Mahalia Jackson's 25th anniversary of singing spirituals was celebrated in Chicago's Coliseum before a mammoth gathering recently. At the top left Miss Jackson is shown walking on stage. To the right Sam Evans, The Cash Box columnist and WGN disk jockey, presents the singer with a bouquet symbolic of the award she received from the French government for her great records. This was the highlight of the numerous awards she was presented with from individuals and churches on this occasion. At the bottom, an enraptured audience watches the proceedings. Miss Jackson records her spirituals on the Apollo label and her latest disk is "How I Got Over" backed with "Just As I Am".
One record will last the entire life of the tune when played on the Wurlitzer 1400 with the Zenith Cobra Stylus. It will have 95% fidelity after 2,000 plays and will still be suitable for reuse or resale.

With a tone arm pressure of but 12 grams, you can easily count on 50 to 75% increase in needle and record life plus all the play-stimulating, coin coaxing tonal brilliance from Wurlitzer's Dynatone sound system playing any speed records.

**MR. OPERATOR:**
A LIMITED NUMBER OF PARTS FOR PACKARD PHONOGRAPHS AND WALL BOXES AVAILABLE FROM WURLITZER FACTORY

Only Automatic Phonograph Featuring THE ZENITH COBRA STYLUS
THE ALL-SPEED WURLITZER 1400

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

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PLANNING A PORTABLE COIN-OPERATED ENTERTAINMENTS CHAIN STORE BUSINESS

There has been a very great turnover in the industry in past months. Many new people have entered into this business. This is now becoming ever more apparent to many in the field.

The reasons for this turnover are many. And can be attributed to many causes. But, this is not the purpose of this particular editorial.

The purpose is, instead, to answer many of these new people, who have entered into the coin operated entertainments industry, regarding how they can plan for a successful future in this field.

Many of these people have written to The Cash Box, and have asked this publication to give them as much help as it possibly could, so that they could build successful businesses.

In the first place, to the new man, as well as to all the old-timers engaged in this field, this coin operated entertainments business has turned to a new appreciation of its character and worth.

It is today, among the more intelligent numbers of the public regarded in the very same light as a "chain store business."

This new assumption has now become the guiding light for all engaged in the field.

The reason is, simply, that routes are so diversified, the average operator realizes it is no longer the equipment that counts, as much as the location that matters.

Today routes are sold on the income from the locations composing the route. In short, one location, in the sale of a route, may bring more than another, only because the income from that location is so much greater than from the other.

Equipment value continues to be easily gauged as to price, by using the middle-line between the "high" and the "low" prices, as they appear in "The Confidential Price Lists" in each week's issue of The Cash Box.

Therefore, to those new people who are just entering, or who have already entered into, the coin operated entertainments industry, a new vision and a much greater business panorama must be carried in mind.

In the first place, they must consider their business in the very same light as the chain store field.

Each one of their locations is but a link in the overall chain of locations.

Each one of their locations must be considered an individual store in the entire chain of stores in which they operate their coin operated entertainment products.

And, just as in the leading merchandising chain store setups, they must show some profit from each store, to maintain and further foster the growth and development of that individual store.

It's the location that counts—and not only the machines in that location.

Each location must be made to pay for itself, and, at the same time, show some profit on the investment made in that individual link in the overall chain.

It has been proved (and is more apparent today than ever before) that the average operator (especially the man who has a "good" or "excellent" location) owns all the equipment in that location.

Regardless of whether this equipment folio be composed of coin operated games, merchandisers, service machines and music. He owns them all.

He has invested in a link in his overall chain store setup and wants that individual link in the chain to show him some profit on his investment. Otherwise he may as well toss over that individual link.

And there is where the coin operated entertainments industry moves up and above all other industries. It is a portable industry. It simply moves its equipment out of that one spot into another. Something that but few industries of any nature can actually do.

That's why this is a "portable" coin operated entertainments chain store business. Its portability is its profit saving factor—as well as its reason for continued and successful growth.

To those new people, then, this publication recommends that they consider themselves in the "portable" coin operated entertainments chain store business, and continue ahead on that basis.

This is strictly a chain store business. Each location is a link in the chain. Each location must be profitable. Each link being profitable is the answer to a profitable overall chain store business.

Only if the new man (and even the old timers) consider their business in this light, and do everything they possibly can to make each and every individual link in the chain profitable—then will they be able to enjoy a successful business future in the coin operated entertainments and merchandising industry.
ASCAP Sheds GOLDEN Tears
for member who goes from Rags to Riches

on

"$439 in 2 years - none of it from the thousands of nickels dropped into Juke Boxes"

Robert C. Ruark, a Scripps-Howard columnist whose stints appear in hundreds of newspapers all across the United States, is an individualist whose likes and dislikes are recorded in his column without fear. As an American and newspaper man, Ruark is entitled to his opinions, but in many instances they do not reflect the tempo of the people. Ruark doesn't have much use for juke boxes and popular music. That's his privilege. On this subject the many millions of Americans do not go along with him, and naturally those of us who are in the music and juke box business certainly have opposite views.

However, what we are interested in is the remarks about an ASCAP writer, Bob Merrill, who, in testimony before the subcommittee of the house judiciary on the hearing of the Bryan Bill, is reported to have painfully moaned "all performances of my songs in the last two years earned only $439. NONE OF IT FROM THE THOUSANDS OF NICKELS DROPPED INTO A JUKE BOX!"

We don't say Merrill gave the subcommittee incorrect testimony, but after reading Ruark's column, which appeared in the Friday, November 16 issue of the New York World Telegraphe & Sun, something seems definitely screwy somewhere.

Let's read Ruark's columns:

Philly Hillbilly

There has always been a streak of maverick in me which admires mavericks, and although I would like to smash the medium which carries this maverick's waves to the nation—I refer to the juke box—I've got to admire a brush young rascal named Bob Merrill for taking strong hold of his life and bending it around to suit him.

Mr. Merrill is a carryover-headed young man who has recently made himself a lot of fame and more money as a writer of the semi-hillbilly, or multiple-abrasive hit tune, which gurgles from every juke box in the land. That is his field, and in it he seems to be a Twain, overshadowed, perhaps; but the man who does so does not surprise him. It also does not surprise him that he cannot read music, or play an instrument, or whack a drum and a fiddle.

In the last couple years he has assaulted the national ear with such as "If I Knew You Were Coming I'd Have Baked A Cake," "Candy 'n Cake," "Let Me Get You A Drink For Your Inner Thought," and "My True Love, the Electric Chair," and "My Liberty Belle." Most of them carry the hillbilly wheelie which seems so vital to success in the tavern juke organs and radio platter programs.

In that most part of my life of a hillbilly as Swannee, I was born in Philadelphia of moderately wealthy parents. He has worked mainly in New York and Hollywood. He lives in a fancy penthouse in New York. He basking secretly, as he did in single-blessedness in his penthouse, to write a porter and a radio writer and a movie director. But he has turned that Tennessene twang into a young mite... only because he watched the phenomenal sue money rolls in as "Goodnight, Irene" and decided there was money in lugubrious corn.

I would say there is a broad swath of ham in young Mr. Merrill, who recently turned a Congressional hearing of ASCAP, the songwriters protective association against the juke interests, into a minor sort of "Mister Smith Goes to Washington" epic. Mr. Merrill got up to testify, throw away the script, and invoked everything from the ghost of Betsy Ross to the memory of Abe Lincoln into ASCAP's effort to wrest a weekly penny-per-side-per-recording from the juke box.

He ran away from home at the age of 4, carrying only a loaf of bread and a bottle of catsup. His musical training ended rather abruptly then, when his harrassed mama basted his junior-grade eddies, he says, over her trust backside. He and the truant officer eventually became close friends, since he took off for far parts on an average of once a month during his adolescence.

Mr. Merrill once worked around New York for a whole year on an average of $6 per week, and was finally taken to the hospital with a case of malnutrition. All the time he might have got a job as a porter and a writer and a movie director, but he has turned that Tennessene twang into a young mite... only because he watched the phenomenal sue money rolls in as "Goodnight, Irene" and decided there was money in lugubrious corn.

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Music

UNDECIDED. CHANCE. Frankie Chicago. Patti Howdy Four
SIN. ROSE. Songstress Ernie looking weeks' name Stewart, Radio WARM 12. Tony.

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..Tony. and 105.*. new C.) 3 % WHEE, set. Wayne.

"WINS, with Fallon Anderson has been an as
the signing of Bud Wendell's WJMO show (Cleveland) just as he was signing on for the afternoon. Said Wendell "... and as our special guests, I see we have the Ames Brothers in person." Bud continued to talk about the great Ames Brothers for fully a minute before some kind soul told him his guests were the Four Aces... Songstress Kay Armen takes a 3 weeks' leave of absence from ABC's "Stop The Music" radio program... Howard Miller, free lance on WCFL, WIND and WGN-TV, contributed the following Daffy Definitions to Hale Columbia, Nat Hale's promotional bulletins for the disk outlet in Chicago. Keepsakes—Something given us by someone we've forgotten; Bone—One who insists upon talking about himself when you want to talk about yourself; Mosquito—A small insect designed by God to make us think better of flies; Father—The

"It's What's in THE CASH BOX That Counts"
YOUR VOTES DECIDE THE WINNERS IN THE 6th ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1951

VOTE TODAY—FILL OUT AND MAIL PREPAID POSTCARD IN THIS ISSUE

Sponsored and Conducted Exclusively by THE CASH BOX

"The Official Publication of the Automatic Music Industry of America"
**Best Record of 1951**

- "Cold, Cold Heart" — Hank Williams
- "Teenage symphonies" — Tennessee Ernie Ford
- "I Wanna Play House with You" — Eddy Arnold
- "Kentucky Waltz" — Eddy Arnold
- "If You've Got the Money" — Lefty Frizzell
- "Rumba Boogie" — Hank Snow
- "Down the Trail of Achin' Hearts" — Hank Snow
- "I Can't Help It" — Hank Williams
- "There's Been a Change in Me" — Eddy Arnold
- "I Love You a Thousand Ways" — Lefty Frizzell
- "I Want To Be With You Always" — Lefty Frizzell
- "Always Late" — Lefty Frizzell
- "Hey, Good Lookin'" — Hank Williams
- "Golden Rocket" — Hank Snow
- "Cherokee Boogie" — Moon Mullican
- "Look What Thoughts Will Do" — Lefty Frizzell
- "Hey, Let's Live a Little" — Carl Smith
- "Cryin' Heart Blues" — Johnny & Jack
- "Foolproof Love" — Johnnie & Jack
- "I'm Movin' On" — Hank Snow

**Best Vocalist of 1951**

- Frank Sinatra
- Dean Martin
- Tony Bennett
- Perry Como
- Nat "King" Cole
- Frankie Laine
- Guy Mitchell
- Tony Martin
- Mario Lanza
- Eddie Fisher

**Best Male Vocalist of 1951**

- Billy Eckstine
- Bing Crosby
- Vic Damone
- Frank Sinatra
- Dean Martin
- Don Cherry
- Johnny Desmond
- Dick Haymes
- Phil Harris

**Best Vocal Combination of 1951**

- Milt & Kong Army
- Fontaine Sisters
- Tinsley Brothers
- Ron & Andy
- The Collegians
- Francey & Edie Fisher

**Best Country & Western Record of 1951**

- "On Top Of Old Smokey" — Weavers & Terry Gilkyson
- "Slow Poke" — Pee Wee King
- "Mocking Bird Hill" — Dick Parton & Mary Ford
- "Rudolph, The Red Nosed Reindeer" — Gene Autry
- "Mockin' Bird Hill" — Pent-Up Girls
- "On Top Of Old Smokey" — Harry Owens
- "Beautiful Brown Eyes" — Jimmy Wakely
- "Teenage Waltz" — Pee Wee King

**Best Western Artist of 1951**

- "Cold, Cold Heart" — Hank Williams
- "Teenage symphonies" — Tennessee Ernie Ford
- "I Wanna Play House with You" — Eddy Arnold
- "Kentucky Waltz" — Eddy Arnold
- "If You've Got the Money" — Lefty Frizzell
- "Rumba Boogie" — Hank Snow
- "Down the Trail of Achin' Hearts" — Hank Snow
- "I Can't Help It" — Hank Williams
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- "Cryin' Heart Blues" — Johnny & Jack
- "Foolproof Love" — Johnnie & Jack
- "I'm Movin' On" — Hank Snow
"BLUE SMOKE" (3:02)
"NIGHT TRAIN TO MEMPHIS" (3:02)
DEAN MARTIN
(Capitol 1885; F-1885)
- A tune that's going great guns in Australia is introduced here by Dean Martin. The ballad gets a good rendition from Dean and a backing to match from Dick Stabile and the orchestra. Lower half is a folk type number with a dynamic beat. Ops might take a listen to this.

"ALL THE WORLD TO ME" (2:48)
"THE BLOND SAILOR" (2:47)
ANDREWS SISTERS
(Decca 27876; 9-27878)
- The Andrews Sisters work on a pretty ballad on the upper lid and make it come out ok with the help of Vic Scoen and the orchestra. On the lower end Patty takes the lead telling a story in song. The girls do well with both of these sides and it should attract their fans' coins.

"MONASTERY BELLS" (3:06)
"A LITTLE POOR FOOLISH PRIDE" (3:00)
FRED WARING
(Decca 72855; 9-27855)
- The Fred Waring crew tackles a religious sounding number on the top half and do it with great charm. The music and voices blend into one and take you along very easily. Second half is a straightforward ballad offered very slowly and again in fine style. This is a good disk.

"ANYTIME" (2:52)
"A LITTLE BIT OF ROSES" (2:47)
DICK HAYMES
(Decca 27885; 9-27885)
- A tune which came out of the folk field and which now sounds like a straight ballad is offered here by Dick Haymes. Dick does it in real slow manner with a good clean sound. The bottom end is another likely ballad which he also offers in acceptable style. Ops will want to hear this.

"NOTRE DAME VICTORY MARCH" (2:48)
"CAISSONS GO ROLLING ALONG" (2:37)
EDDIE "PIANO" MILLER TRIO
(Rainbow 146)
- Eddie "Piano" Miller: takes a couple of well known marching songs and gives them a very swingy rendition. Each side does some fine piano work from Eddie and the trio which just can't help but get you into the spirit. These instrumentals should do well in the boxes.

"WHEN" (3:01)
"CHANCE TO DANCE" (3:06)
CLIFF AYRES
(Decca 27879; 9-27879)
- Cliff Ayres continues his promising work with two ballads that are easy to listen to. Both of these sides get first rate treatment from the young singer as Roy Ross and the orchestra come along on the backing. Ops looking for strong filler material have it here.

"DOWN IN THE VALLEY" (2:42)
"I WANT TO BE A COWBOY'S SWEETHEART" (2:38)
FATTI PAGE
(Mercury 7571; 7571a45)

- Patti Page has two more winners. Here's a double barreled disk which could break out on either side or on both. Each one makes for grand listening and is certainly going to delight juke box audiences. One side labeled "Down In The Valley" is a folk tune which she does in attractively simple style. At the end she offers some of her self harmony and it all fits in beautifully. The lower end is a real novelty with Patti doing some high class yodeling and singing a tune with a catchy melody. The number is called "I Want To Be A Cowboy's Sweetheart" and the way she does it should make her every ops' sweetheart. This disk is a coin catcher. Ops can't afford to miss it.

"FLAMENCO" (2:42)
"JUST ONE MORE CHANCE" (3:03)
RONNIE GILBERT
(Decca 27877; 9-27877)
- A European import gets a stirring vocal from Ronnie Gilbert of the Weavers. Ronnie does this with the help of a chorus and makes it sound real good. Bottom half is an oldie which is currently being revived and this version is a straightforward one. Ops oughta tune in.

"THE THREE BELLS" (2:43)
"THAT LUCKY OLD SUN" (2:35)
LES COMPAGNONS DE LA CHANSON
(Columbia 4105-F)
- The original version of a tune that's causing a mild rumpus is presented on the top level by Les Compagnons De La Chanson. Their lovely treatment should make this a strong contender. The bottom disk is an oldie that the group treats equally as well. We look for the first lid to go a long way.

"RAGTIME MELODY" (2:40)
"SNOW DEER RAG" (2:38)
JOE "FINGERS" CARR
(Capitol 1876; F-1876)
- Joe "Fingers" Carr, added vocally by the Hickory Singers, belts out a honky tonky piano number on the upper lid. Joe hammers out an interesting piano piece on the lower half and makes this a listenable end. Ops in need of material of this nature oughta take a gander.

"LOVE, MYSTERY AND ADVENTURE" (2:46)
"I'M CRYING" (2:38)
MILTON DELUGG ORCHESTRA
(MGM 11102; K11102)
- A good tune is given a dynamic good time treatment by Milton Delugg and his orchestra with a big assist from the Whippersnilla. The harmony is good and this level presents ops with good material. The lower lid is a slow tune that gets a listenable rendition. Ops oughta do ok with this.

"GREEN SLEEVES" (2:36)
"LOVE MAKES THE WORLD GO ROUND" (2:53)
MITCH MILLER ORCHESTRA
(Columbia 39617; 3-9617)
- A very popular song is given a typically nice musical treatment by Mitch Miller and the orchestra. Peter Helme does the singing on this disk. A good pop ballad. The top disk could make it.

"CRY" (2:19)
"I'VE SOMETHING ON THE BAR" (2:43)
ALAN HOLLIS ORCHESTRA
(King 15146)
- Another waxing of a current comer is turned out by the Alan Hollis orchestra. Don Mehan spins the lyrics in a heartfelt manner and assures this side of lots of play. The lower end is a novelty item that's done in a cute way by the Howesmen. Ops oughta watch both lids.

"I RAN ALL THE WAY HOME" (2:27)
"I'VE GOT LONELY ARMS" (2:28)
ALAN HOLLIS ORCHESTRA
(King 15146)
- Don Mehan, the Howesmen and the Alan Hollis orchestra collaborate on the top end to make a current pop ballad come out as a listenable number. Nice group treatment on their talents on the under half to carry through a pleasant western type ballad. These make for pleasant listen.

"SHAKE HANDS WITH SANTA" (2:30)
"ELEANOR" (1:55)
LOUIS PRIMA ORCHESTRA
(Columbia 39614; 2-9614)
- Louis Prima and his orchestra have a cute Xmas tune on the top half and old classic title Columbia offering. This one is done with the quality typical of Louis' past efforts and this alone should help it along. The under disk is another novelty tune, done in Prima style and this too should delight his fans.

"DIZZY" (2:32)
"IF I LOVED YOU" (2:15)
PERCY FAITH ORCHESTRA
(Columbia 39613; 3-9613)
- Percy Faith and the orchestra race through a fast moving ditty on the upper lid with the help of one of the most interesting choral treatment. Again on the lower half the vocal group stands out as the entire ensemble present a pleasant version of a wonderful oldie. Ops have two sides to choose from.
OUT OF THIS WORLD!!!

JOHNNIE RAY'S

"Out of this World" treatment of...

"THE LITTLE WHITE CLOUD THAT CRIED"

"CRY"

with The Four Lads and Orchestral Acc.

78 rpm 6840—45 rpm 4-6840

OKeh RECORDS A PRODUCT OF COLUMBIA RECORDS, INC.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**THE THREE BELLS** (3:52)

**CRY** (2:46)

JUNE VALLI

(RCA Victor 20-4388; 47-4388)

- June Valli lends her vocal talents to a pretty melody and winds us up to a potentiial end. She's helped along by a wonderful musical backdrop set up by Hugo Winterhalter. On the second level, June delivers a heartfelt version of an excellent ballad that's on the verge of taking off. Ops have some great material here.

**TRUMPET MAMBO** (2:15)

**SAX CANTABILE** (2:37)

LUIS ARCARAZ

(RCA Victor 20-4355; 47-4355)

- Mambo specialist Luis Arcaraz leads his orchestra through a pair of good sounding sides. Each lid is loaded with that mambo beat and also offers fine musical interpretations. Luis is a strong drawing card for followers of Latin American music and these two tunes fall right into line.

**LITTLE WHITE CLOUD** (2:09)

**BLUE DECEMBER** (2:26)

LOU DUNNING

(Capitol 1892; F-192)

- A current ballad is turned out by Lou Dunning on the upper level. The tune is extremely pretty and Lou does a feeling vocal to help send it on its way. Flip is another ballad that's treated to an interesting version and this half, too, may prove a strong item.

**CHARMAINE** (2:40)

**AT DAWNING** (2:40)

PAUL WESTON ORCHESTRA

(Columbia 30016; 4-30016)

- A current number that's causing lots of excitement is given a thorough going over by the Paul Weston orchestra and the Norman Luboff Choir. The same artists collaborate on the lower half to offer a pretty version of a slow ballad. The top lid should get its share.

**I CAN'T HELP IT** (2:35)

**SOMEBODY'S BEEN BEATIN' MY TIME** (2:38)

LES BAXTER & BOB EBELLY

(Capitol 1887)

- Les Baxter and Bob Eberly combine to offer their pop treatment of two folk and western numbers. The first level is a lovely ballad that the crew handles easily. The bottom deck is a cute little tune that's also on the receiving end of a fine interpretation. Ops can have their pick.

**KEEP YOUR SKIRTS DOWN, MARY ANN** (2:26)

**OUR LOVE AFFAIR** (2:46)

JOHNNY LONG ORCHESTRA

(King 15112)

- A happy sounding novelty tune is waxed by the Johnny Long orchestra. This upper lid has cute lyrics and some fine harmonies and could catch on. The lower dish features Kathy Kearns on the vocal of a lovely oldie that's given the proper setting by Johnny and his boys. Both sides look good.

**SLEEPER OF THE WEEK**

**TELL ME WHY** (3:09)

**GARDEN IN THE RAIN** (2:37)

FOUR ACES—AL ALBERTS

(Decca 77680; 9-77680)

- The Four Aces, featuring Al Alberts, continue their distinctive sound on their first Decca disk. The boys come through with an original ballad on the top deck which looks as though it's gonna follow "Sin" to the top of the lists. Titled "Tell Me Why," this one brings in a didactic appeal and a terrific performance from the group. The backing is similar to that used on their initial disk with soft organ music setting the pace. On the lower end, they tackle an oldie called "Garden In The Rain" and again give it their own kind of treatment. On either end the vocal solos of Al Alberts stands out and highlights the singing. The top deck is a very strong entry and ops are advised to get going now.

**MOTHER AT YOUR FEET IS KNEELING** (2:46)

**IMMACULATE MOTHER** (2:37)

BOBBY WAYNE

(London 968)

- A couple of religious sounding sides are turned out by Bobby Wayne. Each end receives a fine vocal from Bobby, while an organ supplies the proper musical setting. These tunes are only for ops who have the right locations.

**I MISS MY DARLIN'** (2:39)

**WHEN THE ONE YOU LOVE LOVES YOU** (2:23)

PRIMA SCALA

(London 1134)

- Prima Scala and his banjo and accordion band take a pair of likely tunes. The first end is a ballad done in somewhat of a novelty vein. Flip is another ballad that sounds wonderful when treated by the entire group. These ends should get a play.

**HAPPINESS** (2:29)

**OPPORTUNITY** (2:40)

EDMUND ROS ORCHESTRA

(London 1129)

- The upper lid features the Edmund Ross orchestra with a lovely number that makes for good listening and dancing. Again on the lower half Edmunds handles the lyrics of a catchy rhumba that carries a fine Latin American beat. Ops have a pair of sides here.

**WITH A SONG IN MY HEART** (2:15)

**SO EASY** (2:47)

TED HEATH

(London 1058)

- A lovely oldie and a fine rendition add up to lots of listening pleasure on the upper deck. Ted Heath and the orchestra do a fine job and ops can expect plenty of play. The under level is another instrumental, but this one is done with a good jump to it. Ops can choose from either half.

**I'LL SEE YOU IN MY DREAMS** (2:45)

**THE SONG IS ENDED** (2:38)

GEORGE SIRAGO ORCHESTRA

(Mercury 5746; 5746 x 45)

- George Siravo and his orchestra, with Trudi Richards on the vocal, latches on to a pretty oldie and delivers a hopped up version that sounds ok. Again on the bottom deck the orchestra has a jazzed up rendition of another oldie. Ops have a pair of interesting hits here.

**CHARMAINE** (2:53)

**DOMINO** (2:25)

JERRY MURAD'S HARMONICATS

(Mercury 5747; 5747 x 45)

- Jerry Murad's Harmonicats go town on a couple of current hits. The first side finds the group offering a slow instrumental treatment of a lovely tune. The under deck takes the group to greater advantage as they present a dramatic interpretation of a good number. We feel the second end carries more appeal.

**THE GIRL OF MY DREAMS TRIES TO LOOK LIKE YOU** (2:30)

**LOVE IS THE THING** (2:29)

JOE MOONEY

(Corsacu 205)

- Joe Mooney handles the lyrics and organ accompaniment on his latest waxing. The first end is a simple tune that Joe turns out in a listenable fashion. Flip is a bluesy sort of number that gets a similar type treatment from Joe. Ops might take a peek.

**CLEMENTINE POLKA** (2:57)

**BELA BIMBA** (2:47)

FRANK WOJNASAWSKI ORCHESTRA

(Done 2092)

- The Frank Wojnarowski orchestra and vocalist Julie Kowalska get together on an oldie and turn up with a peppy polka. On the bottom half Frank and his boys and the Paulette Sisters present a polka version of the current favorite. Ops in the right locations oughta take a listen.
DOT RECORD'S Parade of Hits

featuring

AMERICA'S NEWEST SENSATION

JOHN MADDOX at the Piano

"SAN ANTONIO ROSE"
B/W "BULLY OF THE TOWN"
DOT #15001 & 45-15001

"ALABAMA JUBILEE"
B/W "MEMPHIS BLUES"
DOT #1023 & 45-1023

"SWEET GEORGIA BROWN"
B/W "DILL PICKLES"
DOT #1057 & 45-1057

"CRAYZ BONE RAG"
B/W "ST LOUIS TICKLE"
DOT #1005 & 45-1005

"HULA BLUES"
B/W "I GET THE BLUES WHEN IT RAINS"
DOT #1012 & 45-1012

And NOW JOHN MADDOX'S LATEST and Greatest

"UNDER THE DOUBLE EAGLE"
B/W "MY MARY"
DOT #15004 45-15004

GALLATIN, TENNESSEE
RECORDS
PHONE: 880-881

"It's What's in THE CASH BOX That Counts"
Kapp’s Victor Contract Not Yet Signed Tho Deal Is Certain

NEW YORK—The signing of Dave Kapp as head of RCA Victor’s pop department has not yet taken place although the deal is certain to go through.

Published terms of the deal have been vehemently denied by high officials at Victor and all say that while Kapp is certain to head A & R, no contracts have been signed.

The move had been rumored in the music trade for the past several months and it was an open secret that negotiations had about reached the final stage.

Although Gordon Jenkins is supposedly about to switch to Victor, the bandleader still has a year to go with Decca and it is thought unlikely that he will be released from his contract. Furthermore, conjectures made about other Decca personnel are premature since they, too, have contractual obligations.

Hugo Winterhalter’s Victor contract is up in January, which has given rise to reports that he will be released. However Dave Kapp will decide who works under him and no decisions have as yet been made.

Charlie G Irene who turned in his resignation last Friday will stay on prob-ably until the end of the year and he is now working on future plans which he will be ready to announce shortly.

Tommy Dorsey To Brazil In $200,000 Transaction

Tommy Dorsey and his orchestra flew to Brazil, Thursday, November 25, in a record-breaking deal involving approximately $200,000, the largest sum ever paid an act in Brazil. Dorsey will be in Brazil for eight weeks, playing engagements in Rio de Janeiro, Sao Paulo, Recife, Bahia, Curitiba, Belo Horizonte and Porto Alegre.

He will be the featured attraction at the opening of a new television studio of TUP, the Brazilian network, in Rio.

Dorsey’s trip is being undertaken by Francisco Oliveira, head of Leite de Rosas, a cosmetic company, and has the official blessings of the Brazilian government as a means of cementing good international relations. Dorsey’s band was selected because “he is the most known and admired bandleader of three living generations of Brazilians, due to his recordings and films.”

A special envoy, Roberto Constantine, of Radio TUP, was sent to the United States to escort Dorsey and his musicians back to Brazil. They left from Newark Airport Thursday, 5:30 P.M. via Eastern Airlines, making connections in Miami with International Brazilian Airways.

Dorsey was accompanied by his wife Jane and 3 year old daughter, Susan.

Martin Block Again Gives Bird (Turkeys) On Thanksgiving Show

NEW YORK—For the second year in a row, Martin Block, veteran WNEW disc jockey, spent his Thanksgiving Day show playing the turkeys of the year.

As was the case last year, the selections were nominated by the publishers and record companies themselves. So many records were submitted this time that Block had to work his way through them playing only one from a publisher and record company.

At the end of the program, after he had played all the turkeys which others had suggested, Block then went on to pick his own nomination for the biggest turkey and that prize went to “Lonesome For You” by Vic Damone.

Finally Block played what in his opinion were the three worst records of the year based on the quality of performance and quality of the trade and from his own and Gene Block’s consensus.

The turkeys of the year follow in the order in which they were played:

“My Life’s Desire” by Doris Day (Nominated by Shapiro Bernstein)

“Gotta Find Somebody To Love” by Marilyn Monroe (Nominated by Coral)

“Carriage And Pair” by Mantovani (Nominated by London)

“A Beggar In Love” by Gay Mitchell (Nominated by Santley-Joy)

“Someday (Within My Garden)” by Vic Damone (Nominated by Mercury)

“The Letter” by Phil Harris & Alice Faye (Nominated by Robbins Music)

“Cause I Love You” by Dinah Shore (Nominated by Howie Richmond)

“Blue Sails” by Gordon Jenkins (Nominated by Decca)

“I Guess I’ll Have To Dream The Rest” by The Fontaine Sisters (Nominated by RCA Victor)

“Come Back To Angaleena” by Ann Shearer (Nominated by Miller Music)

“Mama Will Bark” by Frank Sinatra and Dagmar (Nominated by Columbia)

“I Never Had A Worry In The World” by Dinah Shore (Nominated by BMI)

Martin Block’s selection of turkeys of the year:

“Lonesome For You” by Vic Damone

Three Worst Records of the Year:

“Oh Beauty” by Ross Bagdasarian (Coral Records)

“The Musicians” by Shore, Martin, Harris and Hutton (RCA Victor)

“Mama Will Bark” Frang Sinatra & Dagmar (Columbia Records)
NEW YORK:
The change at Victor had been hinted at for the past several months. It was a practical certainty that Dave Kapp would take over the A & R department ever since he left Decca. The occasion that was left was the timing... The Four Aces broke records at Moe's Main Street in Cleveland. Their new Decca release of "Tell My Why" looks tremendous for the boys. Teen-agers Ernie and Pee Wee King in town celebrating Ernie's success at the Copa and Pee Wee's hit in "Square Pole." Back in New York, Pale Brown added George Strauss to his list... BMI going all out on its drive for "Solitaire." By Phil Page picked by Columbia as hit record of the month... Columbus reports that Johnnie Ray's "Cry" has already passed the 150,000 mark. Johnnie recently did a Tote Casino engagement in Buffalo from which the city hasn't yet recovered. Henry Altman, owner of the club, has rebuked the singer for a future date at four times the loot he earned this time... Lots of news from Derby Records: Eddie Wilcox has been signed to a 4 year contract as musical director of the duo... Phil Rose has signed the Carnations, a new group who are also due for an Arthur Godfrey spot; and Larry Newton announces the acquisition from the defunct International label of 8 masters by Don Byas... Eddie "Piano" Miller has teamed up with Anne Shelton for a tour. The pair has been visiting djs... Irwin Burke formerly with Shapiro Bernstein in Chicago, now doing public relations work for Sammy Kaye... Milton Karle has added Billy May's Capitol recording orchestra to his record promotion set up... Johnny Desmond, switcher singer from MGM to Coral, just about set.

CHICAGO:
Lots a the guys and gals who work for juke box ops all aflutter that Tony Bennett opened this past week (Friday) at the Chicago Thitтер. Tony has done such a fine job for Juke boxes here all want to meet him and thank him for his masterful work... Saul L. Corash writes to remind that the Scharach Lodge (B'nai B'rith) "Let Us Forget Day" at Hines Hospital will be Dec. 10 at 2:00 P.M. A capacity crowd of paraplegics and hospitalised veterans attend the big show. Scharach Lodge puts on. Beside the show the Lodge gives out over 1,000 gift packages, each valued at $8 and more. This year, dual MC's will be Tony and Dot Weitzael, two of the nicest people round our town. And Saul is asking whatever the theatricals do in town for that date to please let him know thru "The Cash Box" if they will perform for this very great and outstanding affair... Harry Sherwood drops in and advises he'd be more than happy to sing. There you are Saul... naff'! no new column here is clickin'. Many a guy and gal on Randolph Street standing with "The Cash Box" wide open and laughing out loud at our "London" feature. It made sure of a treatise on juke boxes, 501 A.D. John Carlo of MCA phones to advise that Sunday Smith (the gal who invariably chirped 'Big Blue Eyes' for Job) opened at Harlem's this past Wednesday... That IRL red head, Del Ward (WGN), pops in to go over stacks of disks in our office and gives a kick listening to some by folk singers she hadn't yet heard... Irwin Berke no longer with Mercury. Now in ad biz. Also handling public relations for Sammy Kaye. Irwin much happier he reports... Tiny Grimes closed at the Siouxsie on Howard St. Annoyly awaiting juke box ops decision on his first wax for United. Tiny one of the greatest of the swinging guitarists... Leonard Chess advises he purchased the Premium masters. These include some of Memphis Slim, Tab Smith, Lynn Hope, Robert Anderson and others... Happy Thanksgiving to all in music biz everywhere in the great midwest... And all working to bring back Chicago to top musical spot again.

LOS ANGELES:
The Tom Arden party hosted by ace record promotion man Red Deff and Columbia's genial Jack Devaney at the Mocambo brought out a prize showing of de-ja-ys, local newspaper and magazine scribes to meet the terrific-topped gal before her Nov. 20 opening at the popular night spot... Toni brimming with saying several numbers, paying tribute to Henry Jerome, who didn't seem to be on hand, leading off with his "Don't Take Your Love From Me," which happens to be our idea of the greatest and, Toni does it but good... Not even one of the singing numbers in the background being off pitch could stop this gal from putting the song right into the hearts of her listeners... (It's always puzzling us why a sensitive singer doesn't some day turn a passy cut loose at the Mocambo)... Toni also did a great job on "Blue Moon" and then introduced her brother Jan Arden, who had just flown in from New York for her Mocambo opening night is scheduled to follow her at the same place... The likable young man "Because of You" and "My Foolish Heart" for the folks and a varyin' style that should get him on somebody's important label before long... Paul Weston, who doesn't claim to be an accompanist, handled all the piano choruses in fine style, and with even a rehearsal between him and the male vocals.

Riding high on the Bar range was Columbia's western A & R man Art Saterlee, and de-ja-ys at the party included Al Jarvis, Dick Haynes, Johnny Grant, Bill Leyden and Bob McLaughlin... The jukebox fraternity was represented by Bill Red Ruben of Mary and Ray Solle, while Ray Thomas' Columbia distributing staff was on hand in the persons of sales manager Joe Papp, salesman Ray Wood (celebrating the birth of his second boy child) and salesman Emil Janisetta with eyepleasing wife Helen.

In from New York for the occasion were Toni's manager Jerry Parcell and TV and magazine gal Deny Shain, among others... Local columnists on tap were Pau' Coates of The Mirror, Matt Weinstock of the Daily News and Owen Cailin and Bill Oliver of the Herald-Express.

Dropped in on old friends Beeg Roberts and Histon Bradbury, busy working on Tex Williams' first Victor release "Shrimp Boats."

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

**RELEASE 2-5148**

**POPULAR**
- **FRIDAY MARTIN**
  and his Orch.
  I Would If I Could
  Heaven Dropped Her Curtain Down
  20-4401—(47-4931)*

- **RALPH FLANAGAN**
  and his Orch.
  Dixie Jump
  Just One More Chance
  20-4402—(47-4902)*

**COUNTRY WESTERN**
- **JIMMY MURPHY**
  Educated Fool
  Ramblin' Heart
  20-4304—(47-4934)*

- **HOMER AND JETHRO**
  Cold, Cold Heart No. 2
  Alabama Jubilee
  20-4307—(47-4937)*

- **TEX WILLIAMS**
  Shrimp Boats
  The Urn On The Mantel
  20-4400—(47-4900)*

**THE SACRED**
- **BANK AND THE JORDANAIRES**
  Those Things Shall Pass
  Pray
  20-4307—(47-4938)*

**RHYTHM - BLUES**
- **TAMPA RED**
  She's A Cool Operator
  Green And Lucky Blues
  20-4309—(47-4939)*

- **BOB WILLIAMS**
  On A Honky Tonk Hardwood Floor
  Cry
  20-4306—(47-4906)*

*45 rpm catalog nos.

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**WEEK OF NOVEMBER 24**

**Slow Poke**
- Pee Wee King
  20-4342—(47-4342)*

**Any Time**
- Never Before
  Eddie Fisher
  20-4349—(47-4439)*

**Music Makin' Mammas**
- The Highest Bidder
  Hank Snow
  20-4366—(47-4466)*

**Rugged But Right**
- Phil Harris
  20-4341—(47-4442)*

**I Get Ideas**
- Tony Martin
  20-4347—(47-4437)*

**The Loveliest Night Of The Year**
- Martha Lanza
  20-4357—(47-4457)*

**Charmaine**
- Vaughn Monroe
  20-4357—(47-4457)*

**Oh, Holy Night**
- Martha Lanza
  20-4342—(47-4432)*

**It's Beginning To Look Like Christmas**
- Percy Como
  20-4314—(47-4414)*

**Domino**
- Tony Martin
  20-4345—(47-4445)*

**Rudolph The Red-Nosed Reindeer**
- Two Front Teeth
  20-4310—(47-4410)*

**(It's No) Sin**
- Savannah Churchill
  20-4357—(47-4457)*

**Ave Maria**
- The Lord's Prayer
  Percy Como
  20-4340—(47-4440)*

**Slow Poke**
- Charmaine
  Ralph Flanagan
  20-4357—(47-4457)*


**Composing**

**The Greatest Holiday Buy In History**

See Full Page Announcement Next Issue of “The Cash Box”

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**Best Selling Records**

Compiled by Jack "One Spot" Tunnis

- Records are listed below in order of their popularity based on a continuing weekly natural survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, and label.
- The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.
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**Note:** This list includes some of the top hits of the week, but it's not exhaustive. The chart rankings vary, with some songs reaching as high as 1 and others as low as 100. The chart is a snapshot of the most popular songs at the time, reflecting the tastes and trends of the era.
No Need To “Cry” For Eileen Barton

New York—Eileen Barton, who recently signed a recording contract with Coral Records is pictured with Neal Hefti rehearsing for her first session for the disery. She cut “Cry” and “Hold Me Just A Little Longer, Baby,” with Hefti directing the orchestra. “Cry” is already beginning to show up and bids fair to climb up the lists. Eileen’s last big disk was the well remembered “If I Knew You Were Coming I’d’ve Baked A Cake.”

Going Strong!

CRY BABY
by PERCY MAYFIELD
2416

Specialty records

Another ATLANTIC Smash gets the

AWARD O’ THE WEEK

Cash Box—Nov. 24

“THE CHILL IS ON”
“BUMP MISS SUSIE”
by JOE TURNER (Atlantic 949)

* Here’s one that’s gonna go. The top deck is
loaded with all the essentials of a money-making
fune. The number, labeled “The Chill Is On” is a
slow but powerful blues item that is belted home by
the artful and heartful Joe Turner. Ops have a big
one here and are urged to get with it.

ATLANTIC RECORDS 234 W. 56th St., N. Y., N. Y.

DON’T PASS UP THIS ONE!
CASH BOX SAYS: "WONDERFUL"

SAVOY #825

“WHO’LL BE THE FOOL FROM NOW ON?”
backed with

“MR. SANTA’S BOOGIE”
by the MARSHALL BROTHERS

SAVOY RECORD CO., INC.
58 Market St., Newark 1, N. J.

“It’s What’s in THE CASH BOX That Counts”
MGM Realigns Distrib Set-Up

NEW YORK—MGM Records has announced that it is realigning its distributor set-up.

On December 1, the diskory will make a change in Chicago, Jimmie Martin, well known Chicago distributor, will replace Zenith Radio Corporation in the middle west. Zenith had been with the MGM organization since the formation of the company.

Rumored also is a change in the New York set-up with negotiations reportedly being carried on now with Sanford Electric Co. to replace Zenith. It is reported further that Dick Civett who headed the MGM record department at Zenith will switch to Sanford in the same position.

About two weeks ago, Sidney Koenig of All-State Distributors in Newark took over from Zenith in New Jersey.

Other new distributors appointed by MGM within the past week are:
- R. E. Holm of Music Service Co., Great Falls, Montana
- T. C. Murphy of Murphy Sales Co., Omaha, Nebraska

It's believed that these moves will substantially strengthen the MGM distributor organization throughout the country.

U. S. Disks Pierce Iron Curtain

The Associated Press reported last week that Chinese Red music lovers still go for such songs as “Tennessee Heart” even if they have to be smuggled behind the back of a foreigning government.

The Hong Kong Standard, A. P. reported, has claimed that western recordings are bringing fantastic prices. It is said that a smuggled Page recording of “Tennessee Waltz” brought the equivalent of $170. Recordings of “My Foolish Heart,” “My Heart Cries For You” and “Once In A While” recently sold for $71 each in the paper reported.

The government has banned them as “decadent and reactionary.”

Bass Heads Coast Office For Federal; Signs Artists

NEW YORK—Bass, A & R head of Federal Records, leaves at the end of the month for the west coast. He will take charge of all of Federal's coast dealings.

Federal also announced the signing of a group of new artists, which included: The Golden Trumpets, The Golden Eagles, Roland “Professor Eulogil” Headford, Internationale, Royston’s, The Royalettes, Baby Shirley, a twelve year old girl, Helen Louise Tabor, Eldrina Mausa, Jimmy Tyler, Gene Redd, Fluffy Hunter, Jesse Tex Powell, Pete Guitar Lewis and The Royalites.

CHESSEX BUYS PREMIUM MASTERS

CHICAGO—Leonard Chess of Chess Records has reported this past week that the firm had acquired the Premium Records masters under a chattel mortgage purchase.

There are debts still outstanding against Premium which are trying to be collected by the due process of law, it seems that a Mr. Stone held a chattel mortgage on the masters of the firm and this past week, sold them outright to Leonard Chess of Chess Records.

Among the masters are cuttings by Memphis Slim, Tab Smith, Lynn Hope, Sarah McLeod, Robert Anderson, and others.

Most of these have since been signed by other recording firms. Their masters, in majority, were never produced by Premium.

Chess Records will make a further announcement very soon regarding just when the trade will be able to hear and purchase the records of these artists.

Peacock NEW RELEASES

Clara Mae “Gatormouth” Brown

“TAKING MY CHANCES”

Peacock #1586

Wille Mae Thornton

“LET YOUR LIPS SING”

“FOOL BABY”

“NOROBY FOR ME”

Peacock #1587

Bells Of Joy

“LET’S TALK ABOUT JESUS”

“I’LL WORK LORD.”

Peacock #1584

Peacock Records, Inc.

1404 Lyons Ave.

Houston, Texas

“TURN BACK THE HANDS OF TIME”

Recorded by EDDIE FISHER with Hugo Winterhalter Orch. & RCA Victor #243-6257

CHOICE MUSIC, INC.

PEGGY Y., M. & R. Detroit, Michigan

3C-1-1276

“GOLDEN GIRL”

California Moon

ROBBINS MUSIC CORPORATION

CHEROKEE RECORDS

announces initial release by Dynamic Singing Star

AIDA PUJOL

singing the new Sacred Tune

“My Call To Thee”

b/s “AVE MARIA”

Cherokee © 1926

Dist.—Some Territories Available

CHEROKEE RECORDING CO. 1587 Bway, N. Y. 19

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

The Top Ten Tunes Nutting Heariest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.
In the past 4 weeks Chicago has played gracious host to four great jazz concerts. NORMAN GRANZ’S Jazz At The Philharmonic: STAN KENTON, BILLY ECKSTINE, GEORGE SHEARING and DURELL ELLINGTON, SARAH VAUGHAN and KING COLE. The unprecedented success of these affairs, each played to a sell-out house, gives proof positive of the popularity of good modern jazz.

It was particularly interesting to note the people of all types, all classes, all ages, and of all financial brackets, who attended. The gallery at $1.10 was sold out. As was the main floor at $3.75.

The swing today is toward good tunes. Set to a modern, fast, up-pitch, “MR. F” recently broke all house records with his SHEARING piece at Jimmy’s Top Time. DE PAUFS INFANTY CHORUS, consisting of 31 male voices, is delivering the finest notices. The group has expert training. Brilliant direction. It is hoped more of this splendid singing group will be cut for the enjoyment of the public.

LITTLE ESTHER moves to Mercury. Her possibilities of becoming another DINAH WASHINGTON are great. Another of the young set, TONI HARPER, is now with the big West Coast show headed by LOU HOLTZ. THE WEAVERS, America’s favorite folk singers, are working Chico’s Blue Note. After their third tour of Europe the DEEP RIVER BOYS are back and set for a solid season’s bookings. HOT LIPS PAGE blowing like mad at a hot spot in Belgium, SIDNEY BECHET back to his French villa upon close of his current tour in New York.

PAUL WILLIAMS and his Hucklebuckers into Tuskegee, Alabama for a well received dance date.

LIONEL HAMPTON did a farewell dance at Oakland California’s Shrine Auditorium. For 6,500 dancers.

GLADYS is happy as a lark and will most likely buy a new mint coat.

The team of STUMP and STUMPIE, seen often on TV, are typical of a new trend in comedy teams. Clever and intelligent patter, plus a variety of sight gags, keep audiences in an uproar.

(Sam Evans is the rhythm and blues specialist heard over WGN, Chicago’s Mutual outlet, every night; and on WKBW-TV.)

**Xmas Is Coming**

**NEW YORK** — Capitol Records, in connection with the promotion of Mel Blanc’s “I Tant Wait Till Quiltmuth,” a novel release for the holiday season, has Santa seated in front of one of Broadway’s leading record shops displaying poster, plugging the disk. Shown above, is Little Michael Roberts, 2½, giving Santa his list of “I want” and explaining that he “tant wait till Quiltmuth.”

**Little Esther, Otis Switch**

CHICAGO, ILL. — It was announced this week that Little Esther and Johnny Otis had signed recording contracts with Mercury Records. Little Esther came from Federal and Johnny Otis from Savoy. Bobby Shad, former Sittin’ In’ Records, who now heads the skidker’s R & B department, has been building the roster with the acquisition of new artists. Recent sessions held by Shad include those with James Moody and Big Bill Bronzo.

**SHINE ON (2:51)**

**WITHOUT MY LOVE (2:43)**

RUTH BROWN

(Atlantic 948)

Ruth belts the lyrics home in a dynamic and feelingful manner, while the orchestra joins in with a musical backing that’s tailor made. The grand total is an exciting and wild track that’s gonna be heard over and over again and enjoyed by all. A definite buy when it happens. The under level is a sharp contrast to the first end as Ruth delivers a stirring rendition of a slow and sad ballad. With a tear in her voice and a fine musical setting this dish can prove to be a strong contender too. However the top half seems to be a bit more loaded than the advice ops get to with it now.

**FISH TAIL (2:26)**

**I’M GONNA STEAM OFF THE STAMP (2:30)**

CALVIN BOZE

(Aладdin 3110)

A likely jump tune is run through by Calvin Boze on the upper deck. With a good backing to match his vocal, Calvin makes this a strong item. The second level is a slow driving number that the boys handle beautifully. Ops can’t go wrong on either end.

**PLEASE BABY, PLEASE (2:39)**

JAMES WAYNES

(FieldName In 622)

James Waynes offers some low down swinging on this to a slow but forceful blues number on the upper half. As a change of pace James gallops through a jump tune that carries a kick to it. We feel that the first disk has more appeal as jive box material.

**PASTEL (2:50)**

**MIDNIGHT WITH SAMPSON (2:33)**

RED CALLENDER SEXTETTE

(RCA Victor 20-4368; 47-4367)

A pair of interesting instrumentalists are featured here by the Red Callender Sextette. The top half is a slow tune that has a nice melody and the group makes it sound good as they deliver — fine rendition. The bottom lid is a jump item that the boys also treat royally. Either half can go.

**WHERE DID YOU STAY LAST NIGHT (2:42)**

**LOVE ME MAMA (3:05)**

ARTHUR CRUDUP

(RCA Victor 20-4367; 47-4367)

The first level is a tune that carries a wonderful beat that Arthur Crudup takes advantage of and brings home a good secondary side. In contrast to the upper end, Arthur presents a delightful ballad tune on the under half. This one is a toss up.

Please mention THE CASH BOX when answering ads — it proves you’re a real coin machine man!
OPS To Issue Tailor Made Regulation For Record Industry

WASHINGTON, D. C. — Members of the Phonograph Record Industry Advisory Committee met last week with Office of Price Stabilization officials and began discussions looking toward issuance of a tailored, dollars and cents price ceiling for the industry.

Issuance of such a regulation, OPS officials said, will mean that the phonograph record industry will not be covered automatically by CPR 22 when the regulation becomes mandatory December 19. Instead, while the tailored regulation is being written, the industry will be covered by interim type provisions.

In the meantime, a cost survey of the industry will be undertaken by OPS.

The new regulation is expected to establish ceiling prices at not only the manufacturers' level, but at the wholesaler's and retailer's levels as well. Consideration will also be given to problems of the small manufacturer who produces records.

So far as uniform pricing is concerned, it was suggested by OPS officials that current price lists for the manufacturer, wholesaler and retailer be accepted as ceiling prices. Industry members agreed that it is impractical to attempt to ticket individual records if they have prices.

Industry members urged that the final draft provide for adjustment of hardship cases.

MGM Signs Ricky Vallo

NEW YORK — MGM Records has signed Ricky Vallo, young song stylist, to an exclusive long term contract.

Although Vallo hails originally from N. Y., he has concentrated his efforts in the Pittsburgh area doing night club dates.

He came to MGM's attention through a group of prominent Pittsburgh juke box operators and business men who are sponsoring the singer's career.

His first session was held last week with release scheduled shortly.

Columbia Issues Catalogue Designed For Operators

NEW YORK — Columbia Records has designed a new catalogue designed as an easy reference for juke box operators with multiple selection machines, namely those with 45 speeds.

George Hayes, Merchandis Manager at Columbia is responsible for bringing the book out.

With more and more 45 speed boxes coming out, it is expected that this catalogue will be of tremendous help to operators. Divided into seven sections containing titles, artists and record numbers, it will simplify the ordering process.

Red Foley's Wife Dies

NASHVILLE, Tenn. — Mrs. Eva Overstake Foley, wife of Red Foley, passed away unexpectedly in Nashville November 17th. Mrs. Foley was well known throughout the entertainment field in her own right as a singer although she had been inactive in the field for several years. Funeral was held in Nashville on November 19th.

OLYMPUS DIGITAL CAMERA

Talent Search, Country Style

NEW YORK—Every Saturday night "Uncle Tom George's Talent Search, Country Style" goes out from coast to coast from 9 to 10 AM over the NBC network. Above Uncle Tom has as his guest on the show Texas Jim Robertson.

The program is looking for contestants, amateur and professional. Contestants can be either a pros or pros who for some reason haven't hit the top yet. The grand winner gets an RCA Victor recording contract.

PEE WEE KING OFF TO HOLLYWOOD FOR FILM

LOUISVILLE, Ky. — Pee Wee King, popular western artist, left Friday, November 23 for Hollywood for the shooting of a film. This will be his last western in a three-year deal with Columbia. Pee Wee has now concluded an arrangement with Columbia whereby he is scheduled to do musicals next year. The current motion picture will roll on December 23 and it will feature Pee Wee and co-star Charles Starrett and Smiley Burnette.

Pee Wee is currently riding high with his waxing of "Slow Poke" which is climbing to the top both on pop and western charts. He has also just written a big new song expressly for Johnnie and Jack titled "You Tried To Ruin My Name."

In addition Pee Wee is now leading the Sixth Annual Cash Box poll as the Best Western Artist Of The Year.

SLOW POKE
Pee Wee King
(RCA Victor 21-0489; 48-0489)

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

SOMEBODY'S BEEN BEATING MY TIME
Eddy Arnold
(RCA Victor 20-4273; 47-4273)

MGM'S AND DAD'S WALTZ
Lefty Frizzell
(Columbia 20837; 4-20837)

LET OLD MOTHER NATURE HAVE HER WAY
Carl Smith
(Columbia 20862; 4-20862)

CRAZY HEART
Hank Williams
(MGM 11054; K11054)

ALABAMA JUBILEE
Red Foley
(Decca 27810; 9-27810)

DOWN YONDER
Del Wood
(Tennessee 775; 45-775)

TRAVELIN' BLUES
Lefty Frizzell
(Columbia 20842; 4-20842)

COLD, COLD HEART
Hank Williams
(MGM 10904; K10904)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Ray Whitley, an old timer in the country music and western picture business, is the new entertainer and d.j. on WMEX in Boston. Whitley has two hours each morning across the board with most of the time spent playing country records.

Rusty Gabbard (M-G-M) has just signed a management deal with Norm Riley of Nashville. Numerous dates are already booked including some Grand Ole Opry performances. Gabbard got his start as a member of Hank Williams’ band and his hometown following around Wichita Falls, Texas.

Lee Hallett, Mercury’s country exec, in Cincinnati for a week with sessions planned with Louis Innis and Ernie Leo.

Hank Williams, (M-G-M) flew to New York for greatest appearance on Perry Como’s network TV show. Event is first appearance of real country talent with Como.

Ernest Tubb (Decca) and Red Foley (Decca) cut a d.j. set in Nashville recently. Session is called hurriedly for an immediate rush release.

New England d. j.’s report exceptional results to the playing of country records. Accompanying the report is word that dealers are failing to stock properly to supply the demand that is being built up for records and sheet music in the country field.

Del Wood (Tennessee) was in New York last week to complete negotiations and sign an RCA contract. Bookings should start around December 1st. The "Mr. Yonder" gal also set an appearance on Ed Sullivan’s TV show for near future.

LeRoy Frizzell (Columbia) will be touring Canada from November 18th through December 6th. Dates being handled by A. V. Bamford, Nashville agent.

The Sports Arena in Cleveland will be featuring one of the biggest Grand Ole Opry groups ever to play on the same bill on Thanksgiving. Hank Snow (RCA Victor), Hank Williams (M-G-M), Ernest Tubb (Decca), Annie Lou and Danny (M-G-M) and others are to be featured. Each performer will be backed by his own band on this show.

Johnnie & Jack (Victor) opened a 3 week theater tour of the Carolinas and Virginia on No. 13. First stop was Columbia, S. C.

Lawton Chiles, Dougle (Starr) and Denyce Dearman (Transcontinental) opened the third annual Soul Showdown in Miami last week.

"The Cash Box" & "The Folk & Western Review" have moved to the new Underground office, 37 West 8 St., New York 19.

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### New York, N. Y.
- **Sin (Four Acres)**
- **Cold, Cold Heart (Tony Bennett)**
- **Because of You (Tony Bennett)**
- **Get Ideas (Tony Martin)**
- **Undecided (Amos Bros. & Les Brown)**
- **To Turn the Hands of Time (E. Fisher)**
- **Whispering (Patti Page)**
- **Domingo (Tony Martin)**
- **To Turn the Hands of Time (E. Fisher)**
- **The World Is Waiting for the Sunrise (Les Paul & Mary Ford)**

### Chicago, Ill.
- **Sin (Eddy Howard)**
- **Undecided (Amos Bros. & Les Brown)**
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**
- **Domingo (Tony Martin)**
- **To Turn the Hands of Time (E. Fisher)**
- **Domingo (Tony Martin)**
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**

### Los Angeles, Cal.
- **Sin (Eddy Howard)**
- **Because of You (Tony Bennett)**
- **Cold, Cold Heart (Tony Bennett)**
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**
- **Domingo (Tony Martin)**
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**

### Savannah, Ga.
- **Sin (Savannah Church)**
- **Cold, Cold Heart (Tony Bennett)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**

### Shools, Ind.
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
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- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**

### Odessa, Texas
- **Sin (Savannah Church)**
- **Cold, Cold Heart (Tony Bennett)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**

### Milwaukee, Wis.
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**

### Jennifer, Wyo.
- **To Turn the Hands of Time (E. Fisher)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
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- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**
- **Roundelay (Starrdell)**

### Des Moines, Iowa
- **Sin (Eddy Howard)**
- **Undecided (Amos Bros. & Les Brown)**
- **Because of You (Tony Bennett)**
- **Cold, Cold Heart (Tony Bennett)**
- **Love Is Better Than Ever (Tony Bennett)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**

### Reno, Nev.
- **Sin (Eddy Howard)**
- **Undecided (Amos Bros. & Les Brown)**
- **Cold, Cold Heart (Tony Bennett)**
- **Love Is Better Than Ever (Tony Bennett)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**
- **Sin (Four Acres)**
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- **Sin (Four Acres)**
- **Sin (Four Acres)**

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Factories To Produce Only Tiny Amount Of New Equipt As NPA Slashes Materials Quotas

United Acclaims “Leader” As Year’s Best Game

Amusement Game Manufacturers Meet With NPA

Advised Small Biz Committee Will Help Mfrs Obtain Defense Work. 6 Mfrs Present

More Firms Contract For Exhibit Space For CMI Show

CHICAGO—Production of new equipment, as the last and fourth quarter of 1951 fades, will be down to a tiny trickle with the opening of the first quarter of 1952.

The NPA has agreed to by all leading manufacturers in this coin center where new equipment production by the big factories of the industry is the main topic of discussion at this time.

In fact, as one noted manufacturer stated this past week:

“We’ll be lucky, with the slashed quotas which we now have from NPA (National Production Authority), that we can even produce a trickle of new machines during January, February and March, 1952.”

Furthermore, operators of juke boxes as well as games, vendors, and service equipment, may as well make up their minds that new machines will be more and more difficult to obtain.

Manufacturers have already called in their distributors and have advised them that they are cutting their already slashed quotas.

The average distributor reports that he isn’t even getting the slashed quotas.

He just isn’t working on any quota at all anymore. He is happy to get whatever new equipment he can.

In some cases, manufacturers are faced with production difficulties which are even worse than the lack of materials.

Labor is becoming ever more difficult to obtain. Just as mechanics are becoming scarce for operators, jobbers and distributors, skilled coin machine labor is becoming even scarcer for manufacturers.

The result, as one manufacturer stated this past week, is based on:

“Whether the operators order now whatever they will need, and anticipate their needs. Or whether they want to continue on for weeks and weeks without any new equipment at all.”

The few new machines which will trickle off production lines beginning in January, 1952, will be sold even before shipped, or even before completed.

Some distributors have already advised their factories that they will, “Take all you can manufacture.”

This may leave some territories destitute of new machines for weeks at a time.

It is hoped, that there will be a more generous spread of whatever can be manufactured on an equitable basis throughout the entire country.

WASHINGTON, D. C.—Amusement machine manufacturers met with NPA head of Service Machines division, Griffith, in discussions regarding what NPA expects from this industry Monday, November 19.

No materials or materials quotas were discussed, except to state where hardship created, manufacturers could, as already known, apply for relief.

Quotas are very short and, in some cases, copper almost extinct.

The manufacturers are wondering what few products they will produce in the first quarter of 1952 because of the tremendously slashed materials quotas.

Manufacturers were told that they could apply to small business committees to help them obtain war work.

Application to this branch of Federal Government for defense work contracts already well and long known.

Aside from that very little other discussion prevailed.


News release was issued by NPA immediately after meeting which features more details, but, nothing of any outstanding importance to trade except what this publication has long advised.

That the amusement manufacturers, along with all others, would suffer from slashed materials quotas and be advised to turn to war work.

CHICAGO—Immediately upon announcement by Coin Machine Institute (CMI) several weeks ago that an international convention of the industry will be held at the Hotel Sherman on February 4, 5 and 6, 1952, reservations flooded in for exhibit space.

Within the first few days after the announcement, CMI had eighteen bona fide space reservations, and the week following, nine more firms were allotted space. These 27 reservations gobbled up more than 45 per cent of the space available.


CMI officers are advising firms who would like to exhibit at the International Coin Machine Exhibition to contact them immediately. “We know by our long experience,” stated an official, “that some firms wait until the last moment, and then when they are unable to acquire space, or cannot obtain top location, are very disappointed. We would suggest that reservations for exhibit space be rushed to us immediately.”
balance

Perfection in balance can be seen immediately, whether it's on a high wire or in a juke box. All parts are properly proportioned, brought together in such a way as to be pleasing even to a hurried glance. It's this balance that attracts patrons to the new Model "D" juke box. They like its interplay of light and color, its contrasts of cabinet woods and plastics. They like the new sound system, too, that enables the operator to balance sound to the location.

Operators like the BANK BALANCE the new "D" gives them.
AMI Moves To Eliminate Preferred Stock Issue

Proposed Merger With Wholly-Owned Subsidiary Provides For Conversion On Four-To-One Basis

GRAND RAPIDS, MICH.—Moving to eliminate its outstanding preferred stock, AMI Incorporated has issued notice of a special meeting of shareholders to vote upon a proposal providing for the merger of the Michigan corporation into its wholly-owned subsidiary, AMI Incorporated, a Delaware corporation. The merger proposal was announced today. The meeting is scheduled for Dec. 16, 1951, in Grand Rapids, Mich.

The chief feature of the proposed merger agreement provides for the conversion of the 12,285 shares of preferred stock now outstanding into common stock of the new company, at a rate of four shares of common for each share of preferred, it is explained. Accumulated and unpaid dividends on the 6 per cent cumulative convertible preferred stock amount to $12.90 per share, or a total of $151,105.50. Common stock would be exchanged on a share-for-share-basis.

The merging of the Michigan company into the Delaware corporation would eliminate the present deficit in the new surplus account and halt the further accumulation of dividend arrearages on the preferred stock, he added.

At present, he continued, these two factors prevent the declaration of dividends to common shareholders. He added that the merger also will simplify the capital structure of the company, thereby improving its general credit position. Further, he said, future capital financing would be facilitated, should such financing ever be deemed expedient or desirable.

Although AMI does not believe that circumstances at present permit the announcement of a definite policy, Haddock explained, it is expected that if the sales and earnings of the company continue at their present rate, the new corporation may be in a position to pay a dividend of some time during 1952. This action, he pointed out, depends upon the adoption of the merger agreement and whether increased taxes, material shortages and controlled production, as a result of governmental directives, do not adversely affect earnings to a greater degree than now anticipated.

Haddock said that the Delaware corporation was organized in April 6, 1946, and has been inactive ever since. With the exception of a relatively small amount of cash, he continued, it has no assets or liabilities and all the outstanding shares of its capital stock are owned by the Michigan corporation. Upon consummation of the merger agreement, he said, the presently outstanding shares of the capital stock of the Delaware corporation would be cancelled.

“Bright Spot” Brightens Ops’ Take

“Bright Spot” is really the “Bright Spot” of our operations, Jack continued.

Some stated, “Bright Spot is the brightest game of the year.” Others, Jack continued, “advised me that ‘Bright Spot’ had captured the players like no other game they had yet had on location.”

Miami Amuse Ops Assn Elects Willie Blatt Pres.

MIAMI, FLA.—The Amusement Machine Operators Association of this city held a special meeting at the Everglades Hotel here November 14 and elected William (Little Napoleon) Blatt, president, and Morris Marder, vice-president.

Both of these men are formerly from Brooklyn, N.Y. and have been engaged in the amusement business for many years. They have been living here for some years now and are among the biggest boosters for Miami.

Most important discussion which took place during the meeting was based on obtaining better understanding of the people and authorities here for the amusement machines business.

The men voted to arrange for free guest passes to be given to youth organizations, hospitals and other deserving institutions and charities.

First donation was made that evening by Wm. Blatt of Supreme Distributors. He donated a large box to the Florida-Granada Jewish Community Center of this city.

The members of the association numbered 23, and they agreed to make such donations in the future as well as working for the general civic betterment of the community.

They will, at the same time, arrange for the box to be sold, and the proceeds donated, to receive free records and free servicing.
Exhibit Space Applications Mailed For MOA Show — March 3, 4 & 5

First Distributors Completes Its Expansion Program

CHICAGO — “At last it’s completed”, was the statement of Joe Kline of First Distributors, this city, this past week, when operators dropped in to see the new triple-showroom of the firm. “In fact”, Joe stated, “we’ve been at work for months now completing this expansion program.”

Wally Finke, Joe Kline’s partner in the firm, was just as enthusiastic. He was showing the operators thru the three showrooms now featured by First Distributors.

The main showroom of the firm, on the ground floor, features all the new games of all manufacturers.

The second showroom also features games as well as phonos and, in biggest use, is the premium department. This is one of the most outstanding in this area.

The third showroom is downstairs, just off the famous “coffee room” of the firm. This showroom features over 100 used games of all types.

The three showrooms plus new premium department, and the “coffee room”, has won great acclaim from all who have visited here.

In addition, the firm intends to enlarge the private offices in the near future.

“But”, as both Joe Kline and Wally Finke chorused, “after the months of work we went thru building up these new showrooms and our premium department, we are going to take a bit of a rest, before we start on our new offices.”

The firm has expanded at such a rapid rate that it has won much commendation from many in the industry. First Distributors is considered the busiest showrooms and offices in the entire Midwest at this time. Many are of the belief that these young men, Wally Finke and Joe Kline, are on their way to leadership in their field.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
MR. JUKE BOX OPERATOR
WRITE THIS LETTER TO YOUR CONGRESSMAN TODAY!!

My Dear Congressman:

Some weeks ago, Thursday, October 25, 1951 to be exact, there was a hearing held by the Sub-Committee of the Committee On The Judiciary on H.R.5473. This bill was introduced by Rep. Joseph A. Bryson (Dem., S. C.).

H.R.5473 (the Bryson bill) is sponsored by ASCAP (American Society of Composers, Authors and Publishers) and seeks to amend the Copyright Act of 1909 and, at the same time, force every juke box owner in the nation to pay royalty-tribute for playing copyrighted music of ASCAP (and other similar groups) at the rate of 1¢ per side of each record (2¢ per record) per week.

I have been a juke box operator for many years and have faithfully served the people in your district (where I reside) with economical and pleasing music. I have worked hard to build my business. I have raised a family in the highest possible standards of American citizenship. I have done everything that any hard working American has done to help his nation and, especially, to try and earn a decent living, so that I would be a credit to my community and to all these United States.

This terribly excessive and inordinate royalty-tribute bill by Rep. Joseph A. Bryson (sponsored by ASCAP) would absolutely bankrupt me, as well as bankrupt every juke box operator in the nation. This big, all-powerful organization, ASCAP, which has even been called a monopoly and was so investigated by the Department of Justice, and other similar groups, are asking that you, my Congressman, vote to put me out of business.

But, that isn't all, they are asking that you commit even a greater travesty on Americanism and, especially, on American justice. They want you, the man elected by our people, to vote for a bill that will help to make this one organization (and some other similar groups) even richer and more all-powerful than they already are today.

As you know, my dear Congressman, juke box music is for the poor people. It is their music because it is so economical. Our phonographs are located in taverns, lunchdragons, restaurants, roadside stands, ice cream parlors, drug stores, and other such places, so that only those people who can't afford high priced musical shows and expensive theatre tickets, can enjoy the great, popular music of America for a very nominal coin.

ASCAP, and other organizations similar to it are, by the introduction of the Bryson Bill (H.R.5473), asking you, and all the peoples' elected Congressman to: CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD.

As one of your constituents, as an American, and as a citizen who has worked hard to bring about better understanding, better conditions and higher standards of living, while serving the workingman and the workingwoman, the high school and college youth, all the people, with the economical music they want and so thoroughly enjoy; I'm asking you, as one American to another, to do everything in your power to halt any further action on this bill, H.R.5473.

This is an absolutely cruel bill. To think that one big, all-powerful, rich organization like ASCAP would dare to come before the peoples' elected representatives, and ask those elected representatives of the people to vote for their bill, which would only (and completely) benefit them individually (H.R.5473), and would help make them even more all-powerful and richer and would, thereby, CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD, is almost unbelievable in our great democracy. I'm sure you will agree, after you read H.R.5473, that this bill is most completely UN-American in every regard.

It is only because of the fact that our juke boxes help to popularize the music of the artists, composers, authors, the very people who are members of ASCAP, and other similar groups, that these people enjoy such tremendous royalties from the sale of records (paid to them by the recording companies), from sheet music, as well as from the performances of their music over radio and television, in restaurants, night clubs, theatres and other places. Now they even want to "kill the goose that lays these golden eggs" for their very own members. And they want you, your Congressman, to help them to do this. Help them to perform this cruel and pitiless travesty on Americans and American justice.

Please, as my Congressman, I beg of you to help stop this completely and definitely UN-American bill (H.R.5473) right where it is in the Sub-Committee of the Committee On The Judiciary, where public hearings will again be held after January 8, 1952.

Respectfully Yours,

GET ALL YOUR LOCATION OWNERS, YOUR FRIENDS, AND LEADERS OF YOUR COMMUNITY TO WRITE SIMILAR LETTERS TO THEIR CONGRESSMEN IMMEDIATELY!
ITS A WORLD BEATER!

GOTTLIBE

NEW ACTION... NEW INTEREST... NEW LONG-RANGE EARNING POWER!

Roll Over Channels at top of playfield light airplane engines and corresponding “Pop” Bumpers to set up scoring action! Player “flies” plane around the world by hitting lighted “Pop” Bumpers. Plane travels through 15 cities, Replay Awards based on how far player makes plane go. Lighting all 4 plane engines scores Replay; hitting numbers 1 to 9 advances Bonus and lights Kick-Out Hole for Replays.

BRAND NEW—DOUBLE ACTION BONUS AWARD SWITCH GATES plus MYSTERY REPLAY AWARD ROLL OVER AND 4 FLIPPERS—A “POW” BUMPERS.

ORDER FROM YOUR DISTRIBUTOR TODAY!

“There is no substitute for Quality!”

Special...

Seeburg 146 Hideaway, each... $99.50
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RUSH YOUR ORDER! 1/3 Deposit, Balance C.O.D.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

THE CASH BOX

December 1, 1951

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FRANK MENCURI

CHICAGO.—Frank Mencuri, salesman for Exhibit Supply Company, announced last week that the firm would hold its first trade prevue showing of its new “Exhibit Jet Gun” at the NAAPPB convention at the Sherman Hotel here November 25, 26, 27 and 28, 1951.

For the past two years Exhibit Supply Company has won the NAAPPB award for the most outstanding booth display of the show.

This year Exhibit will occupy Booths 99, 100, 101, 102, 103 and 104, at the National Association of Amusement Parks, Pools and Beaches convention.

"This time," Frank Mencuri reported, "we will have something really sensational for all the park, pool and beach men, and especially, for all the nation’s operators.

"This," he continued, "will be our first trade prevue showing of the new "Exhibit Jet Gun" which has already won so much comment and so much praise from all who have seen it at private display showings."

What is even more interesting to Mencuri and all other Exhibit Supply Company execs who will present at the show is the fact that almost everyone around the nation wants to get together with them on delivery of more “Big Borneo” and “Pony Express” horses.

The horses have captured the imagination of all the nation’s leading operators.

CINCY CHIT-CHAT

The regular monthly meeting of the Automatic Phonograph Owners Association was held on Wednesday night, November 14 at the Hotel Sheraton Gibson. Designated as “record night”, it brought all the record distributors to the meeting. The association is making big plans for its annual Christmas Party, and the record distribs are joining in to make it a tremendous success. Association members are being asked to send in their reservations for themselves and their friends as soon as possible. Party will take place at the Hotel Sheraton Gibson on December 11. Among those attending the Wednesday night meeting were: Charles Kaster, Phil Ostand, Fred Engal, Sam Chester, Bill Harris, Sam Gerroa, James Drivakis, John Toney, Abe Villsky, Bill Strout, Leonard Kinter. From the record companies there were: Melvin Kahn of MGM, Vern Hawkins of Decca; Mervin Rose of Columbia; Sam Klayman, Supreme Dist. Co.; Ike Klayman, A & I Dist. Co.; John Hofer, Ohio Appliance Co.; Jim Wilson and Howard Kessel of King Record Co.; and Peter Goyal, Capitol Records.

The Schaffer Music Company’s application for membership in the phone assn. as an associate member was accepted. Lou Levine sold his phone route to Robert Music Co., owned by Robert Bernstein. During the meeting, Sam Chester spoke, and praised the officers of the association for their good work over the past year. He also thanked the record firms for their cooperation in the past, and hopes for further closer cooperation between the juke box operators and the record distributor in the future.

"It’s What’s in THE CASH BOX That Counts"
Coinrow saw more operators this past week than they have for quite a while. Ups were making preparations for the holiday week-end, and wanted their spots taken up with the present shipment and restocking. Caboose, meeting, Etta Joe converting bound Utah, man and general salesmen, the present shipment was set for a winter vacation in Miami, Rich on December 15.

While talking about secretaries: Helen Sommerman, sesty to Al Simon, Albert Simon, Inc., sporting a shirt, to the store of a shopkeeper, her left hand, fourth finger. She refuses to name the lucky man. . . Barney (Shugy) Superman and the entire staff at Runyon Sales Company, walking around with happy beamings, can't tell you what it's all about.

Mr. Morris Rood, Runyon's office manager, thrilled over his new home in Maplewood, N. J. The only trouble the Roods ran into was when their basement was flooded during a recent rain-storm hurricane. The water's gone, so everyone's happy now. . . Bob Lutman, Long Island operator, almost given a parking ticket but was lucky that "Sonny" Al Schaal, with his usual personality, and Lou Wolberg, Runyon's comptroller, were around to "explain" to the man in blue.

Ted Ruby, visiting on coinrow, tells us that he's completely out of the coin business now. He'll be in the coin business this year, operating a profitable route of games and music. . . Joe Kochansky, Bay Ridge Music Company, working, doing some buying at the wholesale end of things, is running one of the largest games routes here, reports his good. . . Harry and Hymie Koeppe, Koeppe Distributing Company, thrilled over the success of their line of plastics and bubbler jobs. Orders coming in from all over the country, Harry tells us. . . Two former Brooklyn coinmen, now native Floridians, were elected to head the Amusement Machine Operators Association in Jacksonville. Mr. Blatt was elected as president, and Mr. Marder, as vice president. With the music operators strongly organized, and the games now set up, it looks like Miami coinmen will be able to conduct their business on a profitable, business-like basis. Blatt and Marder, who also operate music, are also active members of the music group. . . Last week we reported the largest coinrow company, the Associated Amusement Machine Operators of New York. Joe Hirsch, business manager, changes the site to the Giled Cage night club, as demand for tickets is large, and the former owner could not handle the crowd. The date remains the same, Sunday night, December 9.

The Christmas decorations are up in all the stores, the weather is getting crisp and cold and the people in and around Dallas are getting ready to celebrate the Christmas season. With the holidays approaching, business is getting better and better. . . Speedy Walker of Waco reports that the cattle on his ranch are getting fat and his coin machine business continues to flourish. . . Tommy Lott, one of the smartest operators in this section, was in the other day buying new equipment. . . Ditto for L. C. Newland of Plainview. . . We are happy to report that H. J. Sii's business here is good, but we are glad that he is now up and around again. . . Dewey Parson has just returned from a goose hunt to the Gulf Coast. We hear that the hunting was fine. . . Hol- lar has added to his game on the Red River Valley.

Carl Gallacher was in Dallas buying new machines, mostly 45 rpm. . . I. D. Hightower of H&I Sales Company in Fort Worth is buying the six player shuffle alloys. He says they is a pleasure counting machines rather than reels, and says: "The Jerecs are doing a good business in this type. Says there is no other way with the cost of living and the cost of operating going up as it is. Going up on the price of music is just keeping pace with the times. . . We hear that E. J. Shelby of Fort Worth is back from a trip to the coast. He caught lots of fish and got a much needed rest. Who could ask for anything more?" . . . Bill (no hair) Sheffield of Paducah, who returned from his vacation to the deep, deep South, Georgia. We're glad you are home. . . The boys over at American Distributing Company Joe and Leonard Metassa,
Before busting out with any of the news which happened this week, this column hopes that each and everyone, enjoyed a marvelous Thanksgiving holiday. Many heads were turned by the big news, of course, was the meeting of the amusement game mf's with NPA in Washington. Present were Dean Monroe, Harry Gottinger, Sam Stern, Roy McGinnis, Myer Gensburg and Dave Gottlieb. Nothing critical discussed. Mf's advised to get war work and that small biz agency would help them. It was agreed that all production potential must be turned to defense of the nation. Meantime materials quotas very, very much slashed (as predicted for months by The Cash Box) and will remain slashed. Mf's working overtime and how much they will be paid is (still) a burning question of '52. (It'll be only a tiny trickle of their potential production capacity. And that is still good.)

Ed Wurgler, Wurlitzer’s general sales manager, on his way thru town phones to advise, “Just wanted to say hello have to get back home to put up trees.” While on the phone he pointed out yesterday residents ‘round Buffalo area. It really gets cold out-I-I-.

Frank Mencuri of Exhibit all hopped up over the amusement park show (opens Sun., Nov. 28) to exhibit his just two year old coin machine display. Will have booths 90 to 106 this year. And will make first trade prevue showing of their new “Jet Gun.” (This gun won much acclaim during short showing in San Francisco.)

Joey Lake, Rock-Ola western regional rep., Dan Stewart and Bob Reever of Salt Lake City, Harry Brinc of Butte, Mont., Loomis, Boston, his salesman, George Peckman, of Denver. — All the Ball roadmen back in town this past week to enjoy Thanksgiving: Art Garvey entrais into town. Ralph (Nick) Nicholson back all smiling. Dan Monroe, Bill O’Brien and Harry Tuseman on hand. Jack Nelson comes in from extended mid-west trip all thrilled by nice remarks ops, jobbers and districts made concerning Billy’s “Bright Lights.” — Jean Couto of Laniem Amusements, Montreal, Ca, back from a very serious auto accident. His car turned over completely. Broken leg resulted. Jean, reports state, wouldn’t quit, and is at work. He is running the booth for awhile as Bill is out of commission, while his boss, Romeo Lanie, just sits and looks at him in wonderment.

Ben and Trudy Coven entertaining at the Ambassador East. A very much attached couple. Simply nuts about each other. At the midwestern western region banquet asking how they get copies of each week’s “Last Minute News Flash.” (Very simple, Friends. Just send in your check for $10 and take an over at Williams Mfg. Co. a very busy man this past week. The firm introduced “Arcade” and, before Bill’s sales dept could get well under way, out came the big game, “Sea Jockey.” But, operators and distributors round the nation still go “Spark Plugs.” So what happens? Sam Stern, Harry Williams and Bill Ryan put their heads together and came up with this: You’ll produce more “Spark Plugs.” — So Williams’ factory now working on “Sea Jockey” and “Spark Plugs” at one and the same time.

That operator, who used to be a school teacher here in our town, would phone and tell us all about why and wherefore he turned to the coin machine industry. (Would help him, too.)

Since y’wanna know—all those rumors circulating ‘round our town regarding those action 45rpm phonos—are true. But, there is something a little “official,” in regard to these as yet. There is rumored to be one amuse game mfg just about ready to pop with a phon. And there is also rumored to be one very busy mfg who are gonna have a mechanism built for them. As yet, tho, it would pay to most completely forget these rumors in view of the fact that, until production under way, and first production models displayed, there is nothing mean but absolutely NOTHING. — Remember, too, the “Big Four” phonm mf’s are going right ahead (producing whatever they can under the slashed quotas they have) that is, Wurlitzer, AMI, Rock-Ola, Seeburg. — Vic Weins and Billy Knapp trying hard to get out all those rollunder conversions. Both Vic and Billy facing many shortages of materials but trying hard to satisfy the demand.

This was one of the busiest weeks in the busy history of First Distributors. Joe Lewis and Billy Finley talking to two and three ops at one time. Not only coin machines, but premium, too, sold at a very speedy clip. — That new man on road for First is Hy Bass. — Ralph Sheffield is probably one of the busiest boys in the premium field. His Ace Premium Sales enjoyed such a sudden rush of business on their Senak Clock Radio that they had to order in more than they ever believed they would ever use of this item. “And what’s more,” says Ralph, “in 30 days, we’re still backed up with orders.” The Vend is even more difficult to get at this time. — If you haven’t yet voted in the 6th Annual Poll of the Automatic Music Industry of America—do so today. Fill out postage-paid card enclosed in this issue. Only one more week left to get the terrific exhibit. We saw Mr. Weissman getting “the works” at the Sherman barber shop complains, “We can’t sell them to Ray McLeish MFG.”

Mechanics become scarcer than hen’s teeth and ops from everywhere asking The Cash Box to start its “School For Mechanics” campaign all over again. O. A. will show of September advises C. O. the Cleveland Mates that he’s at his wits and trying to get more mechanics to finish machines he’s already sold... — All the ops down here crying that they, too, are seeking mechanics—and all pay top salaries. — Bill DeSimel of United describes the entire organization has acclaimed its newest game, “Leader,” as “the most outstanding hit we’ve had in years.” (And that’s saying a lot when you think back on all the hits that United has produced this year.) — More cities ‘round the country, seeking much needed revenue to take them out of the red, will be turned on and operated direct at the manufacturer’s. The ops are urged to beware of excessive taxes which can come into effect very suddenly. In fact, some areas may see licensing of products which were never before licensed. (Keep your eyes and ears open.)
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WILLIAMS PRESENTS NEW AMUSE GAME “SEA JOCKEYS”

However, Demand From Nation’s Ops Forces Firm To Also Continue Production Of “Spark Plugs”

for our former hit, “Spark Plugs.”

The result,” according to Bill Ryan, “will mean that we shall have to try in some way to split our production runs between ‘Sea Jockeys’ and ‘Spark Plugs’ to meet the orders which we are daily receiving from all over the country. And the fact of the matter is: that the firm is so busy at this time that split production, so as to meet orders on both games, will probably necessitate overtime work, so that the trade can get just what they want.”

Bill Ryan stated, “here at Williams we will always, and always have in the past, satisfied every one of our customers.”

While ‘Sea Jockeys’ is going down our production lines, ‘Spark Plugs’ will also be produced so that operators can have delivery just as fast as is possible.

MINNESOTA MUSINGS

Due to icy roads and highways automobile traffic has to travel at a snails pace but that did not stop the operators in this territory from going over their routes and also making the trip to the Twin Cities. Harold Haven, of Eleva, Wis., who has not been in the Twin Cities for some time made the trip in…

E. J. Stager of Hebron, N. D., made a quick plane trip into Minneapolis to take his 11 month old daughter to the Sister Kenny Institute for treatment for a cold. Of course, the icy roads did not stop him from serving the twin cities and getting the children home in plenty of time for the holidays. He is an old hand at hunting operators from starting off the season on Saturday, November 17th. Out in the woods and not only in the Twin Cities area, he is a favorite of many operators and many others. Duane Kuston of Fort Wiiie gave her a treat by bringing her into the Twin Cities and letting her do her shopping while he picked up some business on the route. Roger Lantz of St. Charles and the crew of his rig is a stroke Wednesday night, November 14th, and we are very happy to report that he is coming out of it. Popping into town were Ed and Millie Birkes, never to bring a big name turner to the Twin Cities. Frank Phillips of Winona; Jack Harrison of Crosby; Leo Hennessey of Rochester; Jack Buckes of Jamestown, N. D.; Ed Ocheltree and his wife of Aberdeen, S. D.; Chet Lea of Virginia and Krueger of Fairfax.

Seen listening lately to the recent recordings were T. J. Fischer of Waconia; Howard Lost of Alexandria and the group of the oil men in town. Over in the Twin Cities were Joe Paul of Owatonna; Jack Lantz of Winona; Frank Phillips of Winona; Jack Harrison of Crosby; Leo Hennessey of Rochester; Jack Buckes of Jamestown, N. D.; Ed Ocheltree and his wife of Aberdeen, S. D.; Chet Lea of Virginia and Krueger of Fairfax.

Chicago—One of the most pressed men in town this past week was Bill Ryan, general sales manager of Williams Manufacturing Company, when, after the announcement that the firm was in production on its brand new set racing game, ‘Sea Jockeys’—demand by phone, wire and personal visits, forced a return to its former slick game, “Spark Plugs”.

“Never use the word ‘thing’ like it,” Bill Ryan commented, “here we were all set to forget about every game we had so far produced and get right into big production of ‘Sea Jockeys’ for everyone of our distributors was tremendously enthused over this new machine when, just all of a sudden, de—and again started up in big volume.

DPA Lists 2 Additional “Critical Defense Areas”

WASHINGTON, D. C.—The Defense Production Administration this week announced two areas considered as “critical defense areas”.

Fort Bragg, N. C. area, including Cumberland and Hoke Counties. Since the start of the Korean hostilities, military and civilian activity has increased population more than double, and further increases anticipated.

Fort Meade-Leavel, Md. area, including Districts 10 and 14 in Prince Georges County, and Districts 4 and 5 in Anne Arundel County.

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IMPORTANT SPECIAL NOTICE

During 1952 the used machines market will be most important. In fact, it will become absolutely vital in helping this industry to maintain itself, as well as to continue on ahead during the all-out defense, and probable war, period.

If you will buy, sell or exchange equipment, it will most definitely pay you to take immediate advantage of:

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FULL YEAR (52 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week’s Ad Worth $3.20—OR—For A Total Of 52 Weeks Worth $166.40 In Free Classified Advertising Space—PLUS—Regular $15.00 Per Year Subscription—A GRAND TOTAL VALUE OF $181.40 . . . ONLY $48

HALF YEAR (26 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week For 26 Weeks—PLUS—A Half-Year’s Subscription To “The Cash Box”—A TOTAL VALUE OF $90.70 . . . . . . . . . . ONLY $26

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FOR SALE — Thoroughly reconditioned one Balls: Winners $175; Turf Kings $250; Champions $100; Chicago Coin $75; General Jockey Special $40; Special Entries $22.50 each. Appliance News, 805, J. ROSENFELD Co., 3202 OLIVE ST., ST. LOUIS, MO. Tel.: Olive 2800.

FOR SALE — Seeburg 148ML $349; Seeburg 147M $229; Seeburg 146M $179; Wurlitzer 1060 $199. All equipment reconditioned and refinished and sold with Davis six point guarantee. DAVIS DIST., 238 ERIE BLVD., E., SYRACUSE 3, N.Y.


FOR SALE — Chicago Coin, United and Keyney 6 Player Shuffle Alleys, new. Gene Targets. The finest in used Wurlitzer phonographs, all are "proven Bottomless." CENTURY MUSIC DISTRIBUTORS, 1221-23 MAIN ST., BLOOMINGTON, ILL. Tel.: Summer 4938.

FOR SALE — Unlimited quantity of phonographs and records taken from our route. State highest price paid in your area. MERICAN RELIABLE MUSICAL MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN. Tel.: 6-3553.

FOR SALE — Watch My Line $175; Six Shooter $239.50; Rose Bowl, write; Jalapeno $369.50. All in perfect condition. United write; Bowling $125; Triple $225; 5-14 $150; B. D. HAST

FOR SALE — Wurlitzer $475; Seeburg $175; 48ML Seeburgs $200; 48ML Wurlitzers $185.; 1000 Wurlitzers $200.; A.M. Model B $400.; A.M. Model C $500. All above prices include reconditioning and erasing. Write, wire; phone; Fälle; 5-3292, RIVER DISTRIBUTING CO., 1321 CENTRAL RD., CINNATI, OHIO. Tel.: Main 8751.

FOR SALE — Bally Shuffle Charm $75; Bally Special $25; Chicago Coin Bowling Classic $110; and United Shuffle Alley Express $45.00. Order now, send 1/3 deposit to: Distributing Co., 1321 Central Rd., Cincinnati, Ohio.

FOR SALE — Special Sale on W4L56 Seeburg Wireless Walk-O-Matic $9.95 ea., while they last. Excellent condition, Deposit required. SPARKS SPECIALTY CO., SÜPFRTON, MA.

FOR SALE — Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week we give you a 40 word ad in this section plus a free full year’s (52 weeks) subscription to the Cash Box, “The Bible of the Coin Machine Industry.” Send your check for $45 today plus your first 40 word ad to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N.Y. (Phone: Longacre 4-3321).

FOR SALE — Hard-to-get Parts and Supplies. We have them. Let us know your needs. Our prices are right. We also have complete files of used games and photographs of all kinds. COVEN DISTRIBUTING CO., 1112 ELSTON AVE., CHICAGO 18, ILL. Tel.: Independence 5-2210.

FOR SALE — Guaranteed used phonographs all make; machines: Bowling Alley, These machines are perfect, the price is right. Write for literature. A. F. B. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA. 1015 W. RANDOLPH ST., CHICAGO, ILL.; 911 GERVASIO STREET, COLUMBIA, S. C.

FOR SALE — Five South Pacifices, like new, one lot sale $200 or $50 each. 5 x 1 box: straight nickel $25 each. SYSTEM AMUSEMENT CO., W. 810 SECOND AVENUE, SPOKANE, WASH.

FOR SALE — 3 United ABC’s $250. ea.; Bright Lights $335 ca.; 1 Universal Star $310; Citations 40 ca.; 3 Champions $65 ea. NA. STASI DIST., 1010 POFYDRAS ST., WEST. ORLEANS 12. LA. Tel.: MA. 6368.

FOR SALE — Chicago Coin, United and Keyney 6 Player Shuffle Alleys, new. Gene Targets. The finest in used Wurlitzer phonographs, all are "proven Bottomless." CENTURY MUSIC DISTRIBUTORS, 1221-23 MAIN ST., BLOOMINGTON, ILL. Tel.: Summer 4938.

FOR SALE — Chicago Coin, United and Keyney 6 Player Shuffle Alleys, new. Gene Targets. The finest in used Wurlitzer phonographs, all are "proven Bottomless." CENTURY MUSIC DISTRIBUTORS, 1221-23 MAIN ST., BLOOMINGTON, ILL. Tel.: Summer 4938.

FOR SALE — Wurlitzer 24 Hideaway 1 Pack Box Speakers $79.50; Wurlitzer Twin Twelve steel cabinet $169.50; Wurlitzer 25 Bar Box $19.50 ea. ABOVE READY TO GO ON LOCA. Tel.: NEW. YORK 1, N. Y. Tel.: 620 THIRD ST., BELOIT, WIS.-CONSIN.

FOR SALE — Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Enjoy the beauty and durability of Wurlitzer's carefully trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 59 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chieking 4-5050.

FOR SALE — Louisiana Operators; forget rebuilt and new slots, Winder Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for. LUISSA.INA COIN MACHINE CO., BOX 861, LAFAY-ETTE, LA. Tel.: 2441.

FOR SALE — 1 United Double Express Shuffle Alley $135.; 2 Exhibit Dale Guns $65. ea.; 1 Nation Wide $145.; 1 All Looking for Same; 1 Chicago Coin Pistolet $149.50.; 1 Chicago Coin Goatee $85. AUTO-AMUSEMENT CO., 1005 PENNSYLVANIA ST., EVANSTON 10, IND.

FOR SALE — My phonograph routes: Wurlitzer, Seeburg, Rockola. Piece or all. My appliance and farming machine routes, Age 56, no children, time to shorten routes, for my home. C. W. HUGHES, HUGHES ELECTRIC CO., 336 E. MAIN ST., LODDA, OK. Tel.: 17.

FOR SALE — New and used Turf Kings, write. Bally Champions and Citations, New Maine Mite, surprising price, write. Rock-Ola '46 and '47; Wurlitzer 1015; Seeburg 46 M and 47M, write. LAKE CITY AMUSEMENT CO., 4535 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: Henderson 1-7577.

FOR SALE — 1000 Machines: Turf Kings, Citations, Gold Cups, Jockey Specials, and all machines. Penny 25c. 5c. Vendor. Five Ball Machines—name it, we have it. Cash Terms Stand $12.50. Two-way Stand with neon lights $69.50. Write or call 3-3224, U. C. CHANCE MANUFACTURING CO., CINCINNATI, OHIO—or 49129 Savannah, Georgia. Shipping points: Cleveland, O.; Savannah, Ga.; and Miami, Fla. DIXIE AMUSEMENT CO., 237 PRICE ST., SAVANNAH, GA.

FOR SALE — The finest used phonographs in all our history now available for immediate sale. Get our price list. Write or call 3-3224, U. C. CHANCE MANUFACTURING CO., CINCINNATI, OHIO—or 49129 Savannah, Georgia. Shipping points: Cleveland, O.; Savannah, Ga.; and Miami, Fla. DIXIE AMUSEMENT CO., 237 PRICE ST., SAVANNAH, GA.

FOR SALE — Needles—All type needles for juke boxes and home machines. Every type and size. Ask price. Write your special point. Give our needles a test and become the distributor for your territory. DIXIE AMUSEMENT CO., 237 PRICE ST., SAVANNAH, GA.

FOR SALE — 20 Bally Eurekas. Will sell at real low price. Make offer for one or all. Write or call 3-3224, U. C. CHANCE MANUFACTURING CO., CINCINNATI, OHIO—or 49129 Savannah, Georgia. Shipping points: Cleveland, O.; Savannah, Ga.; and Miami, Fla. DIXIE AMUSEMENT CO., 237 PRICE ST., SAVANNAH, GA.
FOR SALE—Chicago Coin Pistol $75; United Shuffle Alley $10; Seeburg Eng. $395 Model 9000 $60; United Shuffle Alley Express $50. ADAMS MUSIC CO., 700 MAIN ST., BRIDGEPORT, OTO. Tel.: Bridgeport 750.

FOR SALE—Special Closeouts: Turf Kings, all over One Rolls, Shuffle Alleys, Five Rolls, Distributors Wire, Wiggle Wire, C. H. REDD DISTRIBUTING CO., INC. 298 LINCOLN ST., ALLSTON, MASS. Tel: AL 4-0040.

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you want. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC. 2516 PURITAN AVE., DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Empress; Thorens; '39 and later Standards and Deluxe Classics; WIL56 Wall Boxes; 600's; Counter Models; Whitting Hall Scales; Arcade Equipment; Miniature Pinballs; SOUTHSIDE VENDING, 308 N. SYXVORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—The famous lightweight Jacobs Tone Arm for all automatic phonographs. Get it from your nearest distributor. JACOBS NOV-ELTY CO., STEVENS POINT, WIS.


AND IT CAME TO PASS

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

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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 46 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 recognition from everyone in the industry—send your check for $48 along with your first 40 word classified ad today to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.
The trading in this week's used machines market has reached the lowest levels quoted last week. After rebounding from the slight decline noticed a couple of weeks ago, the buying and selling continued to bring almost the same askings of the previous week's bartering. The fluctuations in the price ranges were in general negligible, with nearly all the equipment holding fairly steady. Only a few pieces seem to represent a more normal market. All the equipment showed a fair amount of activity with the pin games again carrying the heaviest load. The pin games produced the largest amount of trading, but as usual the popular machines continued to be very active. It was quite observable that nearly all the machines remained constant in price this week, with only a few pieces showing noticeable fluctuations and this was in general upward.

The pin games represented the bulk of this week's trading and once again proved that this market is a true reflection of the used machine field. All the big sellers moved along at a good pace with only a few pieces showing up with a fluctuation in price. The pieces first quoted in last week's shopping list also appeared in the market and had an overall appearance of holding quite firmly. The dormant equipment that came to the fore last week continued to bring askings in the market.

The shuffle and arcade machines reacted in a manner typical of the pattern established by the other machines. The shuffle and arcade group with all the popular pieces showing very little change. Though not in trading, the big selling numbers among the arcade equipment against normal action. Overall, the vast majority of pieces held their own as established last week's bartering and only a few in unique price, and this too was generally upward.

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

<table>
<thead>
<tr>
<th>Most Active Used Music</th>
<th>Held—Wurlitzer 1000K</th>
<th>$39.50</th>
<th>$69.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Held—Wurlitzer 2000</td>
<td>$35.00</td>
<td>$65.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 700</td>
<td>$75.00</td>
<td>$79.50</td>
<td></td>
</tr>
<tr>
<td>Up &amp; Down—Wurlitzer 750E</td>
<td>$85.00</td>
<td>$105.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 850</td>
<td>$35.00</td>
<td>$55.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1001</td>
<td>$75.00</td>
<td>$112.50</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1250</td>
<td>$35.00</td>
<td>$55.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1450</td>
<td>$125.00</td>
<td>$175.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1451</td>
<td>$105.00</td>
<td>$150.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1452</td>
<td>$125.00</td>
<td>$175.00</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Most Active Pin Games</th>
<th>Held—Champion</th>
<th>$65.00</th>
<th>$75.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Held—Citation</td>
<td>$49.00</td>
<td>$54.50</td>
<td></td>
</tr>
<tr>
<td>Held—Gold Cup</td>
<td>$44.00</td>
<td>$49.50</td>
<td></td>
</tr>
<tr>
<td>Held—Hot Rods</td>
<td>$52.00</td>
<td>$62.50</td>
<td></td>
</tr>
<tr>
<td>Held—Just-A-Drive</td>
<td>$59.00</td>
<td>$64.50</td>
<td></td>
</tr>
<tr>
<td>Held—Mack</td>
<td>$100.00</td>
<td>$105.00</td>
<td></td>
</tr>
<tr>
<td>Held—Multi-Price</td>
<td>$105.00</td>
<td>$112.50</td>
<td></td>
</tr>
<tr>
<td>Held—Multi-Price</td>
<td>$112.50</td>
<td>$125.00</td>
<td></td>
</tr>
</tbody>
</table>

Manufacturers New Equipment

These pieces listed prices, F. O. B. Manufacturer

J. H. KEENEE & CO., INC.
6 Player League Bowler... $645.00
All-Electric Cigarette Vendor... $265.00
All-Electric Cigarette Vendor... $200.00

ROCK-O-OLA MFG. CORP.
Super-Phonograph... $287.00
Pacific Phonograph (Model 1434)... $945.00
Model 1538, 5c-25c-Wall Box... $59.50
Model 1536, 5c-Wall Box... $34.00

RISTACURA, INC.
S-45 Phonograph... $289.50

UNITED MFG. CO.
6 Player League Bowler... $495.00
225-$275.00

THE RUDOLPH WURTLIZER CO.
Model 1490 Phonograph... $295.00
Model 1490... $295.00

G. EVANS & CO.
Constitution Phonograph... $275.00
C. EVANS & CON. & CO.
Consolidation Phonograph... $500.00

D. GOTTLEIB & CO.
Globe Trotter... $294.00

ALL ABOUT SHUFFLES & REBOUNDS
Down—United Shoe Plug... $225.00-$275.00
Down—United Shoe Plug... $250.00
Down—United Shoe Plug... $495.00

Bally-Shuffle Alley... $1.00

KEELEY MFG. CO.
Skee-Ball... $997.50

SPARK PLUGS... $25.00

Sea Jockeys
UNITED'S

LEADER

FAST ACTION

3 CARD

REPLAY GAME

plus

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PLAYER MAY PURCHASE
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FOR EXTRA COINS AS
INDICATED ON SCORE CARD

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5¢ OR 10¢ PLAY

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BRIGHT SPOT combines all the 6-card, 6-coin play-appeal of
BRIGHT LIGHTS with the ever-popular “spottem” feature...
3-in-line, 4-in-line, 5-in-line scoring, plus the powerful attraction
of “spotted” numbers.  At mystery intervals the center
number of one of the 6 cards lights up, when first
ball is shot, “spotting” that number only on the
card in which number is lit.  The tantalizing
appearance of the “spotted” number on a
card that was not played emphasizes the advantage
of playing several cards and
stimulates multi-coin play.

The Jumbo Pinball Game
that is bringing
Prosperity to Operators
Everywhere

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