Henri Rene seems delighted to heed April Stevens' request to "Gimme A Little Kiss, Will Ya, Huh?" The new RCA Victor singing sensation, who makes it two in a row with her newest disk, came out of obscurity with an old Cole Porter number titled "I'm In Love Again" and quickly worked her way to the top of the heap. With her initial recordings soaring into the smash bracket, Victor recently lifted her option, and now April can look forward to the big things which are in store for her.
The Outstanding Achievement of the Coin-Operated Phonograph Industry

Model 1434

To help you make more money—all phonographs are set at the factory for 1 play for 10c; 3 plays for 25c. Easily changed for other combinations desired.

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue - Chicago 51, Illinois
OPERATORS
AND SALESMANSHIP

One very well known operator wrote us, since the appearance of the editorial in this space some weeks ago, "Lazy, Lazy, Lazy Operators," that he believed the average operator in the nation should take a course in salesmanship for, he wrote, he believes that operators have either forgotten how to sell, or simply neglect to sell their locations.

The fact remains, after a cross-country survey, that the average operator, as this coominan indicates, neglects to sell his locations on coin operated machines as business stimulators.

It is also a further fact that the average operator seems to sneak into locations, plug a new machine into the electrical outlet, and sneak right out again.

No salesmanship. No promotion. No stimulating exploitation. Just plug in and get out, seems to be the method adopted by many ops throught the country.

It was this very fact which caused us to write the editorial, "Lazy, Lazy, Lazy Operators."

Simply because operators had forgotten the very first principle of this industry—salesmanship.

Long ago, when the industry was coming into its own, during the depression of the early thirties, salesmanship was always considered the main factor by every operator.

Whether he could, or could not, sell with any deftness and expertise, he did make it his business to simply sock right into the location owner with all he had on the ball to win that location's complete cooperation for the new machines he brought into the spot.

Today, too, many ops have grown to the point where they have "agents" covering their locations for them. Among these larger ops there are less than five per cent who intimately know fifty per cent of their location owners.

In the old days every operator knew every location owner intimately enough to call him by his first name, knew his children's names, his wife's name, the names and business of his uncles, aunts, and what other relatives existed.

Salesmanship was the first requisite of every operator in those days. He sold, sold, sold, and then sold the location all over again, on his service, his equipment, and the business stimulating qualities of all coin operated machines.

Salesmanship still remains the most important necessity for every operator in the nation, regardless of how small or how large his operation.

Operators must continue to sell location owners on the value of the equipment to that location owner.

They must, all over again, revive the might and purpose of "business stimulators" which every coin operated machine of an entertainment nature really is.

They must sell, sell, sell, and sell over and over again.

And if the operator hasn't the time, then he should employ expert salesmen, just as salesmen are employed by every organization with whom he does business, to call on his location owners, become better acquainted with them, sell them on the service of the coin operated business stimulators in their places of business.

Sell, sell, sell and continue to sell the location, to the point where cooperation becomes so automatic it raises the average of the spot to surprising new highs for the operator.
MFRS FIGHT TOUGH BUSINESS BATTLE


The manufacturers are fighting the toughest business battle of their lives at the present time.

Not only are they faced with a tremendous number of restrictions from government agencies, but, allocations of all critical materials, especially copper, steel and aluminum, have placed them in the position where they are simply forced to ration whatever machines they can produce, when they can produce them.

At the same time, because they are paying more for whatever they need to build their newest equipment, plus tremendously hiked labor costs and materials, they are still trying, with all the intelligence and engineering ingenuity which they can muster, to somehow bring the new equipment within a reasonable price range.

Certainly all in the field will agree that this latter problem is one of the toughest any manufacturer (in any industry for that matter) can face and, especially, attempt to cure.

Even all this wouldn't be too bad, as some manufacturers have stated (to it certainly is bad enough) if they weren't faced with dozens of other difficulties which have caused the problem of domestic manufacture to be almost impossible to cure.

For example, one manufacturer just a few weeks ago, advised a meeting of his distributors that it took him "almost a year" to get delivery of one part for his newest product.

That should give the trade some idea of what the manufacturers face today in an effort to continue to manufacture the equipment the trade wants and needs.

Such things as etched plates have gone by the wayside. But, even less difficult-to-obtain-items, have also gone by the wayside.

No manufacturer in this fast moving, novelty business, can wait from six months to a year to obtain a single part. That would simply put him out of business.

So, when he attempts to make the part himself, he has to get tools and dies. And anyone who reads his daily paper knows that dies are practically impossible to obtain.

In fact, the highest rated priority granted by the NPA is to the die and tool makers, so that they can turn out "first" before anyone else gets an ounce of material.

Even steel is now completely allocated, as is copper and aluminum. No more "hunting licenses." Everything is now under complete control of NPA. Only what the manufacturer receives can he fabricate into what will, eventually, turn out to be a new machine.

In short, there are no longer any guaranteed delivery dates for components or, for that matter, for anything else.

The manufacturer simply goes on ahead, like any optimist would, and prays that there will be no hitch in the final assembly of his product.

In the meantime operational expenses of all factories have simply zoomed. There is no attempt here to cover up for the manufacturer. But, those who have seen the average coin machine factory's operational cost sheets, are amazed at the increases which have come about, and which are being put into being each and every day.

The manufacturer works against this obstacle and then, when he has all the problems licked, and has some new equipment coming off his production lines, at long last, he finds that some distributors are still working back in the days of the sellers' markets, and that he has little, if any, real sales cooperation to turn back into cash the money he has invested.

Then operator skepticism comes along to face the manufacturer. When he tells the average operator his problems to even build up a single machine, he finds himself faced with squinted eyes, tongue-in-cheek attitudes, which can certainly irk anyone, especially an harassed manufacturer in a novelty business.

Higher taxes have taken away profit possibilities from many manufacturers. In short, those who "standardized" products which they have built for years, because of tremendously increased taxes, must raise prices.

These manufactories find themselves on the short end of the stick. The buyers will not believe the facts they read in their own daily newspapers.

One manufacturer reported just a few weeks back, "Even if I wanted to fabricate some parts ahead, so that when and if we do get cabinets, we can assemble the equipment, we just can't."

"And we can't," he revealed, "because our machine shop is working around the clock, twenty-four hours per day, tied up with defense work."

The toughest business in the industry at this time is that of the manufacturer. He is faced with something which he, nor anyone else who works with him, can cure.

His production obstacles grow greater. His problems more complicated. The enthusiasm of his distributors and the faith of his operators seems to be disappearing at the same time.

Like one well known manufacturer said the other day:

"Right now I should like to turn my factory over to some of our skeptical distributors and operators and let them see what they can do with Uncle Sam's orders, taxes, restrictions, and so forth.
This week's
New Releases...
on RCA Victor

RELEASE #28-31

POPULAR

RALPH FLANAGAN
and his Orchestra
e "The Elbers" from) An American In Paris
Love Is Here To Stay
20-2427 (47-4247)

RAY NOBLE and his Orchestra
Loretta
I Want To Be Near You
20-4218 (47-4248)

HENRI RENE and his Orchestra
Intermezzo (A Love Story)
Moonlight Sonata
20-4250 (47-4250)

EDDIE FISHER with HUGO WINTERHALTER'S Orchestra
Turn Back The Hands Of Time
I Can't Go On Without You
20-4257 (47-4257)

THE THREE SUNS
Kol Nidrei
Eli, Eli
20-4258 (47-4258)

COUNTRY & WESTERN

JOHNNIE & JACK and the
Tennessee Mountain Boys
Hamming Bird
Let Your Conscience Be Your Guide
20-4251 (47-4251)

DALE EVANS with the
Roy Rodgers Riders and Orch.
Put All Your Kisses In An Envelope
I'm Gonna Lock You Out Of My Heart
20-4242 (47-4242)

WILF CARTER (Montana Slim)
The Singing Cowboy
Tears Don't Always Mean A Broken Heart
How Whapen? 20-4252 (47-4252)

BLUES

RUDY TRAYLOR
and his Orchestra
I'm Lucky I Have You
Green Light
20-2453 (47-4253)

JOHNNY HARTMAN with
Norman Leyden's Orchestra
I Ran All The Way Home
Lemme Go
20-4254 (47-4254)

* 45 rpm cat. nos.
"TIME ON MY HANDS" (3:12) "ALL ALONE" (3:09) HERB JEFFRIES (Coral 45727; 9-46527)
• Two oldies, which are swell to hear again, are put out on this disk by Herb Jeffries. Herb sends both of them across in his usual easy way with Dick Hazard's orchestra backing him up. Although neither one will get an avalanche of coins, they should have a steady play in the boxes.

"THE WORLD IS WAITING FOR THE SUNRISE" (2:08) "BOTKIN'S BANJO PIE" (2:16) PERRY BOTKIN (Decca 27770; 9-27770)
• Perry Botkin gets some unusual sounds into these two oldies. The top deck is the oldie which gets a combination background and piano solo while the bottom half is an original piece on which he again shows his virtuosity. Ops will want to have a look.

"THE LOVE OF A GYPSY" (2:48) "I'VE GOT AN IDEA FOR A SONG" (2:39) BILL HAYES (MGM 11042; K11042)
• A gypsy aire with all the excitement they usually have is offered on the top side by Bill Hayes. Bill gets a lot of spirit into the tune as Joe Lipman does the orchestrating. The under half has an interesting idea for lyrics. This'll make a good filler item.

"WHO AM I?" (2:56) "DREAMY MELODY" (2:39) JACK FINA ORCHESTRA (MGM 11018; K11018)
• Two current tunes which have been getting a lot of recordings, have another one here. Both sides get excellent vocals from Bob Wellman, who has a voice well worth hearing, and good orchestrations from Jack Fina and his boys. Ops oughta look into this platter.

"WAY UP IN NORTH CAROLINA" "DRY BONES" (2:42) GENE RAYBURN & DEE FINCH (Decca 27739; 9-27739)

"I'VE GOT A FEELING" (2:40) "DANGEROUS WATERS" (2:23) BUDDY JOHNSON ORCH. (Decca 27711; 9-27711)
• A grand version of a standard shows up on the upper level done by Buddy Johnson and the orchestra. Ellis Johnson delivers a wondrous melody on which a chorus does the vocalization while the lower end is a waltz that also is good to hear. The orchestra makes with some pretty music which should get a play on the boxes.

"SONG OF THE YEAR" (2:23) "GOT SOMEBODY'S MIND MADE UP" (2:14) JIMMY DURANTE (Decca 27745; 9-27745)
• Rayburn & Finch, the zany New York disc jockeys, make their debut on records with a novelty that’s been stirring up a lot of excitement. With the Ray Charles Sitar in the top deck, the pair do a good job on this. Lower side is a well-known ditty which comes off ok also. Ops will want to have a look.

"NOBODY WANTS ME" (3:14) "HOMESPUN" (3:03) RUSSELL MORGAN (Decca 27738; 9-27738)
• Two very pleasant sides are sent out on this platter by Russ Morgan and his crew. With Russ handling the vocal end, the band makes with the music either side and assures us of some good listening. Ops in the market for good filler material, should get with this one.

"WHISPERING" (2:41) "SONG OF THE BAYOU" (2:37) GORDON JENKINS (Decca 27785; 9-27785)
• An instrumental of an oldie is turned out on this platter by Gordon Jenkins and his boys. With an occasional shout from the band breaking up the music, Gordon runs through this with a couple of changes of pace. Lower half is a spiritual type tune sung by the chorus. Ops oughta take a listen.

"DREAMY MELODY" (2:51) "LEMMIE GIVE YOU A HINT" (3:20) TAMARA HAYES (Decca 27740; 9-27740)
• Tamara Hayes takes a current tune, puts her own kind of style to it, and comes up with a good version. Doing it in her broken vocal fashion, Tamara gets an assist from Sy Oliver’s orchestra. The bottom half is offered in the same vein, very slow. Tamara should have a big one of these days.

"DON'T PUT A TAX ON THE BEAUTIFUL GIRLS" (2:31) "WOODEN SHOE WALTZ" (2:13) CLIFF STEWARD (Coral 60560; 9-60560)
• In their bouncy way, Cliff Steward and the San Francisco Boys give out a little ditty that's right up their alley. With Ray Stan- ton playing, the band with the husky tenor piano, Cliff and the gang sing their way through these sides in lively fashion. Ops will do ok here.

"I WISH I Wuz" (3:01) "LILLI MARLENE" (2:17) MARIA TILTON (Coral 60559; 9-60559)
• A cute little ditty is dished out on the top deck by Martha Tilton. Having the orchestra back her up as Martha makes this one a real hit. The second side is the war song of a few years back brought up to date. Again the chip turns in a creditable performance.

"BLACK STRAP MOLASSES" (2:47) "HOW D'YA DO AND SHAKE HANDS" (2:35) JANE WYMAN, GROUCHO MARX, DANNY KAYE, JIMMY DURANTE (Decca 27748; 9-27748)
• There seems to be an epidemic of discs with all star casts. Here’s one with Jane Wyman, Groucho Marx, Danny Kaye and Jimmy Durante. On either side of the platter they all sound as though they're having a good time and they project a good deal of their garbage. This should do well in the boxes.

"GIVE A LITTLE—GET A LITTLE" (2:12) "THERE NEVER WAS A BABY LIKE MY BABY" (2:38) ELLA FITZGERALD (Decca 27724; 9-27724)
• Ella Fitzgerald takes two numbers from the musical "Two On The Aisle" and gives them a nice whirl. Doing them in soft style, Ella adds wonder-ful flavor to these tunes. Sy Oliver and his orchestra provide the musical setting. Her fans are gonna love this.
WASHINGTON Op Meets Capitol Stars

WASHINGTON, D. C.—Hirsh de La Vieze (left), President of the Hirsh Coin Machine Co., largest operator in the Washington, D. C. area, greets Mary Ford and Les Paul during a recent get together at the Variety Club. The couple, who have made a guitar their trademark, continue their torrid sales for Capitol Records with their new waxing of "The World Is Waiting For The Sunrise."
“IT’S ALL IN THE GAME” (2:58)
“DEEP NIGHT” (3:13)
CARMEN CAVALLARO
(Decca 27735; 9-27735)
- Two grand oldies are dishes out here by Carmen Cavallaro. The first side gets a vocal by Don Burke which here and it across. The bottom end is a piano instrumental by Cavallaro playing at his best. This one should do ok in the boxes. Opa oughta tune in.

“DAVID AND BATHSHEBA” (3:05)
“JUST ONE OF THOSE NIGHTS” (3:16)
DICK HAYMES
(Decca 27737; 9-27737)
- A spiritual type tune based on the chart of sheet “David And Bathsheba” is being offered on the upper level by Dick Haymes. Dick does it in good style with a chorus and Victor Young’s orchestra to help out. The second side is an easy going item in a minor key. This is a filler item.

“LONGING FOR YOU” (2:49)
“THE CRAZY THINGS YOU DO” (2:39)
CATHY MASTICE
(RCA Victor 20-4219; 47-4219)
- Cathy Mastice takes a current hit, does it in slow tempo, and adds a lot of charm to it. With Mitchell Ayres providing the musical accompaniment, Cathy has some good backing to go along. The bottom half is a pleasant little thing which she also delivers well. Opa might have a look.

“LAURA LEE” (2:49)
“COT HER OFF MY HANDS” (2:54)
VAUGHN MONROE
(RCA Victor 20-4218; 47-4218)
- A college song with new lyrics provides Vaughn Monroe with a likely item. Vaughn does it in his well known style assuring it of a big reception. The second side is a ballad which he also knows how to handle. A chorus helps out on either end. The top deck looks good.

SLEEPER OF THE WEEK

“SIN” (3:10)
“AZARONA MOON” (2:50)
FOUR ACES—AL ALBERTS
(Victoria 101)
- Every once in a while a tune comes along from out of nowhere, on a small label, and has all the potential to break wide open. The top deck number entitled “Sin” is just that. Here is a melody which you just can’t forget done by a little known group featuring Al Alberts on the solo. Opa are gonna be hearing this song steady for some time to come and it’s bound to be one of the big money makers in the coming months. Although the artists aren’t nationally known, they’ve certainly clicked on this endeavor and make it a record that you have to hear over and over and over again. With a very simple backing, just an organ, the side has all the splash of the big time. The lower end is another slow piece done by the same boys but the big side is the first one. This is one of those things that can’t miss.

“MIGHTY NAVY WINGS” (2:00)
“THE MARINERS’ SONG” (2:22)
THE MARINERS
(Columbia 39515; 4-39515)
- A couple of military pieces are dished out here with great verve by the Mariners. The boys put their fine harmony work on some very specialized material which makes a seamless break in the pop field. Jimmy Carroll and the orchestra provide the punch. This disc is definitely worth hearing.

“RUDOLPH” (2:52)
“DON’T CRY BABY” (2:49)
TONY PUSKARZ ORCH.
(Pol 160)
- “Rudolph” is now a polka. Tony Puskarz and his band give out with an instrumental version on the top deck which is very cute and should have a lot of appeal. The lower side is a combination of some old melodies again done in polka style. Opa in the right locations will do ok here.

UNITED RED FEATHER CAMPAIGN RECORD

The Community Chests of America this year have a stirring record to help the united red feather campaign. And Opa are urged to please it in their machines during the entire period of their local drive. On one side of the disk is the rousing music of “The United Red Feather March” written and produced by Phil Davis and played by Earl Paul’s Brass Band and Chorus, a 20 piece choral ensemble. On the other side is an equally stirring recording of Gus Haenchen’s song “Give Your Best To Community Chest” sung by Gordon MacRae accompanied by the Railroad Hour Orchestra.

“MEDITERRANEAN CONCERTO” (3:14)
“THE GANG THAT SANG ‘HEART OF MY HEART’ ” (2:57)
FREDDY MARTIN ORCH.
(RCA Victor 20-4223; 47-4223)
- A soft instrumental comes our way from Freddy Martin and the orchestra. Murray Arnold handles the piano chores in excellent form and makes this a grand piece for the quieter spots. The bottom half is a nostalgic tune sung by Merv Griffin. It makes for good listening.

“AT THE END OF THE DAY” (2:55)
“BIRD OF PARADISE” (2:50)
THE THREE SUNS
(RCA Victor 20-4221; 47-4221)
- A religious number is put forth on the top deck by the Three Suns with the Sun Spots doing the vocal. It’s a slow, steady piece which needs the proper locations. The lower end is a South Sea islandish sort of thing. Although this won’t hit the Hula it should hold its own in the boxes.

“TWILIGHT NOCTURNE” (3:06)
“STRINGIN’ ALONG” (3:06)
VICTOR YOUNG ORCH.
(Decca 7705; 9-27705)
- Two interesting instrumentals make up the Victor Young fare on this platter. Both have a certain excitement to them with a lot of strings in instrumentals going every which way. Although this won’t hit it off in every spot it should do well in the softer places.

“SOO” (2:53)
“The LORD IS A TRAVELIN’ MAN” (2:54)
CONNIE HAINE
(Coral 60551; 9-60551)
- Connie Haines teams up with Gene De Paul to run through a very appealing novelty. The Four Hits And A Miss prove the chorus and makes this a very lighthearted disc. Bottom half is in the spiritual vein with the Leo Gordon Singers helping out. Connie has a good one here.

“CASTLE ROCK” (2:53)
“DEEP NIGHT” (3:11)
FRANK SINATRA AND HARRY JAMES
(Columbia 39527; 4-39527)
- Frank Sinatra and Harry James combine their talents to give out with a side that could easily make it. Taking a current swing item, the boys really get away with it. Sinatra singing in good form and James at his best on the trumpet. The bottom half is on an oldie done slowly. The top deck looks very strong.

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The Cash Box, Music
Page 8
September 1, 1951
"BECAUSE OF YOU"

FRANKIE LAINES (Columbia)
GOLDEN GATE QUARTET (Columbia)
ALEXANDER BROTHERS (Mercury)
ALLEN GREENE (Mercury)
FOUR BLUEJACKETS (Mercury)
WINIFRED ATWELL (London)
LONZO & OSCAR (Decca)
SILVER ECHO QUARTET (Manor)
FREDDIE DARIAN (Vita)
BOBBY HART (Merit)

"JEZEBEL"

recorded by

"SOLITAIRE"

SOON TO BE RELEASED
ON ALL MAJOR LABELS

BROADCAST MUSIC, INC.

JULIE STEARNS, Gen. Prof. Manager

New York
HAROLD WALD
GEORGE FURNESS

Chicago
JIMMIE CAIRNS

Hollywood
EDDIE JANIS
BILLY WALTERS

"It's What's in THE CASH BOX That Counts"
New York, N. Y.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. I'M IN LOVE AGAIN (Dinah Shore)
4. TOO YOUNG (Not "King" Cole)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. JEBBEL (Frankie Laine)
8. SHANGHAI (Doris Day)
9. I'M IN LOVE AGAIN (April Stevens)
10. I GET IDEAS (Tony Martin)

Seattle, Wash.
1. TOO YOUNG (Not "King" Cole)
2. BECAUSE OF YOU (Tony Bennett)
3. I WON'T CRY ANYMORE (Dinah Washington)
4. I'M IN LOVE AGAIN (April Stevens)
5. I'M A FOOL TO WANT YOU (Frankie Laine)
6. GOOD MORNING, M'LADY (Jane Froman)
7. MISTER AND MISSISSIPPI (Artie Shaw)
8. I GET IDEAS (Patrick Page)
9. BELLE, BELLE, MY LIBERTY BELLE (Happy Chandler)
10. SHANGHAI (Doris Day)

St. Paul, Minn.
1. TOO YOUNG (Not "King" Cole)
2. BECAUSE OF YOU (Tony Bennett)
3. I WON'T CRY ANYMORE (Dinah Washington)
4. TOO YOUNG (Not "King" Cole)
5. JEBBEL (Frankie Laine)
6. I'M IN LOVE AGAIN (April Stevens)
7. I'M A FOOL TO WANT YOU (Dinah Washington)
8. GOOD MORNING, M'LADY (Dorothy Lamour)
9. MISTER AND MISSISSIPPI (Artie Shaw)
10. JEBBEL (Frankie Laine)

Dreadwood, S. D.
1. COME ON-A MY HOUSE (Ray Starr)
2. SWEET VIOLETS (Dinah Shore)
3. JOSEPHINE (Les Paul)
4. SOUND OFF (Vic Edmund)
5. MORNINGSIDE OF THE MOUNTAIN (John Garber)
6. TOO YOUNG (Not "King" Cole)
7. MOON, MOON, MOON (Artie Shaw)
8. LOVELIEST NIGHT OF THE YEAR (Helen O'Connor)
9. WANG, WANG BLUES (Amos Bradley)

San Francisco, Cal.
1. TOO YOUNG (Not "King" Cole)
2. JEBBEL (Frankie Laine)
3. SWEET VIOLETS (Dinah Shore)
4. JEBBEL (Frankie Laine)
5. I'M IN LOVE AGAIN (April Stevens)
6. I'M A FOOL TO WANT YOU (Frankie Laine)
7. HOW HIGH THE MOON (Les Paul & M. Ford)
8. ON TOP OF OLD SMOKY (The Weavers)
9. HOW HIGH THE MOON (Les Paul & M. Ford)
10. WHISPERING (Les Paul)

Portland, Ore.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MISTER AND MISSISSIPPI (Artie Shaw)
3. JEBBEL (Frankie Laine)
4. I'M TRULY, TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. HOW HIGH THE MOON (Les Paul & M. Ford)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. SWEET VIOLETS (Dinah Shore)
9. SHANGHAI (Doris Day)
10. I GET IDEAS (Patrick Page)

Omaha, Neb.
1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Not "King" Cole)
3. I GET IDEAS (Patrick Page)
4. BELLE, BELLE, MY LIBERTY BELLE (Artie Shaw)
5. IN THE COOL, COOL, COOL OF THE EVENING (Artie Shaw)
6. JEBBEL (Frankie Laine)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. I'M IN LOVE AGAIN (April Stevens)
9. SHANGHAI (Doris Day)
10. SWEET VIOLETS (Dinah Shore)
THE NATION'S NEWEST SONG HIT
ON THE NEW
VICTORIA RECORD Label
Potential MILLION seller hit
In the same class as
"NEAR YOU" and "MY HAPPINESS"

"IT'S NO"

"SIN"

b/a "ARIZONA MOON"

BY FOUR ACES

FEATURING AL Alberts

VICTORIA RECORD No. 101

15,000 SOLD IN THE PHILA. AREA IN THE FIRST WEEK!

ORDER THROUGH THE NATIONS TOP FLIGHT DISTRIBUTORS

Manufactured and Distributed by

PALDA RECORD CO.

8406 LYONS AVE. PHILADELPHIA 42, PA.
PHONE: SARATOGA 9-9816

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

NEW YORK—The Senoritas Fontane with caballero Charlie Green, RCA Victor Pop A & R Director, at the recording session where the sister trio cut "Makin' Like A Train," which will be on the record stands in a few days. The disk is the college-dance version of the "Mexican Hat Dance" (hence the sombreros), "discovered" during his swing of college campuses by RCA Victor orkster Ralph Flanagan and arranged by him with lyrics by him and the Fontanes' manager, Herb Hendler.

Tony Bennett At Paramount

NEW YORK—Tony Bennett opens at the Paramount Theater in New York on September 12 and Sid Ascher, who handles Tony's press relations, is going into high gear promotion-wise.

Stunts that Ascher is planning in conjunction with the opening include skywriting; Bennett presenting roses to the first 500 girls coming to the theater on opening day; and 1000 trucks throughout the city which will carry banners announcing the singer's appearance. Another event scheduled will be a mass interview session with metropolitan high school editors.

Kaye Merchandises "Band" Feature

NEW YORK—Bandleader Sammy Kaye has formed a company to merchandise his "Do-You-Want-To-Lead-A-Band" feature. Kaye is licensing a toy manufacturer, a dress house, a necktie company and a furniture outfit, with several other deals pending.

Wurlitzer Juke Boxes In 11 Loew's Theaters
Feature MGM Records

NEW YORK—For the next three weeks, Loew's theaters in Manhattan, The Bronx, Brooklyn and Queens will feature in their lobbies Wurlitzer Juke boxes filled with hit tunes from the MGM albums "Show Boat," "The Great Caruso" and "An American In Paris." The machines are being supplied by Joe Young, president of Young Distributing Co., Wurlitzer distributors in the metropolitan area.

The machines will be stocked with records by MGM and all the boxes will be on a free play basis whereby any customer can play a tune by merely pressing the button.

A poster will be placed on all juke boxes with the following copy: "This Wurlitzer phonograph loaned through the courtesy of Young Distributing Co., exclusive Wurlitzer distributor."

MR. RECORD MANUFACTURER—
We are a new distributor in Chicago
Covering The Mid-West Area

WRITE — WIRE — PHONE
JEB DISTRIBUTORS, INC.
2326 S. MICHIGAN AVENUE, CHICAGO, ILL.

A Two Sided Hit!!

"DOWN YONDER"
by L. Wolfe Gilbert

and

"WAY UP IN NORTH CAROLINA"
by Orville Campbell and Hank Beebe

featuring CHAMP BUTLER
COLUMBIA 39533

Columbia Records
CAN YOU AFFORD 1c PER WEEK TO OBTAIN EACH OF THESE FACTS VITAL TO THE CONTINUED SUCCESS OF YOUR BUSINESS?

1. The Best "Box" featuring a column that tells about new records which have just been released and for which industry leaders consider the best bets to earn money for juke box operators.

2. Music news and editorials that are slanted to bring bigger, steadier profits to the nation's operators. Important information appears in the news reported each issue. Readers acclaim the music news of The Cash Box.

3. The "Juke Box Regional Record Report" gives a full page featuring the top ten tunes in twenty-four individual cities each week. This is absolutely invaluable to the music operator. He knows where his tops are in his town. He can follow right along to grab the biggest play.

4. The world famous, original, exclusive, unqualified "Hot Charts" of The Cash Box are acclaimed by all juke box operators and all others in any fashion whatever to the industry. Legal facts, Tax reports, License reports and license changes. The Cash Box IS NOT SOLD ON NEWSSTANDS. Such legal reports and tax matters are for this industry—and this industry only.

5. Famous columns that are avidly read by all the trade. Covering the intimate and inside news from New York, Chicago, Los Angeles, Minneapolis-St. Paul, Miami, Dallas, New Orleans, and many other important centers.

6. The biggest classified advertising section in the industry. Publishing more classified ads each week than all other publications combined publish in a month. Here's where everyone looks for bargains. Here's where every operator finds whatever he wants to buy or to sell. Outstanding, A section that earns everyone money.

7. The world famous, officially accepted, original and authentic, "Confidential Price Lists". The one and only recognized official guide for all new and used coin operated machines in the United States. Giving all market changes as they occur each and every week.

8. Thousands of dollars have been saved by members of the industry because of close and constant attention to each week's issue of "The Confidential Price Lists" in the matter of sales of machines, purchase of machines, personal property taxes, income taxes, and other national and local taxation.

9. Leaks have been made by and from finance firms, factors, loan companies, banks, and other financial institutions thru use of "The Confidential Price Lists" as their official and only, completely recognized guide to all machine pricing in the industry.

10. The relative merits of the United States, Canada, Mexico, and many other countries have appeared in printed and written columns and by official use of "The Confidential Price Lists". ("The Confidential Price Lists" are over ten years old. A little while ago, few companies could have afforded to pay the manufacturers of the records themselves, as well as by all the music trades, and especially, by the jazz and blues juke box operators.

11. The Big J quickly, Folk & Western Juke Box Tunes leads the pack. The world famous, original, exclusive "Hot Charts" of The Cash Box are acclaimed by all juke box operators and all others in any fashion whatever to the industry. Legal facts, Tax reports, License reports and license changes. The Cash Box IS NOT SOLD ON NEWSSTANDS. Such legal reports and tax matters are for this industry—and this industry only.

12. A feature that is completely exclusive with The Cash Box.

13. One noted feature of The Cash Box that is growing even more important is "The Cash Box Record Roundup", a fully written-up report of all new and used coin operated machines in the United States. Giving all market changes as they occur each and every week.

14. Now features are continually being added to The Cash Box as their need becomes apparent. The Cash Box spares no expense to bring its readers the most authentic, the latest, and the complete latest news. Other new features of great importance to The Cash Box readers are being arranged right now. Each and every week, there's something new, better, more valuable added for the reader's benefit.

15. "Disc-Hits Score" features are continually being added to The Cash Box as their need becomes apparent. The Cash Box spares no expense to bring its readers the most authentic, the latest, and the complete latest news. Other new features of great importance to The Cash Box readers are being arranged right now. Each and every week, there's something new, better, more valuable added for the reader's benefit.

The Cash Box is recognized by various associations of operators throughout the United States as their "official magazine." Operators themselves, call The Cash Box "the operator's bible." Operators make confidential reports to The Cash Box and Confidentially list their Top Five Tunes. The Cash Box BECAUSE The Cash Box IS NOT SOLD ON NEWSSTANDS. It is the truthful, fearless and confidential friend.

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Aside from all the above, for operators of all types of coin operated amusement, vending and service equipment, operators of music machines and transcription and transmission, this important feature to continue their business successfully only in The Cash Box. Complete lists of Top Ten Tunes, currently being used by billions in 23k and has been featured during this series of columns, the results of the "Juke Box Tunes," compiled from reports received from juke box operators all over the nation. These reports are broadcast on the outstanding radio shows, including our own "Juke Box Tunes," and is officially accepted by The Cash Box.

The Cash Box Record Reviews featuring the "Disk Of The Week" and "Sleeper Of The Week" reviews. These weekly reviews of all the records produced in this field are the most outstanding in the history of the nation's record business.

The "Folk & Western Roundup" is an intimate, newsy, breezy column concerning the people, the artists, and all connected with this great music category, written by a man with great knowledge of and experience in the field.

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Krupa Undergoes Operation

PORTSMOUTH, V.A.—Gene Krupa underwent an emergency appendectomy last Friday night (August 17) at the Mary View Hospital in this city. Krupa expects to leave the hospital about Monday or Tuesday of this week and will cancel all engagements for the coming month to recuperate. He had been on tour when the emergency occurred.

**Hot in Harlem on Chicago's South Side in New Orleans**

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

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<th>No.</th>
<th>Title</th>
<th>Artist</th>
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<tr>
<td>1</td>
<td>Sixty Minute Man</td>
<td>Dominoes</td>
<td>(Atlantic 939)</td>
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<td>2</td>
<td>Don't You Know I Love You</td>
<td>Clovers</td>
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<td>3</td>
<td>The Thrill Is Gone</td>
<td>Roy Hawkins</td>
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<td>I'm Waiting Just For You</td>
<td>Lucky Millinder</td>
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<td>5</td>
<td>These Things I Offer You</td>
<td>Sarah Vaughan</td>
<td>(Columbia 39370)</td>
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<td>6</td>
<td>Juiced</td>
<td>Jackie Brenston</td>
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<td>7</td>
<td>Glory of Love</td>
<td>Five Keys</td>
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<td>Castle Rock</td>
<td>Johnny Hodges</td>
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<td>I Won't Cry Anymore</td>
<td>Dinah Washington</td>
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<td>Sleep</td>
<td>Earl Bostic</td>
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<td>Lady Be Good</td>
<td>Dizzie Gillespie</td>
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<td>Junco Partner</td>
<td>James Waynes</td>
<td>(Sittin' In)</td>
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<td>Shouldn't I Know</td>
<td>Cardinals</td>
<td>(Atlantic 938)</td>
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<td>I'm Crying</td>
<td>Memphis Slim</td>
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"It's What's in THE CASH BOX That Counts"
SIXTY MINUTE MAN
The Dominoes
(Federal 12022)

CHAINS OF LOVE
Joe Turner
(Atlantic 939)

CASTLE ROCK
Johnny Hodges
(Mercy 8944)

THE THRILL IS GONE
Roy Hawkins
(Modern)

NEW LOVE
Johnny Otis
(Savoy)

I'M CRYING
Memphis Slim
(Premium)

SLEEP
Earl Bostic
(King)

THE GLORY OF LOVE
The Five Keys
(Aladdin)

GO, GO, GO
Trenton Twins
(Okeh)

T-99 BLUES
Jimmy Nelson
(RPM)

ALL NIGHT LONG
Johnny Otis
(Savoy)

BLOW, JOE, BLOW
Joe Houston
(Modern)

CASTLE ROCK
Johnny Hodges
(Mercy 8944)

THE THRILL IS GONE
Roy Hawkins
(Modern)

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

T-99 BLUES
Jimmy Nelson
(RPM)

NORTH, N. J.
1. The Glory Of Love
   (The Five Keys)
2. Don't You Know I Love You
   (The Savoys)
3. Sixty Minutes Man
   (Joe Turner)
4. Waiting Just For You
   (Lucky Millinder)
5. I'm Waiting Just For You
   (James Wayne)
6. T-99 Blues
   (Jimmy Nelson)
7. The Thrill Is Gone
   (Roy Hawkins)
8. Money Blues
   (Lesterjoy Howard)
9. Bloodshot Eyes
   (Wynona Harris)
10. Just One More Drink
    (Amos Milburn)

ALADDIN RECORDS
For That Magic Touch

MEETING DATES OF MUSIC OPERATORS' ASSOCIATIONS

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

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

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

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

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

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.

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

19—N. Y. State Operators' Guild
   Place: Governor Clinton Hotel, Kingston, N. Y.

Please mention THE CASH BOX when answering ad—it proves you're a real coin machine man!
NEW YORK—Violin virtuoso Florian Zahabi, whose waxing of "The Hoi Canary" has proven to be one of the year's top sellers, is beseeched by his faithful following at his recent appearance at the Roxy Theatre in New York. Florian announced on stage that he would give out 50 gratis copies of his new waxing of "The Waitzng Cat" to the first-come backstage—and above is what happened. About 500.vied for the disks. The Decca artist will soon appear at clubs and theatres in Canada.

"I'M JUST A FOOL IN LOVE" (3:00)
"HOLD ME, SQUEEZE ME" (2:02)

THE ORIOLES
(Jubilee 5061)

- Those Jubilee artists, The Orioles, have something to be jubilant about on their latest waxing. The boys come up with a beautiful ballad that is destined to be a big number in the boxes. It's a lovely, slow tune that the crew makes even more enjoyable with their wonderful harmony. The group's tenor handles the lyrics in an appealing and meaningful manner, while the rest of the boys back him to the hilt. The total picture is a pleasant one for the Orioles and for ops who start stocking up fast with this platter. The second side is another likely ditty. The tune is catchy and with a bouncy beat to boot this half might also do it for the vocal group. We look forward to break this and ops will want to be ready when it does.

"OWL STEW" (2:43)
"PLAYIN' MYSELF THE BLUES" (2:34)

CECIL GRANT
(Decca 42331)

- Here are a couple of similar sounding sides that are carried through by Cecil Grant. Both sides are slow and low down blues items that are presented by Cecil in that typical manner of his. Some real good piano playing on each half make this platter a listenable one. Ops have strong filler material here.

"MY PRAYER" (2:55)
"I NEVER KNEW" (3:00)

SONNY TIL
(Jubilee 5060)

- Two slow drawn out ballads are dished out by Sonny Til in a very easy going style. The upper deck is an odd side that receives a wonderful treatment from Sonny with a good assist from Johnny Reed and his orchestra. Flip is another such number, but ops would be wise if they watched the top level carefully.

"YOU FOOLISH THING" (2:37)
"AIN'T SUPPOSED TO BE LIKE THAT" (2:45)

TERRY TIMMONS
(KCA Victor 20-4228; 47-4228)

- Chirp Terry Timmons delivers an excellent vocal to a tune that is equally as pretty as the manner of presentation. Putting lots of appeal in the lyrics, Terry, with a fine musical backdrop, can make this number go. The second side is another good tune that is turned out in a better than average way. Ops ought keep their eyes on the upper lid.

"WARNING BLUES" (2:51)
"I'LL ASK MY HEART" (2:32)

JOHNNY OTIS ORCHESTRA
(Savoy 812)

- Johnny Otis and his orchestra come up with a low down, in a sitting number with a slow beat. Linds Hepkins handles the lyrics on this end and makes it a tune to be reckoned with. The bottom level is a slow ballad done in a blues version by the same artists. Either half can take off.
King Records Places New Emphasis On Pop Field

NEW YORK—Syd Nathan, president of King Records, announced this week that with his firm blazing away in the rhythm and blues field with such smashers as “Sixty Minute Man,” “I’m Walking Just For You,” “Bloodshot Eyes,” “Sleep,” and “Always,” he now expects to place new emphasis on the pop recording field.

In an effort to fulfill the demand for all his R & B hits, Nathan disclosed that he had added another 45 hour a week shift in his pressing plants plus work on Saturdays.

Nathan also announced that in line with his new pop policy, he had signed Larry Fotine, Elliot Lawrence and Bernie Mann to exclusive contracts.

Larry Fotine first gained recognition as an arranger for Sammy Kaye in the period from 1940 to 1946 and then in 1946 he wrote “You Are Only Foolin’” for Blue Barron. Larry has also written such bits as “Honestly I Love You,” “Boogie Woogie Barn Yard,” “You’re The Only One I Care For” and “Yes, Yes, Yes.” The latter will make up Larry’s first release on the King label backed by “Now And Forever.”

Elliot Lawrence, with vocalists Rosalind Patton and Melvin Moore, in their initial King session recorded “Sixty Minute Man.” Their version will have slightly revised lyrics to overcome the restrictions put on the original version by radio stations which felt the words were too suggestive.

Bernie Mann and his All American Band expect to have their first recording session for King this week.

Victor Signs Wade Ray

NEW YORK—Wade Ray, fiddling leader of the Ozark Mountain Boys, has been signed to an exclusive recording contract by RCA Victor.

Ray has appeared in scores of radio and television shows emanating from Hollywood and in a number of Republic pictures. His first RCA Victor release, coupling “Are You For It?” and “Walk Softly,” was recorded in Hollywood and is scheduled for early September release.

Additional Tunes

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

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

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

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

DOWN YONDER
Del Woods
(Tennessee 775)

The S-M-O-O-T-H music of LARRY FOTINE now recorded exclusively on King

FIRST RELEASE
YES YES YES
and ... NOW AND FOREVER

LARRY FOTINE, who is one of the top song-writers in his own right, besides a leader and arranger, comes up with another smash hit, written and interpreted by himself—“Yes, Yes, Yes” featuring Cathy Cordovan. Flip side features Guy Ross and the Teenites. Take a listen, this will surprise you.

Standard Songs are MONEY MAKERS!

“TIP TOE THROUGH THE TULIPS WITH ME”
Recorded by THE CLARK SISTERS—M-G-M SISTER SLOCUM and her Little Brother—King

Pub. by M. WITMARK & SONS

Distributed by

RECORDS, INC.

General Offices: 1540 BREWSTER AVE. Cincinnati 7, Ohio

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

Ralph Stanley was critically injured in an automobile accident in Virginia August 17th. Ralph and brother Carter, are the Columbia duet recorders titled The Stanley Brothers.

Cowboy Copas working Pennsylvania park dates for two weeks.

Latest addition to M-G-M's country roster is Andy Wilson, staff announcer and singer at Nashville's WLAC. First session was cut August 23rd using country sacred material.

George Morgan (Columbia) spending a week's vacation in home town—Akron, Ohio. Bob Ross (Morgan's p. m.) vacationing same week in Florida.

Louis Schrivar ("Rambler Lou") country j. & entertainer of WJFL in Niagara Falls was week end visitor in Nashville booking Opry talent for appearances in his area.

Sunny Clapp, one of the names in the pop songwriting field, recently changed residence from Miami to Nashville. With several of his country ditties already recorded Clapp plans on concentrating on country writing.

Mel Force, Acuff-Rose rep., recently returned from feeder trip through New England states and reports wonderful response to country music on N. E. stations. Indications are that country music is rapidly taking over through the north east.

Hugh Cherry, one of leading country d. j.'s of Memphis reports having become a father on August 13th. Mr. and Mrs. Cherry has large across the board from WMMS.

Mrs. M. Padgett, program manager of WIRG in Hickory, N. C., reports top mail pull and interest in country record stink done across the board by "Lillie Anne Turnipspeed." Handle was given to female station announcer as experiment but immediate response has set program permanently.

Jack Rust is handling country record chores for Kark in Little Rock.

Ken Marvin (Mercury) taking first vacation in four years with family in Florida.

Dot has a new hit on its hands with "San Antonio Rose," recorded by John Maddox and the Rhythmasters. Broke open in Memphis, Atlanta and New Orleans.

An Overnight Hit!

"SAN ANTONIO ROSE"

by JOHN MADDOX

DOT Records, Inc.

Goffle, Tenn. (Tel: 800-881)

"THE GIRL IN THE WOOD"

FRANKIE LANE

TERRY GILKSON - KATIE LEE

DECCA RECORDS

NEW YORK - On October 8th Vaughn Monroe and his company move into New York's Madison Square Garden for a two-week stand as headliner at the Rodeo. Although songs to be sung by Monroe will not be decided upon until a week or two before the event, it's pretty certain he'll include Riders In The Sky. His RCA Victor of this song in 1949 nearly the 2-million mark and topped the best-seller lists for months.

Directly after his Rodeo engagement Vaughn heads for the coast to check in at the Republic Studios in Hollywood, where he'll be starring in a Western. The motion picture company has signed Monroe to a long-term contract as a result of the success of his first Western picture, "Singing Guns".

"THE CASH BOX"

Folk and Western "Record Reviews".

"LOST JOHN BOOGIE" (2:18)

MERLE TRAVIS

(Capitol 1737; F-1737)

Merle Travis has come up with a side that could easily carry him to the top. Labeled "Lost John Boogie," this ditty has what it takes to move right up with the best of them. Merle pipes the lyrics to this rhythm number in a boogie beat and lots of boogie and makes it come out an earful. The appropriate music, backing, presented in assisting Merle adds to the appeal of a first rate side. Ups will want to be ready when this boy starts bringing those coins home.

"LET'S SETTLE DOWN" (2:21)

MERLE TRAVIS

It is a good song to have on your side, but lots of boogie and makes it come out an earful. The appropriate music, backing, presented in assisting Merle adds to the appeal of a first rate side. Ups will want to be ready when this boy starts bringing those coins home.

"I LIKE MOLASSES" (2:24)

"CATCH 'EM YOUNG, TREAT 'EM BOOGIE, TELL 'EM NOTHING" (2:13)

HANK PENNY

(RCA Victor 21-0501; 48-0501)

Here is an item that should take off. It's a catchy tune done with a fast beat and delivered with great ease by Hank Penny. It's a bottom deck, is a jump number that has some clever lyrics to offer. This too is brought home with a fine interpretive effort. Ops know what this artist can do for any song.

"CRAZY RHYTHM" (2:20)

"HIBRID CORN" (2:12)

CHET ATKINS

(RCA Victor 21-0500; 48-0500)

The upper end is a fast moving oldie that Chet Atkins belts home in a better than average style. The side as well as the second half features some wonderful guitar playing. The bottom level is a beautiful old piece of music that Chet handles adequately on the strings. Ops have a good item here.

"TEARS DON'T ALWAYS MEAN A BROKEN HEART" (2:51)

"FENCE JUMPER" (2:39)

ARTHUR (GUITAR BOOGIE) SMITH

(MGM 11040)

A catchy tune, a chorale group, rhythm clapping and a fine vocal by Tommy Falbe add up to good side for Arthur Smith and his boogie guitar. Flip is strictly a string instrumental as Arthur whirles through a fast moving jump item. Ops have good filler material on this platter.

"DON'T TELL A LIE ABOUT ME, DEAR" (2:43)

"TRAIN TRACK SHUFFLE" (2:52)

"SKEETS" YANLEY

(MGM 11037)

"Skeets" Yanley has a real good ballad going for him on the upper deck of his material which makes for lots of listening pleasure. The second level creates a train effect musically and then carries it right into a boogie beat. This half should also get its share of play in the machines.

"I'M A DO-RIGHT DADDY" (2:12)

"TAKE YOUR TIME, MAMA" (2:40)

LEON CHAPPEL

(Capitol 1756; F-1756)

A pair of items that are handled in a blues vein are turned out on this waxing by Leon Chapell. The first half has a moderate beat and features a fair vocal and some good accompaniment. The second half shows the artist to better advantage and he spins through the tune. We like the lower deck.

Chicago—Most interesting is the demand which has arisen, and which continues to grow greater each week, for new type amusement products. For a long time it has been known in the field that if someone would come along with a brand new amusement machine, which could replace present equipment, it would revive the entire business, along the lines of what the first pinball games and shuffle alleys did when they were introduced.

And would, at the same time, help make someone a millionaire.

But so far, even the entirement of a possible million dollars to be realized from such patent or manufacture, doesn’t seem to have been able to stir the imagination or the inventive genius of anyone connected with the industry. No new amusement product has come along to replace what is currently on the market.

Biggest amusement revival occurred when the shuffle game was born. Since then dozens of different types have been introduced. But, each time, players seem to return to the bowling-type of shuffle game so that whatever new ideas have come along haven’t been able to replace the original form of the first of these machines.

The result has been that, as territories became active these past months, operators in such areas were forced to turn to whatever was available. Even then what they actually wanted was something entirely new and different to bring into the locations.

At present the demand for guns, shuffle games, converted shuffleboards, horseshoes, and other machines in this category, grows greater. Ops are using these to fill the locations from where they were forced to remove older equipment.

At the same time, the demand continues to grow greater for something entirely new, and completely different in the amusement products field.

All know of the demand for such a machine. All also realize that such a product will bring about a tremendous business revival, just when everyone could use more stimulated and more active business.

It is up to every inventive mind in the industry to attempt to create that amusement product.

The engineers at everyone of the factories here are more than willing to go on ahead with the further development of such a machine.

Factory heads are more than happy to look at any new amusement product any operator, jobber, distributor, or anyone else has and thinks is the answer to what the field now wants.

With greater employment in sight, with defense production leaping upward. With more factories working more hours. With more people with more money to spend as domestic products become more available and some even disappear. There is now no doubt that this field, too, needs something entirely new and different to attract its share of the monies that will be spent by an entertainment minded public.

Menceri stated, “This is one of the few times in the history of any manufacturer when it can point with pride to the fact that every one of the products it is featuring, all at one and the same time, has won such outstanding compliments from the trade.

“There is no longer any doubt,” Frank Mencuri continues, “that, as we come into this new year and month, the Exhibits Supply Company can state we have ‘America’s big five steady moneymakers.’

“The big 5” products, Mencuri described were: “Exhibit’s Dale Six Shorter,” “Exhibit’s Gun Patrol,” “Exhibit’s Big Bronco,” “Exhibit’s Pony Express” and “Exhibit’s Silent Salesman.”

Orders for all five products have exceeded anything the firm has so far scheduled for its production lines.

At the same time, phone calls and letters arrive from new customers asking for information and shipment dates.

This reached the point where, Frank Mencuri reported this past week, “I have found it necessary to make an extended road trip to visit with big people and to explain to them just why we can’t deliver as fast as they want our machines.

At a hotel, Frank Mencuri and his associates at the Exhibits Supply Company, showed letters, wires and various other data complimenting the firm on its present products.

Great Interest Reported In Mid-West Coin Machine Show

Hotel Rooms And Exhibit Space Going Fast, Klein States

“We have been swamped with requests from two sources” stated Klein. “Not only do we have letters, phone calls and wires from operators in the six states whose associations are combining in sponsoring this affair, but we have also received requests for hotel accommodations from operators in several other states. This great interest of the operator gives us every assurance that the show will be the biggest event of its kind ever held, with the exception only of those national conventions formerly held in Chicago.

“The other show of interest is by those manufacturers, wholesalers, who have been in communication with me for display space on our exhibit floor. Each is seeking to reserve what they consider the most favorable space immediately, and we’re hoping that we can satisfy all our friends with choice locations.”

A most interesting program is being set up, which Klein states will prove to be most educational and instructive for the operators. There will also be plenty of entertainment for the coinmen and their wires.

Four New Distributing Firms Announced By Williams Mfg. Co.

“Distributors, according to an announcement by Bill Ryan, general sales manager for the firm.

Lieberman Music Company, Minneapolis, Minn., has been given the territory of Minnesota, and North and South Dakota; S. L. London Music Company, Milwaukee, Wis., will cover Wisconsin and upper Michigan; Music Sales Company, Memphis, Tenn., will handle Louisiana, Arkansas, Mississippi, and part of Tennessee and W. B. Music Company, Kansas City, Mo., has been assigned Kansas and part of Missouri.

These firms were given shipments of “Haymakers,” and Ryan states that orders for many additional pieces have already been received. “These distributors have phoned us that the operators in their areas tried out the game, and immediately placed orders,” said Ryan.
History
IN THE MAKING

AMI dependability has become the standard by which all juke box economy is measured. Each new day of trouble-free performance is a shining page in the history of automatic music. Millions of hours of satisfying entertainment for the public, markedly improved business for thousands of locations, special prosperity and better living for all our operator customers — these are AMI's historic goals, joyously realized now.
AMI Distributors Attend Meeting At Grand Rapids

GRAND RAPIDS, MICH. — AMI distributors from all over the United States as well as from Canada, Mexico and Cuba attended a two-day meeting called by AMI, Inc., this city, on Thursday and Friday, August 23 and 24.

On hand to greet the distributors were the AMI executives, headed by the popular John Haddock, president; Bill FitzGerald, advertising and pro-

motion manager; John Stewart, sales executive; and regional representa-

tives Jack Mitrecik and Ed Ratajak.

While no information as to the meeting has as yet been released, it is rumored that the distributors were given a preview of AMI's new model juke box. In line with AMI's alphabetical designation of succeeding models, it is expected that a new model brought out by the firm would be called the "D."

Speculation in the trade continues heavy as to the number of selections which will be featured on the new AMI juke box. Rumor has it that AMI will bring out a machine with considerably more selections. While this may be the case, it seems a certainty that any new automatic phonograph brought out by AMI will also continue with the popular 40-selection offering, whether or not an even wider choice is made available.

Distributors who attended the meet-
ing replied, "No comment," when queried as to what they saw in Grand Rapids. However, while they are doing no talking, it is evident from their well pleased grins and satisfied looks that AMI has once again come up with a hot item that is expected to win an enthusiastic reception from music operators.

THANKS A MILLION
The First Showing of Rock-Ola's
Super ROCKET '52-50
Was A Huge Success

We all had a wonderful time...now we are taking orders for this super machine.

Orders Filled in Rotation
SEACOAST DISTRIBUTORS, INC.
Exclusive Rock-Ola Distributor
for New York and New Jersey
1200 North Ave Efretbeth 4, N. J.
Biplow 8-1526

CHICAGO—Phone calls from everywhere in the country come into the offices of The Cash Box complimenting this publication on its two page, two color editorial, analyzing the O.P.S. regulations regarding dime play and games.

Each and everyone of the people who phoned this week's magazine, thanks it for its work in the behalf, acclaimed The Cash Box because, as one leader stated: "We knew that 'The Cash Box' would come out with what was necessary for all of us to explain to our local Office of Price Stabilization why this industry does not come under our control and regulations.

The fact remains that the phonos of games that are charging 10c, 25c or 50c per play, do not, in any fashion whatsoever, affect the cost of living and, at the same time, do not hold up high scale defense production efforts.

This industry is an entertaining in-
dustry, "Entertainers" are exempted from all price control by O.P.S.

The phonos of this industry are automatic, coin operated musicians. AMI's 51 Earnings Up

New York Music Operators Assn.'s Annual Banquet

NEW YORK—Al Denver, president of the Automatic Music Operators Association, this city, announced that it is preparing to hold its Fourteenth Annual Banquet and to be held on Saturday evening, November 3.

This year the shindig will be held in the Grand Ballroom of the Commodore Hotel, 42nd Street and Lexington Avenue. For a great number of years, the association has been holding these banquets in the Waldorf-Astoria Hotel, but a number of coinmen have complained that they were unable to spend the numbers they desired, and in some instances complaints have been heard about poor seating arrangements.

With this in view, the association decided to hold its shindig in the Grand Ballroom. The hotel is large enough to accommodate the many folks who wish to attend, and at the same time it is so situated that everyone in the hall will enjoy complete comfort and a clear view of the entertainment.

As in the past, the gala array of top recording stars will be on hand to entertain, which will be in addition to the scheduled show.

Denver and his staff are now working on the sale of tickets, and are again devoting their time to preparation of its Souvenir Journal.

But, most important of all, the products of this industry, located in taverns, restaurants, drug stores, and other retail locations, are not the causation, in no fashion whatsoever, even remotely affect the cost of living, and, of course, the dime play and games will continue, as a deterrent to continued high scale defense production.

If anything at all, juke boxes and games of this field, actually act as a tax on government, thus helping to speed defense production effort.

The time has come when this in-
dustry must definitely, loudly, and adamantly, must refuse the state-
ments of some tavern publications, that it is against the rulings and regulations of O.P.S. in any way, shape or form.

This industry would comply in a second any regulation and with any, ivy O.P.S. regulation, and is ready to allow our government agency, provided that it affected the law, or the regulations.

This industry, in no fashion whatsoever, affects the cost of living of the peoples of these United States and, most definitely, does not, in any fashion whatsoever, affect continued high scale defense production.

This is the answer to dime play.

CLASSIFIED AD DEPT
GOES TO PRESS WED. NOON
OF EACH WEEK
MAIL YOUR AD TO REACH US ON TIME
THE CASH BOX EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

Decoy for Coin

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

GRAND RAPIDS, MICH.—AMI, Inc's week's report, net earnings before taxes for the six months ended June 30 of $346,194, or the equiva-

lent of $2.19 a share on the 158,156 shares of common stock outstanding.

This compares with earnings of $334,044, or $2.11 per common share, for the like period in 1950, also before taxes.

John Haddock, president, explained that since the company's tax position was still in the process of de-

termination, it was impossible to com-
pute Federal taxes at this time. He said that the company has a sub-
stantial tax adjustment from earlier years which will be applicable to its 1951 tax return.

As of June 30, AMI's assets totaled $1,751,465, as compared with $1,627,153 at the end of 1950. Of this figure, $550,231.94 was in cash and receivables, or working capital.
NEW ORLEANS NOTES

On Friday, August 10th, Mallory Distributing Company, exclusive Rock-Ola Distributors for the Louisiana-Mississippi area had an open house showing of the beautiful, new 1952 Rock-Ola "Super Rocket" Phonograph. The showing was held at Lenfant's Boulevard Room from 10 a.m. until 10 p.m. with an exceptionally good turnout of the New Orleans operators and their friends. The list guest count was well over three hundred. In the short time yours truly was there, we caught glimpses of Mr. & Mrs. Joseph Truntua, Chris Albano, Eddie Cine, Joe Prizzuto, Joe Greco, Joseph Pecoraro, Paul Genes of Amita (incl. Stormy Paul bought the floor sample of the Rocket and bid it back to Amita), Al Dorgin, Charles Pace, Lawrence Lagarde, Phil Jaeger, Mr. De Rauen, W. J. Benson, Bob O'Hara, Mr. & Mrs. Admiral Vaught, Bob Nims, Bill Stanis and E. R. Lucas. Mr. Mallory's plans are to take the Rocket to the ops rather than the ops coming into Nola on one specified date. The idea has proved successful in Baton Rouge, proof being the terrific orders coming in.

Each and all wish to congratulate Bernice Barde, who became Mrs. Don Quinlan on the 18th. Bernice is Mallory's right hand gal in his Capitol Record Department. After a year's retirement from the coin machine business Mrs. Joe Neyland is back again, doing business in Baton Rouge, La. It's just like we've always said, "Once an op always an op." Right? . . . Bill Maddox of Mallory Distributing recently called on Jim Mills of Opelousas and got the surprise of his life. Jim has a zoo complete with quail and pheasants. To complete his menagerie Jim needs one tiger, any size will do. Any one knowing the whereabouts of any such animal please notify Jim Mills at Opelousas. 'Would be a big laugh if someone hauled off and shipped him one. . . . It's a girl for Camella Hattier of New Orleans Novelty's office staff. . . . Mrs. Jackie Atz, telephone impresario at New Orleans Novelty, says her new air-conditioned office is just the thing for combating our warm climate. Mrs. Atz is the wife of the late Jackie Atz, very famous ball player. . . . Ed Holyfield took a few days off to fly to Virginia and visit with his family. . . . E. J. De Rouen returned from a combination business and pleasure trip to Chicago. . . . It looks like the "Bright Lights" game is going to hold on like the old "Light A Card" game which has been on some locations for ten years. Many of the Nola ops are placing "Bright Lights" on race locations that haven't had a pinball game for three years. . . . Taft Odder better known as "Farmer Odder" has certainly taken advantage of his acreage in Slidell. Taft is stocking his place with chickens, squab and many, many rabbits.

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

REPAIRMAN WANTED
for work on Pin Balls, One Balls and Shuffle Games.
Write:
BOX #22, c/o THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILL.

BUY DEFENSE BONDS

CIGARETTE MACHINES
Complete stock of all types and makes of new and rebuilt cigarette machines and parts always on hand. Write, Phone. Tell us what you need.
Supremo Distributors, Inc.
3065 N.E. 3rd Ave., Miami 37, Fla. (Tel. 78-4112)
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 understandable 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?

Why endure sleepless nights? Why suffer worry headaches? Why have the “Personal Property” tax collector become the bogeyman in your nightmare dreams? Why have him TELL you what he THINKS your equipment is WORTH! And then TAX you on that WORTH?

You show him exactly what the equipment you own is WORTH! In that way you obtain courteous, equitable treatment and completely better understanding.

THE ANSWER IS: “The Confidential Price List” which appears in each and every week’s issue of The Cash Box—and which is an integral part of The Cash Box—“The Operator’s Bible!” The One Magazine The Operator Can Believe In and That He Can Trust! The One Magazine That Is Exclusively, Completely and Solely dedicated to the Operator! And Printed For The Operator’s Best Interests! It costs you only $15 a year to have the “OFFICIAL” prices. Prices that are accepted by the government—by U.S. Government departments—by States through the entire nation—for valuations which you present to your Collector of “Personal Property Taxes.” These prices are authentic and meet his standards.

Be a HAPPY, SMILING OPERATOR—subscribe to THE CASH BOX today. All for only $15 per year—just about 25¢ per week!

Tear Out and Mail Today to:

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

Gentlemen: It is surely worth $15 a year to get straightened out with my “Personal Property Tax” Collector. Enclosed find my check for $15, and start sending me “The Cash Box” immediately.

Firm Name
Address
City
State
Individual’s Name

---

California Clippings

The whole L. A. Row and ops from one end of the state to the other seem to be watching for “Watch-My-Line,” Gottlieb’s new pin game which advance reports have established as one of the best yet out. Seldom have we heard so much talk and noted so much eager anticipation before a game even arrived in this town. Two jobbers already piling up the orders on “Watch-My-Line” are Sicking and Johnny Hilwig. Meanwhile, while Nick Graff’s machines have been away for a few days and learned that the AMI phone is moving steadily along. The machine is doing especially well in the outlying territory, with about 150 machines already sold. The past month outside the city, Carl Sicking’s Jack Ryan, who usually refuses us by confusing the name of this magazine and that of a weekly tabloid, with his nose in the Cash Box, and he couldn’t claim to pitched it up by mistake since too the publication beat very little resemblance to one another. Ops dropping in at Leenheagen’s record bar not only got their dies autographed by April Stevens, they even got to shake hands with the “I’m In Love Again” gal. For the lady ops, the prize was a handshaker from Guy Mitchell. Line is still forming to the right, left and center for Baby’s “Patriot” and Wright Lights! at Paul Laymen. The Laymen were readying a Wurlitzer 1400 for delivery to the Hollywood Palladium, where Ray Anthony is now packing ‘em in.

Vacationers among Row folks included Ed Wilken, who was heading for Catalina Island, and General Music’s Fred Gaunt, who was taking his wife and twin boys on that jaunt to a northern California lake. Lyn Brown has found a smaller building on his own block for a new house, where he figures to continue jobbing old and new equipment. He now has some units out himself and is “keeping busy if not rich,” he notes. Over at General Music, Bud Parr has the new Evans “Push-Over.” With Bob Bard, it’s used equipment—particularly in the price category—that’s now going. Add one more vacationer: Ray Powers, who headed from Badger Sales to Sacramento, and then on a trip to Utah and Washington. He and the rest are suitably tired for more “Hayburners,” according to Badger spokesman. “Same old stuff,” Charlie Robinson tells us, which we gather to mean that things are two-and-a-half less.

More vacationers: Johnny Hawthaw, who’s about to take off on a well earned rest in Balboa. Premiums are still booming for Johnny, and games are holding steady. We also note two names appearing in the past few weeks, being handled by Leenheagen’s. More legible than most, it shows both title and artist’s name to advantage. Gone fishing in Oregon was Arle Armstrong of Fresno’s Service Amusement Co. On the Row: San Bernardino’s Jim Browman. Mr. and Mrs. Jack Mallette of Claremont. Barney Smith, Charles Cabe, and Harry Barnes of Long Beach. Johnny Ohsio. Lompoc’s Larry Harsfand, just back from Idaho vacation. Clyde Denlinger of Balboa. Taffy’s Walter Keene. Roy Jones, Sr. and Jr., of Ridgefield. Bob Trigg. George Bleske’s old pal, Mac McGlone from Santa Ana. Areta’s Johnny Ketchersid. Ivan Wilcox from Visalia. Southgate’s Johnny Lants. Lee Lombardino of Brawley.

Minneapolis, Minn.

The Lieberman Music Company of Minneapolis has just been appointed distributor for the latest offering from Zephyr. Already the Lieberman outfit has started to do a “bang-up” job on the five ball called “Hayburners.” Seen in the Twin Cities was Bob Riehbof of Detroit Lakes. Bob mentioned the fact that his partner, Ernie Koep, is feeling better these days and should be able to work on the route full time pretty soon.

Clifton McNair of Arden Antiques was picking up supplies for his route with Eddie and Milly Birkemeyer of Littlefield. Ted Hall of Gaylord was seen around town... John Mingeone of Isabell, S. D. and his wife made a quick trip to town and spent a couple of days back in South Dakota.

Also in town with their wives were Kenny Anderson of Austin, and Frank Best of St. Cloud. While their husbands were looking to see what was new in the coin machine line, the wives were buying records for the noted.

Joe Weber of Bismarck, made a quick trip into town and Bob Cross was seen looking at new equipment. Ray Benkowski of Cloquet, certainly has been keeping himself busy picking up several new locations. Stu Schoefter of Valley City, N. D. made a quick fast trip into town the other day, and was on his way out again. Mike Kass of Loyalst, Wis, was seen around town, as was Jerry Hardwick of St. Cloud and John Frazelle, Paul Felling, in Little Falls, and Don Hazelwood of Atken... Paul Felling finally took some time off from farming to come into town. Paul said the reason he had time is that due to the wet weather he had to lay over a few days for a threshing crew so he might as well get his route lined up for the fall business... Frank Phillips of Winona, stopped in to see what was new in coin operated equipment as did Jim Stanfield of Winona.

The Minnesota State Fair, which is to be held in St. Paul, Minn., will get underway August 27th and will run for ten days, through Labor Day. From all expectations this big event will be one of the greatest that we have had in a long time, and will bring a lot of out-of-state and in-state visitors into the Twin Cities for the big Fair event... Also seen in town were Bob Proger of Pine River; Tom Packman of Lake City; Ed LaBlanc of St. Peter, and John Cernushi of Duluth... Al Eggerman of Marshall; Jeff Rost of St. Cloud; Hank Krueger of Faribault; Glenn Richell of Chicago Park, and Einar Horn. Gardner of Springs Valley, also came into the Twin Cities in the past weeks... Sam Karter, well known Minneapolis’s operator, ran a bar-mitzvah party for his son on Saturday, August 29th.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
It Was A Lovely Wedding

NEW YORK—A number of columnists joined in the wedding festivities of Jack Mitnick’s daughter, Buddy, on Sunday afternoon, August 19, at the Warwick Hotel. Pictured at the “coin table” (left to right): “Senator” Al Bodkin; Harriet Green; Gladys Haddock; John Haddock; Vera Rosen; Dave Rosen; Kate Becker; Ben Becker; Chris Christopher; Jeanne Christopher; Leo Weinberger; Morty Weinberger; Mollie Sugerman; Fran Bodkin; Barney Sugerman; Abe Green; and Joe Orlick.

Bally Service School September Dates

CHICAGO — Altho Bob Breither, Bally engineer, has been on the road holding service sessions at various distributing firms, he’ll be back at the plant to conduct the factory’s monthly service school scheduled for September. September classes take place at the Bally plant on Monday, Tuesday, and Wednesday, August 19, 20, and 21. Each class starts off at 10 A.M. sharp. All those who expect to be in Chicago and attend these sessions are asked to write Bob Breither, stating the names of those who will attend and on which dates they’ll be there.

United’s Unsung Supt. Keeps Production & Shipping Humming

CHICAGO—There’s an individual over at United Manufacturing Company, who has been with the company since its early days, and who has been an important factor, a very important person indeed, in helping to guide United in its sensational growth to a commanding position in the field of coin machine manufacture.

That stalwart is “Hank” Dabek.

General Superintendent as well as an officer of the company, Dabek finds himself a busy man every hour of the day, and many hours of the night. It is Dabek, quick to make decisions, quick to detect production and inspection imperfections, who is largely responsible for the smooth manner in which faultless machines roll off the lines at United. He watches the games being readied for shipment with all the loving care of a mother hen watching over her pristine little chicks. In fact, he eats, sleeps and drinks United.

Much more could be said about “Hank” and his exceptional qualifications as a leader of both production and men. But, as often heard said around the plant—Dabek is a “strong right arm” to Lynn Durant, popular president of United. And that, it goes without saying, is a main-sized job that must be filled, not only by a capable individual, but also by a “regular” fellow.

"It’s What’s in THE CASH BOX That Counts"
Trenton, N. J. And Bucks County, Pa. Set For Big Population Increase As U. S. Steel Builds Plants

The reception for the wedding of Jack Mitnick’s daughter, Buddy (who now is Mrs. Frank Wolf) held on Sunday, August 19 at the Warwick Hotel, brought in guests from far and near. Mrs. Wolf is a native of AMI, Inc. (for whom Jack carries the banner in the east); Mr. and Mrs. Chris Christopher of Baltimore, Md.; Mr. and Mrs. Dave Rosen of Philadelphia, Pa.; and Leo Weinberger and his son Morty (the秘诀s). A wide range of local members of the industry present were Mr. and Mrs. Barney Sugarman; Mr. and Mrs. Abe Green; and Mr. and Mrs. Al Bodkin. Several members of the Runyon Sales staff also were in attendance, among them Mr. and Mrs. Morris Rood; Mr. and Mrs. Lou Wolkets; and Mr. and Mrs. Irving Kempner. Ben Becker, Gally representative, flew in from Buffalo, and landed on hand with his missus. Quite a time had by all. A group who desired to carry the festivities further piled into a couple of cars and drove over to Ben Becker’s home in Brooklyn, where Ben entertained King Jimmie Durante at the keyboard.

Another party is in the offing—this one the big annual Banquet and Show run by the Automatic Music Operators Association. There will be a change in the choice of this year—due to the large number of people who plan to attend, and who in other years have been held down due to lack of space. The Fourteenth Annual Banquet will be held in the Grand Ballroom of the Commodore Hotel on Saturday evening, November 3. Al Bodkin, president of the association, and his staff are now preparing the main details that go into making this one of the greatest coin machine gatherings held anywhere. Another important dinner is scheduled for Tuesday evening, September 18 at the Belmont Plaza Hotel. Members of the trade will be gathering to honor Al Denver, and participate in the industry’s United Jewish Appeal.

Frank Menciuri, general sales manager of Exhibit in town for a day visiting his distributor, Missied the Adams Klipper in Canada, where he will spend the next three weeks attending the Canadian National Fair. * * * Charley Jabo, arcade owner, in from Columbia, S. C. with his family for a short vacation. While here for visits with friends. A native of Brooklyn, N. Y., Jabob entered the arcade biz in 1910 with the release from the Army after World War I. * * * It was quiet over Runyon’s the last part of the week (too hot for Lou Wolbers). Shugy Sugarman, Abe Green and Morris Rood, all in Grand Rapids visit with his native boys. Abe Green and Shugy spend a day or so in Chicago. * * * In our story about the forthcoming meeting of the New York State Operators Guild in last week’s issue, we inadvertently made the mistake of saying the meeting will be on Wednesday, September 19 at the Governor Clinton Hotel in Kingston, N. Y. (Thanks for those nice comments about The Cash Box). * * * It’s well known that Al’s “Senator” Bodkin is the biggest and mostest operator in the city—but do you know that “Mrs. Senator” (Fran) is a perfect match for the effervescent Bodkin, even to point of saritolerant? (How about that mint cake, Fran?)

Hymie Kneppel, Kneppel Distributing, back on the job, and brother Harry away for the week. Harry driving thru New York State, and visits Canada. Nat Cohn, back in town after a flying trip to California and Chicago. Nat impressed with the same cut down from the days of old. (Wurlitzer distributor) highly elated by Loew’s selection of the 1400 and 1450 models to be displayed in the lobby of 11 theaters through the West. Each phone will appear a poster carrying the message “This Wurlitzer Phonograph loaned thru the courtesy of Young Distributing Co., exclusive Wurlitzer distributor.”

ALL-AMERICAN

Ripley’s Believe It Or Not, in 1965, began its first coast-to-coast road show. The show has been on the road ever since, performing in more than 1,000 cities across the United States and in countries around the world. The show features a variety of exhibits and attractions, such as the world’s oldest living human, the world’s largest living dodo, and the world’s oldest living fennec fox. The show is known for its unique and entertaining displays that capture the imagination of audiences of all ages. The show travels approximately 100,000 miles each year, with each exhibit costing up to $100,000. The show has generated over $100 million in revenue since its inception, making it one of the most successful traveling attractions in the world.
PROVED AMERICA'S BIG 5 STEADY MONEYMAKERS

1. Exhibit's Dale SIX SHOOTER
2. Exhibit’s GUN PATROL
3. Exhibit’s BIG BRONCO
4. Exhibit’s PONY EXPRESS
5. Exhibit's SILENT SALESMAN

That's RIGHT... Exhibit's five sensational products have proved themselves, everywhere in the nation, "America's Steadiest Moneymakers." More and more operators are calling for "The Big 5" Exhibit Moneymakers. If you haven't yet investigated "The Big 5" do so today! Write NOW! Or, better still, phone or wire for full details to:

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

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

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

There are coin machine buyers who want and need your old machines. An ad this size in The Cash Box costs you only $28 and reaches all the real, bona fide coin machine buyers—the kind of people who want your used machines. List the used machines you have on hand and mail to us today. We'll make up an attractive ad without charge. Write now, enclose check for $28 to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
's What's In THE CASH BOX That Counts'
For Sale—Guaranteed used phonographs make: Pinball Machines; Bowling Alley. These machines are perfect, the price is right. Write for listings. F. A. R. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA. 1019 BARROWS AVE., NEW ORLEANS, LA.; 911 Gervais STREET, COLUMBIA, S. C.

For Sale—3 Seeburg M-100’s in perfect condition $75 ea.; 1 heavy gauge canvas tent 40’x60’ $249; 12 Juke boxes, 32’x10 gal. cash, momento, metal, 1 1/4 hp, motor, found 3 functions $99.50; WANT—Bally’s Emerging Machines, and Coin Amusement Co., 628 MONTGOMERY ST., SACRAMENTO, N. Y.

For Sale—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed brand new condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOT DISTRIBUTING CO., INC., 2166 PURITAN AVE., DETROIT 21, MICH. Tel.: University 4-0775.


For Sale—New American Scales $95; Mutoscope Original Crank Crankers $150; Wurlitzer Cranks $150; Packard Hideaways $50; Wurlitzer Specials $100; Wurlitzer Coin Machines; 701 GOLDEN CATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

For Sale—Just 21 $65; Joker $135; Spot Boxer $145; Maryland $60; Freese $75; Rip Snorter $75; Star Siemens $25; Wurlitzer Bally Distributing Co., BOX 67, SWAGGERTOWN ROAD, SCHENECHTADY 2, N. Y.

For Sale—Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell us what you need. Our prices are right. We are looking for Operators—Williams; Universal; Exhibit; Genco and others. T.F. TAR DISTRIBUTING INC., 2820 N.W. 7th AVE., MIAMI 3, FLA. Tel.: 3-7484.

For Sale—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get a quote. E. A. W. SPECIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEXAS. Tel.: Riverside 4151.

For Sale—Ready for location: Bally Hot Rods $99; South Pacific $99; Bank-A-Ball $99; Twin Shuffle; Caille Bros. and Universal $125. EMMERIT COIN MACHINE EXCHANGE, 542 W. 66 ST., CHICAGO 21, ILL. Tel.: Eldorado 4-9202 and 9204.

For Sale—Special Bargain! Wurlitzer, 1250 $450; 1250 $489; 1252 $529; 1252 $523; 8000 $129; Wurlitzer 1050 $2299; 1942 $300 Wurlitzer 2015, 45 and 50 machines thoroughly reconditioned and refurbished with Davis six point guarantee. Phone 5-1914, or write: DAVIS DISTRIBUTING CORP., 7321 ELY, E. CLEVELAND, OHIO.

For Sale—Needles. Top-quality junk. All types are $1.00 or lower prices. All type needles to fit any machine; both osmium and sapphire points. Impossible prices. JOHN JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

For Sale—Reconditioned Wurlitzers: 1250’s $500; 1100’s $350; 1001’s $250; 1000’s $100, Seeburg: 147-M $225, Rock-Ola: 1422 $125, 1427 $175. Package Manhattan $105.00. O’CON- NOR DISTRIBUTING CO., 2320 WEST MAIN STREET, RICHMOND 20, VA.

For Sale—This is the time for specials and closeouts, and Empire is the place where you can get ‘em and save $88. Write, or phone now. EMILY COIN MACHINE EXCHANGE 1012 MILWAUKEE AVE., CHICAGO, ILL. Tel.: Ever- glade 4-2600.

For Sale—Bally Shuffle Bowlers, like new, $25; Bally Shuffle Champ $75; Genco Bowling Lanes $25, AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, CONNECTICUT. Tel.: 720.

For Sale—Bally Citations, Champions, Turf-Kings; Universal Winners; used and very good machines. We have now in stock Bally’s Futurety and all other games. West Virginia Bally Distributing ALLAN SALES INC., 928-30 MARKET ST., CLEVELAND, W. VA. Tel.: Wheeling 5472.

For Sale—Chicago Coin Classic $125; Universal Super Twin Bowling $125; Bally Speed Play 50; Shuffle Alley with fly-away pins $50. All New Coin Machine Co., 766 MILWAUKEE AVE., CHICAGO 22, ILL.

For Sale—Big Handicap back glass conversation for your Citation. Completely new. 15 new beautiful exciting colors. Get extra profits from your machines. Order today. One-third deposit, balance C.O.D. OHIO SPECIALTY CO., 29 WEST COURT ST., CINCINNATI 2, OHIO.

For Sale—Special on WL-56 Seeburg Wireless Wall-O-Matic $99.95, while they last. Excellent Musical Quality. SPARKS SPECIALTY CO., SPOERTON, GA.

For Sale—Used Phonograph Rec- orders taken from our routes. BIRM-INGHAM VENDING COMPANY, 542 W. 66 ST., CHICAGO 21, ILL. Tel.: INGHAM 4, ALA.

For Sale—New England’s Largest Supplier—New Machines, for parts and service department. Exclusive distributor for Wurlitzer, Bally, United, Caille Coin, Keefer, Exhib- ited. REDD DISTRIBUTING CO., INC., 1812 W. SPRINGFIELD, MASS. Tel.: AL 4-1040—and REDD DISTRIBUTING CO., INC., 813 W. SPRINGFIELD, MASS. Tel.: 6-5418.

For Sale—New and used Turf Kings; write, Bally Champions and Citations for prices. Our stock is second to none. Telephone 694 ‘a’ and 47; Wurlitzer 1015; Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 Payne AVE. and 3 O’DONNELL T. 1-1777.

For Sale—Or Exchange for non- coin operated items: 10 Bowling, 2 Pinball, 1 Shuffle-Skill, 1 Shuffle-Mite: 1 Shuffle-Baseball, 1 Jake Box, used machines. Principals send offers or propositions in detail in first response. SELECT AMUSE- MENT, 866 N. 286, NORTH AL- LINGTON, N. J.

For Sale—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keefer, and Bally. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT. PA. Tel.: 3-2332 or 2-1648.

For Sale—4 ChicCoin Bowling Alleys, very clean, 65$ ea.; 1 Exhibit Dale Gun $69.50; 1 Keeney Ten Pin $45; 8 Telequin, with film, $145 ea. AUTOMATIC AMUSE- MENT CO., 1000 PENNSYLVANIA ST., EVANSTON, ILL. 10, ILL. Tel.: 3-4568.

For Sale—4 WL-56 Boxes 5/10/25 $22.50 each; 2 WL66 boxes three quarters 6 feet; 2 WL56 wireless boxes $24; Seeburg Hideaway 146 $225; Wurlitzer 1100 $400; Seeburg 1520 $325. Each Roll $125; 14 ft Handsol $150; Irish Pool $90; Dale Guns $50. V. YONTZ, BYESVILLE, OHIO.

For Sale—Wurlitzer 750E’ $110; Model 350’s $65; Model 700’s $85; 3 Turf Kings, write; Model 3031 Wall Boxes, clean, $10.95; Several Bally Donkey and others working order. CENTRAL MUSIC DISTRIBUTING CO., 1253 GRAND AVE., KANSAS CITY, MO.

For Sale—Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic $7.95. Right and left combination $9.95 ea. All bubbler tubes for Wurlitzer 1015’s $3.90. Domes for Seeburg 146, 147, 148 $16.95 ea. 1/3 deposit. Balance COD. CIRCUS SPECIAL DELIVERY DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

For Sale—Finest premiums for stimulating play on your amuse- ment games. Every premium by operators. The premium is all there and only. We don’t sell stores. Write for our descriptive premium list. HAST- INGS DISTRIBUTING CO., 6100 BLUEMOUND RD., Milwaukee 13, WIS. Tel.: Blenheim 7-6000.

For Sale—Looking for a coin box with dual coin slots, very good condition. The price is right. We have seen all models $315 ea.; 5 Wurlitzer 1015, very clean $215 ea.; 3 1947 Rock-Ola $195 ea.; 3 Wurlitzer 1015 Hideaway $225 ea.; 3 Seeburg Model 100-M, very clean $725 ea.; 3 1946 Seeburg Hideaways $200 ea.; 2 AM Machine “CM”, used 1 month, write for price; 10 Shoe Shining Machines; 2 Imperial $83 ea.; 6 Falcon $125 ea.; 4 Uneda $135 ea.; 1 Mutoscope Atomie Bomber, brand new original £195; 5 Indian Dandy; write for $255 ea.; 3 Williams All Stars $79.50 ea.; 5 MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

For Sale—5 Turk Kings $210 each; Carpets $50 ea.; Champions $95 ea.; Juke Box $210; NASTASI DISTRIBUTING CO., 110 Poydras ST., NEW ORLEANS 12, LA. Tel.: Magnolia 6386.

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man.
HERE'S HOW TO GET 37 CLASSIFIED ADS OF 40 WORDS EACH PLUS AN EXTRA $15.00 FREE OF CHARGE

If you, Mr. Classified Advertiser, plan to use only 15 ads during the year, you can buy each (at The Cash Box low rate of 8c per word, each classified ad would cost you $5.20) and the entire 15 ads would cost you $48.

For this very same $48 you can get 37 more 40 word classified ads plus an additional 815 yearly subscription free of charge if you buy The Cash Box "Special Classified Advertising Subscription."

The Cash Box "Special Classified Advertising Subscription" costs you only $48. But it allows you to use a 40 word classified ad for an entire year (52 weeks' issues) and throws in free of any charge the regular $15 per year subscription which means that, in addition, you get a complete copy of The Cash Box itself each week for a full year of 52 weeks.

Think it over. If you plan to use at least 15 classified ads during the year (which will cost you $48 anyway for 15 ads of 40 words each) why not get yourself 37 more 40 word classified ads plus the complete weekly's issue of The Cash Box itself for a full year of 52 weeks (which would cost you an additional $15 for a full year's subscription) all free of charge for what 15 ads of 40 words each would cost you?

Take advantage of this terrific bargain! Get yourself these additional 37 classified ads of 40 words each plus 52 week's issue of The Cash Box free of charge—for the same $48 only 15 ads would cost you!

Rush Your Check For $48 Today To... THE CASH BOX EMPIRE STATE BLDG. NEW YORK 1, N.Y.

	

THIS WEEK'S USED MACHINE QUOTATIONS

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HOW TO USE "THE CONFIDENTIAL PRICE LISTS"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any other periodical, The Confidential Price List can only feature the market prices as they are quoted. "The Confidential Price List" acts exactly the same as the market quotation board at the Stock Exchange—paying 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", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last 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 $1000 whereas someone on the East Coast may think it worth $750. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration, sometimes offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than even the highest of the added cases of reconditioned.

"The Confidential Price Lists" report 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 the week; Second price listed is highest price.

EXPLANATIONS:

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

PHONOGRAPHIC MATERIAL

For sale—Pin Game Glass, size 21x11, $17 per case—8 sheets per case. RELIABLE COIN MACHINE CO., 793 MICH., HART- FORD, Conn. Tel.: 6-3583.

FOR SALE—Turk Kings $245—5 to 9 years old over $250; Op- tional $25—3 or more $99.50; Cinemas $77.50—9 or more $75. Photo Finish $82.50 any quantity; United ABC's, floor samples, write; General, $95.00 Coo $77.50; Brand New Turk Kings in original crates $494-97. NEW ENGLAND NOV- ELTY CO., 115 MARION ST., NEW ORLEANS, LA. Tel.: Canal 5306.

FOR SALE—all makes of post-war equipment completely overhauled and in first rate condition for sale at current prices. Phone our shop for particulars. We are distributors of a large number of very rare equipment from Carolina. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAY- ETTEVILLE, N. C. Tel.: 3992.


FOR SALE—Thing $130, Fighting Irish $110, Rockette $105, Horsemen $135, Joker $150; Pushing $120, Pin Bowler $125, St. Louis $75; Champion $65, Rocket $140; Tri $100; Score $130. South Passengers $130, $125, $125, Chicago Coin Bowling Alley $50, A. G. Collins Corporation, 535 TENTH AVE., DETROIT 4, MICH. Tel.: Tyler 4-3810.

MISCELLANEOUS

NOTICE: We are exclusive factory distributors in Michigan of the Radio Craft, Waukegan, Ill. and the Lincoln, New York and Northern New Jersey for Keystone Electric Company, New York. Now taking orders. We accept your order. For prices, write, DAVE LLOYD & CO., 394 TENTH AVE., NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE—Louisiana & Mississippi Operators—your authorized AME phonograph distributor is DIXIE CORPORATION, 1611 E. CANAL ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

NOTICE—We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering, DAVE LOWY & CO., 394 TENTH AVE., NEW YORK, N.Y. Tel.: CH 4-5100.

NOTICE—Change to dime play. Haw- ley Converter Kit for old style and new models. Backorder of 25, $1 each; Samples $1.25; Con- tains new glass, dime bushings, parts for entire kit. kits also available for other five-cent specifications. Specify your order, J. R. WILLEY DISTRIBUTING 6340 W. 2ND BLVD., LOS ANGELES, CALIF.


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### CONVERSATIONS

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

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

**NATE SCHNELLER, INC.**
Gettys 21 to Bingo Baige

### MANUFACTURERS NEW EQUIPMENT

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

**AMI, INC.**
- Model "C" Phonograph  
  - $795.00
- Model HS-SM Hideaway  
  - $75.00
- 5c-10c Wall Box (40 Selections)  
  - $89.50
- 5c Wall Box (40 Selections)  
  - $5.50
- Amivox Speaker  
  - $27.50

**BALLY MANUFACTURING CO.**
- Shuffle-Line  
  - $450.00
- Futurity  
  - $735.00
- Bright Lights  
  - $450.00
- BUCKLEY MANUFACTURING CO.**
- Buckley Wall & Bar Box  
  - $24.50

**CHICAGO COIN MACHINE CO.**
- Horo-Shoes  
  - $85.00

**COMO MFG. CORP.**
- Constellation Phonograph  
  - $285.50
- Hollycane  
  - $795.00

**H. C. EVANS & CO.**

**THE EXHIBIT SUPPLY O.**
Big Bronco  
- Gun Patrol  
- Silent Salesman  
- Tony Express

**Genco MFG. & SALES CO.**
- Shuffle Target

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

**J. H. KEENEY & CO., INC.**
- Late-A-Line  
- Big League Bowler  
- All-Electric Cigarette Vender  
  - $260.50
- All-Electric Cigarette Vendor with Changemaker  
  - $287.00
- Four Way Bowler Conversion  
  - $119.50
- Four Way Bowler Conversion  
  - $86.00

**ROCK-OLA MFG. CORP.**
- Super Rocket "50" Phonograph (Model 1434)  
  - $798.40
- Rocket "51-50" Phonograph (Model 1432)  
  - $59.50
- 5c-10c-25c Wall Box  
  - $30.50
- 5c Wall Box, 23 Wire  
  - $142.50
- 5c Wall Box  
  - $40.00

**UNITED MANUFACTURING CO.**
- 3-4-5  
  - $465.50
- 4 Player Shuffle-Alley  
  - $223.00
- 5 Player Shuffle Alley  
  - $430.00

**WILLIAMS MANUFACTURING CO.**
- Hayburners

**THE RUDOLPH WURLITZER CO.**
- Model "1450" Phonograph  
  - $1,750.00
- Model "1434" Phonograph  
  - $950.00
- Model 8512 5c-10c-25c Wall Box (48 Selections)  
  - $110.00
- Model 120 10c DeLuxe Speaker  
  - $40.00

### NOTICE

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

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