An Interesting, Tantalizing, Coin Operated Entertainment to Bring 57,000 Tons of Pennies and Other Coins Out of Hiding.

Mrs. Nellie Tayloe Ross, Director of the U. S. Mint, advises that there are over 57,000 tons of pennies which are hidden in piggy-banks, and in other such objects, thru-out the homes of the nation which would, if brought back into circulation, save many thousands of pounds of copper as well as much money for the nation’s taxpayers, by eliminating the need to mint much more such coin.

In fact, as has been pointed out, at this time there are more coins in circulation than there ever have been in the history of the nation. Much of this is due to the fact that so many coins are hidden away in homemade savings banks, ranging from tea cups to piggy banks and vaults.

With sales taxes jumping up everywhere in the nation, and with more and more pennies being used daily by businessmen to handle these sales tax odd-change amounts, many banks in many centers of the country have now started to ration coins to retail business accounts.

The time has come, then, when this industry can do a very great and outstanding service for all the nation. This business, and this business above all others, is capable of bringing those coins out of hiding, and start them back into normal business circulation all over again.

What this requires is a teasing, tantalizing, interesting counter game. One which can be located right at the cashier’s counter, where the cash register is located in any retail business, whether lunch wagon, bar, tavern, ice cream parlor, and other locations in every community.

The average man, about five out of six, would rather play those odd pennies into a coin operated entertainment than put them in his pocket. But, the game must be interesting. Must be worthwhile. Must be able to cause that man or woman obtaining those pennies in change, to insert them into the game.

Back in the old days of the reel-type counter games which offered, the lowest possible award, a pack of cigarettes on the insertion of one penny, counter games led all the industry in moneymaking potential.

But, due to many legal intracies which have since come into being, these are now eliminated. The $150 per year license on each one of these games, and the haling of interstate shipments, keep them off the counters of the nation’s retailers.

These games kept all coins, from pennies to quarters, in circulation and in the hands of banks and retailers everywhere. Since their demise, much such coinage has disappeared from circulation.

Yet, there are many ingenious men engaged in the industry today who know the type of counter game that is needed, to obtain a goodly share of the sales tax pennies which are growing by the ton everywhere in the nation.

This is, then, a patriotic, as well as a great industry service, for someone to create the coin operated entertainment which will, once again, bring theoppers out of hiding, out of piggy-banks, and into the hands of the general public thru the retailer.

It means saving tons and tons of critical copper. It means keeping coinage in circulation. It is something that any patriotic citizen of this nation should wish to accomplish.

WANTED—A COIN OPERATED ENTERTAINMENT WHICH WILL, ONCE AGAIN, PUT BACK INTO CIRCULATION HIDDEN COINS:

There must be some one member of the industry who can ingeniously devise a product that will do this great job.

There must be some one man among all those engaged in this profession who can develop the coin operated entertainment that will, once again, interest the change-getter at the cashier’s register, that he or she will play back those coins and, thereby, keep them circulating among the nation’s retail businesses.

Is that man reading this column?

Is that man willing to bring that product to the fore?

Does he know that thousands of locations everywhere in the nation are ready, eager, and willing to install such a machine, to help the entire country bring hidden coinage to light once again.

Whoever that man is, or whoever he will be, should be produce the product which will do this great job, the United States Mint should offer him the highest possible citation which this nation can award any private citizen for doing a tremendously great and conserving duty for all this nation’s peoples.
BECAUSE OF YOU
TONY BENNETT
CA-1497 (F-1497)—Les Baxter
De-37666 (F-37666)—Tony Bennett
ME-5631 (K5631)—Ray Barret
MG-10984 (K10984)—Johnny Desmond
SA-703—Bert Kaem
VI-20-419 (F-419)—Three Suns

COME ON-A MY HOUSE
ROSEMARY CLOONEY
CA-1710 (F-1710)—Kay Starr
CA-2037 (F-2037)—Roy Clancy
De-2760 (F-2760)—Ella Fitzgerald
DE-27601—Kay Allen
ME-5631 (K5631)—Richard Hayes
SA-703—Bert Kaye
VI-20-419 (F-419)—Three Suns

I GET IDEAS
TONY MARTIN
CA-1373 (F-1373)—Denny Lee
De-37720 (F-37720)—Lois Armstrong
ME-5631 (K5631)—Doris Drew
VI-20-414 (F-414)—Bing Shaw

SWEET VIOLETS
DINAH SHORE
CO-3948 (F-3948)—Joanette Davis
CO-3947 (F-3947)—Joyce Symonds
De-27668 (F-27668)—June Turav
ME-5631 (K5631)—Doris Drew
VI-20-414 (F-414)—Dinah Shore

THE LOVELIEST NIGHT OF THE YEAR
MARIO LANZA
CA-1469 (F-1469)—Jack Healy
CO-1819 (F-1819)—Perry Fithal
De-27301 (F-27301)—Evelyn Page
De-27301 (F-27301)—Evelyn Page
ME-5631 (K5631)—Ann Blyth
VI-16-310 (K1631)—Mario Lanza

TOO YOUNG
NAT "KING" COLE
CA-1463 (F-1463)—King Cole
CA-1992 (F-1992)—Denny Young
De-27663 (F-27663)—Denny Young
De-27663 (F-27663)—Denny Young
ME-5639 (K5639)—Richard Hayman
ME-5639 (K5639)—Richard Hayman
VI-20-415 (F-415)—Faye Champion
VI-20-415 (F-415)—Faye Champion

COLD, COLD HEART
TONY BENNETT
CO-3946 (F-3946)—Tony Bennett
De-37761 (F-37761)—Eileen Wilson
ME-1094 (K1094)—Ham Fank...
VI-20-427 (F-427)—Funtime Sisters

MY TRULY, TRULY FAIR
GUY MITCHELL & MITCH MILLER—VIC DAMONE
CA-1583 (F-1583)—Ray Anthony
De-27463 (F-27463)—Rick Mitchell
De-27463 (F-27463)—Rick Mitchell
ME-5636 (K5636)—Rick Mitchell
ME-5636 (K5636)—Rick Mitchell
VI-20-419 (F-419)—Freddy Martin

BELLE, BELLE, MY LIBERTY BELLE
GUY MITCHELL & MITCH MILLER ORCH.
CO-19512 (F-19512)—Guy Mitchell
De-27717 (F-27717)—Don Cherry
ME-5640 (K5640)—Bobby Wayne
VI-20-427 (F-427)—Mam Griffin

THE WORLD IS WAITING FOR THE SUNRISE
LES PAUL & MARY FORD
CA-1743 (F-1743)—Les Paul & Mary Ford
De-27730 (F-27730)—Perry Botkin

Where other divisions of America's greatest entertainment industry have been backsliding, the automatic music industry of America has been expanding and growing by leaps and bounds. Within ten years America's juke boxes have reached the point where their sales are numbering over 400 percent more records.

In 1941 the nation's juke boxes featured 10, 12, 20 and 24 records, playing only one side of the record for a single selection. All playing only 78 rpm records.

The new juke boxes of 1951 feature 40, 48, 50, 80 and 100 selections, composed of 20, 24, 25, 40 and 50 records, playing both sides of each record, and ranging to 78 rpm, 45 rpm and 33 1/3 rpm disks.

Thus, even if the juke box industry had remained stationary (that is, if, like in 1941, there were still only 10, 12, 20, 24 records in each juke box in the nation) would have meant a loading of over 400 percent more records into each machine.

But, not like other divisions of the entertainment industries, the automatic music business has continued to grow and expand, and today, there are over 550,000 juke boxes in existence, on locations of every kind in these United States.

These 550,000 juke boxes are the greatest artist's showcase in all America's music history, and at the same time, the biggest sales potential the record manufacturers have ever enjoyed in their history.

What is more, the belief in the juke box industry is that, because of the record rate of sales enjoyed during 1951, there may be over 600,000 juke boxes on locations in these United States in 1952.

This breaks all known sales potentials for the record industry. It means a possibility of volume sales never before known or enjoyed by the diskists.

This does not include, of course, the sale of juke boxes alone, for over 11,000 juke boxes are operating. The sales to Mexico where over 6,000 juke boxes are now operating. Nor does it include sales to the Pacific area, Central and South America and to other countries through the world, where America's popular music is growing stronger as juke boxes increase in numbers.

Today, the juke box operator who placed ten records in an automatic phonograph, is placing records from 20 to 50 records in his new machines. Automatic equipment has become so outmoded that the few of these which remain are being converted to automatics-in a most gradual, entirely disappointing from the American music scene.

Now division of all America's entertainment industries, from the movies, thru radio, legit, or any other medium, can have such continued and outstanding growth.

This means that the recording industry is the biggest business in the business of circuit of music playing and, what is most important, public-paying to play this popular music of America in all its divers branches, that has ever yet appeared in all the world's history.

It means that the artist has before him a number of relatively new outlets. One song, clicking in even 50 per cent of the juke boxes now in operation (estimated at 35,000 in 1951) would be 5,950,000 records needed to load all juke boxes in 1941 and 19,250,000 records needed for the same purpose in 1951.)

*Editor's Note: Based on the 550,000 figure, as against the 350,000 figure, the percentage increase of records needed to load all juke boxes (averaging 17 records per juke box loading in 1941 against the average loading of 35 records per juke box in 1951) would be 5,950,000 records needed to load all juke boxes in 1941 and 19,250,000 records needed for the same purpose in 1951.)
**THIS WEEK'S TOP TEN DISK JOCKEY RECORDS**

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. **BECAUSE OF YOU**  
   Tony Bennett (Columbia)

2. **WORLD IS WAITING FOR THE SUNRISE**  
   Les Paul & Mary Ford (Capitol)

3. **COME ON-A MY HOUSE**  
   Rosemary Clooney (Columbia)

4. **TOO YOUNG**  
   Nat "King" Cole (Capitol)

5. **SWEET VIOLETS**  
   Dinah Shore (RCA Victor)

6. **I GET IDEAS**  
   Tony Martin (RCA Victor)

7. **COLD, COLD HEART**  
   Tony Bennett (Columbia)

8. **BELLE, BELLE, MY LIBERTY**  
   Guy Mitchell (Columbia)

9. **WHILE YOU DANCED, DANCED, DANCED**  
   Georgia Gibbs (Mercury)

10. **DOWN YONDER**  
    Del Wood (Tennessee)

Jack Lacy, WINS disc jockey, expected to be the next name record spinner to take a toe-hold on TV. Focal point may be Jack's new morning show "Lacy On The Locust" which displays his ad lib and situation comedy talents. A note from Don Kimmel, former DJ now in the army, says that his entire company of 12 men sends "The Cash Box." December 15, N. Y., October 1 for a 14 day leave and then it's off to Germany for occupation duty. Chuck Thompson (WFOE, Hattiesburg, Miss.) claims to have the only rooster in the business on his show. After hundreds of broadcasts, Chuck says he can truly say Elmer, the rooster, has never laid an egg. The "Chuck and Elmer" show is heard five days a week—9:30 to 1:00 A. M. by Murray Jordan (WLIB, New York) who has just started a new show called "Blues On Parade" heard every Saturday 4:30 to 5:00 P. M. Show includes mystery singer contest awards and movie tickets to winners. Rex Dale (WCKY, Cincinnati) has the Queen City taking double takes because of a new tie he's wearing. Made by Deagie Devine of California and called Early American, the tie is an elongated Kentucky Kernel. Dale was put next to the fad by Perry Botkin, when Botkin visited Dale's show recently. Farm has it that the manufacturer is thinking of renaming the tie "The Hex" in honor of Rex the Hex Dale. Bob Dreppard (WLW, Norfolk, Va.) had a busy time of it when his station bought in the state franchise from "Mrs. America" for the job of getting a representative from Virginia to compete in the contest. Bob handled the publicity, mailed the entry blanks checked and scored the returned blanks, notified finalists, arranged for local prizes, wrote commercials, arranged judges, and judges, armed the broadcasts and announced the final results. Interviews with Mrs. Virginia got her transportation and now he wants to rent rest, rest... Lee and Lorraine Ellis of the Ellwoods, winners of the national award-winning program "Coffee With Lee And Lorraine" (WSPR, Springfield, Mass.) have just returned from a two week vacation in Quebec, Canada, where they were invited and welcomed by the Quebec Chamber of Commerce and the Mayor of Quebec, M. Lucien Barne. Bud Brees, new DJ on WPEN, Philadelphia, opened an extended run Tuesday, Sept. 18, with the ink spots at the Latin Casino in Philadelphia. Disk jockey Allan Curtis represented WFGM, Pittsburg, Mass., at a recent concert given in Boston for teen agers by George Shearing and his quintet. Bob Snyder snagged a juicy radio spot this past week when he started a new show featuring live talent each Sunday from 11:30 to 12:30 P. M. on WQY in Scranton, Pa. Show is carried over NBC network. Irwin Johnson (WINS, Columbus, Ohio) celebrates the 5th anniversary of his "Early Worm" show. Wayne Cody (KALL, Salt Lake City) now settled in the Rocky Mountain area formerly been with WIP in Philadelphia for 17 years. He also was leader of the Cody Quintet. Clarence Kneeland (WERI, Westerly, R. I.) wants anything in the folk, novelty, kiddie, sacred or polka field... Ray Perkins (KEFE), Denver, Colo., has a record column as a Sunday feature in the Denver Post. Charlie Bentz, formerly WNOR, Norfolk, now working in his hometown, Portsmouth, Pa., as Bud Bentz on WPZ. Before Oscar Peterson made his appearance with the Jazz At The Philharmonic concert at Carnegie Hall in N. Y. on Saturday night, he was on the air with Jazzy Collins, WNYW, Freddie Robbins, WINS, Wille & Ray, WHOM, Doc Jive, WWR, and Carl Ide, WNJR. A Time Mag reporter and photographer tagged along... The new female DJ at WPFG, Pittsburgh, is Linda Toman. She replaces Betty Lou Harris who is in N. Y. doing publicity. Joe Rico is still promoting jazz concerts in Buffalo and Canada aside from his DJ chores at WWOL, Buffalo... Gene Valenti, WWQO, Waterbury, Conn., wonders when the boys down in N. Y. are going to give Ray Armen the break she deserves. The national TV sponsor of Bud Wendell (WJMO, Cleveland) is adding another show in Akron as a prizewinner for Bud's breaking all sales records in the former city. Ted Lawrence (WWJX, Newark) who operates out of N. Y. has organized a band and is getting the word out on his first Capitol recording. Ted will take his band on tour shortly... Robert G. Lewis (WCBS, New York) off to Europe for a week looking for new foreign records for his DJ show.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"WHEN THE WORLD WAS YOUNG" (3:08)
"THE LOVE OF A GYPSY" (2:40)
BOB SANDS
(Capitol 1927; F-1767)
• A new singer with a lot of promise has a very dramatic first record. The top side is a continuous thing which with a lot of change of pace which Bob Sands delivers in an unusual way. The second half is a gypsy tune with much fielding and an ultra dramatic finish. Op's oughta take a look at this one.

"BLUE FEDORA" (3:01)
"THE LITTLE GYPSY BAND" (2:49)
PINTOPPERS & MARLIN SISTERS
(Coral 6576; 9-60576)
A new novelty that looks as though it could break out gets top notch going over from the Pinetoppers with the Marlin Sisters doing the vocal. The tune has a very catchy melody and a set of lyrics that you, over end is an unusual little thing combining polka and gypsy feeling. The top deck might very well go.

"WEDDING INVITATIONS" (3:02)
"A KID TO BUILD A DREAM ON" (2:57)
JACK HASKELL
(Coral 6574; 9-60574)
• Jack Haskell makes with some excellent music as he sings his way through a ballad with a great deal of appeal. With Lew Douglas' orchestra backing him up, Jack, does a wonderful job. On the lower end a current ballad is given a slow working over by Jack and it too comes out good. This is a likely disk.

"BLUE FEDORA" (2:48)
"LAURA LEE" (2:47)
GUY LOMBARDO ORCH.
(Decca 27776; 9-27776)
• Guy Lombardo has a poten novelty to work with on the upper end and he certainly makes the most of it. Kenny Gardner gives out with the vocal on this one and makes it a real good side to the hear. The second half is an old school song which has been modernized with new lyrics and fits into Guy's manner of playing easily. This is a disk for ops to watch.

"TELL ME WHY" (3:17)
"IT'S MY LAZY DAY" (2:42)
RUSS MORGAN
(Decca 27764; 9-27764)
• A grand oldie gets a good going over by Russ Morgan on the top deck as the Jud Conlon Singers give it a well turned vocal. The group really gets into the spirit of the song. The bottom half finds Al Jennings singing a lazy tune in ultra slow fashion. Both ends are good to hear.

"SHELL WE DANCE" (2:48)
"MARCH OF THE SIAMESE CHILDREN" (3:13)
GERTRUDE LAWRENCE & YUL BRENNER
(Decca 27777; 9-27777)
• A disk taken out of the original album of "The King And I" is good for listening. The upper half has a lovely tune sung by Gertrude Lawrence as Yul Brenner comes in for a word or two at the end. On the second half the pit orchestra plays a wonderful instrumental. This disk may get a play in the boxes.

"COLD, COLD HEART" (2:52)
"I GET THE BLUES WHEN IT RAINS" (3:08)
FONTANE SISTERS
(RCA Victor 20-4274; 47-4274)
• A current pop hit that was taken from folk fields is given a pretty version by the Fontane Sisters. The girls display some good harmony as Millie Ayres provides the orchestration. On the bottom end they do an oldie in slow fashion with Norman Leyden backing up. These should get a play.

"BELA BIMBA" (2:40)
"I NEVER OVER ONCE" (3:36)
PATRICE MUNSUL
(RCA Victor 20-4255; 47-4255)
• Patrice Munsul invades the pop field with a fine ballad which is likely to show off her talents. Norman Leyden, orchestra and chorus, provide the musical setting as Patrice lets go. The second side is an old orchestra with new vocals which has less commercial appeal. Ops might tune in to the top deck.

"BORROWED WEDDING" (3:12)
"AW C'MON" (2:50)
APRIL STEVENS
(RCA Victor 20-4283; 47-4283)
• A ballad which looks as though it may do big things gets a vocal from April Stevens in her style. April does this one in the same manner as her former hits and it gives it a good chance. The second side is a little odd thing which is likely to handle in similar fashion. Henri Rene does the orchestrations.

"STORMY WEATHER" (3:02)
"CARAVAN" (3:22)
LUIS ARCAREZ
(RCA Victor 20-4254; 47-4254)
• A couple of terrific arrangements of oldies are dished out here by Luis Arcarez. Both sides are done in a good fashion as the band which should make for high powered draw on this disk. They're the kind of sides which you can listen to over and over again. Ops should get with them.

"MAKE BELIEVE" (2:46)
"IF I LOVE AGAIN" (2:42)
TONY MARTIN
(RCA Victor 20-4256; 47-4256)
• A reissue of two standards is offered here by Tony Martin. The top deck has him singing a classic from the oldies field. The flip is a lovely ballad of a few years back. Tony does those in big voice and make them good bets for ops who get them into their machines.

"DOWN YONDER" (2:46)
"TAKE HER TO JAMAICA" (2:35)
FREDDY MARTIN ORCH.
(RCA Victor 20-4267; 47-4267)
• A tune that's spreading fast throughout the country gets another push from Freddy Martin and the orchestra. While the band sings out the lyrics, Murray Arnold gives it a piano workout. The upper end is a catchy number and the flip is a lovely ballad of a few years back. Freddy does the flip in a great voice and make them good bets for ops who get them into their machinnes.

"MR. TOUCHDOWN USA" (3:20)
"RED LEAVES ON THE CAMPUS" (2:36)
HUGO WINTERHALTER
(RCA Victor 20-4261; 47-4261)
• A tune that's spreading fast throughout the country gets another push from Freddy Martin and the orchestra. While the band sings out the lyrics, Murray Arnold gives it a piano workout. The upper end is a catchy number and the flip is a lovely ballad of a few years back. Freddy does the flip in a great voice and make them good bets for ops who get them into their machinnes.

"THE GLORY OF LOVE" Buddy Greco
(Coral 65763; 9-60573)
"BLUE FEDORA" Guy Lombardo
(Decca 27776; 9-27776)
"BELA BIMBA" Patrice Munsul
(RCA Victor 20-4255; 47-4255)
"STORMY WEATHER" Luis Arcarez
(RCA Victor 20-4254; 47-4254)
CORAL RECORDS

America's Top Vocal Group and America's top Band!

LES BROWN and Brothers
and His Band of Renown

"UNDECIDED"

"SENTIMENTAL JOURNEY"

Coral 60566 (78 RPM) and 9-60566 (45 RPM)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"LITTLE JUMPING JACK" (3:07)
"THE GRASSHOPPER" (3:00)
CAMARATA
(Decca 27758; 9-27758)
- A couple of happy sounding instrumentals are dished out here by Camarata and his orchestra. Both ends get a light treatment with lots of interest added to unusual touches. Although they may not go strong in all locations, they should garner some play.

"THE GLORY OF LOVE" (2:55)
"I RAN ALL THE WAY HOME" (2:51)
BUDDY GRECO
(Coral 60573; 9-60573)
- A tune that's currently being revised in the rhythm and blues field now gets a pop rendition from Buddy Greco and he certainly makes it sound appealing. Giving it a very appealing vocal Buddy has a real possibility in this one. The lower end is another ballad which deserves attention and on which he also does a good job. The top deck however is the real strong side.

"SIN" (2:58)
"THE GLORY OF LOVE" (3:05)
FOUR KNIGHTS
(Capitol 1906; F-1906)
- The Four Knights, who have been showing a great deal of promise with their initial disks, follow through with a couple of instrumentals which should enhance their reputation. The theme tune that everyone is recording and this version is bound to be up there with the rest of them. The dip in the revival which they handle slowly. Ops will do ok with this disk.

"DOWN YONDER" (2:24)
"IVORY RAG" (2:21)
JOE "FINGERS" CARR
(Capitol 1777; F-1777)
- An oldie which is again heading for big things has Joe "Fingers" Carr beating out the rhythm on the top deck. Racing through the tune, Carr gives it an exciting treatment. On the bottom half the Carr-Hops help out by singing the lyrics. Ops oughta tune in to this.

"ONCE IN A WHILE" (2:49)
"ALICE BLUE GOWN" (2:42)
RALPH MAERTERIE ORCHE.
(Mercury 5712; 571245)
- Ralph Maerterie has two instrumentals to offer and he does them in pleasant style. Making with some easy music, the orchestra runs through these numbers with good solid standing out. Ops who need some soft music for background will do fine with this disk.

"SLEEPER OF THE WEEK"

"SOLITAIRE" (3:12)
"BLUE VELVET" (2:58)
TONY BENNETT
(Columbia 39555; 4-39555)
- Tony Bennett has two more sides which are gonna hit. The first one called "Solitaire" is a beautiful new ballad to which Tony imparts a wonderful feeling. The second one "Blue Velvet," has been getting a lot of recordings and this one just about assures the song's success. Ops who have been cleaning up with "Blue Velvet" are being hit out in the past few months have another one to be happy about here. The top side offers a tune which really has you listening for more as the singer tells a sad story to the accompaniment of Percy Faith's orchestra. The second side is a blues ballad which Percy Faith and the orchestra give a beautiful backing to as Tony sings the lyrics. Both of these sides are gonna make it. Ops can't afford to miss this disk.

"YESTERDAYS" (2:48)
"MY SILENT LOVE" (2:41)
PAUL WESTON ORCH.
(Columbia 39511; 4-39511)
- Two lovely standards are given a musical workout on this platter by Paul Weston and his orchestra. Each end gets a highly appealing going over as the orchestra makes it sound quite lovely and pleasant. These sides are perfect for ops who have the quieter spots.

"MOON SONG" (3:07)
"UNDER A BLANKET OF BLUE" (2:28)
PAUL WESTON ORCH.
(Columbia 39509; 4-39509)
- Two more oldies taken out of an album by Paul Weston show up here. These are very nostalgic sides which Paul and the orchestra play in syrupy fashion. Both instrumentals are great to listen to and are gonna get plenty of play in the right locations. Ops have to hear them.

"BLUE HAWAII" (3:01)
"THE MOON OF MANAKOORA" (3:08)
AMES BROTHERS
(Coral 60513; 9-60513)
- A couple of Hawaiian sounding numbers are sent to town on this disk by the Ames Brothers accompanied by Roy Smeeck and the Seranaders. The boys display their wonderful harmony at either end as they go through the tunes in slow steady pace. Ops know this group's drawing power.

"MOONLIGHT BAY" (2:49)
"SMILES" (2:09)
LAWRENCE WELK ORCH.
(Coral 60516; 9-60516)
- Two oldies make up the Lawrence Welk offering. On the upper level "Moonlight Bay" is a nice tune while on the second half the orchestra whirs through an instrument, Ops will do ok with this one —either side.

"BE MINE TONIGHT" (2:45)
"CALIFORNIA MOON" (2:46)
LES BAXTER
(Capitol 1785; F-1785)
- A ballad that has been getting a lot of recordings shows up here done by Les Baxter's orchestra and chorus. Sue Allen takes care of the vocal. The second side is a waltz with Dick Branson singing the lyrics. Ops in the market for likely filler material have it on this platter.

"DON'T TAKE YOUR LOVE FROM ME" (2:45)
"NEVER" (2:17)
BOB EBERLY
(Capitol 1786; F-1786)
- Bob Eberly comes up with an easy going side, as he takes hold of an oldie and talks his way through the beginning. When he dips down into the song, he gives it the feeling it needs and winds up with a good job. The lower half a ballad without too much appeal. Harold Mooney does the orchestration at either end.

"BE FAIR WITH ME" (2:39)
"IF YOU WERE MINE" (2:41)
JERRY COOPER
(Rainbow 141)
- Jerry Cooper has a couple of ballads to offer here which he does in his usual dramatic way. Getting some help from the Lark Sisters and Sid Bass' orchestra, Jerry does ok with these. Ops will want to tune in for themselves to decide whether this one is for their machines.

"YOU" (2:08)
"MAD ABOUT HIM SAD WITHOUT HIM BLUES" (3:08)
JANETTE DAVIS
(Coral 39537; 4-39537)
- A very dynamic oldie is given a ride on the upper end by Janette Davis who makes it sound new all over again. With Archie Bleyer providing the musical background, this one deserves ops' attention. The lower end is a novelty of a couple of years back which Janette also does well.
NEW YORK:
Jersey Joe Walcott, this week cut a disk for Decca labeled "Have Faith." The song was inspired by remarks made in the ring following his winning battle with Erzaed Charles. The record features the singing of Marie Knight with Jersey Joe.

MANON:
This week brings forth its grand music at the Cafe Rouge. His vocalist, Manon, wants one of the prettiest things we’ve seen in a while and what’s more she can sing. It looks as though Bernie Cummins has a permanent berth at the Hotel New Yorker Music Room. The original artists on "Sin," Al Alberts and the Four Aces, will be signed shortly to a major label deal on Victoria label. Larry Spier resigned from Bourne Inc. this week fulfilling his promise to go into business for himself. Could the answer to the puzzle Jack Spina is sending out be "With All My Heart And Soul?" Danny, who with his wife Carol, has been away for an additional two weeks at Le Ruban Bleu, guests on the Perry Como TV show over CBS Wednesday, Oct. 10. He is looking at a down-payment accounts with the Collector of Internal Revenue and is once again open for business. Paul Barry, formerly with E. H. Morris Co. and Sam Weiss, veteran music men, have formed a partnership with offices in 1619. Cannot Dist. added the Cadillac Record line which has a possible winner in "Hold Me Just A Little Longer Daddy." Nat Shapire is handling the new Columbia album by Stan Freema called "Come On-A Man’s House." A couple of sides are being released to pick up the Okah label. Perry Blaine donated $50 to every copy sold in the New York area of those big hits "Sin" and "Down Yonder" to the UJA at a fund raising dinner this week. The new "Perry and Dean Blaine which Columbia has just released runs for over 2 hours. Elmo Rusce" recording of "Oh What A Sound Off On Mocking Bird Hill," done as a joke, will be released by Prymar Records. Irving Fields plays the Universal Hotel in Reno from October 4 to 18. Morey Amsterdam’s "See Me," from the show "Guys and Dolls" has been taken off restriction and is now being played by the Jockeys.

CHICAGO:
Most excited guy in town: Jimmy Martin. His newest Sharp disk featuring Danny Parker and Elane Rodgers singing "Whispering Shadows" chosen as record-of-the-week at the Hudson-Record stores and already beginning to grab juke box listeners. The Mary Kaye Trio’s cutting of "The Gypsy Didn’t Tell Me Your Name" starting to get action.

Dinah Washington heard deejaying away on Monday note. Not a very crisp bit but a very fine deejay, too. And clicking in the Hi-fi's Frankie Masters going great at the Edgewater.

Jack Eigen, deejay of Noy Vayk’s Copa, now terrific at the Copa now starting to get action.

Tab Smith’s United Deejaying "Because Of You" growing stronger by the second and destined for a top spot in juke boxes. Jeb disk, "Pass The Meat And Pass The Potatoes," chosen as official song of the National Restaurant Area. And this Jeb happens to be even greater things in their latest releases. Just heard a great new disk by singeress Jillia Webb. This girl has a voice that really sends you. With a star she’s gonna be... Milt Schwartz, who owns the Capitol, just took over the Riverside Records. Is the Capitol now over to big names. This past Wednesday there was a mob on hand to greet Charle. Ventura, Buddy Rich, and Poncho Sanchez, who opened the Primavera to some of the greatest jazz ever yet listened to. Congratulations to Milton for bringing out one more bigtime group to the town. A lot of the guys and gals have sung according to Moe Nahan whose place will now only hire artists "who have a good recording." Moe learned that such stars as Tony Bennett, Don Cherry, June Taxy and Art Lund, pull 'em in, because the people know them by the way they've cut. On the way into his spot are Frank Warren, Champ Butler and other well knowns. He charges a buck a head admission on weekdays and a buck and a half on Saturday’s. "And," he claims, "when we’ve got an artist with a good recording, we turn hundreds away. Something to this disk biz, maybe yes?


PATTY PAGE:
Tony Martin’s "Make Believe" and "If I Love Again," also Patti Page’s "Whisper" and "Circa". Taking off fast, and maybe a little surprisingly to some folks, is Patti’s brand new, "And So To Sleep," which seems to be topping the plug side of "One Sweet Letter." Capitol’s sales and earning report for six months ending June, 1961, will be up on last year’s take.

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

WOJ—New Orleans, La
1. THE WORLD IS WAITING FOR THE SUNRISE (Paul Ford)
2. THEY THERE EYES (Champ Butler)
3. WHISPERING (Paul Ford)
4. IT'S ALL IN THE GAME (Tommy Edwards)
5. LA BOCINA SIN (Nat "King" Cole)
6. COLD; COLD, HEART (Tony Bennett)
7. AMOS, MY SWEET LORD (Nat "King" Cole)
8. ON BEAUTY (Tony Martin)
9. DON'T YOUNDER (Champ Butler)

Art Tacker

WCOF—Boston, Mass.
1. WHILE YOU DANCED, DANCED, DANCED (Goldest)
2. IT'S ALL IN THE GAME (Tommy Edwards)
3. BECAUSE OF YOU (Tony Bennett)
4. THE ROSE I BRING YOU (Jan Proce)
5. WHO AM I? (Ross Moran)
6. CARA, CARA, SILLA, BELLA (Perry Como)
7. DOWN YOUNDER (Lawrence Cook)
8. WHERE AM I? (Hank Henrie)
9. VANYA (Don Cherry)
10. CALLA CALLA (Vic Damone)

Mort Nassbaum

WHAM—Rochester, N. Y.
1. LONGING FOR YOU (Victor Damone)
2. AND SO TO SLEEP AGAIN (Putti Page)
3. I GET IDEAS (Tony Martin)
4. VANYA (Liz Baxt)
5. JEZEBEL (Frankie Laine)
6. ENDLESS JAMBOREE (Margaret Whiting)
7. AND HOW DO YOU WANT TO SEE YOU? (Frank Sinatra)
8. KISS OFF MY HANDS (Mills Brothers)

Claude Taylor

WXLY—Jacksonville, Fla.
1. COME ON N.A. MY HOUSE (Rosamunde Clooney)
2. I'M IN LOVE AGAIN (Andrew Sisters)
3. I GET IDEAS (Putti Page)
4. I GET IDEAS (Putti Page)
5. MIXED EMOIONS (Rosamunde Clooney)
6. LONGING FOR YOU (Summy Kaye)
7. THAT'LL BE THE DAY (Bobby Darin)
8. THERE'S A BIG BLUE CLOUD (Perry Como)
9. SWEETHEART OF YESTERDAY (Baby Wayne)
10. WHILE YOU DANCED, DANCED, DANCED (Gordon Jenkins)

Arty Kay

WRXL—LEXINGTON, Ky.
1. DOWN IN THE WOOD (Putti Page)
2. SLOW POKE (Pee Wee King)
3. COME ON N.A. MY HOUSE (Rosamunde Clooney)
4. BECAUSE OF YOU (Lee Baxter)
5. I GET IDEAS (Tony Martin)
6. SWEET VIOLETS (Brahm Shap)
7. I'M GONNA MAKE A "King" CAL (Putti Page)
8. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
9. THE LOVELIEST NIGHT OF THE YEAR (Teresa Mann)
10. I'M WAITING JUST FOR YOU (Lucky Millinder)

Bill Silbert

WWJ—Detroit, Mich.
1. BLUE OYSTER (Bill Evans)
2. SENTIMENTAL JOURNEY (James Brothers-Liz Browne)
3. I WANT I WIZ (Rosamunde Clooney)
4. COLD HEARTS (Putti Page)
5. AND SO TO SLEEP AGAIN (Putti Page)
6. IT'S ALL IN THE GAME (Tommy Edwards)
7. YOU'LL KNOW (Tony Martin)
8. AND SO TO SLEEP AGAIN (Putti Page)
9. C'EST VOUS (Larry Raine)

Ed Donner

KXOK—St. Louis, Mo.
1. FOR ALL WE KNOW (Walter Schumann)
2. COME ON N.A. MY HOUSE (Rosamunde Clooney)
3. SWEET VIOLETS (Brahm Shap)
4. UNDECIDED (James Brow-Branch Brow)
5. AND SO TO SLEEP AGAIN (Putti Page)
6. COOL, COOL, COOL OF THE EVENING (Cordic)
7. LAVENDER ROOM (Bill Woods)
8. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
9. BECAUSE OF YOU (Edith Farris)
10. SIN (Louis Acc-Abert)

Ross Smithsonian

WBKA—Mobile, Ala.
1. BECAUSE OF YOU (Tony Bennett)
2. I'M GONNA MAKE A "King" CAL (Putti Page)
3. CHERRY PINK AND APPLE BLOSSOM WHITE (Cordic)
4. JEZEBEL (Frankie Laine)
5. SWEET VIOLETS (Brahm Shap)
6. COME ON N.A. MY HOUSE (Rosamunde Clooney)
7. THE BLUES (Francisco Lopez)
8. IT'S ALL IN THE GAME (Sammy Kaye)

Frank White

KMKV—Denver, Colo.
1. BECAUSE OF YOU (Les Baskett)
2. THESE THINGS I OFFER YOU (Sarah Vaughan)
3. ISLE OF CAPRI (Frankie Laine)
4. GO—GO—GO (Richard Hart)
5. WHISPERING (Paul Ford)
6. COLD, COLD HEART (Tony Bennett)
7. VANYA (Don Cherry)
8. EELIE BELLE MY LIBERTI BELLE (Guy Mitchell)
9. COME ON N.A. MY HOUSE (Rosamunde Clooney)
10. HOW DO I LOVE YOU (Al Tracy)

Walter Philips

WCPO—Cincinnati, Ohio
1. BECAUSE OF YOU (Tony Bennett)
2. THE WORLD IS WAITING FOR THE SUNRISE (Paul Ford)
3. WHILE YOU DANCED, DANCED, DANCED (Gordon Jenkins)
4. COLD, COLD HEART (Tony Bennett)
5. THEM THERE EYES (Champ Butler)
6. BLACK STRAP MOLASSES (Leslie Whiting)
7. COME ON N.A. MY HOUSE (Rosamunde Clooney)
8. I'VE TELL YOU (Vic Damone)
9. I GET IDEAS (Laura Armstrong)
10. TINKLE SONG (Ray Aimott)

Chuck Thompson

WFOR—Hartsville, S.C.
1. GET HIM OFF MY HANDS (Marion Maragon)
2. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
3. DON'T YOUNDER (Champ Butler)
4. LOVELY MI-THOD OF THE YEAR (Teresa Mann)
5. WOnderful, Wonderful (Dinah Shore)
6. AND SO TO SLEEP AGAIN (Putti Page)
7. DEEP NIGHT (Sandra-James)

Paul Irving

WEDC—Chicago, Ill.
1. BECAUSE OF YOU (Tony Bennett)
2. THE WORLD IS WAITING FOR THE SUNRISE (Paul Ford)
3. ALWAYS REMEMBER YOU (Putti Page)
4. CALLA CALLA (Vic Damone)
5. BIRTH OF THE BLUES (Nattie Lutcher)
6. BIRLE BELLE MY LIBERTI BELLE (Guy Mitchell)
7. WHISPERING (Paul Ford)
8. I WANT TO BE NEAR YOU (Johnny Desmond)
9. HANGIN' AROUND WITH YOU (Mildy Caran)

Bob Watson

WSB—Atlanta, Ga.
1. WHERE DID YOU GO (Robert Q. Lewis)
2. MARY ROSE (Ray Anthony)
3. MORNINGSIDE OF THE MOUNTAIN (Paul V'sen)
4. POWDER BLUE (Don Cherry)
5. TOO YOUNG (Nat "King" Cole)
6. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
7. LAST RIVER (Dinah Shore)
8. BECAUSE OF YOU (Tony Bennett)
9. WHISPERING (Paul Ford)

Rege Cordic

WSW—Pittsburgh, Pa.
1. COME ON N.A. MY HOUSE (Rosamunde Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. THE WORLD IS等待 FOR THE SUNRISE (Putti Page)
4. BECAUSE OF YOU (Tony Bennett)
5. I GET IDEAS (Tony Martin)
6. DREAMY MELODY (Art Stevens)
7. TILL WE MEET AGAIN (Pete Kelly's Big 7)
8. COME ON N.A. MY HOUSE (Rosamunde Clooney)
9. LOVELIEST NIGHT OF THE YEAR (Marie Elena)
10. CASTLE ROCK (Johnny Hodges)

Don Bell

KENT—Des Moines, Iowa
1. BECAUSE OF YOU (Tony Bennett)
2. BECAUSE OF YOU (Les Baskett)
3. LOVELY STREET, N.Y. (Champ Butler)
4. I WANT TO BE NEAR YOU (Johnny Desmond)
5. I'LL HOLD YOU IN MY HEART (Heftie Fisher)
6. MAYBE IT'S BECAUSE (Don Cherry)
7. COME ON N.A. MY HOUSE (Rosamunde Clooney)
8. SIN (Eddy Howard)

Wallie Dunlap

WLUZ—Bridgport, Conn.
1. COLD, COLD HEART (Tony Bennett)
2. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
3. LONGING FOR YOU (Tommy Tucker)
4. I WONT CRY ANYMORE (Eileen Wilson)
5. THE WORLD IS WAITING FOR THE SUNRISE (Putti Page)
6. LOVELIEST NIGHT OF THE YEAR (Marie Elena)
7. COME ON N.A. MY HOUSE (Rosamunde Clooney)
8. IT'S ALL IN THE GAME (Sammy Kaye)

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“FIND ‘EM, FOOL ‘EM, AND FORGET ‘EM”
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Ray Pearl and His Orch.
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“CRYIN’ HEART BLUES”
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“AS LONG AS I LIVE”
“ALWAYS LATE”
Al Harmon
JEB 6001

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Meeting Dates Of
Music Operators' Associations

Sept. 24—Phonograph Owners’ Association
Place: Broadview Hotel, East St. Louis, Ill.
26—Music Merchants’ Guild
Place: Narragansett Hotel, Providence, R. I.

Oct. 1—Illinois Amusement Association
Place: 208 N. Madison St., Rockford, Ill.
2—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.
8—Wisconsin Phonograph Owners’ Association
Place: City Hall, Broadhead, Wis.
9—California Music Guild
Place: 311 Club, Oakland, Cal.
9—Automatic Phonograph Owners’ Association
Place: Gibson Hotel, Cincinnati, Ohio
10—Music Operators of Northern Illinois
Place: Hapsburg Inn, Des Plaines, Ill.
11—Michigan Automatic Phonograph Owners’ Association
Place: Maccabee Building, Detroit, Mich.
11—Oregon Music Association
Place: 827 S. W. 13th Ave., Portland, Ore.
15—Westchester Operators’ Guild
Place: American Legion Hall, White Plains, N. Y.
16—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.

OCTOBER 15 and 16
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“It’s What’s in THE CASH BOX That Counts”
Coral Signs Teresa Brewer; Decca Acquires New Artists

NEW YORK—Decca and Coral Records have announced the acquisition of new artists. Coral, after protracted negotiations, has signed Teresa Brewer to a recording contract. Teresa, who was formerly the London label, came to the public's attention with her waxing of "Music, Music, Music." Decca this week renewed the contracts of June Hutton and the Mackays.

The company also announced the signing of Dave Barbour, Al Morgan and Jerry Southern. Barbour was formerly with Capitol; Morgan with London; and songstress Jerry Southern was with Mercury.

In the rhythm and blues field, Paul Cohen disclosed the signing of five new artists. The list includes two male vocalists Waymon Brown and Willie Brown; one female vocalist Clay Brady; Charlie Harding a blues singer who accompanies himself on the guitar; and The Golden Gospel Singers, a religious quartet.

King Plans To Cover All Hillbilly Hits

NEW YORK—Syd Nathan, president of King Records, announced this week that the Folk and Western division of his firm will henceforth cover all western hits. The method of ascertaining what is to be covered will be by reports from King salesmen all over the country, as well as from djs and trade paper charts. The first items to be covered will be "Slow Poke," "Wedding Blossoms," "Crying Heart Blues" and "Lonely Little Robin."

King also announced further changes in the organizational set up. Ralph Bass A & R head of Federal will move to Los Angeles to operate out of that city. Henry Glover will remain in N. Y.

Eli Oberstein will start cutting next week. After his sales meeting in Cincinnati this weekend, Oberstein will be ready to announce his future recording plans for King.

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EDDIE HEYWOOD—Columbia

Ben Light—Tempo

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“Because of You"

Seattle, W. A.

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CHICAGO 15, ILL.

“It's What's in THE CASH BOX That Counts"
New York, N. Y.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. I GET IDEAS (Tony Martin)
4. TOO YOUNG (Nat "King" Cole)
5. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
6. TOO YOUNG (Nat "King" Cole)
7. COLD, COLD HEART (Tony Bennett)
8. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
9. BELLE, BELLE, MY LIBERTY BELLE (Guy Mitchell)
10. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)

Opelousa, La.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. I GET IDEAS (Louis Armstrong)
4. COLD, COLD HEART (Tony Bennett)
5. TOO YOUNG (Nat "King" Cole)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. JESSEBEL (Frankie Laine)
9. I'M IN LOVE AGAIN (April Stevens)
10. SHANGRAI (Doris Day)

Pawtucket, R. I.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. I GET IDEAS (Tony Martin)
4. TOO YOUNG (Nat "King" Cole)
5. TOO YOUNG (Nat "King" Cole)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. JESSEBEL (Frankie Laine)
8. WONDERFUL, WASTN'T IT? (Frankie Laine)
9. TOO YOUNG (Nat "King" Cole)
10. JEBBER (Frankie Laine)

St. Paul, Minn.

1. COME ON-A MY HOUSE (Rosamond Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. TOO YOUNG (Nat "King" Cole)
4. TOO YOUNG (Nat "King" Cole)
5. TOO YOUNG (Nat "King" Cole)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
8. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
9. I'M IN LOVE AGAIN (April Stevens)
10. I GET IDEAS (Tony Martin)

Phoenix, Ariz.

1. COME ON-A MY HOUSE (Rosamond Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. JEBBER (Frankie Laine)
4. TOO YOUNG (Nat "King" Cole)
5. TOO YOUNG (Nat "King" Cole)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. SMOKY (Ray Como)
10. BECAUSE OF YOU (Marnie Lanza)

San Francisco, Cal.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. SWET VIOLETS (Dinah Shore)
4. I GET IDEAS (Tony Martin)
5. TOO YOUNG (Nat "King" Cole)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. COLD, COLD HEART (Tony Bennett)
8. BELLE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
9. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
10. JEBBER (Frankie Laine)

Minneapolis, Minn.

1. COME ON-A MY HOUSE (Rosamond Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. SWET VIOLETS (Dinah Shore)
4. JEBBER (Frankie Laine)
5. BECAUSE OF YOU (Tony Bennett)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. I'M IN LOVE AGAIN (April Stevens)
9. HOW HIGH THE MOON (Les Paul & Mary Ford)
10. ON TOP OF OLD SMOKY (The Weavers)

Chicago, Ill.

1. BECAUSE OF YOU (Tony Bennett)
2. COLD, COLD HEART (Tony Bennett)
3. COME ON-A MY HOUSE (Rosamond Clooney)
4. I GET IDEAS (Tony Martin)
5. TOO YOUNG (Nat "King" Cole)
6. SWET VIOLETS (Dinah Shore)
7. I WON'T CRY ANYMORE (Tony Bennett)
8. WHILE YOU DANCED, DANCED, DANCED (Georgia Gibbs)
9. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)
10. BELLE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)

Montgomery, Ala.

1. TOO YOUNG (Nat "King" Cole)
2. MIXED EMOTIONS (Rosamond Clooney)
3. BECAUSE OF YOU (Tony Bennett)
4. SOUND OF MY HOUSE (Les Paul & Mary Ford)
5. COME ON-A MY HOUSE (Rosamond Clooney)
6. VANITY (Tony Martin)
7. MISTER AND MISSISSIPPI (Doris Day)
8. MCKIN N BIRD HILL (Les Paul & Mary Ford)
9. TENNESSEE WALTZ (Patti Page)
10. ROSE, ROSE, I LOVE YOU (Frankie Laine)

Fayetteville, Ark.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. TOO YOUNG (Nat "King" Cole)
4. I'LL WAIT FOR THE SUNRISE (Les Paul & Mary Ford)
5. WHISPERING (Les Paul)
6. SHANGRAI (Doris Day)
7. BELLE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
8. SWET VIOLETS (Dinah Shore)
9. JEBBER (Frankie Laine)
10. VANITY (Don Cherry)

Fertile, Minn.

1. I GET IDEAS (Tony Martin)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. SWET VIOLETS (Dinah Shore)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. I'LL WAIT FOR THE SUNRISE (Les Paul & Mary Ford)
6. SWET VIOLETS (Dinah Shore)
7. I'M IN LOVE AGAIN (April Stevens)
8. I'M IN LOVE AGAIN (April Stevens)
9. I'M IN LOVE AGAIN (April Stevens)
10. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)

Norfolk, Va.

1. SWET VIOLETS (Dinah Shore)
2. BECAUSE OF YOU (Tony Bennett)
3. TOO YOUNG (Nat "King" Cole)
4. TOO YOUNG (Nat "King" Cole)
5. TOO YOUNG (Nat "King" Cole)
6. COLD, COLD HEART (Tony Bennett)
7. I GET IDEAS (Tony Martin)
8. MUH OLD SMOKEY (Ray Como)
9. LONGING FOR YOU (Vic Damone)
10. LOVELIEST NIGHT OF THE YEAR (M. Lanza)

Seattle, Wash.

1. BECAUSE OF YOU (Tony Bennett)
2. COME ON-A MY HOUSE (Rosamond Clooney)
3. SWET VIOLETS (Dinah Shore)
4. TOO YOUNG (Nat "King" Cole)
5. I GET IDEAS (Tony Martin)
6. SWET VIOLETS (Dinah Shore)
7. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
8. SHANGRAI (Doris Day)
9. COLD, COLD HEART (Tony Bennett)
10. LOVELIEST NIGHT OF THE YEAR (M. Lanza)

Albuquerque, N. M.

1. COME ON-A MY HOUSE (Rosamond Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. BECAUSE OF YOU (Tony Bennett)
4. SWET VIOLETS (Dinah Shore)
5. JEBBER (Frankie Laine)
6. BECAUSE OF YOU (Tony Bennett)
7. I'M IN LOVE AGAIN (April Stevens)
8. I'M IN LOVE AGAIN (April Stevens)
9. I'LL WAIT FOR THE SUNRISE (Les Paul & Mary Ford)
10. LOVELIEST NIGHT OF THE YEAR (M. Lanza)

Cleveland, Ohio

1. BECAUSE OF YOU (Tony Bennett)
2. SWET VIOLETS (Dinah Shore)
3. COME ON-A MY HOUSE (Rosamond Clooney)
4. TOO YOUNG (Nat "King" Cole)
5. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
6. BELLE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
7. BELLIE, BELLIE, MY LIBERTY BELLE (Guy Mitchell)
8. SHANGRAI (Bill Williams)
9. I GET IDEAS (Tony Martin)
10. LOVELIEST NIGHT OF THE YEAR (M. Lanza)

"It's What's in the Cash Box That Counts!"
"WHISKEY AND GIN" (2:43)
"TELL THE LADY I SAID GOODBYE" (2:39)

JOHNNIE RAY

- A really different type voice and a wonderful tune are combined to create a waxing that can't miss the Calla's motion. It's called "Whiskey And Gin" and it's a sure bet that it'll be a big money maker for Mr. Johnnie Ray presents a wonderful vocal job of this slow and tender tune while Maurice King and his Wolverines back him musically. The melody is lovely and infectious and with the meaningful and tearful singing of Johnnie to boot, this disk is going to be played and played and played. The second side should also prove to be a contender for top honors. It too is a wonderful tune that is aptly over with plenty of feeling by Johnnie and the boys. This ballad is slow and soothing and ops are gonna have a big one. Both sides are loaded, but we feel that the first side is going to skyrocket to the top and ops will want to hear them.

"COTTAGE FOR SALE" (2:25)
"CRYING FOR YOU" (2:32)

BETTE MCLAURIN

(Decca 775)
- The strong voice of Bette McLaurens lends itself beautifully to an equally beautiful oldie. With Eddie Woess again backing her, this end has the makings of a top tune. The bottom end is a slow ballad that receives the first rate treatment of Bette's meaningful moaning. We look for the top deck to take off.

"HAVEN'T GOT A DIME TO MY NAME" (2:21)
"DAY AND NIGHT BLUES" (2:20)

KING PERRY

(Specialty 412)
- King Perry and his pied pipers dish out a pair of those low down blues items. The first one is a slow forceful number that King beloves in that typical blues manner. The lower end is a similar tune, but with not as much to offer. Ops should watch the upper level.

"I GOT LUCKY" (2:37)
"LET'S RENEW OUR LOVE" (2:51)

JOHNNY WILLIAMS

(Swingtime 225)
- A pair of blues items is waxed by Johnny Williams. Both ends get a blues treatment in the form of a talking vocal. Johnny's singing gets a fitting musical backdrop which helps carry the platter through. Ops in the market for filler items of this nature oughta take a gander.

"MEAN, MEAN WOMAN" (2:34)
"LUMP IN MY THROAT" (2:29)

LITTLE WILLIE LITTLEFIELD

(Modern 83)
- Little Willie Littlefield has some wonderful material to work with on this waxing and he brings home a pair of potent sides. The first lid is a bouncy blues number that is helped along by good piano and sax playing. The second level is a slow, draggy blues item on which Willie really goes to town. Both ends are strong jule box fare.

"SERENADE IN BLUE" (2:43)
"I'VE GOT YOU UNDER MY SKIN" (2:32)

TERRY GIBBS Sextet

(Savvy 818)
- The Terry Gibbs Sextet offers a couple of interesting instrumentals. The tophalf is a slow and soothing number with a beautiful melody in which the sax features a clarinet and saxophone in their wonderful rendition. The under lid is a lovely oldie that gets an interesting and different treatment. Ops are urged to watch this platter.

"PERIDODO" (2:48)
"CHICO'S BOOGIE" (2:48)

RED CALLENDER Sextet

(RCA Victor 20-4666; 47-4266)
- A classical jump number is given another ride around the wax by the Red Callender Sextet. Featuring a real gone moaning sax, this half comes home a winner. The flip is another instrumental that is a slow, draggy item and also shows up some fine sax playing. We give our nod to the upper lid.

"I ONLY HAVE EYES FOR YOU" (2:46)
"BLUES IN THE EVENING" (2:38)

DOLES DICKENS QUINTET

(Deca 48242; 9-48242)
- The first side is a revival of an oldie. Dolos Dickens Quintet, with Dickens on the vocal, made this lovely tune sound real good. The under half is a blues item that's done softly and smoothly and makes for good listening. Ops can have their choice of either end.

"SPEEDLINER" (2:34)
"LATER FOR THE HAPPENIN'" (2:42)

ILLINOIS JACQUET ORCHESTRA

(Mercury 8951)
- A couple of gone jump tunes are banged home by the Illinois Jacquet Orchestra. Each lid has lots of life and pep and this aggregation is known for its treatment of jump numbers. Illinois Jacquet is featured with his solid sax. Ops know that this artist has a big following and can therefore bring those nickels home.

Do I have to paint a picture for you to show you the Returns You'll Get from your ad in: "The Midwest Coin Machine Show Special" issue of THE CASH BOX DATED: OCTOBER 20, 1951
Closes: Wednesday, October 10
RUSH YOUR AD TODAY

PUBLICATION HEADQuARTERS
EMPEROR STATE BLDG., NEW YORK 1, N. Y.
Tel: LOngeacre 4-5321

CHICAGO
32 W. RANDOLPH STREET (Tel.: DEarbon 2-0045)
LOS ANGELES
6363 WILSHIRE BLVD. (Tel.: WEBster 3-0347)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Cash Box, Music

September 29, 1951

New “Sixty Minute Man”

NEW YORK — Bandleader Elliot Lawrence thumps away at the keyboard while Melvin Moore sings “Sixty Minute Man” just released by King Records. This version has been slightly revised to permit clearance by all radio stations. It is Lawrence’s first recording for King. Backing is his own tune titled, “Quick.” Scheduled for future release is another Lawrence disc, featuring Lloyd Copas, a topper in the folk field.

=i=

TWIN SMASHES

1
THE FIVE KEYS

“THE GLORY OF LOVE”
AL. 3099
b/w “HUCKLEBUCK WITH JIMMY”

Peppermint Harris

“I GOT LOADED”
AL. 3097
b/w “IT’S YOU, YES, IT’S YOU”

FRANK HAYWOOD

“If You Don’t Love Me Anymore”
AL. 3098
b/w “BABY, BABY, BABY”

Getting HOTTER

Jackie (Rocket 88) Brenston

“Tuckered Out”
B/W “My Real Gone Rocket”
CHESS 1469

THE TOP TEN TUNES NETTING HEARTIEST PLAY, COMPILLED 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. GLORY OF LOVE
Five Keys
(Aladdin 3099)

2. SMOOTH SAILING
Ella Fitzgerald
(Decca 27693)

3. I’M WAITING JUST FOR YOU
Lucky Millinder
(King)

4. SIXTY MINUTE MAN
Dominoes
(Federal 12022)

5. THE MASQUERADE IS OVER
Betty McLaurin & Eddie Wilcox Orch.
(Derby 766)

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

7. BLOODSHOT EYES
Wynonie Harris
(King)

8. I’M JUST A FOOL IN LOVE
Orioles
(Jubilee 5061)

9. THESE THINGS I OFFER YOU
Sarah Vaughan
(Columbia 39370)

10. CASTLE ROCK
Johnny Hodges
(Mercury 8944)

FAITH RECORDS, INC.
217 WEST 125TH STREET
NEW YORK 27, N. Y.
(Tel.: MDonument 3-8420)

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

www.americanradiohistory.com
With the summer season a passing memory, we are coming into one of the best working winters for the professional recording companies. Several recording companies are expanding their operations to new and more personal appearances are calling daily for more and more talent; and that might be a little giant TV, is off to his greatest season to date.

Search is currently on for a replacement for the flaring HATTIE MC DANIELS for the part of Beulah in the TV sponsored strip.

JOE ROLAND, with his swinging vibes, has kicked in with George Shearing for the balance of the season. JOHNNY HODGES loses ace drum beater SONNY GREER. Prior to split they were together on Okeh latest release. "Tired Shirt" b/w "The Jeep Is Jumpin'". GOSPEL singers are riding on a new wave of deep-seated popularity, as is proved by the box office 'take' in spots around the country where such as the RAVENS, THE FOUR TUNES, INK SPOTS, BILLY WILLIAMS QUARTETTE to mention only a few, are appearing. THE RAVENS latest for Columbia, "The Whiffenpoof Song" bids to out gross all previous efforts.

With the opening of the new and elaborate Lord Colvert Hotel, in Florida, we can expect many attractions to be held for the popular winter resort area, as they now have a beautiful and luxurious stopping place. Hostelry boats swimming pool, fine restaurant, remote radio DJ pick-up and a cocktail room quite suitable for the Lords and their Ladies.

From the smoky and hilly streets of Pittsburgh to the wind, swept, jazz center of the Midwest, Chicago, comes a trio of young men, with a new and different approach that is pleasing to the ears of jazz lovers of all ages. Group is led by FJITZ JONES, on the 88, RAY CRAWFORD, guitar and EDDIE CALHOUN with the big bass. JERI SOUTHERN, Chicago thrust, signed with Decca. LIONEL HAMPTON, due to soon leave the west coast for a series of mid-west dates for the early fall season.

DELTA RHYTHM BANDS now found in Rome, Italy. Whatever became of JESSIE SCOTT, the Blonde Bombshell, when last heard of was working in Cleveland. ETHIEL WATERS opened to a packed house in Chi. for "Memories of Mexico". All critics agreed with raves as MISS WATERS so well deserves. SONNY STITT & GENE AMMONS will do a battle of the reeds at Chicago's Pershing Ballroom, Sept. 23rd. JACQUELINE BRENNON, who soared to fame on a Rocket '88' will stay in the stratosphere with his new "Tuckered Out" on Chess label.

This column wishes to thank the many kind people who sent in letters and wire their comments on our first effort last week, keep it up, your comments are welcome.

Sam Evans is the Rhythm and Blues writer, WGN, Chicago's Mutual outlet, every night.

First Hot United Release

"FINE AND BROWN"   "LUCKY BLUES"
By ROOSEVELT SYKES  By EDWARD BROWN

"CRYING WON'T HELP YOU"   "KANSAS CITY BLUES"
By ROBERT "NIGHTHAWK"  By NORM BROWN

"WINDY CITY BOOGIE"   "BLACKJACK BLUES"
By "NATURE BOY" BROWN  By TAB SMITH

The Original! A SMASH HIT!!
"SIN (IT'S NO)"
backed by
"HEART AND SOUL"
SAVOY #817
by THE FOUR BUDDIES

The Cash Box, Music
Page 17
September 29, 1951

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.

1  I GOT LOADED
   Peppermint Harris
      (Abaladin)

THE GLORY OF LOVE
   The Five Keys
      (Abaladin)

2  GLORY OF LOVE
   Five Keys
      (Abaladin)

PRAYIN' FOR YOUR RETURN
   Percy Mayfield
      (Speciality)

DON'T YOU KNOW I LOVE YOU?
   Clovers
      (Atlantic 934)

BLOODSHOT EYES
   Wynonie Harris
      (King)

CHAINS OF LOVE
   Joe Turner
      (Atlantic 939)

BIG TOWN
   Roy Brown
      (DeLuxe)

T-99 BLUES
   Jimmy Nelson
      (RPM)

JUNCO PARTNER
   James Wayne
      (Sittin' In)

BLOODSHOT EYES
   Wynonie Harris
      (King)

SIXTY MINUTE MAN
   The Dominoes
      (Federal 12022)

SAVANNAH, GA.
   1. Sixty Minute Man
      (Federal)
   2. I'm Gonna Get You
      (Memphis Slim)
   3. Heart To Help You
      (Little Brother)
   4. Tryin' To Find A Girl
      (James Wayne)
   5. I'm Waiting Just For You
      (Lucky Millinder)
   6. My Blues
      (Percy Mayfield)
   7. Louisiana Wazoo
      (Sonnie Terry)
   8. I'm A Fool To Want You
      (Billy Eckstine)
   9. Three Hundred Woman
      (Louis Jordan)

SHOALS, IND.
   1. I'm Waiting Just For You
      (Percy Millinder)
   2. Sixty Minute Man
      (Dixie Mayfield)
   3. Bloodshot Eyes
      (Wynonie Harris)
   4. Go, Go, Go
      (Trent Turner)
   5. Chains Of Love
      (Joe Turner)
   6. 199 Blues
      (Jimmy Nelson)
   7. Prayin' For Your Return
      (Percy Mayfield)
   8. Castle Rock
      (Jahue Hodges)
   9. Hey Little Girl
      (John Godfrey Trio)
   10. Sleep
      (Earl Bostic)

MILWAUKEE, WIS.
   1. Sixty Minute Man
      (Dixie Mayfield)
   2. Smooth Riders
      (Blue Fitzgerald)
   3. Chains Of Love
      (Joe Turner)
   4. 199 Blues
      (Zonnie Nelson)
   5. Varsity
      (Sarah Vaughan)
   6. Bloodshot Eyes
      (Wynonie Harris)
   7. Honey Bee
      (Muddy Waters)
   8. I'm Waiting Just For You
      (Lucky Millinder)
   9. All Night Long
      (Johnny Otis)
   10. Don't You Know I Love You
      (Clovers)

OAKLAND, CAL.
   1. Glory Of Love
      (Five Keys)
   2. I Got Loaded
      (Peppermint Harris)
   3. Chains Of Love
      (Percy Mayfield)
   4. Big Town
      (Roy Brown)
   5. I'm Crying
      (Memphis Slim)
   6. Prayin' For Your Return
      (Percy Mayfield)
   7. Lassosome
      (Jimmy Rushing Trio)
   8. The Mississippi Is Over
      (Chris Powell)

ATLANTA, GA.
   1. Glory Of Love
      (Five Keys)
   2. Don't You Know I Love You
      (Clovers)
   3. I'm Crying
      (Memphis Slim)
   4. Little Car Blues
      (Big Bill Loyal)
   5. Chains Of Love
      (Joe Turner)
   6. T-99 Blues
      (Jimmy Nelson)
   7. Sixty Minute Man
      (Dominos)
   8. Hey Little Girl
      (Billy Eckstine)
   9. The Thrill Is Gone
      (Roy Hawnson)
   10. Tru-La-La
      (Griffie Bros.)

"I'de What's in THE CASH BOX That Counts"
Visitors in Nashville for Grand Ole Opry September 15th included Herb Monti (Johnstone-Monti, Hollywood producer), Paul Cohen (Decca Country and Race topper), Bernie Silverman (Mercury field man), and Jimmie Davis (Decca artist, who was guest artist on Prince Albert’s NBC network seg.

Hank Snow (RCA Victor) returned to Grand Ole Opry Saturday night the 15th for his first p. m. since his recent automobile accident. After some additional rest Hank will resume his strenuous p. a. schedule.

Nashville artists on the sick list include Chet Atkins (RCA Victor) who has just undergone another operation which was not as serious as one several weeks ago; and Jimmy Dickens (Columbia) with an abcessed tooth.

Walter Colvin (P. D. of KUNZ-Houston) and Biff Callie (Columbia recorder and d. j. of KUNZ) recently purchased “The Plantation” local pop niterly and have converted it to country promotions entirely. Lefty Frizzell (Columbia) and Carl Smith (Columbia) have played to capacity houses already with Bob Wills (M-G-M) and Hank Snow (RCA Victor) booked for future appearances.

Biff Callie of KNUZ-Houston reports that Herbie Remington (formerly with Wills) is now working with The McBride and Dickie Jones around Hous- ton.

Smoke Warren of WAAT in Newark, New Jersey has opened a Jersey nite-spot labeled “Smoke’s Corner Room”. Surroundings are on the country and western theme featuring a collection of country and western artist’s pictures especially autographed to Smokey. Additions to the collection are always wel- come.

Smokey Smith completed his first year of singing and d. j. work at KBNT in Des Moines this past week. Six days a week you catch him there with a 5:30 hour spot and one at 5:30 P.M. for a half-hour. His air time and numerous p. a.‘s have made him top entertainer in that area in record time.

The Kansas City, veteran d. j. and p. m. of KDEC-Decatur, Illinois has filed all papers necessary toward his purchase of the station along with a partner. Now it’s up to F.C.C. and we are looking forward to having another country d. j. name among the list of station owners.

Jim Stowers is splitting country d. j. chores with Curly Kinasey at WGTA in Summerville, Georgia. Kinsey is sporting a new release on Mercury.

Ted Brooks who is recognized as an author of country hit “Pinched by the Guitar” recently inked a record paper with Decca. Sides formerly cut for Banna Records (Birmingham label) were taken over by Decca and an early release is set on two of the sides.

A Decca seminar is also scheduled with Chuck Rogers, a Nashville free lance.

Cancer Drive Show Recruits Another Artist

NEWARK, N. J.—On October 6, a great Damon Runyon Fund benefit show will take place at the Mosque Theater in Newark. Two members of that city’s police force have been busy for the past few weeks recruiting stars for the show. Above Louise Carlyle plays her latest disk for John, Collini and Lee Burn- helm, the cops responsible for the acquiring of talent as she agrees to appear on the show.

M. O. A. Prexy Endorses Red Feather Campaign

NEW YORK—George A. Miller, National President of Music Opera- tors of America, has endorsed the M. O. A. Red Feather Campaign of America.

Miller is asking the cooperation of every music operators’ association and its membership to assist the Community Chest of the nation by playing the phonograph record ent- titled “Give Your Best To The Community Chest” on every phonograph in the nation.

“Placing the record mentioned above in your machines calls for very little effort and time. The good natured, and personal support that can be derived from this cooperation and assistance may mean food and clothing to many who are less fortunate than we here in America.

“I sincerely solicit the cooperation of every music operator in the nation to this very worthy cause,” said Miller.

“It’s What’s in THE CASH BOX That Counts”
"SAN ANTONIO ROSE" (2:36)
"BULLY OF THE TOWN" (2:30)
JOHN MADDOX
(Dur 15000)

- It takes a mighty good piano instrumental to hit the top and
here is a pair of sides bound to do just that. The talented fingers
of John Maddox plus the fine accom-

"I'LL SAVE MY HEART FOR YOU" (2:40)
"FREIGHT TRAIN BREAKDOWN" (2:10)
EDDIE KIRK
(Capitol 1790; F-1790)

- The upper level is a slow and
soothing ballad that is treated in a
pop style by Eddie Kirk. He makes
it sound real good as he wends his
way through the lyrics. The second
half is a novelty number that is done
with a train effect, which seems to be
the fad nowadays. Ops have strong
ones on either half.

"ADDRESS UNKNOWN" (2:22)
"DETOUR" (2:39)
FOT WILLING
(Reco 46346; 9-46366)

- Foy Willing has a wonderful
tune to work with on the upper level. And
work on it he does with a good vocal
job. A chorale and instrumental group
add to this side and make it an item
to be watched. The bottom deck is a
tune that has already seen its day,
but the boys come up with a fine in-
strumental end anyway. We like the first
half.

"GOT A LETTER FROM MY KID
TODAY" (2:25)
"THE CALIFORNIA WALTZ" (2:25)
TOMMY DUNCAN
(Lebo 6030)

- Tommy Duncan dishes out a very
sentimental ballad on the upper level.
The tune is pleasant and with the
vocal treatment given it, it may prove
to be a big one. Flip is a slow number
done with a waltz tempo and again
Tommy puts his all into it. We think
the first one may break.

"SALTY DOG RAG" (2:32)
"OVER THE WAVES" (2:30)
JOHN GORDY
(Unique 1097)

- A pair of piano playing sides are
offered by John Gordy in this platter.
The top end is a good sounding bouncy
number that John bangs out on the
ingredients of this nature oughta get
with this disk fast.

"TEACH ME TO FORGET" (2:35)
"IT'S MANY A MILE BACK HOME" (2:44)
LEON PAYNE
(Capitol 1782; F-1782)

- Leon Payne works his way through
two pleasant sounding ballads on this
new waxing. The top song is a
number that is handled easily by Leon
and a fine instrumental group. The
second half is a novelty tune that is
given a listenable treatment. Ops have
their choice of either lid.

"A LONG ROAD TO TRAVEL" (2:35)
"SMILES WON'T HIDE AN ACHIN' HEART" (2:35)
BILL NETTLES
(Mercury 6350)

- The top deck presents Bill Nettles
with a bouncy item that is given a
thorough going over. Bill makes this
fair tune come out ok. The under lid
is a slow ballad and Bill again
brings home a pleasant end. Ops looking
for strong filler items oughta look in
now.

"DON'T GET ABOVE YOUR
RAISIN'" (2:42)
"I'VE LOST YOU" (2:50)
LESTER FLATT & EARL SCRUGGS
(Columbia 20854; 4-20854)

- Lester Flatt and Earl Scruggs
have some good material here and turn
out a potent disk. The upper half
features Lester on the vocal of a
cute number that has possibilities.
The lower deck is a bouncy tune that
finds Lester and Everett Lilly handi-
crafting the lyrics. In addition, The Foggy
Mountain Boys lend their instrument-
al talent to make this a big one.

"I BELIEVE" (2:50)
"THESE THINGS SHALL PASS" (2:56)
STUART HAMBLEN
(Columbia 20848; 4-20848)

- Two religious type items are off-
ered by Stuart Hamblen. The first
end is a lovely, slow number that is
sung and narrated by Stuart in a very
appealing manner. Darol Rice and
his orchestra set the mood on both
sides. The under level is another slow
tune with a very pretty melody and
Stuart does justice to the lyrics. Ops
have a must here.
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NOW YOU KNOW

- BECAUSE PAPER PRICES ARE SKY HIGH AND GOING HIGHER
- BECAUSE U.S. MAILING RATES ARE AGAIN BEING RAISED
- BECAUSE PRINTING COSTS HAVE JUMPED TREMENDOUSLY
- BECAUSE NEW MACHINE MANUFACTURE IS NEAR ITS END
- BECAUSE YOU NOW NEED AN ECONOMICAL PLACE FOR YOUR ADS
- BECAUSE AMERICA'S COINMEN RESPECT, ADMIRE AND ACCLAIM

THE CASH BOX

THAT THE

92c A WEEK ADVERTISING SUBSCRIPTION

IS THE BIGGEST BARGAIN IN

AMERICAN PUBLISHING HISTORY

IF YOU CAN AFFORD TO SPEND 92c A WEEK TO GET AHEAD

AND STAY AHEAD OF YOUR COMPETITORS READ THIS MESSAGE!

Never before in all American publishing history has there been so outstanding and so economical an offer made to any industry anywhere.

For only 92c a week you can have a 40 word classified advertisement in The Cash Box each and every week for the full 52 weeks of the complete year.

This classified ad alone (at the present rate of 8c per word would cost you, 8c times 40 words, $3.20 per week) but, that isn't all you get for your 92c a week—you still get a free full year's 52 weeks subscription to The Cash Box—which sells for $15.00 per year.

In short, you get a classified ad worth $3.20 per week for 52 weeks, or a complete year's classified advertising value of $166.40, plus the free $15.00 per year subscription to The Cash Box itself, A TOTAL VALUE OF $181.40 ALL FOR 92c PER WEEK—or $48 FOR THE WHOLE YEAR.

The Cash Box Advertising Subscription

SAVES YOU IMMEDIATELY $133.40 when you send in your check (along with your first 40 word classified ad) for only $48—or ACTUALLY 92c A WEEK COST TO YOU.

At the same time you know that your weekly ad is appearing in the biggest classified advertising section in the history of the industry.

The Cash Box prints more classified ads each week than all the other coin machine papers combined. That's where the coin machine people go who want to buy and who want to sell.

Now with new machine manufacture nearing its end, with many costs going sky high, you want an economical place where you can tell your story. This is it.

Send in your check for $48 today. Send in your first 40 word classified ad. (If you already have a $15 subscription, simply advise us along with your first ad and you will be given full credit for the balance due you, and you will be billed for the difference only).

Do it right now. Send in your check for $48. Send along your first 40 word classified ad. Get started with the biggest bargain in all American publishing history.

KNOW THAT YOUR AD IS READ BY THE PEOPLE YOU WANT TO READ IT.

This is one bargain Operator, Jobber and Distributor cannot overlook.

This is the one sure way to get ahead and stay ahead of your competitor.

Simply make out that check right now along with your first 40 word ad and mail today to:

THE CASH BOX

EMPIRE STATE BUILDING

NEW YORK 1, N. Y.
CRY GROWS FOR MECHANICS' SCHOOL


NEW YORK—The first reports to appear here, a few weeks back, regarding the fact that mechanics were again becoming scarce, and that ops in the midwest had advised this publication of this fact, at the same time asking The Cash Box to once again campaign for a "School For Mechanics," which this publication first proposed over eight years ago, now seems to have spread to other parts of the nation.

Since appearance of that first news report, many other ops, in scattered areas, have written to The Cash Box to advise that they, too, are faced with the same problem, and for this publication to continue its campaign in the hope that a sufficient number of operators, jobbers and distributors would get together to help create such a school.

It seems that defense industries have taken away some of the better, younger mechanics. By entering such industries, it is claimed, they are being exempted because of their technical and, especially, their knowledge of electronics.

Even this aside, reports state, many who had planned to expand their businesses, have found themselves confronted with the fact that they haven't sufficient skilled mechanics to do so.

As far as experienced mechanics are concerned, these are few and far between, from what ops say. But, they are willing to go along with well trained young mechanics whom their older men can teach.

They state that the mechanics they are obtaining today from trade schools, and other such institutions, aren't well trained at all and know little, or nothing, about the electronic and mechanical intricacies of the machines of this industry.

Many foresee the lack of mechanics growing greater in 1952, and with no school in which to train new men, believe that this problem will become extremely acute.

Another growing evil at this time seems to be ops stealing mechanics from each other. This is becoming quite rampant in some territories. Ops are not only offering higher salaries, but also offering extra inducements in the form of bonuses, free use of autos and extra free hours.

"It all adds up," as one op reports, "to a very serious situation. We need mechanics. The one and only way to get them is for those interested to pitch in the few dollars necessary to arrange at some well known trade school to start a special course where our own experienced head mechanics as well as manufacturers' engineers can spend an hour or two each week, preferably during the evening, to help teach these men.

MOA Executive Board to Meet October 17

WANTED

Late 5-Balls
Models After September, 1950
1100 Wurlitzers
LANIEL AMUSEMENT, INC.
1815 NOTRE DAME, W.
MONTREAL 3, CANADA

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

"It's What's in THE CASH BOX That Counts"
**Midwest C.M. Show Booths Going**

Ops from all over nation swamp Paxton Hotel, Omaha, Neb. With Reservations for Oct. 15-16. Mfrs. and dists. now setting up with parlor displays as booths go. Biggest ops crowds assured.

---

**Official Displays to Date at Midwest Coin Machine Show**

Booth No. 1—The Cash Box, New York, Chicago, Los Angeles
Booth No. 2—RCA—Victor (Siddles Co., Omaha)
Booth No. 5—Columbia (Brn New Sales, Omaha)
Booth No. 6—American Shuttleboard Co.
Booth No. 7—Ristauart, Inc., Appleton, Wis.
Booth No. 8—C. H. Evans & Co., Chicago
Booth No. 9—Deecca (K. K. Distribs., Co., Omaha)
Booth No. 12—Howard Sales Co., Omaha
Booth No. 35—Pennyrco, Co., Chicago
Booth No. 99—Capitol (Mueller Selby, Omaha)
Booth No. 40—Perma, Inc., Chicago
Parler A—AMI (Mayflower Dist. Co., Paster Dist. Co.)
Parler B—Rock-Ola (H. Z. Hend., & Sales Co., Omaha)
Parler C—Mitchell Co., Minneapolis

(As other manufacturers, suppliers and distributors booths are officially accepted they will be listed in future issues of The Cash Box. The Cash Box featuring "The Midwest Coin Machine Show Special Issue," Closing date for all ads is Wednesday, October 15, 1951.)

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**Cleveland Phono Ops Assn Reelects Officers**

**Cleveland, O.—** During this important annual election meet, Cleveland's phonograph merchants honored one of their members, John Bou-Sliman, former member of the Executive Committee, was presented with a watch in recognition of his many years of service to the Cleveland Phonograph Merchants Association.

Results of the election were: Jack Cohen, re-elected President; James (Grandpa) Ross, re-elected Vice-President; Sanford (Sandy) H. Levine, re-elected Secretary-Treasurer.

Members elected to the Executive Committee were: Joseph Solomon, Henry Hig, Edward Kenny, Hyman Silverstein, Nathan Pearlman and James Burke.

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**Wurlitzer 1400**

**Wurlitzer 1450**

Every day, as critical materials become tougher and tougher to obtain, less and less new equipment is being manufactured. This is your opportunity to prepare yourself. Don't get caught short. Write, wire or phone us today. Let us tell you how you can have whatever you'll need and, at the very same time, save money. We are direct factory distributors for Wurlitzer's outstandingly beautiful Models 1400 and 1450.

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**Midwest C.M. Show Booths Going**

A. Miller of Oakland, Calif., and the entire board of directors of MOA will be present, George A. Miller will speak at this meeting.

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**GRAB 'EM WHILE WE'VE GOT 'EM IT'S A LOT LATER THAN YOU THINK**

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**Heard on the Street**

It's what's in the Cash Box that counts!
If You Like the W-I-D-E OPEN SPACES and W-I-D-E OPEN ACTION...

THIS IS IT!

GOTTLEIB'S 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!

D. GOTTLEIB & CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

LAKE CITY'S NEW BUILDING SWAMPED BY BIG CROWDS

Official Grand Opening Proves Great Success

Ernie Siegel, all of the Lake City Amusement Company staff.

From out of town came: Andy Wrenn, Jack Nelson and Art Garvey of Bally Manufacturing Co., Mr. and Mrs. Bill Gersh of The Cash Box, Vern Yona, Byesville, O., and many, many others.

Father McDonough attended and was greeted by the many column who know the good Father very well.

Herb Wedewen was there, as was Mr. and Mrs. Boyardi, Roy Monroe and George George, James Ross, Mr. and Mrs. Joe Klum, and so many others it is impossible to list them all.

Suffice it to report that the marvelous food and drink matched the beauty of the building and all who attended most thoroly enjoyed themselves.

Vender-Gum Tie-In

CHICAGO — Silver-King Corporation and Ball-Gum, Inc., announced a vender-product combination last month with each firm promoting the other's item.

It was brought out especially as the answer to dwindling sales on ball-gum, or where "Charmz" are prohibited.

The Silver-King unit, priced at $15.50 for single or $14 each for 100 machine orders, will vend Ball-Gum's 3/4 and 15/16-inch gum without adjustments. Change-over units to convert all Silver-King ball-gum models to the large-size at $5.00 per unit.

Chris Novelty Company
806-808 St. Paul Street, Baltimore 2, Md.
(Phone: Mulberry 3167)

8 Ft. Shuffle-Line Now Available

CHICAGO — By popular demand, another production-release of the 8 ft. model of this ever popular shuffle-game that has created so much excitement throughout the industry! This is the third release of this great game in the past 5 weeks, which places SHUFFLE-LINE in the same popularity class as other Bally shuffle-games, such as Speed Bowler, Hook-Bowler, etc.

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

AMI's new "D"

grabs the coin like an octopus!

AMI Incorporated

"It's What's in THE CASH BOX That Counts"
LET'S GO... TO THE

MIDWEST COIN MACHINE SHOW

Hotel Paxton, Omaha, Neb., Monday and Tuesday, October 15 and 16, 1951

Even If You Arrive Sunday, October 14, You'll Find Waiting For You

"The Midwest Coin Machine Show Special"

ISSUE OF

THE CASH BOX

Special Notice To All Advertisers: "The Midwest Coin Machine Show Special" will be dated: October 20, 1951. THIS ISSUE WILL CLOSE: WEDNESDAY, OCTOBER 10, 1951. This earlier closing has been made necessary by intervening holidays. RUSH YOUR AD TODAY! Once again THE CASH BOX will be FIRST at the Midwest Coin Machine Show! Even if you arrive Sunday, October 14 your copy of THE CASH BOX will be waiting for you! THE CASH BOX will be in Booth No. 1 at the Show! RUSH YOUR AD IMMEDIATELY — WRITE NOW TO:

THE CASH BOX (Publication Offices) EMPIRE STATE BLDG., NEW YORK 1, N. Y.
CHICAGO: 32 W. Randolph St. (Tel.: DEarborn 2-0045) LOS ANGELES: 6363 Wilshire Blvd. (Tel.: WEbster 3-0347)
RACING TO NEW RECORDS in PLAY and EARNINGS!

Williams

RIP-ROARING NEW

OUT IN FRONT with HIGH OCTANE ACTION . . .
SOUPEP-UP SUSPENSE . . . FAST 'N' FURIOUS FUN!

DEATH DEFYING DEMON DRIVERS

6 THUMPERS BUMPERS

send ball hurling around playing register High Score, advance Jalopies.
Roll Overs and Flippers add speed to each race!

ORDER FROM YOUR DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL!

FIRM SETS NEW SALES RECORD

The publisher I'm going to ask permission, this one time, from one of my favorite correspondents, to allow me to take over this column this one week. I realize, of course, that the corners of many mouths thrust the great Lone Star State are drooping low. I also realize that it is extremely difficult, if not impossible, to attempt to bolster spirits in the face of great loss, financial and otherwise. But, somehow, this sort of reminds me 'way back when Mom used to line us kids up, come Springtime, and, with that monstrous stove spoon, douse us with a special home made remedy to purge out the chill and fever of the dark and dreary winter months.

In business, too, purges come at regular intervals. Such a purge as just happened in this great State of Texas also happened in many other states. Such cities as New York, Chicago, Cleveland, Atlanta, Birmingham, Miami, Detroit, Omaha, Los Angeles, and so many others have gone thru what has just happened in Dallas, Fort Worth, and other cities of Texas. Yet business goes ahead. Many have since learned better than ever. All experienced members of the industry thruout Texas realized that some day some bloomed crusading publicity seeking politics would come along, like they have come along since the days of the Salem Witch Hunts and even before that time, to cause upheaval in this, as well as in many other, industries.

The period of adjustment is now here. The new era, which this publication editorialized about some weeks ago, is now in the making in Texas. There is no reason for complete downheartedness nor for loss of spirit. 'Way back in the early days of Texas many a great ranch and many a great fortune was lost on the turn of a card. But, those old pioneers didn't die. They smiled, in their quiet and confident way, and went right back into the wilderness to make still another fortune and another, and another. Until, today, there stands head and shoulders above all others, the State of Texas.

This is the time when the mettle of man is tested. Whether this man, or that man, is worth his salt. And from here will arise the new era. A better era. A more glowing future. For here in Texas are men who are not easily defeated. Men and women who have deeply imbedded in their spirits and in their hearts the glorious fighting part of a state that raised itself to leadership by its own bootstraps. Here, then, you Texans, is the time for work. Real work. Rebuilding work. The start of a new kind of business. The opening of your minds to new purposes and new plans and greater ideas. There is ahead of you a more glowing, a grander, a better future. And, what is most thrilling, a future of your own making.

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

CHRIS CHRISTOPHER

Baltimore, Md.—Most thrilled of all factory distributors this past week was Virgil (Chris) Christopher of Chris Novelty Co., this city, when his auditors advised him that his firm had established a new sales record, superseding anything which the firm had yet accomplished in a like period for this same time of the year.

Chris attributes much of this to Bally's great games "And," he glee-
fully says, "to the new AMI Model 'D' which clicked with everyone of our accounts."

Says Chris, "When it comes to coin operated entertainment it's Bally all the way."

"Everyone of our customers has been doing a great job with Bally Bright Lights and are now doing even a better job with Coney Island, Shuffle Line and Futurity."

"But," Chris advises, "that isn't all. What put us over the top for a brand new sales record was our AMI 'D' day show. This brought operators here from all over our territory and the orders we have taken assures us that this is going to be model D territory from now on." Chris is also offering a great trade-in deal for all other Bally ops who haven't yet ordered the model D which he believes, "Is the most sensational trade-in deal ever yet offered."

THE CASH BOX

CHRIS CHRISTOPHER

WILL BE IN BOOTH No. 1
AT THE Midwest Coin Machine Show, Hotel Paxton, Omaha, Neb., Mon. and Tues., Oct. 15 and 16

www.amineradiohistory.com
Op Enjoys 125% Increase On 10c Play

EVANSVILLE, IND. — Sol Silver of S. Silver Novelty Co., 425 Vine St., this city, reported this past week that his firm have enjoyed a jump ranging from 25 percent to 125 percent in locations where they have started dime play.

Sol stated, "In test locations we found that play increased from 25 to over 125 percent.

"Of course," he continued, "this just does not seem logical for play to go over 100 percent, as two times he is still only 10c."

"But," he says, "It seems that in the locations that more than doubled former collections, customers got into the habit of playing larger coins."

"It's only a short step," Silver comments, "from a dime to a quarter."

Cleveland Op Into Army

CLEVELAND, O. — Saul Silverstein of S. & S. Photophone Co., this city, has been called into the armed services. His mother, Mrs. Sadie Silverstein, will take over executive duties while he's away.

Thank you....

for your tremendously marvelous attendance at our "D" Day showings in all of our offices. Thanks for your orders and your great compliments for the new AMI Model "D". Your grand attendance broke all records for all of our offices.

and

in appreciation

A Special Sale

to save you money now going on at all of our offices. The finest new and used machines are ready for you. And, in addition, a BRAND NEW SPECIAL PRICE LIST OF ALL THE FAMOUS RECONDITIONED EQUIPMENT WE HAVE ON HAND... yours... just for the asking! Write! Wire! Phone for this Special Price List TODAY!

Visit Our Headquarters This Week

Southern Automatic Music Company

735 South Brook St., Louisville, Ky.
1000 Broadway, Cincinnati 2, Ohio
129 West North St., Indianapolis, Ind.
3011 East Moumee Ave., Fort Wayne 4, Ind.
240 North Jefferson, Lexington 2, Ky.

Phone: Wabash 5094
Phone: Main 3262
Phone: Plaza 5571
Phone: Eastbrook 3487
Phone: 3-2955

Jacksonville has "D" Day Show


JACKSONVILLE, Fla. — With Sam Taran on hand and Herb Gorman and his men to host this "D" party everyone is reported to have had one of the best times they've ever yet enjoyed.

(Without any doubt one of the most important and one of the greatest needs in the industry is good public relations effort. Therefore, when over 200 columns come together of an evening, first: to do honor to one of their number, but second, and most important and impressive, to raise over $18,000.00 that evening for a worthy patriotic and charitable cause, then, in the opinion of this writer, that becomes news of such outstanding worth to take over this entire column. We feel certain that all in the industry will agree with this sort of fort, regardless of race, creed or color, which will win much respect and understanding for this industry, than any other public relations method which could ever be adopted.

Almost 250 members of the coin machine industry — automatic vending, music and other machines for taxation and the purveying of merchandise — gathered last night (Tuesday, Sept. 18th) at the Beach Plaza to pay tribute to Albert S. Denver, of Lincoln Service Co., a guest of honor, and to express support of the United Jewish Appeal's 1951 campaign. After Miss Gitti Zand, civic leader, who was guest speaker, told of the work already done overseas and the desperate need still to be met by the UJA agencies, those present contributed $18,000 to UJA's current drive.

Al Denver, who is president of the Automatic Music Operators Association, Inc., was honored last night for "distinguished service to the industry and for outstanding devotion to the welfare of his fellow-men." Chairman of the Beau Oaks for twenty years, Denver, according to officers of the division, has always been in the forefront of activities having to do with the progress of the business and the industry's philanthropic drives. In addition, Denver was lauded as an "all-round good fellow, a fine representative of our business and a valiant spokesman for our interests."

As usual the sporting element among the coinmen here occupied the front row at the Beach Auditorium to watch Bobby Dykes battle. Among occupants of these front row seats were: Ted Bush and Ozzie Trumpp of Bush Distributing Co., Harry Goldberg of H & G Novelty Co., Charley Pelgar, Joe Mangone who kept yelling "Wild West" all night, Willie (Little Napoleon) Blatt and Morris Marder. A seat was kept open for William Levy who was visiting in his home town of Brooklyn in the hope that he might surprise everyone and come walking in that evening. As it is we hear that Willie was only too happy to get back and sorry he missed the fights. . . . Bill Shayne in a reminder of the exciting thing about those other golden Florida boomerang days when slots were legal and when money simply flowed like old man river. Bill's still operating music and scales, but these days is mostly concerned with his real estate business. . . . Sam Taran's AMI "D" Day show brought in a full house and both Sam and El Boys were as busy as they ever will be telling the gang all about the great new AMI. There was plenty to eat and just as much to drink. Sam has a reputation of being a very fine host . . . Joe Mangone sold quite a few of his Seeburg 78 rpm phonos and is now setting out 45's. Seeburg held its day retiring on foot at the El Commodore Hotel. . . . Vie Comforde down for his annual hay fever relief. Left that big Chicago music route in the capable hands of Don Koren. Vie and Lou (Grandpa) Koren along with Ann (Grandma) Koren spent much time talking things over at Lou's new North Shore Hotel. . . . Funniest bet of the year. The one between Charley Kanter of Cincinnati and Sid Nathan also of the same town. Sid heads King Records. The boys are plenty hefty and bet that whoever loses the most weight by midnight of the New Year will pay the other $10 per pound . . . .

In the meantime Charley Kanter visited the new AMOA, music ops a'sem here, at a special meeting at the Alazar Hotel and made one of the grandest speeches the ops here have ever heard. After 20 years in the coinball, Charley knew whereof he spoke. By the way he's still stopping at the Sea Gull waiting for the end of the hay fever season before he returns to Cincinnati.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
10c Play Brings Up 40% Increase On Phonos, 150% Jump On Games

PERKIN, ILL.—Ralph E. Smith of 1821 Royal Ave., this city, is one thankful coin machine operator.

Ralph writes to Th. Cash Box: "Please keep up the fine work. Thanks so much for the "lift" that you always give us ops just when things look the darkest."

But, more important to Ralph, is the fact that he hasn't long started 1 play 10c and 3 plays 25c action for his phonos, and he now can report:

"I am just starting on dime play on phonos, but will say that so far it seems to be the only answer to the operator's problem. I have had few complaints. But, most important, I have picked up over 40 per cent on the gross."

Ralph then turned around, said this fine increase, and this trip, dime play on his pinball games.

He reports, "Have tried it (10c play) on some of the newest five-balls out like 'A-1-C' and 'S-0'-Star.' On dime play they do almost three times better than the same ones on 5c play do. So it was that on new games from now on they will all be 10c play."

Ralph, like other ops, continues, "In regards to phonos it should be easy and would help if there was some way to change over old machines. It sure is hard to change over the old phonos to dime play action."

Ralph goes on: "Business is pretty good.

But expenses are high and new machines, too high that you get them paid out before the manufacturers come in with a new game. New machines are easy.

If they come so fast, you just can't keep up with them. Most of us have more secondary machines than we need.

And you know you just can't buy for those two every months."
Bally Plants Speed Defense Work

Ray T. Moloney

CHICAGO — Mobilization of the Ballyplant for defense production began in September when 10 truckloads of heavy machinery arrived from Navy warehouses. Some assembly-lines were cut to skeleton proportions to accommodate the huge machines, and Bally engineers concentrated on the job of preparing the equipment for mass production of vital ammunition-components.

The machines will be used in performance of a contract recently awarded by the Air Force — will require large additional installations of equipment. Actual production is scheduled to commence in October, when game production will be crowded into a comparatively small section of the Ballyplant.

Announcing the award of the two contracts, Ray Moloney, Bally president, said: "This is only the beginning. Because of the proud performance of Ballyfolks during World War II, the Government has mobilized all of the Ballyplants for defense material and, as the national defense program speeds up, the Ballyplants will be called on for larger and larger contributions to the great task of strengthening our country's defense."

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

$ For MORE THAN 2 YEARS operators have made much more money with service costs at an all-time low. Features: • 422 pack capacity • Easy loading with swing-up top • 3-way match wording • Alternate end and rear column wording • Quick price change • Large storage. Write for an immediate free demonstration today.

J. H. Keeney & Co., Inc., 3300 W. 35th St., Chicago 11, Ill.

Attention: Texas Operators!!

Coma Conversions $30.00
Bally Shuffle Bowlers 32.50
United Shuffle Alleys 25.00
Genco Bowling Leagues 20.00

Post-War Pinball Games with Flippers WRITE FOR LIST!!

Special! CHAMPION — CITATION GOLD CUP — JOCKEY SPECIAL WRITE NOW!!

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVE., CLEVELAND, OHIO
(Tel.: HE-1-757)

Shows All Models of AMI From "A" To "D"

WANT LATE MODEL PHONOGRAPHS WILL PAY CASH

GIVE FULL DETAILS AND PRICE WANTED IN YOUR FIRST LETTER — BOX NO. 881

("It's What's in THE CASH BOX That Counts")
BOOM AHEAD!

Even the most skeptical businessmen have now come to the conclusion that there's a boom ahead.

The one big reason is that, since the first Korean war scare, the public have been simply piling dollars into the banks of the nation, to the point where deposits have reached the highest figure in history.

Furthermore, the buying letdown, which was the result of the great accumulation of merchandise due to scare buying, is now beginning to perk up everywhere in the nation, with retailers reporting business picking up steadily.

In addition to the above facts, the larger defense manufactories are now getting under way with high scale, big volume production, and war equipment is, at long last, starting to come off production lines.

Already the call for more and more labor grows desperate. To the point where Government agencies are figuring how to attract more workers into the defense industries by transferring them to critical labor areas about the nation.

This means more and more money in the workingman's pockets. It also means, as war work gets going, that there will be less and less things that the workers can buy.

Already the auto, appliance and other consumer durable goods industries are informed that the drastic cut to 65% of production for the fourth quarter, may be cut deeply again. This means that only about 50% of the fourth quarter number of consumer durables will be manufactured and, the general belief among manufacturers is that this figure will even be cut.

With workingmen and workingwomen spending more and more overtime hours in factories, there will be just as great a demand as there ever was, with World War II as an example, for a few hours of relaxation, for entertainment, for that enjoyment period so necessary to revitalize the workers, so that they can return to their jobs the next day feeling fit.

But, with taxes going higher and higher, both hidden taxes and open taxes, the average man and woman, regardless of overtime pay, won't have the money for anything but "economical entertainment".

And that's where coin operated products shine. They are the world's most economical entertainment. They are the world's most relaxing, most revitalizing, most enjoyable entertainment, for the most economical cost in all the history of the entertainment world.

What's more, because they are portable, they are brought right to the public. The public doesn't have to seek them out. Every "workingman's club" is, every tavern, cigar store, drug store, luncheonette, or other meeting place of the town's workers, the big city's nabobhood workers, features coin operated entertainment.

There's nothing more relaxing and certainly nothing more gratifying to the average workingman to ponder over a glass of beer while listening to his favorite music from the juke box in his "club" and play a few enjoyable, economical coin operated entertainment games.

Boom ahead! Most definitely so. Because the first share of that entertainment dollar will go to the members of the most economical entertainment industry in all the world—the coin operated machines industry.

This is the time to prepare to cash in after the long and barren profit period endured by many in the coin operated entertainment business.

This is the time to buy new equipment. This is the time to "set" every prospective location in the territory with the entertainment the public wants and loves—economical, relaxing, revitalizing, enjoyable coin operated entertainment.

BOOM AHEAD!
WANT

WANT—By Operator: Bally One-Ball, Wirencr, Seeburg, Raito, King. Also late 5-ball and post-war phonographs. All machines must be A-1. Write for details. WALTZ AMUSEMENT CO., 501 NORTH COSSET ST., ANDERSON, S. C. Tel. 4-5175.

WANT—United Twin Rebounds: United and Kenney Four Ways. Also Shuffleboard Conversions. For Snake, Weave, New Double Faced Waters $1.49. Write for list of close-outs. MONARCH COIN MACHINE, INC., 220 W. JACKSON AVE., CHICAGO 14, ILL. Tel.: Lincoln 9-6296.

WANT—United twoplayer Shuffle Alley Express; United Shuffle Skills; Universal Twin Bowlers can use unissued cards. Add 5% on list. RITETWAY SALES & MFG CO., INC., 615 10th AVE., NEW YORK 22, N. Y. Tel.: Union 9-9960.

WANT—Will pay cash for Champions, Cigarettes, Gold Cops, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send list. AMERICAN DISTRIBUTING CO., 14 E. 14th ST., ANTONIO, TEX. Tel.: Travis 8885.

WANT—Photomaties, Voice-O-Graphs, ChicoIn Basketball Champs, Seeburgs, Wurlitzers, Rock-Olas, Guns, Sky children, Chico-M Pinball, we need in late; also see Full Exhibit Dale Guns, Chico Pins and all other Arcade Equipment. Send list and prices to G. C. CALGNO MUNIVES CORP., 277 TENTH AVE., NEW YORK, N. Y. Tel.: B'ryant 9-6677.

WANT—One or a hundred phonos and games of all kinds. Cash waiting. Will buy your worn consul of music or games. Also want: tubes, parts, supplies of all kinds. Write for prices. E. C. BOWLING SUPP. CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. Tel.: Dinsmore 16-50.

WANT—Bingo Rolls—must be clean and in A-1 condition—$35. SYS. TEM AMUSEMENT CO., BOSTON, MASS. Tel.: Riverside 4745.

WANT—Seeburg Shoot The Bear Game. Bring your machine with condition in first letter. MIKE MUNIVES CORP., 277 TENTH AVE., NEW YORK, N. Y. Tel.: B'ryant 9-6677.

WANT—Now, surplus stock of new machines. Conditions and prices. Write for list of brands available—inventory if possible. We will mail you top quotation on your machine. G. C. CALGNO DIST. CO., 4142 W. ARMITAGE AVE., CHICAGO, ILL. Tel.: Dlek 2-7060.

WANT—Collector's Item for collection of rare and unusual records. Purchasing phonograph records for $5.00 to $100.00. Write for free price list. P. J. T. CO., CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.

Want—late and new war, games, phonographs, wall boxes, a few scales, arcades, price for “Dee Dee” recording record changer. Price to be charged to you at the regular rate of 30% less than cost. Classified Display—$7.50 per line ($15.00 per column inch). No minimum. All cash or 10 days. NEECE'S, WAREHOUSE, 213 MAIN ST., PROVIDENCE R. I. Tel.: UNION 1-6320.

WANT—Last model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KÖEPELI DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: Union 9-6677.

WANT—Used Juke Box Units. Will buy, and pay top prices. New & used. Chicago, Illinois. JUKE BOX CO., 2440 N. ORCHARD ST., CHICAGO 14, ILL.

WANT—All types of post-war flipper, five ball games, in any quantity. Group sales only; will pick up within a radius of 300 miles. KÖEPELI DISTRIBUTING CO., KOPP STURST, NEWARK 2, N. J.

WANT—What have you in new lines of equipment? Write us first. ROCK ISLAND DISTRIBUTORS, 2530-32 FIFTH AVE., ROCK ISLAND, ILL. Tel.: 6-6477.

WANT—Bally Bright Lights, State Eventually. Also want new, complete Keeney MFG. CO., 5231 S. KEDZIE AVE., CHICAGO, ILL.

WANT—Will pay top cash for Bally Tall Lights, Write, Wire, Phone. REXALEX DISTRIBUTING CO., 901 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-5050. Exclusive New England distributor for ROCK-O-OLA MFG. CO., 901 ELM ST., BELLEVUE, WIS.

FOR SALE

FOR SALE—Seeburg 5/10/25c wireless and 3-wire call boxes; Seeburg 5/10/25c. Available now. Mail us your order with .25 deposit. WURLITZER CO., INC., 831 MAIN ST., BUFFALO 3, N. Y.

FOR SALE—Big Top Pinball 40c; Baby Face 30c; Bank-A-Ball 75c; United 75c; A.B.T. Gun 15c; Harvest Moon 50c; A.R.S. 50c. Write, Wire, Phone. 1001 MAIN ST., BRIDGEPORT, IOWA.

FOR SALE—Packard # 400 hideaway $69; Packard Manhattan $139; Packard Alumni $75; Packard Plug-Mer Boxes $10; Seeburg 5/10/25c. Available now. Mail us your order with .25 deposit. WURLITZER CO., INC., 831 MAIN ST., BUFFALO 3, N. Y.

FOR SALE—Basket Ball 169.50; Goat 39.50; Air Raider 99.50; Tumbleweed 99.50; Sea King 189; Aerial Crest 75c; Ace Bomber 75c; Sky Electric 99.50; Rock-O-File 99.50; Tokyo Raider 75c; Torpedo 75c; Love Pilot 125c; Fort Valorizer 35c; Ace-Sport Special 75c; LINCOLN SPECIALTY CO., 826 NO. BROAD ST., PHILADELPHIA 30, PA. Tel.: Poplar 5-3299.

FOR SALE—Shuffle Alley $250; Add $50 for each additional game. Kits are in the position to offer World Famous Parker Perk & Perlot sets and the new Parker Flaminia Lighter. For greater profits, use models with 4-Atlantis, 5-Atlantis, Kook Lites, Shotguns, Rifles, Shells, Skins, and Electric Blankets. Automobile Robes with Fuzzy Feet. Add $5.00 to the usual price at the sensational price of $5.87 each. This makes a real selling item. We guarantee satisfaction, no order too large nor too small. Also want to delete your surplus in our aim. Hundreds of items to consider. The Stock is growing concern in the business. You'll save Service, Price, Quality and Dutchman Co., 1230 S. WEST, ST. LOUIS, WIS.
Would you...

go to a drugstore for information regarding a serious stomach ailment?

or would you, instead, go to a "specialist" in stomach ailments?

The coin operated entertainment industry needs specialists in the most highly specialized industries in the world.

Why direct your advertising to: corner pitchen, country fairs, burlesque strippers, vaudeville acrobats, circus turnstiles, vaudeville managers?

Advertise where your know your ads will be read by the people you want to reach?

Your hard-earned advertising money will be "specialized" in reaching those very people.

The Cash Box is the only and only weekly magazine that "specializes" on this industry—and this industry only.

The Cash Box is the one completely exclusive publication in the vending industry in which you are most interested.

You wouldn’t stand for money to be wasted in your business! Why stand for wasting your hard-earned advertising money by advertising in places where you do not reach your complete market?

Think! Advertise in The Cash Box—your magazine.

For the cost of this, and other ads, write to: The Cash Box State Building, New York 1, N. Y.

New in vending business—Winners are your friends. If you are not making a profit, write us. Leave your troubles in our capable hands and watch your sales increase.

SALE—We need a new distributor for our line of machines. Write us at once. We can help you get started. sales@cashbox.com

SALE—For sale—5 Wurlitzers 1015 $225; Wurlitzer 1015 Ambassador for $90 each; 1000, 1500, 2250 and 2000 wireless 5c boxes $20, 10 Winners $25; 2250 $120-$150; Bally Champion/Bally $100-$110; Balance C.O.D. BRITZ MUSIC CO., 314 A 7th St, S.W., GREAT FALLS, MONTANA.

SALE—Used Phonograph Records taken from our routes. BIRMINGHAM LUMBER CO., 540 2nd Avenue, North, Birmingham, Alabama.

SALE—Cleveland Coin Machine Exchange, Inc., 1827 Adams Street, Toledo, Ohio.

SALE—Seedbed Gems in nifty cabinets with Packard 30-wire adapters $50 ea.; Buckley 1942 Boxes 50 for $4, 55; $100 each.

SALE—for trade will order 200 assortments of original 5c machines. Will take in trade what you have for Remington's, Genco Specials, and CLEVELAND COIN MACHINE EXCHANGE, INC., 1827 Adams Street, Toledo, Ohio.

SALE—For sale—200 assorted machines. New and old games. Will take in trade what you have for Remington's, Genco Specials, and CLEVELAND COIN MACHINE EXCHANGE, INC., 1827 Adams Street, Toledo, Ohio.

"It's What's in THE CASH BOX That Counts!"
And it all cost was 92¢ a Week

That 92¢ a week allows me to use a 40 word classified ad in each and every week's issue of The Cash Box for a full year of 52 weeks—plus, giving me a full $15 per year subscription free of charge. What a bargain that is—a total value of $181.40 for only $48.

But, that isn't all. The fact is that my first classified ad in The Cash Box brought me back more than my entire total investment of $48, and I still have 11 ads more to use in the biggest and most outstanding classified advertising department in the entire industry. Remember The Cash Box publishes more classified ads each week than all the other magazines publish in a month.

Brother, that's where I want to spend my money—where everyone reads my ads—for whatever they want to buy or want to sell. And, when I can get a bargain of such a history-making nature, I'm going to invest my 48 bucks, which actually amounts to only 92¢ a week, to let the entire industry know that I'm in business.

Take my advice, friend, and start making yourself some real money while getting your self-recognition from everyone in the industry—send your check for $48 along with your first 40 word classified ad today to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.
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**This Week’s Used Market**

The used machine market was more active this past week than it has been in many, many months. Instead of sellers, and for the first time in weeks, it was buyers.

 Everywhere in the country there were “Wanted-To-Buy” signs hanging up. Many of the want-browsers spending more this past week than they have in years to get equipment. This again brings to the fore the fact that even material becomes scarce, as the chromium glitter disappears from machines, ops are all of a sudden awakening to the fact that time is growing ever shorter.

Many ops went out searching for new equipment this past week. This caused much attention on the used machine market.

Prices held. Some went down as distrils tried to unload trade-ins. But, many also went up. More prices went up than down. On the average this was one of the most bullish weeks the market has known in a long time.

It is assumed, as some dared to prophesy: that the beginning of "the new used machines' buying era" is under way.

Ops were urged to buy whatever they needed immediately. Time is growing short. This jitteriness of the used market will suddenly swing over. Most believe that the swing will be upward in prices.

**Manufacturers New Equipment**

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

**AMI, INC.**

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<tr>
<th>Model D-40 Phonograph</th>
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<td>Model H-S/S SM Hideaway</td>
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**BALLY MFG. CO.**

| Shuffle Line | $490.00 |
| Future | $385.00 |
| Bright Lights | $450.00 |

**BUCKLEY MFG. CO.**

| Wall & Bar Box | $240.00 |

**CHICAGO COIN MACHINE CO.**

| Horseshoes | $360.00 |
| Hit Parade Phonograph | $295.00 |
| Hit Parade Pedestal | $50.00 |

**COMO MFG. CORP.**

| Stadium | $289.00 |
| Hellytane | $950.00 |

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

| Constellation Phonograph | $795.00 |

**THE EXHIBIT SUPPLY CO.**

| Big Bronze | $995.00 |
| Gun Patrol | $415.00 |
| Pony Express | $95.00 |
| Silent Salesman (Card Vender) | $75.00 |

**GENEO, MFG. & SALES CO.**

| Shuffles Target | $375.00 |

**GOTTlieB & CO.**

| Wild West | $294.00 |

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

| All-Electric Cigarette Vendor | $265.00 |
| All-Electric Cigarette Vendor with Changekeeper | $287.00 |
| Penny Insertor | $110.00 |

**ROCK-OLA MFG. CORP.**

| Super Rocket '53 Phonograph (Model 1434) | $945.00 |
| Se 10-25E Wall Box (Model 1586) | $950.00 |
| Se 25E Wall Box, 21 '51 | $950.00 |
| Model 1434 Playmaster | $440.00 |

**RISTRAUT, INC.**

| S-45 Phonograph | $285.00 |

**UNITED MFG. CO.**

| S-45 | $525.00 |
| A-B-C | $525.00 |
| 6 Player Shuffle Alley | $460.00 |

**WILLIAMS MFG. CO.**

| Hayburners | $395.00 |

**THE RUDOLPH WURLitzer CO.**

| Model "1400" Phonograph | $125.00 |
| Model "1450" Phonograph | $125.00 |
| Model 4851, Se-10-25E Wall Box | $125.00 |
| Model 5100 8' Speaker | $125.00 |
| Model 5110 12" DeLuxe Speaker | $125.00 |
UNITED'S

6 Player Shuffle-Alley

Larger Group Play for Greater Earnings

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

FAST REBOUND ACTION
(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS

Easy to Service

SIZES

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

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

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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!