Jane Turzy, who came out of Chicago to make a name for herself with sparkling renditions of unusual songs, is shown above with Bill Randle (standing) of radio station WERE in Cleveland and Leo Mintz, proprietor of Record Rendezvous. Jane first gained the public's attention with "Pretty Eyed Baby" and since then has followed through with such hits as "Good Morning, Mr. Echo" and her current "Bing Bong Binge." She records for Decca and is under the exclusive management of the Mutual Entertainment Agency, Chicago.
To help you make more money—all phonographs are set at the factory for 1 play for 10¢—3 plays for 25¢—Easily changed for other combinations desired.
The report published here some months ago that the average distributor personally knew far less than half his customers in his territory, was reprinted in the thousands for many manufacturers who also mailed it to distributors throughout the nation with their own letters.

These manufacturers called attention to the fact that the time for closer, and more thro' contact with operator-customers had come about.

Many noted distributors, since then, have once again taken to the road.

These distributors report, as that editorial stated, they have found there is much business to be had which they formerly neglected.

As one noted distributor remarked, "Some of the operators with whom I've only spoken on the telephone, have turned out to be my best customers, since I started to visit them personally."

In short, just as that item explained, tho most of the nation's distributors have salesmen covering their areas, these salesmen cannot, and are not allowed in most instances, to make the deals and take in the trades which the distributors, themselves, will arrange when they personally call on customers.

One distributor, among a group of others, and from a southern city reported that he took six machines, of any old and dilapidated nature, in trade against two brand new products without losing money while, at the same time, creating a happy customer for his line of equipment.

This was only made possible because this distributor, as business scaled downwards, decided to get out on the road himself, and learn just how tough things really were.

As he said, and the men in this little group all listened intently: "I found that there's still a lot of business to be had, but that you've got to get out and get that business.

"There are trade-ins that only I could take in, just as The Cash Box brought out in that editorial."

"There are some mighty fine people in some of the most remote parts of my territory whom I've never personally met and who just can't drive all those miles to come into our place to buy a machine or two."

"But," he continued, "once I started some of these men, they have now turned out to be very fine customers.

"Every so often I'm making it my business to circle my entire territory, calling on every single one of these men, until we get to know each other intimately."

In short, this distributor and many others like him, are now taking to the road again.

They've learned a very powerful lesson. That the time has, at long last, arrived when they simply have to get out and show their wares as they used to before War II.

The telephone is fine for an emergency order. But, for real sales that create real operators for a distributor's products, he simply must get over to that operator's place of business.


Then, and only then, can he develop him into a customer who will bring him a steady flow of profitable business.

Operators realize that new equipment is the answer to nipped averages. They also know that new machines revive stagnant routes. They know that they need new novelty equipment at regular intervals.

But, like every other man, they'll simply sit back and work with what they have, while they can, and as long as they can.

It's up to the distributors to take to the road. Call on everyone of these operators. Show these men the way to better profits.
More Varied Operations Noted Everywhere as Ops Move to Blanket Locations of Equipment. "It's the Spot That Counts!"

The average operator today, stated one very well known expert in the field who does much traveling about the country, is engaged in the operation of all types of equipment.

There are few specialists left in the field, he reported.

Most of the ops, he said, are blanketing the locations they have today for they realize that it's the spot that counts.

This is most noticeable, he said, when the sale of a route is in progress.

The operator, he reports, does not just sell the machines he has on his route. He first sells the locations.

Then, he states, there's talk of how much for the machines in the spots.

The fact remains, he said, that it's the spot that counts. The traffic in that place of business is what brings in the collections.

Better spots go for more money, he said.

Some of the smallest routes have commanded very high prices because the locations were few, each spot was of outstanding caliber and the collections were high.

The equipment that was in the spot was sold, only after the buyers had gone over the collections from each spot on the route.

That's why it is a known fact today, thrown into the country, that operators have taken on almost every type of machine, in an effort to blanket each of their locations.

The operator who has the phone in the spot also has the amusement games and, many times, owns the vending machines.

It's no surprise today to see different servicemen from the very same firm pop into place after place and make collections.

The fact remains that the little extra time required to service the extra equipment, not only covers the operators' overhead servicing expense, but also brings him that extra percentage of intake which spells the difference between profit and loss.

And when it comes to the sale of the location, such an operator is in an enviable position, according to experts in the field.

He sells the location according to its income. Then sells the equipment that is in the location itself.

The operator, by having complete control and command over the location is able to not only give the place better service, but, because he profits more from such locations, gives the spot the best of attention.

Many ops have split their internal businesses. They will have their music machines, amusement games, and vendors, under three different firm names. Even though all three are located in their one place of business.

In this way they try to make each one a paying business in itself.

Then, when it comes to servicing the locations, they will, many times, even have men from each of their three different divisions call on the one spot.

In this way, they have worded out to each man that he clean and polish all equipment, and also report if any of the other machines aren't working, they are giving the location owner better service than he would ordinarily receive and, at the same time, making it easy for the location to reach them thru their one firm.

In fact, it is even noted that some ops have gone in for items foreign to coin operated equipment. Only due to the fact that they are covering so many locations that handle this sort of thing that they have developed a mighty profitable extra business in many cases.

One well known item which is being used by many ops is the fumigator tube door stop. This item, used in most washrooms of taverns and other locations, has proved itself a very fine business for many operators.

They have been refilling the tubes regularly and, usually, take the cost of the refill off the top from one of the machines.

In this way they are helping the location owner while earning extra money for themselves, even tho the item is not a coin operated unit.

Some operators have installed coin operated laundering machines in basements of apartments and other buildings for the use of the tenants which their men service and collect while on their regular routes.

This, too, has proved itself a very fine, extra money earning part of their routes.

Other operators have other items and, all in all, the varied operations which are in effect today makes the operator truly a professional in his chosen business.

No one but a professional coin operated machines man knows how, what, why, where, and when best, to handle his business and his equipment.

There is no reason, as some ops state, why they should allow competitors, even if the competitors are specializing in a certain type of equipment, into their better spots.

These ops point out they have, too often, lost the spot to some such competitor, who found it practicable to also install the very equipment they were featuring in that spot.

In short, as operations become more varied, the operators find that profit is thereby better assured. They are in position to take advantage of every new type of machine that is introduced to the field. Only as long as they are in control of the location.

One country operator even has a very large butane gas business, delivering far out of the city limits and, while his men cover this part of the business first, because they know locations, they have at the same time, arranged to earn extra commissions by also placing coin operated machines in some of the very locations they serve and others they pass while servicing their butane gas users.

Today there are fewer and fewer operators specializing in one type of machine.

The reason is that "It's the location that counts."

As long as that remains the fact, then the operator will find it to his best profit advantage, to continue to vary his operations.
BECAUSE OF YOU
TONY BENNETT
CA-1493 (F-1493)—Leeux Barkey
CO-3972 (G-3972)—Tony Bennett
CR-6584 (K-6584)—Buck Choisy
DE-27466 (K-27466)—Lombardo &
Butlerfield
ME-5453 (K5453)—Johnny Burles
MG-1947 (K1947)—Johnny Desmond
PK-5058 (K5058)—Esquire Butterfield

COME ON-A MY HOUSE
ROSEMARY CLOONEY
CA-1710 (F-1710)—Key Stone
CO-3919 (G-3919)—Bennie Clooney
DE-27466 (K-27466)—Elise Fitzgerald
FE-1001 (F-1001)—Ray Artoni
ME-5671 (K5671)—Richard Hayes
MG-1947 (K1947)—Johnny Desmond
PK-5058 (K5058)—Esquire Butterfield

SWEET VIOLETS
DINAH SHORE
CO-39483 (G-39483)—Jesse Davis
CO-39484 (G-39484)—Edward Howard
DE-27466 (K-27466)—June Tova

TOO YOUNG
NAT "KING" COLE
CA-1469 (F-1469)—Key Stone
CO-39271 (G-39271)—Ted Ade
CO-6575 (K-6575)—Heaven's Gate
DE-27466 (K-27466)—Ferri Andrews
ME-5455 (K5455)—Richard Hayes
MG-1947 (K1947)—Johnny Desmond
PK-5058 (K5058)—Esquire Butterfield

THE LOVELIEST NIGHT OF THE YEAR
MARIO LANZA
CA-1468 (F-1468)—Tenn O'Connell
CO-39192 (G-39192)—Willie Faire
CO-6575 (K-6575)—Heaven's Gate
DE-27563 (K-27563)—Bert Shiff
LR-737 (45-737)—Anne Bostin
ME-5455 (K5455)—Richard Hayes
MG-1947 (K1947)—Johnny Desmond
PK-5058 (K5058)—Esquire Butterfield

I GET IDEAS
TONY MARTIN
CA-1373 (F-1373)—Peggy Lee
DE-27278 (K-27278)—Jews Armstrong
V-20-4141 (47-4141)—Tony Martin

MY TRUELY, TRULY FAIR
GUY MITCHELL & MITCH MILLER—VIC DAMONE
CA-1383 (F-1383)—Ray Anthony
CO-39193 (G-39193)—Guy Mitchell
CO-39194 (G-39194)—Heaven's Gate
DE-27560 (K-27560)—Rat Morgan
LO-1568 (45-1568)—Dick James
ME-5468 (K5468)—Vic Damone
MG-1947 (K1947)—Johnny Desmond
PAR-4132 (K4132)—Ann Bostin
PI-20-4159 (47-4159)—Fred Martin

SHANGAI
DORIS DAY & BILLY WILLIAMS QT.
CO-3948 (G-3948)—Slob Choisy
CO-3949 (G-3949)—Don Day
DE-65221 (K-65221)—Heaven's Gate
ME-5462 (K5462)—Alexander Brothers
LO-1060 (4-1060)—Winifred Atwell

JEZEBEL
FRANKIE LANE
CA-3987 (G-3987)—Frankie Lane
ME-5462 (K5462)—Allen Greene

COLD, COLD HEART
TONY BENNETT
CO-39649 (G-39649)—Tony Bennett
DE-27278 (K-27278)—Jews Armstrong
ME-5463 (K5463)—Tony Fontane
MG-10094 (K10094)—Ray Williams

11) BELLE, BELLE, MY LIBERTY BELLE
12) VANITY
13) PIN IN LOVE AGAIN
14) LONGING FOR YOU
15) WORLD IS WAITING FOR THE SUNRISE
16) JOSPEHINE
17) WHILE YOU DANCED, DANCED, DANCED
18) I WON'T CRY ANYMORE
19) MY HEART IS A TREE
20) WONDERS, WENT IT
21) HOW HIGH THE MOON
22) WHISPERING
23) GIRL IN THE WOOD
24) WHEN THE SAINTS GO MARCHING IN

POLL

MINDY CARSON with
Hugo Winterhalter's Orch. & Chorus
Hangin’ Around With You
Out In The Cold Again
20-4229 (47-4229) *

DINAH SHORE and
TONY MARTIN with
Henri Rene's Orch.
The Old Soft Shoe
Be Mine Tonight
20-4268 (47-4268) *

PERRY COMO
with Mitchell Ayres' Orch.
Rollin' Stone (with the Fontana Sitarists)
With All My Heart And Soul
20-4269 (47-4269) *

MERY GRIFFIN with
HUGO WINTERHALTER's Orch.
Twenty Three Starlets
The Lord's Ralin' With Me
20-4270 (47-4270) *

VAUGHN MAROON
and His Orchestra
Mammon! (with the Fontana Sitarists)
They Call The Wind Maria
20-4271 (47-4271) *

BUDDY MORROW
and His Orchestra
The Boogie Woogie March
How Near To A Queen You Are Tonight
20-4272 (47-4272) *

THE FONTANE SISTERS
Cold, Cold Heart
I Get The Blues When It Rains
20-4274 (47-4274) *

APRIL STEVENS with
HENRI RENÉ's Orchestra
And So To Sleep Again
Ww Whinn
20-4280 (47-4280) *

EDDY ARNOLD the Tennessean
Plowboy and his Guitar
Somebody's Been Begin' My Time
Heart Strings
20-4273 (47-4273) *

TAMPA RED
Boogie Woogie Woman
I Won't Let Her Do It
20-4275 (47-4275) *

SAVANNAH CHURCHILL
SIN
I Don't Believe In Tomorrow
20-4280 (47-4280) *

RED SEAL SPECIAL
VLADIMIR HOROWITZ, Pianist
Stars and Stripes Forever
1. Waltz In A-Fat, No. 15
2. Suite In E
10-3424

RCA Victor
Page 5
September 15, 1955
**THE CASH BOX**

**Ring Review**

**DISK OF THE WEEK**

**"CALLA CALLA"** (2:59)

**"IT'S A LONG WAY"** (2:50)

VIC DAMONE

(Mercury 5698; 5698 x 45)

Trying and could have the same kind of appeal. It's the sort of number that you listen to after time and ops are gonna find it getting plenty of play when it reaches the machines. Vic does a wonderful job on the vocal and the chorus and orchestra turn in an exciting accompaniment. George Bassman, who provided the music, really did a first rate job. This is a strong fare. The bottom half is a current novelty which Vic does in pleasant style to the accompaniment of George Stravo's orchestra. It's the first side that should get the major play. Ops will do well to feature it.

-VIC DAMONE

**THE TINKLE SONG** (2:00)

KAY ARMEN

(Federal 14002)

A very strong novelty turns up on this side sung by Kay Armen. This one has a real happy feeling to it which is developed both in the vocal and the backing. It could really catch on. The second side is a ballad on which Kay is accompanied by the Ray Charles Singers and John Henry's orchestra. Watch the first half.

**INTERMEZZO** (3:15)

HENDR RENE ORCH.

(RCA Victor 20-4250; 47-4250)

A hit of a few years back gets a beautiful rendition from Henri Rene and his orchestra. With Lou Ruemer doing the vocals it is an extremely appealing fashion, this side should get a lot of play. The lower end is both modern and a very lively side to offer. Ops should take notice.

**LORETTA** (2:56)

RAY NOBLE ORCH.

(RCA Victor 20-4248; 47-4248)

Two appealing novelties are sent reeling on this platter by Ray Noble and his crew. On the first half Anita Gordon and a chorus work through a cute item which is almost an act in itself while on the second half the Noblemen have a very lively side to offer. Ops should take notice.

**JAMES OF THE WEEK**

**"AN AMERICAN IN PARIS"** (3:06)

**"LOVE IS HERE TO STAY"** (3:08)

RALPH FLANAGAN ORCH.

(RCA Victor 20-4247; 47-4247)

• Ralph Flanagan takes a Gershwin theme and builds up dance tempo, and comes up with a highly listenable hit. The piano solo has a great appeal. The whole half is in great style as the band backs him up with some exciting music. Another Gershwin melody is offered on the bottom half with Harry Prine on the vocal and this too is good to hear. The top half could be a big instrumental.

**GOTTA HAVE GIMMICKS"** (2:56)

**"IT'S MY TURN"** (2:52)

TEED LAWRENCE (Capitol)

• Ted Lawrence and the Beery Joll possibility. The novelty is an upper half which makes for cute dish fare. With the girls singing the lyrics and the band following through on the orchestration; this one has a chance. Bottom half is an instrumental in a modern and fast style. Ops ought take a peek.

**THE LOVELIEST NIGHT OF THE YEAR"** (2:59)

• "BECAUSE" (2:52)

ALFRED KUNZ (Remington 25006)

Two tunes, put out back to back and designed to sell at competitive prices, are offered here by Alfred Kunz. Made in the same arrangement as the originals, these sides both sound good as Enoch Light and the orchestra provide the musical setting. Ops will be interested.

**"BECAUSE OF YOU"** (2:59)

**"I DON'T WANT ANYMORE"** (2:59)

LOREN BECKER (Remington 25005)

• A couple of tunes which are going to be offered again get twoiative renditions here by Loren Becker and Enoch Light. These sides are made to sell at cheaper prices and they certainly sound good to hear. Ops will want to tune in.

**WHERE'S YOUR "HOUSE"** (2:17)

**"I WISH I WIZ"** (2:25)

DORIS DREW (Mercury 2701; 5701 x 45)

• Two novelties are offered by Doris Drew. The first one is the sequel to "Come On-A My House," on which Doris does a good job although the tune doesn't have too much commer- cial possibilities. The second side is a very good novelty with interesting steady backing. This one is worth ops' attention.

**THE GLORY OF LOVE"** (2:45)

**"GHOST OF A CHANCE"** (2:55)

ALLEN GREENE (Mercury 13-6702 x 45)

• An oldie which is currently being revived in Rhythm and Blues gets another good vocal here from Allen Greene. With Nook Schreier's orchestra doing the backing, Allen turns in a cruitable job. The bottom half is an oldie which gets a change of pace treatement. These are two good sides.

**BEST BETS**

In the opinion of The Cash Box music staff, records listed below, in addi-

tion to the "Disk" and "Sleepy" Of The Week, are those most likely to

achieve popularity.

**"IT'S ALL IN THE GAME"**...Dinah Shore...RCA Victor 20-4233; 47-4233

**AND SO TO SLEEP AGAIN**...Dick Haymes...Deco 27731; 9-27731

**AN AMERICAN IN PARIS**...Ralph Flanagan...RCA Victor 20-4247; 47-4247

**THE TINKLE SONG**...Kay Armen...Federal 14020.
NEW YORK:
It looks like a boom reason ahead. Already the sale of records has been skyrocketing and with the electric discs that are due in the next few weeks, business should really hit a high point. ... DJ's raving coming in from Atlantic City on the Buddy Morrow band playing its first date at the Steel Pier. George Handl, owner of the steel Pier insisted on seeing AC delivering the Morrow crew for 1932. ... RCA Victor is making available a new hit, "Sin" with newly signed Savoy's Churchill. Victor also recently parted Red Callender, rhythm and blues artist, and Milt Herth who will record hillbilly on a deal with Frank Zook. ... With an organ accompanying Berry Feldman, former Giant pitcher, has opened a record shop in Fm St., Ark. Mayro Mayo, who seems to be on every record now, certainly comes across beautifully. ... Art Morton has signed with Remington Records for a new hit, "Joy of Life" for a dollar poll disk. Jack Dunn, formerly with J. J. Robbins, moves into Plymouth Music as contact man. ... Don Owens, Capitol DJ promotion manager, has ordered the TV field with new Capitol Nites. ... Hope of "Sin" is due to be released by Frank's Mercury label this week. Frank has named "San Antonio Rose" by John Maddox and the Rhythm Masters. Originally recorded as an instrumental, Wood will now dub in vocals by Bob Lamb who did the singing job on the famous Bulletin "Near You" record.

CHICAGO:
Everyone 'round town raving about the Duke's great music making aggregation at the Blue Note. But, what's so unusual about that? Duke Ellington can always be expected to put on a stellar show. The man's just that great! ... Natt Hale and Jimmy Martin on the way to Jimmy's offices on Labor Day no less and in Jimmy's new Cadillac. Both yells from the front seat. ... We're laboring on Labor Day. ... Chick Karade has something to tell the trade. . . . Whisperings from Mother Kelly's in Miami Beach to effect that gorgeous blonde Pat Morrissey is simply wowing 'em there these hot moonlight Miami nights. And also that Mor- rissey has just cut all but first disk for Frank York (College Inn Porterhouse maestro) was cut for Dick Bradley's Tower label and is the oddie. "Let The Rest Of The World Go By" b/w "Dance Of The Mad Medomotone." Chirp is Yole (Frank's) pitch for the name is because some comedianologist decided the number of letters would be lucky for the gal. Here's hoping they are sure as. ... Basil Smith's latest, "My Wife And I" which backs Eddy Howard's version of "Sin," may prove to be the topside according to many who have heard it. "It looks like a really big one for Eddy. ... Vic Damone clicks off with an old Yiddish tune that is sure to go places because of its lively and tantalizing melody, "Calla, Calla." (Should've been spelled "Cahla, Cahla," in fact.) "Lois" is "jive" in case you're wondering. ... Just can't hold down that great gal, Patti Page. Her newest, "And So To Sleep Again," destined for manys a disc, in fact, many months ago we put out a cigarette lighter, following a match book flaring up in his mitt and badly searing a thumb. ... A modest fellow, he graciously acknowledged our compliment on the unusually fine orchestration and background for Tony Martin's "Oh Beauty." ... Maybe it's because we've both been by the Lane's Ranch, Marian! ... "I Can't Make It" by "Come On-A My House" by him and Ross Bagdasarian is a real thing of beauty and Tony and Ben get every ounce out of it. Another new disc we'd like to register our personal congratulations on, "I Wanna Be As Happy As I" as sung by Gloria Devi. Even with Guy Lombardo's ork on Decca. ... This little gal really personifies how she can pack into a platter on this well written tune. ... The Mercury staff tells us Patti Page has another hit out in "One Sweet Letter," on which she reportedly switches over to a blues style. ... Lee Palmer due back to his Mercury District chores from a resting-up vacation at home. ... Harry Geller, recently Mercury's A&R Chief, has entered the direction of Lorraine Cugat's rhumba-type show. ... It's really Jumping for the Bihari's, Modern with yet another hit looming in Roscoe Gordon's "Saddle The Cow."

OCTOBER 15 and 16
MID-WEST COIN MACHINE SHOW
Music Operators from Nebraska, Minnesota, North Dakota, South Dakota, Iowa and Wisconsin meet at the PAXTON HOTEL, OMAHA, NEB. Harold Klein, Publicity Director, 1611 CHICAGO ST., OMAHA, NEB.

MINIMUM COST TO PRESIDENT, ASSOCIATIONS

Meeting Dates Of
Music Operators' Associations

Sept. 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

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

13—Michigan Automatic Phonograph Owners' Association Place: Maceabees Building, Detroit, Mich.


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

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

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

Oct. 1—Illinois Amusement Association Place: 208 N. Madison St., Rockford, Ill.


Speediest Playing Records Reviewed . This Week. .

Records All Under 2:30 Min.

PHILADELPHIA

POPULAR

The Tinkle Song
(Kay Armore—Federal)

Bing Bong Bing
(Frankie Williams & Noel Hefti—Cord)

Yes, Yes, Yo
(Larry Felle—King)

My Wife And I
(Bootsy Smith—Out)

Stay Away
(Doc Shor—RCA Victor)

Sixty Minute Man
(Elliot Lawrence—King)

JAZZ AND BLUES

The Prisoner's Song
(Four Tuners—RCA Victor)

Don't Break My Heart Again
(The Victorian Polkas)

I've Got News For You
(Colin Baze—Aladdin)

FOLK AND WESTERN

Ridin' With The Blues
(Sketchs McDonald—Capitol)

Sixty Minutes Man
(Barney & Jack Gargus—Deca)

Bumble Call For Happiness
(Olaf Parker—Hilad)

Hamming Bird
(Skatches & Jack—RCA Victor)

I Want A Home In Dixie
(Wayne Reedy—King)

"It's What's In The CASH BOX That Counts"
SLEEPER OF THE WEEK

“I RAN ALL THE WAY HOME” (3:04)
JOHNNY HARTMAN

JOHNNY HARTMAN

“It’s a good time to be alive.” This new Benjamine and Weiss ballad has all the appeal necessary to break through and Johnny’s vocal should be the clincher. Ops will do well to listen in real time for this is going to extract coins. With a wonderful chorus and an orchestration by Norman Leyden, Johnny lets himself go in grand style. He should be riding high after this one. The bottom half is a half of pace and which he does a jumpy number to a good accompaniment. The side which looks real hot though is the top one. It combines a fine tune, an exciting solo and excellent orchestration. Ops can’t pass it up.

“DON’T BLAME ME” (2:49)
GREEN SHEARING QUINTET

George Shearing fans have a treat in store. For George and the Quintet have a couple of sides here which are bound to please. The first one is a well remixed oldie while the second one is a good faster piece. Naturally the small instrumental group do both of these numbers a turn.

“TRA-LA-LA” (2:59)
“ANOTHER HUMAN BEING OF THE OPPOSITE SEX” (2:48)
RUSSELL NYPE

Russell Nype of “Call Me Madam” fame shows up on wax with a couple of pleasant numbers. Both sides are novelties on which the singer displays a big band and easy going style. Leroy Holmes and the orchestra do the backing. Ops might want to take a peak.

“SO” (2:48)
MORE LOVE” (2:46)
JOHNNY DESMOND & MONICA LEWIS

Johnny Desmond and Monica Lewis, who are apparently set as a new team, continue their dueting with two more novelties. The first one is based on a cute idea, telling an appealing story. And the second one too has a certain charm. Tony Mattola provides the music.

“IT’S ALL IN THE GAME” (2:48)
“STAY AWHILE” (2:23)
DINAH SHORE

RCA Victor 20-4233; 47-4233

• One of the loveliest ballads in a long while gets a beautiful rendition from Dinah Shore on the upper side. Dinah sings this one softly and tenderly as Henri Rene and the orchestra back her up. The lower side is a happy lively thing in a square dance tempo. It, too, makes for fine listening.
RCA's new singing star

Savannah Churchill's

Terrific recording of

"IT'S NO SIN"

b/w "I Don't Believe in Tomorrow"

RCA Victor No. 20 - 4280
47 - 4280

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Alan Saunders
VWVJ—Newark, N. J.
1. BECAUSE OF YOU (Tony Bennett)
2. SONGS IN THE-Key (Tony Bennett)
3. VIOLETS (Vanessa Williams)
4. I'M IN LOVE AGAIN (Frank Sinatra)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SWER SWEETER (Champ Jackson)
8. BIG BROTHER (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. GOODWILL (Bud Bliss)

Jay Mcmaster
WFLA—Tampa, Fla.
1. YOU SLEEP AND I SNOOZE (Tony Bennett)
2. SONGS IN THE-Key (Tony Bennett)
3. SONGS IN THE-Key (Bobby Vee)
4. SONGS IN THE-Key (Les Paul-Mary Ford)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SWERTHEART OF YESTERDAY (Champ Jackson)
8. BIG BROTHER (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. GOODWILL (Bud Bliss)

Bert Knopf
VWVJ—Newark, N. J.
1. BECAUSE OF YOU (Tony Bennett)
2. SONGS IN THE-Key (Tony Bennett)
3. SONGS IN THE-Key (Bobby Vee)
4. SONGS IN THE-Key (Les Paul-Mary Ford)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SWERTHEART OF YESTERDAY (Champ Jackson)
8. BIG BROTHER (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. GOODWILL (Bud Bliss)

Joe Petralia
WVOY—New York, N. Y.
1. BECAUSE OF YOU (Tony Bennett)
2. SONGS IN THE-Key (Tony Bennett)
3. SONGS IN THE-Key (Bobby Vee)
4. SONGS IN THE-Key (Les Paul-Mary Ford)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SWERTHEART OF YESTERDAY (Champ Jackson)
8. BIG BROTHER (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. GOODWILL (Bud Bliss)

Maurice Hart
KFWB—Hollywood, Calif.
1. NOBODY WANTS ME (Rus Morten)
2. BELLE, BELLE, MY LIBERTY BELLE (Guy Mitchell)
3. HOW DO YOU DO? (Kay, Dumont & Wyman)
4. I GET IDEAS (Tony Bennett)
5. BECAUSE OF YOU (Tony Bennett)
6. SWERTHEART OF YESTERDAY (Bobby Vee)
7. SWERTHEART OF YESTERDAY (Champ Jackson)
8. SLEEPING BEAUTY (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. THE WALTZ (Bud Bliss)

Jackson Lowe
WINX—Washington, D. C.
1. BECAUSE OF YOU (Tony Bennett)
2. SONGS IN THE-Key (Tony Bennett)
3. SONGS IN THE-Key (Bobby Vee)
4. SONGS IN THE-Key (Les Paul-Mary Ford)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SWERTHEART OF YESTERDAY (Champ Jackson)
8. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
9. THE WALTZ (Bud Bliss)
10. I'M IN LOVE AGAIN (Frank Sinatra)

Ted Steele
WMCA—New York, N. Y.
1. GYPSY DIDN'T TELL ME YOUR NAME (Guy Mitchell)
2. LAURA LEE (Yoavana Simon)
3. THE GEMSTONE OF TAJMA-HA (Bobby Vee)
4. I WILL HOLD YOU IN MY HEART (J. Howard)
5. WONDROUS, WASTN'T IT? (Frankie Laine)
6. SWERTHEART OF YESTERDAY (Bobby Vee)
7. SLEEPING BEAUTY (Les Paul-Mary Ford)
8. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
9. THE WALTZ (Bud Bliss)
10. I'M IN LOVE AGAIN (Frank Sinatra)

Brownie Seals
KSTK—Coloma, Tex.
1. SONGS IN THE-Key (Tony Bennett)
2. SONGS IN THE-Key (Bobby Vee)
3. SLEEPING BEAUTY (Les Paul-Mary Ford)
4. I'M IN LOVE AGAIN (Bobby Vee)
5. SWERTHEART OF YESTERDAY (Bobby Vee)
6. SLEEPING BEAUTY (Les Paul-Mary Ford)
7. SLEEPING BEAUTY (Les Paul-Mary Ford)
8. SLEEPING BEAUTY (Les Paul-Mary Ford)
9. I LOVE THE SUNSHINE OF YOUR SMILE (George M. Cohan)
10. THE WALTZ (Bud Bliss)

“C'est Vous (It's You) and Half-A-Love” by John Springfield

Coral Records
American's Fastest Growing Record Company

Coral 60569 (78 RPM) and 9-60659 (45 RPM)

Now... Exclusively on Coral! Phone the Operators.
Elected by the Dealers.

The Cash Box, Music
September 15, 1951
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<td>2. COME ON-A MY HOUSE (Rosamond Clooney)</td>
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<td>2. DOWN TENDER (Nat &quot;King&quot; Cole)</td>
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<td>5. LOVELYEST NIGHT OF THE YEAR (M. Lanza)</td>
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<td>5. I'M IN LOVE AGAIN (April Stevens)</td>
<td>5. JOEY'S HOUSE (Tony Bennett)</td>
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<td>7. MY TRULY, TRULY FAIR (April Stevens)</td>
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<td>10. I'LL HOLD YOU IN MY HEART (Eddie Fisher)</td>
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**It's What's in THE CASH BOX That Counts**
Capitol Earnings Higher In Past 12 Months

Hollywood — Sales and earnings of Capitol Records, Inc. in the 12 months ended June 30 last were substantially higher than in the preceding 12-month period, President Glenn E. Wallrath announced today.

Sales for the 12 months ended June 30, 1951 amounted to $13,034,220. Net income was $410,414, equal, after providing for preferred dividends, to 74 cents a share on the 476,230 shares of common stock outstanding. For the 12 months ended June 30, 1950, the sales volume of $11,847,866 resulted in net income of $422,570, or 85 cents a share on the same number of common shares.

In the highly competitive field of popular music, Capitol continued to maintain a position of leadership by recording a number of outstanding hits in recent months. Among the records ranked at or near the top in weekly popularity polls are Nat King Cole's version of "Too Young," and "How High the Moon" by Les Paul and Mary Ford. High on the list of best selling albums is "Voice of Xtabay" by the Latin American artist, Yma Sumac, who was introduced to the American public by Capitol Records.

RCA Victor Claims Infringement Of Name By Victoria Label

Philadelphia, Pa.—RCA Victor, through its law department, this week advised Victoria Records that the use of that name is an infringement on the Victor label. Victor has not entered suit but seeks written assurance that the use of the Victoria name will be discontinued.

Victoria, in turn, is replying that it is its contention that the name is of a historical personage and that it falls into the category of public domain. Victoria is the new label which introduced "Sin" by the Four Aces. The disk, which started in Philadelphia, is now beginning to sweep across the nation and close to 100,000 disks have already been sold.

Additional Tunes

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

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

MR. MOON  
Carl Smith  
(Columbia 20825; 4-20825)

MOM'S AND DAD'S WALTZ  
Lefty Frizzell  
(Columbia 20796; 4-20796)

DOWN YONDER  
Dol Woods  
(Tennessee 775)
COUNTRY MUSIC'S GREATEST ARTIST!
the Tennessee Plowboy — singing —

Eddy Arnold

"SOMEONE'S BEEN BEATIN' MY TIME"
words and music by ZEKE CLEMENTS, writer of "Just A Little Lovin'" and "Why Should I Cry"

"HEART STRINGS"  RCA Victor 20-4273 (47-4273)

Favorite Eddy Arnold Records

ALL ALONE IN THIS WORLD WITHOUT YOU 20-1855
ANYTIME 20-2700 (48-0002)
BE SURE THERE'S NO MISTAKE 20-2058 (48-0199)
BEAUTIFUL ISLE OF SOMEWHERE 21-0160 (48-0166)
BOUQUET OF ROSES 20-2868 (48-0001)
BRING YOUR ROSES TO HER NOW 21-0010 (48-0175)
CAN'T WIN, CAN'T PLACE, CAN'T SHOW 20-1655
CATTLE CALL, THE 21-0133; 20-2128 (48-0136)
CHAIN'D TO A MEMORY 20-1948
C-H-R-I-S-T-M-A-S 21-0126 (48-0127)
CUDDLE RUGGIN' BABY 21-0342 (48-0342)
DON'T BOTHER TO CRY 20-2322 (48-0042)
DON'T ROB ANOTHER MAN'S CASTLE 21-0002 (48-0642)
EACH MINUTE SEEMS A MILLION YEARS 20-2067
EASY ROCKIN' CHAIR 20-1481 (48-0197)
ECHO OF YOUR FOOTSTEPS, THE 21-0051 (48-0083)
ENCLOSED, ONE BROKEN HEART 21-0342 (48-0342)
EVIL TEMPT ME NOT 21-0199 (48-0163)
HEART FULL OF LOVE, A 20-3174 (48-0025)
HEART STRINGS 20-2723 (47-1023)
HILLS OF TOMORROW 21-0161 (48-0167)
I COULDN'T BELIEVE IT WAS TRUE 20-2241 (48-0198)
I TALK TO YOURSELF ABOUT YOU 20-1401 (20-2128)
I WALK ALONE 20-2128
I WANNA PLAY HOUSE WITH YOU 21-0476 (48-0476)
I WISH I HAD A GIRL LIKE YOU MOTHER 21-0010 (48-0175)
I WOULDN'T TRADE THE SILVER IN MY MOTHER'S HAIR 21-0001 (48-0176)
I'LL HOLD YOU IN MY HEART 20-2322 (48-0030)
I'M MOURNING TONIGHT OF MY BLUE EYES 20-2448 (48-0016)
I'M THROWING RICE 21-0081 (48-0081)
I'M WRITING A LETTER TO THE LORD 20-0425 (48-0425)
IT MAKES NO DIFFERENCE NOW 20-2449 (48-0017)
IT'S A SIN 20-2241 (48-0198)
JUST A LITTLE LOVIN' 20-3013 (48-0026)
KENTUCKY WALZT 21-0444 (48-0444)
LILY OF THE VALLEY, THE 21-0159 (48-0159)
LITTLE ANGEL WITH THE DIRTY FACE 21-0166 (48-0166)
LIVE AND LEARN 20-1801
LOVE BUG ITCH, THE 21-0382 (48-0382)
MAMA AND DADDY BROKE MY HEART 21-0146 (48-0150)
MANY YEARS AGO 20-1871
MAY THE GOOD LORD BLESS AND KEEP YOU 21-0425 (48-0425)
MILLION MILES FROM YOUR HEART, A 31-0440 (48-0444)
Molly DARLING 20-2489 (48-0017)
MOMMY PLEASE STAY HOME WITH ME 20-1871
MY DADDY IS ONLY A PICTURE 20-0009 (48-0074)
MY MOTHER'S SWEET VOICE 21-0091 (48-0176)

NEAREST THING TO HEAVEN, THE 21-0133 (48-0136)
ONE KISS TOO MANY 21-0051 (48-0081)
PRISONER WITHOUT WALLS, A 21-0382 (48-0132)
PRISONER'S SONG, THE 20-2490 (48-0018)
ROCKIN' ALONE 20-2448 (48-0016)
SANTA CLAUS IS COMING TO TOWN 21-0390 (48-0000)
SEVEN YEARS WITH THE WRONG WOMAN 20-2490 (48-0018)
SHOW ME THE WAY TO YOUR HEART 21-0083 (48-0083)
SOFTLY AND TENDERLY 21-0161 (48-0167)
SOMEONE'S BEEN BEATIN' MY TIME 20-4273 (47-4273)
SOMETHING OLD, SOMETHING NEW 21-0476 (48-0065)
TAKE ME IN YOUR ARMS AND HOLD ME 21-0146 (48-0105)
TEXARKANA BABY 20-2866 (48-0001)
THAT WONDERFUL MOTHER OF MINE 21-0009 (48-0174)
THAT'S HOW MUCH I LOVE YOU 20-1948
THEN I TURNED AND WALKED SLOWLY AWAY 20-2174 (48-0025)
THERE'S BEEN A CHANGE IN ME 21-0412 (48-0142)
THERE'S NO WINGS ON MY ANGEL 21-0134 (48-0137)
THERE'S NOT A TIME 21-0002 (48-0042)
TIE ME TO YOUR APRON STRING AGAIN 21-0412 (48-0142)
TO MY SORROW 20-2441 (48-0197)
WHAT A FOOL I WAS 20-2700 (48-0002)
WHAT IS LIFE WITHOUT LOVE 20-2058 (48-0019)
WHEN JESUS BECKONS ME HOME 21-0160 (48-0166)
WHITE CHRISTMAS 21-0190 (48-0390)
WHO AT MY DOOR IS STANDING 20-2491
WHY SHOULD I CRY? 21-0390 (48-0130)
WILL SANTA COME TO SHANTY TOWN 21-0124 (48-0177)
WILL THE CIRCLE BE UNBROKEN 20-2491
YOU KNOW HOW TALK GETS AROUND 21-0134 (48-0137)
YOU MUST WALK THE LINE 20-2067

Eddy Arnold's Sacred Songs

MAY THE GOOD LORD BLESS AND KEEP YOU 21-0425 (48-0425)
I'M WRITING A LETTER TO THE LORD 21-0425 (48-0425)
BEAUTIFUL ISLE OF SOMEWHERE 21-0160 (48-0166)
EVIL TEMPT ME NOT 21-0195 (48-0165)
THE MILL OF TOMORROW 21-0161 (48-0167)
THE LILY OF THE VALLEY 21-0199 (48-0165)
SOFTLY AND TENDERLY 21-0161 (48-0167)
WHEN JESUS BECKONS ME HOME 21-0160 (48-0166)
WHO AT MY DOOR IS STANDING 20-2491
WILL THE CIRCLE BE UNBROKEN 20-2491

Eddy Arnold's Albums

WP-P-195 ALL TIME HITS FROM THE HILLS
WP-239 TO MOTHER
WP-P-261 EDDY ARNOLD'S FAVORITE SACRED SONGS
WP-P-260 EDDY ARNOLD SINGS

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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

**Folk and Western Record Reviews**

**“LONESOME WHISTLE”** (2:34)

**“CRAZY HEART”** (2:29)

HANK WILLIAMS

- That perennial winner, Hank Williams, has another platter here that should again prove to be a big one for himself and music ope.

**“BUGLE CALL FROM HEAVEN”** (2:14)

**“MANY THANKS, MY FRIENDS”** (2:45)

OTIS PARKER

- Otis Parker has a pair of fair sides working for him on this platter. The second is a beauty number that is spoiled through by Otis in a pleasant manner. The lower lid is a nice bounce to it and shows the singer to a great advantage. We give our nod to the under half.

**“RIDIN’ WITH THE BLUES”** (2:10)

**“I’M HURTIN’ ”** (2:38)

SKEETS MCDONALD

- The upper level features Sheets monarch of the slow blues. The musical interlude helps carry the tone through. Flip is another slow blues in which Sheets sounds real good. The melody and presentation make this half the side that ops should watch closely.

**“SIXTY MINUTE MAN”** (2:13)

**“TENNESSEE BLUES”** (2:56)

ROBERTA LEE & HARDROCK GUNTER

- Here is a hot piece of wax turned out by Roberta Lee and Hardrock Gunter. The first end is an excellent rendition of a jump tune that has already proven itself a hit in the rhythm and blues field. The bottom lid is a slow driving blues item that is done in a very appealing manner by the same artists. Ops can’t go wrong on either half.

**“MARGIE”** (2:27)

**“DOWN YONDER”** (2:27)

HAROLD CARMACK

- A pair of piano playing sides are dished up by Harold Carmack. The first end is a popular oldie, while the second is a brilliant tune that is proving to be a comer. Harold offers some fine piano work and arrangements and makes this disk a listenable one. Ops looking for material of this nature have a good one here.

**“LET YOUR CONSCIENCE BE YOUR GUIDE”** (2:32)

**“HUMMING BIRD”** (2:25)

JOHNIE AND JACK

- Here is a platter that offers two good pieces of harmony by Johnnie and Jack. Both ends are fast moving numbers that the boys carry through nicely. The Tennessee Mountain Boys present a musical accomplishment that adds to the quality of each side. We think the top disk is the one to watch.
“NEEDLESS” (3:10)
“FOOL, FOOL, FOOL” (2:40)

THE CLOVERS

- The Clovers have picked themselves another “four leafer” as a follow-up to their recent hit “Don’t You Know I Love You”. This new ballad, titled “Needless” has all the earmarks of a song that can go all the way. It’s a slow and soothing tune with a very pretty melody and the boys do wonders for it. The group soloist handles the lyrics in a meaningful and appealing manner and the rest of the crew offers some fine harmony as a backdrop. With a sound orchestrational setting to match, this end is a sure bet. The lower lid is a cute ditty with a slow bounce that is presented in an interesting way. Here again the boys offer a grand vocal rendition that should make this level one to be reckoned with.

- “I’VE GOTTEN NEWS FOR YOU” (2:29)

- “I CAN’T STOP CRYING” (2:32)

CALVIN BOZE
(Appaldin 1100)

- The first half is a fast moving item that has shown itself a solid contender. Calvin Boze belts this tune across with a driving vocal that insures lots of play. Flip is a fair blues number that is aided greatly by a fine musical backing and interlude. We give our nod to the top lid.

“SIN” (2:32)
“HEART AND SOUL” (2:36)

FOUR BUDDIES
(Savoy 817)

- The upper half is a tune that has broken the pop field with a bang and should do equally as well in rhythm and blues. The Four Buddies present this slow and beautiful ballad in a pleasing style. The bottom side is an oldie that always draws the coin. Each end is strong and ops oughta take advantage of it.

“MAN, HAVE I GOT TROUBLES” (2:52)

- “I’LL NEVER GIVE UP” (2:31)

WYNONIE HARRIS
(King 4468)

Two similar sides are turned out by Wynonie Harris on this platter. Both ends are hard hitting, driving blues numbers that Wynonie handles so well. The vocalist puts everything into these tunes and comes out with a listenable piece of wax. Ops needing items of this nature oughta look in.

NEW YORK—Cheerio Music is in a muddle with its new pop tune “Lonesome” which is out on the London label by Pat Terry. It seems that another tune by the same name is making the rounds. The other one is published by Archie Levington out of Chicago and has been cut by the Two Motorola F’s for Mercury and the Sons of The Pioneers for Victor. In the meantime, Cheerio reports that orders for its tune are coming in from Detroit, Rochester and Philadelphia areas.
Baltimore, Md. — Dick Coleman, WCBM, Baltimore, Md. has just finished a terrific stunt. On his popular Baltimore afternoon record program, Dick held a contest to select the outstanding "Pretty Eyed Baby" which was won by the bass above. Coleman's mail on this contest, which ran 1,000 pieces (part of which is shown on table in photo) was the best he has ever received and led to terrific sales of the Frankie Laine-To Stafford Columbia recording, which was No. 1 version of the tune in Baltimore and surrounding areas.

"Jazz at the Philharmonic" To Appear in New York

New York — The 1951 "Jazz at the Philharmonic" tour will swing into Carnegie Hall on Sept. 15 (midnight) for their annual concert appearance here. The famous aggregation of the nation's leading jazz artists is currently on its eleventh nation-wide tour, and Norman Granz, impresario of the organization, says that the outfit is going over bigger and better than ever.

The illustrious artists to which Mr. Granz refers include celebrated songwriter-arrangers Ella Fitzgerald, queen of the jazz world who, for over fifteen years, Oscar Peterson, amazing Canadian keyboard wizard, renowned tenor saxophone stars Flip Phillips, Illinois Jacquet and Lester Young, famed trumpeter Roy Eldridge, trombone king Bill Harris, ace bassist Ray Brown, piano expert Hank Jones, and top flight drummers, Gene Krupa.

"Pretty Eyed Baby" Contest Winner

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

1. **Sixty Minute Man**
   - Dominoes (Federal 12022)

2. **Don't You Know I Love You**
   - Clovers (Atlantic 934)

3. **I'm Waiting Just For You**
   - Lucky Millinder (King)

4. **Glory of Love**
   - Five Keys (Aladdin 3099)

5. **Bloodshot Eyes**
   - Wynonie Harris (King)

6. **The Masquerade Is Over**
   - Betty McLaurin (Doby 766)
   - Jimmy Scott (Roost)

7. **I Won't Cry Anymore**
   - Dinah Washington (Mercury 8211)

8. **These Things I Offer You**
   - Sarah Vaughan (Columbia 39370)

9. **Hey Little Girl**
   - John Godfrey Trio (Chess 1478)

10. **Castle Rock**
    - Johnny Hodges (Mercury 8944)

**Chains of Love**

- Joe Turner (Atlantic 939)
- Joe Turner (Atlantic 939)
- Wynonie Harris (King)
- Memphis Slim (Premier)
- Wynonie Harris (King)
- Earl Bostic (King)
- Aladdin 325
- Aladdin 3099
- Aladdin 8944
- Aladdin 325
- Aladdin 3099
- Aladdin 8944

"It's What's in THE CASH BOX That Counts"
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles And Other Cities Listed.

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<td><strong>THE GLORY OF LOVE</strong></td>
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<td>Five Keys (Aladdin)</td>
<td>The Five Keys (Aladdin)</td>
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<td><strong>PRAYIN' FOR YOUR RETURN</strong></td>
<td><strong>SLEEP</strong></td>
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<td>Percy Mayfield (Specialty)</td>
<td>Earl Bostic (King)</td>
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<td><strong>DON'T YOU KNOW I LOVE YOU?</strong></td>
<td><strong>T-99 BLUES</strong></td>
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<td>Clovers (Atlantic 934)</td>
<td>Jimmy Nelson (RPM)</td>
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<td><strong>I GOT LOADED</strong></td>
<td><strong>BLOW, JOE, BLOW</strong></td>
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<td>Peppermint Harris (Aladdin)</td>
<td>Joe Houston (Modern)</td>
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<td><strong>THE THRILL IS GONE</strong></td>
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<td>Roy Hawkins (Modern)</td>
<td>Roy Hawkins (Modern)</td>
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<td><strong>CHAINS OF LOVE</strong></td>
<td><strong>WILL YOU BE MINE?</strong></td>
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<td>Joe Turner (Atlantic 939)</td>
<td>The Swallows (King)</td>
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<td><strong>I'M CRYING</strong></td>
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<td>Memphis Slim (Premium)</td>
<td>Peppermint Harris (Aladdin)</td>
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<td>Jimmy Nelson (R. P. M.)</td>
<td>Joe Turner (Atlantic)</td>
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<td>9</td>
<td><strong>SIXTY MINUTE MAN</strong></td>
<td><strong>PRAYING FOR YOUR RETURN</strong></td>
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<td>The Dominoes (Federal 12022)</td>
<td>Percy Mayfield (Specialty)</td>
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<td><strong>BIG TOWN</strong></td>
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<td>Roy Brown (DeLouis)</td>
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**Savannah, Ga.**
1. Sixty Minute Man (Dominoes)
2. The Thrill is Gone (J. Joe Turner)
3. I'm Crying (Memphis Slim)
4. The Glory Of Love (Five Keys)
5. Saddle The Cow (Joe Hill Lewis)
6. I Don't Know You Love You (Clovers)

**Newark, N. J.**
1. The Glory Of Love (Five Keys)
2. I Don't Know You Love You (Clovers)
3. Sixty Minute Man (Dominoes)
4. Just One More Drink (James Miller)
5. T-99 (Jimmy Nelson)
6. Bloodshot Eyes (Wynonie Harris)
7. I Don't Know You Love You (Lucky Millinder)
8. Prayin' For Your Return (Percy Mayfield)
9. The Thrill Is Gone (Joe Hawkins)
10. I'm Crying (Memphis Slim)

**St. Louis, Mo.**
1. Go, Go, Go (Tilliers)
2. Chains Of Love (Joe Turner)
3. T-99 (Jimmy Nelson)
4. Castle Rock (Johnny Hodges)
5. Saddle The Cow (Joe Hill Lewis)
6. I'm Crying (Memphis Slim)
7. Bloodshot Eyes (Wynonie Harris)
8. Till The Life I Lead (Roy Milton)
9. Prayin' For Your Return (Percy Mayfield)
10. The Thrill Is Gone (Joe Hawkins)

**Oakland, Cal.**
1. Chains Of Love (Joe Turner)
2. I Got Loaded (Peppermint Harris)
3. The Glory Of Love (Five Keys)
4. Saddle The Cow (Joe Hill Lewis)
5. I'm Crying (Memphis Slim)
6. Eyeight To The Blind (Ray Bailey)
7. Big Town (Roy Milton)
8. Prayin' For Your Return (Percy Mayfield)
9. I Don't Know You Love You (Clovers)
10. I Shouldn't Cry (Todd Rhodes)

**Richmond, Va.**
1. Sixty Minute Man (Dominoes)
2. Sandy's Hop Hop (Pual Williams)
3. T-99 (Jimmy Nelson)
4. Juiced (Jackie Brunston)
5. Blow Joe, Blow (Joe Houston)
6. The Glory Of Love (Five Keys)
7. The Thrill Is Gone (Roy Hawkins)
8. New Love (Johnny Otis)
9. Prayin' For Your Return (Percy Mayfield)
10. Tend To Your Business (James Waynes)

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"It's What's in THE CASH BOX That Counts"
MRS. FORESEE EVEN GREATER VOLUME PRODUCTION LOSS FOR FORTHCOMING FOURTH QUARTER

CHICAGO—A survey among leading manufacturers here resulted in the fact that some manufacturing volume of new coin operated entertainment products is off over 65 per cent at this time.

As one manufacturer pointed out, "We had to manufacture anywhere from 1,500 to 1,600 new products per month. But, because of present restrictions on materials, and war work in our plant, we are lucky," he claimed, "to produce anywhere from 400 to 500 of these same products per month."

This statement was confirmed by other manufacturers here.

One of these men said, "You have told only half the truth, even the some believed that your statements in The Cash Box are pessimistic regarding production of new machines."

"You can tell the trade that the restrictions are coming about. And if the fourth quarter of the year (October to December, 1951) are so tough that we are wondering whether we can build even 15 per cent of our usual monthly volume."

"And", he continued, "these restrictions are mild compared to what we have heard is coming up against domestic manufacturing for the first quarter of 1952."

"In fact", he concluded, "we are seriously concerned with whether we will even be building any coin operated machines after the fourth quarter of 1951."

The drop in volume of new equipment production reported in this issue is the highest ever yet reported by The Cash Box.

Some months ago this publication reported that manufacturers were 50 per cent off their regular monthly volume. None believed that they would drop much lower.

With war work coming thru in larger volume, and with the critical materials restrictions already imposed, and being imposed each week on the manufacturers, many of the manufacturers are of the belief that the first quarter of 1952 will see only 15% of normal production.

This will mean a drop of 85 per cent in normal volume of coin operated entertainment products production for the first quarter of 1952.

4TH QUARTER METALS QUOTAS CUT COPPER, STEEL, ALUMINUM DEEPER

WASHINGTON, D. C.—Formal announcement by Defense Production Administrator Manly Fleischmann has disclosed that fourth quarter CMP quotas in the Consumer Durables field (in which manufacture of coin operated equipment is included) would further reduce output.

Quotas amount to only 58 per cent of the steel, 64 per cent of the copper and 46 per cent of the aluminum used by manufacturers in the 1950 base period.

Fleischmann warned that while in general the amount of steel, given individual companies will largely control their fourth quarter output, the critical copper situation has made it impossible to balance supplies of this element with the steel demand. He admitted that copper will be the controlling production factor for some end items.

OMAHA BILLS WOULD CUT JUKE BOX AND PINBALL TAXES

OMAHA, Neb.—Reductions in Omaha municipal taxes against pinball and juke box operators were proposed by two ordinances introduced in the Omaha City Council (Sept. 1). Under the measures:

The city's $40 pinball occupation tax would be slashed to $20, and both the 5 and 85 permit would remain the same.

The pinball distributors' tax would be cut from $150 to $100.

The jube box occupation tax would be reduced from $15 to $10.

The jube box distributors' tax would remain at $100.

Fact that Finance Commissioner Walter X. Spellman expressed hope that the ordinances would restore some $90,000 in city revenue counted on for 1953 from amusement devices. With one-ball pinball machines banned by the state attorney general, the city's estimate from amusement devices had slipped $90,000.

Spellman said he hoped an additional 400 to 560 pinball operators would take licenses, as contrasted with less than 100 licensed at the time the new ordinances were introduced.

SOME MANUFACTURING VOLUME OFF 65% Century Music Distributors Appt'd Dists For Wurlitzer In Buffalo

BUFFALO, N. Y.—Effective August 30th, Century Music Distributors replaced Alfred Sales, Inc. of Buffalo, New York as distributor of Wurlitzer coin operated phonographs and remote equipment in that area. The announcement was made today by Ed Wurlinger, general sales manager of Wurlitzer's phonograph division.

Century Music Distributors is a partnership headed by Philip J. Mills as president and general manager, with Stephen L. Vukelic and Walter C. Ogarek as active partners.

Phil Mills has been with the Wurlitzer organization for 13 years in most phases of its operation, from manager of a retail store through the finance and credit departments. At the time of his resignation to join Century Music Distributors, Mills was credit manager of the installment credit division of Wurlitzer in North Tonawanda.

Steve Vukelic is president of the Try-It Bottling Company, manufacturer of carbonated beverages in Lackawanna, New York and the distributor for Budweiser and Phoenix beers in that locality. He is also the director of Dixon Storage & Warehouse Corp.

Walter Ogarek is chairman of the board of the warehouse corporation. Both of the latter men will give a large portion of their time to the sale of Wurlitzer merchandise.

Century Music will have showrooms and complete service facilities at 1221-23 Main Street in Buffalo, New York. In addition, they will have road sales and service representatives who will call on operators within the area at regular intervals. The new organization will offer a complete line of Wurlitzer parts to help keep operators' equipment in tip top condition. In addition, they will have experienced sales and service staff who will assist Phil Mills in giving operators in Western New York and Northwestern Pennsylvania complete cooperation and expert assistance to meet the needs of their business.

YOU are cordially invited to attend the official grand opening SUNDAY, SEPTEMBER 16, 1951 at the beautiful new building of LAKE CITY AMUSEMENT CO. 4533 PAYNE AVENUE, CLEVELAND, OHIO

Phone us today if you desire hotel reservations All Phones: HEnderson 1-7577

Exclusive Direct Factory Distributors For...


"Furniture" "Shuffle Line" "Bright Lights" "Coney Island"
"Super Rocket $1-50" "Phonograph" and All Music Accessories
"Hayburners" "Stadium" "Music Mile"
"It's What's in THE CASH BOX That Counts"
Developed
FOR OPERATORS

Designed
TO BOOST PLAY

Dazzling
TO SEE

Decorative
ON LOCATION

Delightful
TO HEAR

Dramatic
IN ACTION

Distinctive
IN STYLING

Dependable
IN OPERATION

Desirable
TO OWN

Destined
FOR PROFITS

Durable
IN SERVICE

AMI Incorporated

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

W - I - D - E
OPEN ACTION!

ANIMATED INDIAN TARGET
"bites the dust" when hit... scores points.

Non-Sequence "WILD" HOLES and
"WEST" ROLL OVERS increase VALUES.

4 SUPER HIGH SCORE
"POP" BUMPERS - FLIPPERS

ORDER FROM YOUR
DISTRIBUTOR
NOW!

J. H. KEENEY & CO., INC.
2500 W. 58th St.
Chicago 37, Ill.

Let Us Arrange a
FREE DEMONSTRATION
of the Keeney Deluxe
Electric

CIGARETTE VENDOR
a) For MORE THAN 3 YEARS operators have made much
more money with service costs at an all-time low.
Features: 421 pack capacity 3 Easy loading
with swing-up top 3 3-way match vending 3 Alternate front
and rear column vending 3 Quick price changes 3 Large
storage. Write for an immediate free demonstration today.

Chicago AMI "D" Day Clix Big

CHICAGO—The reason for the big
smiles on the faces of Joe Gilno, Phil
Weisman and Mike Spagnola of Auto-
matic Phonograph Distributing
Company, this city, this past Tuesday
evening, after all customers had left
the big AMI "D" Day party, was due
to the fact that sales were 250 per-
cent greater for the Model "D" than
they had been for the Model "C" when
this latter phone was introduced to
Chicago music ops by the firm just a
year ago.

Not only did sales set a record for
the firm, but, the floor sample was sold
to Larry Swanson of Consolidated
Wired Music, Chicago. Larry had
bought the sample of the AMI Model
"A" from the firm when they entered
the distrib biz in 1946 and, be-
cause of this, the firm sold him its
sample of the AMI Model "D."

As Joe Gilno, Phil Weisman and
Mike Spagnola chanted, "Just to
bring us the same good luck for 1951.

Present from AMI, Inc. were Bill
Pitzler, advertising and promo-
tion manager; Al Mason, service en-
gee; and Ed Ratafack, western re-
gional representative. These three
men were elated over the tremendous
success of "D" Day here.

Don Koren, son of Lou Koren of
Distributing Corp. of Illinois, said
that, "This is a really gorgeous look-
ing machine." Frank Fadula, local music op
claimed, "It's a winner."

Jim Waugh and his wife came in
from Peoria and fell in love with the
new AMI model "D."

Bud Kitt and his little daughter
came from Berwyn.

Mr. and Mrs. Roscoe Bentler took
a plane up from Springfield and said
that, "The trip was worth every cent
and every minute to see this new
model."

Joe Fillitti brought along pie bak-
ing tycoon, Joe Pizzano, and both
found time to admire the machine and
pass good comment.

Phil Levin, secretary of the local
ops' assn., claimed it was one of the
nicest he had yet seen.

Bert Davidson of Permo said that
the music ops just continued to arrive
from afternoon until late in the eve-
ing in ever increasing numbers and
that Permo Point Needles took com-
pliments and praise from all the ops.

Other operators seen entering into
the firm's headquarters were: Eddie
Ziegro, Frank Pobjo, Al Hansen, Roy
Millioni, Charlie Hoffman, Charles
Rosenblatt, Don Koren, Leonard
Turin, Phil Levin, Benny & Rocky
Iacullo, Herb Perkins, Frank Florio,
Gerald Shea, Hy Feldman, Frank
Smith, Art Valesquez, Michael Dale,
Frank Fadula, Angelo Angeleri,
Larry Swanson, Paul Golden, Bill
Nylinder, Melvin Jones.

Sammy Weinstein, Dan Pallaggi,
Charles Leathers, Joseph Caldron,
Dave Henderson, Bernie Eotin, Otto
Menconi, Eddie Holstane, Herb Gold-

Weinberger & Walcott—Both Champs

LOUISVILLE, KY.—Jersey Joe Walcott (second from left), world's heavyweight
boxing champion, receives a contribution from Leo Weinberger (extreme right),
of Southern Automatic Music Co. and one of the country's leading columns, for
the Jersey Joe Walcott Youth Foundation, in the ring before the champ's exhibi-
tion there Saturday night, August 25.

Others in the picture (from left) are:
Felice Boccicchio, Walcott's manager, and George Wetherby, state boxing com-
missioner, who accepted a donation. From Leo Weinberger for the Goodwill
Industries of Louisville.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Lake City Sets Sept. 16 As Date For Grand Opening Party In New Outstanding Building

Chicago AMI "D" Day Clix Big

(Continued From Page 24)

Harry & Bob Buthe from Elgin, Mr. & Mrs. Jim Waugh from Peoria with Eugene Eckley and Ralph Hagemann, Ralph Smith from Pekin, Charles Paski from Orland, Cecil Rider from Gibson City, Mr. & Mrs. Rosece Bentler and Mr. & Mrs. Fritz Bentler from Springfield, Emery J. Gouset from Kankakee, Mel Burt from Coal City, Mr. & Mrs. Al Morandi from Peru, Dick McClanathan from Savanna, Don Knott from Galena, Smith & White from Danville, and many others.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Romero Holds Rock-Ola “Super Rocket” Showing in Puerto Rico

SAN TURCE, PUERTO RICO — Jose Romero, distributor for the Rock-Ola Manufacturing Corporation in this territory, displayed the new Rock-Ola “Super Rocket” “93-50” phonograph at an open house party on Sunday, August 26, in his showrooms, and practically every music operator in the area was on hand.

Guests were treated to cocktails and tidbits.

In addition to inviting his customers by mail, Romero used a full page ad in the country’s largest newspaper, thus hitting the members of the cointrade, and at the same time publicizing the Rock-Ola “Super Rocket” throughout the entire country.

Pictured below are the Romero mechanics going over the mechanism with the operators.

Mr. and Mrs. Jose Romero presenting the “Super Rocket”.

WILL TRADE...
BRAND NEW

TURF KINGS
(in original crates)

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

RUNYON SALES COMPANY

CIGARETTE MACHINES
Complete stock of all types and makes of new and rebuilt cigarette machines and parts always on hand. Write, Phone. Fall salesmen always on hand.

Supreme Distributors, Inc. 3700 N.E. 2nd Ave., Miami 7, Fla. (Tel. 78-4713)

MECHANIC WANTED
Large Chicago operator has very fine paying position open for mechanic experi- enced with all types of juke boxes and equipment. Must have car. Can fill full details and experience in first letter. Box No. 815 c/o The Cash Box, 32 W. Randolph St. Chicago 1, Ill.

Eastern Flashs

The staff of the Automatic Music Operators Association now working at top speed preparing for the association’s 14th Annual Banquet and Show, which will be held on Saturday evening, November 5, at the Hotel Springs Hotel. Now that there’ll be plenty of room in the main ballroom to accommodate a large crowd, association execs and staff busy selling plenty of tickets. In addition, the usual hard work is being done on the annual Journal, which is expected to be bigger and better this year than ever.

The TV show program on CBS Tuesday night gave the new AMI Model “D” phono quite a play. The phono was in camera range on a number of occasions, and the characters approached it, inserted coins, and listened to the music twice or three times. Dorothy Walker, secretary to Al Denver, at the basic operators’ association, announces she’ll marry Irvin Moser sometime in November of this year. Dorothy will continue with her duties as secretary at the association.

Barney (Shug) Sugarman, Jr. (Kempf) Kempner, Morris Rodd and Lou Wolfberg, Runyon Sales Company, on hand this week to greet local and a number of out-of-town music ops, who visit the showrooms to view the new AMI Model “D” phono. Shug and Kempf, however, took Wednesday off to run out of town to get on several music ops, back here the next day. Among out-of-town ops noted were: George Marx, West Haven, Conn.; Mr. and Mrs. Clarence Sorensen, New Haven, Conn.; Tony Catanesi, Suffern, N. Y.; J. Patrotisini, Pequckt, N. Y.; and Lester Smith, Newburg, N. Y.

Jackie Prigoff, Runyon head engineer, kept busy continually showing off the new AMI phono. Milt Rodd, also shows a couple ads of his “D-Line”, which he states ops are slow but surely buying more and more. Milt adds that the AMI is a real new game in the music community.

Milt Cole, Ohio Specialty Company, Cincinnati, O., in town for a few days, combining vacation and business. Milt visits the wholesalers along coast before returning for vacation. This coming week-end (Sept. 7) when their daughter Terry returned from a two-month vacation in Arizona, and son Sam gets a week’s vacation from the Naval Air Development Center, Newark, Pa., and spends it at home. Meanwhile, business continues brisk over at Kempf Distributing Company, with used music machines both arriving and leaving.

Joe Young, Young Distributing, signed, with relief when a shipment of Wurlitzer 1000’s arrived early in the week. Present orders are large and sold out, and didn’t even have a sample on the floor. “These machines” stated Young, “are already sold, and will go out immediately. However, another order is being taken on the way, and should do better be, because most of them are sold out.”

Sol Gottlieb, D. Gottlieb & Company, in town over the holiday week-end. He leaves the city on Tuesday, but is expected back the beginning of next week. Mike Mauvev, who is still busy, and can’t explain it, is anxiously awaiting shipment of Exhibit’s “Big Bronto”. “Hope they send me plenty of them”, hopes Mauvev, “as I have plenty of orders to fill.”

Dave Lowy, Dave Lowy & Company, returns after a week’s vacation, rarin’ to go. Dave immediately starts hustling, and it doesn’t take much to make him look like a shark. He’s got his shipping plenty of used shuffle games and music machines.

Al Simon, Albert Simon, Inc., is getting ready for the Chico-Mini shuffle games should be a big money maker for the ops. Sidney Levine, chairman of the testimonial dinner being held in honor of Al Denver on behalf of the United Jewish Appeal, is a busy executive. Al’s reports of the two-night show were reported that the Plaza on Tuesday, September 18 to participate in this event. If you haven’t received your ticket yet, get in touch with Levine at 320 West 83rd St., Room 508.

Dollar Dots

Coin machine operators in these parts took full advantage of the long Labor Day weekend to go dove hunting. Tuesday was a lost day too since they spent their time talking over the prosperity as hunters. Among those we know spent the day firing at helpless birds were B. H. and Raymond Williams of Commercial Music. B. H. went west and Raymond went to Denton.

Tomm Chapman did his hunting at Fannin’ Kingdom. Other hunters were Red McCallum, Jack Eskew, J. H. Briscoe of Denton; Abe Susman, R. E. Driscoll, Fred Border and Benny McDonald. And speaking of C. E. Driscoll, we understand that he is putting up a deluxe fishing camp at Lake Texoma. Already he has several nice cabins and plans to add more. He guarantees nothing but a good time. Drew Osborne has been ill but is reported well on the road to recovery. That’s more like it Drew. Texas legislation regarding slot machines went into effect Sept. 1. Slot machines are illegal, that we understand. But Larry Ferrai is wondering what will mean to one ball machine.

Do the same rules apply?

The Childress of Childress Coin Machine Company in Wichita Falls made a trip to Dallas. And in all this heat! ... Rumor has it that Texas is the place to be. Things are getting very good.

W. G. Davis is increasing his route and reports that business is good.

Al Mosher of McAllister & Killean is one of the few operators who are buying new equipment.

Mac McCormick, the Wurlitzer representative from Buffalo, New York was in town this week. ... Hugo Joeris of Amurito has converted his juke boxes to ten cent play. We understand that it is going much better. Ditto for Ralph Claybrook of Fort Worth. ... Clark Richardson of Dumas is adding new equipment to his route and is stocking up on the six player shuffle alley for the school crowd. ... J. H. Coldwell of Paris is making some additions to his route, too.
CHICAGO CHATTER

Manufacturers, distributors, jobbers, operators, suppliers, in fact, everyone connected with the industry here, were all smiles this past week. Not only because of the sunny and cool weather, but, because of the generally favorable pickup in the trade, as evidenced by the steady flow of new products piping into effect immediately after Labor Day. Nate Gottlieb said, "The way business has rushed in on our 'Wild West' we believe that the Fall Convention will surpass the way everyone hoped that it would." Joe Alphonse phoning from Cleveland to advise his that official, grand opening party would be on Sunday, September 12, to celebrate his new distri bldg. in Cleveland.

Three of the most grateful guys in town this past week were Phil Weisman, Joe Gilcol and Mike Spagnola of Aut. Phono Distrib. Co., whose AMI Model "D" got more business over the past year last year than they have ever had this past year. The reason for this was that they were able to install a coin operated entertainment machines department for training mechanics... "The best salesmen we've ever seen is Jack Nelson over at Baldy. Jack Ph, is the most honest man I've ever met. And he's doing a fantastic job with Refrigeration Engineering Corp. and everyone is hearing about him. This guy's got what it takes... Father and son combo: Nate Gottlieb and Jerry Gottlieb. They really have a scrap book of personal events. Here's one that Shelley will probably never forget. When Aunt Dorothy and Uncle Dave suddenly appeared at his dock with their big Chris Craft, 'Flippert'. Which was one of the most pleasant surprises of Shelley's career this past summer... Beware of Phil Weisman if he invites you to play golf. The guy just took the pro at his club over the hurdles.

Thanks, Roy Kitt of Beyyn, for your fine compliments regarding our editorial... Orchids to Fred Paschke, who was one of our first advertisers, and also remembers The Cash Box "way back when it was just a couple stapled sheets... Ray Moloney and Roy McGinnis talk business while playing golf. Is there anymore enjoyable way to talk business?... Joe Peskin, president of the steel business in L.A., makes a dashing figure into the Shangri-La... Henry Fox from Ole Noo Awhleans in town. Getting everyone laughing and happy, Henry is one of the really grand old timers in the business. One guy who made many a convention an enjoyable memory.

Faster Pick For Faster Play" is the way that Ben Cohen puts it these days... The 48 selection Wurlitzer with magic ops... Lotsa ops wrote us nice letters to continue our crusade for 70-30% commiss basis (thanks)... Don Koren (Lou's son) is taking over for Lou here. Works closely with Mr. Conforti... Larry Swanson was sold the sample AMI Model "D" by Automatic Phonos Distributors due to the effort of Larry that bought the very first Model "A" of the firm (when the firm first went into the distri biz).

Two very well people: Mr. and Mrs. Jim Wang of Peoria... And equally dear are: Mr. and Mrs. Roscoe Bealor of Springfield... Joe Filluti likes to be in the company of Joe Fasano, pie baking tycoon, and Joe's very dear friend... Our vote for best golfer among columnists in Chicago—Phil Boga! asks the phone ops' association... Never saw a sudden bunch of guys than the boys over at D. Gottlieb & Co. this past week watching the Russian proceedings on TV with the Russians objecting to everything... We'd like to print what some of the boys said about the Russians, but, we'd cancel ourselves out of the mails)... Alvin Gottlieb up in Eagle River scouting the best of all the dealers there while enjoying a scenic hayfork season... There's a secret testing room for all new equip't over at United... When you see Bill DeSelm, Herb Oettinger, Roy Richl and Johnny Carolo suddenly and aware (after some whispering) you'll find them in this room playing the new and coming products. (By the way, there must be plenty new ones, the very those boys disappeared this past week.)

Big Swede Helstrom has taken up earth mover's challenge about reducing. Has cut down to five meals a day. Morty is down to seven. But reports that he has increased his picture of more than twice ever with... Score of last Wednesday's Nine holes. Early dawnings. Herb Oettinger—47. Bill DeSelm—62... Harold Klein, publicity chairman of the Midwest Coin Machine Show advises that the Cash Box has "Booth No. 1" for the coin convention at the Paeton Hotel, Omaha, Oct. 15 and 16... Harry Howard of Fort Worth claims he got through in his town to be a hit. Roy Valentine advises that he's busier than... Howard Dalph of Taken on the road again. Plans visits to 98 ops in Oklahoma... Lodge-O-Lakes Creameries, Inc. of Minnetonka, Minn., advise that 30 are seen to 15, whereas stores sell for 15c, home delivery charges 15c. Richard Bonda, general manager of the Creameries intends to sell vendors direct to all the firm's distri butors. Which brings to mind that this is exactly what The Cash Box said milk and vendors were best suited for many moons ago—direct sales to creameries.

E. V. Durling who writes the interesting "On The Side" column for theHeat Magazine, who has traveled over 100,000 miles in the last year, has been on bowling in Connecticut it created a scandal of such proportions that a law was passed to make it illegal. (Maybe you think illegal? Our funnies sports scandals are brand new, hey?)... John Dockus of J & G Distri b. Rockford, I11., sent us the greatest letter on 10c play ever yet received to conform to The CASH BOX. John reports that his gross intake increased over 98% but, that he enjoys 40% less service calls and 40% less wear and tear on his equipment. He says, "Ops will soon begin to see the light..." Roy

(Continued on Page 28)
OPS ASK "SCHOOL FOR MECHANICS"


CHICAGO—Back in 1943, right during the very heat of World War II, when the nation's large war plants were grabbing skilled men of every trade, especially experienced coin operated machine mechanics, The Cash Box proposed that a "School for Mechanics" be created.

This publication, at that time, and for some years afterwards, foresaw that a lack of mechanics would ensue, as young men went to war, and as those few mechanics who were around were grabbed up by the war plants.

TheCash Box, since 1943, has continued to urge that a "School for Mechanics" be created by the industry.

It has always believed that the lack of good mechanics affected sales and also held back operators from increasing routes.

The past few months have proved beyond doubt the statements which have appeared in The Cash Box for some years in regard to a "School for Mechanics".

Operators here, as well as throughout the midwest, east, south and west, and north and west, have been decrying the lack of good mechanics.

Some mechanics have entered into the armed forces. Others have been tempted by unusually high wages to enter defense factories.

For these, and for many more reasons, "good mechanics are becoming as scarce as hen's teeth" as one noted operator here stated.

"Therefore", he continued, "why not revive your suggestion of over 10 years ago and get the entire industry to help create a "School for Mechanics"?

As he pointed out, there are many fine trade schools in this area, but, none of them are turning out men who can be accepted as experienced coin machine mechanics.

What this operator wants, and what most operators want, is for the graduating students of the trade schools (electronic, television, radio, mechanical, and other schools) to be given courses which directly concern themselves with the products of the industry.

As this states, "The DeForest Television & Radio School here is turning out some good men, but, they have to be trained in the mechanics of our equipment, before they can really do mechanical work for this industry."

"Why not", he says, follow your former suggestion to create a "School for Mechanics" and arrange such a school here, where engineers and experienced mechanics can further teach these graduates the art of repairing our equipment, that is, all types of jake boxes and amusement games, so that we will then have a good force of mechanics upon which we can draw.

"I for one", he claims, "will be willing to put up the tuition money for the few men I need. If others do the same, he believes, "we shouldn't have too big a problem to bring about a 'School for Mechanics' with the cooperation of one of the large trade schools here. This will prove a boon for every operator in the country."

He points out that this is the logical solution for such a school. In the first place, he and others claim, there are many fine trade schools here. Furthermore, all the leading manufacturers are already in this area and they would and could, if they choose, furnish engineers for a few days or perhaps a week to teach these trade school men.

"In fact", this op states, "by the operators, distributors and jobbers getting together, and putting in a few hundred dollars each, we can pay the time of the factory engineers as well as outstate experienced mechanics to teach these boys what they must know to be service men in coin operated machines mechanics.

"A 'School for Mechanics'", he concludes, "is the greatest necessity in the industry today. The Cash Box should continue its efforts in this direction. Almost every operator, jobber and distributor today is suffering from the lack of good mechanics."

CALIFORNIA CLOTHING

Bill Marmer in from Cinee for a visit with Jack Simon of the local Sicking outfit. Spotted Charlie Daniels fixed her up with a footstool to reach Bally's "Shuffle-Line." She was unable to play with it, however, as she had informed Charlie Daniels that she had been shot three times and was feeling pretty darn near beat Charlie and Daddy, at that. . . . Found Phil Robinson sitting down to a friendly visit with op Hel Schwartz and Al Cohn. Phil was in the process of the intere...
CASH IN ON THE BOOM AHEAD

WITH THE WORLD'S GREATEST ADVERTISING BARGAIN!

Only 92c A Week

Here Are The Facts...

Restrictions by the National Production Authority on all metals which are coming into effect each day are cutting down on the volume of machines which can be manufactured.

This means that, very soon, there will be fewer new machines available than at any time since World War II. It also means that the used machine market will zoom into greater prominence and popularity.

Here comes the great boom for all in the industry who have the foresight to look ahead.

Remember, more and more workers are needed by America's big defense industries. That means more and more cash in workers' pockets.

At the same time with autos being cut down, with refrigerators, stoves, and all consumer durable goods volume slashed, workers will have little to really buy and what they can buy will be higher priced.

Many workers will turn to entertainment to calm overworked nerves. The machines of this industry are the greatest relaxers in the world.

This is the time to get set. CASH IN ON THE BOOM AHEAD.

How? With the World's Greatest Advertising Bargain! The Cash Box "Special Classified Advertising Subscription!"

The subscription that costs only $48 a year (92c a week) and that allows you to use a 40 word classified ad in the biggest classified advertising section in the coin machines business for the entire year of 52 weeks plus giving you free of charge a $15 yearly subscription (an $181.40 value) ALL FOR ONLY $48 for the entire year.

Each your first 40 word classified ad with your check for $48 today.

If you now have a $15 subscription you will receive full credit for the balance of your subscription and will be billed for the difference only.

DO IT NOW! Fill out the coupon on this page! Enclose your first 40 word classified plus your check for $48.

CASH IN ON THE BOOM AHEAD.

You Get 52 Classified Ads of 40 Words Each (AN AD EACH WEEK FOR THE FULL YEAR OF 52 WEEKS). Each Ad, Regular Cost at 8¢ Per Word $3.20—The Full Year's 52 Ads Would Cost You .................................................. $166.40

PLUS—A Full Year's Subscription to The Cash Box FREE which costs .................................. 15.00

TOTAL VALUE $181.40

ALL FOR ONLY $48

FOR THE FULL YEAR—OR ONLY 92¢ A WEEK

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

Enclosed find my first 40 word classified ad plus my check for $48 for the full year. Please continue to run this ad until I send you a change of copy.

Find enclosed my first 40 word classified ad. Bill me for the difference due from my present $15 subscription for the full year's "Special Classified Advertising Subscription" of only $48.

Name ...........................................

Firm ...........................................

Address .....................................

City ......................................... Zone .... State ........
"What's in THE CASH BOX That Counts"
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 of 40 words each (at The Cash Box low rate of 8¢ per word, each classified ad would cost you $3.20) 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 15 yearly subscription free of charge if you buy The Cash Box “Special Classified Advertising Subscription.”

The Cash Box “Special Classified Advertising Subscription” costs 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 57 more 40 word classified ads plus the complete week’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) free of charge for what 15 ads of 40 words each would cost you?

Take advantage of this terrific bargain! Get yourself additional 57 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.

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This Week's Used Market

Increased activity noticeable in the used equipment market this past week. Prices in general seem to remain at last week's level, although these are slightly higher than asked during the summer.

Most Active Used Music

Down — Wurlitzer 1015 $195.00—$250.00
Held — Wurlitzer 1100 $50.00—$50.00
Held — Seeburg 147M 180.00—$249.00
Held — Seeburg 32W Wall Box 18.50—27.00
Up — Seeburg WL-56 Wall Box 99.50—$10.00
Down — Parkard Manhattan 139.00—$189.50

Most Active Pinball
Down — Black Gold $39.50—$85.00
Up & Down — Champion (Bally) $85.00—175.00
Held — Citation $50.00—134.50
Down — Dallas $59.00—134.50
Held — Folks Irish $85.00—135.50
Down — Hot Rods $99.50—149.50
Down — Just 21 $25.00—85.00

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

AMi, INC.

Model D-50 Phonograph $795.00
Model HS-SM Hideaway $575.00
Se-Hi Wall Box (40 Selections) $39.50
5e Wall Box (40 Selections) $39.50
Amvox Speaker $275.00

BALLY MFG. CO.

Shuffle Line $439.00
Futurity $375.00
Bright Lights $45.00
Goby Inlay $45.00

BUCKLEY MFG. CO.

Wall & Bar Box $24.50

CHICAGO COIN MACHINE CO.

Horseshoes $369.00
Hit Paraide Phonograph $299.50
Hit Parade Pedestal $35.00

COMO MFG. CORP.

Constellation Phonograph $795.00

THE EXHIBIT SUPPLY CO.

Big Braco $99.50
Gun Patrol $419.50
Pony Express $495.00
Silent Salesman (Card Vendor) $79.50

GENCO, MFG. & SALES CO.

Shuffle Target $387.50

Pinballs showed increased activity, with prices in general showing an upward surge. Some games were advertised at lower prices, but this due to several firms evidently making an effort to clear their floors for future activity.

Shuffles, repros, and arcades, equipment, while evident that sales volume increased, remained in most instances at level of previous week. Trade looks for greatly increased interest in Shuffles and Reproductions, with prices of used machines taking a surge upward.

Manufacturers' New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

D. GOTTLEB & CO.

Wild West $294.00

J. H. KEENEY & CO., INC.

All-Electric Cigarette Vendor $269.50
All-Electric Cigarette Vendor with Changer $207.00
Penny Intester $119.00

ROCK-OLA MFG. CORP.

Super Rocker '50-50 Phonograph (Model 1434) $965.00
Model 1538, Se-Hi-28c Wall Box $99.50
Model 1536, Se Wall Box, 23 Wire $39.50
Model 1424 Playmaster $440.00

RISTAUCAT, INC.

S-45 Phonograph $289.50

UNITED MFG. CO.

3-S $525.00
A-B-C $525.00
6 Player Shuffle Alley $469.50

WILLIAMS MFG. CO.

Hayburners $395.00

THE RUDOLPH WURTLER MFG. CO.

Model "1000" Phonograph $140.50
Model "1500" Phonograph $140.50
Down — Bally Wall Box (48 Selections) $50.00
Model 5100 "B" Speaker $95.00
Model 1110 "B" DeLuxe Speaker
IT'S HERE!

UNITED'S NEW, FAST REPLAY GAME

3-4-5

THE FIRST DELUXE
(SINGLE COIN)

FIVE-BALL GAME
ITS VERY APPEARANCE COMMANDS DIME PLAY

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

APPROX. SIZE
2 FT. BY 4 FT.

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FAMOUS “IN-LINE” SCORES

Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play . . . and takes in up to 3 coins for first 5 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to tantalize and insure repeat play and plenty of triple-section play.

NEW “EXTRA BALLS” IDEA

After shooting first 5 balls, player may deposit extra coins to play for 1, 2 or 3 extra balls. Extra balls are released on mystery-flash basis . . . 1, 2 or 3 balls. Player may play as many coins as desired for extra balls, but only a total of 3 extra balls are released. Location checks prove players average 2 to 3 extra coins per game to turn near-winners into winners.

CONEY ISLAND combines the profit-proved play-appeal and earning-power of BRIGHT LIGHTS with the fascinating new Extra-Balls Feature that insures plenty of extra coins every game. Because every game played is either a winner or a near-winner, players can’t pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You’ll be mighty glad!