Dinah Shore, whose best selling disk of “Sweet Violets” is currently blazing across the nation’s juke boxes, is pictured prettily holding some flowers of the same name. Dinah, who for the past decade has been the top female recording name in the business, recently was the subject of a strong promotional drive by RCA Victor. At the present time she is starting her first personal appearance tour in several years beginning with the Chicago Theater in Chicago.
more than 48 selections
only causes delay and confusion

There's so many tunes she can't make up her mind.

Yeah, and all most people want is a few hit tunes.

Why don't they put in a WURLITZER and get some action?

She's been there ten minutes and only made one play.

48 SELECTION
All-Speed
WURLITZERS
-Pay Best!

Why Buy Two
When ONE Will Do?

The Rudolph Wurlitzer Company • North Tonawanda, New York
There are some people who like to point. Even tho they don't know what they are pointing at.

One of these who pointed, this past week, was the representative of a large manufacturer in the juke box industry, whom this correspondent bumped into while traveling about to interview coinmen.

He said, "Your plan of 10c play is absolutely screwy."

He continued, "I've been through this whole state and no operator, in any town, except this big city and a few other smaller cities, is changing over to dime play.

"They just can't.

So we, in turn, while he was there and told us the names of some of the ops whom he had called upon, phoned these people.

Here's what he learned (to his surprise).

No. 1) The wages of the workers in these towns is about one-third to one-fourth, what they are in the cities he mentioned, where dime play was operating. (This means that office help, servicemen, agents, mechanics and route men, were being paid only one-third to one-fourth as much as they were being paid in the cities.)

- No. 2) That the workers in these towns averaged approximately one-half as much per week salary as compared to the city workers and, therefore, were not expected to spend dimes, where they had formerly spent nickels. (In fact, their telephones were still on a nickel basis.)

- No. 3) What's more, because of all this, the operator himself needed only one-half as much for living expenses (and could live very good) as did the big city ops.

In short, there is every good reason in the world why some of the smaller towns and villages don't have to boost coin play to exist in the same manner they formerly did.

But, there is also every good reason to believe, that those manufacturers who are urging ops to continue on 5c play, are simply asking that their factories be shut down at least four months out of each year, and that the machines their distributors do sell to ops, be repossessed because of lack of payments.

In short, even the small town ops realize that they cannot long continue on a basis of "losing money."

Regardless of the fact that they need from one-third to only one-half as much as do the big city ops need to exist.

Their overhead on parts and supplies, gasoline and trucks, and general higher costs of much other necessities has continued to rise. Just as much as it has for the city ops.

How long can these men continue to kid themselves?

How long can they continue to "agree" with those peoples who do not think of the actualities and, instead, think of the probabilities.

Few, if any, can live on probabilities.

They must live on what is actual. What is there—right that minute.

In short, what they are earning now, and not what they can "probably earn," is the answer why 10c play is being adopted everywhere in the country today.

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**THE CASH BOX**

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

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

"THE CONFIDENTIAL PRICE LISTS" "The Confidential Price Lists" are the one and only officially recognized price guide of new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. "The Confidential Price Lists" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all new machines and equipment in this field. This equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry". They are an integral part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "The Confidential Price Lists".
In “General Overriding Regulation 14, Exempted Services” Paragraph “SERVICES WHICH HAVE MINOR SIGNIFICANCE AND SLIGHT EFFECT Item (23) G. O. R. 14 Exempts From All Price Control: “Entertainers” (Every Item (39) Exempts From Price Control: “Musicians” (Juke Boxes Are OF ALL: JUKE BOXES DO NOT AFFECT THE COST OF LIVING AND MOST

The most important factor for the creation of O.P.S. (Office of Price Stabilization) was so that continued and inflationary price hikes would be halted and would not affect the cost of living—thereby halting any deterring effect on defense production.

Such being the case, and as number one in the reasoning of the people engaged in the business of juke box operations, certainly the juke boxes do not, in any fashion whatsoever, affect the cost of living.

Second, they must certainly do not, in any fashion whatsoever, affect continued high defense production.

Furthermore, in view of the fact that prices of all commodities used in the operation of juke boxes, which are located in taverns, drug stores, restaurants and other retail places of business, the juke box operators of the nation, to remain in business and to be able to continue to pay their help as well as pay for their equipment, were forced to increase the cost of juke box play.

Just as the same as musicians and entertainers were forced to ask for more money because all around them, completely surrounding them, these higher prices had forced them to ask for more money to overcome the inflationary conditions which prevail.

Whether the juke box charges 10c or 25c or even more per play, this does not affect the cost of living and, most definitely, does not act as a deterrent for continued high scale defense production.

In fact, in the very opening paragraph, “Statement of Considerations,” in O.P.S. Ceiling Price Regulation 34, this agency states: “... it was understood that it did not adequately meet the specific needs of numerous suppliers of services and that it was to be replaced with respect to that field. . .”

In this same opening preamble of this CPR 34, the following appears:

“So far as is practicable, the Director of Price Stabilization has given consideration to the National effort to achieve maximum production in furtherance of the objectives of the Defense Act of 1950 . . .”

Therein lies the crux of the entire situation of price ceilings and price controls. Will the juke box in any fashion whatsoever affect defense production? The answer is a loud and definite NO.

On July 9, 1951 the Office of Price Stabilization put into effect “General Overriding Regulation 14, Exempted Services.”

In the “Statement of Considerations,” the very opening paragraph of this overriding regulation, O.P.S. states:

“The General Overriding Regulation is an across-the-board regulation which exempts certain services from price control. All services now or hereafter totally exempted from price control will be listed in this General Overriding Regulation.”

Explaining in paragraph four of this “Statement of Considerations,” that a number of services are exempted from price control and that they fall into three groups.

The statement contained in group (2) is important to the field:

“2) SERVICES WHICH HAVE MINOR SIGNIFICANCE AND SLIGHT EFFECT UPON THE COST OF LIVING.”

Therein lies the story of the juke box industry. It has but “minor significance and (extremely) slight effect upon the cost of living.”

Further on in this General Overriding Regulation 14 (Excepted Services) in Section 3, Item (23), there is an exemption from all price control “Entertainers.”

The juke box is an automatic, coin operated “entertainer.”

It has but “minor significance and slight effect upon the cost of living.”

No one is forced to play a juke box. If they do or don’t play a juke box people won't find their cost of living affected in any fashion whatsoever. And, definitely, such play will not affect defense production one iota.

In this very same General Overriding Regulation 14 (Excepted Services) Item 39: “Musicians,” too, are excepted from all price control.

Since the juke box has been termed an automatic, coin operated “musician,” then, even in this regard, and under the term “musicians,” the juke box is exempted from all price control.

But, most important to all engaged in the field of juke box music, is the outstanding fact that:

THE JUKE BOX DOES NOT, IN ANY FASHION WHATSOEVER, AFFECT THE COST OF LIVING AND, THEREBY, DOES IN NO FASHION AFFECT CONTINUED HIGH SCALE DEFENSE PRODUCTION.

This is most important.
50c PER PLAY...

NOT AFFECT OF LIVING!!

4 in “Statement of Considerations” the Office of Price Stabilization States: UPON THE COST OF LIVING” Are Exempted From All Price Control. Section 3, Juke Box is a Coin Operated, Automatic “Entertainer”). Same Section 3, Recognized as Coin Operated, Automatic “Musicians”). MOST IMPORTANT CERTAINLY DO NOT EFFECT CONTINUED HIGH DEFENSE PRODUCTION!

Why did the juke box operators, in some areas, switch to dime play?

Only because the inflationary costs which surrounded them: for tires, trucks, labor, tubes, parts, supplies, and a thousand other necessities to continue in business, as well as pay their notes for their equipment, were forcing them into higher and higher costs and thereby, they, too, were forced to find some means to increase intake.

There is no doubt that simply cutting commissions wouldn't work. Many tried it. Many are still sticking with it.

The Cash Box proposed this more than eight years ago and many followed this plan.

But, no sooner were commissions cut, then the juke box operator lost his location's cooperation and play continued to fall.

Business slide-offs, which have come along since then, have also cut deeply into the juke box take.

Television popularity cut down playing time in many taverns and other retail locations.

All this was forcing loss upon loss and more and more red ink in ledgers of many, many juke box operators clear across the nation.

They just simply couldn't continue in business losing money at such a steady pace. No one has such capitalization in the small business juke box field.

It was first about 8 years ago that The Cash Box recommended a change over to 1 Play 10c and 3 Plays for 25c. This was quickly supported by some juke box manufacturers. Others held off from making any statement in this regard. One big manufacturer was against it.

The result was that the ten cent play did start at that time in a few areas here and there about the nation—it failed because of lack of consistency and no cooperation from others in the same territories.

But, business continued to slide off. Inflation became more rampant. Overhead costs zoomed from over 200% to far over 400%, for what juke box operators formerly paid for their supplies, parts, labor, etc., etc.

Then, along with the theory that they might have to make their juke boxes last longer, because war seemed more imminent, they raised to dime play.

Many agreed that if they received only half the number of plays at 10c that they formerly did at 5c they would still be better off.

At least their phonographs and other equipment would then have received only half as much wear and tear and would, likewise, last a 50 per cent longer period of time.

This induced many to start 10c play, long before O.P.S. came into the picture.

Others, noting that ops could get along on dime play, because with the telephone companies switching their pay phone stations from 5c to 10c and more and more dimes were available to the public, and more and more dimes were being found in the public's pockets, they, too, switched over.

Since then some tavern magazines have come along, in an effort, more or less, to gather in good favor for themselves from tavern owners, and started to holler that all this was against price control.

Price control was set up to halt the dastardly march of inflation which was affecting the cost of living and, thereby, biting into continued high scale defense production.

Surely, if these magazines would have stopped to study this situation, they would have agreed that the juke boxes located in the taverns, standing idly by, were not, in any fashion whatsoever, affecting the cost of living and, thereby, in no way affecting defense production.

The answer to these men, and to all others, is that the juke box “entertainer” offers a musician's service which is, in the words of the Office of Price Stabilization:

“SERVICES WHICH HAVE MINOR SIGNIFICANCE AND EFFECT UPON THE COST OF LIVING.”

The juke box does not in any way affect the cost of living.

The juke box does not affect continued high scale defense production.

The juke box is purely and simply an automatic, coin operated “entertainer.”

The juke box is, likewise, purely and simply, a coin operated, automatic “musician.”
"MY BABY JUST CARES FOR ME" (2:40)
"LEAP FROG" (2:40)
LES BROWN (Cordell 6055)

Les Brown and his band have an instrumental of an oldie on the first side that could easily break out. It's done in smooth style and fast tempo and is really something to hear. The second half is a jazzy thing again done with skill by Les. The top deck is outstanding.

"WITH A SONG IN MY HEART" (2:58)
"FAVOR THE LADY" (3:00)
VAUGHN MONROE & PATRICE MUNSEL (RCA Victor 20-4139; 47-4139)

A new combination, Vaughn Monroe and Patrice Munsel, make a good team as they go through a couple of standards. Each has the same job--offering a good duet as Norman Leyden and his orchestra make with the music. This disk should have a lot of appeal in the boxes.

"THE WINKY DINK" (2:47)
"WHILE YOU DANCED, DANCED, DANCED" (2:47)
RALPH FLANAGAN ORCH. (RCA Victor 20-4222; 47-4222)

An instrumental in a jumpin' vein shows up on the top deck played by Ralph Flanagan and his band. The second half is a lovely ballad which could easily be a hit one and on which Harry Prine does the vocal. This is a pair of worthwhile sides from the Flanagan fold.

"TOO YOUNG" (2:57)
"SO 'ELP ME" (2:45)
SPIKE JONES (RCA Victor 20-4209; 47-4209)

Spike Jones' version of "Too Young" is, needless to say, like no other version you've ever heard. To all of his usual musical pluck, Spike adds a funny interpretation of the lyrics. The bottom half is an English accented number which doesn't quite come off. The top deck should get some play.

"YOU'LL KNOW" (2:56)
"OVER A BOTTLE OF WINE" (2:40)
TONY MARTIN (RCA Victor 20-4220; 47-4220)

Tony Martin has an exciting ballad on the upper half which he does in his usual appealing manner. With Henri René providing the musical setting, Tony has one that could break out. The flip is an easygoing Latin rhythmized item which also gets a pleasant going over. Ops should watch the upper half.

"DOLL DANCE" (2:42)
"WHO AM I?" (2:39)
RUSSEL MORGAN (Decca 27704; 9-27704)

An instrumental of an old melody is dished out here by Russ Morgan and his band. Doing it in light fashion, Russ makes this good to hear. The bottom half is a ballad on which Russ comes through with the lyrics. Ops might want to have a peek.

"THE MUSICIANS" (2:54)
"HOW D'YE DO AND SHAKE HANDS" (2:43)
DINAH SHORE, TONY MARTIN, PHIL HARRIS & BETTY HUTTON (RCA Victor 20-4225; 47-4225)

Four top names in the music business get together to turn out a ditty called "The Musicians." Dinah Shore, Tony Martin, Phil Harris and Betty Hutton are the artists and the combination of their singing and instrument imitating should send this one flying high. Based on an old melody, this conception of the tune is a very appealing one that will have those coins poring into the boxes. For the roster of talent alone should have a tremendous pull. The second side finds the same group going to town on a tune from "Alice In Wonderland." Henri René and his orchestra provide the musical setting at either end. The top deck can't miss.

"MAYBE IT'S BECAUSE" (3:05)
"WHILE WE'RE YOUNG" (3:08)
DON CHERRY & CAMARATA (Decca 27715; 9-27715)

A beautiful ballad gets a very dramatic arrangement from Camarata and his orchestra with Don Cherry turning in a creditable vocal. This Irving Berlin melody has its best rendition to date here. The bottom half is an oldie which is currently experiencing a revival. This should help give it another push.

"SEPTEMBER IN THE RAIN" (2:54)
"BLACK STRAP MOLASSES" (2:56)
TONNY DORSEY ORCH. (Decca 27709; 9-27709)

An oldie with a lot of charm is given a grand going over on the top end by Tommy Dorsey and his boys. Tommy makes this one sound smooth and easy to take. The lower half is a side with funny lyrics sung by Frances Irwin. Dorsey fans should approve.

"LOUIS" (2:25)
"SIDE BY SIDE" (2:40)
KEN GRIFIN (Columbia 39514; 4-39514)

Ken Griffin is at it again, giving out with the kind of organ music that's just right for the quietest occasions. Both of the tunes on this disk are oldies and both are done in a light hearted manner. Ops who operate in the proper spots oughta tune in.

"YOU BLEW OUT THE FLAME" (2:45)
"DREAMY MELODY" (2:41)
HARRY JAMES ORCH. (Columbia 39495; 4-39495)

Some fine sax is thrown at us on this one by Harry James and his orchestra. Each side gets some wonderful trumpeting and a good vocal chorus from the Skylarks. The James crew sounds better here than it's sounded in quite some time. This is a disk that shouldn't be missed.

"ASK ME" (2:16)
"OKLAHOMA HILLS" (2:27)
DINNING SISTERS & BOB CROSBY (Columbia 7166; F-7166)

The Dinning Sisters team up with Bob Crosby on a couple of lively sides. The first one is in polka rhythm and the girls and Bob come up with a light hearted vocal on it. The second half is another cute item which might click. Ops will want to take a listen.

"GOLDEN TRAIN" (2:47)
"TENNESSEE HILL-BILLY GHOST" (2:39)
PHIL HARRIS (RCA Victor 20-4224; 47-4224)

Two tunes that have been strong contenders in the folk and hillbilly fields get a pop going over here from Phil Harris. The first side is a dynamite one which Phil Wees in a spirited manner. The second one is an eerie sounding number again offered in high style.

"I'LL HOLD YOU IN MY HEART" (2:38)
"THE DAY ISN'T LONG ENOUGH" (3:00)
TONI ARDEN (Columbia 39565; 4-39565)

Toni Arden has a couple of lovely ballads to work with here and she does grand job with each of them. With Percy Faith backing her up on either side, Toni pours a lot of feeling into these tunes. Ops who want some sure coin catchers, have them here.

"THE DARKEST STRUTTERS' BALL" (2:41)
"BASIN STREET BLUES" (3:16)
PEE WEE HUNT (Columbia 39541; 9-39541)

Two oldies from way back are taken to town on this platter by Pee Wee Hunt. Each is found in a listenable vocal on both of them and instrumental to match. Although these are somewhat specialized and need the proper spots, they make for wonderful platter material.

"COLD, COLD HEART" (2:52)
"WHY DO I LOVE YOU?" (2:43)
TONY FONTAINE (Decca 27708; 9-27708)

A tune that's come out of western fields to make a lot of noise gets another excellent interpretation in the upper half from Tony Fontane. The second side is a well known standard from "Show Boat" on which Tony turns in his usual fine performance. Lew Douglas' orchestra backs him up at either end.

"WRAPPED IT UP" (2:45)
"TOODLE-LEE-YOO-DOO" (2:40)
BENNY GOODMAN (Columbia 39513)

A terrific instrumental that sounds like the good old days is offered on this half by the Benny Goodman Sextet. With some solos that are out of this world, this one should catch a lot of attention from Benny's fans. Second half is a pleasant little item on which Nancy Reed does the vocal. Upper half gets our nod.
COME ON-A MY HOUSE
ROSEMARY CLOONEY
CA-1710 (F-1710)—Kay Starr
CO-39476 (F-39476)—Rosemary Clooney
DE-2760 (9-2760)—Kay Starr
FE-1401—Kay Starr

BECAUSE OF YOU
TONY BENNETT
CA-1813 (F-1813)—Les Baxter
CO-39363 (F-39363)—Tony Bennett
CR-60440 (9-60440)—Bill Crosby
TOO YOUNG
NAT “KING” COLE
CA-1640 (F-1640)—Kirk Cote
CR-40271 (9-40271)—Temmy Allen
CR-60375 (9-60375)—Denney Vaughn
DE-27166 (9-27166)—Jitter Young

SWEET VIOLETS
DIANA SHORE
CR-60568 (9-60568)—Dorothy Davis
CR-60542 (9-60542)—Cliff Stewart
CR-60448 (9-60448)—June Taylor

JEZEBEL
FRANKIE LAINE
CO-39367 (F-39367)—Frankie Laine
ME-5625—Al Green

MY TRULY, TRULY FAIR
GUY MITCHELL & MITCH MILLER—VIC DAMONE
CA-1813 (F-1813)—Ray Anthony
CO-39415 (F-39415)—Lamondite &
CR-60514 (9-60514)—Gracie Alden
DE-27166 (9-27166)—Babs Areon

I'M IN LOVE AGAIN
HENRI RENE ORCH & APRIL STEVENS
DE-27635 (9-27635)—Andrews Sisters
WR-20-1418 (47-1418)—Henri Rene
WR-20-1418 (47-1418)—April Stevens

THE LOVELIEST NIGHT OF THE YEAR
MARIO LANZA
CA-1805 (F-1805)—Helen O'Connell
CO-39192 (3-9192)—Perry Faith
DE-27167 (9-27167)—Fred Waring
DE-27583 (9-27583)—Ethel Smith

I GET IDEAS
TONY MARTIN
CA-1573 (F-1573)—Peggy Lee

SHANGHAI
DORIS DAY—BILLY WILLIAMS QT.
CA-1525 (F-1525)—Rob Crosby
CO-39213 (9-39213)—Robert Denis Day
CR-60321 (9-60321)—Harry Babbit
DE-27633 (9-27633)—Bill Crosby
DE-60321 (9-60321)—Harry Babbit

This week's New Releases ... on RCA Victor

RELEASE #1-24

DINAH SHORE
It's All In The Game
Stay Awhile 20-4233 (47-4233)

GENE KRUPA
The Sheik Of Arabia
Off And On 20-4234 (47-4234)

FRANKIE CARLE
Who Am I
The Day Isn't Long Enough 20-4235 (47-4235)

FRAN WARREN
Tryin' Too Hard
The Boy Next Door 20-4236 (47-4236)

TONY MARTIN
Vanity
Oh Beauty 20-4246 (47-4246)

JAN PEER
What Is A Girl
The Rose I Bring You 10-3468 (49-3468)

COUNTRY - WESTERN

ROY ROGERS
Punky Punkin'
The Kiwi (Kee Wee) Bird 20-4237 (47-4237)

(above record is also listed in this same release under cat. nos. 45-5230 and 45-9290—A&B in the CHILDREN'S series.)

PEE WEE KING
Makin' Like A Train
Two Roads 20-4238 (47-4238)

HOMER & JETHRO
Sound Off—No. 2
I Love You A Thousand Ways—No. 2 20-4239 (47-4239)

GENE PARRISH
Dream Blues
Baby's On My Mind 20-4240 (47-4240)

THE FOUR TUNES
The Prisoner's Song
I Married An Angel 20-4241 (47-4241)

LAURENCE DUCHOW
Tubby The Tuba
Falling Apples 25-1207 (51-1207)

POP-SPECIALTY

LAWRENCE DUCHOW
Tubby The Tuba
Falling Apples 25-1207 (51-1207)

* 45 rpm cat. nos.
"I LOVE YOU BUT I DON'T LIKE YOU" (2:29)  
"WANDERING SWALLOW" (2:52)  
PEGGY LEE  
(Capitol 1749; F-1749)  
- Peggy Lee turns in a first rate job on this one.  A good idea.  Down in beguin tempo, this ditty has some interesting lyrics to carry it along.  The bottom half is an unusual item, which Peggy also does well although the possibilities of its being a popular success are small. The top deck deserves a spin.

"I'M ALWAYS CHASING RAINBOWS" (3:10)  
"TWO ABOVE CAYUGA'S WATERS" (3:00)  
VOCES OF WALTER SCHUMANN  
(Capitol 1752; F-1752)  
- Walter Schumann, who has been coming up with one good side after another, repeats here with two more dramatic arrangements which should be heard. The upper half is an oldie with the chorus singing to the accompaniment of an excellent piano.  The lower end is a college song on which they do an equally good job.  This group is due to hit one of these days.

"I WANT TO BE NEAR YOU" (2:00)  
"WHEN THE SAINTS GO MARCHIN' IN" (3:10)  
PERCY FAITH ORCHESTRA  
(Columbia 39528; 4-39528)  
- Percy Faith and his crew make with some excellent treatment on either end of this disk.  The first half is a new, lively tune which gets a rolling going over.  The bottom end is a current revival on which lots of voices come through.  Ops will do ok with this one.

"KISSIN' BUG BOOGIE" (2:09)  
"HAWAIIAN WAR CHANT" (2:02)  
JO STAFFORD  
(Columbia 39529; 4-39529)  
- Jo Stafford has two magnificent sides here.  Both get good treatment from Jo as she pushes her way through.  The upper half is a very dynamic number on which Jo harmonizes with herself in several voices.  This should do well in the machines.

"COWBELL POLKA" (2:47)  
"MOUNTAINERS POLKA" (2:38)  
BERNARD WITKOWSKI  
(Dana 3061)  
- A couple of cute polka's show up on this disk done by Bernard Witkowski.  Both are instrumentals and both are somewhat unusual.  The first one has cowbells sounding through it while the second gets real wild as it progresses.  Ops in the proper spots should do well with these.

"CASTLE ROCK" (2:56)  
"MARRY ME LIKE A TRAIN" (2:39)  
FONETTE SISTERS  
(RCA Victor 20-4213; 47-4213)  
- The Fonette Sisters do a good job on the top deck with a tune which could make it.  Taking this dance, the girls make this a very acceptable piece as Norman Leyden backs them up.  Lower half is the "Mexican Hat Dance" dressed up by one of the most commercial concessions.  These side will get a play.

"MAKE BELIEVE LAND" (3:09)  
"I'LL ALWAYS REMEMBER YOU" (3:08)  
NAT "KING" COLE  
(Capitol 1747; F-1747)  
- Nat "King" Cole sounds great on almost everything he does. And this dink is no exception.  Taking off on a ballad titled "Make Believe Land," Nat gives it that dreamy interpretation which has proven so popular and which is bound to make this one a coin collector too.  Backed up by a chorus, he really goes to town with the beautiful melody offered here. Pete Rugolo does the backing and fits right into the spirit of the song.  The lower half is another slow number, however lacking the commercial appeal of the top deck. Here again Nat does a good job as the orchestra makes with the music.  The side that has the possibilities is the first one.  Ops shouldn't miss it.

"TRUST IN ME" (3:07)  
"GOOD LOOKIN'" (2:37)  
BETTY CLOONEY  
(King 18111)  
- Betty Clooney comes up with a ballad on the top deck which shows her off at her best.  She works her way through this attractive number in slow style.  The bottom half also gets a good workout from Betty although it doesn't have as much appeal as the first side.

"I WISH I WUZ" (2:36)  
"IF YOU DON'T MARRY ME" (2:38)  
TERESA BREWER  
(London 1085)  
- Teresa Brewer, who looks hot again, follows "Longing For You" with another ditty which should make it.  The upper deck number has a clever set of lyrics and the girl sure knows what to do with them.  On the lower end, she again has some good material to work with as Jack Pleis and the All Stars do the backing.

"THE MORNINGSIDE OF THE MOUNTAIN" (3:15)  
"BLUE VELVET" (2:57)  
ARTHUR PRYSOCK  
(Decca 27720, 9-27720)  
- Arthur Prysock, out on his own, shows great promise on this disk.  For his first number he tries a ballad which has been going well and he should do a good job.  The upper side is a slow and dreamy tune which he certainly knows how to handle. Sy Oliver does the orchestration.

"A GET IDEAS" (3:23)  
"A KISS TO BUILD A DREAM ON" (3:00)  
LOUIS ARMSTRONG  
(Decca 27720, 9-27720)  
- One of Louis Armstrong's most appealing sides in a long while shows up here.  Louis applies his own style to the current hit and makes you hear a completely new tune.  Second half is a very slow number with some terrific competing. Ops shouldn't miss this disk.

"OH HOW I LOVE YOU" (2:28)  
"COLD HEART DADDY" (2:13)  
AL TRACE ORCHESTRA  
(Mercury 5654; 5654 x 45)  
- A lively sounding ditty shows up on this Al Trace offering.  Lola Ameco and Bill Snary join in the outfit which makes it pleasant to listen to.  On the bottom half, Lola tries a driving combination here and the outfit does it well.  Ops oughta take a look.

"DOWN THE OLD OX ROAD" (2:44)  
"CUMBER UP A LITTLE CLOSER" (3:04)  
GORDON MacRae  
(Capitol 17520; F-17520)  
- A couple of oldies serve as the material for Gordon MacRae's newest presentation.  Some lively, some melodies, good to hear again, and on which Gordon does a fine job.  Although their present appeal may be somewhat limited, the more nostalgic customers will want to hear them.

"IF YOU HADN'T GONE AWAY" (2:41)  
"CORAL REEF" (2:55)  
NEAL HEFTI ORCHESTRA & FRANCES WAYNE  
(Decca 27720, 9-27720)  
- For their first disk on the Coral label, Neal Hefti and Frances Wayne have a couple of tunes which show them off to good advantage. On the upper side, Frances Wayne is particularly appealing. This one is going to help revive. Ops will do ok with it.

"THE WALTZING CAT" (3:15)  
"THE WHISTLING DOG" (2:44)  
FLORIAN ZABACH  
(Decca 27720, 9-27720)  
- Two very appealing violin pieces are offered here by Florian Zabach. On the upper end, there are a few lyrics explaining the story while the lower one is a bit of a ditty which this guy is trying to help revive. Ops will do ok with it.

"HOLD ME, HOLD ME, HOLD ME" (2:41)  
"YOU BLEW OUT THE FLAME IN MY HEART" (2:45)  
TAMARA HAYES  
(Decca 27721; 9-27721)  
- Tamara Hayes, who was so impressive in her first Decca recording, repeats here with another two sides which are bound to attract attention. Running through these are numbers in a broken vocal, Tamara gets an excellent assist from Sy Oliver and the orchestra. This is something to hear.

"MARY ROSE" (2:48)  
"SWEETHEART OF YESTERDAY" (2:36)  
GUY LOMBARDO  
(Decca 27719; 9-27719)  
- In his usual engaging style, Guy Lombardo presents a couple of current ballads which could click. Kenny Gardner does the vocal at either end and the band comes in for some smooth backing. Lombardo fans should eat this one up. Ops who have the proper locations, tune in.
NEW YORK:

Hundreds of letters pouring in from deejays all over the country expressing their appreciation for the stand which "The Cash Box" took in their behalf through last week's editorial "Who's All This Nonsense About Frankenstein and Dick Jockeys?"... Eddie Fisher finished his furlough in New York this week,... Ma McGuire and his Harmony Rangers, stringing with six 1/2 hour spots each week over the Mutual network.... The Modernaires, held over for another week by RKO's head, go back on the Club 16 Show August 27.... Harold Lee, formerly professional manager of E. B. Marks, took over as general and financial manager of Sheldon Music. He replaces Ivan Mogull whose contract was bought up.... Jane Gans, who was secretary to Mogull at Sheldon, left to take extra duties with Paul Cohen at Decca.... Henry Okun, yet promotion man, assigned to work on "Laura Lee" which Vaughn Monroe has just cut.... Keep your ears and eyes on the singing style of Buddy Boylan, handsome juvenile singer. Caught in an upstate spot, he projects as good recording material.... A sock schmatzy ballad by Benjamin & Weiss will be unveiled in the middle of September with titled "I Ran All The Way".... Louise Carlyle comes up with another good side, this time teamed with Tony Fontane on "I Still Suit Me." When in this talented chimp gonna have a big side of her own.... Guy Mitchell back from the coast where he visited his folks. Bought them a new car and retired his father who was a stone worker.... Pat Terry begins a four week engagement at the Royal Roosevelt in New Orleans on August 23.... Naturally it was to be expected—the sequel to "Come On-A My House." The tune is called "Where's Your House" written by J. Maley Roche, George Melies, Roy Alfred and L. Shipton. It's published by Gayle and Gates with the first recording out this week by Robert Q. Lewis.

EDDY HOWARD

CHICAGO:

Bandleader hero was Ralph Marterie who dashed into a burning lodge up in the Canadian wilds where the twin were fishing, to save the girls, Priscilla Esposito.... The Hubbard's (Eddie and Jackie) are the new Mr. and Mrs. team who'll do a late evening show from the very popular Shangri-La. Two sweet and swell people.... Two big cocktail parties for queen of the julep boxes, Dinah Shore, this past week (she's been playing the Chicago Theatre here). Dinah invited over 20 of the sales gals who tell her records over the counter for a grand time. Leading julep box ops, dealers, deejays, and other leaders of the music world present to meet the very charming Dinah.... Lucille Ballantine has just opened her own public relations office for Atlantic. No. La Salle St. Xavier Cagel and Abe Lome making with the Cantonese food and Cupie advising he's got a new deck on the way out soon which he thinks will stir lots of plays.... Interested audience sitting around Irv and Irma Green while Irv tells of his European trip which took him all over to Palestine. Something should get Irv to speak before some noted organization on his trip. It's that interesting the way he tells it. Irwin Berlin, Art Talmadge, Irv Steinberg and Ralph Marterie in a huddle over dinner.... Norman Kaye of that very sensational Harry Kaye Trio may appear on his winter at New York's Copacabana.... Lots of guys round town talking about Natt Hale's swell deal in his "Hale Columbia" booklet.... Mike Speranza in town covering leading julep box ops. Forster Music has three names Eddie on one tune: "I'll Hold You In My Heart." Eddy Arnold of Victor, Eddie Fisher, Victor, and Eddy Howard, Mercury.... By the way Eddy Howard's back on the Aragon. Lola Ameche and Al Truce clicking with "A Half Fast Waltz."... Possible Martin-Lewis duo would be Harry Sherwood and Maxie Purmin who don't get together as a team.... Joel Cooper and Bob Brue elated over reaction to their first Juke box label releases.

LOS ANGELES:

Event of the week was Les Brown's opening at the Palladium, a spot that the "Sundown of Resonance" always packs 'em into.... Mike Karlan tells us his distillery has been kept busy with e.p.s. demands for records out of Leo's Coral album, "Over the Rainbow."... Found Harry Bloom over at Mercury Distributors with a glamorous portrait on his desk. Our threat to tell his wife bounced back on us—it was his wife.... And when we raised a questioning eyebrow at his saying business was bad but good, he liked to show us the ledgers.... Harry also showed some pictures of Mercury's new portable phonographs, a very handsome line at that and certain to fill the need of record shops, small and large. Another new item to be handled by Mercury is the Childecraft record label, a big outfit which puts out kidsy records. Harry's bookkeeper Bea- trice wondered out loud why we never say anything nice about her and the other girls in the office—so here goes: Nice! Nice! Nice! Nice!!

Chat with Charlie Adams reveals his Vanguard pub- bery is off to a flying start on "River Road Two Step" via a Pee Wee King on Victor and Margaret Whiting on Capitol, Whigley Records, which Charlie sources along with Redd Stewart, is working on "Let Me Hold You When You're Blue," whose initial recording by Eddie Dean.... Charlie also throws in a big plug for "I Love the Sunshine Of Your Smile," on which Herb Montel is now touring the nation's deejays for the Johnstone-Montel firm.... The M-G-M's and Four Knights records on this time are both taking off locally in great style.... Caught up with Al Sherman, who's just finished recuperating from the wear and tire suffered touring the coast with his hard working boss, Sid Nathan, of King, Deluxe, Federal and associated interests.... Al picked a small bone with us re The Cash Box not listing his hot one 1-2-8 and 4.... According to Al, and he's not given over to exaggeration as a rule, last month was the big- gest his branch had in many months.

"It's What's in "THE CASH BOX That Counts"
Music Helps Sales

Coral Adds Talent

PORTLAND, ORE.—Budge Wright of Western Distributors, which handles the AMI line in Boston, reports a novel use for a juke box. Budge installed a Model “C” AMI in the Teen-age shop at Lipman-Wolfe and Company, one of Portland’s leading stores. The machine is well filled with latest hit numbers and adjusted for free play. Teenagers and college coeds who patronize Lipman’s are delighted with the arrangement—and so is the store.

Juke Box Helps Sales

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

THE CASH BOX

REGIONAL REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 18 without any changes on the part of THE CASH BOX.

Gene Whitaker
WREY—Reidsville, N. C.
1. I CAN'T HELP MYSELF (Les Paul & Mary Ford).
2. MY TRUE LOVE (Tony Bennett).”
3. TELL ME WHY (Elvis Presley).
4. I WANT TO BE (Elvis Presley).
5. SWEETHEART OF THE TWENTIES (Les Paul & Mary Ford).
6. DEEP PURPLE (Carly Simon).
7. LOOK BACK ON THE WEEK (Donna Loren).
8. LISTEN TO MY HEART (Donna Loren).”
9. DON'T TOUCH THAT (Donna Loren).”
10. WHERE DID OUR LOVE GO? (Elvis Presley).

Ray Schreiner
WNIL—Richmond, Va.
1. I CAN'T HELP MYSELF (Les Paul & Mary Ford).
2. TUNE IN (Ronnie Tr_Value).
3. IDON'T KNOW (Les Paul & Mary Ford).
4. YOU CAN'T BREAK A MAN'S HEART (Les Paul & Mary Ford).
5. I'M IN LOVE AGAIN (Les Paul & Mary Ford).
6. TINA CHOW (Les Paul & Mary Ford).
7. BELLE, BELLE, MY LIBERTY BELLE (Les Paul & Mary Ford).
8. GOOD MORNING, MY ECHO (Les Paul & Mary Ford).
9. MY TRULY, TRULY FAIR (Les Paul & Mary Ford).

Sandy Taylor
WFTR—Albany, N. Y.
1. BECAUSE OF YOU (Buddy Greco).
2. TOO YOUNG (Nat "King" Cole).
3. I'M IN LOVE AGAIN (Les Paul & Mary Ford).
4. DANCING IN THE STREET (Buddy Greco).
5. BECAUSE OF YOU (Buddy Greco).
6. TOP OF OLD SMOKY (Les Paul & Mary Ford).
7. WHERE DID OUR LOVE GO? (Les Paul & Mary Ford).
8. DON'T TOUCH THAT (Donna Loren).”
9. WHERE DID OUR LOVE GO? (Donna Loren).”
10. ENCHANTED LAND (Billy Eckstine).

Bob Perry
WLAW—Boston, Mass.
1. WHILE YOU DANCED (Georgia Gibbs).
2. CARA, CARA, BELLA, BELLA (Perry Como).
3. WHO AIN’T I (Four Knights).
4. MOUNTAIN HIGH—MOUNTAIN LOW (R. C. Robinson).
5. COLD, COLD HEART (Tony Bennett).
6. VANITY (Don Cherry).
7. I WISH I HAD NEVER SEEN SUNSHINE (Tony Bennett).
8. SWEETHEART OF YESTERDAY (Bobby Wayne).
9. BECAUSE OF YOU (Don Pacino).

Art Tacker
WCPJ—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. LOVELIGHT OF THE YEAR (M. Lanter).
6. MIXED EMOTIONS (Tony Bennett).
7. FOR ALL WE KNOW (Bobby Wayne).
8. IF I COULD GO BACK (Les Paul & Mary Ford).
9. KISSES SWEETER THAN WINE (Buddy Greco).
10. THE WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford).

John Wrisley
WFGM—Fitchburg, Mass.
1. VANITY (Don Cherry).
2. LONGING FOR YOU (Les Paul).
3. GOODBYE, MY LOVE (Les Paul).
4. THERE'S A BIG BLUE CLOUD (Perry Como).
5. SHANGRI-LA (Les Paul & Mary Ford).
6. THE GIRL IN THE WOOD (Frankie Laine).
7. THREE THINGS I OWE YOU (Bobby Wayne).
8. WASN'T ALWAYS (Les Paul & Mary Ford).
10. I'M IN LOVE AGAIN (Don Cherry).

Gary Lesters
WVNN—Novel, N. J.
1. COME ON-A MY HOUSE (Rosemary Clooney).
2. TUNE IN (Ronnie Tr_Value).
3. BECAUSE OF YOU (Tony Bennett).
4. I WANT TO BE (Elvis Presley).
5. SWEETHEART OF THE TWENTIES (Les Paul & Mary Ford).
6. MY TRUE LOVE (Tony Bennett).
7. IDON'T KNOW (Les Paul & Mary Ford).
8. YOU CAN'T BREAK A MAN'S HEART (Les Paul & Mary Ford).
9. LISTEN TO MY HEART (Donna Loren).”
10. DON'T TOUCH THAT (Donna Loren).”

Ross Smithman
WRAB—Mobile, Ala.
1. THE WORLD IS MINE TONIGHT (Les Paul & Mary Ford).
2. I'LL WAIT FOR YOU (Donna Loren).”
3. SWEETHEART OF THE TWENTIES (Les Paul & Mary Ford).
4. BECAUSE OF YOU (Buddy Greco).
5. TOP OF OLD SMOKY (Les Paul & Mary Ford).
6. WHERE DID OUR LOVE GO? (Les Paul & Mary Ford).
7. MY TRULY, TRULY FAIR (Les Paul & Mary Ford).
8. BELLE, BELLE, MY LIBERTY BELLE (Les Paul & Mary Ford).
9. GOOD MORNING, MY ECHO (Les Paul & Mary Ford).
10. ENCHANTED LAND (Billy Eckstine).

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
HE BORT DEXTER
1. MORNINGSIDE OF THE MOUNTAIN (Ralph Wueston)
2. HOW MANY TIMES (Dinah Shore)
3. SHANGHAI (Doris Day)
4. THESE THINGS I OFFER YOU (Sarah Vaughan)
5. BECAUSE OF YOU (Johnny Desmond)
6. SHANGHAI (Dinah Shore)
7. COME ON-A MY HOUSE (Rosemary Clooney)
8. I'M SWEET ON YOU (Tony Bennett)
9. COME ON-A MY HOUSE (Rosemary Clooney)
10. BECAUSE OF RAIN (Nat "King" Cole)

ROGER CLOAK
WNO—Norfolk, Va.
1. MIXED EMOTIONS (Rosemary Clooney)
2. THE END OF A LOVE AFFAIR (Nat "King" Cole)
3. I'M A FOOL TO WANT YOU (Frank Sinatra)
4. THESE THINGS I OFFER YOU (Sarah Vaughan)
5. BECAUSE OF YOU (Tony Bennett)
6. SHANGHAI (Dinah Shore)
7. COME ON-A MY HOUSE (Rosemary Clooney)
8. I'M SWEET ON YOU (Tony Bennett)
9. SHANGHAI (Dinah Shore)
10. THE WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)
10. WONDER WHY (Helen O'Connell)

BUDDEE DORAN
WITL—Baltimore, Md.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. I WANT TO BE WITH YOU ALWAYS (Andrews Sisters—Fayla)
3. I'M A FOOL TO WANT YOUR SMILE (Ray Anthony)
4. I'M A FOOL TO WANT YOU (Frank Sinatra)
5. SWEET VIOLETS (Dinah Shore)
6. BECAUSE OF YOU (Tony Bennett)
7. BECAUSE OF RAIN (Nat "King" Cole)
8. THESE THINGS I OFFER YOU (Ray Anthony)
9. FOR ALL WE KNOW (Walter Schumann)
10. MORNINGSIDE OF THE MOUNTAIN (Tommy Edwards)

BILLY ECKSTINE
I'M A FOOL TO WANT YOU

BILLY WILLIAMS
QUARTET
SHANGHAI
THE WONDROUS WORD

TOMMY EDWARDS
THE MORNINGSIDE OF THE MOUNTAIN F'RICANCE

DEBBIE CARLTON
REYNOLDS-CARPENTER
OH BY JING!
HE'VE TO GET UNDER GET OUT AND GET UNDER

BILL SILBERT
WWJ—Detroit, Mich.
1. VAINITY (Don Cherry)
2. BECAUSE OF YOU (Johnny Desmond)
3. SURPRISING (Pinky Cane)
4. SHANGHAI (Doris Day)
5. DAPPLES AND CHEERY CHEERS (Andrews Sisters—Lamberts)
6. YOU BLEW OUT THE FLAME (Roy Acuff)
7. LONELY LITTLE ROBIN (Marion Maros)
8. IN THE COOL, COOL, COOL OF THE EVENING (Frankie Laine—Jo Stafford)
9. LONGING FOR YOU (Vic Damone)
10. THEM THERE EYES (Champ Butler)

HARRY RANCH
AND His Orchestra
WOMAN IS A FIVE LETTER WORD I'LL FOLLOW YOU

LARRY GENTILE
WJBK—Detroit, Mich.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. BECAUSE OF RAIN (Nat "King" Cole)
4. THESE THINGS I OFFER YOU (Ray Anthony)
5. I'LL BE WITH YOU (Tony Bennett)
6. THESE THINGS I OFFER YOU (Dick Haymes)
7. SHANGHAI (Dorothy Lamour)
8. BELIE, BELIE, MY LIBERTY BELL (Bobbe Wayne)

"It's What's in THE CASH BOX That Counts"
“ROCKIN’ CHAIR BLUES” (2:43)
“SINNER’S HOP, PART 1” (2:34)

Paul Williams & Danny Cobb
(Savoy B14)

“Here are a couple of hot pieces of wax that have what it takes to climb to the top. Paul Williams and his band go to town on a pair of lively and zestful tunes. The top deck, labeled “Rockin’ Chair Blues” is a jump number with a big bounce that the boys should have every one clapping hands to keep time. Danny Cobb, with a vocal assist from the band, delivers the lyrics in loud and meaningful manner.

The second side, “Sinner’s Hop, Part 1”, is an instrumental that features some fine piano playing and wonderful tenor sax by Paul. This side also looks like a sure bet to get a big play on the machines. Ops have a pair of potent sides on this platter, they would be playing it smart if they got this disk fast.”

“CASTLE ROCK” (2:40)
“JUST IN CASE YOU CHANGE YOUR MIND” (2:50)

FOUR DEEP TONES
(Coral 65061)

“Here is a tune that is bursting wide open. Despite a Deep Tones take of this from a jump number and send it for a pleasure ride around the wax. This number should draw its share of nickels. The lower level is a slow and pretty kind that is delivered by the boys in a listenable manner. The upper end gets the nod.

“WHISKEY AND GIN” (2:43)
“TELL THE LADY I SAID GOODBYE” (2:39)

JOHNNIE RAY
(Oslo 409)

“The top lid looks like a tune that will break out and go all the way. Johhnie Ray offers the lyrics in an appealing and meaningful way. The song itself is a lovely ballad with a bit of the blues in it. The second end is a fair sounding number that gets another wonderful job by Johnnie. This artist can do it for the first side.

“WORRIED WOMAN BLUES” (2:32)
“EATING MY HEART OUT FOR YOU” (2:43)

TERRY TIMMONS
(RCA Victor 20-4229; 47-4229)

Terry Timmons offers a pleasant sounding vocal to a slow but forceful blues number on this deck. The band backs Terry with a fine instrumental. It’s a slow ballad in which the chop is shown to be very good advantage. Both ends can draw the coin and ops are advised to look in.

“HOME TOWN WOMAN” (2:07)
“UNLUCKY BLUES” (3:09)

LEROY JOHNSON
(Oslo 6813)

Leroy Johnson dishes out two fine sounding sides. The upper lid is a driving, jumpin tune that offers a fair vocal and an excellent orchestral backing. The second half is a slow blues number that comes out in a better than average way. Ops have strong filler items on this disk.

“GIN, GIN, GIN” (2:20)
“I SHOULDN’T CRY” (2:28)

TODD RHODES ORCHESTRA
(King 4669)

The top deck features the Todd Rhodes orchestra as it sings and plays its way through a lively number. The boys put a lot of zest in this tune and come up with a listenable half. Flip finds chirpy Kitty Stevenson doing out the lyrics to a slow blues number. Either end is worth catching.

“The GRAPSE VINE” (2:22)
“NO ONE ELSE COULD BE” (2:42)

LUCKY MILLINDER ORCHESTRA
(King 4766)

The popular Lucky Millinder orchestra cut themselves a real fast tune. With Melvin Moore handling the lyrics in an able manner, the crew turns out a good side. The under level offers a grand duet between Melvin and Annette Allen as they glide through a lovely ballad. The top end may break out.

“I TRIED” (2:55)
“I RULE MY HOUSE” (2:45)

CHUCK WILLIS
(Oslo 6810)

A slow and draggy blues item is dished up by Chuck Willis on the upper half. It’s a typical blues number that gets a satisfactory going over by Chuck. The lower lid is a loud, driving blues tune that gets a stong orchestral backing. Ops might catch that.

“GOD IS ON OUR SIDE” (2:43)
“I’M A SOLDIER” (2:43)

GAY SISTERS
(Savoy 4027)

The Gay Sisters present a pair of spiritual numbers. The first half is a slower type tune while the second end is one of those fast moving, loud sounding things. Both sides are good, ops are delivered in a style typical of these chanteuses. Ops who are in the right locations have a good disk here.

Meeting Dates Of
Music Operators’ Associations

Aug. 21—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.

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

27—Amusement Machine Association of Philadelphia
Place: Broadwood Hotel, Philadelphia, Pa.

27—Phonograph Owners’ Association
Place: Broadview Hotel, East St. Louis, Ill.

Sept. 3—Illinois Amusement Association
Place: 208 N. Madison St., Rockford, Ill.

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

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

11—Automatic Phonograph Owners’ Association
Place: Gibson Hotel, Cincinnati, Ohio

13—Michigan Automatic Phonograph Owners’ Association
Place: Maccabee Building, Detroit, Mich.

Oct. 13—Oregon Music Operators’ Association
Place: 827 S.W. 13th Ave., Portland, Ore.

New DJ Team

GOING BIG!

JEB No. 3001
The Keynotes with Pete Conigaro
“IDA”
by/w
“Darktown Strutters Ball”

JEB No. 3002
Don Bell’s Orchestra
Sunday Smith, Vocal with Four Music Makers
“Big Blue Eyes”
by/w “Pretty Little Bells”

JEB No. 3003
Milt Herber
“Marmaduke The Spook”
by/w “Jazz Mo Blues”

Music Operators from Nebraska, Minnesota, North Dakota, South Dakota, Iowa and Wisconsin meet at the Paxton Hotel, Omaha, Neb. Harold Klein, Publicity Director, 1611 Chicago St., Omaha, Neb.

New York—Former light heavyweight champion Gus Lesnevich (seated) became the first “name” fighter to turn from ringside to make- side when he started his new disk jockeying career with Bob Emerick over WOR 4:30 to 5:30 P.M. on Saturday. Emerick is well known for his disk jockeying both hero and in Los Angeles. The team of Lesnevich and Emerick will be offered at a later date as a package for television, night clubs, theatres and the movies. Frankie Lombard is the producer.

Martin Verbit Dies

Philadelphia, Pa.—The Philadelphia record trade was shocked this week at the sudden death of Martin Verbit of Marel Distributors. Apparently in good health Tuesday afternoon (August 14), he succumbed suddenly Tuesday evening of a heart attack. Marel recently took over the Scott-Crosse lines in this city. Nelson Verbit, Martin’s brother, is an active partner in the firm and it is assumed he will take over.

“It’s What’s in THE CASH BOX That Counts”
SPEEDIEST PLAYING RECORDS REVIEWED THIS WEEK

Records All Under 2:30 Min.

POPULAR

"I Want To Be Near You"... 2:00  
(Fer-Craft orch. — Columbia 39528)

"Hawaiian War Chant"... 2:02  
(John Stafford — Columbia 39528)

"Ask Me"... 2:16  
(Boz Crowly & Dining Sisters — Capital 1766)

"Louie"... 2:25  
(Ken Griffin — Columbia 39514)

"Oh How I Love You"... 2:28  
(Al Trace — Mercury 3694)

"I Love You But I Don’t Like You"... 2:29  
(Peggy Lee — Capital 1749)

JAZZ & BLUES

"Home Town Woman"... 2:07  
(Johnny Johnson — Okeh 6813)

"Gin, Gin, Gin"... 2:20  
(Todd Rhodes Orch. — King 4469)

"The Grop Ving"... 2:22  
(Lucky Millinder Orch. — King 447)

FOLK & WESTERN

"Year After Year"... 2:14  
(Tommy Sands — Coral 44102)

"Down Yonder"... 2:20  
(Eddie Smith — King 996)

"Unwonted Sign Upon Your Heart"... 2:20  
(Hank Snow — RCA Victor 21-0499)

"Alarm Clock Boogie"... 2:30  
(Billy Briggs — Columbia 20546)

"Out Of Money, Out Of Place, Out Of Style"... 2:30  
(Jimmy Walker — Intro 6024)

SIXTY MINUTE MAN

DON'T KNOW I LOVE YOU

Clivers  
(Atlantic 934)

THE THRILL IS GONE

Ray Hawkins  
(Modern)

I WON'T CRY ANYMORE

Dinah Washington  
(Mercury 2811)

I'M WAITING JUST FOR YOU

Lucky Millinder  
(King)

CASTLE ROCK

Johnny Hodges  
(Mercury 8944)

I'LL ALWAYS BE IN LOVE WITH YOU

Charles Brown  
(Aladdin)

T-99 BLUES

Jimmy Nelson  
(R.P.M. 325)

I'M CRYING

Memphis Slim  
(Andy)

HOWLING WINDS

Joe Turner  
(National)

JUNCO PARTNER

James Waynes  
(Sittin' In)

SHOULDN'T I KNOW

Cardinals  
(Atlantic 938)

HEY LITTLE GIRL

John Godfrey Trio  
(Chas 1478)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
National Disk Jockey Week Gains Momentum

NEW YORK—The entire United States will acknowledge August 20th to 26th that "records offer your best entertainment."

For its National Disk Jockey Week, with salutes being offered to the country's 11,750 record spinners, Governor Paul A. Dever, of Massachusetts, at the behest of Norman Prescott, WORL Boston, has proclaimed it National Disk Jockey Week throughout that state.

James A. Rhodes, Mayor of Columbus, Ohio, not only issued a proclamation naming the Week but also threw a dinner at the Dahler-Wallick Hotel there for the city's 22 disk jockeys and their families on Friday, August 24th. In addition, Mayor Rhodes will have a special disk jockey flight in the National Caddie Tournament, with a special trophy for the disk jockey with the best score.

The honorary committee for the Week, headed by Senator Homer Capehart, of Indiana, and Marvin L. Kline, executive director of the Sister Kenny Foundation, reports that the enthusiasm resulting from the d.j.'s following has snowballed and made the Week a sincere tribute from the record fans of the country.

Ed Geife, publicity director, confirms the fact that just a small amount of promotion was necessary for the Week to gain more momentum.

"Hey Little Girl"

WITH THE

JOHN GODFREY TRIO

ON

Chess 1478

B/W "BOOGING THE BLUES"

IS THE BIG HIT RECORD!

BIGGER,BETTER,STRONGER THAN EVER

Jackie Brenston

"SUICED"

CHESS 1472

ORDER QUICK! ALL ORDERS BEING FILLED IN ROTATION AS RECEIVED!

CHES

RECORD
CORP.

750 E. 49th Street
Chicago 15, Illinois

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Folk and Western Roundup

Lorna and Ginar (Decca) have been selected to appear with Bob Hope and Marilyn Maxwell at the Michigan State Fair in Detroit September 2nd and through the 7th. WSM's ornamental is only country set to appear on bill.

Ernest Tubby (Decca) departed Nashville August 6th for a three week vacation trip through the west with his family.

Carl Smith (Colcord) set as guest on Dallas' "Big D Jamboree" August 25th. Appearance follows a week's bookings through Louisiana, Oklahoma and Texas. Smith, who is riding high on three Columbia releases, routed fine space in August 14th TMD copy.

Popular names continue to trek to Nashville, the folk music capital, for record cutting. Roberta Lee, formerly with the Frank Sinatra show, turned up in Nashville the 12th to slice Decca sides with Hardrock Gunter and Red Foley. Miss Lee returned to New York immediately for Godfrey show appearance the 18th.

Hank Williams (B-G-M) started the Hadaecol Tour 12th to continue until October 1. Williams was only country music act carried on this junket.

Fred Rose and Son Wesley in New York for week (12th through 18th) on business.

Hank Williams put in another M-G-M session the 9th before departing on the Northwest Tour that will keep him away from Nashville until after October 1st except for Saturday night Opry appearances.

THE GIRL IN THE WOOD

FRANK LANE
(Columbia)

TERRY GILKSYN - KATIE LEE
(Decca)

AMERICAN MUSIC, INC.
1930 Broadway, New York 2, N.Y.
Telephone: NEW 3-1288

"GOLD COLD GOLD"

Tony Bennett

Columbia

Lombardo - Winner And Still Champ

RED BANK, N. J.—Guy Lombardo won the National Sweepstakes for the third time on Sunday August 12. Making a total of 800 points for the $5,000 sweepstakes prize, Lombardo beat out three other contestants in the final heat with his boat, the Tempo VI.

After the race, the Lombardo craft was in danger for a few minutes when it caught fire in front of the judges' grand stand. Lombardo, with the boat jammed between the track and the audience, doused the flames with water from his boat jacket. The fire was out in a few moments and Lombardo was unharmed.

Winning races is an old story to Lombardo. The band leader, prior to his name becoming synonymous with the International Gold Cup, the Glenn L. Martin Hydroplane Race, two previous National Sweepstakes, the Henry Ford Memorial Race and the Star Spangled Banner Race for Gold Cuppers.

COLD GOLD COLD

Tony Bennett

Columbia

THE CASH BOX

Folk and Western Record Reviews

"YOUR LOCKET IS MY BROKEN HEART" (2:45)
"UNWANTED SIGN UPON YOUR HEART" (2:20)

HANK SNOW

(RCA Victor 21 0498, £0 0498)

• Just like "old man river!". Hank Snow just keeps rolling along. Here is another wonderful sounding ballad that should easily do it. Titled "Your Locket is My Broken Heart", this tune is destined to reach the top under the guiding influence of Hank's warbling. It's a sad yet pretty ditty into which he pours lots of feeling which makes it even more appealing. The band gives this side a further push with a fine musical backdrop. This is the kind of record that should continue to steady stream of coin into the boxez just as most of Hank's discs have done before. The lower end is a change of pace in the form of a fast and lively tune. The melody is very catchy and with another fine job turned in by Hank and the boys this half can also come through. It's the upper level that should do it and ops are advised to get with it fast.

"ALARM CLOCK BOOGIE" (2:30)
"CHEW TOBACCO RAG" (2:35)

BILLY BRIGGS
(Columbia 20846)

• Billy Briggs waltles his way through a pair of novelty type numbers. The first end has all the necessary sound effects of an alarm clock and when put to music it comes out as a cute ditty. The second side is done with a boogie beat and is also turned out in a humorous style. Ops in need of such material have a good one here.

"THE ARM OF GOD" (2:47)
"HE'LL COME LIKE A THIEF IN THE NIGHT" (2:42)

JIMMY OSBORNE
(King 971)

• The upper end is a bouncy thing with a girlie type of chorus that may easily take off. Jimmy Osborne pours out the clever lyrics in a wonderful manner. The under end is pleasant number that gets a good string backing to go along with a lively vocal. Ops can't afford to miss this one.

"DOWN YONDER" (2:20)
"SWEET BUNCH OF DAISIES, OVER THE WAVES, MEDLEY" (2:40)

ERDIE SMITH
(King 996)

• A couple of piano playing sides are offered here by the fine pianist Eddie Smith. The top side is a fast moving tune that Eddie really tears into. The lower deck is a waltz number that is done with a piano roll effect and this side too comes out as a pleasant end. Ops is in the market for some good material oughta listen in.

"I CAN'T TAKE NO MORE" (2:23)
"MY HOME IN TENNESSEE" (2:54)

JOHNNY WHITE & THE RHYTHM RIDERS
(Colion 102)

• Johnny White and his Rhythm Riders, with a vocal assistance by Sherrill Crow, turn in a fair rendition of a slow moving tune. The bottom end offers Sheets McDonald and Benny Walker with some fine harmony of a slow listenable song. Ops oughta take a peak in.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
RCA-Victor Outlines Fall-Winter Program

NEW YORK—Details of a major six-months selling program designed to exploit the RCA Victor's fall-winter record merchandise were given to the company's dealers last week at a series of meetings held by RCA Victor distributors. The dealer meetings followed a coast-to-coast schedule of distributor meetings at which the program was blueprinted by RCA Victor Record Department executives.

Major points of the company's new fall-winter sales program, as outlined to the dealers, are consolidation of RCA Victor's currently strong position on popular records; a "101 Best-sellers" inventory maintenance program, including a 101 per cent exchange plan on this merchandise; a "new release" inventory and promotion plan; and expansion of RCA Victor's strong push in the children's record market.

The "new release" stocking and promotion plan, which will include the listing of all new RCA Victor releases for the balance of 1951, offers a dealer incentive for early ordering of this merchandise. This consists of a free permanent display rack and a three-quarter booth demonstrator. Preview kits will also be provided to highlight new merchandise for dealers.

A further objective of the meetings held last week is the expansion of the market for rhythm and blues merchandise, based on the company's detailed study of this field.

Permo Issues Picture Souvenir of NAMM Meet

CHICAGO, ILL.—Permo, Inc., manufacturers of Fidellitone phonograph needles, recently mailed more than 22,000 of its NAMM Convention Picture Souvenirs to music dealers and distributors all over the country.

A photographer was on the job at Permo's exhibit during the show, snapping distributors, dealers and recording artists as they paused to say hello.

The souvenir folder, laid out on a 17 x 22 sheet, includes more than sixty of these pictures and it is not designed as advertising matter. It is just what the name implies—a picture souvenir—and it should be of interest to everyone in the music business.

The souvenirs have been sent in quantity to Fidellitone distributors, and extra copies may be obtained from them.

Permo will gladly send a photograph, upon request, to anyone whose picture appears in the folder.

Luth Out At Paramount

NEW YORK—In a reorganization move at Paramount Music Publishers, professional manager Murray Luth left after 21 years with the firm with the exception of a 6 month stint in the army. Larry Shayne, west coast rep, comes to N.Y. to take over.

Luth started as a counter boy in 1930 and became a plugger in 1943. Among the tunes he helped promote were "To Each His Own," "Golden Earrings," "I Don't Care If The Sun Don't Shine," "MonaLisa" and the current "In The Cool, Cool, Cool, Of The Evening."

Several prospects are in the fire for Luth and he is also considering going into business for himself.

Bill Lawrence Released From Army

NEW YORK—Singer Bill Lawrence, who established quite a name for himself on CBS-TV's "Arthur Godfrey and His Friends" before his career was nipped in the bud by Uncle Sam last February, is now back in show business. He has just been released from the service, for medical reasons and will resume his career with a string of one-nighters before returning to TV.

I WANT TO PLAY HOUSE WITH YOU
Eddy Arnold
(RCA Victor 21-0476; 48-0476)

HEY, GOOD LOOKIN' 
Hank Williams
(MGM 11000; K11000)

LET'S LIVE A LITTLE
Carl Smith
(Columbia 20796; 4-20796)

I WANT TO BE WITH YOU ALWAYS
Lefty Frizzell
(Columbia 20799; 4-20799)

CRYIN' HEART BLUES
Johnny & Jack
(RCA Victor 21-0478; 48-0478)

ALWAYS LATE
Lefty Frizzell
(Columbia 20837; 4-20837)

DOWN THE TRAIL OF ACHIN' HEARTS
Hank Snow
(RCA Victor 21-0441; 48-0441)

I CAN'T HELP IT
Hank Williams
(MGM 10961; K10961)

SICK, SOBER & SORRY
Johnny Bond
(Columbia 20808; 4-20808)

SOMETHING OLD, SOMETHING NEW
Eddy Arnold
(RCA Victor 21-0476; 48-0476)

NEW YORK—Beginning August 20, Loew's Inc. will present the Capitol Records package "Bozo The Capitol Clown," a 35 minute featurette at 24 of their metropolitan theaters. Loew's has set this attraction for 2 weeks with an option for a third. The film was produced by Capitol at a cost of $36,000.
8—I GET IDEAS 35.7 31.3
9—SHANGHAI 28.4 29.5
10—SHANGHAI 28.4 29.5
11—COLD, COLD HEART 24.9 10.2
12—HOW HIGH THE MOON 22.1 22.8
13—MISTER AND MISSISSIPPI 19.3 25.3
14—VANITY 17.8 20.4
15—DETOUR 15.7 10.3
16—JOSEPHINE 15.5 18.5
17—GOOD MORNING, MR. ECHO 15.3 13.2
18—I WON'T CRY ANYMORE 15.2 7.8
19—LONGING FOR YOU 14.5 7.9
20—MORNINGSIDE OF THE MOUNTAIN 14.3 21.9
21—ROSE, ROSE, I LOVE YOU 13.1 21.8
22—BECUSE 12.1 9.2
23—I'LL HOLD YOU IN MY HEART 11.9 8.2
24—ON TOP OF OLD SMOKY 10.7 3.11
25—LAURA 10.2 13.9
26—IN THE COLD, COOL, COOL OF THE EVENING 9.6 10.4
27—KISSES SWEETER THAN WINE 9.0 7.5
28—BECAUSE OF RAIN 8.8 4.7
29—WHAT IS A BOY? 8.4 6.5
30—BELLE, BELLE, MY HERTY BELLE 8.2 —
31—DREAM 7.8 6.0
32—THESE THINGS I OFFER YOU 7.7 9.4
33—I'VE GOTTEN UNDER YOUR SKIN 7.6 7.7
34—SURPRISING 7.4 —
35—WANG WANG BLUES 7.3 6.8
36—LONELY LITTLE RICHIE 6.9 9.9
37—FOR ALL WE KNOW 6.7 —
38—SOUND OFF 6.1 13.6
39—WHEN THE SAINTS GO MARCHING IN 5.7 10.1
40—CARA CARA BELLA BELLA 5.5 7.6
MERS TO ASK ADVANCE GUARANTEE

Are Trying their Best to Produce New Machines Regardless of All Labor and Materials Difficulties With Which They are Faced. At the Same Time Most Plants Being Tied Up With More and More Defense Work, Plan to Ask Distributors for Advance Commitments With Cash Deposits Before Putting New Machines on Production Lines in Quantity. Majority Very Gloomy Over Future Production of New Equipment.

CHICAGO — Warnings issued by this publication regarding future production cuts, as well as lack of new equipment, beginning with the fourth quarter of ’51 and continuing throughout 1952 are now coming to a head.

Manufacturers here are trying to continue to produce new machines. They are faced with dozens of almost impossible-to-cure headaches. They can’t get deliveries of components anywhere near specified dates.

They certainly can’t fabricate the small portion of materials which they do obtain from the National Production Authority beyond their quota figures so that they may have these fabrics in stock ready.

In addition to all these headaches which the manufacturers are undergoing at this time, more and more defense work is suddenly flooding into their plants.

They are now in the position of the man who wants to fight, but, whose arms are tied behind him.

The majority of the factories that have large defense work contracts find that their machine shops are tied up, and working on an around-the-clock basis.

This makes it almost impossible to fabricate at least the few parts they need for their normal, domestic products.

Yet, they seem to somehow overcome all this difficulty, only to run into another headache to smother them.

They can’t use this and they can’t use that. They must find substitutes for everything else.

So they call in plants that have been begging them for years to do some component manufacturing. They are told that “maybe,” “if,” and “perhaps,” they may “someday in the future” (and when that is, they aren’t told) get delivery of what they’ve ordered.

One manufacturer reports that he was held up from introducing his newest product for “over a year,” until he was able to get “some delivery” of one of the most important components that go into that product.

Most worried of all are the amusement-game manufacturers. They have the biggest headache to face. Even a few small games in certain areas they are not sure that all other territories will take to the game.

This means that they may start into production, use up the few valuable critical materials on their quota, and then find themselves with a “flop” on their hands.

This would then mean tearing the games apart, rebuilding them into something else, and, once again trying to meet with what the operators need to assure themselves greater earning capacity. A definite double expense.

Rather than take such chances (go through the double expense of building and then tearing apart) there are some manufacturers here who are planning to work out a system of distributor commitments.

This means that the distributors will have to commit themselves in advance for any new game. All that will probably receive may be just a hand-built sample.

It will be up to them to decide whether they can use the game. If they find that they can sell the machine then they will be asked to make a bona-fide commitment in advance for whatever they will need, with a cash deposit for each machine, applicable to the balance of the order.

In this way, these manufacturers believe, they will not be cutting up valuable rationed quota critical materials and will, at least, have some plan of production to work with, to cut into their present defense production.

As one manufacturer stated, “It’s plenty tough right at this minute, and getting tougher every day, to even think of building new games. Unless the distributors work with us and arrange to let us know, in advance of volume production, just how many we can and will use and commit themselves to take what they order, by advancing a certain stipulated amount of cash on each machine, there is no use of our going ahead and using up valuable, quota-critical materials and then find ourselves with a batch of games on hand.”

George A. Miller To Speak At Midwest Coin Machine Show

OMAHA, NEBR. — Harold Klein, publicity chairman of the Midwest Coin Machine Show to be held in this city at the Paxton Hotel, October 15 and 16, reported this past week that George A. Miller, president of Music Operators of America, Inc., whose headquarters are in Oakland, Calif, advised him that he would speak at the Midwest Coin Machine Show.

Klein also reported, ‘‘There are hundreds of midwestern operators who have asked George A. Miller of M. O. A. to speak.

‘‘There is no doubt in my mind,” he continued, “that not only will they be impressed with what Miller will have to tell them, but, more than anything else, they will gain much from his great knowledge of the automatic music industry.

Miller will be known as guest speaker for this big Midwest Coin Machine Show.

His acceptance was considered a triumph for this show, by Harold Klein, who also reports: ‘‘All officers of the six state associations who are sponsoring the Midwest Coin Machine Show are absolutely pleased with the card of George A. Miller has accepted and will be our guest speaker at this two day convention here in Omaha.”

George A. Miller

Rock-Ola Mexican Distrib Rebuilds After Fire

MEXICO CITY, D. F., MEXICO — David Romero, distributor of Rock-Ola phonographs here, was prevented from attending the showing of the new Rock-Ola ’52-50 Super Rocket phonograph in Chicago, because of a fire which practically destroyed his assembly line.

In meeting with regulations in effect here, Romero has to have his own cabinets built for the Rock-Ola phonograph, and then package the phonographs from the parts he received from the Rock-Ola Manufacturing Corporation factory from Chicago.

By quick action, Romero has now begun to work with Rock-Ola on new improvements to speed production and is working ahead as fast as possible to fill orders for the new Rock-Ola ’52-50 Super Rocket’ phonograph.

Williams Mfg. Co. Working Full Speed To Meet Orders

W. J. (Bill) Ryan, general sales manager for Williams Manufacturing Company, this city, reported this past week “We are working right ahead in an attempt to fill all orders for our sensational ‘Hayburners’ game.”

“The fact is,” he continued, “orders increase each day and we have to force ourselves to increase production to meet the demands of our operator-customers, as fast as we can to take care of the orders we are getting each day.”

“We are adding on more help and we are working ahead just as fast as we can to take care of the orders we are getting each day.”

“The ‘Hayburner’ game has spread from here to everywhere in the nation.”

Ryan stated, and executives of the company are so pleased with the fact that the game has received.

“We are doing our best,” Ryan said, “to take care of every single order that comes into our factory.”

“We aren’t making any promises to our operators, as well as our distributors, that we will make these orders. We realize that with materials and labor problems, there will be delays, but the further fact that orders simply keep pouring in, regardless of the backlog already accumulated, we are doing a Trojan job getting out ‘Hayburners’ as fast as we can.”
Geo. A. Miller To Seek Clarification On OPS Regulation

OAKLAND, CALIF. — George A. Miller, state president of the California Music Guild, and president of MOA, has advised the members of the California Music Guild to refrain from putting service charges into effect, over and above the cost of operation that differs with those as of December 19, 1950. He has also advised them to refrain from changing any of their phones over to 10c play until such time as they have permission to make such adjustments from the OPS.

"It was the opinion of most of the operators of the nation and especially those of the California Music Guild that the automatic photograph business was exempt" stated Miller, "but we find that was an error and consequently plans have been made to correct the misunderstanding and to make adjustments with OPS officials in Washington, D.C."

"Harmon W. Call, attorney for the California Music Guild, has made two trips to Washington regarding this matter. Call and myself are covering the entire territory in California obtaining financial statements from the various operators to show that it is absolutely unprofitable for a music merchant to continue to operate an automatic photograph on 5c play, or without having a service charge over and above the cost of operation which is set up under the Unfair Trade Practices Act. As soon as this information is obtained, Call will be in Washington to further confer with top officials of OPS.

"Music operators met in Oakland Tuesday, August 7, Fresno on Monday, August 13; Bakersfield on Tuesday, August 14; and on Wednesday, August 15 the attorney and officials of the association met with the secretary of the State Tavern Owners Association in Los Angeles. Meetings were to discuss this particular problem."

Approaching Football Season Reflects In Increased Orders For Como's "Stadium"

CHICAGO—With the fast approaching football season, and the newspapers full of football news, particularly about the "All-Star" game and professional activity, orders for Como Manufacturing Corporation's "Stadium" game have made it necessary to increase their help in all departments, according to Carl Knippel.

"Stadium" is a novelty game with a football theme. Backboard is very colorful with pennants showing all the various bowl games and the action on the playfield and backglass is very exciting.

"Stadium" was created especially to capitalize on the great interest in football of the general public throughout the nation" stated Knippel. "It is very evident at this time that this interest has reached the operator and is reflected in their increased orders."

New Orleans Notes

Johnny Bertucci, of Biloxi, Miss., after a visit to the Mayo's in Rochester, is back again feeling hale and hearty. . . . Our good friend Nick Garabali, suffering with a summer cold, with you Nick, we sympathize . . . Did you know that Mr. and Mrs. Andrew Monte have an attractive daughter who graduated from Bremen College this past June? . . . Louis Beauberge, fully distributor, reports that operators in Shreveport, Alexandria, Golfport, Lake Charles and other cities in his territory, show the same enthusiasm for "Bright Lights" as the New Orleans operators do . . . Johnny Boesch made a recent trip to Miami . . . Local residents will surely welcome the arrival of cool weather this fall. This has been the hottest summer that most New Orleanians can remember.

Pete Nastasi in the short time that he has been a distributor, is doing a great job. Pete is a real horse trader and a fine salesman. . . . Edward Kramer, President of the Pin Game Operators Association, is looking very fine once again after that long siege of illness. Ed is doing a wonderful job and the operators can ill afford to have him out of harness for any length of time . . . Joe Isaacson, mechanical genius of New Orleans Novelty Company, is back on the job after a vacation . . . Bob Tanner, Delta Music Sales Company, takes a long week end in Atlanta this Friday . . . Mr. and Mrs. T. H. Welch, A.M.I. Distributors, leave Saturday for an extended trip through Canada. That is one sure way of beating the heat . . . Too busy to leave his business for one day is Bill Editi of Natchez, Miss. We recently tried to reach Bill by telephone and it took us three days to catch up with him . . . Ed Hefeld of Dixie Coin Machine Company moved into his new home recently. Alright Ed, we are all waiting for the house warming . . . Sam Hutson, McComb, Miss made a quick trip to Nola . . . Ditto Ray Landry of Gonzales, La.

Keeney Putting "Match Bowler" And "4-Way Bowler" Back In Production

CHICAGO—Roy McGinnis of J. H. Keeney & Company, Inc., this city, reported this past week that the firm is getting ready to put its well known shuffleboard conversions, "Match Bowler" and "4-Way Bowler" back into production because of the great demand for these units.

Demand continued to grow to the point where the firm has been deluged with calls from almost everywhere in the country asking for immediate shipments of the "Match Bowler" and "4-Way Bowler" conversion units.

"Match Bowler" is a rebuild unit built for the 12 foot cushion boards and clicked with ops almost everywhere in the country.

The "4-Way Bowler" unit is for the 18 foot, 22 foot and 24 foot shuffleboards and has the pack return feature.

"With demand increasing to the point where we get several long distance phone calls every day," McGinnis stated, "we have decided to put our 'Match Bowler' and '4-Way Bowler' back into production.

"Distributors, jobbers and operators have been phoning our factory asking for quick delivery. Reports indicate that both units will probably hit new production high marks."

"It's What's in THE CASH BOX That Counts"
within arm's reach

Quick Dollars
When you receive your new "C's", you just can't get these machines out fast enough. Patrons in all your spots want to play it. Its phenomenal coin attracting ability is based on its clean-cut design, its endearing and enduring character, its flair for life and action.

Service Savings
Money is money in whatever form you pick it up. Save on breakdowns, save on servicemen's time making adjustments and collector's time making collections and changing records. All this healthy reduction of overhead is EXTRA CASH MONEY for you!

Leisure & Satisfaction
Model "C" proves that music operating can be a joy, that business is something which can be forgotten during off hours. A route of "C's" delivers personal freedom—lots of leisure time in which to relax and enjoy yourself, your home and your family.
Mr. Operator:

Are you faced with the problem of "Personal Property" taxes?

Is it worth $15 a year to you to get fair and equitable, courteous, and understanding treatment from your "Personal Property" tax collector... and know, at the same time, that he believes you because you can produce officially accepted, bonafide valuation records?

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**CALIFORNIA CLIPPINGS**

Don't remember whether we were so advised in a short story class or in a pre-marital drive-in theatre, but the advice was "why not try some dialogue?"... So here goes: 

**Scene: Our Happy Home. Characters:** Us and the Little Woman. 

**Time:** Last Night (as of this writing)

**WOMAN:** So, you were due to punch in at 6:30 p.m. It's now after 9, and don't give me that "Sparrow in the Treetop" routine. Start talking...

**US:** Nothing to do with a sparrow or a treetop. It was "Shuffle-Line"...

**WOMAN:** What kind of a line is that? So you were out dancing, eh?...

**US:** No. It's just a bright lights high score game... LITTLE WOMAN: Oh, so now the bright lights are paying. And what does this game lack?

**US:** You know Lucille Laymon, that very attractive blonde I've told you about, and... LITTLE WOMAN: And nothing. Even if Paul Laymon was there, I don't believe you are just standing around his place for two hours playing a shuffle game. Go ahead, tell me it was in the line of duty. Just testing. How come the slight but perceptible tint of Scotch on your breath? You're writing for a trade magazine in the distillery business...

**US:** The Scotch is all Charlie Daniels' fault. Also playing him and he plopped us with drink just so he could lick us...

**LITTLE WOMAN:** Aye, go eat your supper, cold. I might bele we got a notarized note to such effect signed by Paul and Lucille Laymon, Charlie Daniels and the guy who makes the "Shuffle-Line" game...

End dialogue.

Bally's "Shuffle-Line," with or without dialogue, is just about the finest action holding interest, keen competition game we've ever seen... Able to go all over, this is one game that can bring back some good old days to ops if they just back the game up... For our money, it has all the skill appeal of a shuffle board plus the shuffle board simplicity of a punch bag that is nowhere found on any of the mechanical games... The Laymons (we beat both of 'em, but not Charlie Daniels) predict another Kingsize hit in Bally's jumbo "Playtivity," expected in any day... Could aibi the reason we didn't like Charlie was his celebrating a 17th wedding anniversary... Must have been a child bride 'cause he doesn't look but a few years older than that... Jack Simon had some visitors over at Sickling drinkers, in his nephew Bob Charran and wife, seeing the town while on vacation from Sickling in Indianapolis. Jack tells us business was the best week in some time... Another report of business being off the upstart, at least for ops in the Suburban and Pomona region, came from Jim Wilkins, Laymon's outside salesmen.

Back from an extended trip to Mexico City, the Panama Canal zone, etc., via New York were Umpoc operator Norman Christ and wife, who report they had a great time but were plenty glad and thrilled to see the Statue of Liberty was there in New York harbor... just standing around its place for two hours playing a shuffle game. Back here, Pedro's was: Dick<brראו

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**MINNEAPOLIS, MINN.**

The operators in this territory have been experiencing some fairly unusually bad weather which in no way has helped the take in the coin machines. Mike Young of Soldiers Grove, Wis., not only was hard hit by one such flood, but suffered the results of another flood in his territory a week later. We certainly hope that the sun will shine for Mike from now on... Some of the operators who made the trip to the twin cities during the week were: John Bow of Foley; Pete Wemian of Mankato; Hank Krueger of Fairfax, and Frank Moe of Grand Rapids. Also in town to pick up supplies and equipment were: John Gage of Menomonie, Wis.; John Mahon, Sau Claire, Wis.; Glen Rackliff of Superior, Wis., and C. B. Sersen of St. Cloud, Minn.

Harry Lerner, well known Minneapolis operator spent a few days with his wife, and daughter, Helen, in his native Minnesota. While there, Harry managed to get in a one game of golf with Lew Rehbein of Lieberman Music Company... Irene Lake of Lieberman Music Company is vacationing in Chicago. She is quite popular in the Victer, and while playing at the Radisson Hotel, she has been drawing such crowds that she has been held over for an extra week... Some of the other operators who were seen in town this week were: Charles Appelgren, Winona; Bill Grine, Cloquet; Jim Caruso, Minneapolis; and Mrs. Earl Porter, M & M Music Company, Huron, S.D., are the proud parents of a baby girl... Dave Chapman, Minneapolis operator, has been seen... He is expected to mow the lawn around his new home.
United Mfg Co. Adds Sixth Day For "Six Player" Game

CHICAGO—To catch up with orders for its "Six Player Shuffle Alley," United Manufacturing Company has arranged a six day work week.

For the past few weeks, according to Bill Deselm, general sales manager of the firm, United has been working Saturdays, in addition to their regular five day week, in an effort to catch up with the orders the firm has on hand for "Six Player Shuffle Alley."

DeSelm also stated, "The we are trying our best to catch up with all the orders we have received for our "Six Player Shuffle Alley" and have added another full day's working production, we are still falling behind."

"We want to take this opportunity," he stated, "to ask everyone to have patience. We will get their shipments to them just as fast as we possibly can."

DeSelm also said that orders for "3-A-5" and for "A-B-C" continued to jam the factory at the same time and, therefore, are causing some delays in deliveries of the "Six Player Shuffle Alley."

"The operators know," DeSelm reports, "that we will work right around the clock, if necessary, six full days each week, to meet their orders.

"We are trying our level best to fill the orders we are receiving just as quickly as we possibly can.

"Those who don't receive their shipments in five days can rest assured that this is only due to the fact that the backlog of orders we have on hand continues to grow greater every day."

Advocate Of 71/2c Coin Made Publisher Of "TV Time"

LOS ANGELES, CALIF.—Edward W. Mehren, who came to the attention of the coin machine trade when he fought so valiantly to have the Government mint a 71/2c coin, advises that he has been appointed publisher of "TV Time," a fan publication for the West Coast.

"TV Time" is a similar type publication to that of "TV Guide," published in New York City, Coinmen wish Mehren every success in his new undertaking.

Seacoast To Hold 2 Day Showing Of New Rock-Ola

ELIZABETH, N. J.—Dave Stern, president, Seacoast Distributors, Inc., this city, has invited all the music machine operators, collectors, service men and office personnel in his area to attend the gala showing of the new Rock-Ola "Super Rocket 52-50" photograph on Tuesday and Wednesday, August 21 and 22, at his showrooms at 1200 North Avenue.

Seacoast's entire staff, including Dave, Tom Burke, Bob Soffer, Charlie Reisman, Ed Adams, Herman Halperin, Ruth Burr, and Marie Svatik will be on hand to welcome the coinmen.

In addition to the usual refreshments, valuable door prizes will be awarded the lucky coinmen.

"All of us here at Seacoast are tremendously thrilled and enthused with the 'Super Rocket' phone," states Stern. In all our years as distributors and operators, we've never seen a photograph so beautifully styled and colorful, so mechanically perfect, and so ready to put profits into the pockets of the music operator."

WILL TRADE... BRAND NEW TURF KINGS

IN ORIGINAL CRATES

FOR... MUSIC, CIGARETTE, OR ANY OTHER COIN MACHINE EQUIPMENT

Write—Wire—Phone

Runyon Sales Company


593 10th Ave., New York 18, N. Y., Phone 4-1880
123 W. Runyon St., Newark 8, N. J., Phone 3-8777
354 E. Warren St., Trenton, N. J., Phone 5-6993


MIDDLETOWN, N. Y.—The New York State Operators Guild, whose membership covers operators throughout the Dutchess, Orange and Ulster Counties, has appointed Carl Engelbrecht as business manager, according to an announcement by their executive committee. Compiling this committee are: Jack Wilson, Py Haley and Al Schlesinger.

Officers of the association are: Russ Carpenter, president; Py Haley, vice president; Grace Brown, secretary; and Jack Wilson, treasurer.

It was announced that their next monthly meeting will be Sept. 8 at the Mitchell Inn, Middletown, N. Y.
The hot weather continued this week, but even worse than the temperature was the humidity, which at times was 100%. Strangely, as it may seem, this weather wasn't as detrimental to business as it is during the best weeks of the summer. Both games and music, new and used, were being sold, according to the reports of the wholesalers. Operators, who were on the street in larger numbers than for many days in the past, reported collections were holding up nicely.

One of the reasons for increased attendance along coinrow was the Bally Service School sessions being held at Ranny Sales Company. Bob Breitbader, Bally engineer, was on hand in his capacity of representing Bally, demonstrating Bally's "Shuffle-Line"—which, by the way, is taking hold here very well. Bob held similar sessions at Ranny's Newark, N. J., offices on Thursday and Monday. August 20 and 21, Breitbader will conduct service sessions at Redd Distributing Company, Boston, Mass. Barney (Shugy) Sugerman, Ranny's chief, was able to be on hand for these classes. Shugy had returned to the office on Monday from a vacation in the Catskill Mountains, but had to leave the office immediately on business. Visiting the big city this week were coinmen from North and South. Moe Fine, Ranny Vending Company, Montreal, Canada, was on the street with Jack Mintik, regional representative for A.M.. From the Southwest, we had Ben Rosential of El Paso, Texas, who is in Mexico. Rosential stopped off for several days, prior to moving on to Chicago. Before returning south of the border, Ben will stop off at a plant in Grand Rapids... Jack Mintik wants to set the records right. "Yes, I was at Willie Blatt's in Miami," stated Jack, "but I did not get into a 'girl' game with my friends there. If I had, I'm afraid I would have been disposed of for these southern boys."

We were extremely sorry to hear of the death of Jack Schwartz of Quebec Coin Machine Company, Montreal, Canada. Jack was one of the pioneer coin machine operators, and was well known in coinrow and coin deals with him. Schwartz died suddenly of a heart attack on Tuesday. August 10. He was 54 years old. He leaves a wife, two children, and three brothers. We feel, if it ever happened—Hymie Keppler—his distributor, put the same toll on Schwartz as he has put on himself. Schwartz was the most loved man in coinrow and coin deals with him. Schwartz died suddenly of a heart attack on Tuesday. August 10. He was 54 years old. He leaves a wife, two children, and three brothers. We feel, if it ever happened—Hymie Keppler—his distributor, put the same toll on Schwartz as he has put on himself. Schwartz was the most loved man in coinrow and coin deals with him. Schwartz died suddenly of a heart attack on Tuesday. August 10. He was 54 years old. He leaves a wife, two children, and three brothers. We feel, if it ever happened—Hymie Keppler—his distributor, put the same toll on Schwartz as he has put on himself. Schwartz was the most loved man in coinrow and coin deals with him. Schwartz died suddenly of a heart attack on Tuesday. August 10. He was 54 years old. He leaves a wife, two children, and three brothers. We feel, if it ever happened—Hymie Keppler—his distributor, put the same toll on Schwartz as he has put on himself.
CHICAGO CHATTER

Statements which have appeared in some tavern magazines seem to have upset some jake box ops. Their attention to these statements, regarding O.P.S. (Office of Price Stabilization) holding down the cost of jake box play, was exemplified last week when 50c per play, jake boxes do not effect the cost of living and, especially, do not halt high scale defense production. In fact, "entertainers" are exempted from all price control. O.P.S. General Overriding Regulation 14. Certainly jake boxes can be classified as "entertainers" and placed on exempt list.

Perno turned out an all star jam session at the National Association of Musical Merchants show at the Palmer House. Many music ops appear in the pictures for many jake box men are record distirbusts and also numerous music store men. Bill Ford telling about Superior Eagle Waters Resort in the Eagle River, Wis. country. Now that Shelley is back home, the Nate Gottlieb household has settled down. The Bill Fitz-Gerald of AMI has become well acquainted with outstanding recording artists and was thrilled to find them such very swell people. The C.J.A. (Combined Jewels Association), held at the Standard Club for the announcements division of which Samuel Lewis of Chicon heads the coin machine fraternity here, was a very fine and outstanding affair. Sam hopes to surpass last year's donations.

George Jenkins says it this way, "When the going gets rough they come to the old timers for new angles." No truer words spoken. Many a tavern owner reported to be crying in his own beer over his drop. He should, because of this, demand 10c play. United's factory picnic this past Satty at the Village Inn Grove, Crawford and Devion, found lots and lots of people present. Plenty of jokers were there having that magazine for any one could especially have a very great time. Bill DeSalm reports that the United plant has added on a full sixty foot "Six Park Sweepstakes." Bill states, "Six played Shuffle Alley" as well as 3-4-5-6 and "A-B-C." Ray Riche and Lyn Durant reported to have expanded their flying area. Seems the boys will now call this "The Beigle Riche Lyn Durant" a way downtown—but back again—there's no landing field in the Loop. Aside to Muriel Cizels: don't let Johnny hold you back from reading this column! Lots of things appear here that Johnny won't tell. George Dick advises that Mike Hammargren may soon be very active in a division of the plastics field. Seems Mike came across an item that has lots of color. Ben Coven received quite a few compliments this past week for his drive to get ops to institute 10c play. One op added that tho he was skeptical at first, he now can thank Ben for helping him "see daylight again." Which is something any distirbutor is pleased and proud to hear.

Tom Callaghan still raving about the beautiful Caribe Hilton in San Juan, Puerto Rico. Even tho the Tom is quite a rhumba and rhumola as well as mambo dancer, most of the swell is the climate of the Island, according to the beauty and to Tommy. Jack Nelson a very busy exec this past week. Returned from an eastern trip and tied up in miles meetings, working out ways and means to improve the jakes with more Rolly equipment. Bill Ryan over at the Williams' plant advises that they are working, just as fast as they can to meet the backlog of orders which have accumulated for "Hayburners." This game took strong hold and is getting bigger every day.

J. Leonard Smith of Rock Island worried about O.P.S. Leonard should read the two page editorial in this issue analyzing O.P.S. regulations, "HAPPY HOURS, TAP WATER, HUSTLE,Backdrop" by Leonard. Bill Marmer, Cincinnati, O. (Sat.)—Never saw anyone bussier than Frank Mencuri, Exhibi's sales manager, phoning 'round the nation trying to help out distributors. He's one of the more "Gun-Fatals" and, especially, the Exhibi horses. These latter have become among the most outstanding products ever yet featured by Exhibits, H. F. (Danny) Denison reports that he is going to tell his "Lucky Winning Wells," 4 R. R. (Rudy) Greenbaum a long, long way from coinbox these days. Now with Time Petroleum Co., Wichita, Kans. --- Harold Edwards of Joe Perkin's Universal outfit and Al Chapman of Deco Records in a bundle over what tunes are most popular. --- Raymond Williams of Dallas and Fletchera Blakoe of New Orleans in the Bismarck Hotel lounge. Others seen there that evening: George Dick, Mike Hammargren, Hugh McGarrity and his dad, C. E. McGarrity, and Bill By of Kansas City. --- Interesting new issues of "Bally-Who." Lots of credit to Herb Jones for his editorship. --- Joe Abraham of Lake City Amuse Co., Cleveland, in town this past week and harder than anything to catch up with. Joe simply whitewashed around the town. Getting advance dope for his forthcoming big, official opening of new building in Cleveland. --- Noted jake box ops present were Mr. Al hoverman, owner of the Beach and Gals of the phone business. --- Ray Cuniff who heads Chicago ops association arranging to work out plan for continued dime play action.

Vince Shay dashes down to southern Illinois to mix business with vacation. --- Herb Perkins advises that his premium biz has jumped away up. He's redecorating his offices and taking advantage of large warehouse space to stock "The Star Key." Sure puts a smile on one's face (for he didn't get it in the shivvibbood). "Worrying doesn't solve any problems," says Oscar. --- Clayton Nememoff and Charley Pieri of Monarch working hard to make their merchandize from their old quarters. It'll be some weeks before they're fully settled, they believe. --- Art Weisand over at Rock-Ola gets a kick out of old Dave. --- "Big" Dave Rockels with Dizzy Dean. This was taken way back in the days of the "World Series." What's most interesting is that many of these games still along bringing in the shekels for many an op and arcade too.

WHAT ABOUT YOUR BUSINESS THIS SUMMER?

Exhibit has the answer for you. A most glowing, golden opportunity for every progressive operator in the nation. This sensational, new "EXHIBIT WESTERN KIDDIE CORRALS" help sell western minded merchandise. The hidden kids, "Hippocampus" Crey Audiery, Ray Bergara, Mr. George Mencuri present day exhibit..."EXHIBIT WESTERN KIDDIE CORRALS" is in DEPARTMENT STORES, SUPER MARKETS, KIDDIE POPS. FIVE A DIME STORER, OR YOUR OWN SPECIAL SPOT on the busiest thoroughfare in our city, you will be merchandising yourself into a shower of golden profits the like of which you have never before enjoyed. "EXHIBIT WESTERN KIDDIE CORRALS" on display.

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

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

* For MORE THAN 3 YEARS operators have made much money with cigarette vending machines. Features: 432 pack capacity * Easy loading with vending top * 3 way match vending * Alternate front and rear column vending * Quick price changes * Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. Chicago 32, Ill.

MIAMI MURMURS

Bob Weller, who takes care of Bert Lane's "Cue Ball" games, hailed himself away on a vacation. "But," Bob said on his return, "I am glad to get back to Miami." Mr. and Mrs. Sims of Panamucica, Panama, flew into town and were met at the airport by Mr. and Mrs. Wm. Blatt. The Blatts entertained the Sims at the Embers, one of Miami Beach's best known eating spots, and saw some of the nice spots with them. Mr. Sims reported, "I find The Cash Box the finest machine machine I've seen. It gives me all the information I need. What's more, it helps every operator better understand this business." Operators hopeful that the new A.M.O. Association will become an important and strong factor in the business here. Duke Luker, temporary chairman of the executive committee and Keith Nelson, temporary secretary, called the first organizing meet. It was held at the Biscayne Terrace Hotel for the purpose of electing permanent officers. Part of the first mimeographed letter read: "If you do not attend, you will possibly regret it, as this association is for the benefit of ALL operators." Haven't seen Ei Ross or Sam Tanen lately but hear that they are, as per usual, doing a very fine distributing business. Ted Bush and Ozzie Truppman are doing great with phone dealers. Just can't hold these guys down for a minute. --- Expect to see more of Dave Stern around Miami this Fall and Winter. Hear that Dave is going to give special attention to the music route.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT—All post-war games, phonographs, wall boxes, scales, arcade. All hideaways, speakers, adapters, modern stereo equipment, radios and record players, etc. Write stating condition and price. Make remittance with order. RUGOSA, CINCINNATI, OHIO; will consider cash or trade. Tel.: 2648.

WANT—Will buy used phonograph records made before 1940: any quantity of 78s and 45s, $15 to $30 per hundred. Some labels: Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; R. R. S. Jukebox Company; HIS TONE, 66TH Street, NEW YORK 23, N. Y.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, etc. WESTERN DISTRIBUTING CO., 635 ELLIOTT AVE., SEATTLE, WASH.

WANT—By Operator: Bally One-Balls; Citation, Champion, Turf King, All-Star, 5-ball phonographs. All machines must be A-1 and ready for location. ACTIVE ENTERPRISES, 438 W. 119TH ST., GOSSTET, ANDERSON, S. C. Tel.: 2310.

WANT—Your or used surplus records. We buy all rare round and pay good prices for blues or race. Not too large or too small. We also buy collections and companies complete. BEA CON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT—United two-player Shuffle Alley Express; United Shuffle Skills; United Two-Player Bowler; can use unlimited quantity. Phone: wire: RICKARDS AMUSEMENT CO., 615 10TH AVE., NEW YORK, N. Y. Tel.: JUdson 6-1665.

WANT—Used Juke Box records, popular, hillbillys and polkas. Any quantity. We have hundreds of boxes, full details in first letter. F. A. WRIGHT, 5000 ORCHARD ST., CHICAGO 14, ILL.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price you want and where shipped. INTERNATIONAL AMUSEMENT CO., 5 PARKHurst St., NEWARK 2, N. J.

WANT—What have you in new line of equipment? We have a large collection of mike MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: Blyant 9-6677.

WANT—Some or a hundred and games of all kinds. Cash waiting. Will buy your complete route of music or games. All want: tubes, parts, supplies of all kinds. Write, Wire, Phone. C. A. ROBIN- SOR, 524 S. 5TH AVE., LOS ANGELES, CALIF. Tel.: Dünkirk 3-1010.

WANT—Ringo Rolls—must be clean and in A-1 condition—$35. SYST- EM AMUSEMENT CO., S10 WEST SEVENTH ST., ROCHESTER 4, WASH., Tel.: Riverside 4745.

WANT—Used, new or surplus stock records at this time. Will consider unlimited quantity of any type records (except Race). Top price paid. All records must be in excellent condition. IMMEDIATELY, USED RECORD EXCHANGE, 4225 SOUTH LAGUNA GATOS, 4142 W. ARSIMATE AVE., CHICAGO 39, ILL. Tel.: Deklen 27060.

WANT—Zenith Cobra Arm, the record demonstrators. C. & L MUSIC CO., 11 BABYBIRD ROAD, FRANKLIN SQUARE, LONG ISLAND, N. Y.
FOR SALES—Guaranteed used phonographs, bingos, juke boxes, MACHINES; Bowling Alley. These machines are perfect, the price is right. We are the largest distributor in the area. WILLIAMS DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA.; 1019 BARONE STREET, NEW ORLEANS, LA.; 911 GIVENS STREET, COLUMBUS, S. C.

FOR SALE—5 Seeburg M-100's in perfect working condition. We offer canvas tent 40'x40'x8' $795; Jack Juicer Mixers, 10 gal. each, unboxed, $150 each. We also have 2 faucets $99.50; Bally's Oriental and Alladin AMUSEMENT CO.; 628 MONTGOMERY ST., SYRACUSE, N. Y.

FOR SALE—America’s finest reconditioned phonographs and music machines. BALLY’S Oriental and Alladin AMUSEMENT CO.; contact your nearest distributor or write us. PAYNE Super AMUSEMENT, 1010 W. 23RD ST., DALLAS, TEX., Police, $30.00 machines. Turf lowest price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVE., DETROIT 21, Mich. Tel.: University 4-0773.

FOR SALE—New and used Turf Kings, write, Bally Champions and Citations, 500’s, 1000’s. New and used rock box, prising price, write, 25 Rock-Ola ‘46 and ‘47; 10 Wurlitzer 1015; 8 Seeburg 40M and 47M, write. LACE CITY AMUSEMENT CO., 4533 S. WICK RD., CLEVELAND 3, O. Tel.: Henson 1-5757.

FOR SALE—Louisiana Operators; Full service, Backs, Bellows, Super Bells, Super Auto, AutoDolmar, Automatic Machine Co., Box 861, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—New American Scales $95; Mutoscope Original Red Top Cylinder 75 cent; 25 cent machines, $50. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CAL. Tel.: Market 1-3967.

FOR SALE—Just 21 $65; Joker $135; Spot Bowler $145; Maryland $60; Freshie $75; Rip Snorter $75; Star Security $75; LP-23 $25; ALL CARDS, 67 SWAGGERTOWN ROAD, SICHENADAY 2, N. Y.

FOR SALE—Complete line of used equipment on hand: Phonographa; Shuffle Games; etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Greco and Mayor; and BURROUGH'S DISTRIBUTING INC., 2820 N.W., 7th Ave., MIAMI 34, FLA. Tel.: 67648.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed working order—complete. Be sure to get our quotation first. COMMERCIAL AMUSEMENT CO., 114 W. ROSS, ST. LUIS, MISSOURI.

FOR SALE—5 Seeburg Gem Chassis in excellent condition. Also have wonderful 90 wire adapters $50 ea.; 50 Buckeye $50 ea.; Rock-Ola $50 ea.; Rock-Ola $50 ea. All equipment usable and in good operating condition. HUGHES MACHINE CO., INC., 4000 ENGLEWOOD, TILDEN, N. C.

FOR SALE—Ready for location: Bally Hall of Fame; South America; Bank-A-Ball $99; Twin Shuffle-Cade $224; United Shuffler $154. Midget Shuffleboard $154. Three-Man $35. Complete $39.50. NO ONE ON THE MARKET. EXCHANGE, 542 W. 63rd St., CHICAGO 16, ILL. Tel.: Englewod 4-9202 and 9204.

FOR SALE—Needles. Top-quality junk at very low prices. All type needles to fit any machine; both osmann and sapphire points. Immediate delivery! Call or write JENSEN INDUSTRIES, INC., 329 SOUTH 6TH STREET, CHICAGO 12, ILL.

FOR SALE—Reconditioned Wurlit-zer—Model 780, $500; Model 1015, $225; 1015’s, $225; 780’s $225; 780’s, $100; Seeburg: 147-M $225, Rock-Ola 147 $225, 426 $150, Packard Manhattan $165. O’CON- NORS, 930 S. 17th ST., PHILADELPHIA 20, PA.

FOR SALE—This is the time for special closings, and Closeout is the place where you can get them at a savings. BALLY’S ORIENTAL MACHINE CO., CHICAGO, ILLINOIS. Tel.: Everglade 4-2660.

FOR SALE—Bally Shuffle Bowlers, like new, $25; Bally Shuffle Charm $27; Bally Shuffle Burger $9; Automatic Music Co., 701 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Special Bargains! Wurlitzer 1100 $379; Wurlitzer 1015 $229; Wurlitzer 1080 $229; Wurlitzer 1099 $259; Wurlitzer 1219 steps $299. Machines thoroughly reconditioned and refinished. See us on sixth floor. Phone 5-1594, or write: DAVIS DISTRIBUTING CO., 738 ERIE BLVD., E, SYRACUSE, N. Y.

FOR SALE—Bally Citations, Champion, Championship, Champions, new and used consoles and slotes. We now have in stock Bally Futurity and other games West Virginia Bally Distributors, ALLEN SANCHEZ, BOX 1630, WHEELING, W. VA. Tel.: Wheeling 5-5472.

FOR SALE—Chicago Coin Classic $135; Universal Super Twin Bowler $135; Bally Speed Bowler $100; Shuffle Alley with fly-away pins $50. ALL CARDS, 67 SWAGGERTOWN ROAD, SICHENADAY 2, N. Y.

FOR SALE—Big Handicap back glass conversion for your Citation. Completely new, 15 new beautiful etching. Guaranteed best extra with your Citation. Order now—$17.45. One third deposit, balance COD. OHIO SPECIALTY CO., 29 WEST COURT ST., CINCINNATI 2, OHIO.

FOR SALE—Special Sale on WL-56 Seeburg Wireless Wall-O-Matics $9.95 ea. while they last. Excellent condition. SPARKS SPECIALTY CO., SPOKANE, WA.

FOR SALE—Used Phonograph Recorders—Lutherie, Harrison, CHAPMAN, INGHAM VENDING COMPANY, 540 2nd Avenue, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—New England’s Largest Stock of Machine Parts and Service equipment. Distributor for Wurlitzer, Bally, Universal; Chicago Coin, Seeburg, Wurlitzer, etc. REED DISTRIBUTING CO., INC., 250 LINCOLN ST., ALLSTON, MA. Tel.: AL 4-4040—and REED DISTRIBUTING CO., INC., 3614 CYPRESS AVE., WICHITA, KANSAS, TEL: 6-5418.

FOR SALE—Or Exchange for non- serviced machines at lowest possible rates. All type needles to fit any machine; both osmann and sapphire points. Immediate delivery! Call or write JENSEN INDUSTRIES, INC., 329 SOUTH 6TH STREET, CHICAGO 12, ILL.

FOR SALE—Contact us before you buy. We carry all types of coin machines and novelties. PRINCE’S AMUSEMENT, BOX 288, NORTH AR- LINGTON, N. J.

FOR SALE—1 Chi-Coin Bowling Alleys, very clean, $65 ea.; 1 Exhibit Dale Gun $69.50; 1 Kenney Ten Pins $45; 8 Telequiz, with film, $145 ea. AUTOMATIC AMUSE- MENT CO., 1000 PENNSYLVANIA ST, EVANSVILLE 10, Ind. Tel.: 3-4508.

FOR SALE—WL-456 Boxes 5/10 $25; 25/25 $45. We also sell Wurlitzer 1100 with WL-56 wireless Boxes $24; Seeburg Hideaway 146 $225; Wurlitzer 1100 $450; Wurlitzer 1099 $350; Roll $125; 14 ft. Bankrolls $150; Irish Pool $99; Dale Guns $85. V. YOVITZ, BYESVILLE, OHIO.

FOR SALE—Wurlitzer 7500’s $110; Model 850’s $65; Model 700’s $55; 3 Turf Kings, write: Model 3031 Was $200; Model 1015’s $200, and 1100’s—all in clean working order. CENTRAL MUSIC DISTRIBUTING CO., 1523 GRAND AVE, KANSAS CITY, MO.

FOR SALE—Original flipper games—large selection at $25 ea. Write for list. Hot Rods, like new, $100; Bowlettes $35; Daily Race $35; Play Balls (new) $99.50; Scientific, Battling Prize $45; J. ROSS FELD CO., 3220 OLIVE ST., LOUIS, MO. Tel.: OLive 2800.

FOR SALE — Plastic and Bubble Tubes: For Wurlitzer 1015 lower side plates $7.95. Right and left corners $8.95 ea. All bubble tubes for Wurlitzer 1015’s $3.90 ea. Domes for Seeburg 146, 147, 148 $1.50 ea. 1/3 deposit. Balance COD. KEELPEE DISTRIBUTING CO., 5009 AVENUE, NEW YORK, N. Y.

FOR SALE—Fine premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums in stock are for operators only. We don’t sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6000 BLUEMOUND RD., MILWAUKEE 13, Wis. Tel.: Blume 7-6547.

FOR SALE—or will trade: 200 assorted Shuffle Alleys and Roll Down games. Will take in trade what you have, but prefer Turf Kings. CLEVELAND COIN MACHINE EX- change, INC., 1227 ADAMS ST., ST. TOLEDO, O.

(Continued on next page)
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 $32.20 PER WEEK — $102.20 FOR THE ENTIRE YEAR OF 32 WEEKS PLUS...

A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 32 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS $15.00 WHICH ADDS UP TO THE GRAND TOTAL OF...

$164.00 ... ALL THIS FOR ONLY $48... OR $1.25 PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX"

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

MISCELLANEOUS


NOTICE — We are distributors for Evans’ “Constellation” 40 record phonographs. Now delivering. DAVEN LOWY & COMPANY, 594 TVENTH AVENUE, NEW YORK, N. Y. Tel.: Magnolia 3591.

NOTICE — We are distributors for Luton and Mississippi Operators — your authorized AMI phonograph dealers, DAVEN LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: Clifton 4-5100.

NOTICE — Change to dime play. Hawley Converter Kit for old style and new records, 25¢ each. Samples $1.25. Contact M. R. Co., or dime play houses, prices vary for reconverters. Kits also available for other five-cent boxes. Specify your needs. M. R. CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE — Our new address is 2255-59 N. Lincoln Avenue. Our telephone numbers are Lincoln 9-3996-78. MONARCH COIN MACHINE INC., CHICAGO 14, ILL. Charles J. Pieri—Clayton C. Cemeroof.

THE CASH BOX}

EMPiRE STATE BLDG.
NEW YORK, N. Y.

Enlisted Find My First 40 Word Classified Ad Plus Full Pay For $48.

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

A M IN OPERATORS
NAME

DISTRIBUTOR
NAME

MANUFACTURER
NAME

THE CONFIDENTIAL PRICE LIST

WURTLIZER
SEEBURG

PHONOGRAPHs

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

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HOW TO USE “THE CONFIDENTIAL PRICE LIST”

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any reputable “The Confidential Price List” can only feature the market prices as they are quoted. “The Confidential Price Lists” pegs exactly the same as the quotations board at the Stock Exchange—posing 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” relists the above no price, regardless of last known quotations for such equipment so that the subscriber at least has the known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than other dealer-issued lists of reconditioned equipment. “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 peculiarities of his territory.

METHOD: “The Confidential Price Lists” should be read as follows: First price listed is lowest price for which the machine is listed in 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

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### MANUFACTURERS NEW EQUIPMENT LIST

**CONVERSIONS**

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

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

**NATE SCHNEIDER, INC.**
 Gottlieb 21 to Bingo Bango

**MANUFACTURERS NEW EQUIPMENT LIST**

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

**AMI, INC.**
- Model "C" Phonograph: $795.00
- Model HS-SM Hideaway: $875.00
- 5c-the Wall Box (40 Selections): $75.50
- 5c Wall Box (40 Selections): $65.50
- Amivirus Speaker: $27.50

**BALLY MANUFACTURING CO.**
- Shuffle-Line: $430.00
- Flared Lights: $725.00
- Bright Lights: $540.00

**BUCKLEY MANUFACTURING CO.**
- Buckley Wall & Bar Box: $245.00

**CHICAGO COIN MACHINE CO.**
- Horse-Shoes: $225.00

**COMO MFG. CORP.**
- Stadium: $286.50
- Hollycane: $786.00

**H. C. EVANS & CO.**
- Constellation Phonograph: $490.00

**THE EXHIBIT SUPPLY CO.**
- Big Bronze: $205.00
- Gun Patrol: $195.00
- Silent Sales Card Vendor: $195.00
- Tony Express: $195.00

**GENCO MFG. & SALES CO.**
- Shuffle Target: $205.00

**D. GOTTLEB & CO.**
- Watch My Line

**J. H. KEENEY & CO., INC.**
- Life-A-Line

**ROCK-OLA MFG. CORP.**
- Super Rocket '50-50 Phonograph (Model 1434): $738.40
- Rocket '50-50 Phonograph (Model 1432): $738.40
- Model 1538 5c-10c-25c Wall Box: $89.50
- Model 1536 5c Wall Box: $23.00
- Model 1424 Playmaster: $400.00

**UNITED MANUFACTURING CO.**
- 4-5-6: $200.00
- 5 Player Shuffle-Alley: $200.00
- Five-Player Shuffle Alley: $180.00

**WILLIAMS MANUFACTURING CO.**
- Hayburners: $285.00

**THE RUDOLPH WURLITZER CO.**
- Model "1100" Phonograph: $450.00
- Model "1100" Phonograph: $500.00
- Model 4802 5c-10c-25c Wall Box (46 Selections): $600.00
- Model 6100 8" Speaker: $250.00
- Model 6110 12" Deluxe Speaker: $425.00

**NOTICE**

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

6 Player Shuffle-Alley

Larger Group Play for Greater Earnings

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

FAST REBOUND ACTION
(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS
Easy to Service

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

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

SEE YOUR DISTRIBUTOR
INSURE YOUR FUTURE WITH FUTURITY

THE FUTURE may look like a big black question-mark, but you can insure your future with FUTURITY. Because FUTURITY is designed and built to keep you going good when the going gets really rough. Remember...the harder Americans work in the hard-working, defense-building days ahead, the more eagerly they'll turn to the fun they find in FUTURITY. That's when you'll congratulate yourself for every FUTURITY you own and wish you owned twice as many. The extra play-appeal built into FUTURITY will put extra dollars in your pockets now. And, come what may in the future, you'll be sitting pretty to weather the storm if your routes are fortified with FUTURITY. Get set for the long pull...get FUTURITY now.

ALL THE PROFIT-PROVED PLAY-APPEAL OF TURF-KING

PLUS

NEW FUTURE-PLAY ATTRACTION

NEW Future-Play idea increases earning power two ways: first, because players play extra coins to catch one of the three fascinating next-game advantages; second, because the next-game advantages provide a powerful repeat-play stimulator. FUTURITY includes famous "Citation" advancing odds, Player's Choice buttons popularized in Turf King, all the profit-proved Bally pinball features...plus the new profit-boosting Future-Play idea.