Pee Wee King (center) is so impressed with the sights in the Big City that it takes a lot of urging to get the “Slow Poke” to move on. Pictured in Rockefeller Center during his recent quick trip to New York. Pee Wee King is shown getting the treatment from fellow RCA Victor folk and western artist Rosalie Allen and from Charlie Adams, general manager of Ridgeway Music, publisher of “Slow Poke”, Pee Wee's latest Victor smash.
Every busy location that hasn’t room or can’t spare the space for a juke box is a profitable prospect for a “Wurlitzer Engineered Music System” built around a Wurlitzer All-Speed Hideaway.

The Wurlitzer All-Speed Hideaway is operated from Wurlitzer 48 Selection Wall Boxes—transmits its music through Wurlitzer Speakers placed to provide music at a conversational tone level—no blasting, no straining to hear.

The Hideaway plays 48 selections (both sides of 24 records)—can be quickly converted from 78 to 45 or 33⅓ RPM records—can’t become obsolete no matter what speed records become standard.

Never before has Wurlitzer offered music operators such a flexible and economical selection of remote control equipment.

Both speakers and wall boxes may be used separately or combined (at extremely small cost) by means of an Adjustable Plaque into an attractive speaker-wall box unit, as shown in cut at right.

Speakers are permanent magnet type—have rubber base plastic cases that won’t crack or chip—perforated metal grilles that are tarnish and stain-proof. 12” speaker has an 8 ohm voice coil—8” speaker has a 3½ ohm voice coil.

The wall box has a mirrored finish nickel case, tough, colorful plexiglass cover, illuminated program holder divided into two listings of 24 selections each.

See your Wurlitzer Distributor for the greatest values ever offered in remote control equipment.
The biggest problem facing the nation's music operators—since the beginning of the postwar period has been, "How can we earn a decent living?"

The Cash Box was the one and only publication that came to the fore with constructive suggestions in this regard.

Since then, operator after operator, everywhere thwart the country, has complimented this magazine on its foresight, its truthfulness and fearlessness, and its intelligence in presenting the proper constructive viewpoint to the field.

The Cash Box, long, long ago, recommended 10c per play, 3 plays for 25c. Then suggested, when timidity and hesitancy became apparent, that operators should split the 5c crate. Run 2 plays for 10c, 6 plays for 25c. In some cases this worked rather well. But, many still took a dim view of this proposal.

So, to help show the operator the way, (the very men who were paying anywhere from 150% to over 400% more for supplies, machines, labor and overhead expense up and above what they paid prewar) The Cash Box then suggested that the field turn to a 70%-30% commission basis.

This, The Cash Box pointed out, was a much more equitable commission-percentage arrangement than the old and worn out standard 50%-50% commission basis. Many went to 60%-40%. Even some went to 75%-25% commission basis.

But, the more commission that was dragged out of the location, the less cooperation the operators found they were getting from location owners.

Why? Simply because when the location owner didn't get as big a "cut" as he formerly did, regardless of the fact that the juke box operator could no longer write off the old losses, the owners lost interest in the equipment (which was earning them profit) and just allowed the juke box to sit itself out, day after day, in their stores.

Then it was that The Cash Box, as this twilight period between peace and war started to come into being, pointed out that the one and only way in which the operator could assure his future and earn a decent living was by adoption of dime play.

The Cash Box pointed out that, even if the operator could obtain only half the number of plays at 10c that he used to get at 5c, he would still be earning just as much. But, he would actually be earning more for, he would have 50 percent less service calls, 30% less wear and tear on his equipment, thereby allowing that equipment to look new and last longer, which meant more money to him all around, especially as defense production began to take away materials and machine production fell down lower and ever lower.

Only because the juke box operators were beat. They were down to the point where they were losing money steadily, did they pay attention to this crusade on the part of this publication. (And this was long before O.P.S. came into the picture).

Men tried. Tested. To see whether dime play would work. And it did work. More and more juke box operators swung over to 10c play, regardless of the expense. And, at long last, began to see their way out of that morass of red ink in which they were mired, enduring loss on loss.

Then along came some leverage publications—those that believed in publicity of any kind to capture attention. They pointed out that these incoherent, unspeaking, inactive, "coin operated entertainers" could not (because of O.P.S.) increase prices from 5c to 10c.

Why? Because that was earning more money (or at least beginning to show a few bucks profit to the tavern owners. That just couldn't be right. Why couldn't it be right? Well, there was O. P. S. (Office of Price Stabilization) and maybe that agency wouldn't agree, too. (These publications interpreted the law as they saw fit.)

The there is printed right in the original O. P. S. Regulation that they haven't, and just couldn't get around to every industry, yet the Overiding Regulation advises that "entertainers" are exempted from any and all price control.

Furthermore, O. P. S. was created to stop anything that would, in any fashion whatsoever, tend to hike higher the cost of living.

Surely, a coin operated entertainment (which the juke box most definitely is) sitting on the floor of some dimly lit tavern, somewhere on Main Street, U. S. A. isn't affecting the cost of living?

Most certainly, if that juke box is entertaining the oifton's workmen and working women, then it is "helping", not "hindering", continued high scale defense production.

How then, does an "entertainer" (a coin operated entertainer) like a juke box come under price control?

How does this dumb, incoherent, unspeaking instrument affect the cost of living? How does it, in any fashion whatsoever, come into the picture where defense production is concerned?

Furthermore, what else can a juke box be labeled than an "entertainer". A coin operated "entertainer" of course, but an "entertainer" regardless.

Is there then, something in the code of life and incoherence, which is part of life, that would, in any fashion whatsoever, differentiate between materialism and humanism than isn't, in its own right, entertainment?

The same song that the artist entertainer sings. The same tune that the band entertainer plays, but that's what the juke box "entertainer", too, is repeating?

Surely, then, how can juke boxes be labeled anything else but "entertainers"?

For "entertainers" they are.

And if they must obtain a dime for the song they sing or play, surely this tune, like that of the "live" entertainer, should be most completely, definitely and conclusively exempted from any and all price control, according to Overriding Regulation 14 of the Office of Price Stabilization.
Folk and western music has come into its own in a BIG way. During the past couple of years, sales of hillbilly records have grown to represent almost 50% of the total amount of records sold by the nation’s leading manufacturers. This is a spectacular rise from the 15 to 20% folk music used to sell only a decade ago.

From every sphere of our national activity has come recognition of the important part which this music now is playing in the pop pictures. Nation-wide publications of every sort have been focusing their best efforts on Nashville to see what makes this Tin Pan Alley of the folk and western world click.

Now two of the country's most respected publications, The Wall Street Journal and Time Magazine, have, in one week, taken cognizance of the place which this music holds in our culture. Says The Wall Street Journal: “Phonograph records account for the biggest number of dollars people spend on hillbilly music. WSM (the radio station from which Grand Ole Opry originates) figures 25 million records with country tunes by its Opry artists will be sold this year; that’s $22,000,000 worth at retail”.

TWENTY FIVE MILLION RECORDS WORTH TWENTY TWO MILLION DOLLARS.

And that takes in only the artists who appear on Grand Ole Opry. Add to this the records of other country artists and you have a total undreamt of just a few years ago.

Naturally the juke box industry has been effected by this swing to country music. And just as the juke box operator is, collectively, the single largest purchaser of pop records in the nation, so is he also the greatest buyer of folk and western records.

In the past decade, as the popularity of this type of music has grown continually greater, the number of folk and western locations has increased in proportion. Moreover, there is hardly a pop location in the country today where some record is not of the hillbilly type or based on a hillbilly tune. This is a development unheard of a few years back.

What is the appeal of country music that has made its sales skyrocket so?

The answer is simplicity. For in the sentimental, religious and novelty tunes of the hillbilly world are expressed the clear down-to-earth feelings which reach everyone. Hillbilly music is the kind of music which is understandable to all. It tells a story simply, forthrightly. It has a tune which you can sing. It is accompanied by instruments which are readily recognizable.

In short, hillbilly music is the people’s music. It’s the music which strikes the chord of recognition and therefore of acceptance. When analyzed, the rise in popularity of folk and western tunes is no longer surprising but quite comprehensible.

For in this complicated world of ours, with problems beyond the reach of solution by almost all us, who, in his entertainment, doesn’t want the thing he can understand and participate in? And is it to be found in the folk and western music which has become so much a part of our lives in the past decade.

The rewards for the development of this music have been great—and great not only for those directly involved with it, but for everyone in the music field. For when a customer puts his coin into a juke box to play a record he wants to hear, that coin reaches everyone connected with the business.

And so the music industry owes a debt of thanks to those who look upon Nashville as the center of their activities. For while they have been building up a business for themselves which reaches high into the millions of dollars each year, they have, at the same time, been stimulating other fields, inspiring the artists, writers and A & R men who give us different types of music, creating sales for the entire music business.

The hillbilly no longer belongs just to backwoods areas. He’s really gone to town.
THE TEN RECORDS

All about Disk Jockeys

**Disk Jockeys Played Most This Week**

A Summary of Reports Received From the Nation's Disk Jockeys

1. BECAUSE OF YOU — Tony Bennett (Columbia)
2. SIN — Four Aces (Victoria)
3. AND SO TO SLEEP AGAIN — Eddy Howard (Mercury)
4. UNDECIDED — Patti Page (Mercury)
5. WORLD IS WAITING FOR THE SUNRISE — Les Paul & Mary Ford (Capitol)
6. COLD, COLD HEART — Tony Bennett (Columbia)
7. IT'S ALL IN THE GAME — Tommy Edwards (MGM)
8. GOT HIM OFF MY HANDS — Mills Bros. (Decca)
9. I GET IDEAS — Tony Martin
10. MIXED EMOTIONS — Rosemary Clooney (Columbia)

**Sherrif Feller's sudden switch to the Copa in New York took everyone by surprise. The midnight to 4 A.M. show is broadcast over WJAM. Sherrif's opening night was one with many fellow deejays, three hundred and plenty of artists for him to interview. . . . Gene Fallon (WLBR-Lebanon, Pa.) in New York to see the World Series. . . . The gimmick on Ed Hatch's show (WLYN-Lynn, Mass) is a melody house. Ed moves musically from room to room including the nursery where he plays kidde records. . . . Lou Harbutt (WSKAL-Rome) spent a weekend in Syracuse taping interviews with Guy Mitchell and Patti Page. . . . Ralph Marterie in New York making rounds of disk jockeys including Art Ford and Wayne Howell among others. . . . Walter Phillips (WCPO-Cincinnati) in town with his lovely wife whom he married three months ago. . . . Bud Wendell (WMJO-Cleveland) has taken on the promotion work for the forthcoming appearance of the Page Cavanagh Trio at the West Town Lounge in Cleveland. . . . Harry Light (WABC-Johnstown, Pa.) phone to say hello. . . . Milton Q. Ford (WWDC-Washington, D.C.) did it again pulling his second winner to "Stop The Music" Thursday, Oct. 4. Mrs. Anita Fallow won $2,400 in prizes, the second Washington area winner to be tipped off by Ford. Ford, who airs his platter show at the same time that Arthur Godfrey is on the air, should second to Godfrey in Washington, commented that he may not have the biggest audience in Washington, but if these jack-pots continue, my listeners will be the richest."
"BLAME ME" (2:49)
ROBERT FARMON ORCH (London 1063)
- Robert Farnon and his orchestra play around with two oldies here and still sound lively and fresh. The first half is the Irving Berlin standard "Blame Me," and the second half is a treatment while the second half starts off very heavily and then goes into a lighter vein. This should get a play.

"THE BLONDE SAILOR" (2:59)
KATHY TURNER (Columbia 39556; 4:3566)

"SYMPHONY IN 3/4 TIME" (2:41)
KEN GRIPPEN (Columbia 39556; 4:3566)
- Ken Griffen has a couple of instrumental licks which he does ok with on this disc. Both have been played as he runs through the numbers with finesse. The top deck is in a slightly paced item while the lower half is in waltz tempo. Ken's fans are gonna like this.

"SLOW POKE" (2:30)
KATHY TURNER (Capitol 1838; F-1818)
- A tune that's headed for a big play. The chorus singing it is lively fashion, this tune gets a good working over. The second side is a ballad with Peter Hanley doing the vocal. This splicer should make for a good filler material.

"NEVER" (2:10)
JUDE McKEE (2:40)
RAY BARBER (Mercury 5719; 5719 x 45)
- A tune that's headed for a big play. The chorus singing it is lively fashion, this tune gets a good working over. The second side is a ballad with Peter Hanley doing the vocal. This splicer should make for a good filler material.

"I WANNA PLAY HOUSE WITH YOU" (2:45)
KAY ROSEWAY (Capitol 1838; F-1818)
- A tune that's headed for a big play. The chorus singing it is lively fashion, this tune gets a good working over. The second side is a ballad with Peter Hanley doing the vocal. This splicer should make for a good filler material.

"TENDERLY" (3:08)
RALPH MARTEER ORCH. (2:32)
JIMMY WALKER (Mercury 5716; 5716 x 45)
- A tune that's headed for a big play. The chorus singing it is lively fashion, this tune gets a good working over. The second side is a ballad with Peter Hanley doing the vocal. This splicer should make for a good filler material.

"FOOLISH PETE" (2:49)
EDMUND ROS ORCH (London 1041)
- Edmund Ros is at it again this time offering a calypso number on the upper level and also a number which should enhance their reputation. The first one is a ballad with Stan Rodick giving out on the trumpet while the second one is a standard done smoothly. Opa oughta take a listen.

"HE LIKE IT; SHE LIKE IT" (2:53)
KATHY TURNER (Capitol 1838; F-1818)

"ORIENTAL BLUES" (2:55)
"SAN ANTONIO ROSE" (2:45)
JAN AUGUST (Mercury 5715; 5715 x 45)
- A tune that's being recorded all over the place gets another go from Kay Brown. Kay handles the lyrics in acceptable fashion as Pete Rugolo makes up the music. On the lower half she sings the blues with Harry Connick backing her up. Opa might take a look.

"NEVER" (2:49)
"CALIFORNIA MOON" (2:39)
EDMUND ROS ORCH (London 1041)
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ANNOUNCING
THE 6TH ANNUAL POLL
OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA
TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS
OF 1951. SPONSORED AND CONDUCTED EXCLUSIVELY BY...

"THE CASH BOX"

VOTING STARTS WITH THIS ISSUE
FILL OUT ENCLOSED PREPAID POSTCARD—MAIL TODAY!

Winners Of The Cash Box
1950 Music Awards

Best Record     "Goodnight Irene"
Best Orchestra  Gordon Jenkins
Best Female Vocalist  Kay Starr
Best Male Vocalist  Perry Como
Best Vocal Comb.  Andrews Sisters
Best Western Record  "Bonaparte's Retreat"
Best Western Artist  Jimmy Wakely
Best Folk Record  "Chattanooga Shoe Shine Boy"
Best Folk Artist  Red Foley
Best Jazz N' Blues Record  "I Almost Lost My Mind"
Best Jazz N' Blues Artists  Ivory Joe Hunter
Best Small Instrumental Group  Nat "King" Cole & Trio

YOUR VOTES DECIDE THE WINNERS

Here's How to Get Your Votes!

Each Juke Box You Own Counts for One Vote. Each Wall or Bar Box You Own Counts for One Vote. Each Wired Telephone Music Shell or Mirrored Music Cabinet You Own Counts for One Vote. Be Sure to List the Complete Number of the Above Units You Own on the Bottom of the Enclosed Prepaid Postcard to Give the Records and the Recording Artists You Believe Were Your Best Money-Makers During 1950 Full Credit. The Total Number of the Units You Own Are Your Number of Votes. The Cards Are Confidential. Individual Figures Are Not Revealed to Anyone. Be Sure to Print All Names On Card. Remember—Your Votes Decide the Winners! Fill Out and Mail the Prepaid Postcard Enclosed in This Issue Today!!!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“UNFORGETTABLE” (3:06)  
“MY FIRST AND MY LAST LOVE” (3:15)  
NAT “KING” COLE  
(Capitol 1816; F-1818)  
- A highly appealing ballad is offered here by Nat “King” Cole. Giving it his typical wistful vocal, Nat makes this a potently affecting item. The second side is based on an old theme and it gets a new set of lyrics. The top deck is the one to watch.

“I NEVER WAS LOVED BY ANYONE ELSE” (2:52)  
“SAN SOUCI” (2:48)  
BOB CROSBY & GIZELLE MACKENZIE  
(Capitol 1826; F-1826)  
- Going into march tempo, Bob Crosby and Gizele MacKenzie ring out this likely number in grand fashion. It’s a very lively driving side which has a tremendous kick. The lower half is a novelty which also gets an ok rendition from the pair. The upper half gets the nod.

“FAREWELL BLUES” (3:10)  
“KING PORTER STOMP” (3:10)  
BENNY GOODMAN  
(Columbia 39564; 4-39564)  
- The Benny Goodman Sextet takes over on the top half and makes with exciting music. With Benny’s clarinet and some excellent drum work standing out, this side should delight his fans. The lower half has the orchestra doing the work and again the music is fine. In the right locations, this one should be strong.

“And so to Sleep again” (2:50)  
“THE GLORY OF LOVE” (2:45)  
PAUL WESTON ORCH.  
(Columbia 39569; 4-39569)  
- A ballad which is heading for great things gets another push in a rendition by Paul Weston’s orchestra and the Norman Luboff Choir. Both groups combine their talents to make this end right. The lower half is standard on which they again let go. Opa will do ok with this disk.

“PAINTING THE CLOUDS WITH SUNSHINE” (2:35)  
“LITTLE JUMPING JACK” (2:10)  
THE THREE SUNS  
(RCA Victor 20-4287; 47-4287)  
- An unusual rendition of a standard is dished out on the top level by The Three Suns. Going strong instrumentally, the boys give this one a slow deliberate rhythm. The bottom half is a novelty with a lot of whistling intermingled with the music. Opa might take a listen.

“BEYOND THE BLUE HORIZON” (2:49)  
“I NEVER WAS LOVED BY ANYONE ELSE” (2:52)  
HUGO WINTERHALTER ORCH.  
(RCA Victor 20-4288; 47-4288)  
- Hugo Winterhalter comes through with a very exciting side which could easily break out and go. This dynamic piece is the oldie “Beyond The Blue Horizon” done in terrific tempo with wonderful instrumentals and a chorus that fits into the spirit of the thing. This is the kind of disk which oops are gonna hear time after time, for one play can hardly be enough.

“A LOVER’S WALTZ” (2:57)  
“ON ROSARY HILL” (2:53)  
GIZELLE MACKENZIE & GORDON MACRAE  
(Capitol 1807; F-1807)  
- Gordon MacRae and Gizele MacKenzie team up to give out with a couple of duets in pleasant style. Each tune is offered in the same slow easy going manner and each end makes for simple listening. Opa in the quiet locations should get a play from this one.

“THE LAST TIME I SAW PARIS” (2:47)  
“JUST ONE OF THOSE THINGS” (2:52)  
BUD POWELL  
(Mercy 11808)  
- A couple of standards provide Bud Powell with good material for his piano playing. Each one of these lovely tunes gets a resourceful workout from Bud as he sends the keys weaving in and out of the melody. For customers who go for intursive arrangements, this is it.

“They call the Wind MARIA” (2:45)  
“MOONGLOW” (2:57)  
VOICES OF WALTER SCHUMANN  
(Capitol 1812; F-1812)  
- The chorus directed by Walter Schumann gets closer to a hit with every side. Here the members have a dynamic number to work with and they certainly know what to do with it as William Reverb takes the solo. On the second side they try an oldie in slow fashion with Eddie Miller doing the solo. Opa shouldn’t miss this.

“THE END OF A LOVE AFFAIR” (2:30)  
“GETTING TO KNOW YOU” (2:30)  
DINAH SHORE  
(RCA Victor 20-4285; 47-4285)  
- A wonderful song is given a vocal from the shore here by Dinah Shore. This disc gives this ballad with great feeling as Henri Rene provides just the right music. On the lower end she offers a pleasant item from “The King And I”. Opa should get a play from both of these sides.

“I WANNA SAY HELLO” (2:06)  
“The Sweetheart Waltz” (2:45)  
LAWRENCE WELK ORCH.  
(Coral 60575)  
- A very dynamic side is dished out here by Lawrence Welk and his orchestra. Robert Linn handles the lyrics in expert fashion and makes this one a happy slicing. The lower half is in slower vein with Gene Purcell and the Sparklers doing the vocal. The top deck gets our nod.

“WHY DIDN’T I?” (2:46)  
“BLOW OUT THE CANDLE” (2:32)  
JANE WYMAN  
(Decca 27804; 9-27804)  
- A couple of novelties are sent our way on this platter by Jane Wyman. Jane is helped out on the vocal by the Four Hits and on the backing by Dave Barbour and his orchestra. Both ends get a competent workout from Jane and ope might want to tune in.

“AN AMERICAN IN PARIS, PART II” (2:57)  
“AN AMERICAN IN PARIS, PART II” (3:13)  
LES BROWN ORCH.  
(Coral 60583; 9-60583)  
- Les Brown takes George Gershwin’s “American In Paris” and gives it a two sided going over. Both ends make for exciting music as Les and his boys comes up with good instrumentals of Gershwin’s lovely themes. This disk may go in special locations.

“LET THE Rest O F THE WORLD GO BY” (3:07)  
“You And The Night And The Music” (3:17)  
RUSI MORGAN ORCH.  
(Decca 27660; 9-27660)  
- Two well remembered oldies are taken for an instrumental ride on this platter by Russ Morgan and his orchestra. Russ makes both of these sides sound soft and nostalgic and he goes through them smoothly and softly. This disc should do well in the quieter spots.
NEW YORK: A juke box wasn't always a juke box—it was once a multiphone. Recently the MGM research department announced it had acquired what it claims to be the first juke box ever made. It will be used as a set decoration for a movie scene. Named the multiphone, it was made in 1885 and exhibited at the Chicago World's Fair in 1893. The ornate piece is amazingly similar to juke boxes in use today, even to the coin slot and the 24 numbered selections. And it still plays. It was found in the Pony Express Museum in Arcadia, California. It looks like El Oberlin is gonna hit right off with his new King cuttings. We heard a pre-release of the sides he did with Mary Smith and that's a great job on "I Like It." He's making "Like It" and the new Leeds plug tune "Domino." By Reiter, director of promotion and advertising for BMI, just returned from a trip to the University of Alabama in Tuscaloosa to exhibit the American Musica collection of rare manuscripts which includes the original copies of "American," "Dixie" and Stephen Foster's works. Over a ton of display material is involved in the collection. On the strength of her Derby hit, "The Masquerade Is Over," Bette McLaun is getting solid bookings. She opened last week at the Harlem Club in Philadelphia. Larry Newton, Prexy of Derby, left for an extended trip through the South and West on a distributor visit and talent search. June Valli, RCA Victor's new singing find, started her career as a bookkeeper and comptometer operator. Don Becker, in charge of promotion for Bilitone Records, is off to Chicago to visit local distributors and audition new talent. Dave Miller of Palco Records is having a check made by an agency to see whether any records of "Sinn" by the Willie Nelson Boys are being bootlegged. The World Series had its counterpart in the music world. Perry Como and Mitchell Ayres played in the Polo Grounds before game time while Guy Lombardo did the same in the Yankee Stadium.

CHICAGO: One of the grandest of guys and one of this town's outstanding music men, Harry Koenig, has got himself a tune that's starting to click, "Wooden Shoes Waits," already on Victor and Coral. Harry was NBC's musical director for 15 years. Also ABC's music director for 5 years. He's written some very grand tunes. Among them, "Swiss Lullaby," "Let's Sail to Dreamland," etc. He conducted such shows as the Breakfast Club, Sinelair Minstrels, Payaso and Home Hour. Today, Harry's in the publicity biz, Clarion Music Co. And all who know him are pulling for him to put his tunes over the top. When the announcement came that Red Nichols and His Five Pennies were opening the Blue Note, someone called an old, old tale. About the days when Red Nichols ranked with the topmost of the top great in the world. And how his press agent went ahead to dip pails full of nickels in red lacquer nail polish which were given out in change all over the town—Red Nichols' Red Nickels. Bobby Wayne is clicking at the Oriental while Sherman Mack has his first anniversary at this famous theater. Chick Kardale and Bob Lubin were very tickled of late. Would this mean a disk promotion merger?

JERI SOUTHERN

SOMETHING new in the way of personal appearance tours was recently launched in the "Columbia, Cavalcade of Western and Country Music," with Jimmy Wakely, Ramblin' Jimmy Dean, Eddie Dean, Skeets McDonald, Gene O'Quin, Leon Payne and Dottie O'Brien teaming up to play live dates starting Oct. 10 and covering the California cities of Bakersfield, San Jose, Sacramento and Yuba City. In each spot, local bands supplied the backing and another unique phase of the deal, as arranged by MCA on a percentage basis was that the artists would split equally on the gate regardless of billing prominence. As part of the tour, guest appearances were arranged with the local disc jockeys, record dealers and JUKE BOX OPERATORS in each town. Al Piantadosi, whose Society Recordings label has a fast slotting plan in the popular Album Service's "Letter Perhaps" (Now Not) has signed Penny (Blondie) Singleton of movie and radio fame to an exclusive recording contract. The film star, who has many hit Broadway and screen musical roles to her credit, will first be heard on "Daddy's Coming Home" and "I Give It Back To You," both written by top-notch tune scribe Piantadosi and Gus Schilling, the latter a great comic and character actor of legitimate and films. Gene Norman's concert pairing of Billy Eckstine and George Shearing at Shrine Oct. 12 due for nationwide hit.

With Al Sherman of King, things were the best last month and promising to be just as good this month, he tells us, crediting Earl Bost's "Sleep" and the Dumont's "Sixty Minute Man" as two of the longest riding hits he's ever had.

"It's What's in THE CASH BOX That Counts!"
"It's What's in THE CASH BOX That Counts"
This week's
New Releases
...on RCA Victor

RELEASE @ $1-41

POPULAR

MINDY CARSON with Hugo Winterhalter's Orch. & Chorus
Christmas Chippendales
Doors That Lead To You
- 20-4146 (47-4160)

DINAH SHORE with Hugo Winterhalter's Orch.
The Lie-De-Lie Song
Oh, How I Need You, Joe!
- 20-4147 (47-4161)

JAN PEerce with Hugo Winterhalter's Orch.
Once
How Do I Love Thee
- 20-4148 (47-4162)

TONY BAUVAAR with Nicholas Loeb's Orch.
I Talk To The Trees
Carlois Mix
- 20-4430 (47-4430)*

PHIL HARRISS and his Orch.
Ragged But Right
Where The Blues Were Born
(Tony Martin)
- 20-4432 (47-4432)*

COUNTRY-WESTERN

ELTON BRITT and THE BEAVER VALLEY SWEETHEARTS
The Tale A Sailor Told
Kiss By Kiss
- 20-4434 (46-4434)*

CECIL CAMPBELL'S TENNESSEE RAMBLERS
Carolina Steel Guitar
No Wedding Bells For Me
- 20-4435 (47-4435)*

TAMMY JAMES and the Pashandle Punchers
Lonepine Whistle
Gotta Git A Gittar
- 20-4436 (46-4436)*

BLUES - RHYTHM

THE HEARTBREAKERS
Heartbreaker
- 20-4437 (47-4437)*

BLOD TOP LYNN and his House Rockers
Cabin Back M. Darlin'
Homesick Blues
- 20-4438 (47-4438)

TREASURY

INTERNATIONAL CONCERT ORCH.,
Conducted by Nathaniel Shilovet
The Skaters Waltz
Exuflaminting Waltz
- 23-0144 (7-0144)*

NEW ALBUMS

MARIO LANZA
Mario Lanza Sings Christmas Songs
DM-1649 (WDM-1649) (LM-165*)
FRANKIE CARLE
Hollywood Tunes
P-32 (WP-127)*

EDDY ARNOLD,
the Tennessee Plowboy
All Time Hits From The Hills
Vol. 2
P-328 (WP-328)

TONY MARTIN
Two Tickets To Broadway
P-313 (WP-313)

COLLECTOR'S

GLEN MILLER and his Orchestra
Glenn Miller Concert—Vol. 1
PT-2 (WFT-21)

* 45 rpm cut out nos.
** 33-1/3 rpm cut out nos.
CASH BOX STARTS 6th ANNUAL MUSIC POLL OF TOP MONEYMAKERS FOR 1951

NEW YORK — The Sixth Annual Music Poll sponsored and conducted exclusively by The Cash Box on behalf of the automatic industry was started this week.

The results will determine the top moneymakers for 1951 in the various categories of the pop music field.

Voting, which is limited only to juke box operators, and is counted on the basis of one vote for each machine an operator owns, will continue for eight weeks. The winners will be announced immediately afterwards.

Listed below, in order to better aid operators in casting their votes, is an alphabetical recapitulation of the top song favorites of 1951.

TOP SONG FAVORITES OF 1951

ABA DABA HONEYMOON
A BUSHEL AND A PECK
ACROSS THE WIDE MISSOURI
ALL MY LOVE
AND SO TO SLEEP AGAIN
A PENNY AND A KISS
BEAUTIFUL BROWN EYES
BECAUSE OF YOU
BECAUSE OF RAIN
BELLE, BELLE, MY LIBERTY
BELLE
BE MY LOVE
BLUE VELVET
BRING BACK THE THRILL
CALA, CALA
CASTLE ROCK
CHICKEN SONG
COLD, COLD HEART
COME ON-A MY HOUSE
DETOUR
DOWN THE TRAIL OF ACHIN' HEARTS
DOWN YONDER
FROSTY THE SNOWMAN
GET OUT THOSE OLD RECORDS
GOOD MORNING, M.R. ECHO
HARBOR LIGHTS
HELLO YOUNG LOVERS
HOT CANARY
HOW HIGH THE MOON
I APOLOGIZE
I GET IDEAS
I LIKE THE WIDE OPEN SPACES
I'LL NEVER BE FREE
I'M IN LOVE AGAIN
I STILL FEEL THE SAME ABOUT YOU
I TAUT I TAW A Puddy Tat
IT IS NO SECRET
IT'S ALL IN THE GAME
I WON'T CRY ANYMORE
JET
JEZEBEL
JOSEPHINE
KISSES SWEETER THAN WINE
LAURA
LET ME IN
LONGING FOR YOU
LUCKY, LUCKY, LUCKY ME
MADEMOISELLE
MAY THE GOOD LORD BLESS AND KEEP YOU
MISTER AND MISSISSIPPI
MOCKIN' BIRD HILL
MORNINGSIDE OF THE MOUNTAIN
MUSIC BY THE ANGELS
MY HEART CRIES FOR YOU
MY TRULY, TRULY FAIR
NEVER BEEN KISSED
NEVERTHLESS
NOBODY'S CHASING ME
OH, BABE
OH WHAT A FACE
OLD SOLDIERS NEVER DIE
ON TOP OF OLD SMOKY
ORANGE COLOROED SKY
OUR LADY OF FATIMA
OVER A BOTTLE OF WINE
PATRICIA
PETITE WALTZ
PRETTY EYED BABY
ROSE, ROSE, I LOVE YOU
RUDELPH THE RED NOSED REINDEER
SENTIMENTAL MUSIC
SHANGHAI
SHENANDOAH WALTZ
SHOTGUN BOOGIE
SIN
SO LONG
SOUND OFF
SPARROW IN THE TREE TOP
SWEET VIOLETS
SYNCOPEH CLOK
TENNESSEE WALTZ
THE BESTTHING FOR YOU
THE LOVELIEST NIGHT OF THE YEAR
THE ROVING KIND
THE THING
 THESE THINGS I OFFER YOU
THINKING OF YOU
TOO YOUNG
TO THINK YOU'VE CHOOSE ME
TURN BACK THE HANDS OF TIME
UNDECIDED
UNLESS
VANITY
WANG, WANG BLUES
WE KISSED IN THE SHADOW
WHEN YOU AND I WERE YOUNG
WHEN YOU LEAVE BLUES
WHILE YOU DANCED, DANCED, DANCED
WHISPERING
WORLD IS WAITING FOR THE SUNRISE
WOULD I LOVE YOU
YOU'RE JUST IN LOVE
ZING, ZING, ZOOM ZOOM

"It's What's in THE CASH BOX That Counts"
Fans Decide on "Undecided"

SPEEDIEST PLAYING
RECORDS REVIEWED
THIS WEEK

Records All Under 2:30 Min.

POPULAR

"There She Goes" .................................. 1:30
(Pearl Faith Orchestra—Columbia)

"I Wonna Say Hullo" ................................. 2:06
(Lawrence Walk Orchestra—Coral)

"That's What I Want For Christmas" ............ 2:10
(Toni Harper—Columbia)

"Little Jumping Jack" ............................... 2:10
(The Three Suns—RCA Victor)

"Never" ............................................... 2:10
(Ray Bara—Mercury)

JAZZ & BLUES

"You Sure Been Good To Me" ....................... 2:05
(Charlie Singleton—Faiths)

"Globetrotter" ........................................ 2:17
(Johnny Hodges Orchestra—Mercury)

"As Time Goes By" .................................... 2:20
(Earl Coleman—Prestige)

FOLK & WESTERN

"Entitled" .............................................. 2:11
(Ted Brek—Decca)

"Silver Dices In The Sky" ......................... 2:22
(Dave Allen—Skybreak)

"Half Way To Heaven" ............................. 2:25
(Slim Williams—Coral)

"Another Night Is Coming" ....................... 2:28
(Moone Mulligan—King)

On The Way!

THIRTY-TWO FEET AND
EIGHT LITTLE TAILS

MILLER MUSIC CORPORATION

NO. HOLLYWOOD, CAL.—Les Brown, the gent to the right with the sporty clothes, obliges fans with autographs at the grand opening a new Sears' store here. Les' new disk with the Ames Brothers, "Undecided," apparently has the customers decided about him since it has already passed the mark as Coral's biggest seller of the year.

Coral Signs Radio
Star Harold Peary

NEW YORK—The announcement has been made by Jimmy Hilliard, Vice President in Charge of Recording, that Coral Records has signed Harold Peary to his first recording contract. Peary was the famous Throckmorton P. Gildersleeve on the "Fibber McGee and Molly" show from 1935 until 1941 when "The Great Gildersleeve" show went on the air as a summer replacement.

Shedding the role of Gildersleeve, Peary came to CBS the fall of '50 in a new characterization of his own creation—"Harold”—a guileless fellow whose penchant for cruising and truth-telling leads him into awkward situations.

His first two sides for Coral "Whoa Boys" and "To A Little Boy" will be released the end of this week.

Thiele Forms Halco Records

NEW YORK—Bob Thiele, formerly head of Signature Records, has formed Halco Recording with headquarters in Forest Hills, N. Y. Ray Block is vice president of the firm. Halco will have four labels:

Advance, which will put out popular recordings and reissue the best of the old Signature masters.

Mello-roll, which will deal in rhythm 'n blues.

Jazz, which will issue jazz records for the connoisseur.

Hi-Tone, which will be a 9c label.

NEWEST JUKE BOX CLICK!

"WOODEN SHOE WALTZ"

RECORDED BY

The Beaver Valley Sweethearts
RCA-VICTOR 15-4282

Chill Stewart & The San Francisco Boys
CORAL 60560

CLARION MUSIC CO.

54 W. Randolph St., Chicago 1, IIL.

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

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<td>Five Keys (Aladdin 3099)</td>
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In PHOTOGRAPHS, [description or image not provided]
Frankie Laine, Paul Weston Start Own Radio Shows

NEW YORK—Frankie Laine, singing star of Columbia Records, and Paul Weston, West Coast Musical Director for the company and featured recording artist started their own CBS Radio Network shows last weekend.

Laine, one of the country’s outstanding record, stage and nightclub successes, began his own starring show in radio for the first time when he launched his “Frankie Laine Show” on the CBS Radio Network Sunday, Oct. 7 (CBS Radio, 4:30-5:00 P.M., EST).

Sponsored by the U. S. Army, the “Frankie Laine Show” features a guest band and visiting performers as assisting artists each week.

Paul Weston is starring on a weekly half-hour program in the CBS Radio Network’s newly-originated Friday evening Music Night series which started October 5.

The Paul Weston Show, third in the “Friday Night Is Music Night!” lineup, is broadcast from Hollywood at 9:30-10:00 P.M., EST, concluding an evening of melody that begins at 8:15 P.M., EST.

Weston’s own arrangements will be featured on the program. A permanent male singer is scheduled for the show.
You'll Go Crazy with

"SLOWLY GO OUT OF YOUR MIND"

JAKE PORTER
With Vocal by Dorothy Ellis
WATCH THIS NEW LABEL TAKE OFF WITH A No. 1 HIT!!

RED CALLENDER
SEXTET
On Two Sensational Instrumentals

"ALL OF ME"
b/w "September In The Rain"

Hollywood 166

"DOLPHIN STREET BOOGIE"
b/w "Ponciana"

Hollywood 141

Get With This Smash Novelty

"I LOVE YOUR MAMA BETTER"

RED CALLENDER
SEXTET
With Scatman Crothers on Vocal

The Blues As Only Smokey Knows How

"PENITENTIARY BLUES"
Part 1 & Part 2

SMOKEY HOGG
Hollywood 170

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(PHONE: ADams 1-9239)

THE CASH BOX
Jazz 'n Blues Reviews

AWARD O' THE WEEK

"FLAMINGO" (3:05)
"I'M GETTING SENTIMENTAL OVER YOU" (2:45)
EARL JOSTIC ORCHESTRA
(King 4475)

Labeled "Flamingo" this melody is a hard hitting, fast moving and forceful item. The sax break on which Earl gives it makes this half one that'll have customers standin' round the juke box to get closer to its infectious rhythm. This end is gonna be heard again and again and ops will wanna cash in on the flood of coins it's gonna bring. Flip is an oldie that also features some fine sax playing and again the rest of the orchestra supplies a backing that adds to the appeal of the tune. This revival might make it too. Ops will want to climb aboard "Flamingo" as it gets ready to take off.

"GLOBETROTTER" (2:29)
"GENTLE BREEZE" (2:35)
JOHNNY HODGES ORCHESTRA
(Mercy 8954)

A pair of instrumental numbers are turned out by Johnny Hodges and his orchestra on the upper lid. The first item is a lively jump tune that features lots of pretty sax playing. The second side is a change of pace in the form of a slow moving number. Both halves are listenable and ops are advised to tune in.

"AS TIME GOES BY" (2:36)
"GUILTY" (2:29)
EARL COLEMAN
(Fortune 905)

Baritone Earl Coleman eases through with an oldie that has become a classic in the pop field. Done softly and slowly, this lid may prove noteworthy. The lower dish is another oldie that gets the same treatment from Earl. Ops oughta watch this one closely.

"EACH TIME" (2:46)
"LOST" (2:39)
THS CABINERS
(Fortune 904)

A couple of slow ballads are offered by the Cabiners, with music supplied by the Mercer Ellington Quartet. The upper lid is a pleasant tune that is made to sound good by the wonderful harmony of the boys. The under end finds the group taking to a fair number. We like the upper dish.

"SMOOTH SAILING" (2:40)
"YOUR WONDERFUL LOVE" (2:55)
ARNETT COBB ORCHESTRA
(Okeh 6830)

Taking a terrific jump tune, Arnett Cobb and his orchestra offer a wonderful instrumental rendition. The boys toss this number around and come up with a sure jive box hit. The bottom deck is a slow item that shows up some fine sax playing to good advantage. Ops can't afford to miss this one.

"THE GRASS IS GETTING GREENER" (3:13)
"GOOD BLESS MY DADDY" (2:45)
CECIL GRANT
(Decca 45249; 9-4249)

A pretty melody, a soft soothing vocal and a fine musical backdrop add up to a top notch side for Cecil Grant on the upper lid. Again on the lower deck Cecil presents a meaningful interpretation of a slow sentimental tune. Both ends carry lots of appeal and ops are urged to watch this platfer.

"MY HUDDY" (2:30)
"EARLY IN THE MORNING" (2:30)
THE FOUR TUNES
(RCA Victor 20-4385; 47-4305)

Here is an oldie that is given a blues treatment and is made to sound good by the combined efforts of the Four Tunes. The harmony and the soloist's handling of the lyrics make this a half to be reckoned with. The under level is a lively jump number that is worked over beautifully by the same artists. This disk is a must for ops.

"IF WAS ALL IN VAIN" (2:37)
"YOU ONLY WANT ME WHEN YOU'RE LONELY" (2:54)
LONNIE JOHNSON
(King 4471)

Lonnie Johnson offers a slow driving blues item on the upper deck. A tremendous musical backdrop helps carry this number through to a listenable end. The bottom level is a slow, sad ballad that's turned out by Lonnie in pleasing fashion. Ops can choose from either lid.

"YOU SURE BEEN GOOD TO ME" (2:35)
"I KNOW" (2:43)
CHARLIE SINGLETON
(Fair 218)

Charlie Singleton comes up with a slow and low down blues item on the first side. With vocal and backing done in that typical blues style, this half should draw the coins. Flip is a jump tune with lots of rhythm that Charlie and the band belt home. Ops have their pick of either end.
Lacy On The Loose

NEW YORK—WINS disc jockey, Jack Lacy plays host and interviewer to Alexis Smith motion picture star, on the WINS show "Lacy on the Loose." Trudy Richards, vocalist on the show seems to be enjoying the repartee between the pair. Miss Smith was on the program promoting her new picture, "Here Comes the Groom" in which she stars with Bing Crosby.

Meeting Dates Of Music Operators’ Associations

Oct. 15-16—Midwest Coin Machine Show
Place: Paxton Hotel, Omaha, Neb.
15—Westchester Operators’ Guild
Place: American Legion Hall, White Plains, N. Y.
16—Music Operators’ Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.
17—New York State Operators’ Guild
Place: Nelson House, Poughkeepsie, N. Y.
22—Phonograph Owners’ Association
Place: Broadway Hotel, West St. Louis, Ill.
25—California Music Guild
Place: Sacramento Hotel, Sacramento, Cal.

Sam Green Joins Prestige

NEW YORK—Bob Weinstock of Prestige Records announced this week the signing of Sam Green to handle A & R activities in conjunction with Weinstock on the Para label. This label will only be handled in the Eastern territory; for the rest of the country it will be Prestige.

Weinstock also announced the signing of new talent including Benny Green, Johnny Green, Lem Davis, Tocco Wilshire and Ralph Willis. Prestige has issued the first instrumental of "Glory of Love" backed with "Sin." The artist is Lem Davis.

Kickin' The Blues Around

with Sam Evans

Our attention has been drawn to the habit of a certain large record manufacturer, who turns out Spirituals on a label marked "Rhythm and Blues." This is a disparaging definition for a type of great religious music. The Spiritual is the true expression of sacred prayer and atonement to God. Slaves were brought to this land many years ago in chains. Their only music was the tribal chants of their native lands. These chants soon turned to "work songs" as the slaves were driven under the angry lash of a whip. Sometimes a glimmer of hope, a ray of sunshine, broke through their dismal existence. And then the work songs had a note of gladness. There is a faster pace to this latter type of song, but never should it be placed in the general field of "Rhythm and Blues," as is now being used.

At this rate we may expect any day to see a re-issue of the famed "WINGS OVER JORDAN" group doing "Old Ship Of Zion" b/w "Swing Low, Sweet Chariot" on a "Rhythm and Blues" label. MARION ANDERSON & DOROTHY MAYNOH with their glorious voices, coupled for a duet, backed with a rhythm section, will next be singing, "My Lord, What A Morning," b/w "Were You There When They Crucified My Lord?"

If we do not watch and control the use of the definition "Rhythm and Blues" it will soon grow to be equally as ugly and distasteful as the now discarded "Race." It is believed all A & R men have in their possession, or have access to, a dictionary. A moment with Webster will perhaps prove a surprise to some to learn how 'The Unabridged' defines "rhythm" or "blues." Hypocrisy has ruined Nations and Men. Let us be truthful and not hide behind a mask. Soon the question will come up as to where to place DUKK ELLINGTON, BENNY GOODMAN, WOODY HERMAN, NAT "KING" COLE, KAY STARR, MILDBRED BAIIEY, EROLL GARNER, HERB JEFFRIES, SARAH VAUGHAN (space won't permit the whole list) but, these few should serve to prove how utterly absurd and ridiculous the situation is, and that it can so easily become even more so.

A major label recently used one of the top singers in show business on "Smooth Sailing," It was listed as a "Popular." A rival label used a top instrumentalist on the same tune, and listed it as a "Rhythm and Blues." "King Porter Stomp," incidently written by JELLY ROLL MORTON, has recently been re-released by this label. The orchestra is world famous for its swing and rhythm, it is not on a "Blues and Rhythm" label, but rather on "Popular." (Sam Evans is the Rhythm and Blues specialist heard over WGN, Chicago’s Mutual outlet, every night; and on WREB-TV.)

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MIX ‘EM UP!
With Permo, you get quantity discounts on your total needle order, regardless of the type you specify. So look ahead—and save—with Permo Points. Order now.

Hey, Good Lookin’

by FRANKIE LAINE
JO STAFFORD
COLUMBIA # 39570

It's What's In THE CASH-BOX That Counts
Tommy Duncan (Capitol) wakes up many people around KTRB in Modesto, Calif, with his 10-city country record show every morning. Bud Hobbs (M-G-M) has just commenced with KTRB to take over from the disc jockey. Chester "String Bean" Smith holds down numerous live spots each day with his San Joaquin Valley Boys. This along with their Wednesday night "Western Jamboree" puts KTRB in top spot for country entertainment in the Modesto area.

Bill Saunders reports a CVV (Cast Your Vote) campaign on WOKO-Albany, N. Y., via "Pigfoot Pete's Jamboree" with fine results. Seems the people there always want to play the standard country records by eight to one. Poll shows listeners want the hits and very few new records on the programs. The Stewart Family (Four Star) are currently carrying four daily programs on KLN in Blytheville, Arkansas. Group consists of Pappy Stewart; his two daughters, Bethyl and Janet; his son-in-law, Buddy Brown; and his sister, Baba Howard.

Jean Martin, formerly with Capitol’s Nashville office, recently moved to Kenny Music Publishers of Nashville. Firm headed by Frank Kolton using material from local songwriters has new Decca and Coral releases coming up. Company’s plug is "Harrowed Angel" cut for Decca by the Anita Kerr Singers.

Newest in the artist’s department for Columbia in Betty Johnson who cut recently in Nashville. Betty is one of the famous Johnson Family that has been a feature of Columbia’s country department for years.

Don Pardo will do the Radio Ranch Show for 30 minutes each day via WALT in Tampa, Florida. Group is also the feature at Tampa’s hillbilly park, "Radio Ranch" each Saturday and Sunday night.

Martha Carson (Capitol) and Bill Carlisle were guests on the Lexington Barn Dance in Lexington, Ky., October 6th.

"Cousin Walt" Gaines doing the country record spinning on WIEE’s "Mid-Days Merry-Go-Round" from Elizabeth City, North Carolina. WGST in Summerville, Georgia, has added a Saturday noon hour as known as "WSTV's Time for Country," a new one hour live featuring The Lucky Borderers, Georgia Hay Riders, Happy Four and The Georgie Drifters. Kirby Kinsey is the mc.

Tiny Hill cut sessions in Chicago recently after playing several mid-western ballrooms. San Diego’s KGB spotting country records on their top pop report as shown by Wilt Gunzendorfer, exe of station.

June Carter, of RCA Victor’s Carter Sisters, sporting a new diamond—and it’s on that certain finger. Congratulations, June, who’s the lucky guy? On WSM?

Lefty Frizzell is the subject of a current promotional drive by Columbia extending the accomplishments of this young singer.

Capitol Tours "Cavalcade Of Western And Country Music"

HOLLYWOOD—Seven of Capitol Records top stars joined in the "Capi
tol Cavalade of Western and Country Music" for five California play dates which began October 10. Ap

Lefty Frizzell Hits Top Of List In Folk Field

NASHVILLE—Matching its new young talent discoveries in the popular record field, Columbia has joined the flourishing folk music disk market with 23-year-old vocalist Lefty Frizzell, currently placing his 10 of the best-seller lists.

Lefty Frizzell’s recording of "Al

ways Late," in original composition, is the country top-sell, and most

played folk disk. Also enjoying the topping sale box popularity brackets are his rec

cordings of "Momma’s Waltz" and "I Want To Be With You Always."

A multi-million dollar success since his initial Columbia release in July 1960, the young artist has hit a six

figure sales mark with each of his four single records issued to date. Texarcana-born Frizzell, who writes all his own songs, launched his Columbia record career with "If You've Got The Money, I've Got The Time," a folk hit which also moved into the popular song ranks via recordings by Jo Stafford, for Columbia.

One of the most successful new folk singers to come to prominence during the past two years, he is fea

tured weekly on the famous Grand Ole Opry in T Yunvile, Tennessee.

Always Late
Lefty Frizzell (Columbia 20837; 4:20837)

I Want To Play House With You
Eddy Arnold (RCA Victor 21-0476; 48-0476)

Hey, Good Lookin'
Hank Williams (MGM 11000; K1100)

Cold, Cold Heart
Hank Williams (MGM 10904; K10904)

Mom's and Dad's Waltz
Lefty Frizzell (Columbia 20837; 4:20837)

Slow Poke
Pee Wee King (RCA Victor 21-0489; 47-0489)

Down Yonder
Del Wood (Tennessee 775; 45-775)

Let's Live a Little
Carl Smith (Columbia 20796; 4:20796)

San Antonio Rose
John Maddox (Dot 15001; 45-15001)

Cryin Heart Blues
Johnnie & Jack (RCA Victor 21-0478; 45-0478)
“HEARTLESS LOVER” (2:32)  
“ANOTHER NIGHT IS COMING” (2:28)  
MOON MULICAN  
(King 984)

MOON MULICAN

- Moon Mullican has a very pretty number working for him on the wax on this top deck. It shows all the possibilities of climbing to the top of the folk and western list. Putting lots of heart into this ditty titled “Heartless Lover,” Moon makes it a sure winner. It’s a bouncy number with an infectious melody, given a big boost by a good instrumental backing which features a piano. The meaningful lyrics are handled beautifully by Mullican’s soothing warbling. The total effect is one which gives Moon a first rater and ops a big money maker. Flip is a ballad with a very pleasant melody made to sound even nicer by Moon’s interesting piping of the lyrics. This end too can make the grade. Ops are strongly urged to get with this waxing. It’ll prove to be a good coin cather.

“ENTITLED” (2:11)  
“THE HOT GUITAR” (2:46)  
TED BROOKS  
(Decca 46374; 9-46374)

- Two contrasting sides are turned out by Ted Brooks. The first level is a ballad type number that has a listenable melody and a vocal to match. Flip is a tune that has been kicked around many times and Ted offers his interpretation. This deck is marked by some fine guitar playing. Ops have their choice of either side.

“I WAS THE LAST ONE TO KNOW” (2:50)  
“IT’S HARD TO BE LOVED” (3:14)  
STUBBY AND THE BUCANNEERS  
(Decca 46371; 9-46371)

- Two sides that seem destined to go places are worked over by the combined efforts of Stubby and the Bucaneers. Both sides are slow ballads. The upper level has a nice tune and even nice vocals and backing to help make them first rate disks. Ops should get with this one fast. It can’t miss.

“STRING OF EMPTIES” (2:30)  
“You Plus Me” (2:27)  
CARL BUTLER  
(Capitol 1813; F-1813)

- Stylist Carl Butler gives a fast moving number a pleasant ride around the wax on this top deck. The under level is a jump item that Carl delivers in his typical manner. Each side is presented in a listenable way and ops are advised to take a look.

“ALL NITE LONG” (2:50)  
“SUNDAY NITE WALTZ” (2:27)  
LULUBELLE AND SCOTTY  
(Mercury 6354)

- The upper platter is a cute tune with a wonderful rendition as done by Lulubelle and Scotty. With a big bounce and a good backing to boot this half is earmarked strong jule box material. The lower end is a waltz number that is done slowly and with some fine harmony. We give our nod to the top deck.

“HEART ACHING BLUES” (2:59)  
“UNTIL DEATH DO US PART” (2:39)  
RAY PRICE  
(Columbia 20863; 4-20863)

- Ray Price has a couple of ballads going on this new waxing. The first end is a slow, soft tune that is done by Ray in a very pleasing manner while the under level is a similar number that receives a listenable treatment. We think the top deck deserves the attention of ops.

“BOLD BAD MAN” (2:23)  
“SILVER DISCS IN THE SKY” (2:22)  
DAVE ALLEN  
(Skytread 1009)

- A couple of novelty numbers are dashed up by Dave Allen with an assist by Bob Anderson’s Far Westerners. The upper lid is a bouncy thing done in a narrative style and is complete with guns and horses. The bottom half is a silly sounding tune that can register some laughter. Ops in need of such material oughta peek in.

“FOUR BOOKS IN THE BIBLE” (2:41)  
“I’M GLAD I’M ON THE INSIDE LOOKING OUT” (2:45)  
COWBOY COPAS  
(King 908)

- Two cute ditties that are done with a religious theme are carried through by the popular warbling of Cowboy Copas. Both ends are wordy numbers with very clever lyrics and wonderful melodies to match. Each half is made to order for the artist and ops will want to get hold of this sure thing.

“THAT’S ALL YOU GOTTA DO” (2:43)  
“HALF WAY TO HEAVEN” (2:25)  
SLIM WILLIAMS  
(Coral 64111)

- The upper level features the singing of Slim Williams as he runs through a bouncy tune. With a good string backing this lid comes out ok. The second level is a slow ballad that Slim handles easily and brings home in fine style. Ops needing strong filler items oughta tune in here.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
<table>
<thead>
<tr>
<th>Location</th>
<th>Top 10 Songs</th>
</tr>
</thead>
</table>
| New York, N.Y. | 1. BECAUSE OF YOU (Tony Bennett)  
2. COLD, COLD HEART (Tony Bennett)  
3. I GET IDEAS (Tony Martin)  
4. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)  
5. COUNT YOUR BLESSINGS (Rosemary Clooney)  
6. LOVELET NIGHT OF THE YEAR (M. Lanza)  
7. FIN (Paul Anka)  
8. WHISPERING (Les Paul)  
9. TOO YOUNG (Nat "King" Cole)  
10. SWEET VIOLETS (Dinah Shore) |
| Chicago, Ill.  | 1. BECAUSE OF YOU (Tony Bennett)  
2. COLD, COLD HEART (Tony Bennett)  
3. COME ON-A MY HOUSE (Rosemary Clooney)  
4. 1 GET IDEAS (Tony Martin)  
5. WHILE YOU DANCED, DANCED, DANCED (George Gibbs)  
6. SWEET VIOLETS (Dinah Shore)  
7. TOO YOUNG (Nat "King" Cole)  
8. JANET (Patric Page)  
9. I'M IN LOVE AGAIN (April Stevens)  
10. GET IDEAS (Tony Martin) |
| Los Angeles, Cal. | 1. BECAUSE OF YOU (Tony Bennett)  
2. SIN (Don Cherry)  
3. COME ON-A MY HOUSE (Rosemary Clooney)  
4. WHILE YOU DANCED, DANCED, DANCED (Georgia Gibbs)  
5. WHISPERING (Les Paul)  
6. COLD, COLD HEART (Tony Bennett)  
7. SWEET VIOLETS (Dinah Shore)  
8. TOO YOUNG (Nat "King" Cole)  
9. VANITY (Don Cherry)  
10. GET IDEAS (Tony Martin) |
| Savannah, Ga. | 1. BECAUSE OF YOU (Tony Bennett)  
2. TOO YOUNG (Nat "King" Cole)  
3. COME ON-A MY HOUSE (Rosemary Clooney)  
4. SHANGHAI (Davy Day)  
5. VANCITY (Tony Martin)  
6. COLD, COLD HEART (Tony Bennett)  
7. AND SO TO SLEEP AGAIN (Patric Page)  
8. VANITY (Tony Martin)  
9. LOVELET NIGHT OF THE YEAR (M. Lanza)  
10. I GET IDEAS (Tony Martin) |
| Milwaukee, Wis. | 1. TOO YOUNG (Nat "King" Cole)  
2. DOWN YONDER (Don Wilson)  
3. SWEET IDEAS (Bing Crosby)  
4. SWEET VIOLETS (Milt Gabler)  
5. VIOLETS (Milt Gabler)  
6. LONGING FOR YOU (Sammy Kaye)  
7. I GET IDEAS (Tony Martin)  
8. LOVELET NIGHT OF THE YEAR (M. Lanza)  
9. TOO YOUNG (Tony Bennett)  
10. COME ON-A MY HOUSE (Rosemary Clooney) |
| Phoenix, Ariz. | 1. TOO YOUNG (King Cole)  
2. DOWN YONDER (Don Wilson)  
3. SWEET IDEAS (Bing Crosby)  
4. SWEET VIOLETS (Bing Crosby)  
5. VIOLETS (Bing Crosby)  
6. LONGING FOR YOU (Sammy Kaye)  
7. I GET IDEAS (Tony Martin)  
8. LOVELET NIGHT OF THE YEAR (M. Lanza)  
9. TOO YOUNG (Nat "King" Cole)  
10. COME ON-A MY HOUSE (Rosemary Clooney) |
| Seattle, Wash. | 1. BECAUSE OF YOU (Tony Bennett)  
2. COME ON-A MY HOUSE (Rosemary Clooney)  
3. COME ON-A MY HOUSE (Rosemary Clooney)  
4. I WISH I WOULD (Rosemary Clooney)  
5. TOO YOUNG (Nat "King" Cole)  
6. BELLE, BELLE, MY LIBERTY BELLE  
7. WHISPERING (Les Paul)  
8. TOO YOUNG (Nat "King" Cole)  
9. I GET IDEAS (Tony Martin)  
10. WHILE YOU DANCED, DANCED, DANCED (Georgia Gibbs) |
| St. Paul, Minn. | 1. BECAUSE OF YOU (Tony Bennett)  
2. COME ON-A MY HOUSE (Rosemary Clooney)  
3. SWEET IDEAS (Bing Crosby)  
4. SWEET VIOLETS (Dinah Shore)  
5. LOVELET NIGHT OF THE YEAR (M. Lanza)  
6. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)  
7. TOO YOUNG (Nat "King" Cole)  
8. BELLE, BELLE, MY LIBERTY BELLE  
9. I GET IDEAS (Tony Martin)  
10. I'M.Y TRULY, TRULY FAIR (Guy Mitchell) |
| Norfolk, Va. | 1. BECAUSE OF YOU (Tony Bennett)  
2. COLD, COLD HEART (Tony Bennett)  
3. COME ON-A MY HOUSE (Rosemary Clooney)  
4. 1 GET IDEAS (Tony Martin)  
5. COLD, COLD HEART (Tony Bennett)  
6. SWEET VIOLETS (Dinah Shore)  
7. TOO YOUNG (Nat "King" Cole)  
8. SHANGHAI (Don Cherry)  
9. WORLD IS WAITING FOR THE SUNRISE (Les Paul & Mary Ford)  
10. SHANGHAI (Billy Williams) |

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CAN YOU AFFORD 1c PER WEEK TO OBTAIN EACH OF THESE FACTS VITAL TO THE CONTINUED SUCCESS OF YOUR BUSINESS?

Editorials that simply spin with truth facts. That contain predictions of things to come. That carefully and completely analyze problems of vital importance to all members of the industry. Courageous, fearless, truthful editorial editorials that are peer in their entire way of this industry.

Feature articles covering every vital phase of the industry. Written in easy-to-read, easy-to-understand style. Completely clarify the problems of the trade. Written by men with over 20 years of experience in writing for this industry exclusively.

News reports from everywhere in the world, many times printed even before they become news anywhere else. Every news source and every news service used to obtain news facts for the industry. Every news item carefully analyzed before being put in print.

Advertisements of the leading manufacturers, distributors, jobbers, suppliers, and all the allied industries. Ads that tell what these leaders are featuring. What they have for the members of the field.

Pictures of all outstanding personalities and events. More pictures printed in The Cash Box than in all other publications combined. Special photographers in leading centers always on hand for this great service.

Completely analyzed reports of all Governmental regulations referring in any fashion whatsoever to this industry. Legal reports. Legal facts. Tax reports. License reports and License changes. The Cash Box is replete with the most authoritative. Such legal reports and tax matters are for this industry and only this industry.

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

The biggest classified advertising section in the industry. Publishing more classified ads each week than all other publications combined publish in one month. Here's where everyone seeks bargains. Here's where everyone finds what he wants to buy or to sell. Outstanding. A section that earns everyone money.

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

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

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

The courts of the United States, Canada, Mexico, and many other countries have adjudicated and settled estates and claims by official use of "The Confidential Price Lists" in the Confidential Price Lists. Over 12 years ago. A little over nine years ago they were incorporated into The Cash Box. This 12 years of experience is an invaluable aid to every user of "The Confidential Price Lists."  

The Cash Box is recognized by various associations of operators thru out the United States as their "official magazine." Operators, themselves, call The Cash Box—"The operator's bible. " Operators make every editorial report from The Cash Box and check every feature of The Cash Box BECAUSE The Cash Box IS NOT SOLD ON NEWSSTANDS. It is their truthful, fearless confidential friends.

One notable feature of The Cash Box is that growing every more important is "Conversions." Here are listed the firms who are converting old games into new types. The old names and the new conversion names appear each week. This is one feature that is completely exclusive with The Cash Box.

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

Aside from all the above, for operators of all types of coin operated amusement, vending and service equipment, operators of music machines, and all those interested in staying up to date, there is no other publication of the kind.  

"The Cash Box Review Special Edition" featuring a columnist of national and world fame, who is being published every week.

"The Cash Box Record Reviews" featuring a columnist that talks about new records which have just been reviewed that week and which are considered the best bets to earn money for jockey box operators.

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

The "Juke Box Regional Record Report" gives a full page featuring the top ten tunes in twenty-four individual cities each week. This is absolutely invaluable to the music operator. He knows what's tops in his town. He can follow right along to grab the bigger play. Money for every operator who reads this page.

"Round The Wax Circle" offers a column of intimate and breezy news from the Tin Pan Alleys of New York, Chicago and Los Angeles, and brings music operators closer to the artists and orchestras who make the records for them. An extremely interesting column.

"Disk Jockey's Regional Record Reports" features the top ten tunes of outstanding disk jockeys in the nation. A perfect tieup between the jockey box operators and the disk jockey. Each knows what the other's playing. Each prepares to please the public. Important for every jockey box operator to know.

The world famous, original, exclusive, unequaled "Hot Charts" of The Cash Box are acclaimed by all jockey box operators and all others in any fashion whatsoever engaged in music. Here are compiled from hundreds of reports directly from leading jockey box operators the top ten "Jazz & Blues" records in New Orleans, Chicago, San Francisco, and five other important centers, each and every week. The most authentic, the finest and officially-accepted "Jazz & Blues" record ratings in the nation.

The Cash Box started it. Crushed it. Demanded it. Today it's becoming more and more the fact. Two minute records for operators. To help keep this a featured fact The Cash Box publishes a special column each week that features the biggest play recorded in the weekly's issue. Records only under $25 are featured in this column.

"Jazz & Blues Reviews" of all the records in this great field plus a special choice "Award Of The Week" record is one section that is absolutely priceless to any operator in jazz and blues locations. The Cash Box ratings and reviews of these records are acclaimed by all the manufacturers of the records themselves, as well as by all the music trades and, especially, by the jazz and blues juke box operators.

The Big 10 Hillbilly, Folk & Western Juke Box Tunes" features the top ten records in this category. These are compiled from dozens and dozens of reports received each week from noted music operators.

The "Folk & Western Record Reviews" featuring the "Bullseye Of The Week" record are acclaimed by all users of this type of recording all over the nation. These weekly reviews of all the records produced in this field are the most outstanding in the history of the nation's recorded music.

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

"Disc-Hits Box Score" features the top 50 big selling records around the nation. Compiled each week exclusively for The Cash Box by Jack Tennis whose "One-Spot" record system is the outstanding necessity of every record dealer in the country. A terrific full page report rating the top 40 tunes.

IF YOU CAN AFFORD* 29¢ A WEEK TO OBTAIN THE ABOVE FACTS VITAL TO THE CONTINUED SUCCESS OF YOUR BUSINESS EACH AND EVERY WEEK—THEN SUBSCRIBE TO:

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

OKAY! Enclosed find my check for $15 for a Full Year's Subscription (52 Weeks' Issues). Start sending me "The Cash Box" each week!

NAME  
FIRM  
ADDRESS  
CITY  
STATE  

NOTE: On the Full Year's Subscription of $15 "The Cash Box" costs you less than 28¢ per week.
OMAHA, NEB.—Those columnists who arrive at the Hotel Paxton, this city, on Sunday, October 14, will get their first view of this, the Midwest Coin Machine Show special issue of The Cash Box, as this big six state convention gets under way.

Officially, the Midwest Coin Machine Show gets under way on Monday, October 15, and carries thru Tuesday, October 16. Preliminary reports to this publication indicate that large numbers of columnists—operators, distributors and officials of the manufacturing firms—will take part in the meetings, displays, and general hilarity for which the member groups of this convention are nationally known.

Harold Klein, publicity director, has done a most successful job in lining up the number of exhibitors, and building up the attendance to such large numbers. He has worked with the officers of the associations from North Dakota; South Dakota; Wisconsin; Nebraska; Minnesota; and Iowa, whose membership will attend practically 100%.

Those attending will view the new models of all the phonograph manufacturers, as well as play the most current amusement games now rolling off the lines of the various manufacturers. Local distributors will be on hand to confer with the ops. In addition practically all of the outstanding recording companies will be represented by their distributors.

A program of exceptional merit has been arranged, with meetings scheduled for both days. The windup on Tuesday evening features the banquet with the attending floor show and dancing, which also will be highlighted by a speech by George A. Miller, president of the Music Operators of America.

EXHIBITORS

BOOTH NO. 1—The Cash Box
BOOTH NO. 2—Stidley Co. (RCA records)
BOOTH NO. 3—First Distributors
BOOTH NO. 4—Spud Murphy (MG M records)
BOOTH NO. 5—Bran New Sales Co. (Columbia records)
BOOTH NO. 6—American Shuffleboard Co.
BOOTH NO. 7—Ristaurat, Inc.
BOOTH NO. 8—H. C. Evans & Co.
BOOTH NO. 9—K. K. Dist. Co. (Decca records)
BOOTH NO. 10 & 11—Pantages Maestro Co.
BOOTH NO. 12—Howard Sales Co.
BOOTH NO. 13—Gopher Dist. Co.
BOOTH NO. 14—Major Dist. Inc.
BOOTH NO. 22 & 23—Allied C. M. Co.
BOOTH NO. 25—Puryear Co.
BOOTH NO. 26—The Billboard
BOOTH NO. 27 & D & E Dist. Co. (Coral & London records)
BOOTH NO. 28—Ed Patton Co.
BOOTH NO. 29—Good Specialties
BOOTH NO. 38 & 39—Mueller Soby (Capitol records)
BOOTH NO. 40—Permco, Inc.
PARLOR B—H. Z. Vending & Sales Co.
PARLOR C—Mitchell Co.

CONVENTION PROGRAM

Sunday, October 14
Informal get togethers
Booth display set up
Registration of early arrivals
Monday, October 15
10:00 A.M.—Registration
12:00 Noon—Luncheon and Open Business Meeting
9:00 P.M.—Individual State Association Meetings
10:00 P.M.—Exhibit Hall Classes
Tuesday, October 16
10:00 A.M.—Registration
1:00 P.M.—Six State Associations Meeting
3:00 P.M.—Officers & Board of Directors Meeting
5:00 P.M.—Exhibit Hall Classes
7:30 P.M. — Banquet — Birchwood Club
11:00 P.M. — Speakers
11:00 P.M. — Entertainment — Door Prizes
12:00 Midnight—Dancing
The guest speaker will be George A. Miller, president of Music Operators of America at the banquet.
Additional speakers will address the various meetings. Arrangements have also been made for small groups to get together to talk things over informally.

David Gottlieb Appointed "Chairman Of CMI Show Committee"

Convention To Be Held Feb. 4-6, 1952
At Sherman Hotel — Gottlieb Predicts It Will Be Greatest In All Show History

Williams Mfg. Co. Introduces New Pinball Game

CHICAGO—Bill Ryan, general sales manager of Williams Manufacturing Company, this city, announced the introduction of the firm's new pin ball game "Spark Plug."

Carrying out the horse race theme, "Spark Plug" is described as a game that gives the player comedy animation, dramatic skills and racing thrills. It brings the player 3 exciting play-producing features by giving him three selections for 3 coin (win, place and show—if the "win" comes in first, the race continues until place and show horses finish in order); he can change selection in mid-race if the original selection is out of the running, the player may make a winner out of another horse by shooting the ball thru the selection changed rollover; and simulates complete racing action! & thumper bumpers and 7 rollovers send actual miniature horses and jockey galloping down the track inside the backboard to a thrilling photo finish. All these, plus a high score.

"Our preliminary tests of "Spark Plug" have indicate that we have a big winner," stated Ryan, "and we look for a record sales, which may outdo the proportions of our recent "Hay Furnaces," and all in the trade know how well that game did for the operators."

CHICAGO—Samuel Wolpert, president of Coin Machine Institute, announced today the appointment of David Gottlieb, President of D. Gottlieb & Company, Chicago, as Chairman of the 1952 CMI Show Committee. David Gottlieb has had long experience in directing coin machine shows over the past twenty-five years.

At the time of his appointment, Gottlieb stated, "There is no question whatsoever that the 1952 CMI show will be the largest in the history of the coin machine industry. Although the Show was only announced last week, we have already had a flood of requests for exhibit space." Gottlieb indicated that the balance of the Show Committee will be comprised of key persons in the coin machine industry.

In answer to the many inquiries concerning reservation of space, Gottlieb announced that floor plans and application forms will be in the mail within two weeks, and space will be reserved on a "first come first served" basis as the forms are received at the CMI office. Manufacturing concerns who wish to receive these forms in the first mailing should write to the Coin Machine Institute, 134 North LaSalle St., Room 908, Chicago 2, Illinois.
Have you heard the new record by "Dee-Dee" extolling the money-making qualities* of the new "D"? Drop in at your AMI distributor's for a rendition of this amazing pressing.

*Fast One-Button Play
Coin-Directing Arrows
Tune-Teaser Lighting
Eye-Level Program
Compelling Modern Design
Superior Sound System
...to mention a few

AMI Incorporated

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

"It's What's in THE CASH BOX That Counts"
California Music Guild Seeks Decontrol Of OPS As It Regards Automatic Phonographs

Harrison W. Call in Washington, D. C.
For Conferences With OPS Officials

WASHINGTON, D. C.—George A. Miller, state president of the California Music Guild, who is representing California and many other associations throughout the nation on the OPS matter, informs The Cash Box that Harrison W. Call, the attorney for the California Music Guild, is here in Washington, D. C. at present, and will remain here for the next ten days or two weeks, if necessary, to obtain a permanent decision regarding OPS and the operation of automatic phonographs.

"It is both my opinion as well as that of Harrison Call," states Miller, "that Congress never intended automatic phonographs to be controlled by OPS. With all other types of entertainment and many essential materials being decontrolled, why in the world would any Congressman wish to control a non-essential business that has no bearing on the war industry or the cost of living?"

"Certainly no one is required to put money in an automatic phonograph. There is not one being forced to listen to the top tunes of the nation unless they so desire. In our opinion this is the greatest waste of time and money that has ever been forced upon the music operators, and we, as a group, will use every legal avenue necessary to have the operation of automatic phonographs decontrolled."

Music Operators Of America Hold Exec Meeting While At Midwest C. M. Show

OMAHA, NEBR. — The executive committee of MOA (Music Operators of America) will meet here at the Paxton Hotel on October 17 to discuss the new copyright legislation, Congressional Bill H.R. 5473, according to an announcement by George A. Miller, president.

This meeting takes place while the Midwest Coin Machine Show is in progress, and many of the operators will have an opportunity to discuss the problem with the officials of MOA.

Sidney H. Levine, legal counsel for MOA, will be on hand to present his views and to advise the executive board on matters that affect the industry on a nationwide scope.

All matters affecting the music machine industry on a nationwide scope will be taken up, and plans for their 1955 Music Operators of America convention will be made.

Minnesota Op At Lieberman Showroom

Cleveland Assn. Meets

Cleveland, Ohio—O.—The Cleveland Phonograph Merchants Assn., held its first meeting in its new headquarters, at the Hollenden Hotel on Thursday, October 4, at which time president James Ross presided. James Atwell of J. & W Music Co. was accepted as a new member. Jack Cohen, president of CPMA, announced the incorporation of his J. C. Music Co. to 5720 Euclid Ave.

"It's What's in THE CASH BOX That Counts"
Holyfield Shows AMI "D" Thruout La.

NEW ORLEANS, LA—Ed Holyfield, Dixie Coin Machine Company, this city, played host to numbers of music operators at his recent showings of the AMI Model "D" phonograph, held both in this city, and subsequently at Shreveport.

At the showing at the Washington Youree Hotel, Shreveport, among those operators on hand were Mr. and Mrs. Jessens of Jessens Music Service; Bob Ehrhardt of Lee's Novelty Company; Jimmie Daught of Jimmie's Vending Company, and G. C. McCain, all of Shreveport. From Bossier City were O. D. Thorne; Pete Patterson; Arthur Bredlove and Harry Sutton.

Pictured above are Harry S. Lavine, operator from Shreveport and Oil City, and Ed Holyfield, bossman of Dixie Coin Machine Company, Lavine, one of the real "old-timers" in the business, is said to have to developed and patented the first one way lateral record movement for juke boxes.

"Lavine was highly enthusiastic over the new Model 'D' phonograph" stated Holyfield, "which is another case of the trend among the older established operators toward equipment designed, produced and sold with the operator in mind, personified by the grand new Model 'D' AMI."

Holyfield stated that additional showings are scheduled for other sections of the territory.
**Gottlieb’s New Pingame Features Football Theme**

CHICAGO—Timed to perfection, D. Gottlieb & Company, this city, this week introduced its new pinball game “Rose Bowl,” an amusement game featuring a football theme.

Several new ideas have been incorporated into “Rose Bowl,” all reflecting the play of the great outdoor game which will keep America’s sports minded millions occupied for the next several months. The new “The Score” idea gives the player representing the home team an opportunity to play to tie the visitor’s score, which is shown on a light box above the start of the game. He wins replays on tie score, and gets additional replays for extra touchdowns.

“The play provider sensational scoring shots” stated a Gottlieb official. “All the Bumpers, Rollovers and Buttons gain yardage as shown by the progress of the football on the light box. There are 3 Pop Bumpers, 2 Flippers, and 2 Cyclonic Bumpers for fast ‘ball handling’.

In addition, “Rose Bowl” has 2 touchdown rollers and rotation sequence lights touchdown knockout holes for replays. A “backfield” sequence lights 2 special rollers for replays.

As this Gottlieb official stated “There are multiple scoring opportunities.”

“Rose Bowl” is now coming off the production lines, and Gottlieb distributors who have had samples are now rushing in orders for more and faster delivery, according to this factory officer.

**NAMA Show Starts Nov. 12 In Cleveland**

CLEVELAND, O.—The ninth annual convention of the National Automatic Merchandising Association (NAMA), scheduled to open in the Cleveland Public Auditorium in this city on November 12 and which will run thru November 15, is expected to be the biggest held by this group.

Tom Hungerford, chairman, has stated that from the pre-convention rally on Sunday, November 11 thru the convention climax (banquet on Thursday, November 15), stimulating talks and interesting events have been arranged.

“This year,” stated Hungerford, “the convention committee has planned the entire program to bring the merchandise machine operator needed answers to the tough day’s legislative and cost questions that puzzle the trade during the year. Instead of special product days (Candy Day, Cigarette Day, etc.) as have in previous years been scheduled, the convention program will cover topics of interest to all operators, with times for discussion and help.

Operators are urged to make their hotel reservations immediately. It is stated that all suite accommodations in all but the Hollenden hotels are gone, and the Cleveland housing bureau says it won’t be long until rooms, too, will be booked.

For some months now this publication has been pointing out to all the trade that all signs most definitely indicate a boom was on the way.

Increased defense production, at the rate of over 100 Billion Dollars per year, and the fact that more and more workingmen and workingwomen would need the relaxation and enjoyment of the coin operated entertainments located in the nation’s “workingmen’s clubs” (the average tavern, drug store, luncheonette, or other meeting place of the town’s, or city naborhood’s, workers) and that coin operated entertainments, because they were so relaxing, so entertaining and, most important of all, so economical, would be among the very first to benefit from the overstuffed wallets due to overtime work, which the workingmen and workingwomen of the nation are already enjoying.

There is no longer any doubt in the minds of any connected with the industry that the boom is, at long last, under way. The demand for new equipment grows by leaps and bounds. All leading manufacturers are backloged on orders. And even tho they allocated and rationed the first shipments, they now again have to cut allocations so that, as many of them state, they will be able to assure their distributors more equitable distribution of their products.

The fact was also pointed out by The Cash Box months ago, and remains in effect to this day, that the savings accounts of the nation are at the highest peak in all history. It was also shown that the nation’s workers were going to be asked, in many instances, to work right around the clock and that the only time the workers really enjoyed prosperity was when there was overtime work on their payroll schedules. This, in addition to many other factors surrounding the boom, has brought about one of the biggest and best sales markets in the history of the industry.

In must also be remembered that the nation’s wage earners aren’t going to have the consumer durable merchandise to buy that they thought they would have some months ago. Autos, refrigerators, TV receivers, and all other consumer durables, are being cut down to the bone. The public will have cash. Lots of it. Regardless of heavier Federal, local and state taxes. But, this won’t help relax or revive the nation’s workers when they require such reviving after many hard day’s work at their jobs.

In short, the coin operated entertainments of the nation are the one and only economical method to completely relax and, at the very same time, because of this complete relaxation, revitalize the workers, so that they will return to their jobs in a happier frame of mind and with a healthier mental outlook.

The demand for used equipment, and the higher prices being paid for used machines, have been most completely reflected these past weeks in “The Confidential Price Lists”, which are an integral part of each and every week’s issue of The Cash Box.

Prices were absolutely stagnant all summer long. In fact, in most cases, they went down, rather than up. But, just as the cool winds began to blow, and the Fall season got under way, and war work began to come off production lines four times greater than what it did the Spring and even the Summer of ’51, the trade entered into the “boom” which this publication had predicted.

Today this boom is reaching proportions even beyond the predictions of this publication. It has snowballed into an avalanche demand for equipment of almost every type. Machines which were believed dead, have suddenly become revived, and the demand for these is just as great as it is for the latest models.

In fact, arcadie equipment enjoys an unprecedented demand everywhere in the country.

Many attribute this to the Army camps and Naval installations. But, whatever the cause, the boom continues to grow greater by the week.

Everyone is now of the opinion that this presages one of the most prosperous eras in all the history of the industry.

Nor is there any letdown in the demand for equipment at this time. If anything at all, demand grows greater. And will continue to grow. Only because there weren’t enough machines produced or purchased during the past Summer, and even the past Spring of ’51, to supply the great demand for used machines.

The trickle of new machines coming off production lines at this time is just about 55 per cent of what volume the manufacturers could normally produce. The shortage becomes acute as the demand grows greater. Prices are zooming upward, as noted in “The Confidential Price Lists” from week to week.

It’s a good boom that’s under way at this time. It’s the kind of boom that has only just started. It means that, as this boom grows, the trade will be able to keep pace with its growth. It also means that the industry is in for one of its most profitable periods, and that the entire field is now engaged in a drive to satisfy customers, whether these customers be locations of the operators, or operator-customers of jobbers and distributors, or distributor-customers of the manufacturers.

The BOOM is here!
GOTTLEIB

ROSE-BOWL

The BIG Game Of The Year!

Player, representing HOME TEAM, plays to tie VISITOR’S SCORE shown on light box at start of game. Wins Replays on tie score. Earns additional Replays for extra touchdowns!

Thrilling, razzle-dazzle play provides sensational scoring shots! All Bumpers, Roll Overs and Buttons GAIN YARDAGE, as shown by progress of football on light box! 3 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS for fast, flashy "ball handling!"

ROTATION SEQUENCE lights TOUCHDOWN KICK-OUT HOLES for Replays. 2 TOUCHDOWN ROLL OVERS. "BACKFIELD" SEQUENCE lights 2 SPECIAL ROLL OVERS for Replays.

IT'S A TRIPLE THREAT FOR TOP EARNINGS RIGHT FROM THE KICKOFF!

ORDER FROM YOUR DISTRIBUTOR NOW!

D. GOTTLEIB & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

"There is no substitute for Quality!"

Indianapolis Ops View AMI "D"

INDIANAPOLIS, IND.—Many music operators attending the recent AMI Model "D" showing at the Indianapolis offices of Southern Automatic Music Company. Pictured above is an interested group going over the new phone with George Burch (fifth from left) pointing out some of the features.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The Cash Box
Page 30
October 20, 1951

EXHIBIT
BIG BRONCO
RUNDY-ROCKET
FLOOR MODEL

The big city continued in a business vacuum as this week due to the Jewish New Year's holiday on Wednesday and Columbus Day on Friday. In addition, the baseball conflict between the two New York teams took many away from their business offices, and those who couldn't get there in person were calling in other talent that was already on location. There was little or nothing in general was getting either ignored or neglected that several daily newspapers ran editorials about the condition. Naturally, outside of this location, the local operator suffered along. Those patrons who did visit locations in the evening were so busy discussing the day's events they didn't have time to play juke boxes or amusement games. It's over this week, thank goodness, and coming can get back into stride.

Harry and Hymie Koeppe, Koeppe Distributing Company, going at top speed again, with sales of music machines expected to go through the roof.

FUTHY SHUFFLEBOARD in.

The cost of plastics is in demand from ops all over the country, and this item alone could keep them busy continually. . . . Bob Luttman, handsome protege of "Senator" Al Bodine, had quite a busy summer, and would be mighty happy if the coming fall and winter seasons bring the same returns from his music and games. . . . Ben Becker, special representative for Bally, and Morris Bood, office manager for Bally Sales, take titles for a lunch date together. "Morris must have a two-headed coin," sighs Ben, "because every time we toss who'll pay for the meal, I'm stuck." . . . Joe Young, Young Distributing (Wurlitzer distributors), takes in three of the world series ball games, but missed out on Tuesday—he spent the day seeing music ops in New Jersey. Abe Lipisky, Joe's sales manager, couldn't keep pace with the boss, being able to see only two games. . . . Mike Munyes displays a few new amusement machines, which the trade goes for in a big way, especially that machine gun, about which you'll be hearing plenty. . . . Barney (Shuggy) Superman, Runyon Sales, took out of the office set for the big five-day-old mother, who took a bad fall. Shuggy's staff and friends are hoping she recovers rapidly.

Tommy Greco of Greco Brothers, Glascow, N. Y. (nine miles north of Kingston), visits along coinwain. Tommy is one of four brothers who are doing well on the job operating music and games in that area. Their oldest brother are Joe, Frank and Jack. In addition to their coin operated business, the brothers are agents for Kaiser-Fraser autos, and Tommy tells us that they've developed a big deal with Bally Sales. They have an entire coin op in the game, and when the back opens it can be used as a sort of station wagon. . . . Iz Edelman, Detroit, Mich., spends a few days in town—Al Simon, Albert Johnson, finally able to get Charlie's "El Royale" (El Royale) out on display in his showroom. The game has been selling so fast, he's been unable to even keep a sample on the floor. The license department has obeyed the feature "Highest Score Bowlod" which appears on top of the backboard, and which retains the highest score made over whatever length of time the rental decision was made. . . . Charley Amsden, Runyon Machine Company, and Perry Lowengrub, Runyon's salesman, take in the ball game on Monday. The Yankees won this game, and we understand Chicago is well-pleased with their "Playboy" game. They have one of their first games that couldn't get to the game, and his friends missed him. . . . Harry Rosens (Atlantic-New York Corp.) daughter undergoes an operation on her eyes, and all Childs brothers contact. In the Long, they have several new items, which Manufacturers get underway, looking forward to building up national mail order business. . . . Murray and Bill Wiener, Wiener Sales, distributors for the Ohio branch, whom give an announcement of new games, that will be being shipped. They report they could use plenty more machines if they won't be available. . . . Sol Wohlman, of Wohlman-Marx, is working a long time, states he's never had it as good as now. He's had four vacations this past year, Murray Wohlman, who runs the bus where Sol's away, has also been able to get away during the holidays of the sales and other managers of the games association, completely recovered from his recent illness, off to Chicago for a visit.

MINNESOTA MUSINGS

The hunting season is with us again in Minnesota and with grouse hunting open and the duck season opening up on Friday, October 11th, it seems that the operators in this territory were doing more in the way of getting ready for hunting than looking after their equipment, consequently there were not too many operators in the Twin Cities.

Some of the operators who made the quick trip into town to pick up the much needed supplies, records and equipment were Chef La Doux of Virginia; Leo Mone; Lou Ashland; H. H. Holtschmidt; Joe Myers; George Brossman; Austin. . . . Also in town were William Munson of Wheaton; Harry Nold of Cambridge; Herman Chaddock; Don Phillips of Spencer; W. J. Frank Phillips of Wiota; and Ed La Blane of St. Cloud.

The distributors and the operators are making plans to attend the five shows that are to be held this Fall in Omaha, Nebraska, November 25th; Chicago, November 26th; Cleveland, November 27th; and St. Louis, November 28th. The Twin Cities distributors who will be present will be the Automatic Games and Supply Co. of St. Paul, who will be showing the Evans phonograph and will be represented by Bob Wenzel; . . . The Mayflower Distributing Company (showing AMI's phono) and La Beau Novelty Company (showing Rock-Ola's phono) will also be represented at will the Lieberman Music Company of Minneapolis (showing Wurlitzer's phono). Archie La Beau will represent the La Beau Novelty Company and Harold Lieberman and Jonas Bessler will represent the Lieberman Music Company. From all indications it looks like it will be a great meeting.

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


The 1932 CMI show will be the largest in coin machine history," is what David Gottlieb of D. Gottlieb & Co. stated this past week. He was named Chairman of the 1932 Coin Machine Industries, Inc. exhibit to be held at the Hotchkiss Auditorium, New York, April 5-6. And with the news already out, quite noticeable in this forthcoming CMI show, seems like these words will ring true. The CMI, Inc., also of Coin Machine Co., reported to be "mightily pleased" that David Gottlieb took the job of "Chairman" of the CMI Show. Dave has done remarkable work in the past especially as he ran the famous Callaghan and Ray Moloney on the Dodgers and Giants. Just ask Tom all about it. Just chewing the fat, when Jack Nelson came up with the idea of "Chairmen in this group." Present were Bob Gabel, Jack Nelson, George Jenkins and Bill Gersh.

The CMI show is the prides and joys of the employees home sick. The phones ringing. Customers walking into this popular spot. "Brigitte Litt." "Coney Islands," Wurlitzers, and everything else to be shipped. Wow. What a show. So who would think that Wurlitzer's Wally, W. Call, their attorney, in Washington talking over 10 phone play with O.P.S. (a day for the life of a coin operator "entertainers" as photons in any fashion whatsoever, affect the cost of living.) — Louis Boasberg and his CPA, Ayins Callery, both of Neo Awbleans, doing things and going places with everything possible. Bill Knap in "Twin Cities" card called that premium profits are lower than ever. This town's gone premium happy. — Bert Perkins of Persey is also showing premiums at the Midwest C. M. Show. No. 300 West Jackson, Chicago. Which, both now and used, is rich. The way are coming back stronger than ever before. Bootlegging of equip'n now so coming up. Can't keep Cabs this season. In the back yard, the one that the boys down at United, especially Morty Monterson, plenty disgusted. — Just reminiscing: Vince Shay, Bill DeSelm, Phil Moss, Eddie Ginn, Louis Boasberg, Ralph Cole, John Cole, and a few more. Los Angeles round trip. From New York to Miami. Then to Chicago. Now back to New York. Bill DeSelm is going himself a trip flying to Jet planes. From Belmont to Diversity. — Walking down California Ave., late off, in a hurry, talking away: Mel Bunks and Lynn Duran.

Our views are a little blurred, Col. D. December, Dan Moloney, George Jenkins. Maybe something in the news line? — Frank Mercuro of Exhibit where horses, horses, and more horses, being talked all day long, for an extended road trip that will take him all the way down to the southwest, back north, in a big circle route before he again reaches his offices here. — Roy McGinnis, of the Distributors Exchange, Cleveland, advices that business is: "better than ever." — George A. Miller insisted on getting out of the hospital to speak at the Midwest C. M. Show. George reports that many new plans in the making. Phone ops from Canada, Mexico, Puerto Rico, Brazil, Panama, and other countries, have been in contact with him. — Sympathetically sorry to hear that go-getter Harold Saul is now in Hines Hospital for past three weeks. Condition not such that his wife last night and stated that he sees him. Everyone who visited at Coven Distributors will remember Harold for his personality and excellent service. (Write him, won't you?) — Art Weinandt of Rock-Ola very busy these days trying to decide how many to ship — to whom — when — why.

The Coven Distributors Trading given international exclusive for "Buckingham" non-coin operated drink dispenser from Howard Pretzel of Modern Refreshers, Inc., who mfrs. the unit. — Bill Ryan, Sam Stern and all other exchanging men have been busy this past week. Late in the hands of the newest, more direct sales in this area, either.

That sale was a colorful giant-sized circular received this past week from Wurlitzer showing why 48 selections best. — Wally Finke and Joe Kline have added three more men to their premium dept: Marshall Black, Bernice Reisman and Bob Arndt. There are W. the three, Eddie Riehl, Marshall Black and Mal Finke. They're featuring: "Get your picture free in Booth No. 3." — Used equip's prices changing faster than lightning. Urge all to keep close check on latest prices. We have been busy this past week with more direct sales in this area, without, however, being and turned over to a new "Spark Plug" game which has many, many new features.

Bill DeSelm has sold a new 100 selection phonograph. And the rumors are growing that the boy is "round Our Town." — Dick Fock back at his desk. Reports he's feeling better than ever.

Harold Lieberman of Minneapolis intends to visit this man's town after displaying in Omaha. — Some mfrs. here disgusted with some of their distributors. Will make changes. Regardless of fact that they can't ship in former volume. — New distributors mn't be in position to move in.

The boys over at United have been getting Johnny Casola to answer "dead" phone calls when they can't get there. — Ralph Gosh Jr., quite well known around town as a top notch mechanic has enrolled at L. S. U. studying electric engineering. We wish for Walter all the luck on this new venture. — The Dixie Coin Machine Company of New Orleans, held its 37th annual meeting of the A. M. L. "Dixie Model Phonograph" September 21st and 22nd in the Washington Yoiurks Inn. This showing was one of a series which will take place all over the state. Many of the local ops were in attendance. — Now that Nola is having its first cool, cold weather the ops are bringing out their fishing gear prior to the big haul on red fish which always takes place during the months of October and November. Good luck boys. Don't forget to give us your fish stories.

Please mention THE CASHE BOX when answering ads—it proves you're a real coin machine man!
**CALIFORNIA CLIPPINGS**

With premium merchandise proving itself to be such a valued sideline to local distributors, Badder Sales has greatly expanded its premium line so that it crams well with the best of them. W. R. Haagel, Jr., notes, however, that some premium, TV, household appliances or what have you, amusement goods generally are geared far toward the basic needs of its business. Bearing witness to this is the Keeny "Six-Way Bowler," a sample of which was flown in for the Badder floor last week and a shipment due this week for waiting operators. On hand at Badger was Bill Sater, the firm's Manila rep, who was spending a week with the home office crew before returning to the Islands. Back at her desk after a San Francisco vacation was Betty Lane White who reported to Long's in San Francisco jobber, has joined the Badder staff as an outside salesman and was set to cover the Bakersfield territory soon as she got back from a sales trip to Yuma, Ariz., and San Diego.

That new streamlined figure you may have spotted in the vicinity of Phil Robinson's is Phil Robinson, the Chicago Coin rep having lost at least ounces since he went on that diet... Waiting on Exhibit's "Shoot-A-Line" at Sinking Distris was Jack Simon, who reported he didn't know much about the game, other than it had an appealing moniker... Chicago Coin's "Six Player Bowler" is really getting the go ahead from Cope's in General Music, where the customers are backing him up by buying the new game at a merry pace... Lyn Brown admires things a little quiet, with the weather the hottest item of conversation in his area, but he's still moving a fair share of new and used equipment and still, being Lyn Brown, hoping for a better man... Saying hello to the Lymons and his other friends in L. A. was Bally regional man Phil Weinberg.

Over at Paul Laymon's, Bally's "Coney Island" is hitting big in the outlying areas, with many ops already repeating orders. Jimmy Wilkins, Laymon's outside man, reports that Witticeme is really moving along fast with the many music ops just now making their first switchover from old units and also from new but bulkier machines. Swelled up with almost as much pride as if he'd been elected to Congress was Ed Wilkins, Laymon's dealer in Chicago, who was just elected vice-president of his school class... Might as well pass this compliment along in print to the home office: Many of the local lads we're in frequent contact with, both customers and dealers, have been buying Bally's... The Cash Box has greatly improved reading material, what with the additional blues & rhythm and folk & western columns.

**ORDER NOW! PRICES ARE RIGHT!**

**LAKE CITY AMUSEMENT CO.**
4533 PAYNE AVE, CLEVELAND, OHIO

**THRU THE COIN CLOTHESLINE**

**DALLAS DOINGS**

Joe Metasset over at American Distributing Company made an interesting observation. The Texas State Legislature has put the clamps on gambling devices yet right here on the midway of the State Fair of Texas are row after row of gambling devices to tempt our young people. Ironic isn't it?... Bob De Priest has bought his first Model "H." AMI and reports he is overpowered with the way it works... Phil Weinberg is on a business trip to the West Coast. Also out of town is George Wren, of Walbox Sales, on business. Miss Robbie Mect is back from her week vacation to Louisiana. Reports that she had a fine time but is glad to be back on the job... Here's a fish story for you. George Vann has just returned from a very successful fishing trip and reports that he caught over 100 fish... B. H. Williams over at Commercial Music Company tells us that Hugo Joeris, Clark Richardson and Pete Moore, all of Amarillo, are rearing over Chicago Coin's "Six Player Bowling Alley..." Tommy Chatten was up to his old tricks again this week--fishing at Possum Kingdom.

Some dime play converts--Joeris and Richardson, report that business is booming and the take is bigger than ever before... Here in Dallas, Herb Rippa and Emmitt Nutt are converting their machines to dime play. Anybody else want to hop on the band wagon? Red McCallom is adding six player shuffle alleys to his route... We understand that Lennie Cohen has bought out his partner, Abe Sussman. The former S & C Company is now Lennie's Music Company... Lew Jaffa, New York City, has been visiting Commercial, in Dallas this week... The folks over at General Distributing Company report that everything is going fine. Fall business is good and looks as if it is going to get better... Lester Wood of Automatic Novelty in Tyler was in Dallas Saturday for the big game between the SMU Mustangs and the University of Missouri.

**MICHIGAN OPERATORS**

We Are Exclusive Michigan Distributors for

**AMH WILLIAMS**

**KEELEY GENCO**

**VICTOR VENDERS MILLER-NEWMARK DISTRIBUTING COMPANY**

42 FAIRBANKS ST., N.W.
GRAND RAPIDS, MICH.
Phone: 9-8632

**PHONE: TTyr 8-2230**

**"BEST BUYS IN TOWN"**

| 5 CITATIONS, ONE-BALL, FREE PLAY, Each | $40.00 |
| 1 WINNER, ONE-BALL, FREE PLAY (Practically New) | $50.00 |
| 1 TURF KINGS, ONE-BALL, FREE PLAY, Each | $30.00 |
| 1 TURF KING, BRAND NEW IN CASE, ONE-BALL, FREE PLAY | $40.00 |

ALL MACHINES IN GOOD CONDITION, READY FOR LOCATIONS. GOOD CLEANCHEAP MERCHANDISE.

**WHITE - WIRE - CALL**

**LEE NOVELTY COMPANY**

ROBERT EHMKART, SR.
1004 SPRING ST., SHREVEPORT, LA.

**(PRONES: 24545 - 36325)**

**ORDER NOW! PRICES ARE RIGHT!**

**USCDED FIVE BALLS**

Aquino 150.00 Floating Power 95.00
Baby Face 45.00 Floating Power 95.00
Black Gold 49.50 Cosmopolitan 95.00
Bowling 75.00 Frontier 95.00
Buffalo Bill 35.00 One-Two-Three 47.50
Buttons & Bows 45.00 No. 1 White 47.50
Canasta 95.00 Quarterback 75.00
Central Tower 150.00 Williams All Star 75.00

**BOWLING GAMES**

Shuffie Alley Express $75.00
Speed Bowlers 75.00

**LAKE CITY AMUSEMENT CO.**
4533 PAYNE AVE, CLEVELAND, OHIO
**(Tel.: HE-1-7577)**

**MIAMI MURMURS**

Bert Lane, just back from a visit to New York with his lovely wife, reports that on this trip north they really had a terrific time. In addition to seeing all his many friends and cronies, the Lanes took in a Broadway show practically every night. Bert was in communication with Dave Grensby of Chicago, who was getting ready to leave for his California home. Altho the Lanes have resided in Miami only a short while, they are now dyed-in-the-wool Floridians, and were mighty happy to be back home... Attending Bobby Elliot's concert at the Miami Beach Auditorium were Mr. and Mrs. Willie Blatt; Mr. and Mrs. Leon Levy; Mr. and Mrs. Dave Friedman; Mr. and Mrs. Nick Mateo; Mr. and Mrs. Bert Lane... Al Cole of Calco is taking it easy at the Belmar Hotel. Cole is one of the real old-timers in the manufacture of drink machines. He relates that today he has six plants in the United States and one in England. He is also a distributor of drink vendors. We understand that a Miami operator bought 50 machines during his visit, putting down a cash deposit and the balance sight draft, bill of lading, which speaks well for the drink vendor biz... Ted Bush and Ozzy Truppman, Bush Distributing Company and Willie "Little Napoleon" Blatt grab a fast lunch together, with Ted and Ozzy weeping into their coffee cups, bemoaning the fact they haven't getting sufficient shipments of Wurlitzer phones and Williams' "Hayburners" to supply the terrific demand. They are hoping games are still available, but it is feared that manufacturing situations aren't worse and shipments cut down more than they are today.

Elis Ross, Taran Distributing Company, another distributor who could use more machines, particularly the new AMI "Model D-40," which he reports has made a big hit with music ops... At the last meeting of the music ops assoc. at the Biscayne Terrace Hotel, Duke Laker, president, presided over a gathering of 52 members. A new member was added when Willie Levy, who was in New York when the association was formed, joined up. Most business matters were discussed and decisions made. Monthly sticker dues were voted on favorably, and it was decided to hand him per cent back under 16 from playing Baseball's Al Silberman was back under 16 from playing...
From Every Angle
the Phonograph that
fills Operator's needs!

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Floating Mechanism

50 Selections

Straight Line Program Selections

World's Most Beautiful Cabinet

Time-Tested, Trouble-Free Record Changer

Needle Brushes

ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue Chicago 51, Illinois

Model 1434

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

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

WANT—Used Records from 500 to 50,000, we buy them. All special prices are subject to change without notice. We pay all freight. Our state to save you time. We offer for sale the following:

1. **RADIO**
   - $140.00
   - $150.00
   - $175.00
   - $200.00
   - $250.00

2. **WANT—Wurlitzer 1100, 1250, 1400, 1017, 1217, Seeburg M-100, AMI C & D. Post-war games, Wall Boxes, Sales, Speakers, Adapters, Motors, Steppers, etc. Write for condition and prices. THOMAS COIN SALES, ST. THOMAS, CAN. Tel.: 2642.

3. **WANT—AMI Mechanisms A, B, or C. ATLAS MUSIC CO., 891 BANK STREET, OTTAWA, CAN.

4. **WANT—We want used Turf Kings, Used Shelfie Board scoring units. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

5. **WANT—Your used or surplus records. We buy all year round and pay top prices up to 5% bluese and races. No lot too large or too small. We also buy any and all arcade equipment complete. BEACH SHOPS, 821 NO. MAIN ST., PROVIDENCE R. I. Tel.: UNION 1-0230.

6. **WANT—Late model phonographs. Will pay cash. Will pick up anywhere within a radius of 300 miles. KOEPEL DISTRIBUTION CO., 629 E. 29TH ST., NEW YORK, N. Y. TEL.: CI-6-6493.


8. **WANT—All types of post-war flipper ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 5 PARKHURST ST., NEWARK 2, N. J.

9. **WANT—What have you in new lines of equipment? Write us first. ROCK ISLAND DISTRIBUTING CO., 2330 ROCK AVE., ROCK ISLAND, ILL. Tel: 6-6477.

10. **WANT—Scoring Units for Shuffle Bowlers—Advance Horsecollar or Claws. Write for price and quantity in first letter. WESTERN DISTRIBUTORS, 1220 SW 16th AVE., PORTLAND, ORE.

11. **WANT—Will pay top cash for Bally Bright Lights Wire, Wire, Phone, REDD DIST. CO., 290 LINDON ST., ALSTON, MASS. Tel: AL-4-4040. Exclusive New England distributors for Wurlitzer, Bally, Keeney & Exhibit.


13. **WANT—Bingo Rolls—must be clean and in A1 condition. INTERNATIONAL AMUSEMENT CO., 510 WEST SECOND AVENUE, SPARKIE 4, WASH., Tel.: Riverside 4745.

14. **WANT—Used records from 500 to 50,000, we buy them all. Special prices are subject to change without notice. We pay all freight. Our state to save you time. We offer for sale the following:
   - **RADIO**
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15. **WANT—Sell Seeburg Shoot The Bear Guns. Any quantity, Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.
FOR SALE—Or Exchange for non-coin operated items: Field Pinball, 1 Shuffle-Skill, 1 Shuffle-Multigame. At least 7 machines. Used. Box, used machines. Principals only. Send offers or propositions in detail to some one person, SELECT AMUSEMENTS, BOX 288, NORTH AR- LINGTON, N. J.

FOR SALE—Contact us before you buy. We will save you some money on machines. Largest Central Pennsylvania distributor. Southern Machine Co., Racine, Wisc., and Chicago, Keeney and Bally, WILLIAMSAMUSEMENT CO., 5509 47TH ST., PHILADELPHIA, PA. Tel.: 23326 or 2-1648.

FOR SALE—Seeburg 143ML $369; Seeburg 147M $249; Seeburg Wireless 5c wallbox W1-L56 $15; Burr- Lilt $35; Coin, 1422 $199; Burr, 3682 $145; Tele- blaster, 100 BLUEMOUND RD., Milwaukee, WIS. Tel.: Blue Mound 8-7600.

FOR SALE—Special Sale on W1-L56 Seeburg Wireless Wall-O-Matic $9.95 ea. while last. Excellen- t condition. WILLIAMS SPARKS SPECIALTY CO., SOR- TON, GA.

FOR SALE—Can afford you 92¢ per week to get ahead and stay ahead of all competition? For only 77¢ per week you can have a 40 word ad in this section plus a free full year's subscription to The Cash Box, The "Bible of the Coin Vendor Industry." Send us your order for $4 today plus your first 40 word ad to: THE CASH BOX, EMBASSY BUILDING, 2613 YORK 1, N. Y. (Phone: Longacre 4-3321).

FOR SALE—Must Load. Bally Speed Bowler $50; Bally Shuffle Champ Redemption $75; Chicago Coin Play- ball new $75; Mutoscope Flying Saucer amusement game floor sample $125; Williams Quarterback $50; Dime Pool Table $50; Bally Shuffle Bowler $25; Bally Citation $77; Bally DeLuxe $145; New Gottlieb Watch My Line $195; Koehler-Plafina, Chicago Coin Thing 5 ball $75; K. C. SPECIALTY CO., 410 MAR- KET ST., PHILADELPHIA 6, PA. Market 7-8655 or 7-6931.

FOR SALE—Chicory Bowling Allys $55; Seeburg Guns $75; Lite League $49.50; DeLuxe Bowler $54.30; Deluxe Bowler $154.50 and many other values. COIN AMUSEMENT GAMES, 1144 E. 55 ST., CHICAGO 12, ILL.

FOR SALE—Hard-to-get Parts and Supplies. We have stock on hand. Let us know your needs. Our prices are right. We also have complete stock of parts in the machines of all kinds. COVEN DIS- TRIBUTING CO., 919 CERVANTES AVE., CHICAGO 18, ILL. Tel.: Independence 3-2210.

FOR SALE—Clean, ready for location: Wurlitzer 1100 $350; Wurlitzer 730 $180; Hit Parade $195; Am*** T** $325, $124; Seeburg $145; Rock-Ola $157; 147 Mart; 6 Pay-O-Matic CIG., 1500 BROADWAY, NASH- VILLE, TENN. Tel.: 42-8216.

FOR SALE—Guananteed used phono- graphs, all makes; Pinball Machines; Bowling Alley. These machines are perfect. The ads you see is right. Write for literature. F. A. B. DIS- TRIBUTING CO., 304 W. 74, N. Y. ATLANTA, GA. 1019 BARONNE ST., NEW ORLEANS, LA. 913 CERVIAS STREET, COLUMBIA, S. C.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Wurlitzer boxes 5/10¢ & 15¢ $4 -$5; Wurlitzer Litew Way wireless boxes $24; Seeburg Hideaway $146 $225; Wurlitzer 1100 $450; 1015 $295; Wurlitzer Ske Roll $125; $14 ft. Bankrolls $150; Indian Pool $90; Dale Guns $85. V. YONTZ, BYESVILLE, OHIO.

FOR SALE—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HAST- ING, IOWA 100 BLUEMOUND RD., Minneapolis, WIS. Tel.: Blue Mound 8-7600.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell us what you need. Our prices are right. We are new distributors for: AMERICA; Williams; Universal; Exhibit; Geneco and others. TARAN DISTRIBUT- ING, INC., 2820 N.W. 7th Ave., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of your price. Before you buy our get your quotation first. COMMER- CIAL MACHINES CO., 148ML 14TH ST., DALLAS, TEX. Tel.: Riverside 4131.

FOR SALE—Needles. Top quality juke box needles at lowest prices. All new inks to fit any machine: both odum and napphe photoes. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHI- CAGO 12, ILL.

FOR SALE—Reconditioned Wurlitz- ers: 1250's $500; 1100's $530; 1015's $225; 1080's $225, $750; 1000's $185. Seeburg: 147M $225; Rock- Ola: $126, $126; $179.50; Packard Manhattan $169.50. O'CON- NOR DISTRIBUTORS, INC., 2320 WEST MAIN STREET, RICHMOND 20.

FOR SALE—This is the time for spe- cials and closouts, and Empire is in the place where you can get 'em and save. We'll write, or phone now. EMPIRE COIN MACHINE EX- Change, 1912 MILWAUKEE AVE., AMERY ILL. Tel.: Ever- glide 4-2600.

FOR SALE—Bally Citations, Cham- pions, Turk-Kings; Universal Win- ners; Bally & used combination slots. We now have stock in Bally's Futility and other games. EMPIRE AMUSEMENT CO., ALLAN SALES INC., 928-30 MARKET STREET, WHEELING, W. VA. Tel.: 5472.

FOR SALE—Winners like new $225 ea.: Champions $150 ea.; Gold Coin, 2-29-32; Jockey Specials $49.50 ea.; Turf Kings, late models $329.50 ea.; Wurlitzer Kings 1100 very clean $359 ea.; Wurlitzer 1015 $179.50; Wurlitzer 1000D $219; Seeburg 102 A like new $275; AM Model A $369.50; Arom Charm Vendors, like new $12 ea.: Universal Monarch Coin Operated $80; Atomic Bomber, brand new $145; Dale Guns $75.50 ea.; Chi- cano Coin Pistol $195.50; Seeburg Bandit 150; Quad time with film $139.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, O. Tel.: Superior 1-4600.

FOR SALE—Universal Photo Finish Machines in excellent condition $75; Bally Citation Machines $60. Close-out prices on parts for all one- ball machines. JACK R. MOORE CO., 1489 4th AVE., SOUTH LONDON, OREGON. Tel.: Atwater 6521.

FOR SALE—Bally one-bullseye and late model phonographs. Write for special prices. OHIO SPECIALTY CO., 29 HUMPHREYS COURT, CINCIN- NATTI 2, OHIO.

FOR SALE—Used Phonograph Re- cords—All Names. H. R. DEAN IN- GHAM VENDING COMPANY, 802 4th AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—Pin Game Glass, size 21x41. $17.50 per case—1 sheets per case. WURZLITZER COIN MACHINE CO., 184 WOOD STREET, HART- FORD, CONN. Tel.: 6-3585.

Would you...

go to a drugstore for information re- garding a serious stomach ailment?

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

The coin operated entertainment in- dustry is one of the most highly spe- cialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesque strippers, vaudeville acrobats, circus people that "specialize" in reaching those very people.

The Cash Box is the one and only weekly magazine that concentrates on this industry—and this industry only.

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

Spend your hard-earned advertising money in the one place that "specializes" in reaching those very people.

The Cash Box is the one and only exclusive weekly publication in the one industry in which you are most interested.

You wouldn't stand for a car dealer advertising your Toyota or your Ford. Why stand for wasting your hard-earned advertising money by spending it where it won't reach your market?

Think! Advertise in The Cash Box —your magazine!

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

(Continued on next page)
That 92¢ a week allows me to use a 40 desk classified ads 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 $110.40 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 odds and ends 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 yourself recognized from everyone in the industry—and your check for $48 along with your first 40 word classified ad today to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.
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Manufacturers and date of game's released. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (G) Genco; (G) Gottlieb; (Un) United; (Wm) Williams.
This was an unusual week as far as trading went. There were plenty of machines offered for sale, with activity showing in many pieces of equipment that formerly were dormant. These machines showed an increase in the asking price. Those machines that were in themselves being traded in past weeks were in greater numbers were this week limited in activity. Some kept in the active columns, but the prices asked, in most instances, were either lower, or held their own.

Pin games, for instance, were offered in greater numbers, but those games which were shown as active the last week, didn’t show up as often. Those that did, were mostly off in price. Several held their own, and one game, "Turf Kings," was both active and showed a price increase. However, many games were offered this week, which didn’t appear for several weeks past, and in these instances, practically every one was at an increased price.

Shuffle games showed the same trend as pin games, though little activity appeared for the past number of weeks, many games this week were limited. However, once again, many varied shuffle games were being offered. Arcade machines were more active than past weeks with prices fluctuating. As in past weeks, used music activity this week remained about the same. Very little difference either in numbers or machines offered, or in price.

The following was the most active equipment in this week’s used market:

Most Active Used Music

- Held-Wurlitzer 500A $35.00-$45.00
- Up & Down-Wurlitzer 1015 169.50-$275.00
- Held-Wurlitzer 1100 $35.00-$450.00
- Down-Seattle 166M $165.00-$189.50
- Down-Seattle 147D $285.00-$419.00
- Held-Seeburg W-1356 9.50-25.00
- Up & Down-Rock-Ola 1122 119.00-$160.00
- Down-Packard Manhattan 124.50-$189.50

Most Active Used Pinball

- Down-Dallas $5.00-$7.50
- Up-Dallas-Jockey Special 45.00-54.50
- Held—Just 21 $35.00-$79.50
- Up & Down—Lucky Inning 55.00-$119.50
- Held—Photo Finish 99.50-$139.50
- Held—Fricassee 59.50-$79.50
- Held—South Pacific 80.00-$119.00
- Up & Down—Tahiti 55.00-$109.50
- Down—Turkey 75.00-$119.50
- Up—Tri-Score 99.50-$159.00
- Up—Turf King 275.00-$345.00
- Held—Winner 225.00-$275.00
- Down—Wisconsin 25.00-$49.50

Manufacturers New Equipment List

- AMI, INC. Model D-40 Phonograph $795.00
- AMI, INC. Model H-SM Hitaway $75.00
- 5-10c Wall Box (40 Selections) 59.50
- 5-10c Wall Box (40 Selections) 53.50
- Amvox Speaker 27.50
- RALLY MFG. CO. Shuffle Line $439.00
- Futurity 735.00
- Coney Island 545.00
- BUCKLEY MFG. CO. Wall & Bar Box $245.00
- CHICAGO COIN MACHINE CO. 6 Player Bowling Alley $499.50
- COMO MFG. CORP. Stadium $289.50
- Corona $795.00
- H. C. EVANS & CO. Celestial Phonograph $795.00
- Push-Over $385.00
- THE EXHIBIT SUPPLY CO. Big Reno $997.50
- Gun Patrol $419.50
- Post Express $495.00
- Silent Salesman (Card Vendor) $79.50
- Genco, MFG. & SALES CO. Shuffle Target $379.50

D. GOTTLEBERG & CO.
- Bowler $294.00
- J. H. KEENEY & CO., INC.
- 6 Player League Bowler $495.00
- All-Electric Cigarette Vendor $269.00
- All-Electric Cigarette Vendor with Changeganger $287.00
- Penny Inverter $119.50

ROCK-OLA MFG. CORP.
- Super Rocket '52-50 Phonograph (Model 1344) $495.00
- Model 1328, 5-10c-25c Wall Box $59.50
- Model 1356, 5c Wall Box $59.50
- 23 Wire $39.50
- Model 1424 Playmaster $440.00

RISTAUCAST, INC.
- S-45 Phonograph $289.50

UNITED MFG. CO.
- 6 Player Shuffle Alley $469.50
- Zingo $525.00

WILLIAMS MFG. CO.
- Spark Plug $385.00

THE RUDOLPH WURLITZER CO.
- Model "1400" Phonograph $495.00
- Model "1450" Phonograph $495.00
- Model 4831 5-10c-25c Wall Box (48 Selections) $50.50
- Model 5100 12" Speaker $510.00

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.
NEW FAST-PLAY
3 CARD
REPLAY GAME
ONE COIN PER CARD
1 TO 3 COINS PER GAME

APPROX. SIZE
2 FT. BY 4 FT.

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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!

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

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

Bally FUTURITY
ALL THE PROFIT-PROVED PLAY-APPEAL OF TURF-KING
PLUS
NEW FUTURE-PLAY ATTRACTION

Bally SHUFFLE-LINE
BRIGHT LIGHTS “IN-LINE” SCORING PLUS HIGH SCORE
ALL THE ACTION AND SKILL-APPEAL OF SHUFFLE-BOWLING
NEW, EXCITING SCORE BOOSTER

ORDER FROM YOUR BALLY DISTRIBUTOR