly.

Therefore, the change to 10c play was only logical. Perhaps, if there were an intermediate coin (as proposed by The Cash Box many years ago, in fact, the first publication of all types of publications and newspapers in the nation to make such a proposal) like a 7c coin or an 8c coin, then the dime might not now be necessary.

Yet, look what happens with sales taxes everywhere in the country. The average man or woman walks into a store where there is a 3% or 4% state tax on all purchases and, for the purchase of just a small 10c or 15c item, pays this heavy tax, which is supposed to be 3% or 4% of an entire dollar’s purchase.

The retailers, of course, pay the sales tax on their total sales, which means they pay it on dollars. Yet, customers can walk in or out of a store three and four and more times, and continue to pay a penny or two each time they make a small purchase.

There’s a handsome profit in busy retail stores on the sales taxes alone, according to some experts.

But as far as coin operated machines are concerned there is absolutely no way or means to earn any additional profit but from the actual operation of the machines themselves.

Therefore, the operators are forced, whether they like it or not, to somehow obtain more intake, so as to assure themselves some profit on their operations.

It only stands to reason that if the operator has to pay anywhere from 200% to over 400% more for what he needs to continue in business, how can he continue in business by charging the same price for his entertainment that he charged when he was paying anywhere from 200% to 400% less for machines, parts, supplies, labor and the long, long list of other necessities?

No one likes to raise prices. No one likes to feel that the public may take a dislike to their service or entertainment because of higher prices.

But, unless someone can come up with some magic formula, which will show the nation’s operators how to not have to increase prices, to obtain what they need to meet their overhead expense, and still put something aside for future purchases and their own living expenses as well as enjoy a tiny margin of profit, then, 10c play seems the best solution to be adopted by all in the field if they want to continue on in business on any sort of a profitable basis.
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This week's New Releases on RCA Victor

**RELEASE 525-32**

**POPULAR**

**WEEK OF AUGUST 4**

**Loveliest Night Of The Year**

**Sweet Violets**

**Because**

**Your Locket Is My Broken Heart**

**I Get Ideas**

**Surprising**

**I Wanna Play With You**

**Rotation Blues**

**Be My Love**

**Dreamy Melody**

**I'm In Love Again**

**I'll Hold You In My Heart**

**What Is A Boy Because Of You**

**Sound Off**

**RCA VICTOR Records**

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**This star was a hit on**

RCA VICTOR RECORDS

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"I LOVE THE SUNSHINE OF YOUR SMILE" (2:18)  
“YOU BLEW OUT THE FLAME” (2:55)  
RAY ANTHONY  (F-1722, F-1723)  
- A grand tune in march tempo is worked over here by Ray Anthony and the orchestra. Tommy Mercer does a vocalizing job to a very pleasing effect. The arrangement is in good style as the boys in the band provide some terrific backing. The second side is somewhat uncommercial but deserves to be heard. This is a tough one to pick as the band shines on either end.

"JOLIE JACQUELINE" (2:14)  
"FAIRYLAND" (2:57)  
GISELE MacKENZIE  (Capitol 1722; F-1722)  
- A new singer has arised her as first effort on a little French type tune. She does a job with a lot of charm. Giselle MacKenzie has a lovely voice and a great deal of promise. Her second side is somewhat uncommercial but deserves to be heard. This is a tough one to pick as the band shines on either end.

"THE ECHO SONG" (2:49)  
“PARIS” (2:42)  
JANE POWELL  (MGM 30386; K30386)  
- A side with echo rings through it. This is a very attractive side done by Jane Powell. Jane does a nice job with this one as David Rose provides an interesting background. The whole thing is a ditty from "Rich Young & Pretty" which also gets good treatment from the orchestra. Thrup will want to hear this.

"HE'D HAVE TO GET UNDER, GET OUT AND GET UNDER" (2:52)  
"OH BY JINGO" (2:49)  
CARLETON CARPENTER & DEBBIE REYNOLDS  (MGM 30385; K30385)  
- A couple of oldies (but real oldies) set the works forward with Carleton Carpenter and Debbie Reynolds. This pair, which scored a few months ago with "Babe" is a very attractive version. It's more ancient material here and they do a grand job with both ends. One shouldn't miss them.

"BLOW, BLOW, WINDS OF THE SEA" (2:48)  
“ALL IN THE GOLDEN AFTERNOON” (2:48)  
ANNE SHELTON  (London 1088)  
- Ann Shelton has a tune that's just right for her on the top deck and she certainly sends it home. The ditty has plenty of drama to it and great listener appeal which makes it stand out. The second side is a song from "Alice In Wonderland" which Anne also does well. The first half should be watched.

“BABY POLKA” (2:50)  
“BABY DANCE POLKA” (2:48)  
ALAN SAUNDERS—AL SOYKA ORCH.  (Done 2086)  
- A likely polka is offered on the first side by Alan Saunders and Al Soyka's orchestra. Alan sings out the lyrics in a grand manner and with a feeling that keeps you listening. The lower end is a very fast item with a duet by July and Henry Vegel. The upper end is the side.

"BELLE, BELLE, MY LIBERTY BELLE" (2:20)  
"SWEETHEART OF YESTERDAY" (2:57)  
GUY MITCHELL & MITCH MILLER  (Barnes 15052; 4:511)  
- Guy Mitchell and Mitch Miller ring the bell again with another one of those light hearted tunes which sound like sea charities. This one, following the pattern of "My Truly, Truly Fair", is a lively number which Guy does so well. Guy sinks his teeth into the lyrics with much gusto as Mitch Miller directs the orchestra and chorus in rousing style. The second half is also a potent item, written by the authors of "My Heart Cries For You". This is a ballad with a lot of sentimental appeal which Guy and Mitch turn out in top notch manner. Either end of this disk could make it. Ops are advised to stock up.

"CHERRY PINK AND APPLE BLOOMS WHITE" (2:55)  
"GOT HIM OFF MY HANDS" (2:35)  
GEORGIA GIBBS  (Mercury 5687; 5687 x 45)  
- Georgia Gibbs has a couple of different types of numbers on this disk. The first side is in Latin American rhythm and it gets a good vocal from Georgia. The second side is in a low down sounding ballad done with feeling. Glenn Oser provides the backing at either end.

"ISLE OF CAPRI" (2:58)  
FRANKIE LAINE  (Mercury 5685)  
- An oldie gives Frankie Laine some interesting material to work with on the upper end. Frankie takes it easy to begin with, then switches to a more lively style as Carl Fischer does the backing. The bottom half is a very slow item with Harry Geller doing the orchestrating. We like the upper half.

"SUNSHINE OF YOUR SMILE" (2:18)  
"YOU BLEW OUT THE FLAME" (2:55)  
"IN THE COOL, COOL, COOL OF THE EVENING" (2:46)  
VIC DAMONE  (Mercury 5670 x 45; 5670 x 45)  
- Vic Damone's first film "Rich, Young & Pretty" provides him with another terrific oeuvre helping him out. This ditty, which has been kicking around for several months, is one of the most husky tunes you could ever listen to. Vic makes a big pitch with this one. The reverse is another current item which he adds zest to. The upper end may step out on the strength of the picture.

"BROWN'S COW" (2:55)  
"FIDGETY FEET" (3:00)  
BASIN STREET SIX  (Mercury 5680)  
- Two jivy sides are dished out here by Basin Street Six. The first one gets some vocalizing from Pam Dupre while the second one is an instrumental. These numbers need the right spot for they're very specialized but ops in those locations should do well with them.

"LONGING FOR YOU" (2:14)  
"SARAH KELLY FROM PLUMB NELLY" (2:25)  
LES BAXTER ORCHESTRA  (Capitol 1731; F-1731)  
- A great version of a tune that's aiming for big things. Les Baxter gives out with his usual good job as Sue Allen and the chorus run through the lyrics. The bottom half is an infectious novelty which Lindy Hopkins sings. These sides are worth hearing.

"HUMORESQUE" (2:46)  
"THE SONG IS ENDED" (2:30)  
NEILL LUTCHER  (Capitol 1728; F-1728)  
- A couple of oldies are sent to town by Neill Lutcher himself. "The Song Is Ended" is Neill Lutcher in her own style. The first side is a familiar melody with new words while the second half is a well known favorite. Ops in the "Casa de Memorias" should do very well with these.

"DOWN YONDER" (2:52)  
"TIGER RAG" (2:38)  
LAWRENCE (Piano Roll) COOK  (Abbey 19053)  
- This is a sleeper. It's a tune that's already taken off in various parts of the country and this instrument by Lawrence (Piano Roll) Cook could really send it home, Ops better look into it. Lower end is an oldie again one done by Lawrence which should do very well with these.

"AROUND THE WORLD" (2:52)  
"PIANA ANNA" (2:54)  
 BENNY LEE  (London 1055)  
- A tune that keeps you humming is given a wide awake interpretation by Benny Lee with the Stargazers assisted by Alan Saunders's orchestra helping him out. This ditty, which has been kicking around for several months, has one of its script sequences for you to see. Flip is a novelty with some good harmonizing and a vocal from Benny to match. Ops oughta listen to...
NEW YORK:

E. R. Lewis, head of London Records, in town holding conferences with key executives of the firm. Contrary to all reports of the industry's dropping the pop division, a statement is being prepared concerning future plans both in the pop and LP fields. Band leader Elliot Lawrence has signed a two year contract with King Records. Patti Page turned down a bid from MGM because the studio insisted that part of the contract be a provision prohibiting her appearance on TV. Bob Shad of Sittin' on a 11,000 mile trip around the country taking his portable equipment with him for recording dates. Heavy radio and TV commitments have prevented Mary May from appearing with Jack Carter at London's Palladium. Pete Derin excited about two new blazing hits, Lawrence (Steve Polo) Cook's "Down Yonder" and Nellie Bell's "What I'm In This Mood.") Leonard Feather, just back from a one-month trip on the Continent, was so impressed with the quality of jazz in Stockholm that he held two record sessions there featuring all the winners of the Estrall poll (Swedish jazz mag). Bobby Wayne and Mel Mundell of Mercury continue their tour of Philadelphia, Baltimore, Washington, Pittsburgh and Detroit in conjunction with Wayne's release of "Belle, Belle, My Liberty Belle." Denying the report which appeared in another publication that Jackie Brenston, who is currently recording the R & B field with "Rocket 88" and "Juiced," had signed with Modern, Leonard Chess of Chess Records advises that Brenston's contract with his firm runs to March 1953. Hal Tunis adds another show when he takes over as MC of "Hold Everything" over Channel 9 Mondays 7:30 to 8:00 P.M. Warner Brothers to screen test Johnny Desmond on his vacation from the Don McNeil Breakfast Club. Over 50 days attended the annual meeting of Chapter 14 of The American Society of Dick Jockeys at Bahadice Lake, New Hampshire. Dick Tillett, now at WHDH in Boston, was again elected president of the chapter.

CHICAGO:

Best one we've heard regarding disk his came from that very snazzy guy and great comedian, Paul Gilbert, who reported regarding a recording session, "I don't remember if I cut two twelve inch records or twelve inch records." Ralph Marterie moves into the Melody Mill following Larry Faith. He's followed by Ralph Flanagan on Aug. 24 and then Jan Garber on Sept. 12. Ray Pearl clicking at the Aragon. Tex Cremer at the Trixon. George Shearing pulling the house down at the Blue Note as per usual. Talk about jammin', Dean the box office, Dean Martin and Jerry Lewis, playing a one week shot at the Chicago Theatre have 'em waitin' in line from 1 A.M. And battlein' to get in. Jimmy McPartland, wife, Mary, who has the grand Mary McPartland Quintet is having the dejazees here playing their disks and they are reported to be simply terrific. Danny O'Neill's disking of some Irish tunes like "Dublin Rose" still bringing the coin into juke boxes all round the place. Many wonder why this grand thrust isn't cutting wax more regularly. Billy Eckstine on his way into the Chicago Theatre. Song men here claim that Billy's waxing of "Everything I Have I Love You" (the oldie) which is sung by Eddy Pinza in the pic, "Strictly Dishonorable," is a sure fire clinker. Dick Larkin, who is one grand battler, should be cutting wax. Jane Morgan at the Empire Room. Xavier Cugat follows Russ Morgan into the Edgewater for four weeks. The "Y" is followed by Frankie Masters for a first week shot, beginning Sept. 7. Abe Olman passed thru Chi and was seen in company with Irwin Barg. Abe reported on his way to the west coast to set up Lion Music. Another who saw the screening here of Vic Damone's first pic are still raving about the soldier. Claim he's a sure pop for movie stardom. Louis Capone advises that Billy Wayne's disking of "Belle, Belle, My Liberty Belle" has got everything for a juke box smash. And Louis should know. He's close to the juke box biz. Juke box ops still begging us to continue our campaign to have all disks timed at 2 minutes.

LOS ANGELES:

MGM artists will really be well represented at the local live spots in coming weeks, as noted by Gordon Wolf of Sunland Music Distrib. The Billy Williams, one of Sid Caesar TV fame, will be at the Tiffany Theatre, starting Aug. 17. Blue Barron and his orchestra are also down at the Hollywood Palladium and Lionel Hampton will crowd mighty aggregation into the Orpheum. Now holding forth at the Riverside Rancho is Bob Wells, MGM's western ace. Gordon confirms our guess that the Billy Williams combo is headed for the local top lists with its great rendition of "Shanghai" and another MGM disc climbing up there there is Thomas Edwards' "Morning Side of the Mountain," one of those haunting tunes carrying more real folk flavor than most of the current ditties so proclaiming themselves. It's Happy Birkin to Mercury Distribr disc headman Harry Bloom, whose staff tossed him a party just because they think he's a nice guy to work with. Harry claims you get younger in the record business, which brings him down to 29 or thereabouts. The success of Johnny Hodges' "Castle Rock Rock" in all spots now has the tune slated for Frank Sinatra on Columbia and Ella Fitzgerald via Decca. Stopped in at the Rosseland Center to any hello to the boys and found The George Shearing posted on its usual spot. Gene and Lonnie's busy cash box, or still on the till. A call from Bep Roberts of Central Songs Corp., a call from Bjo Katin, song tune that "That's My Boy," has got a great kickoff on the back of Capitol's "I've Made You Under My Skin," the Stan Freberg novel treatment of same. Freberg was lined up the other week by Robert Q. Lewis, for a CBS radio interview, to ask why Stan does what he does to songs, John Dolphin called to tell us that we already knew, that Columbia's new Oolah label is off to a flying start in the blues and rhythm field with the Tenor Twins on "Go, Go, Go." It's really going.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"MARY ROSE" (2:32)
"MAYBE IT'S BECAUSE" (2:47)
Dennis Day
(RCA Victor 20-4214; 47-4214)
• Dennis Day gives out with another exciting rendition on the first half as he goes to town on a ballad with possibilities. Accompanied by Houey Rountree's orchestra, the singer makes this a half ballad on which Bob Stevens gives with the words. The top deck bears careful watching.

"WHILE YOU DANCED, DANCED, DANCED" (3:11)
"EVERLASTING" (2:56)
Gordon Jenkins Orch.
(Decoy 27712; 9-27712)
• An unusual side is offered here by Gordon Jenkins. Taking off on a ballad that looks big, he has screen star, Meredith McCardle doing the vocal in a very dramatic style. Bottom half is a ballad on which Bob Stevens gives with the words. The top deck bears careful watching.

"LUNA MEZZO MARE" (2:05)
"GO, GO, GO, GO" (2:18)
Dean Martin
(Capitol 1724; F-1724)
• An old Italian folk song that's been translated into English many times, gets a lively working over from Dean Martin in its original language. Dean also has a comedy routine to go along with it and the total affect is a very pleasant one. Second side is a driving number which he does in good style as Dick Stabile backs him up. Ops will want to get this one.

"WHAT IS A BOY?" (4:02)
"WHAT IS A GIRL?" (3:50)
Arthur Godfrey
(Columbia 39487; 4-39487)
• Two recitations are being offered here by Arthur Godfrey. Both are sketch items telling in sentimental terms what little boys and girls are made of. The top deck has gotten a lot of publicity and the second side is a follow up. Although not for every box, this one might go in special locations.

"I BELIEVE" (3:26)
"WHEN THE LIGHTS ARE LOW" (3:32)
Dick Haymes
(Decoy 27682; 9-27682)
• Dick Haymes has an inspirational type number to work with on the upper level. Doing it in his usual competent style, Dick gets an assist from Victor Young and orchestra. On the bottom half, he tackles a ballad and again comes through in pleasing style. Ops might take a listen.

"SLEEPER OF THE WEEK"
"HOW MANY TIMES" (2:48)
"I USED TO LOVE YOU" (3:12)
Andrews Sisters & Tommy Dorsey
(Decoy 27700; 9-27700)
- A beautiful ballad gets a first rate rendition from the Andrews Sisters and Tommy Dorsey on the upper half and makes this a platter which ops have to keep an eye on. Sunny Day Fatty in the same style as "I Wanna Be Loved," this disk could easily step out. On the kind of action they can get from a record by the girls and this has all the earmarks of a big one. Lyrics and tune are extremely appealing.

"IF YOU'RE GONNA LOVE ME, LOVE ME" (2:32)
"THE LITTLE THINGS IN LIFE" (2:40)
Bob Ebeley & Helen O'Connell
(Capitol 1725; F-1725)
• Back together again for the first time in nine years, Bob Ebeley and Helen O'Connell take up where they left off when they were vocalists with Jimmy Dorsey. Using the style they made famous, Bob does the first half straight and Helen comes up with a chiffon that is to turn a very pleasing ditty on the top half. Lower end is a more conventional piece of work on which the singers again shine. The first side could step out.

"IT NEVER ENDED MY MIND" (3:16)
"TRY A LITTLE TENDERNESS" (3:05)
Frank Sinatra
(Columbia 39498; 4-39498)
• Frank Sinatra has two oldies here. The top half he introduced in his first film and it's currently being revived. The lower end was a hit in the thirties. Frank does a grand job with both of these numbers and ops will do well to get them into the boxes.

"OUT O' BREATH" (2:34)
"AFTER HOURS" (2:47)
Sarah Vaughan
(Columbia 39494; 4-39494)
• A novelty with a lot of potential is given a good steer on the upper end by Sarah Vaughan. Doing it first slow then fast, Sarah pours plenty of spirit into this side. The reverse finds her in her old blues style with Paul Weston pitching in for the backing. This is a natural for her followers.

"CASTLE ROCK" (3:02)
"ABOARD THE SENTIMENTAL TRAIN" (3:20)
Sy Oliver
(Decoy 27707; 9-27707)
• A tune that's been taken off in rhythm and blues circles gets a rocking treatment by Sy Oliver and his boys. Going at it in driving style, Sy offers up some terrific instruments and comes through on the vocal himself. The lower half finds the Tune Timers taking off on a slow dreamy number. The top deck is the one to have.
Dick Coleman
WCEN—Baltimore, Md.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Les Paul)
3. I WANT TO BE WITH YOU ALWAYS (Andrews Sisters)
4. TOO YOUNG (Nat King Cole)
5. THE LOVELIEST NIGHT OF THE YEAR (Bob Eberly, Rosemary Clooney)
6. MIXED EMOTIONS (Rosemary Clooney)
7. FOR ALL WE KNOW (Faison & W. Johnson)
8. I'M IN LOVE AGAIN (April Stevens)

Harry Light
WARD—Johnstown, Pa.
1. JEZEBEL (Frankie Laine)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. I'M IN LOVE AGAIN (April Stevens)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. MY TRULY TRULY FAIR (Guy Mitchell)
6. I GET IDEAS (Tony Martin)
7. THE FAIRY OF THE YEAR (M. Lanza)
8. BECAUSE OF RAIN (Nat King Cole)
9. BECAUSE OF YOU (Tony Bennett)

Bill Cook
WAAT—Newark, N. J.
1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Les Paul—Mary Ford)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. ALL NIGHT LONG (Johnny Otis)
6. COOK YOURSELF A MINNOW (Tony Anthony)
7. DON'T YOU KNOW (Tony Anthony)
8. JUST CALL MY NAME (Lee Richardson)

Phil Wilson
WLEE—Richmond, Va.
1. JEZEBEL (Frankie Laine)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. TOO YOUNG (Nat King Cole)
4. BECAUSE OF YOU (Les Paul)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. I'M A FOOL TO WANT YOU (Frank Sinatra)
7. THESE THINGS I OFFER YOU (Roy Anthony)
8. NOCKIN' BIRD HILL (Rus Martin)

Norm Prescott
WROL—Butan, Mass.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MY TRULY TRULY FAIR (Red Nichols)
3. TOO YOUNG (Nat King Cole)
4. SWEET VIOLETS (Danish Show)
5. I GET IDEAS (Peggy Lee)
6. THE LOVELIEST NIGHT OF THE YEAR (Percy Faith)
7. JEZEBEL (Frankie Laine)
8. GOOD MORNING, MR. ECHO (M. Whiting)
9. THESE THINGS I OFFER YOU (Roy Anthony)
10. NOCKIN' BIRD HILL (Rus Martin)

Ed McKenzie
WJKB—Detroit, Mich.
1. YOU BLEW THE FLAMES OUT OF MY HEART (Ray Anthony)
2. THE COLD, COLD HEART (Tony Bennett)
3. VANITY (Don Cherry)
4. I'LL BE YOUR CARPET BAGGIE (Les Paul)
5. WHERE YOU DANCED (Kenny D. Gibbs)
6. I WON'T CRY ANYMORE (Tony Bennett)
7. ALL OF ME (Ray Anthony)
8. HELLO, BELLE, MY LIBERTY BELLE (B. Wolfe)
9. OH, HOW I LOVE YOU (Artie Shaw)

Dave Miller
WPAI—Peterson, N. J.
1. HOWLIN' AT THE MOON (Hank Williams)
2. ALWAYS LATE (Cagey Frizzell)
3. I'LL ALWAYS PLAY HOUSE WITH YOU (Eddy Arnold)
4. JOLLY DEERER (Eddy Arnold)
5. ROMANTIC BLUES (Bill Monroe)
6. SLOW DANCE (Irving Berlin)
7. I GET THE WORLD ON FIRE (Paul Whiteman)
8. LET'S LIVE A LITTLE (Carl Smith)
9. I CAN'T HELP IT (Hank Williams)

Roger Clark
WNOR—Norfolk, Va.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. I'LL ALWAYS PLAY HOUSE WITH YOU (Eddy Arnold)
3. THE END OF A LOVE AFFAIR (M. Whiting)
4. THESE THINGS I OFFER YOU (Sarah Vaughan)
5. I GET IDEAS (Tony Martin)
6. WHILE YOU DANCED (Virginia Cole)
7. BECAUSE OF YOU (Tony Bennett)
8. THERE THEY GO (Troy Martin)
9. MIXED EMOTIONS (Rosemary Clooney)
10. I CAN'T HELP IT (Hank Williams)

Bud Wendell
WJMO—Cleveland, Ohio
1. COLD, COLD HEART (Tony Bennett)
2. TOO YOUNG (Nat King Cole)
3. BECAUSE OF YOU (Tony Bennett)
4. SWEET VIOLETS (Danish Show)
5. TOO YOUNG (Nat King Cole)
6. KISSES SWEETER THAN WINE (The Weavers)
7. MY TRULY TRULY FAIR (Guy Mitchell)
8. I'M IN LOVE AGAIN (April Stevens)
9. SHANGHAI ROSE, BECAUSE OF YOU (Tony Bennett)
10. I CAN'T HELP IT (Hank Williams)

Lee Stewart
1. I CAN'T HELP IT (Hank Williams)
2. SOMEBODY (Kathleen Allen)
3. I WANT TO BE WITH YOU ALWAYS (Cagey Frizzell)
4. ALARM CLOCK BOOGIE (Bill Dornall)
5. WITHIN A RUSHTON (Danish Show)
6. I'LL ALWAYS PLAY HOUSE WITH YOU (Eddy Arnold)
7. THE STRANGE LITTLE GIRL (Cowboy Copas)
8. SWEET VIOLETS (Danish Show)
9. THESE THINGS I OFFER YOU (Patti Page)
10. ALWAYS LATE (Cagey Frizzell)

Bob Anthony
KIRK—Tulsa, Okla.
1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat King Cole)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. MY TRULY TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. I'M IN LOVE AGAIN (April Stevens)
7. SWEET VIOLETS (Danish Show)
8. THESE THINGS I OFFER YOU (Patti Page)
9. JOSEPHINE (Les Paul—Mary Ford)
10. GOOD MORNING, MR. ECHO (June Tarpy)

Robin Seymour
WKMH—Cudbarn, Ohio
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Danish Show)
3. I WANT TO BE WITH YOU ALWAYS (Cagey Frizzell)
4. COLD, COLD HEART (Tony Bennett)
5. BECAUSE OF YOU (Tony Bennett)
6. SWEET VIOLETS (Danish Show)
7. TOO YOUNG (Nat King Cole)
8. JOSEPHINE (Les Paul—Mary Ford)
9. KISSES SWEETER THAN WINE (The Weavers)

Ed Penney
WTAF—Cambridge, Mass.
1. BECAUSE OF YOU (Tony Bennett)
2. VANITY (Don Cherry)
3. I GET IDEAS (Tony Martin)
4. SWEET VIOLETS (Danish Show)
5. TOO YOUNG (Nat King Cole)
6. KISSES SWEETER THAN WINE (The Weavers)
7. ALL OF ME (Ray Anthony)
8. I CAN'T HELP IT (Hank Williams)
9. THESE THINGS I OFFER YOU (Sarah Vaughan)

Herb Dexter
1. I'LL ALWAYS PLAY HOUSE WITH YOU (Franz Simonne)
2. MORNING SIDES OF THE MOUNTAIN (Les Paul—Morton)
3. ANY TIME AT ALL (Fred Waring)
4. SHANGHAI ROSE, BECAUSE OF YOU (Tony Bennett)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. SWEET VIOLETS (Danish Show)
7. THERE'S A BIG BLUE CLOUD (Perry Como)
8. BECAUSE OF YOU (Tony Bennett)
9. HOW MANY TIMES (Patti Andrews)
10. THESE THINGS I OFFER YOU (Sarah Vaughan)

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
**2 MINUTE DISKS?**

Cash Box Survey Shows Disks Approaching Two Minute Length

Disk Firms At Last Meeting Ops’ Needs by Releasing Shorter Playing Records

About six years ago, this publication started its campaign for two minute recordings. It proved, at that time, that one of the best ways by which the nation’s juke box operators could enjoy better income would be through better arranged, speedier recordings.

A recent survey made by The Cash Box shows that operators’ needs have at last begun to be met by the recording companies and that disks are now on the average between 2 and 27 minutes long instead of between 3 and 4 as they formerly were with the trend to still shorter disks predominating.

Such tremendous successes in the past few years as Dinah Shore’s “Buttons And Bows”, The Harmonicats’ “Peg Of My Heart” and the current “Come On-A My House” are actually two minutes flat, proving that the public doesn’t have to hear three or four choruses at one time to make a best seller.

As far as juke box ops are concerned, especially ops in small towns and villages, the two minute disk is mighty important. It means 55% more possible intake per hour during the peak play hours of the day.

This extra 55% can mean the difference between profit and loss to any juke box operator in the nation. By the same token, it can mean the difference between a click or a flop to recording manufacturers.

Juke box operators are business men—in business to make a profit. And to do this and conduct their business they must have certain items in a certain way.

One of the most important of all these items is the better arranged disk that takes only two minutes playing time.

Now more and more, record companies have begun to heed ops requests for shorter disks. And this is good business for everyone knows that the rendition of a tune for a vocalist is judged in the very first chorus. The same holds true for any instrumentalist and, especially, for any band or orchestra. Therefore, there’s no reason why any disk should continue to spin after two minutes.

---

**THIS CHART TELLS WHY OPS WANT 2 MIN. DISKS**

3 Minute Records—20 Per Hour
Less Approximately 5 to 10 Seconds Changetime—Actually
18 Records Per Hour @ 5¢ During Steady Peak Hour Play
Per Hour—90¢

2 Minute Records—30 Per Hour
Less Approximately 5 to 10 Seconds Changetime—Actually
28 Records Per Hour @ 5¢ During Steady Peak Hour Play
Per Hour—$1.40

55% MORE INCOME DURING PEAK PLAY HOURS WITH 2 MIN. DISKS

“The Difference Between Profit and Loss”

---

**Small Town Op Calls For Two Minute Disks**

Claims Better Than Dime Play for Music Ops in Small Towns

ESCANABA, MICH. — Herb Flath of this city, well known music op, reports that the small town, where pay-rolls are smaller, isn’t the place for dime play, even tho the music ops themselves believe that they should get a dime, and would very much like to get 10¢ per play.

What Herb does say, however, is that record playing time should come down to two minutes, as proposed by The Cash Box in a crusade for two minute disks some years back.

Herb believes that this would be the answer to many of the problems the music ops in small towns are faced with at this time.

He says, “We couldn’t think of adopting the 10¢ aside only. Our pay roll in this small community, probably like other small communities, is only average.

“The take-home pay isn’t enough for the average worker to pay his rent, food, clothing etc., and still have enough left to buy a few beers and play the juke box.

“He may have a few nickels left, but not dimes. So we do not dare to make this change, altho we wish we could.”

Herb believes, “We are entitled to 10¢ per play, considering the tremendous increase in overhead, general expenses, and all other costs, not to say anything about the heavy drop we have endured in machine earnings.

“No”, he continues, “we will be lucky to have them continue to put in a few nickels.

“Oh, sure”, he admits, “there are a few spots where they would pay a dime. But, very few. It just wouldn’t pay us to make the attempt. Perhaps, when wages go up, or cost of living comes down, we can make the change to two minutes.

“What strongly suggest”, he concludes, “is the use of two minute, instead of the three minute records we are now getting (just as you campaigned for a long time ago).

“This would definitely help to stimulate more money per hour during the rush periods.”

---

**THE G.I.’S OWN SONG**

**“ROTATION BLUES”**

**“COLD, COLD HEART”**

TANNEN MUSIC, INC.
146 West 52 St., New York 19
Bob Larsen
WEMP—Milwaukee, Wis.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. I’VE GOT YOU UNDER MY SKIN (S. Friburg)
4. SHANGHAI (Les Brown)
5. I’M IN LOVE AGAIN (April Stevens)
6. JOSEPHINE (Les Paul–Mary Ford)
7. BECAUSE OF YOU (Tony Bennett)
8. WHEN THE SAINTS GO MARCHING IN (The Weavers)
9. COOL, COOL OF THE EVENING (Frankie Laine–Jo Stafford)

Clarence Hammond
WJMN—New Orleans, La.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MY TRULY, TRULY FAIR (Guy Mitchell)
3. SIXTY MINUTE MAN (Dinah Shore)
4. SHANGHAI (Les Brown)
5. WHILE YOU DANCED (Georgia Gibbs)
6. JOSEPHINE (Les Paul–Mary Ford)
7. VALENTINO (Tennessee Ernie Ford)

Don Bell
KRNT—Des Moines, Iowa
1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. COME ON-A MY HOUSE (Ray Charly)
5. SWEET VIOLETS (Dinah Shore)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. ROSE, ROSE, I LOVE YOU (Les Paul–Mary Ford)
8. JOSEPHINE (Les Paul–Mary Ford)

Ray Perkins
KFLY—Denver, Colo.
1. SWEET VIOLETS (Dinah Shore)
2. LOVELIEST NIGHT OF THE YEAR (L. Lazza)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. COME ON-A MY HOUSE (Ray Charly)
5. ROSE, ROSE, I LOVE YOU (Les Paul–Mary Ford)
6. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
7. ROSE, ROSE, I LOVE YOU (Les Paul–Mary Ford)
8. BLESS THE MOON (Les Paul–Mary Ford)
9. MISTER AND MISSISSIPPI (Dennis Day)

Dick Outlaw
WILM—Wilming ton, Del.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat King Cole)
3. JESUS (Les Brown)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. I’VE GOTTEN YOU UNDER MY SKIN (J. Miller)
6. GOOD MORNING, MRS. ECHO (Buddy Morrow)
7. I’M IN LOVE AGAIN (Mary Martin)
8. BECAUSE OF YOU (Johnny Desmond)
9. LOVELIEST NIGHT OF THE YEAR (Medusa Liao)

Wallie Dunlap
WLIZ—Bridgeport, Conn.
1. BECAUSE OF YOU (Tony Bennett)
2. SWEET VIOLETS (Jack Peer)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. COME ON-A MY HOUSE (Ray Charly)
5. BECAUSE OF RAIN (Elvis Fitzgerald)
6. HELLO, YOUNG LOVERS (Dinah Shore)
7. I’VE GOTTEN YOU UNDER MY SKIN (Stan Kenton)
8. THESE THINGS I OFFER YOU (Pat Stylian)
9. LONELY LITTLE ROBIN (Marvin Morgan)
10. I’M THE ONE WHO LOVES YOU (R. Cleve)

Gene Whittaker
WREV—Reidville, N. C.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. I’M IN LOVE AGAIN (April Stevens)
3. TOO YOUNG (Nat King Cole)
4. JEZEBEL (Frankie Laine)
5. SHANGHAI (Les Brown)
6. SONG FOR THE SUNSHINE (Buddy Morrow)
7. THESE THINGS I OFFER YOU (Jackie Vaugan)
8. I’VE ENTRANCED MY MIND (T. Sinatra)
9. LITTLE ROSE (Stan Kenton)

Jackson Lowe
WINX—Washington, D.C.
1. TOO YOUNG (Nat King Cole)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. SONG FOR THE SUNSHINE (Buddy Morrow)
4. SHANGHAI (Bill Williams Qt)
5. BECAUSE OF YOU (Tony Bennett)
6. SONG FOR THE SUNSHINE (Buddy Morrow)
7. I’VE LOVED YOU (Les Brown)
8. BOY FRIENDS (Jackie Vaugan)
9. I’M IN LOVE AGAIN (April Stevens)
10. SONG FOR THE SUNSHINE (Buddy Morrow)

Bill Silbert
WWJ—Detroit, Mich.
1. TOO YOUNG (Nat King Cole)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. I’VE GOTTEN YOU UNDER MY SKIN (S. Friburg)
4. SHANGHAI (Billy Williams Qt)
5. THESE THINGS I OFFER YOU (Jackie Vaugan)
6. I’M IN LOVE AGAIN (April Stevens)
7. BECAUSE OF YOU (Tony Bennett)
8. SONG FOR THE SUNSHINE (Buddy Morrow)
9. I’M IN LOVE AGAIN (April Stevens)
10. TELL ME (Tony Martin)
NEW YORK — Dave Cavanaugh, (left) Director of Eastern A & R for Capitol Records, goes over a new score with Norman Kaye, who was just signed by the diskery to a five-year contract. Norman Kaye is with the Mary Kaye Trio and will still perform with this group but will also do solo vocal sessions for Capitol. Capitol is giving Kaye the full build-up and will exploit the young baritone via TV, newspapers and will send him on disk jockey tours throughout the country.

Kaye was discovered while appearing in Chicago with the Mary Kaye Trio. One of the featured acts couldn’t go on and the management needed a fast substitute. Kaye agreed to perform and was caught by the Capitol people there. He recorded his first four sides last week.
RECORDING COMPANIES ASK FOR THEIR OWN ANNUAL CONVENTION

Claim Record Industry Should Hold Its Own Meet Where Problems Can Be Discussed And Solved

NEW YORK—Representatives of recording companies, distributors and retail record firms, returning from the recent NAMM (National Association of Music Merchants) Show held at the Palmer House, Chicago, expressed their disappointment and complete dissatisfaction with the position their industry holds at the meeting.

Their cause for complaint is that the recording industry is lost in a maze of displays, meetings and discussions relating almost entirely to the other phases of the music industry, (television, radio, musical instruments, etc.) and that their problems are practically relegated to one or two insignificant get-togethers.

One of the leading personalities in the recording manufacturing business related that during the time spent at the NAMM, distributors and manufacturers expressed their desire for some type of show or convention where problems incidental to the industry could be openly discussed.

"The consensus of opinion," he reported, "was that a convention was necessary, although the present one was not geared to our needs, and insofar as accomplishing anything toward the betterment and stability of the record industry, it was a complete flop."

This executive expressed his opinion that an annual meeting of firms interested solely in records could be accomplished, but that the recording business is so competitive that the matter would have to be tackled by an impartial party, so that there wouldn't be any thought that one manufacturer would be motivated by any personal angle.

"In order to eliminate such crippling thinking," he continued, "I would suggest that an outside firm, such as The Cash Box indicate leadership and become the motivating force."

(EDITORIAL COMMENT: "The Cash Box" would be most happy to start the ball rolling. We offer the recording companies, and businesses associated with this industry, our complete facilities. However, as all can easily understand, once the formalities of meeting and organizational work is under way, we will once again assume the position of an impartial publication devoted to the interest of the trade. In line with this policy, we are proud to point out that it was "The Cash Box" that was instrumental and actively engaged in the initial steps in the formation of MOA (Music Operators of America). This organization is now a vital force in the juke box industry, and for the past three years has been conducting an annual convention, gathering strength and prestige with each succeeding year. "The Cash Box" takes no part in its internal workings, but feels that the industry has gained considerably by having MOA in existence. We feel the same about an organization for the record industry, and would appreciate hearing from everyone concerned. If the members of the industry themselves are honest in their convictions that they should conduct their own convention or show annually, we will lend our columns and personal effort to assist in preliminary organizational details.)

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The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

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- KEEP EM UP!
With Permo there's a quantity discount on your next needle order, whatever you specify. So look ahead — and save — with Permo Points. Order now.

Jeb Records Formed

CHICAGO—The formation of the Jeb Record Corporation was announced here this week by Joel Cooper, its president. The Jeb label will cover the novelty, folk and rhythm and blues fields, and the first release is scheduled for Aug. 6. Cooper said, "We've acquired 16 top distributors and expect our distribution to be nationwide."

Cooper was formerly associated with Tel Music and Coral records and was at one time with Mercury Records. The other officers are Bob Erix, formerly of Mercury, who will be Vice President; and Erv Victor, of Folk Records and formerly top Chicago DJ, who will act as Secretary-Treasurer.

Standard Songs are MONEY MAKERS!

"DEEP NIGHT"
Recorded by
TONY MARTINI—RCA Victor
JAN AUGUST—Mercury
JAN GARBER—Capitol
Pub. by ADVANCED MUSIC CORP.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts"
"PRAYIN' FOR YOUR RETURN" (2:52)  
"MY BLUES" (2:51)  
PERCY MAYFIELD  
(Speciality 408)

PERCY MAYFIELD  
• Percy Mayfield is at it again, singing the blues in the manner that brings in those coins. Percy, who makes his numbers low down and sad, is again telling a story in blues style. Ops who cleaned up with his former disks won't want to miss this one. Not only does he sing a mean song, but the band behind him is something to hear. The instrumentals make for great listening and the vocal can't be matched. The lower half is done in similar style with Percy again telling a sad story and the boys in the orchestra backing him up. The side to watch is the first one. It could be big.

"SHE WINKED HER EYE" (3:00)  
"SAD HOUR" (2:47)  
CLARENCE "GATEMOUTH" BROWN  
(Peacock 1576)  
• An exciting side is dished out here by Clarence "Gatemouth" Brown. Clarence does this with a steady beat in driving style. It makes for exciting listening. Bottom half is a slow number on which he sings the blues and gives out with some good guitar. Ops will do fine with this disk.

"TELL ME BOOGIE" (2:37)  
"LONG WAY FROM TEXAS" (2:53)  
LIGHTNIN' HOPKINS  
(Sittin' In 611)  
• Lightnin’ Hopkins shows up on this platter turning out those ditties which are terrific to hear. The top deck is a rough sounding side in blues style while the lower end is very slow and unusual. Of course each end gets some fine guitar work.

"I CAN'T STOP LOVING YOU" (2:36)  
"WOULD YOU LIKE TO KNOW ABOUT HEAVEN" (2:45)  
JOE BAILEY  
(Federal 12053)  
• Joe Bailey, who certainly knows what to do with a song, does it on the upper half, singing out a blues ballad in his great style. Joe pours a lot of feeling into this number and makes it a wonderful thing to listen to. The second half is done straight. Ops mustn't pass up the top deck.

"WHEN I'M IN THIS MOOD" (2:33)  
"I'M GONNA COPYRIGHT YOUR KISSES." (2:39)  
NELLIE HILL  
(States 302)  
• Nellie Hill puts her appealing voice to work on a moody item and comes up with a side that could make it. Accompanied by the Radax and Conrad Frederick's orchestra, Nellie hasn't had as effective a disk in a long while. The lower end is a sort of combination R & B and hillbilly.

"I'M CRYING" (2:45)  
"TIA JUANA" (2:36)  
MEMPHIS SLIM  
(Premium 903)  
• A smooth sounding side is offered on the top deck in a duet by Memphis Slim and Terry Timmons. This blues item has a very infectious air which makes it potent sleeper material. The second side finds Slim doing a tune in Latin rhythm. Ops have to tune in.

SAVOY RECORD CO., INC.
58 Market St., Newark 1, N. J.

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3 PLAYS 25¢

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tion coin play you desire.

PHONE TODAY!

DAN STEWART COMPANY
140 East Second South, Salt Lake City, Utah
(Tel.: 9-0921)
HURRY OVER-LOOK OVER
The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

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DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio
(Tel.: 2-1012)

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PHONE TODAY!

ROYAL DISTRIBUTING COMPANY
3800 Glenmore Ave. (Cheviot), Cincinnati, Ohio
(Tel.: HUMBOLT 6044)
Airing of Dub Forces Early Chess Release

CHICAGO—The playing of a dub by a Cincinnati dj last week forced the premature release of the latest Chess recording; it was reported by Leonard Chess.

The Cincinnati dj, Ernie Waite, played a dub of "Hey Little Girl" by the John Godfrey Trio on one of his daytime shows and the local response was so great that Chess was forced to release the record temporarily to all Chess distributors.

According to Chess, when the Cincinnati distributor began to reorder, it was decided to release the record prematurely to all Chess distributors.

Niles Named Eastern Rep For Ardmore & Beechwood

NEW YORK—Mike Gould of Ardmore and Beechwood Music has announced that Duke Nilis has been appointed Eastern representative for both firms.

Niles, who is well known in the music business, will take over as Gould returns to the home offices on the coast.

The firm's current plugs are "Walkin' and Whistlin' Blues" and "Who Sends You Orelsh's".

Victor Signs Rudy Traylor

NEW YORK—Rudy Traylor, whose professional career has ranged from playing drums with such bands as Earl Hines and Jimmie Lunceford to arranging and drumming for Billy Rose's Diamond Horseshoe revues, has been signed to record for RCA Victor.

Traylor's first recording will be "Slick Chick (On The Top)" and "Those Magic Words". Mary Louise, the combo's songstress, will do the vocals.

BEST IN THE WEST!

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET PhonoGraph

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PHONE TODAY!
Wayne Howell New Emcee On Victor Disk Show

NEW YORK—Wayne Howell, NBC announcer, producer and master of ceremonies, started doing double duty for RCA Victor when he took over as host man on the company's disk-and-guest show, "Musical Merry-Go-Round," Saturday, 8:30 p.m., NBC. Under Howell's direction, the show will feature interviews with top guest celebrities from the musical and entertainment fields and popular platters of the foremost RCA Victor recording artists, including sneak previews of records not yet released.

Howell is one of the busiest men in the radio and television field. At times, he has announced as many as four radio shows running consecutively, including "Right To Happiness," "Cavalcade of America," "The Bob Hawke Show," and "The Jimmy Durante Show." "I've been working pretty hard, but I've never been in better shape," he says. "It's all right because the shows are so well written and presented that they fit right into my general pattern of life."

Frances Wayne & Neal Hefti Signed by Coral

NEW YORK—Jimmy Hilliard, vice-president in charge of recording at Coral Records, announces the signing of trumpeter-arranger Neal Hefti and his vocalist wife, Frances Wayne, to an exclusive recording contract.

The former Woody Herman arranger and trumpeter and his wife will record together on the Coral label. Neal Hefti plans a 15-piece orchestra and Frances Wayne will be featured vocalist on all discs.

Hefi is credited with arranging the famous "Caldonia" by the Herman herd. Recently he has done arrangements for such top TV shows as "Toast of the Town," "The Frank Sinatra Show," "Sing It Again," and "Songs For Sale." Before joining Woody Herman's group Hefti played with Charlie Barnet, Charlie Spivak and Horace Heidt. His wife, Frances Wayne, was featured on Woody Herman's recording of "Happiness Is Just A Thing Called Joe."

Their first recording date will take place this week at Coral's New York studios.

TOO HOT TO HOLD!

DJ's Play Of Dub Forces Release Of...

WESTERN UNION

TOO HOT TO HOLD! DJ's Play Of Dub Forces Release Of...

"HEY LITTLE GIRL"

E/W "BOOGING THE BLUES"

FEATURING

THE JOHN GODFREY TRIO

(A New Sound)

CHESS 1478

Jackie Brenston—Going Stronger Than Ever!

"JUICED"

CHESS 1472

FINEST PHONOGRAPH BUILT!

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢

3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

IDEAL NOVELTY COMPANY

2823 Locust Street, St. Louis, Mo.

(Tel.: FRANKLIN 5544)

"It's What's in THE CASH BOX That Counts"
Grand Ole Opry Honored As Oldest & Longest Radio Show

NASHVILLE, TENN.—Top honors were paid last week to the nation’s oldest (28 years) and longest (4½ hours) commercial radio program when WCM’s Grand Ole Opry was the subject of a full length feature story in Collier’s Magazine.

The 5,800 word article ("That’s Gold in Them Thar Hillbilly Tunes") with two pages of color pictures tells the story of how the program began as the traditional barn dance show of that day and grew until it has made Nashville the folk music capital of the world.

The story is written by Collier’s Associate Editor Bill Davidson, who said, “Most of the country regards New York and Hollywood as the twin capitol of show business; but you could never prove it by Uncle Dave (Masco) and millions of other people like him. You see, the Mecca is Nashville... It has its own big hillbilly stars who individually make up to $300,000 a year, its own hillbilly music publishing companies, even its own handsomely hillbilly singing stars who set hillbilly hobby-soxers to squealing. For years, this form of show business flourished apart from the Hollywood-New York axis, almost totally unknown to it... But in the last few months, the balance has been suddenly and violently disrupted. The Nashville Opry, must have won the entire nation."

The Grand Ole Opry is believed to be the only radio program which the audience pays to see ($30 general admission; $50 reserved seats). Seats are sold out usually about two months in advance. It is attended by an average of 5,000 persons weekly, and they come from an average of 38 states each week. So great is the sales impact on the Grand Ole Opry that prospective sponsors are on a waiting list for time that may become available.

Capitol Sets One Day A Week For Pubs

NEW YORK—Dave Cavanaugh, Eastern head of A & R for Capitol, announced this week beginning Tuesday, August 21, he will set aside every Tuesday to meet the publishers. Starting at 10:30 A.M. and lasting until everyone is heard from, the day will be devoted to listening to new tunes. Sid Feller will sit in on the conferences with Cavanaugh.

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Rudolph On Film

NEW YORK—Rudolph The Red Nosed Reindeer will be the subject of an animated short being produced by Jam Handy and due to be released in October. It is scheduled to play about 6000 theaters.

Max Fleischer is doing the animations. The film will be distributed by Jam Handy and Harry Willard in this country and negotiations are now being conducted with J. Arthur Rank for distribution in Canada.

New Exploitation For KC Pub

KANSAS CITY, MO.—Ruth Shook, formerly of the promotion division of RCA Victor’s Kansas City branch, has joined Gershman & Goodman, Kansas City publishing house in a similar capacity, exploiting the firm’s tunes on the west coast. Current plugs are “The Loneliest House On The Street” and “I Hope You Believe”.

Grinding the Disks

HOLLYWOOD, CAL.—Les Paul and Mary Ford are in a happy mood grinding out those disks for Capitol Records. The pair who have been to the top of the ladder in a few short months are still going strong with their great waxing of “How High The Moon” and now have another one coming up in “I Wish I Had Never Seen Sunshine.”

IT WAS WORTH WAITING FOR!

The NEW, Sensational ROCK-OLA Super ’52-50 ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super ’52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

FRANCO DISTRIBUTING CO.
24 North Perry St., Montgomery, Ala.
(Tel: 3-4663)

“It’s What’s in THE CASH BOX That Counts!”
Folk and Western Roundup

There were over 250 Acuff's at Roy Acuff's Dunbar Cave near Nashville, Tennessee, on Sunday July 29th. A picnic dinner was served on the ground with special programs during the afternoon and evening. Reunion is an annual affair and reports are that this was the best yet.

Roy Acuff and His Smoky Mountain Boys are scheduled for Cairo, Illinois, August 6th with the following week being spent in North Dakota and Nebraska.

Eddy Arnold and the Oklahoma Wranglers have just completed two weeks of transcription making for Purina Mills in Nashville. Group is scheduled for more transcribing in Hollywood last week of August where many guest stars will be featured on the cuttings.

Sessions cut recently in Nashville include Hank Williams (M-G-M) and Ken Marvin (Mercury).

The Louvin Brothers, Ira and Charles now broadcasting from Memphis, Tennessee are scheduled to cut M-G-M sides in Nashville, August 5th.

This year, a very popular novelty of California, Biff Smith returns to his WOKO, San Jose broadcast for a second time. The occasion was an Anniversary and local personal appearances.

Another west disc jockey reporting increased attention to country and western records is Don Churchill broadcasting from KROW in Oakland, California. Churchill also heads up the Texas Mavericks for broadcast and local personal appearances.

Bill Sanders alias P.F.P. is heading up a very fine program "Radio Rangers Club". Program airs from WOKY, Albany, New York, for a late afternoon half hour across the board. Club members receive a membership card and a number of varied souvenirs for sponsor's labels or box tops.

Congratulations to Lilian Melham who recently became Mrs. Helf. Many of the syndicated record review columns are under her authorship.

Buddy Star cher and Salt and Peanuts are new names at WMIB in Miami Beach. Starcher heads programming dept. as director while the duo, Salt and Peanuts, are heard daily via their own song.

KJIKOKEY Smith, KEN—Den Moines’ leading country disc jockey reports need for country instrumental records. He says his audience finds them very interesting and he is unable to program enough to suit the demand from existing library. Smith and The Bucceaters are going to celebrate a New Year at KRTN.

Bill Colie returns to KNZU—Houston after several months of record spinning on KLKE same city.

The Cash Box, Music Page 20 August 11, 1951

The Cash Box

Folk and Western Record Reviews

"TENNESSEE CHOO CHOO" (2:35)
"WHO'S GONNA BE LONESOME FOR ME" (2:56)

DELMORE BROTHERS
(King 966)

- The Delmore Brothers come through with a train song that could really make it. This driving number done in fine style by the boys has all the possibilities of a big disk and ops who listen in are bound to get on board.

The boys sing out a duet in extremely appealing style and give out with some guitar work that adds excitement to the side. This one has plenty to offer. Half of the song is a straight ballad with the boys again dueting and making with the guitar. As a side we're excited about is the first one. It has what it takes to get the coins into the machines.

"THAT SWEET STORY OF OLD" (2:18)
"TAKE MY HAND PRECIOUS LORD" (2:20)

JIMMIE DAVIS
(Decca 14560)

- Two religious sides are offered here by Jannie Davis. The top deck is a familiar melody with new lyrics on which Jimmie gets an assist from The Anita Kerr Singers. The bottom half is a slow, soft tune with some good guitar work. Ops in the right locations should do well with this one.

"EMPTY HANDS, EMPTY HEART, EMPTY POCKETS" (2:32)
"THE PLAYER PIANO BOOGIE" (2:26)

DEUCE SPRIGGINS
(Capitol 1730; F-1730)

- An appealing novelty shone up on the upper end done by Deuce Sprig- gins and Jimmie Widener. The pair work through the smart lyrics with a lot of verve. Second half finds Deuce singing a jumpy tune with Ole Olson at the piano. Ops might take a look.

"WHAT'LL I DO WITH THE BABY-O" (2:40)
"CHICKENS DON'T ROOST TOO HIGH" (2:30)

GRANDPA JONES
(King 976)

- Grandpa Jones has a couple of fast ditties to offer on this platter. Each end gets a driving vocal from Grandpa and plenty of Fiddles and guitars to go along. Both of these are gonna please his fans and ops are advised to listen in.

"HELP WANTED" (2:43)
"LOVIN' COUNTRY STYLE" (2:53)

"BIG BILL" LISTER
(Capitol 1736; F-1736)

- Two ballads come our way on this platter, sung by "Big Bill" Lister. Each end is a very slow song, done in heavy voice by Bill. Ops who are in the market for good filler material, might take a listen to this one.

"A THOUSAND TIMES" (2:40)
"THE HONEYMOON IS OVER" (3:12)

CHUCK MURPHY
(Decca 6410)

- A light hearted tune is sung in pleasant manner on the top deck by Chuck, Murphy. Chuck's infectious singing makes this disk a strong contender. The bottom half is a jazzy piece in good rhythm with another listenable vocal. Ops mustn't miss this.

"THE GIRL IN THE WOOD" (2:45)
"MR. BUZZARD" (2:01)

TERRY GILKSON
(Decca 27708; 2-27708)

- A tune that could easily break out is given an excellent rendition on the first side by Terry Gilkson, his author. Terry gets some fine feeling into this. The lower end is a novelty in a fast, steady pace. Ops ought watch the upper half.

"PLINEY JANE" (2:48)
"I'M TIRED OF LIVING THIS LIFE" (2:52)

BOB WILLS
(MGM 11024)

- Bob Wills and his boys go to work on a couple of sides and see that they come out real good. The first one is a lively novelty with Joe Andrews and the Playboy Trio doing the vocal. The bottom end is a slower item on which Ramon Reed sings the lyrics. Ops might have a peak.

"KENTUCKY WALTZ" (2:48)
"I'LL BE ALONE" (2:43)

"SHERIFF" JOHNNY DENIS
(London 1070)

- A couple of tunes in pop style are arranged out by "Sheriff" Johnny Denis and his Ranchers. The top deck is a hit of a few months back while the bottom half is a novelty sung in chorus. Although not world shaking by any means, it deserves some attention from ops.
SIX STATE

PHONOGRAPh OPERATORS

CONVENTION

Hotel Paxton, Omaha, Nebr., Monday and Tuesday, Oct. 15-16, 1951

July 31, 1951.

Mr. Bill Gersh,
The Cash Box,
32 West Randolph Street,
Chicago 1, Illinois

Dear Bill:

Having known you for many years and realizing your deep and heartfelt as well as sincere interest in the continued great progress of the entire industry, it was a thrill, believe me, to hear from the operators and leaders of the Six States (for whom I am acting as Publicity Chairman) that: "The one magazine we want to get the news and that we want to be with us in this big MIDWEST COIN MACHINE SHOW is 'The Cash Box'."

I am now sincerely convinced, Bill, that you really don't know with what respect and adoration the operators hold your publication. You certainly have been extremely modest in your statements regarding your magazine. Everyone of the men with whom I've spoken consider 'The Cash Box': "Our Bible".  (Need I say more?)

Therefore, Bill, I'm only passing the word along (tho, believe me, I'm thrilled to the core to do so) that everyone of our operators want 'The Cash Box' to lead the parade and to create another SPECIAL ISSUE, like the one you created for the Five States Convention in Minneapolis some years back, for our big MIDWEST COIN MACHINE SHOW.

We look forward with great respect and heartfelt appreciation to the publicity which we hope you will give the MIDWEST COIN MACHINE SHOW for no one better than myself realizes that you are the most outstanding international publication in the coin machine business only and that everyone of the operators believe in your statements and quote them regularly, so that when you publicize the MIDWEST COIN MACHINE SHOW you are actually according us a very great honor.

With my personal thanks and the sincerest thanks of all of us of the Six States who are sponsoring the MIDWEST COIN MACHINE SHOW, I remain,

Very Truly Yours,

Harold Klein,
Publicity Chairman, Midwest Coin Machine Show
FACTORIES RATION PRODUCTION


Ops Are Urged to Anticipate Needs

CHICAGO—Factories here are now arranging allotment schedules on new machines shipped to its distributors. This has come about because of the lack of materials and the further fact that copper, steel, aluminum, lead, and other necessary metals are being rationed. In the continued manufacture of coin operated equipment, grow scarcer by the hour.

This lack of materials is forcing manufacturers to ration equipment to its distributors.

It is reliably reported that the distributors, in turn, are rationing the equipment to the operators in their areas.

Manufacturers here are busy with defense work. More and more contracts and sub-contracts are coming in and the outstanding coin machine factories here.

These are tying up the machine shops as well as tool and die makers and even the assembly lines of some of the manufacturers.

As one noted manufacturer said this past week, "I don't know when we'll be able to fabricate new parts for our machines. Our machine shop is working around the clock and completely tied up with war work."

Because of this, and because of the lack of materials, most manufacturers are now in the position where they are continuing to build whatever new product they have.

They cannot see changing over to a new game at this time.

Operators are being urged to anticipate their needs as far in advance as they possibly can.

The belief here is that if ops will be able to foretell their needs the manufacturers will then have some idea of what production they can allow to the various distributors and, in this fashion, use up whatever few materials they obtain under the CMP deal.

They are helped by the factories that even this small production, under which they are now working, will be able to continue into the fourth quarter of the year.

Regardless of whatever does come about in the near future, manufacturers report that they will try to continue to produce whatever they possibly can.

Some of the manufacturers are asking for 'relief' from NPA. Some believe that if they are granted relief they will be able to handle the orders which they now have on hand.

In the meantime there has been a general business pickup all down the line.

ROCK-OLA PREVIEW CLIX

Distries From All Over Nation As Well As Many Foreign Countries Present To See New Rock-Ola '52-50 Super Rocket Phonograph and New Type Wall Box

Enthusiasm Very Great For New Equipment

CHICAGO—A very beautiful, star-studded Sunday evening ushered in the new 1952 Rock-Ola Manufacturing Corporation music line.

With the Boulevard Room of the Sheraton Hotel here crowded for cocktail party time, and prior to enjoying a very fine dinner, J. A. (Art) Weinand, vice-president and director of sales for the Rock-Ola firm, unveiled the new Rock-Ola '52-50 Super Rocket for the crowd and also unveiled the new, universal type 50 selection wall and bar box.

David C. Rockola, president, started the music off by pushing the first button on the phono.

There was tremendous applause from all the distries gathered together to see the new Rock-Ola line.

Everyone praised the new design and all agreed that the wall and bar box meant greater sales than ever before enjoyed.

J. Raymond Bacon, vice-president of the firm took the rostrum, after the dinner, and acted as master of ceremonies.

He first introduced David C. Rockola to all present, who spoke of the work which had gone into the new and the wall box, and also explained the difficulties being encountered in obtaining materials, dice, tools, and other necessities.

Bacon introduced many of the executives of the firm as well as their wives and then presented J. A. (Art) Weinand to the gathering.

Weinand spoke on the new type sales pitch that is now necessary for distries to keep their businesses going at top speed.

He also advised the distries that they must anticipate their needs for equipment would be by allotment only from now on.

In addition to all the distributors from this country there were also present distries from foreign countries.

Among these were: C. R. Sandoval, export distributor of the firm, Jose Romero of Puerto Rico, D. Solovy of Panama, Napoleon Bodzechian of Venezuela, and others from Belgium and Mexico. Distributors from other foreign countries were on their way in.

Among the distributors from this country who were present at the showing were:

Mr. and Mrs. Carl Hoppel, Mr. and Mrs. Orville Cenitz, Mr. and Mrs. John Nee of Badger Novelties Co., Milwaukee; Mr. and Mrs. H. Binnie, Sr., Binco Music Dist., Pt. Wayne; Mr. and Mrs. H. M. Bunson, H. M. Branson Dist., Louisville; Mr. and Mrs. Joe Brilliant, Brilliant Music Co., Detroit; H. B. Brinck, Butte; Al Calderon, Calderon Sales Co. Indianapolis; Joe Spear, Coin Machine Service, San Francisco; Irv Weiler, Jack Sully, E. McKean, Consolidated Dist., Kansas City; Lee Dixon and Norman Dixon, Dixon Dist., Youngstown; Mr. and Mrs. Bill Doyle, Mr. and Mrs. Stone, Bill Doyle & Co., Grand Rapids; Mr. and Mrs. Dave Franco, W. B. Rodgers, C. B. Thornell, Franco Dist., Montgomery; Paul W. Hawkins, Tucson; J. R. (Pete) Pieters, Joel T. Ant. M. J. Ambrus, King-Pin Equipment Co., Kalama, Mr. and Mrs. Archie LaBeau, George LaBeau, St. Paul; Mr. and Mrs. Joe Abraham, Lake City Amusement Co., Cleveland; and B. D. Lazar, J. D. Lazar, Pittsburgh.

Also: M. A. Mallory, W. E. Maddox, Mallory Dist., New Orleans; Mr. and Mrs. L. D. Shulman, Modern Dist., Denver; Mr. and Mrs. J. C. Gomula, Joe Green, Ed Raveley, Music & Television, Boston; Henry Nelson, Detroit; H. W. Robinson, Robinson Dist., Atlanta; Irv Sander, Sander Dist., Des Moines; Dan Savage, E. C. Sankin, Savage Novelty, Beloit; Morris Gross, Scott-Crosse Co., Philadelphia; Dave Stern, Tom Burke, Charles Reisner, Seacoast Dist., Elizabeth; Earl Montgomery, Allen Dixon, S. & M Sales Co., Memphis; L. F. LaStourgeon, Southern Music Corp., Charlotte; Mr. and Mrs. Ron Rod, Southern Music Dist., Orlando; Dan Stewart, Dan Stewart Co., Salt Lake City; Mr. and Mrs. W. K. Wilkinson, T. Baker, United Amusement, San Antonio; J. Fred Barber, Walco Sales Co., Dallas; Dan M. Wertz, Wertz Music Supply, Richmond; Monte West, Len, Nixon, Al Stern, World Wide Dist., Chicago.

Rock-Ola executives, seated on the dais, welcome all their distributors and friends who came from all over the nation and foreign countries to view the new Super Rocket '52-50 phonograph and new type wall box. Left to right: Henry Meyn, treasurer; J. Raymond Bacon, executive vice-president; David C. Rockola, president; J. A. Weinand, vice-president and director of sales; and J. J. Sears, vice-president and purchasing director.
SIX STATES TO SPONSOR
"MIDWEST C. M. SHOW"
Display Booths And Meetings Arranged

OMAHA, Neb. — Publicity Chairman Harold Klein announced today that this past week that, because of the instant and favorable reaction to the announcement by the organizations of the six states: North Dakota, South Dakota, Wisconsin, Nebraska, Minnesota and Iowa; that they would hold their annual convention at the Paxton Hotel in this city on Monday and Tuesday, October 5 and 6, the six states decided to turn the entire meet into a "Midwest Coin Machine Show."

As Klein reported, "We feel that even tho this convention is sponsored by the six states operators' associations, it really is a 'Midwest Coin Machine Show', inasmuch as we are centrally located and operators from all the surrounding states are already telling us that they plan to attend.

"In addition to the operators of the six states who are sponsoring the convention," Klein continued, "we are going to have operators from Kansas, Missouri, Illinois, Wyoming, Colorado, Montana, and other states present.

"The convention is being held in the Fall of the year. Just in time for the manufacturers' new products which are usually presented at this time. It is a perfect time for them to display their new merchandise."

Klein said that he did not believe that this was "too ambitious" a program for the six states. He pointed out that the operators in the surrounding states had already indicated their intentions to be present immediately after the opening announcement.

He also stated, "There has been no coin machine show in some time. This is the opportunity for the men to get together. Especially the coin machine men of the midwestern states and see what's new as well as hear what all think about the future of the industry.

"We are preparing one of the most interesting programs," he continued, "that any convention in the industry has ever featured.

"By the way," he concluded, "at the rate the booklets are being sold, we believe that there will be few, if any, left within the next thirty days."

W. J. (BILL) RYAN

Unveiling The Super Rocket '52-50

CHICAGO — Bill Ryan, formerly with Universal Industries, Inc., this city, has just taken the position of general sales manager for Williams Manufacturing Company, as of Monday, July 30, 1951, Samuel Stern, executive vice-president, and Harry Williams, president of the firm, announced this past week.

Ryan is one of the old timers in the coin machine industry, having spent many years with manufacturing firms.

He is well known to the field throughout the country and his experience is expected to act as a very important factor in the continued success of the firm.

Ryan, himself, was anxious to get back into harness. Even tho he had intended to take about six months vacation after consolidation of Universal with the parent firm, United Mfg. Co. As Ryan said, "Among the two finest people in the industry are Harry Williams and Sam Stern. I just want to get back into action again even tho I had intended to rest for about six months and take things easy.

"I believe that this will prove one of the most interesting positions which I have yet undertaken in the industry."

DEL MARRE DISTRIBUTING CO., INC.
411 W. HARRISON STREET, OAK PARK, ILL.
All Phones: W 3-2828

"It's What's in THE CASH BOX That Counts"
Awaken, YE KNIGHTS OF JUKE BOX MUSIC—THE AGE OF HERALDRY HAS RETURNED! THE AMI INSIGNIA ON A MUSIC MACHINE AND THE DEPENDABLE AMI MECHANISM BUILD A VERITABLE FORTRESS OF GOOD WILL WITH LOCATION OWNERS AND PATRONS.

TO BE SURE OF IMPREGNABLE LOCATIONS, POST UP THE AMI COAT OF ARMS AND FORTIFY WITH "C"!

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"
HURRY! PHONE US TODAY!

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey
(Tel: ELIZABETH 3-1776)

We're Delivering America's 1952 Phonograph

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

WALBOX SALES COMPANY, INC.
3909 Main Street, Dallas 1, Texas
(Tel: VICTOR 1671)

EASTERN FLASHES

The weather was the most important item here this week. It was HOT — really hot. In addition, the humidity made it worse — hitting 96 points. Those criminals who weren’t out of town, were wishing they were. Weather was about normal for this time of the year, with some wholesalers reporting a pick up over the past few weeks. Operators state collections about the same as past weeks, with a good friend Lester K. Kinzy, a substantial pick-up this week. Arcades continue along their merry way, piling up record biz.

Barney (Shaggy) Supergan and his family take a week’s vacation up in Swan Lake, N.Y. (Katonah Mountains). Why, we don’t know as his private sine-conditioned office was probably much more comfortable than the country. Irv (Kenny) Kempen, Roxbury roadman, who spends the week in the office, takes advantage of the North Pole atmosphere of the office, and earns all his business in it.... Mike Munves, who leaves with his wife for ten days vacation in the Catskill Mountains on Friday (August 3), hopes the weather holds up. “The last time we were there” smirks Mike, “we ran into a cold spell, and didn’t even have a sweater.” Business keeps going at a mad pace here, with Exhibits’ “Big Bronze” the piece in biggest demand. Joe Yelk, Distributing (Warlitzer distrits), spends Thursday in New Jersey seeing the ops. Abe Lipsky, sales manager, covered Westchester, N.Y. the day previous. Both were back on the manner in which the music ops have gone on at the Warlitzer 1400 bandwagon.... Andre Eschavera, export manager for Young Distributing, helps us decipher a Spanish letter. The young man can handle six languages fluently.... Jackie Pripoff, head engineer at Roxbury’s, passes up a summer vacation for a winter one, which he and the missus will spend in Miami. Jackie is a new father, and the baby keeps him close to home at this time.

When we visited the Knepples last week they were relaxing in the office. Not this week. Both Harry and Hymie busy with customers and getting their reconditioned music machines ready for shipment. As this firm both buys and sells used music, they should have more they speak. And yet they don’t.... Even some of their dealers tell them about some of wholesalers through the country regarding equipment they had just picked up from a trade-in machine. Some of the firm’s accounts are going over with local garage men in the industry. “We’d be ashamed to allow machines of this kind out of our place” states Harry, “even if we informed the customers that they were in bad shape.”

Dany (Bob) Lowy, Lowy & Company, spends the week in the Catskill Mountains (Liberty) with his family, who are vacationing for the summer there. The Rock-Ola distrits from out of the country visit along cologne before sending the Rock-Ola Perve Shearing in Chicago—Jules and Cesar Romero of Porto Rico. Morris Rood, the hard working manager at Roxbury, takes a day off now and then. Right now he’s busy with Bobby’s Shuffle-Line” and local garage men are going over with local garage men in the industry. Tom Burke, Seacoast Distributors, Elizabeth, N.J., returns from the Rock-Ola Showdown in Chicago last Sunday, and is most enthusiastic about the Rock-Ola ‘52-50 phone, and the new wall box. Jimmy Corgi tells us he’s heading a new union for amusement machines—Electrical, Radio and Machine Workers Union. N. J. Local 456—CIO—Sulphur Springs, who became a restauranter about a year ago when he bought the Supper Club on Montague Street, really in love with the place. Jack drives up to Greenfield Park every week to visit with his family, but due to the rain and a summer slump Saturday morning couldn’t leave until late afternoon. And where do you think he spent the time? Right—at the Club greeting customers by the way, are coin machine people. Al Simon, ChiCoin representative, lives in what practically is a country area. Al doesn’t take a full vacation, but stays at home a few days a week.

DALLAS DOINGS

Texans are still sweating in the heat and praying for rain. . . . R. M. Reel of Mechanics feels confident that business will pick up with the addition of rain. . . . Drew Osborn of Fort Worth is in the process of remodeling his cafe and is also adding new machines to his route. . . . Who says the fishing at Possum Kingdom Lake is good? Fritz fish. Chatten reports that he caught fifty fish, one base weighing seven pounds. Tommy modestly admits that he is as good a fisherman as Author Jack Lamb and is seriously considering a book on the subject. . . . T. F. Crof’s of Dallas has no complaints about the summer slump in business. He is adding new machines to his route right along. . . . Willie Delah has gone back into the joke box business in Fort Worth after an absence of some years. He is going to hang on to his wholesale produce company, too. . . . Our hats are off to the G. L. Novelty Company of Bolger City, La. They have been in business for many years now and have a single old model machine on the entire route. They specialize in prompt, efficient service. All and all they have a neat little operation. . . . Dick Parker, disc jockey for Radio Station KRSY, has left the city to try his luck in Tex. . . . We wish you luck, Dick. . . . Art Rupe, president and owner of Specialty Record Company, was in Dallas this week to visit his offices which was the last lap in his tour of his distributors over the country. But now he should be back in Los Angeles. . . . Jack Sprott of Temple is growing by leaps and bounds—his business, we mean. . . . Ditto for Tom Lambert of Magic Music Company. . . . W. B. Moody of Paris has gone into the games distributing business. He is also making additions to his joke box route. . . . Elmo Pinkerton just got back from a trout fishing trip in Colorado. He caught lots of fish and enjoyed the reprieve from Texas heat. . . . D. H. Williams of Commercial Music Company is off for a vacation to California. . . . This may be only rumor, but we hear that Bill (Baldy) Sheffield of Paducah is taking hair growing treatments. Tommy Chatten says, “You can’t grow hair on an onion skin.” . . . W. B. Walton is fast becoming the shuffle slay king of Mineral Wells. . . . Olen Dreyer of San Angelo is busy buying himself with booking bands for local night spots. This is just a side line of his course. . . . Carles Sikes, owner of one of the biggest night clubs in Amarillo, is going into the coin machines business. Good luck, Carlson.

CHICAGO—D. Gottlieb & Company started to ship its new pinball game, “Watch My Line,” this past week. The game is one of the most unique and developed here.

It turns back the clock to some years ago when the Gottlieb organization brought forth one of the most outstanding pinball hits of all time, “Five Star Final.” By featuring the figure eight play of this well known and internationally famed game, incorporating this unusual and entertaining play action into its newest game, the firm developed one of the speediest pinball games in a long time in this “Watch My Line.”

The backboard of the game features one huge card. Play is straight nickel on, if the operator desires he can change the chute to straight dime play. Vertical, horizontal or high score brings the player a skill award.

The game features a standard pinball cabinet, no different in site than the other D. Gottlieb & Company games.

The price is reported to be in line with the pinball games which the firm has featured.

The game offers an unusual thrill for the new generation in the fact that the figure eight whirl of the balls as they start down into the scoring lines keeps the play going on “Watch My Line” with just as much entertainment and fascination as it did years ago in the original “Five Star Final.”

But, the play is much, much speedier. The entire playing board, as well as the backboard action, is tremendously more alive with fine play appeal.

This meets the demand for the modern type thrill pinball games.

Executives of the firm believe from advance orders, that “Watch My Line” will prove one of its biggest successes.
BUY THE BEST FOR '52—BUY

The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

SOUTHERN MUSIC DISTRIBUTING CO.
503 W. Central Ave., Orlando, Florida
(Tel.: 3-2261)

We're First For '52 With The Best!

The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

KING-PIN EQUIPMENT CO.
826 Mills Street, Kalamazoo, Mich.
(Tel.: 5-1151)

(Story Page 23)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DISTRIBUTORS PREVUE
PHONO EQUipt

WE'LL DELIVER TODAY!
The NEW, Sensational
ROCK-OLA Super’52-50
ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE
MONEY THE ROCK-OLA
Super ’52-50 ROCKET IS SET
AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-

bination coin play you desire.

PHONE TODAY!

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit, Mich.
(Tel.: TEMPLE 1-7455)

IMMEDIATE DELIVERY!
The NEW, Sensational
ROCK-OLA Super’52-50
ROCKET Phonograph

SEE IT TODAY!

TO HELP YOU MAKE MORE
MONEY THE ROCK-OLA
Super ’52-50 ROCKET IS SET
AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-

bination coin play you desire.

PHONE TODAY!

SANDLER DISTRIBUTING CO.
110 - 11th Street, Des Moines, Iowa
(Tel.: 4-9186)

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

(Story Page 23)
WHAT ABOUT YOUR BUSINESS THIS SUMMER?

Exhibit has the answer for you. A most flattering, golden opportunity for every progressive manufacturer and distributor of exhibits, "EXHIBIT WESTERN KIDDE CORRALS" help sell western kiddie merchandise. They kidde's delight, "Hopalong" Cassidy, Gene Autry, Roy Rogers, all in color. Want to know what you may feature to exhibit western KIDDE CORRALS? Visit us, at our "EXHIBIT WESTERN KIDDE CORRAL" in the DEPARTMENT STORES, SUPER MACKETS, KIDDE PENS, FIVE & DIME STORES, OR YOUR OWN SPOT on the broad streetscape in your city, you will be merchandising yourself into a shower of golden profits like the old-time "EXHIBIT WESTERN KIDDE CORRALS." "EXHIBIT WESTERN KIDDE CORRALS" are all in color, free photo today for complete details! Call at the Exhibit factory and order "EXHIBIT WESTERN KIDDE CORRAL" on display.

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

Here's the World's Finest Phono

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

SEE IT TODAY!

HELP TO MAKE YOU MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

LAKE CITY AMUSEMENT CO.
4533 Payne Ave., Cleveland, Ohio
(Tel.: HENDERSON 1-7377)

CHICAGO CHATTER

Big event of this past hot and humid week was the Rock-Ola showing of the new Rock-Ola '52-50 Super Rocket phonograph as well as the new 50 selection wall and bar box. This showing not only brought in distris from all over the world but distris from many of the major manufactur- ers, including those at the General Milling and Univer- sal Industries, is now Gen'l Sales Mgr. for Williams Mfg. Co. . . . Paul Haw-kins of Tucson, Ariz., after enduring a few days of this town's heat and humidity, started the place to (and to live) in his home town of Tucson. . . . Caesar Romero of Puerto Rico tells how he started out with just a couple of phonos and is today Rock-Ola's district. . . . Frank Menechino of San Francisco getting to Nyo Yawk the hard way, via Dallas. But wad up with such business there he was forced to come back to Chi to try and arrange shipments. Got his order, front and back, for $25,000 worth of more machines. . . .

Napoleon Boodrama of Venezuela has a personal card that reads, "Capi- tal B, 50,000.00." and remember that Venezuelan Belihoods (dollars) are worth plenty right now. . . . Like the way that Art Weinandt capitalizes on popu- larity, says Art, "Come on my place and see the new Rock-Ola '52-50 Super Rocket" . . . Jerry Golumbo of Boston has Ed Rayevelo and Joe Greene working for him. . . . Irving Solovey of Panama obtained govt. officials okay in Canal Zone for an old time baseball game. Now, he's set to do it next fall. . . . Harry Brinck of Butte, Mont., and Dan Stewart of Salt Lake City in an animated conversation regarding same expenses. News of the stored areas in Kansas and Missouri last coming from Mr. Irwin Weiler of Consolidated, Kansas City, Mo., tells of 58 locations that just simply disappeared, buildings and all. 58 phonos, and much other equipment, was lost. Bill Byne of Kansas City, Kan., says that hundreds of machines that went thru the flood (being on the ground floors) aren't even worth repairing. . . . Hope is that something can be done to stop the flooding in the near future.

The production much lowered, games are still rolling off production lines here: United's "Six Player Shuffle Alley" . . . Hollywood's "Bingo" . . . Bally's "Bright Lights" . . . Chicago Coin's "Horsepower"; Bally's "Shuffle Line"; "Bright Lights" and "Futurity"; Genco "Shuffle Target"; and a host of others. All are well worth the money. Joe Abraham and the pictures of their five lovely children a subject of con- versation at the Pump Room. . . . Leo Dixon, Jr. and Bob Dixon keeping the old "Front Porch" alive at Dixon, S.D. Mr. Goodman of Palo Alto, Cal., a most sweetest people in the coinbox: Mr. and Mrs. Joe Brilliant. . . . Nancy and Ron Rood of Orlando, Fl., enjoying Chicago's "Distributors' Day" . . . Mr. Oscar C. Nelson, who was one of the Rock-Ola distributing directors in Chicago, won the title of "Junior Golf Pro" from J. Raymond Bacon, Executive Vice-President of the same firm. . . . Sam Lewis of ChiGun again heads coin machine division drive of United Jewish Appeal here. Should break last year's record.

Joe Schwartz back from his vacation at Eagle River, Wis., and very much on the plus side. Clayton Nemeth of Des Moines, Iowa, with their new Lincoln Ave. store. . . . Vince Shay suddenly left town last week to attend a funeral of a very dear friend in Wisconsin. . . . Mac Brier of Coven Distribs Co. looking forward to his vacation. . . . One time you can catch Murray Rosenthal of Coinex very, very early in the morning. . . . "Stinky the Pilot" is a new cartoon strip. . . . Mr. and Mrs. Bill Delbo enjoying life as it should be enjoyed up at Drummond Isle, north of Mackinac, Mich. But'll be back in time to read this . . . By the way, Ray Riehl has just obtained his pilot's license. Can now fly you from Seattle to Los Angeles for $150.00 if you care to take the chance. . . . Which reminds: Lyn Durant flying about but was expected to land at the United plant today (Wednesday) this past week, and seems to have come up "kids". Tell 'em I coulda chipped a 9 iron shot right into the cup from the lower embankment of the green, 40 feet away. Yoo, hoo, Mr. Riley.

I do like Carl Trippe's name for his summer arcade spot, "Chain of Rocks Grove." . . . Nostalgia! David Gottlieb's newest game, "Watch My Line." Purest of all his wonderful famous fancies, "Spin," which first appeared in the final "Final." Away back when Bad Lieberman represented him in Nyo Yawk and D. Gottlieb & Co. was just getting started. . . . HAPPY BIRTHDAY TO: (A Uncle Weinand; Dave Store and M. Mak; All born on August 5.) Harrison W. Call, atty for the Califf. Music Guild, passes thru town. But, says "sayo" on September 29th at his hill (S. 1500) now in the Judiciary Committee of the Senate in Washington. . . . (Aside to Harold Klein of Omaha: Thanks a million for your very kind letter regarding "The Cash Box") Harold is now Publicity Chairman of the Midwest Coin Machine Show, outgoing of the Six States Convention.

We note that even non-advertisers quote this publication. Like the statements of American Shuffleboard Co. in their sales letter of July 18. If they read us, that carefully, maybe some of their customers and respective cus- tomers do, too? . . . Hymie Rosenbush is traveling between here and Detroit regularly. . . . Mr. and Mrs. Bob Benze very proud of their son's who's taking over for Dad in his distrib biz . . . J. R. (Pete) Pieters of Kalamazoo reported to own some of the finest running and trotting horses. Unusual for a horseman to be interested in both. But, seems like Pete is clicking in both fields. Still among the most comical in the industry: Irv Sandler of Des Moines. (Irr- pronounces it: "Dee Mainens") . . . J. Fred Oettinger of Wisconsin. . . . We feel the time to off to pay the "Cash Box" house back our grand compliment. (For which we are ever grateful, Fred). . . . Mr. and Mrs. Louise Sabick of the Rock-Ola or- ganization are the lovely young couple that Bally's "Black Cat" is always a very well known coin, believe it or not. This guy, big as he is, loves to puff about in the kitchen and turns out some very exciting dishes we hear. . . . Ed Weiler, one of the most famous of the hard workers when we visit him here.

C. E. Waltman is the man who designed the new Super Rocket for Rock-Ola. . . . Famous last cracks: "Was that a Monde I saw you with?" All say, "No, we'll let you with!"
There's a NEW Slant on Playboard Action in GOTTlieb's Latest Proven Innovation!

An Exciting Game of SKILL! SPEED! SIMPLICITY!

RACING BALL ACTION and SUSPENSE on the FIGURE-8 PLAYFIELD!

INDIRECT LIGHTING ON THE PLAYFIELD! Attractive! Practical! Provides complete Board Visibility in all locations!

SKILL SHOOTING AT ITS GREATEST — Challenging! Fascinating!

Player wins Replays by shooting balls into holes and lighting up any 3 consecutive numbers horizontally or vertically on the giant card in the light box! As easy for a beginner as for the expert!

14 WINNING COMBINATIONS! High Score Awards!

Fast, Motorized Automatic Shuffle

CONFIDENTIALLY:
Test Reports show that this game is TERRIFIC—a Big money maker!

ORDER FROM YOUR DISTRIBUTOR NOW!

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"
COME ON-A MY PLACE TO SEE
The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!
• TO HELP YOU MAKE MORE
MONEY THE ROCK-OLA
Super '52-50 ROCKET IS SET
AT THE FACTORY FOR:
1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-
binations coin play you desire.

PHONE TODAY!

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul, Minn.
(Tel.: NESTOR 2828)

WE'RE DELIVERING!!!
The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!
• TO HELP YOU MAKE MORE
MONEY THE ROCK-OLA
Super '52-50 ROCKET IS SET
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1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-
binations coin play you desire.

PHONE TODAY!

BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee 10, Wisc.
(Tel.: HILLTOP 2-3030)

CALIFORNIA CLIPPINGS

The vacation season is still with us, a'comin' and goin' . . . Back from his
trek through Montana, Oregon and points was Badger's W. R. Hoppel, Jr., who
found fishing with brownies coming back via San Francisco call on a few
more contacts. Hottest thing on the Badger floor still is Williams' "Haybarner."
. . . The whole J. Peaskin setup is moving off Fico Blvd. way out to 13th-and
something street and certainly wormy. Found to miss, partly, our dark-
eyed Sensuiza Dolores Moreno who grew up from a pretty little girl into a not-
too-bitchy pretty girl. P. A. Almami's movie coin row was W. H. Bally's prin-
cipal way from the sagebrush country of Glendale in his boots and cowboys riggins
for the big Coliseum rodeos . . . Bally's new "Shuffle-Line" was drawing some
appreciative oncomers from ops on the Paul Laymon floor. The boys, who were
really trying her out, seemed to go for the back glass scoring in a big way. Paul
reports orders are piling up for a near record on a new game. Also on tap and
gaining a warm reception from ops was Bally's "Broadway" while "Bright
Lights" was still holding its own and "Futurity" was due in.

Also at Layman's. Wurtzler 100ths and 145ths were going strong. As Paul
puts it, "We've got a winner here. All the operator has to do is give it a fair
try." Doing it by some of the trade-in boxes we've spotted on the Layman floor,
the statement rings true. . . . Most jobbers up and down the street reported a
flurry of activity the past week on used games and music . . . This was the
picture at Layman's. Badger, General Music and Sicking, among others. . . .
While games and music were only normal at Johnny Hawley's, he claimed an
extra big run on his premium merchandise and is starting to do a job on the
town furniture that given his place a very summer resort look . . . Add va-
catiorions: Buddy Parry, who was flying his own plane to points unknown, at least
by us at this moment.

Phil Robinson, you may be sure, is a regular listener to Peter Potter's "Juke-
box Jury" via TV every Friday night, as is Bill Leuenhagen . . . Pete opens on
a closeup of Chicago Coin's "Band Box" playing away and gives both the man-
ufacturer and Bill full credit for the little men . . . On the Row with a firsthand
report of the ones that didn't get away was Bakersfield's Jack Sicky, who
ran into a prise run of brownies and sea hogs off San Clemente . . . Also on the
Row were Bakersfield's Fred Ray and Alex Koleopoulos . . . Harry Lansford
of Lompoc . . . Compton's L. R. Wilson . . . William Bolton and Lloyd Bin-
dinger of Oceanides . . . James Bowman and Tom Goodsell from San Bernar-
C. R. Millhizer and Charlie Hancock from Los Vegas.

MINNEAPOLIS, MINN.

The Minneapolis AThanontin brought quite a few visitors into town and
during the same weeks the Ringling Brothers circus was in town, which
also brought a few more people into the Twin Cities area, which meant a few more
coins in the cash boxes of the machines around here. There are are quite a
few operators who came into the Twin Cities and also at the same time took
in some of the Aquamen events. Considering the severe storms that day
they have come out of it pretty well even though the power lines and telephone
lines were down quite a bit of the time.

In town was Al Eggermont of Marshall, as was Len Wawscheck of Montevideo . . .
Bob Cross of Jackson, made a quick trip into town and so did Ben Weis of
Bemidji . . . Glen Rackliff was in town to pick up supplies for his route . . . A
meeting of the Minnesota State Operators Association was held in St. Paul on
Monday, July 23 and it also brought a few more of the operators into town. Don
Eham of Winona, who is an officer of the association was seen sporting a new
moustache, probably traveling incognito, as we all know Don.

Clayton Norberg and his wife were seen in town from Manitou. Clayton
Norberg's former partner, Milton Casebear, is in the Army and went in as a
Captain and will be in Korea very soon . . . Elvin McDaniel, with his ever pres-
cent cigar in his mouth, was in town picking up supplies and Con Kallura
was also in town to take in the state meeting . . . Frances and Orv Boffera of the
Delano Novelty Co. of Hibbing, were in town to see what was new in coin oper-
ated equipment. Fran says that he is well rested up from his fishing trip up North . . .
The general Ralph Myers from Mitchell, S. D., was in town last week. It
seems that he is always coming or going or passing through the Twin Cities
area . . . Northern Minnesota . . . Some of the operators in town were Andrew Mark-
felder of Staples; Harold Peterson of Bethel; John Gale of Menomonie, Wis.;
Mike Illies of Long Prairie; and Harlan Beach of Alexandria . . . Frank Phillips
of the North American Game Co. of Minneapolis was in town . . . Jack Whittaker,
the operator, says that he is going to see the Gophers in the World Series and
stand that Mike Young of Soldier Grove was pretty hard hit by a flash flood
which hit Soldiers Grove, Wis. last week. The latest reports, were that about half
of his spots were under water and that they are just starting to come out . . .
Joe Reilly, his wife and family of Cornell, Wis., spent several days in town last
week.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Thanks to our distributor organization for the wonderful response to the '52-50 Super Rocket. We will deliver as soon as possible."

David C. Rockola
WANT—Diggers of all types in any condition. Also Rotary Merchandisers. Pushing Buck and all types of unlisted machines. Counters, various game venders, latest cigarette and Candy Box Machines. NATIONAL, 4243 SANSON, PHILADELPHIA, PA.

WANT—Used Coffee Machines, reconditioned. Write to: JACK ZIMMETT, 355 FIFTH AVE., NEW YORK 1, N.Y.

WANT—Genco Bowl-A-Ray 1950 model; Williams Double Header, new or used 1951 models. State lowest cash price in reply. Write to: ANTHONY HIRT, 2103 NO. 11TH ST., SHREVEPORT, LA.

WANT—Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOPPHEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N.Y. Tel.: CI. 6-8939.

WANT—Will pay cash for Champions, Competition, and Specials. Also Skeeballs, Olas, Seeburgs, Wurlitzers and AMIs, and Accessories. Send us a sample, if possible. KENTON RECORDING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TR. 8585.

WANT—Photomatics, Voice-O-Graphs, ChicoCoin Basketball Champs, Seeburgs, Ols, Seeburgs, Wurlitzers, AMIs, and accessories. Send us a sample, if possible. M. MUNVES CORP., 577 TENTH AVE., NEW YORK, N.Y. Tel.: Blyr 9-6677.

WANT—One or a hundred phonographs, for cash—any condition. Willing to buy complete route of machines or games. Also want tubes, parts, supplies of all kinds. Write, Wire, Phone, C. A. ROBINSON & CO., 201 S. 13TH ST., LOS ANGELES, CALIF. (Tel.: DU.ink 3-1810).

WANT—Phonographs, pre-war and latest models. State price wanted, model and condition. They are in price, wanted and when ready to buy. Write to: M. MUNVES CORP., 577 TENTH AVE., NEW YORK, N.Y. Tel.: Blyr 9-6677.

WANT—What have you in new lines of equipment? Write us first, ROCK ISLAND DISTRIBUTING CO., 2530 W. 27TH ST., CHICAGO, IL.

WANT—Am for the market in clean, used Sheffield-Cale and a 4-player Bowling game. State price and condition. VALU AMUSEMENT CO., 200 HAGEN ST., HOT SPRINGS, ARK.

WANT—All post-war games, phonographs, wall boxes, scales, arcades. All oldies, speakers, adapters, motors, Wurlitzer and Seeburg parts, etc. Write stating condition and prices. ST. THOMAS JOHN SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT—Will buy used phonograph records, new or second-hand, any quantity or dealers stock. Will pay $15.00 minus 10% per hundred. Some labels are: Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; O.S.; Decca; O. R. JACOB S. BRUNNER, 128 W. 66TH ST., NEW YORK 23, N. Y.

WANT—4 Player Bowlers; 5 Player Bowlers; or Shuffle Coin Trade. MERIT COIN MACHINE; 524 W. 63RD ST., CHICAGO 21, ILL. Tel.: ENG. 49202 and 04.

WANT—We want late model phonographs, wall boxes, five ball games, anything on games, etc. We buy all DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT—By Operator: Ball One- Ball Two- Bowler, Coin Trade, MERIT COIN MACHINE. 524 W. 63RD ST., CHICAGO 21, ILL. Tel.: ENG. 49202.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid on all. Immediately, USED RECORD EXCHANGE, Anthony ‘Tony’ Galamore, Staff W. A. A., 1900, CHICAGO 39, IL. Tel.: DICKS 7-0600.

WANT—Your used or surplus records. We buy all round year and pay top prices. No blues or race. Not too loud. Make a market for you. Our speciality is large compact inventories complete. BEACON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT—United two-player Shuffle Alley Express; United Shuffle Skullies; United 2 Player Shuffle, unlimited quantity. Phone, wire: RITeway SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N.Y. Tel.: JUDSON 6-1865.

WANT—Used Juke Box records, popular, kiddie, hillbilly, etc. Any quantity. Will pay highest price. Write full details in first letter, F. A. WHEELER, 205 N. ORCHARD ST., CHICAGO 14, ILL.

WANTED—All types of post-war flip five ball games, in any quantity. Give name, coin, condition, they are in price, wanted and when ready to buy. Write to: R. J. ROBBINS, 413 BOYER RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT—Bingo Rolls—must be clean and in A+ condition—$35. SYM.-THOMAS JOHN SALES, 810 WEST SECOND AVENUE, SPOKANE 4, WASH. Tel.: Riverside 4745.

"It's What's in THE CASH BOX That Counts"
FOR SALE—Gallup roll-alls. Four each. $50.00. 2710 N. 4TH ST., SHREVEPORT, LA.


FOR SALE—9th Ed. Das Phonograph. $25.00. Phone 101-6777.

FOR SALE—Zenith chassis. 110 volt only. $15.00. 865 S. 40th St., Kansas City, Mo.

FOR SALE—Selection of records. A, B, C Grade. All prices are firm. No trades. Caprice Records, 2418 Pennsylvania Ave., N.W., Washington, D.C.

FOR SALE—Wholesale phonograph supplies. The Soundmaster, 2222 W. 83rd St., Chicago, Ill.

FOR SALE—Matsugane speakers. $40.00. 1415 E. 87th St., Chicago, Ill.

FOR SALE—1000 r.p.m. phonographs. Washburn, Victor, other brands. Clean and working. All prices firm. No trades. Caprice Records, 2418 Pennsylvania Ave., N.W., Washington, D.C.


FOR SALE—290 roll-alls. Various makes, used. 1621 N. 31st St., Cleveland, Ohio.


FOR SALE—Gould jubilee. 400 pounds. Good working order. $60.00. 131 E. 31st St., Chicago, Ill.

FOR SALE—200 roll-alls. Continental, E.J. Models, Kings. $25.00 each. 131 E. 31st St., Chicago, Ill.

FOR SALE—Dial phonograph. $30.00. 1415 E. 87th St., Chicago, Ill.


FOR SALE—6 games. Tel. 204-7638.

FOR SALE—9th Ed. Let's Go With the Music. $1.00 each. 865 S. 4TH ST., SHREVEPORT, LA.

FOR SALE—3700 record changer. $35.00. Refurbished. 865 S. 4TH ST., SHREVEPORT, LA.

FOR SALE—1st Ed. Let's Go With the Music. $1.00 each. 865 S. 4TH ST., SHREVEPORT, LA.

FOR SALE—3700 record changer. $35.00. Refurbished. 865 S. 4TH ST., SHREVEPORT, LA.

FOR SALE—9th Ed. Let's Go With the Music. $1.00 each. 865 S. 4TH ST., SHREVEPORT, LA.

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FOR SALE—Matsugane speakers. $40.00. 1415 E. 87th St., Chicago, Ill.

FOR SALE—Zenith chassis. 110 volt only. $15.00. 865 S. 40th St., Kansas City, Mo.

FOR SALE—All types needle to fit any machine; bottles, sleeves, etc.; immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 S. WOOD STREET, CHICAGO, ILL.

FOR SALE—Needles, Top-quality Japanese. For all phonograph manufacturers. All types available. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 S. WOOD STREET, CHICAGO, ILL.

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FOR SALE—This is the time for spe- cials and closeouts, and Empire is the place where you can get what you have to save $88. Write, or phone now, EMPIRE COIN MACHINE EXCHANGE, 1012 FENTON MILWAUKEE AVE., CHICAGO, ILL. TELEPHONE: E-2-6006.


FOR SALE—Special Bargains: Wurlitzer 1100 $375; Wurlitzer 1015 $229; Wurlitzer 1080 $292; Wurlitzer 1800 $392. Write or call for AUTOMATIC MUSIC, CO. 703 MADISON ST., BRIDGEPORT, ILLINOIS. Telephone: 750.

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

A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (32 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE $12.20 PER WEEK OR A TOTAL OF $385 FOR THE ENTIRE YEAR OF 32 WEEKS...

1

2

FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 32 CONSECUTIVE WEEKS. REGULAR PRICE OF SUBSCRIPTION IS $3.00 WHICH ADDS UP TO THE GRAND TOTAL OF...

$181.40... ALL THIS FOR ONLY $48... OR 92¢ PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX"

4

4

IF YOU ALREADY HAVE A $15 SUBSCRIPTION, ADDITIONAL AD is being given full value and the difference of the REMAINDER of the $15 will be billed for the difference only.

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

1. I Enclose My First 40 Word Classified Ad Plus My Check For $48.

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

3. I Am An OPERATOR of MANUFACTURED HOUSING.

4. Advertisement Classified as

A. YEARLY...

B. BUSINESS...

C. MISC.

D. I AN OPERATOR OF MANUFACTURED HOUSING

This Week's Used Machine Quotes

How to Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain items. Like any other "Confidential Price Lists" can often feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists" never offer lower prices than the lowest known quotations for such equipment so that the subscriber at least has the last known prices of a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel that a certain machine is worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quality, and condition of equipment are taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than the machines of lesser reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the particular circumstances of his territory.

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

EXPLANATION:

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

1951. REPRODUCTION OR QUOTATION NOT PERMITTED.
<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
<th>Description</th>
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<tr>
<td>Hideaway</td>
<td>89.50</td>
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<td>Harvest</td>
<td>34.50</td>
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<td>Lucky</td>
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<td>Surprise</td>
<td>125.00</td>
<td>149.50</td>
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</table>
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6 Player Shuffle-Alley
Larger Group Play for Greater Earnings

1, 2, 3, 4, 5 or 6 Can Play!
10¢ per game... each player

FAST REBOUND ACTION
(Roll-over switch rebound)

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**ALL THE ACTION AND SKILL-APPEAL OF SHUFFLE BOWLING**

**NEW EXCITING SCORE-BOOSTER**

Players aim 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 3-in-line are lit, each shot scores 40—10 plus a bonus of 30. A double 3-in-line boosts the shot-score by 60. 4-in-line adds 50 to the value of each shot, while 5-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.

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**DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY**

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