From Nashville has come a record labeled "Down Yonder" which has made its way from one end of the nation to the other. Written a couple of decades ago by Wolfe Gilbert who is pictured above with Del Wood, the girl who recorded the tune for Tennessee Records, "Down Yonder" has become a hit all over again. Miss Wood was formerly a sales girl in a Nashville music store and is now one of the hottest artists on records. Her latest, "Ragtime Melody", looks like a follow up to her first hit.
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GREATER OPERATING ECONOMY
This editorialist takes this week’s space to write about some of the other people who make this publication so interesting, each and every week, to so many thousands of people.

These are the men and women who write the intimate columns which have proved such pleasurable reading.

For example, as page after page is consecutively followed from this editorialist’s spot, there is:

"Platter Spinner Chatter..." a column devoted to America’s disc jockeys and their hopes, desires, demands, and all that goes into the making of a person sitting at a desk, talking, talking, and selling, while playing what he thinks the people will like to hear on records, as well as what the people request him to play.

"The HALE You Say" written in a humorous and yet very touching vein by one man who can put such words together: natt Hale. A column that has gripped all those who have read it and has held their attention week after week.

"Round The Wax Circle" is a compilation of chatter items by many people in the offices of the three leading cities: New York, Chicago, Los Angeles. These people dig, dig and dig some more, each and every week, to bring newsy news and intimate details of personalities in the music and record industry to the reader. Certainly all will agree that the fact so many leading artists and others ask for “mention” in this column, it has taken solid hold in the field.

"Kickin’ The Blues Around“ with Sam Evans is one of the finest and most uplifting columns in rhythm and blues history. In fact, Sam’s column here won for him an award “for his great efforts in behalf of better interracial relations in the field of music.” Which is about as much as can ever be stated for any column that ever was written anytime in all history.

"Folk And Western Roundup" is a complete condensation of the most important news in the folk and western artists’ field. A column that has taken hold and is gaining ever more fans who like to read about the folk who are making such a deep impression on American music. A grand column for all to read.

And then those intimate, breezy, newsy columns in the coin machine industry: "Eastern Flashers"; "Chicago Chatter"; "Dallas Doings"; "New Orleans Notes"; "California Clippings"; "Minnesota Musings" and "Miami Murders." Each one of these columns is well read everywhere in their areas. In fact, many report that they, “first read the columns,” before they even read the “news.” They claim that the columns present the news “in a much more intimate, breezy fashion.”

The windup, of course, is that business column for all peoples in the coin machines business who deal in new and used equipment, "This Week’s Used Market." A terse report on the "facts" regarding prices rising and falling, as well as what machines were most outstanding in sales and prices, during the week.

All in all, here are columns that make this, "The Cash Box," a truly, intimate, homey publication each and every week, for everyone engaged in the industry. That brings home to all readers the fact that, big as this trade is with its international importance, it is still just one big family.

A family composed of people who like to have fun, who endure tragedy, who smile and who cry.

It’s a great and important thing to have all readers everywhere in the world (and "The Cash Box" is truly an international publication) come closer together. Feel closer. Actually be closer to all the people everywhere who make this industry so supreme in the entertainment world.
Suppose there were no more juke boxes. Suppose they all suddenly disappeared, taxed and hounded out of business.

What would happen to the record industry? What would happen to the music business?

**WHAT WOULD HAPPEN TO YOU?**

One good guess is that if yours is the music or record fields, you'd find another business. For without juke boxes the entire conception of publishing music and issuing records would have to be changed.

Let's support the example of the nation's juke boxes located everywhere, in every town and city whatever, on every crossroad from one end of the country to the other, that gives the music and record industries their present unlimited possibilities.

It's juke boxes which makes these industries soar; it's juke boxes which gives them grandeur, which makes them major contenders in the entertainment field instead of minor attachments.

Without juke boxes, the record industry would be a puny one, unable to compete with the giants as radio, motion pictures and TV. Before the advent of the modern juke box in the 1930's, the record business was a floundering one, unable to find its place, unable to achieve a strong foothold anywhere.

But along with the growth and development of the juke box industry, the record business too has been able to grow and prosper so that today it issecure, firm in its position as the purveyor of America's popular music.

Yet how easily this could change.

Let the number of juke box locations appreciably diminish. Let the operator find it impossible to stay in business. Let him be taxed by one organization after another; let him be assessed to death by a music industry which pros pers through his efforts; let him be driven out of business and you will have no trouble in noticing a change—a devastating one.

Without the secure base and ready market which America’s juke boxes provide, the record business would become an impossibly haphazard one, with each new disk a greater gamble than can now be imagined. Record income from juke boxes, record exploitation—and the entire record business for that matter—would be so unimportant that it would have to reflect in a diminution of the importance of the radio record spinner.

Music publishers then who advocate measures which in effect would destroy the juke box industry are taking pot shots at themselves. They are inad verently working for the destruction of their own business as they know it today.

The juke box has become so intimate a part of the music and record business that it is almost impossible to imagine what it would be like to conduct a publish ing firm or record firm without those machines which are located in every corner of this nation.

But take time out to imagine what it would be like. Imagine what the final effect would be on you—and you will inevitably come to the conclusion that the best course for anyone in this business to follow would be to encourage the juke box industry to grow, not collapse.
Murray Jordan's Movie Time Quiz (WLIR-New York) formerly heard daily at 2:45 P.M. has been moved to 11:45 A.M. Format has Jordan phoning listeners to ask questions about movies, stars, performers, music etc. Prizes range from $1100 cash to a $5000 merchandise jackpot. Johnny Williams (WSPT-Thomaston, Ga.) now doing 6 hours daily of pop, hillbilly and rhythm and blues. 

Dot Potwin, free lance dj, who has been working out at Yukins, Washington, will be switching operations to Seattle in January. Lou Barlie (WKAL-Rome, N.Y.) has a new show called "Hollywood Quiz" in which listeners guess the identity of mystery stars with prizes given out every day. Tommy Dorsey paid two visits to Art Tacker (WCOP-Boston, Mass) during a recent engagement in that city. He appeared first as Art's guest and then for a return visit as a d.j. with his own list of favorite all-time recordings. 

Hy Davis (WJXJ-Jackson, Miss.) is the "Corn Poppin' Daddy" in the morning and the local heart throb in the evening when he pitches his show to "all you lonesome gals." Hal Moore, formerly d.j. at WCAU is now spinning them for KYW. Both stations are in Philadelphia. Paul Jones is new record librarian for WCAU. Norm Prescott (WORL-Boston) and his bride have settled in Brighton, Mass. Doug Arthur (WBGB-Philadephia) has gone heavily into TV. Le Roy Miller (WFIL-Philadelphia) does his d.j. show from his home. Djs throughout the country have been receiving great cooperation from the home office of MGM, through Sel Handwater, in being supplied with records. The latest d.j. to send his thanks for this service is Gary Schreeder of KYV in Lexington, Nebraska. Service to djs in the Midwest should improve shortly with the appointment of Jimmy Martin as MGM's Midwest distirb. Bill Wells, WBBM's "Matinee at Midnight" piloter, with a huge coast-to-coast audience by virtue of those 50,000 watts booming out of ChicagoLand, has been going on an all-out campaign for Larry Raine's Coral disking of "Satisfied".

The Pittsburgh district disk jockeys have had a picnic these past few weeks with so many "names" booked in and around the town: Marion Morgan, Don Cherry, The Four Aces, Tex Beneke, Tommy Edwards, Danny Davis, Freddy Martin, Champ Butler, Ethel Smith, Burt Taylor, Richard Hayes, The Four Knights, Bill Farrell and Tony Alama. Sid Dickler (WHOD-Howestond, Pa.) negotiating a deal with a downtown Pittsburgh nitey for a daily broadcast. Dick Wright (WMUR-Manchester, N.H.) is working on a new record show to go on the air after the first of the year. He intends to use along with the top tunes of the week listed in "The Cash Box", the advance reviews of new records. Milton Q. Ford (WWDC-Washington, D.C.) will be leaving for Hollywood shortly to be the best man at the wedding of screen star Marie Wilson and TV producer Robert Fallon.
"51 POLL WINNERS!"

Juke Box Operators Of America Select Top Song Hits And Recording Artists Of 1951 In Sixth Annual Poll Of Automatic Music Industry

The Cash Box Music Award Will Be Presented, On Behalf Of The Automatic Music Industry Of America, To The Following Top Recording Artists, Record Firms And Music Publishers

Best Record of 1951

"TENNESSEE WALTZ"

★

PATTI PAGE

MERCURY RECORDS

★

ACUFF-ROSE PUBLICATIONS

Best Orchestra of 1951

Vaughn Monroe — Guy Lombardo (Tie)

★

Best Small Instrumental Group of 1951

Les Paul & Mary Ford

★

Best Female Vocalist of 1951

Patti Page

★

Tony Bennett

★

Ames Bros.

Best Male Vocalist of 1951

Best Vocal Combo of 1951

Best Country & Western Record of 1951

“On Top Of Old Smoky”
The Weavers & Terry Gilkyson
Decca Records
Folkways Music

★

Pee Wee King

★

Best Folk Record of 1951

“Cold, Cold Heart”
Hank Williams
MGM Records
Acuff - Rose Publications

★

Best Folk Artist of 1951

Eddy Arnold

★

Best Jazz 'N Blues Record of 1951

“Sixty Minute Man”
Dominoes
Federal Records
Lois Music

★

Best Jazz 'N Blues Artist of 1951

Charles Brown

★
“FIND ME” (2:43)
“SAY IT AIN’T SO” (2:29)
FRAN WARREN
(MGM 11114; K11114)

Two pretty ballads are given first rate treatments by Fran Warren with the Ralph Burns orchestra providing the backing. The first is in a new one that has a lovely melody and an equally fine vocal. The under layer is an exciting standard that keeps the vocals royally, Ops have a great hit on the first half.

“ORCHIDS IN THE MOONLIGHT” (2:45)
“SHOULD I” (2:46)
LEE MONTI TUTONES (Sharp 40)

A couple of oldies are made to sound good through the lyrics of "Orchids In The Moonlight." Each lid presents a pleasant instrumental as connected by these talented artists. Ops in the market for material of this nature ought look in here.

“I’D LIKE TO BABY YOU” (2:35)
“GRAND CENTRAL STATION” (2:29)
ROBERT Q. LEWIS
(MGM 11116; K11116)

Robert Q. Lewis knows what to do with cute tunes and this waxing is no exception. The upper deck is an impressive rendition with a satisfactory touch to it and comes out as a good end. The bottom half is another melody that receives the same treatment from Bob and the LeRoy Holmes orchestra. Ops should look in.

“BUSY LINE” (2:41)
“TEENY WEENY I’LL LOVE YOU” (2:30)
BILLY WILLIAMS QUARTET
(MGM 11117; K11117)

This dynamic band, aired frequently on their Saturday night TV show, is socked home by the Billy Williams Quartet. Backed well by LeRoy Holmes’ orchestra, this lid could make some noise. The lower level is a ballad with a theme and a like a solid contender this harmonizing group. Each lid is strong.

“WHISPERING SHADOWS” (2:43)
“A HOUSE IS A HOME” (2:58)
TOMMY TUCKER ORCHESTRA
(MGM 11124; K11124)

Peter Hanley and Sally Sweetland offer a duet as the Tommy Tucker orchestra spins through a pleasant number. The duo and orchestra do a good job, and make this the listenable end. The lower half finds Peter Hanley handling the lyrics by himself and here the ops are presented with an ok lid.

“BABY, IT’S YOU” (2:52)
“STAND UP AND BE COUNTED” (2:39)
CHARLIE STONE (Capitol 78)

A cute novelty item is delivered in a pleasing manner by Charlie Stone with the Manhattan Trio on the backing. The boys deliver this ditty in a first rate style. Flip is a dynamic number that Charlie belts home in appropriate manner. Our nod goes to the first side.

“THE TRICKS OF THE TRADE” (2:45)
“PUT ME IN YOUR POCKET” (2:40)
APRIL STEVENS
(RCA Victor 20-4381; 47-4381)

April Stevens who scored with "I'm In Love Again" does it again with a different type of number called "The Tricks Of The Trade." This novelty provides perfect material for: April and she certainly sends it to town. Done in a low whispering voice but at a faster pace than she usually uses, this tune shows every sign of hitting the top. Both her lyrics and the likable melody are combined beautifufully and April's rendition is in perfect style while Rene Rene provides a backing that's just right. All in all this is a potenial side. The second half is in slow style done in the singer's well known manner and it's worth listening to. It's labeled "Put Me In Your Pocket" and it too should get a play. The side that looks great is the first one. Ops who know the tricks of their trade will get with this one.

“I BELIEVE” (2:22)
“AT DAWNING” (2:45)
BOB SANDS
(Capitol 1897; F-1897)

The top deck is a dramatic ballad with a heavy sound and some serious localization by Bob Sands. Bob offers a similar type number on the lower level tune. Sid Feller and his orchestra set the musical mood for each lid. Ops might take a peak.

“ANY TIME” (2:55)
“CRAZY HEART” (2:40)
HELEN O'CONNELL
(Capitol 1896; F-1896)

A tune that's gonna cause some excitement is turned out by Helen O'Connell in a folk and western style. The melody is pretty and this might get its share. The bottom dish is a western number that also comes out the top end gets the nod.

“I CAN'T BE WRONG” (2:43)
“A HANDFUL OF STARS” (2:50)
THE CONTINENTAL
(Capitol 1877; F-1877)

Two different sounding lads are waxed by the Continental. Both halves are spoken throughout in a heavy Continental accent. Eddie Baxter supplies a musical setting for the narration. Although not made for juke box play, this might get some spins.

“LOVE MAKES THE WORLD GO ROUND” (2:33)
“PLEASE” (2:29)
GISSEL MACKENZIE
(Capitol 1878; F-1878)

The upper level is a light number that's done in a fitting manner by Giselle Mackenzie and the Billy May orchestra. The rendition turned in by these artists make this a listenable number. The second side is an oldie that's made to come out as a cheerful half. It's the under dish which looks stronger.

“DEAR MR. GABLE; YOU MADE ME” (2:32)
“OVER THE RAINBOW” (2:52)
JUDY GARLAND
(25495; 25493)

Two old Judy Garland records are issued here and Judy sounds as wonderful as we remember her on these. Judy's vocals are beautiful and both records are grand. Judy offers a good side and both should get a big welcome from the customers. This one is in for some more play.

“I REMEMBER YOU LOVE” (2:35)
“SHRIMP BOATS” (2:50)
DANNY SCHOLL
(RCA Victor 40-4405; 47-4405)

A tune in folk style is given an excellent rendition by Danny Scholl. Danny gets some fine backing from Altor Small and the vocals are a slow good side. Second half is a current hit which Danny adds a lot of excitement to as he and a chorus runs through it in good style. Ops should listen in.

“I NEVER LET YOU CROSS MY MIND” (2:38)
“HEARTACHE BLUES” (2:41)
ESMERELDA
(RCA Victor 11111; K11111)

A pair of western blues numbers are taken for a ride by Esmereldy. Both lads receive a very good backing. The artist does out a meaningful vocal that's complete with yodel and blues presentation. Ops who cater to listeners of folk and western music should tune in.

“LONG AGO” (2:28)
“RUSTIC Rhapsody” (2:31)
JACK FINA ORCHESTRA
(MGM 11121; K11121)

Jack Fina and his orchestra and recorder man Bob Tellman spin through a lovely ballad that has a nice sound to it. This is an interesting little song that comes out ok. We like the first side.

“HANDS ACROSS THE TABLE” (2:55)
“MY LOST LOVE” (2:29)
JOHNNY DESMOND
(MGM 11122; K11122)

An easy going oldie is made to sound lovely by Johnny Desmond with an instrumental assist from Tony Mattola and his orchestra. Johnny does this dock slowly and sweetly while the second half is an unusual tune. This tune is an interesting little song that comes out ok. We like the first side.

“SINCE YOU SAID GOODBYE” (2:32)
“HERE IS MY HEART” (2:59)
CINDY LORD
(MGM 11123; K11123)

Cindy Lord offers a nice vocal to a pleasant sounding number on the upper level. A chorus adds to the listen appeal of this folk style. The bottom dish is a fair ballad done softly and easily by Cindy. Both lads receive a fitting backdrop from the LeRoy Holmes orchestra.

“IN THE MAJESTIC” (2:52)
“CRAZY LOVE” (2:35)
KING 11114

A great oldie that gets played constantly. Cindy does this ditty with a nice twang to it. The vocal is treated with a great deal of care.

“THE CLOSER YOU ARE” (2:43)
“FIND ME” (47-4276; 47-4276)
TONY BENNETT
(RCA Victor 20-4276)

THIS TUNES is in the manner of 'The Cash Box music staff, records listed below, in addition to "A Cutie in the "Night" and "Sleepers" Of The Week, are those most likely to receive airplay.

- "I REMEMBER YOU LOVE" - Danny Scholl
- "SAY IT AIN'T SO" - Fran Warren
- "THE CLOSER YOU ARE" - Tony Bennett
- "FIND ME" - Fran Warren
- "I TALK TO THE TREES" - Murray Arnold
- "I REMEMBER YOU LOVE" - Danny Scholl
- "DEAR MR. GABLE; YOU MADE ME" - Judy Garland
- "OVER THE RAINBOW" - Judy Garland
- "I REMEMBER YOU LOVE" - Danny Scholl
- "SHRIMP BOATS" - Danny Scholl
- "I NEVER LET YOU CROSS MY MIND" - Esmereldy
- "HEARTACHE BLUES" - Esmereldy
- "LONG AGO" - Jack Fina Orchestra
- "RUSTIC Rhapsody" - Jack Fina Orchestra
NEW YORK:

Johnny Ray's "Cry" looks like the next number one disk. It's already passed the 200,000 mark. . . . Bob McClusky, director of record promotion at Victor, on a d) trip to midwest which will include a party for Ralph Flanagan in Cincinnati. Del Wood, the "Down Yonder" and "Ragtime Melody" gal, recently signed with MCA, makes her first theater appearance at the Oriental in Chicago December 18. The Dinning Brothers have been signed by the Tennessee label which is going to make them hot in the pop field. . . . Mrs. Irving Townsend, wife of Columbia's new sales promotion manager, gave birth to a baby girl on November 16. Johnny Brown has just signed a three-year pact with Pete Rubinco and His Crackpots. The author of "Snowflakes" the tune which got its start on "Songs For Sale" and is now being cut by Guy Lombardo and Evelyn Knight, is a 9 year old girl . . . . Charles Harris, in charge of MGM distribution, is currently on a trip to Omaha, Chicago and Cincinnati. Buddy Morrow auditioning vocalists back-stage at the Paramount. Guy Mitchell's fan clubs call themselves "Guy's Dolls." . . . Singer Valaida Snow celebrated the 15th anniversary of her release from a Nazi prison camp last week.

Valaida was imprisoned during a singing engagement in Copenhagen in 1940. When Tommy Dorsey left for Brazil on Thanksgiving Day, he took with him a live turkey from New York and a crate of oranges from Miami to present to Getulio Vargas, President of Brazil. Columbia Pictures has taken an option on Freddy Martin's biography "A Thousand And One Night Stands." Billy May's Capitol platters are getting a big play throughout the country. Mindy Carson made her first public appearance after the birth of her baby, guesting on the new Elio Pinza TV show over NBC. Her daughter, Jody, was born four weeks ago. . . . Ralph Flanagan has been scoring on his current concert tour through the midwest. This is the first concert series for the band leader and he is featuring the Mills Brothers in addition to his own company.

CHICAGO:

One of the nicest guys we've talked to in show biz . . . Tony Bennett . . . and with both feet solidly planted on the ground. His attitude and his eagerness to always do something for whomever calls on him is going to move Tony up even higher than his present phenomenal rise. Ray Muscarella, his mgr., plenty proud of him. Bumped into Lester Gottlieb, wassoo of CBS, in Tony's dressing room and Ray was telling Lester about the buttons, cards, photos, etc., featuring Tony, as well as the many, many benefits Tony plays in every town he visits. . . . How great that spiritual star, Mahalia Jackson, is back in Neo Y. . . . Sure hope she makes an appearance at Carnegie Hall. . . . Lotsa guys ravin' about cute little Rosette Shaw whom they say is gonna be "it" one of these days on disks. Hal Turner does a deejay show with pictures on WKBW-TV on Friday noons just reported to have punched output for entire Midwest from Will Balfin of Screen Gems Inc., (subsidiary of Columbia pics) and will feature these on his show all during '59 . . . Peggy Lee popped into town this past week . . . Eddie and Jackie Hubbard clicking like anything these midnights with their grand show (WERN) from the Shangri-La restaurant. The kids are simply swell.

. . . Gordon MacRae says, "I'm hopin' that my newest release clicks." Gordon leaves the Oriental to make tracks back to Mrs. MacRae and the three little MacRae's. Great voice and great guy. . . . Jeri Southern is starting to click with her Decadola, "You Better Go Now," which is getting plenty play. And Dick Shawn is also excited over the fact that here may be the one Jeri's been singing for all this time. (Sounds very good, Dick) . . . April Stevens and her man in town (and mama is a gorgeous mama-ass) set her for her first shot at the Oriental Theatre. About 30 years ago another little gal had her first shot there and introduced a tune, "Gimme A Little Kiss Willya Huh?". Her name was Peggy Borstein who married baritone (William Watson) of that grand aggregation that played for Paul Ash at the time. (Among them was Benny Strong, George Givot and many other kids who went on to stardom.)

LOS ANGELES:

Just had word that Tempo's Irving Fogel will be lingering on business in Rome till after Christmas, which means he'll have to miss their annually terrific holiday party which he insists the girls whip up even in his absence. . . . Well be there, for sure. Just in case Joan and Margaritte figured their box was the big attraction. . . . Jukebox-wise, the firm has a live one in Brother Bone's latest, "Loo-Easy-An-I-A" and "Me and My Shadow" on the Theme label, according to new salesman Eddie Fields who recently replaced Melman. . . . Understand Sammie Hickick of California Music Sales is stocking the number strong. . . . Brother Bones, incidentally, is now on tour with the Harlem Globe Trotters. . . . Sid Talmage of Record Merchandisers has a new up-and-comer in Jimmy Scott's "Hands Across the Table" on the Royal Roost label, also the Orioles with "Please Don't Go on Jubilee and he tells us Sonny Boy Williamson is really doing it on "Do It If You Want It" via the Trumpet label's "Frog." Of Jackson, Miss. . . . Sid's now handling the Blue Ace Jazz line, which includes some fine Duke Ellington, Count Basie and other tunes. . . . Nice, long talk with Lou Chudd of Imperial In between his hopping in and out of town. Lou, who was just about to take off for Memphis, Chicago, St. Louis and Dallas, has signed "Slim" Whitman, formerly with one of the majors and star of the CBS "Louisiana Hayride" show. . . . Gay for Imperial In between his hopping in and out of town. Lou, who was just about to take off for Memphis, Chicago, St. Louis and Dallas, has signed "Slim" Whitman, formerly with one of the majors and star of the CBS "Louisiana Hayride" show. . . . Gay for Imperial In between his hopping in and out of town. Lou, who was just about to take off for Memphis, Chicago, St. Louis and Dallas, has signed "Slim" Whitman, formerly with one of the majors and star of the CBS "Louisiana Hayride" show.
"MY BELOVED" (3:16)
"STILL WATER" (3:16)
ROBERT MERRILL
(RCA Victor 20-4382; 47-4382)

- Robert Merrill tries his hand at pop recording and makes a good bid. Taking a tune which is right up his alley, Merrill gives it a big rendition while Hugo Winterhalter provides a fitting backing. Second side is an unusual one which, however, is less commercial than the first. Ops might take a listen.

"THERE'S A CHRISTMAS TREE IN HEAVEN" (2:56)

"AULD LANGE SYNE" (2:47)
EDDY HOWARD ORCH.
(Commerce 37; 3:07; 9:2877)

- Two holiday numbers are offered back to back on this new disk by Eddy Howard. The top half is a current Xmas tune which Eddy sings in his usual pleasing style while the bottom half is a standard which everyone knows. Ops should do fine with these in the next weeks.

"BLUE SMOKE" (3:02)
"TOO GOOD TO BE TRUE" (2:54)
AL MORGAN
(Decca 2787; 3:27)

- An Australian import gets Al Morgan's easy going treatment on the upper end as he sings and plays his way through this likely number. The lower end is in top folk vein with Morgan again displaying his relaxed styling. Ops will get a play with these.

"ALL OVER AGAIN" (2:52)
"LOVE" (2:49)
TONY FONTAINE
(Mercury 5754; 4:5754)

- A good ballad is given Tony Fontaine's big voiced vocal on the top deck as George Banahan's orchestra backs him up. The second side is an exciting oldie done in Latin Rhythm which Tony also handles well. Ops will want to take a look at this.

"SNAG IT" (2:56)
"JIMTOWN BLUES" (2:07)
PIE WEE HUNT ORCHESTRA
(Capitol 1879; F-1879)

- Two instrumental numbers are given a brisk workout by the Pie Wee Hunt orchestra. The first end is a slow tune that comes out as a listenable side. As a change of pace the boys spin through a bouncy thing on the lower half and here too we have interesting material. Ops might take a peak.

"SLEEPER OF THE WEEK"

EILEEN WILSON

- Eileen Wilson and Camarata team up on this new waxing and seem certain to be a money making combination. These artists take hold of a bewitching tango labeled, "Sensational" and turn in a remarkable performance. The melody is extremely attractive and Eileen's exciting presentation adds to the number's infectious appeal. Camarata sets the musical mood with a breathless orchestral arrangement and makes this a side folks are gonna listen to again and again. The lower end is a soft and slow lullaby that receives a similar treatment. Here too Eileen is aided immeasurably by Camarata's magical music making. The lid that's loaded is the upper level and ops who want to enjoy the smell of coins this platter is sure to bring oughta start stockin up now.

"SENSATIONAL" (2:50)
"WYOMING" (3:08)
EILEEN WILSON & CAMARATA
(Decca 27881; 9:27881)

"MONASTERY BELLS" (3:06)
"PRAYER OF A WAITING WORLD" (3:15)
FRANCES YEEND
(King 15149)

- Two religious type tunes are delivered on this new waxing by Frances Yeend and the Eric Siday orchestra. The top end is a number that is currently being pushed, while the flip side is a song that not only carries the religious flavor but one of patriotism too. Ops might look in.

"I'M ON MY WAY" (2:35)
"I TALK TO THE TREES" (3:00)
MURRAY ARNOLD
(King 15131)

- The first level finds Murray Arnold, with a supporting cast of Russ Case and his boys and the Ray Charles Quartet, spinning through a driving novelty tune. On the bottom deck these same artists do a wonderful job on a lovely ballad. We give our nod to the under dish.

"I'M HEADING OUT WEST" (3:09)
"HI-DE-ANK-TUM" (2:40)
MURRAY ARNOLD
(King 15132)

- The combination of Murray Arnold, Russ Case and orchestra and the Ray Charles Quartet once again collaborate to turn out a pair of novelty numbers. The first side is a slow rhythm tune, while the lower end is a contrasting driving thing. Ops have their choice of either lid.

"THE CLOSER YOU ARE" (3:24)
"PROLOGUE FROM PAGLIACCI" (3:31)

TONY MARTIN
(RCA Victor 20-4276; 47-4276)

- A hit tune from "Two Tickets To Broadway" is given a wonderful vocal treatment from Tony Martin. Tony's fine singing is backed in grand style by the Henri Rene orchestra. The lower lid finds Tony going operatic with a beautiful piece from Paggio. The first level has more jive box appeal.

"WHY AM I CRYING" (2:36)
"DON'T ROB ANOTHER MAN'S CASTLE" (2:42)
LINDY DOHERTY
(Capitol 1667; F-1667)

- A potential big one is waxed on the upper level by Lindy Doherty. It's a pretty ballad that is delivered in an extremely pretty way by Lindy and the Sid Feller orchestra. The under lid is a slow, tearful tune that also carries lots of appeal. We think the first end is very strong.

"I WISH I HAD A GIRL" (2:27)
"SHRIMP BOATS" (2:28)

DICK BROWN
(King 15151)

- A good ballad, a fine vocal turned in by Dick Brown and a grand job of baton twirling add up to a pleasant side on the upper deck. These same ingredients plus the better material of a recent success make the lower half an even more enticing platter. We think the under level will get its share.

"THE FRIENDSHIP TREE" (3:07)
"WHITE MAGNOLIAS" (3:15)
FRANCES YEEND
(King 15148)

- Frances Yeend, aided by the Eric Siday orchestra, brings home a slow number on the first side. The rendition turned in by these artists make this listenable half. The lower disk is a Latin American thing that's treated in a like manner. Ops have their choice of either end.

"IT MUST HAVE BEEN SOMETHING I EAT" (2:45)
"BATTLE WITH THE BOTTLE" (2:25)

TINY HILL ORCHESTRA
(Mercury 5726; 5726 a 45)

- The Tiny Hill orchestra plays around with a western novelty on the upper level and come out with an interesting deck. Along the same lines, the second half is a novelty tune explaining the morals of drink. Both lids are OK for ops in need of such material.

"THE CASH BOX Record Poll

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

December 8, 1951
NEW YORK—With Decca Records air expressing that pressings of the Guy Lombardo-Evelyn Knight recording of "Snowflakes" so that it will be in the stores this week, a climax has been reached in Tin Pan Alley's most fantastic story of the season.

Composer of the tune is a 9-year-old Brooklyn girl, Marjorie Kurtz, who neither reads music nor plays an instrument, but who nevertheless composed the song.

Although Tin Pan Alley wise guys claim to "smell a rat" because the youngster is related to Jim Morehead, author of "Sentimental Me," Morehead, and all concerned swear that the youngster actually did write the song herself.

Several months ago the youngster put together music and lyrics and began singing them to her friends at PS 95, Brooklyn and around her house. More recently the youngster boasted to her aunt, singer Sandra Kent, Morehead's wife, that she had "made up" a song. Miss Kent patronizingly asked her to sing it, which she did and Morehead sensing its possibilities, copied it and suggested she submit it to CBS "Songs for Sale." The song was accepted by producer Al Spaun and performed on the program of Nov. 17, Judge Morey Amsterdam, Xavier Cugat and Louis Alter unanimously selected it as winner.

The following night, at Lombardo's restaurant in Freeport, Miss Kent unfolded the tale to Guy who asked to hear it played, which Miss Kent did. Lombardo asked her to bring the song to the Roosevelt Grill the following night so that he could get a few opinions on it. Following night (Monday—19) Lombardo had Miss Kent sing it several times from the bandstand, then asked Morehead if he could obtain publication rights for Lombardo Music Publishing Company. Next day Lombardo obtained the rights and phoned Milt Raekml in California asking permission to record it immediately.

Last Friday (23) Lombardo and Evelyn Knight recorded it for Decca, where execs were sufficiently enthused to set an immediate release date.

Song itself has a wintery theme, with lyrics so simple that there is not a single word of more than two syllables, and only 10 of these!

9 Year Old Girl Writes "Snowflakes"; Tune Recorded By Lombardo & Knight

NEW YORK—If you plug long enough, the music business pays off. At least Perry Alexander of Mellow Music, the publisher of "Cry" is saying that these days.

Alexander came to New York in 1944 from Harrisburg, Pa. where he was a successful antique merchant. Since then he has spent over $100,000 in publishing and promoting tunes, with no appreciable return. His faith in the music business kept him going however and now, with the success of "Cry," originally introduced by Ruth Casey on the Cadillac label and since recorded 17 ways by majors and independents, Alexander may soon be in the chips.

Johnny Ray's Okeh recording of the song, which has already passed the 50,000 sales mark, has also been stimulating sheet music sales.

All in all, Alexander's faith in the music business, which withstand great tests, is now about to pay off.

One Word Titles Dominate Lists

Have you noticed the preponderance of one word titles which are currently hot? They include "Undecided," "Charmaine," "Jealousy," "Domino," "Unforgettable," "Goliath," "Cry," "Gwaam," "Flamenco," "Never" and "Whispering."
Robin Seymour
WKMM—Dearborn, Mich.
1. JEALOUSY (Frankie Laine)
2. IT'S A SIN (Savannah Churchill)
3. CRY (Johnny Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
5. BECAUSE OF YOU (Tony Bennett)
6. DOMINO (Tony Martin)
7. SOLITAIRE (Tony Bennett)
8. CHARMAINE (Montavon)
9. ONE OF THESE DAYS (Johnny Ray)
10. ONCE (Jan Peerce)

Lee Morris
WS—Atlanta, Ga.
1. SIN (Savannah Churchill)
2. AND UN TO SLEEP AGAIN (April Stevens)
3. TURN BACK THE HANS OF TIME (Tony Bennett)
4. LAUGHING AT LOVE (Gordon MacRae)
5. BECAUSE OF YOU (Tony Bennett)
6. UNDECIDED (Loves Ross)
7. LONG AGO (Bud Taylor)
8. STANDING IDEAS (Rosmary Clooney)
9. WAY UP IN NORTH CAROLINA (Champ Butler)
10. GOLD, COLD HEART (Tony Bennett)

John Wrisley
WFGM—Fitchburg, Mass.
1. SIN (Eddy Howard)
2. JEALOUSY (Frankie Laine)
3. LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
4. CHARMAINE (Montavon)
5. TURN BACK THE HANS OF TIME (Tony Bennett)
6. UNDECIDED (Loves Ross)
7. DOWN UNDER (Oz Wood)
8. OUT IN THE COLD AGAIN (Richard Haynes)
9. SLOW POKE (Ralph Flanion)
10. CHARMAINE (Bill Morris)

Jim Lounsbury
WIND—Chicopee, Ill.
1. SIN (Eddy Howard)
2. JEALOUSY (Frankie Laine)
3. LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
4. CHARMAINE (Montavon)
5. TURN BACK THE HANS OF TIME (Tony Bennett)
6. UNDECIDED (Loves Ross)
7. DOWN UNDER (Oz Wood)
8. OUT IN THE COLD AGAIN (Richard Haynes)
9. NEVER (Tom Aden)

Dick Coleman
WCME—Baltimore, Md.
1. SIN (Eddy Howard)
2. WITH ALL MY HEART AND SOUL (Wyatt Gordon)
3. BECAUSE OF YOU (Tony Bennett)
4. DOMINO (Tony Martin)
5. TURN BACK THE HANS OF TIME (Tony Bennett)
6. SLOW POKE (Ames Brothers)
7. COLD, COLD HEART (Tony Bennett)
8. UNDECIDED (Loves Ross)
9. SLOW POKE (Winkshaw Hawkins)
10. HONEY (Robert Q. Lewis)

Bob Larsen
WEMP—Milwaukee, Wisc.
1. SLOW POKE (Pee Wee King)
2. CHARMAIN (Montavon)
3. SIN (Eddy Howard)
4. SLOW POKE (Pee Wee King)
5. THE WORLD IS WAITING FOR THE SUNRISE (Les Paul-Mary Ford)
6. JEALOUSY (Frankie Laine)
7. SLOW POKE (Ames Brothers)
8. DOWN UNDER (Oz Wood)
9. SWEET IDEAS (Les Paul-Mary Ford)
10. SOLITAIRE (Tony Bennett)

Larry Gentile
WJWK—Detroit, Mich.
1. TURN BACK THE HANS OF TIME (Tony Bennett)
2. ALWAYS (Joes Vellis)
3. JEALOUSY (Frankie Laine)
4. GLORY OF LOVE (Paul Weston)
5. SIN (Savannah Churchill)
6. UNDECIDED (Amos Ross)
7. CHARMAINE (Montavon)
8. GETTING TO KNOW YOU (Olink Shaw)
9. SITTING IN THE COLD (Margaret Whiting & Jimmy Wakely)
10. MIXED IDEAS (Elementary Chambers)

Norm Prescott
WOL—Boston, Mass.
1. IT'S ALL OVER BUT THE CRYING (Tony Martin)
2. WHITE CLOUD THAT CRIED (Johnny Ray)
3. CHARMAINE (Montavon)
4. CHINATOWN MY CHINATOWN (Gordie Norem)
5. BLUE VELVET (Tony Bennett)
6. JEALOUSY (Frankie Laine)
7. GIVE ME A KISS TO BUILD A DREAM ON (Louis Armstrong)
8. SLOW POKE (Pee Wee King)
9. I TALE TO THE TREES (Tony Bennett)
10. I'VE CONNECTED (Tony Bennett)

The Cash Box, Music
Page 12
December 8, 1951

AMERICA'S NEW HIT TUNES...
DECCA-27840

By 3/2
JULI SOUTHERN
SOUTHERN STAR
DECCA RECORDS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending December 1 without any changes on the part of THE CASH BOX.

Robin Seymour
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2. IT'S A SIN (Savannah Churchill)
3. CRY (Johnny Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
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9. I TALE TO THE TREES (Tony Bennett)
10. I'VE CONNECTED (Tony Bennett)
Beautiful Promotion For New Frankie Laine Sides

“400” RECORDS INC.

Another BMI Pin-Up Hit

"Manhattan"

published by MARKS

DIANA SHORE-TONI MARTIN

JIMMY DORSLEY-FAT O'CONNOR

COLUMBIA

MICKEY RODEN—Walter Vicary

LEE WILEY—COLUMBIA

GEORGE AULON—United

Licensed Exclusively by

BROADCAST MUSIC, INC.

Decca Signs Tokyo Distrib

New York—Decca Recording this week that it had signed a contract with the Telekush Record Company of Tokyo, Japan to press and distribute records in that country.

Dec. 6, Dec. 1

THE CASH BOX

Dec. 6, Dec. 1

1—(It's) No Sin

New Royal Polka

Weston G

2—Because Of You

Maureen

MGM

3—Down Yonder

Mary Kaye

Decca

4—Cold, Cold Heart

Roy Orbison

Decca

5—I Gotta Feelings

Caesar

CO-7608

6—And So To Sleep

Garth

CO-7604


dec. 8, 1951

``JINGLE BELLS," "SILENT NIGHT." 78 45
Les Paul and Mary Ford 1881 F1881

``JUST ONE MORE CHANCE," "JAZZ ME BLUES." 78 48
Les Paul and Mary Ford 1825 F1825

``THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING." 78 47
Les Paul and Mary Ford 1748 F1748

``UNFORGETTABLE," "MY FIRST AND MY LAST LOVE." Nat "King" Cole 1808 F1808

``DOWN YONDER," "IVORY RAG." Joe "Fingers" Carr 1777 F1777

``LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE." Margaret Whiting and Jimmy Wakely 1816 F1816

``MEANERIN'," "BELA BIMBA." Dean Martin 1811 F1811

``SLOW POKE," "I WANNA PLAY HOUSE WITH YOU." Helen O'Connell 1837 F1837

``I TANT WAIT TILL QUITMUTH," "CHRISTMAS CHOPSTICKS." Mel Blanc 1853 F1853

``I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P. T. A.)." "THE CHRISTMAS PARTY." Yogi Yorgesson 1831 F1831

``CRY," "CHARMINE." The Four Knights 1875 F1875

``TWO BROTHERS," "ON A HONKY TONK HARDWOOD FLOOR." Kay Starr 1856 F1856

``I'M HURTIN'," "WALKIN'." Nat "King" Cole 1863 F1863

``LAY SOMETHIN' ON THE BAR," "I LOVE GIRLS." Jerry Lewis 1868 F1868


give your customers Capitol entertainment

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Dated: December 29
GOES TO PRESS:
Thursday
DEC. 20

Reserve Position Now — or better yet . . .

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32 W. RANDOLPH ST., CHICAGO (1)
Tel.: DEarborn 2-0045

6363 WILSHIRE BLVD., LOS ANGELES (48)
Tel.: WEbster 3-0347
An American In St. Louis

ST. LOUIS, MO.—Disk jockey Gil Newsome, KWK, St. Louis, interviews Lilian Hernell shown modeling an original gown worn in the MGM film "An American In Paris," Occasion was a special broadcast of the Gil Newsome show direct from the stage of the Loew's Theatre in St. Louis where Newsome features too MGM Records sound track album "An American In Paris" as part of the program.

The HALE You Say

by natt hale.

With all the aspects of the record industry, it might come as a surprise to you that there is a common meeting-ground for all and sundry within the business. Unlike most other forms of business, this is one where all manner of individuals do have one attribute of perfection, one focal point of interest, one primary parallel wherein we are created equal.

We're all Artists & Repertoire experts!

That's right! One day can never be considered complete, unless we've run into the average day's horde of disc jockeys, program directors, juke-box operators, record salesmen, record promotion reps, song pluggers, shippping-room clerks, etc., etc., who have an avalanche of "hot tips" to give us on one phase or another of the A. & R. operation. In the main, these consist of undiscovered talent, talent preparing to switch labels, or talent which can be "induced to come out of retirement." Or the "tips" can center about material. Unpublished tunes, original tunes, tunes which have been recorded on a minor label "for exploitational purposes," songs "especially written for just this one artist," songs which could be revived, etc., etc.,

Depending on what position or relative importance the "touts" occupy, we still treat an approach with some assumed air of complacent indifference. This is important, lest the "tipper" observe your evident and obvious enthusiasm for his (or her) discovery and assume that it's all in the bag. The next you know is that he (or she) has gone out and purchased a baby-blue convertible Cadillac, signed a lease for the palmhouse stop the Wrigley Building, and purchased a dozen scented mink stoles for various of his smarmy associates. Hence, the casual air of cool reception. Nonetheless, because some of these discoveries emanate from the very sources we're in the business of cultivating, we're generally forced to go so far at times as to adopt an attitude of overwhelming ebullience. This is done by punctuating the tout's recitative with such cliches as "You don't say!" or "Really!" or "Good God!"

The unusual opening is some unusual statement like: "Boyohoy, have I got a deal for you. This is the greatest! You'll flip!" From that point on, we're in the centripetal axis of the conversation:

1. "—Here's a tune that was just made-to-order for Frankie Bennett. You hear—"

2. "—Every record company in the business is after this one, but I told them you were going to have first crack at it."

3. "—Get me a record on this, and you're in on the song . . . As a matter of fact, you've got 33 1/3 right now! (This is a good deal—despite the fact that nine other record reps have also given 33 1/3 . . . )"

4. "—Would you believe that this song was written by my wife? She can't read music, of course, but she hummed it to the milkman who plays harmonica, and he wrote it down for her."

5. "—Wait'll you hear this gal sing! She's 41 years old, but you'll swear she's only 35 or so. She's on a diet now, and she's determined to go down to 155 pounds."

6. "—This guy's gonna be the next sensation, mark my words! He always used to sing while he was driving the garbage truck, and all the people used to tell him: Why don't you go on the stage? And he's gonna stop drinking, too . . . "

Space limitations force us to cut this short, but this is only a rough idea of what diversification of talent we run across. Please notice that I haven't even touched on the criticism to which we're subjected if we should refuse the number of comment unfavorably on the talent. Or what happens if the number is sent in and does get recorded—by someon not regarded too highly by our informant.

Incidentally, you should hear the terrific Tunes we found at the Club Clippo the other night. You'll do eighteen back-flips! Writes music, too . . . The bartender (who is her husband, by the way) tells us that people come from blocks around just to hear her sing, "You Are My Sunshine." And her songs are even better . . . Oh, well—what's you gonna do? natt hale
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

1. COLD, COLD HEART
   Dinah Washington (Mercury)

2. BECAUSE OF YOU
   Tab Smith (United 104)

3. FOOL, FOOL, FOOL
   Clovers (Atlantic)

4. I RAN ALL THE WAY HOME
   Sarah Vaughan (Columbia 39576)

5. SMOOTH SAILING
   Ella Fitzgerald (Decca 27693)

6. BEST WISHES
   Roy Milton (Specialty)

7. SEVEN LONG DAYS
   Charles Brown (Aladdin)

8. BEST WISHES
   Roy Milton (Specialty)

9. I'M IN THE MOOD
   John Lee Hooker (Modern 835)

10. THE MASQUERADE IS OVER
    Bette McLauren & Eddie Wilcox Orch. (Derby)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
COLUMBIA Releases “Bessie Smith Story”

NEW YORK—The musical story of Bessie Smith is told in a new Columbia anthology of four volumes comprising a 47-song cross-section of her finest recordings.

Latest release in Columbia’s “Golden Era” series devoted to historic jazz figures, “The Bessie Smith Story” presents the great blues singer accompanied by an array of musicians including Louis Armstrong, Joe Smith, Charlie Green, James P. Johnson, Fletcher Henderson, Coleman Hawkins and Jack Teagarden.

Ten years of Bessie’s Smith’s recording career are encompassed in these four volumes, beginning with her first disk in 1926 and culminating in the products of her final session of 1931. These selections were made from a Bessie Smith repertoire of over 300, all the property of Columbia Records.

“The Bessie Smith Story” is produced and edited by George Avakian, Columbia’s noted authority on jazz and its history. Mr. Avakian also edited an earlier edition of “The Louis ‘Armstrong Story’ for Columbia which inaugurated the “Golden Era” series.

**NEWARK, N. J.**
1. I Got Loaded (Peppermint Harris)
2. Fool, Fool, Fool
3. Glory of Love (Claydor)
4. I’m in the Mood (John Lee Hooker)
5. Best Wishes (Roy Milton)
6. Smooth Sailing (Elle Fitzgerald)
7. Seven Long Days (Charles Brown)
8. Cold, Cold Heart (Dinah Washington)
9. Racket Chimp
10. I Left You Satisfied (Victor Andrews)

**COLUMBIA, S. C.**
1. Weepin’ and Cryin’ (Griffin Bros.)
2. I’m in the Mood (John Lee Hooker)
3. Fool, Fool, Fool
4. Seven Long Days (Charles Brown)
5. Weepin’ Willow
6. Because of You (Tab Smith)
7. Good Rockin’ Joint (Roy Brown)
8. I Left You Satisfied (Peppermint Harris)
9. Cold, Cold Heart (Dinah Washington)
10. The Chill of the Night (Joe Turner)

**OAKLAND, CAL.**
1. Best Wishes (Ray Milton)
2. Fool, Fool, Fool (Dinah Washington)
3. Crying at Dusk (Dinah Washington)
4. O’Clock Blues
5. She’s Comin’ Home (Amos Milburn)
6. Because of You (Tab Smith)
7. Happy Days (Percy Mayfield)
8. Good Rockin’ Joint (Roy Brown)
9. Sunset Town (John Lee Hooker)
10. Twilight Blues (Preston Love)

**MILWAUKEE, WIS.**
1. Best Wishes (Ray Milton)
2. I’m in the Mood (John Lee Hooker)
3. Hey, Little G’m (John Godfrey Trio)
4. Windy City Bluejeep
5. How Many More Years? (Dinah Washington)
6. Still a Fool (Muddy Waters)
7. Hey, Good Lookin’ (Dinah Washington)
8. Jug (Gene Ammons)
9. Because of You (Tab Smith)
10. Fool, Fool, Fool (Claydor)

**SHOALS, IND.**
1. I Got Loaded (Peppermint Harris)
2. Fool, Fool, Fool (Claydor)
3. Smooth Sailing (Elle Fitzgerald)
4. Glory of Love (Claydor)
5. Cold, Cold Heart (Dinah Washington)
6. I’m in the Mood (John Lee Hooker)
7. Seven Long Days (Claydor)
8. Prayin’ For Your Father (Chubbs Brown)
9. Chains of Love (Joe Turner)
10. I Left You Satisfied (Victor Andrews)

**DO RECORDS, INC.**
Galatea, Amsterdam
Phones: 990-9901

**DO RECORDS, INC.**
Galatea, Amsterdam
Phones: 990-9901

**Prestige Record Co.**
754 10th Ave. Pl 7-7426

**APOLLO RECORDS, INC.**
457 W. 45th St. N.Y.

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457 W. 45th St. N.Y.
Long Lost Fats Waller Disks Released by Victor

NEW YORK—An almost legendary set of recordings, the late Fats Waller’s “London Suite,” the masters of which were destroyed during the London blitz, has been unearthed and repressed for release in the United States by RCA Victor under the “His Master’s Voice” label.

Composed joyfully and spontaneously by Fats as a musical tribute to London during the period of one hour when he was assigned a studio to pan six piano solos for a new folio, the work was recorded immediately in the same studio. The original masters were destroyed in the first bombings of London in 1939, almost every corner of the world was covered during the following decade in a vain search for any test pressings that might be in circulation. When the hope of finding them was almost abandoned, a set of pressings turned up in the office of a London music publisher, complete and in excellent condition.

From these pressings, HMV has compiled the entire Waller “London Suite” on three conventional-speed disks. Each record is a musical vignette depicting a different district of the English capital. With his typically quick insight and zestful enthusiasm, Fats captured the mood of “Piccadilly,” “Chelsea,” “Soho,” “Bond Street,” “Lincoln’s House,” and “Whitechapel.” With drum accompaniment, the genial genius interpreted the varying personalities of these sections of the metropolis.

Written during his second visit to London, while he was scoring a personal triumph in the music halls, it unequivocally established the immaterial Fats as one of the great inspirational pop composers of our generation. The RMV “London Suite” joins the recent releases of “Waller wallops” released in the RCA Victor Treasury of Immortal Performances series and under the company’s Collector’s Issue label.

THE CASH BOX

Jazz ’n Blues Reviews

AWARD O’ THE WEEK

“It’s a Sin to Tell a Lie” (2:56)

“Please Baby, Don’t Go” (2:47)

BILLY VALENTINE TRIO

(Decca 48261; 9-48261)

“Darlin’” (2:24)

“Seven Long Days” (3:05)

LONNIE JOHNSON

(King 4503)

• Lonnie Johnson glides through a very pretty ballad on the upper end. Lonnie does a fine job of piping the lyrics and the result is a potential gold record that the labels should be sure of - a number that is at the moment high on the best selling list. We like the first half.

“Thrust” (2:42)

“East of the Sun” (2:44)

JOE SWANSON ORCHESTRA

(Recorded in Hollywood 173)

• The top dish is a real gone jump tune that the Joe Swanson orchestra goes wild with. The fast moving number is belted out by some good sax blowing from Wardell Gray. The under lid is another interesting instrumental that the orchestra handles in an adequate fashion. Either end can go.

“That Old Gang of Mine” (2:39)

“Everything But You” (3:05)

THE RAVENS

(Okeh 6843)

• A wonderful oldie is given a new twist by the harmonizing Ravens. The boys do an ear catching job on this tune and it has the makings of a top flipper. The second side is a slow ballad that the group treats royally and again they come up with a strong end. Ows oughta watch the first one closely.

“Lonesome for My Baby” (2:13)

“Alone and Lonely” (2:13)

PAUL GAYTEN ORCHESTRA

(Okeh 6847)

• The Paul Gayten orchestra, featuring Paul and Carmen Mendez on the guitar, spins through a pleasant oldie on the upper lid. The duo turn in a creditable job on the lyrics. Flip finds Paul taking care of the vocal by himself and he manages to make a jump tune come out ok. We like the top deck.

“How I Hate to See Xmas Come Around” (2:43)

“Skidrow Blues” (2:48)

JIMMY WITHERSPOON

(Swingtime 244)

• The upper level is an Xmas number that’s belted out in a loud and boisterous manner by Jimmy WITHER- spoon. Jimmy’s handling of the lyrics helps make this tune. The lower half is a slow version of a tune that’s currently riding high. The second side is a jazzy tune but it lacks the soul of the oldie and here the orchestra and a fine sounding sax stands out. We like the lower end.

“It’s Christmas Time” (2:55)

“Old Macdonald” (2:45)

THE FIVE KEYS

(Aldelin 3113)

• A strong holiday tune is worked over in a pleasing fashion by the Five Keys. The melody captures the Xmas spirit and the boys make it sound swell. The under half finds the vocalist solo and he’s a tad too high. The under side lacks a bit of that good old country ditty flavor.

“Empty Stocking Blues” (2:52)

“San Francisco” (2:53)

FLOYD DIXON

(Aldelin 3074)

• Floyd Dixon turns in one of his best efforts with this one. The vocalist has the appropriate manner on the first side. Johnny Moore’s Three Blazers give the tune an additional kick. Under lid is a slow blues item that the same artists handle with ease. Ows are presented with two similar ends here.
DENNIS DAY, the RCA and JACK BENNY singer, seems from Hollywood on his new disc, "Never." Tone has to have all the earmarks of holding the upper brackets for some time to come. JERI SOUTHERN, Decca's sharply gifted to the singing field, is sharply placed as a single and soon to record Piper Music's "Baby, Did You Hear?"

"Rudolph The Red Nosed Reindeer", for two years a leader in the Christmas field, is off to a good start in its third time up; plus an expected 2,500,000, 78 dinky disks which will be distributed this year for the first time. Distributes on the small fry waxings as presently slated are Simon & Schuster and Peter Pauper.

LARRY KEITH, Mobile, Alabama's WKA, D. J. is featuring this column as a part of his daily 2:30 to 6:00 P.M. air stint. LARRY is extremely popular throughout the Gulf Coast area and opens with the following: "Our intention on this tour is to provide good jazz to all who want to hear it. We will not play to a segregated house."

Finally, according to D. J. Jess Banker, a comment on their air shows, in keeping with the trend for faster pacing. PETER POTTER, of KFWB in Los Angeles is a good example. Others are New York's SYMPHONY SID, RALPH RICHARDS of Norfolk, Va.'s WLOQ, GENIAL GENE of Charlotte, N. C.'s WCTV; HAROLD JACKSON of WUST in Washington, D. C. And that's only a smattering as gathered from reports coming in from across the country.

Today's mail brings a major label's latest Spiritual release. Interestingly enough, the label and erroneously descriptive the label, "Rhythm and Blues" is correctly absent. Describing a traditional song of religion as "Sacred Singing" is proper. (RUSSELL EVANS doesn't even know the guy) has a new break as a cap in Paramount's "Detective Story," starring KIRK DOUGLAS. Plays a singer and pianist and then a flying at dancing; so the kid ends up a tough cop and gets a press across the country.

(SAM EVANS is the Rhythm and Blues specialist hereby on WGN, Chicago's Mutual outlet; and on WKBW-TV.)

Waxing of "Baseball Song" To Aid Jim Thorpe Fund

NEW YORK — The recording of the "Baseball Song," written by Ben Yost, Al Rubin and Dick Roffman, will benefit the special fund being created to assist the great American Indian athlete Jim Thorpe, in addition to help raise money for ten well known charity campaigns, it was announced this week.

This disclosure was made in conjunction with the release of the fact that "The Baseball Song" had been recorded Monday evening, November 29th, with Hal Kipling, youthful vocalist, singing the lyrics to the accompaniment of Jerry Jerome, orchestra leader and musical director for the Ted Steele show over television station WPIX.

Originally it was planned to donate 50 percent of the net profit of the publishing rights of "The Baseball Song" to ten welfare funds but when the news came out of Thorpe's illness in Philadelphia and of his financial plight, the decision was made to take an additional five percent and donate it to him via the special campaign in his behalf set up by his American Indian friends in New York City.

Roffman, a lawyer-publicist-radio commentator and one of the three composers of the song, happens to be an advisor to this Indian committee (Princess Janita Senter, chairman) and out of this developed the idea for donation from future profits to Thorpe. Ben Yost is one of the best-known choral group leaders in the country; and Al Rubin, the other collaborator, is a rising young tune-smith who has already had a few hit numbers to his credit.

Dean Martin, the star of "The Micky Mouse Show," is expected to record a version of "The Baseball Song.""
Jack Garrett, record spinner at WJQ's in Jackson, Mississippi, recently offered to go with the first blood donor who called following his public service plug for the Red Cross Blood Bank Drive. Response was overwhelming and Garrett arranged to meet eleven persons at the Blood Bank immediately after his program.

Boston's WMEX is programming country music twice each day. Ray Whitey is the d. j. and m. e. for a 2 hour 45 minute period each morning with Dottie Cheechi doing the chores in the afternoon via "Roundup Time." Station reports unheard of increases via the country ditties.

Ernest Tubb (Decca) scheduled for p. a's in New Orleans, Mobile, Pensacola, Lake Charles, Houston, and Baton Rouge beginning on December 2nd.

Ted Brooks (Decca) plays regularly at Birmingham's Shades Mountain Country Club in addition to his show with Happy Wilson (M-G-M) on WAPI across the board. Brooks also operates a music studio teaching all types of guitar courses in Birmingham.

Buster and Bonnie Lou Moore playing a week's engagement at New York's famous Village Barn. "The Barn" is one of the outstanding clubs in the country using country acts for entertainment.

Rod McKuen of KROW in Oakland, Calif. reports that the country tunes done up in pop style are taking top honors on his shows. McKuen m.c.'s "The Rod McKuen Show" each afternoon and boasts one of the west coast's top audiences.

Carl Smith (Columbia) and Lefty Frizzell (Columbia) begin a week's p. a's in Norfolk, Va., on December 2nd. Tour continues with shows at Richmond, Greenville, S. C.; Anderson, Charleston, and Savannah.

Ray Price (Columbia) guested on NBC's Grand Ole Opry from WSM on November 25th. Price, who was recently acquired by Columbia, is getting top billing with Columbia on his rendition of Hank Williams' composition — "Weary Blues".

"I'LL BE YOUR SWEETHEART" (2:53)
"TEARDROPS ON THE TEA LEAVES" (2:40)
HANK THOMPSON
(Capitol 1870; F-1870)
A bouncy tune is run through in a pleasant manner by Hank Thompson and the Brazos Valley Boys. The melody is nice and the group does a good job in bringing it off. Flip is a simple but sweet number that's done in a slow tempo. Ops have interesting material on either dish.

"WON'T YOU RIDE IN MY LITTLE RED WAGON?" (2:11)
"KEEP A LIGHT IN YOUR WINDOW TONIGHT" (2:25)
JIMMY WAKELY
(Capitol 1880; F-1880)
The top deck is a strong item that's given a thorough going over by Jimmy Wakely. It's a bouncy tune that comes out as a grand side. The melody is sweet and the boys take care of the rest. The under dish is another holiday song that gets a good treatment, but it lacks the appeal of the first one. Our nod goes to the second side.

"I DON'T WANT TO BE ALONE FOR CHRISTMAS" (2:43)
BILL HALEY
(Hot Rod 111)
One of the more likely Xmas tunes is turned out on the upper level by Bill Haley and the Saddlemen. The melody is sweet and the boys take care of the rest. The under dish is another holiday song that gets a good treatment, but it lacks the appeal of the first one. Our nod goes to the second side.

"SEND ME A RED ROSE" (2:43)
"BROWN SKIN GAL" (2:38)
BOB WILLS
(MGM 1911; F-1911)
Bob Wills and his Texas Playboys spin through a novelty type number on the upper end. The vocal is good and the tune fair and the result is a listenable ball. The flip side is a lively jump number that comes out as a fine platter. Our advice is to watch the bottom label.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### New York, N.Y.
1. **Sim** (Eddy Howard)  
2. **Cold, Cold Heart** (Tony Bennett)  
3. **Down Yonder** (Del Wood)  
4. **Because of You** (Tony Bennett)  
5. **Undecided** (Ames Bros. & Les Brown)  
6. **I Get Ideas** (Tony Martin)  
7. **And So to Sleep Again** (Patti Page)  
8. **Down Yonder** (Tony Martin)  
9. **Whispering** (Les Paul & Mary Ford)  
10. **Turn Back the Hands of Time** (E. Fisher)  

### Chicago, Ill.
1. **Sim** (Eddy Howard)  
2. **Undecided** (Ames Bros. & Les Brown)  
3. **Down Yonder** (Del Wood)  
4. **Because of You** (Tony Bennett)  
5. **Undecided** (Ames Bros. & Les Brown)  
6. **I Get Ideas** (Tony Martin)  
7. **Come On My House** (Lavoy & Stafford)  
8. **Just One More Chance** (Ames Bros.)  
9. **Cold, Cold Heart** (Tony Bennett)  
10. **Turn Back the Hands of Time** (E. Fisher)  

### Los Angeles, Cal.
1. **Sim** (Eddy Howard)  
2. **Cold, Cold Heart** (Tony Bennett)  
3. **You Don't Know** (Tony Martin)  
4. **Whispering** (Les Paul & Mary Ford)  
5. **And So to Sleep Again** (Patti Page)  
6. **Turn Back the Hands of Time** (E. Fisher)  
7. **Just One More Chance** (Frankie Laine)  
8. **Never** (Dennis Day)  

### Milwaukee, Wis.
1. **Slow Poke** (Pete Wee King)  
2. **Sim** (Eddy Howard)  
3. **Cold, Cold Heart** (Tony Bennett)  
4. **Just One More Chance** (Les Paul & Mary Ford)  
5. **Charlie's Angel** (George Jones)  
6. **Sunny Day** (Tony Martin)  
7. **Shrimp Boats** (Joe Stafford)  
8. **Undecided** (Ames Bros. & Les Brown)  
9. **Jealousy** (Frankie Laine)  
10. **And So to Sleep Again** (Patti Page)  

### Detroit, Mich.
1. **Sim** (Four Aces)  
2. **Cold, Cold Heart** (Louis Armstrong)  
3. **Because of You** (Tony Bennett)  
4. **Down Yonder** (Del Wood)  
5. **Undecided** (Ames Bros. & Les Brown)  
6. **And So to Sleep Again** (Patti Page)  
7. **Turn Back the Hands of Time** (E. Fisher)  
8. **The World Is Waiting for the Sunrise** (Les Paul & Mary Ford)  
9. **I Get Ideas** (Tony Martin)  
10. **Sunny Day** (Tony Martin)  

### Birmingham, Ala.
1. **Sim** (Four Aces)  
2. **Cold, Cold Heart** (Louis Armstrong)  
3. **Because of You** (Tony Bennett)  
4. **Undecided** (Ames Bros. & Les Brown)  
5. **And So to Sleep Again** (Patti Page)  
6. **Whispering** (Les Paul)  
7. **Come On My House** (Lavoy & Stafford)  
8. **Just One More Chance** (Tony Martin)  
9. **Blue Velvet** (Tony Bennett)  
10. **Shrimp Boats** (Joe Stafford)  

### Ft. Worth, Tex.
1. **Sim** (Eddy Howard)  
2. **Cold, Cold Heart** (Tony Bennett)  
3. **Because of You** (Tony Bennett)  
4. **Whispering** (Les Paul & Mary Ford)  
5. **And So to Sleep Again** (Patti Page)  
6. **The World Is Waiting for the Sunrise** (Les Paul & Mary Ford)  
7. **I Get Ideas** (Tony Martin)  
8. **Shrimp Boats** (Joe Stafford)  

### Minneapolis, Minn.
1. **Cold, Cold Heart** (Tony Bennett)  
2. **Because of You** (Louis Armstrong)  
3. **And So to Sleep Again** (Patti Page)  
4. **Sim** (Eddy Howard)  
5. **The World Is Waiting for the Sunrise** (Les Paul & Mary Ford)  
6. **Undecided** (Ames Bros. & Les Brown)  
7. **Down Yonder** (Del Wood)  
8. **Just One More Chance** (Tony Martin)  
9. **Blue Velvet** (Tony Bennett)  
10. **Shrimp Boats** (Joe Stafford)  

### Phoenix, Ariz.
1. **Cold, Cold Heart** (Louis Armstrong)  
2. **Because of You** (Tony Bennett)  
3. **Undecided** (Ames Brothers)  
4. **And So to Sleep Again** (Patti Page)  
5. **Turn Back the Hands of Time** (E. Fisher)  
6. **Whispering** (Les Paul & Mary Ford)  
7. **Undecided** (Ames Bros. & Les Brown)  
8. **All Over Again** (Tony Edwards)  
9. **Sunny Day** (Tony Martin)  
10. **And So to Sleep Again** (Patti Page)  

### St. Paul, Minn.
1. **Sim** (Eddy Howard)  
2. **Undecided** (Ames Bros. & Les Brown)  
3. **Because of You** (Tony Bennett)  
4. **Cold, Cold Heart** (Tony Bennett)  
5. **I Get Ideas** (Tony Martin)  
6. **And So to Sleep Again** (Patti Page)  
7. **Turn Back the Hands of Time** (E. Fisher)  
8. **Whispering** (Les Paul & Mary Ford)  
9. **And So to Sleep Again** (Patti Page)  
10. **I Get Ideas** (Tony Martin)  

### Cincinnati, Ohio
1. **Cold, Cold Heart** (Tony Bennett)  
2. **Because of You** (Tony Bennett)  
3. **Cold, Cold Heart** (Tony Bennett)  
4. **Whispering** (Les Paul & Mary Ford)  
5. **And So to Sleep Again** (Patti Page)  
6. **Sunny Day** (Tony Martin)  
7. **Lovey Night of the Year** (Maria Lanza)  
8. **Whispering** (Les Paul & Mary Ford)  
9. **Undecided** (Ames Bros. & Les Brown)  
10. **Sunny Day** (Tony Martin)  

### Oakland, Calif.
1. **Cold, Cold Heart** (Louis Armstrong)  
2. **Because of You** (Tony Bennett)  
3. **Sim** (Four Aces)  
4. **Cold, Cold Heart** (Tony Bennett)  
5. **I Get Ideas** (Tony Martin)  
6. **And So to Sleep Again** (Patti Page)  
7. **Turn Back the Hands of Time** (E. Fisher)  
8. **Whispering** (Les Paul & Mary Ford)  
9. **Lovey Night of the Year** (Maria Lanza)  
10. **Sunny Day** (Tony Martin)  

### Norfolk, Va.
1. **Because of You** (Tony Bennett)  
2. **Sim** (Four Aces)  
3. **Cold, Cold Heart** (Tony Bennett)  
4. **I Get Ideas** (Tony Martin)  
5. **Cold, Cold Heart** (Tony Bennett)  
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7. **Turn Back the Hands of Time** (E. Fisher)  
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9. **Lovey Night of the Year** (Maria Lanza)  
10. **Sunny Day** (Tony Martin)  

### Reno, Nev.
1. **Because of You** (Tony Bennett)  
2. **Cold, Cold Heart** (Tony Bennett)  
3. **Sim** (Four Aces)  
4. **Cold, Cold Heart** (Tony Bennett)  
5. **I Get Ideas** (Tony Martin)  
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RUSH FOR NEW EQUIP’T


CHICAGO — Leaders here agreed this past week that “the rush is on for new machines of all kinds.” They attribute this to reports in the daily press (as well as over the air) that manufacturers of coingames have been deeply slashed as far as use of critical materials are concerned.

One manufacturer of new machines is expected during the first quarter of 1952. With the possibility that the second quarter may see a complete shutdown of all manufacturing.

The for many, many months The Cash Box has continued to publish these facts, farsceme at length, a few leaders are beginning to realize that this would ever become the case.

Now that the press has picked up the latest N.P.A. “News Release” (Dec. 15, 1951 issue of The Cash Box) also brought about the following statement by the coingame manufacturers:

“We followed quarter production will be below the economic break-even rate.”

But N.P.A. went even farther with its opening statement on this meeting:

“Unless manufacturers of coin-operated amusement machines can find ways of using substituting for critically scarce copper and bronze, they must convert to defense production for their survival.”

In short, the amusement game manufacturers haven’t been given much “leeway” by the National Production Authority.

They have been told to either find substitutes for copper and bronze (by which there are no substitutes as yet) or else get into defense production completely. Those who fail to do so will be out of business.

It is safe to bet that the majority of the manufacturers will, by the end of the first quarter of 1952, be very deeply engaged in defense production. For those who fail to do so, will only be producing a very tiny trickle of new equipment.

THE CASH BOX

“Confidential Price Lists” Published Weekly

Trade Turns to “The Confidential Price Lists” as New Equip’t Fades

NEW YORK — A new equipment gradually fades from the coin machines manufacturing picture, the trade is again more closely scrutinizing “The Confidential Price Lists” which appear in each week’s issue of The Cash Box.

For over thirteen years “The Confidential Price Lists” have been published for the industry. Lists were published years prior to official introduction of “The Cash Box” as a magazine. In those three years the compilers of these lists have gained much experience.

This fact has made “The Confidential Price Lists” invaluable to every operator, jobber and distributor, everywhere in the world.

Now that only a tiny trickle of new machines will be produced in the first quarter of 1952, “The Confidential Price Lists” will prove even more vitally important to everyone in the industry for trading, buying or selling equipment.

The Cash Box has set up a most complete staff to handle the lists. Reports continue to come in from leading buyers and sellers everywhere in the nation. Prices will be published for the information of all concerned.

As was reported—this used machine market is again becoming outstandingly important to all who are interested in trading, buying or selling.

These men will need each week’s issue of “The Confidential Price Lists.”

“Bally will be 90% engaged in military production by next April.”

— Herb Jones

See Story Page 27
The new AMI Model "D" is designed to compel attention, to put patrons on notice that there's a juke box in the location for their entertainment.

There's no overlooking the "D". Exclusive features draw patrons close where hand and eye respond to its simplicity of selection and play.

Model "D's" balanced new sound system brings pleasant listening that persuades patrons to keep the music playing.

why take chances
...when the "D" will safeguard profits?

AMI Incorporated

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

"It's What's in THE CASH BOX That Counts"
Memphis - Arkansas Territory
To Sanders Distrib For Bally

December 8, 1951

Money Circulation Rising — May Break '47 Record

NEW YORK—Banking circles this week predicted that 1951 will see the greatest expansion in the history of jet plane program.

"Up to now, there has been no policy that everyone gets a little something, and Congressional quarters, such a program would " chew up" large quantities of atomic. A similar situation would apply to jet materials and other alloying metals if jet plane expansion is ordered on a big scale.

Discussing the relative supply of various scarce metals by the middle of next year, Fleischmann said "I see no improvement in copper — I see no improvement in nickel and the alloys."

The coin machine industry knows that its products have been classified by NPA in the "less essential" class (as reported in the CASH Box in previous issues) and if the coin time is necessary to halt scarce material's contribution to civilian goods, our industry will be among those who will be curtailed entirely.

WASHINGTON, D. C.—The Defense Production Administrator, Manly Fleischmann made a statement late this week, as we were going to press, that may have a worse effect on the manufacturers of coin operated equipment than the industry is now reconciled to. (See Page 21.)

After meeting with NPA officials in Washington, manufacturers of coin operated movie machines and amusement machine manufacturers will receive an opportunity to tell the NPA what their allotment of scarce materials was to be reduced to a tiny portion of what is needed.

The most recent statement by Fleischmann now paints a darker picture than ever.

His latest statement indicates that a "death sentence" on the less essential uses of copper and nickel in civilian goods may be necessary if Congress votes a big, new expansion of the above plane programs.

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AMI's New Electric Testing Unit

GRAND RAPIDS, MICH. — An electronic testing unit, designed as a trouble-shooter for disabled juke boxes, is now being produced by AMI Incorporated to aid its distributors in speeding up repair service in the field, John W. Haddock, president, announced this week. Called the "Master Analyzer," pictured below, the new unit contains devices identical with those for applying factory inspection methods and standards, he said.

The testing unit is simple to use, Haddock explained, and enables service men for distributors to make the same thorough diagnosis and adjustment of electrical and mechanical parts as that of factory service engineers. Among the components which can be quickly inspected, he said, are the phonograph and mechanism junction boxes, record-rack assembly, credit units, switches, wallboxes, selector assemblies, gear motors and record-changing mechanism.

Although the "Master Analyzer" is a stationary installation, mounted on a steel bench with a pressed wood top, it contains elements to simulate actual conditions found in various locations for the testing of specific equipment, Haddock declared. He pointed out that a wallbox, for example, can be tested and properly adjusted for best operation under the extremes of voltage level which are encountered in day and night operation of the box.

The unit itself consists of a series of testing devices on a large, well-lighted instrument panel. All the circuits used are based on those adopted by the factory for laboratory and assembly-line testing and inspection. The unit includes electronic devices which provide short impulses from forty to 200 milliseconds and a similar pulse measurement for accurately analyzing the operation of credit units, selector assemblies and wallboxes.

Bally Awarded 3rd Defense Contract

CHICAGO—Herb Jones, vice president in charge of contract production for Bally Manufacturing Company, this city, announced that Bally plants were recently awarded the third contract for production of defense materials—a contract for cables required by the Signal Corps of the Army.

Jones points out that Bally plants are now serving all three departments of the Department of Defense—Army, Navy and Air Forces—and is also doing sub-contract work.

"I believe" states Jones, "the Bally plants will be 90 per cent engaged in military production by next April."
Premium Biz To Coin Machine Industry ls Big Biz Today

First Distributors Features Over 1000 Different Items Ranging From 50c To Over $500. Have 7 People And Roadmen To Help Fill Operators’ Needs

CHICAGO—It may appear to some, at first glance, that the premium business division of the coin machine industry is but a small accessory to the bigger business of selling equipment. This just isn’t the case. At least anymore. The premium biz has grown by leaps and bounds.

Those distributors and jobbers who took on premiums, first to just service accounts, now find themselves deeply engaged in a very fascinating and a very big business where the financial outlay is actually staggering.

A visit to leading distributors and jobbers here brings about an entirely new idea of just what is happening in the premium business, as far as the amusement game ops are concerned.

Take First Distributors here as an example. Mal Finke, Wally Finke’s brother, a Roosevelt College graduate, handles the premium business for Joe Kline and Wally Finke, owners of the firm.

Whereas Joe and Wally concern themselves principally with coin operated equipment of all kinds, Mal Finke handles only premiums. He has his own organization within the organization to efficiently do this big job for the firm.

Mal has men on the road covering all the operators they possibly can. These men carry the latest and most popular premium items with them. At the same time they keep track of the catalog of the more than 1,000 items which the firm features for the amusement game ops.

In addition to his roadmen, Mal also has inside sales to handle the ops who call at First Distributors’ showrooms for their merchandise items. He also has shipping men, packers, and an office girl, whose job is solely concerned with his premium division.

Here are some facts which may prove surprising to the industry. Not only does the firm handle 50c items, but they also handle television receiving sets that range over $500 each, wholesale. (The ops pay wholesale prices for the merchandise they purchase from the firm.)

First Distributors ship far over 2,500 items each week. In fact, when the “paid deals” were at the height of its popularity, the firm was shipping more than twice that number of items. (“Paid deals” have since lost much ground.)

Mal is absolutely adamant about the firm featuring the famous “standard brand” of merchandise. He is a stickler on nationally advertised and nationally recognized items.

He says, “I’m willing to take less profit. But I know that when an operator features a nationally recognized and advertised product it meets with the most complete approval of his location owners and, especially, of the players.”

Such famous advertised brand names as RCA, General Electric, Admiral, Arrin, Sylvanias, Gilbert, Sencor, Remington, Ansonia, Benson, Elgin, Evans, Ronson, ASI, West Bend, Juice King, Eureka, and many, many others are carried in stock.

Practically the complete baseline of the firm is devoted to storage of the many, many, items featured in the firm handles. The top floors are stocked to the ceilings. Fins of merchandise seem to be everywhere.

This isn’t just an “accessory business” anymore. It’s big. It’s running into staggering amounts of items and money. Many of the distributors, especially First Distributors, are handling thousands of dollars invested in merchandise of all kinds to handle the premium sales to amusement game ops.

Exhibit Wins NAAPPB Most Meritorious Display Award

CHICAGO—For the third consecutive year, Exhibit Supply Company, this city, was awarded the plaque for the “most meritorious display booth” of the NAAPPB (National Association of Amusement Parks, Pools and Beaches) convention held here this past week (November 25, 26, 27, ’51) at the Sherman Hotel.

This time the honor was even greater than the first two years Exhibit won this outstanding booth award.

The past two years the firm was given the award for the most meritorious booth display of coin operated machines.

This year, Exhibit won the award over all booths at this convention, whether they did or did not feature coin operated equipment.

Secretaty of NAAPPB, Paul Heudepohl presents the highest award plaque of the 33rd Annual Convention at the Hotel Sherman, Chicago, to Frank Mercur, general sales manager of Exhibit Supply Company, L to R: Jeanne Jones, “Patriots Stevens Model”; Frank Mercur; Paul Heudepohl and Clare Meyer of Exhibit.

The cash box—Denver was re-elected as president; Charles Bernoff, vice-president; Harry Wasserman, treasurer; and Sal Trosia, secretary.

Four of the five members of the board of directors were re-elected with the fifth operator newly voted in. Those re-elected on the board were: Albert (Senator) Bodkin; Joseph Conners; Arthur Herman; and Louis Hirsch. New member voted in was Charles Aronson.

Nebraska Phono Ops Assn Holds Meet Dec. 1 & 2

OMAHA, Neb.—The Nebraska Automatic Phonograph Operators Association held their quarterly meeting at the Carson Hotel, to which J. W. Platt, Neb., this past Saturday and Sunday, December 1 and 2.

Hap Marble acted as host and presented a somewhat differently planned meet. The large turnout was asked for ideas and suggestions on how to best serve the membership.
Coven Distrib. Co. Opens
"One-Stop Music Service"

Features Complete Record Dept. With All Major
And Indie Labels As Well As Title Strips, Needles,
 Phonographs, Parts And Supplies

lines, needles, as well as all parts and
supplies, so that the juke box opera-
tor need only make this one stop to
obtain everything he needs.

In addition, of course, the firm will
also feature new and used photo-
graphs and accessories.

Coven Distributing Company is ex-
clusive factory distributors for The
Rudolph Werfiszy Company in this
territory and is featuring the new
Models 1400 and 1450 in its show-
rooms at this time.

"We feel," Coven stated, "that juke
box ops here in our territory need
a one-stop music service.

"It eliminates chasing all over the
north, south, and west sides of this
city for records. The saving in time
alone here is worth a great deal of
money to all juke box operators.

It took many weeks to arrange this
"one-stop music service" according to
Coven.

"Everyone of the major record
firms had to be contacted and arrange-
ments made for delivery and stocking
of their records.

"The smaller, independent labels
also had to be stocked," he stated,
"and all this, in addition to obtaining
all types of supplies, parts and every-
thing else that makes for a one-stop
music service for juke box ops, was a
job of outstanding magnitude."

"It's What's in THE CASH BOX That Counts"
The results of the 6th Annual Poll of Music Machine Operators came to a close this week, and results are published in this issue. The Cash Box poll, conducted every year at this time, is of untold importance to all in the music machine business (not to say how important it is to the recording companies and music publishers) as it brings these two fields together in a closer bond. The music industry needs the juke box operator—and the juke box operator needs the music industry. Just how important the juke box operator is to the music industry is seen by the fact that the industry almost 100%, was responsible for the current popularity of Tony Bennett, one of its big money making artists. The juke box industry, as a result of The Cash Box poll, will be on the receiving end of loads of publicity over radio, television, and thru the news columns of daily papers throughout the entire country. This is just one of the many services of The Cash Box to the coin machine industry.

Here's something the juke box operators and their organization should have its eye on. The City of New York is asking authority to re-impose its 8 per cent car stamp tax next year—and at the same time will consider a number of other new nonproperty taxes, including a levy on juke boxes. Under existing state law, the city already has the power to set a fee for the use of "mechanical music makers." . . . Mike Muvves, "The Arcade King," spent the week in Chicago at the Parkmen’s Convention, and word we have is that his booth was the most popular on floor. . . . Dave Lowry of Supreme Sound used a portion of Mike's booth to display premiums and prizes. . . . Bill Rabin and Herb Klein, International Motor Scooty Corp., also had a booth. . . . Ben Smith’s (the advertising agency man”). son, who is a freshman at Princeton University, spent the Thanksgiving Day holiday at home. The youngster, as an extra-curricular activity, is conducting a disk jockey program over the college radio—playing long hair music. . . . Barney (Shug) Sugerman, Runyon Sales Company, runs by us as we drop in for a visit—heading for an appointment in New Jersey. “Good news coming” he tells us as he dashes into his car. . . . Jack Mires, district representative for AMI spending his time here around and in surrounding territories. Jack and his missus, Sadie, leave town December 15, heading for Hot Springs. On the way they will drop in to visit AMI distributors throughout the South. Plans call for a stop-over at Texas City, Texas, from Christmas to New Year’s, where they will see their daughter, son-in-law, and granddaughter.

The entire outer shell of the building, being erected on Tenth Avenue for Al Simon is up. Another few weeks, and the building will be ready for the ChiCoin representative. . . . Joe Dufault and Abe Lipsky, Young Distributors (Wurlitzer group) biggest the trade broker we dropped in with was Elta Brodsky, who is now rejoining on her impending trip to Miami Beach. However, one never knows just exactly how a woman’s mind works. If she’s able to take the time off, I’ll make a small wager she will wind up in the “Playground of the World.” . . . Al Hirsch, business manager for AMI, has just been appointed to the association, rushes to get copy off to the presses this week for the association’s Souvenir Journal. “The book is twice the size of last year” says Joe. The banquet comes off Sunday night, December 9 at the Gilded Cage night club, with a show right from Paris. Joe tells us that tickets are going fast, and probably many will ask for them at the last minute, and won’t be able to accommodated. . . . We’ve been writing, on numerous occasions, about the careful and complete reconditioning job done by Harry and Hymie Koeppel of Koopel Distributing Company on used music machines. They watched over a machine this week, and were greatly impressed with the work given each machine. “We make a million friends this way” explains Harry.

The Cash Box, as well as Exhibit Pony Express, have opened a new and greater path to profits for operators everywhere in the nation. If you haven’t yet exploited the opportunities these great horses present for outstanding, steady income, write, wire, phone:

EXHIBIT SUPPLY COMPANY
4218-30 WEST LAKE STREET CHICAGO 24, ILLINOIS

Hit of the NAAPPB Show EXHIBIT’S
"JET GUN"
SEE IT TODAY!

We Have Them! Exhibit’s "JET GUN"
The Hit Of The NAAPPB Show
“Big Bronco” “Pony Express” SEE US NOW!

So. Dakota Phono Ops Asn. To Meet Jan. 6 & 7

MORRIDGE, S. D.—Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators Association, informed the membership this week that their next meeting will be held at the Brown Palace Hotel, this city, on January 6 and 7. Members will register in at the hotel on Sunday, January 6, and join the group at the Country Club (2 miles north) for an informal arrival party. Business meetings and displays start on Monday, January 7. Luncheon takes place on Monday from 12:30 at the Moose Club Dining Room; evening banquet at the Bridge Club, with plenty of entertainment and dancing. Election of officers is the main subject that will be covered, but other subjects will receive the attention of the membership.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Like Jack Nelson said this past week, "I guess after the ops read their newspapers, they'll now believe what they've been reading in The Cash Box because we're now getting all the good news out instead of the bad news that's been reported in NPA's."

In fact, Jack, like many others, suggested we reprint the story that appeared in the Chicago Tribune. And just put underneath: "I told you so." (Well, we did.)

NAXPH (music paper) convention at the L.C. pulled some column into town. To see what was at this show. Not a big show. And not as many column as was hoped would show up. But, nice to get together with those who did show. - Nat Cohen of NY and I was thrilled by the "sensation" he created with that "blind page ad" on the 4 page spread in the magazine. A California product. Most thrilling of all was Frank Mercure, sales mgr for Exhibit. Exhibited won the most meritorious booth award for the third straight year. Everyone of the "oldtimers" were at Exhibit and the "cooks" from across the land. Bill Rabkin had a beautiful Mutoscope display at the show. (Bill went a bit "crazy" many Tuesdays and Thursday nights makes a five day and a sleep in, etc. etc.) Jimmy Johnston from San Antonio joined and about. Just as young looking and as happy as ever. Most thrilling news "Jimmy had won again" (she's now about six feet just shot an eight point buck.) And did Jimmy beam. "I economist" from Newark, N. J. quicked about town. - Si Redd of Bahston was here, there and everywhere. Impossible to catch up with. - T. B. Halliday of Columbia, S. C. around and about. And feeling much better than when we last saw him in Louisville. - Johnny Christopher smiling as broadly as always and just as happy looking. - Lou Beachy, "America's Greatest Football Fan," had all the boys talking football. In fact, Lou had Bill O'Donnell of Bally just about off the cliff with football. (Say, didn't know Bill was that big a football fan out here.)

Al Rodstein in from Philly. But, didn't get a chance to get with "Handsome Al." - Woff Solomon was also around and about. "Just looking things over." He's from Schenectady of Atlantic City, N. J. interested in parks any arcades. - Benjie Sterling of Mouse, Pa, seeing Chicago for the first time in over a year. - Nat Faber of Rockaway Beach, L. I. and Bally. - Pin Pete Pieter's of Kalamazoo more interested in his trotters than in the park show. - Collis Iry, a lot heavier than when we last saw him in Dallas, talking slot machines in his usual high key. - Bill Futter in from Port Arthur, Tex. - Dave McMillan, those Supreme premiums. - Ken Wilson now sales mgr for those trains. - Bill DeSelm of Union with a mob at his heels entertaining as only Union can. - But we aren't kidding about how United can do it, mind you. Rush for new machines started with the announcements in the daily press that production would be slashed to nothingness. Those with new machines having games held out. Those with late model phones not talkin'. And all wantin' to buy. It's a round, round robin.

One of the more favorite people - Mike Munwe - had himself a very neat display at the amuse pm show. Featured the new "Exhibit Jet Gun" of which Mike should call carnoc lots. - Phil Greenberg of Atlas, Pittsburgh, in on the new machines. - Harvey Silverstein did the dirty work in bringing in the new territory by Bally this past week. - Ben Becker in Pittsburgh, they tell him he's been getting a lot of uptight in the slot machine department. - Bill Ryan of Williams Mfg. Co. absolutely besieged by Canadians one day this past week. (There were a gang of the Canucks in for the park show). Bill seriously considering admitting for the firm's distrus due to materials cuts. - Bill Fielding of Windsor, Can. just as big as ever. - Art Gurrey scoots back to his stumpin grounds in New Ground after a brief absence. But we'll call and ask the old man to join us for an out of town job. Just pick up a phone and ask for his "special." - John M. "Cigar Roll," tales of the game and how he's been going thru the machines, talking to the players. - Ralph Shefton of the busiest men around town. In a quiet way, Ralph is doing one of the biggest premium jobs in the Midwest. His "Sanock Radio Chatter, click item.

Vic Weiss is now working on something entirely new for the shuffle game ops. Has Billy Knapp jumping about like a cockroach. - Mike Hammersberg back for a few weeks after some deer hunting. Talking about a big deal down in the fabulous Texas country. - Mac Erler, Harold Saul and Carl Christensen all clected their cars to bed day and night. They tell me. - Local O.P.S. officials up in some small towns in Wisconsin getting tough with jube box ops who raised to 10c per play. No word as yet from Washington headquarters of their actions. - Also along with local rumbles. - HAPPY BIRTHDAY TO: Mike Muwe, N.Y.C., Dec. 2 and to Harry Pearl, Eliza, n. J. Dec. 6. - How many of you oldtimers remember these parts remember. - Art Naid. - Canadian Cleveland? Well, Art is back, and for the past ten years and tho he came here after taking a terrible beating in the game. He's been bouncing with his usual vigor. (Well, we don't need him, and we are really thrilled his here. It's 'R.D.P.'). Otherwise known as Radio Parts Distributors (925 E. 5th St.) and Art is opening more and more offices thorough the great United States.

Saved this one for last. Got a letter this past week from a guy named, Ray Rickner. Ray has the most outstanding supplies store for Oklahoma University. Wears his college colors all year long. Ray tells us in his letters how the fraternities of Oklahoma U. hold an annual contest on pinball machines. In short, the fraternity men, with propellor miniatures, pinball machines, and play for a "grand award" to the fraternity who wins the contest. (Know anyone who makes the miniatures pinball games? They're so many so many ops, send me a name so I can write to him.) What is the most interesting is the fact that Oklahoma U. standouts find time to enjoy themselves on pinball and have now put pinball in the classification of a scholastic competitive sport.

Please mention THE CASH BOX when answering ads - it proves you're a real machine man!
Announcing...

The Cash Box

"HOLIDAY SPECIAL"

ALL-WAYS THE GREATEST HOLIDAY GREETINGS ISSUE IN THE COIN MACHINE INDUSTRY

(Dated: December 29)

An issue in which
Coin Machine Firms and
Individuals
send Their Christmas and New Year Greetings to ALL in the industry

GOES TO PRESS: THURSDAY

DEC. 20.

Send in your reservation—or your copy NOW—

THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.
(PHONE: Longacre 4-5321)

CHICAGO
32 W. RANDOLPH ST.
(Phone: Dearborn 2-0045)

LOS ANGELES
6363 WILSHIRE BLVD.
(Phone: WEsterbrook 3-0347)

Dan Stewart's official opening on the L.A. Row as distributor for the Rock-Ola phonograph will be on December 2, 3 and 4, we learned from Dan, who expects to have a good month as a starter. While he has the available new games, it's the Rock-Ola box which he figures to do the big job on, and there's no doubt that he should know how, with years of experience as a topline distributor in Salt Lake to his credit. At Badger Sales, Ray Powers tells us the appliance business is but good, with many operators finding they can make better than a few buck's on the side by purchasing machines, refrigerators, TV sets and washing machines the Big way.

In the same dept., the new Keeley "6-Player" seems to be one of the hottest items on the Badger Road. Weekending in Palm Springs was Chicago Coin's Phil Robinson, who vowed he'd watch his diet while there...

Things are humming along nicely at C. A. Robinson's, we gather from Al Beideman, who noted that the U. S. line is proving popular with one of their old and new customers.

Now that the season for hunting is officially over, a few of the boys who had taken time out to do deer hunting reported success and some of the boys who got their deer were Buddy Harrison of Howard Sales Co., Minneapolis; Stan Woznak of Little Falls; Jack Backus of Jamestown, N. D., and Hank Vangust of L. S. Vangaur Co., Minneapolis. No doubt a few of the other boys got their deer but the reporter hasn't received all the official reports as yet... Tony, service man for the Twin City Novelty Company was handing out christmas cards set. "It's A Boy"... Seen here and there at the various distributors and record houses were Elmer Wright of Houston; Pete Vanderhyde of Dodge Center; Ed La Blanche of St. Cloud; Ken Tyner and his charming wife from Winona; John Galep of Menomonie, Wis.; A. M. Westby and Lester York of Mitchell, S. D.; Art Haggis of Grand Forks, N. D.; Cap Keister of Pemberton; Lawrence Sieve of Austin; John Miller and Tony Raths of Huron, S. D.

Charlie Webber of Minneapolis is finally up on his feet again after being in bed for several weeks... George Atel of the Zenith Sales Company, Duluth, Minn., was in town Saturday and had intended to take in the big game Sunday, but decided it was too cold and sat by the radio... Ray Foster of Sioux Falls, S. D., spent Thanksgiving with the Milo Westman of Robinsdale...

George Plummer, and his wife and daughter from St. Ansgar, Iowa, were seen in town picking up some supplies for their room... Some of the boys who made a quick trip into town and then out again were Paul Pelling of Sauk Centre; Gil Hanson of Winona; August Straley of Hazelton, N. D.; Kenny Anderson of Austin; Jerry Hardwig of St. Cloud; Walt Scovil of Coldwell, N. D.; Jim Stanfield of Winona; Ed Coe of Amanandale; Glenn Rackiff of Superior, Wis.; August Quade of Rochester, and Charles Serott of St. Cloud... Seeni in town for the first time in a long time were J. Allen Redding of La Crosse, Wis. In town for Thanksgiving from the Air Force was Lt. Danny Heilsher who spent Thanksgiving with his brother, Amos of the Adysane Music Company in Minneapolis.
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:

THE CASH BOX
“Special Advertising Subscription”

IT’S AMERICA’S GREATEST ADVERTISING BUY!

Here’s What You Get:

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

QUARTER YEAR (13 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week For 13 Weeks—PLUS-A Quarter Year’s Subscription To “The Cash Box”—A TOTAL VALUE OF $45.35 . . . . . . . . ONLY $15

Choose whichever of the above you feel best suited to your requirements. Enclose your check along with your first 40 Word Free Classified Ad and Mail Today TO:

THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.
CHICAGO-32 W. RANDOLPH ST., CHICAGO 1, ILL.
LOS ANGELES-6363 WILSHIRE BLVD., LOS ANGELES 48, CAL.
WANT
Highest prices paid for Bally
British & Italian Darts and Ball
Suits, also Doubled Face Score
Boards for Shuffleboard. MB1855
erte, CO., 1810 WELTON, DENVER, COLO.

WANT—Attention distributors, opera-
tors, etc.: We are in the market for
boules, Ske Alley; Shuffleleas, Bear
Guns, etc. Contact us immedi-
ately, as we pay cash and can settle
at once. REASONABLE PRICES.

WANT—By Operator: Balle One
Balls: Citation, Champion, Turf
King; also Ske Alley, Shuffleboard,
Billiards. All you can use and
in good condition. Price will
vary. ALL ON HAND.

WANT—Photo-photographs, View-O-Graphs, Chi-Coин Basketball Champs, Seeburg Bear Guns, Evans Tommy Guns, Sky Fighters, Chi-Coин Midget Ske Balls, Fitch Em and Bait Em, Exhibit Bally Guns, Chi-Coин Pinballs and all other Arcade Equipment. State condition and price.

WANT—Built two-player Shuffle
Alley Express; United Shuffle-Skills;
Universal Twin Bowlers. Can use
unlimited quantities.

WANT—New: Mutoscope, Mutoscope
Transformer; Seeburg Vendors, Acme
Transformers, Waterbury Transformer,
AIMI, 356 E. MAIN ST., LADOGA,
IND., Tel.: 17.

WANT—For sale: Bally Light Bright
Rocks, Rock-Ola 1422, 1423
Rock-Ola, 2500, 2501; Seeburg,
Mutoscope, Standard Mutoscope
Transformer, All good condition.

WANT—For sale: Vendors, 7c, 10c,
15c Sales; Mutoscope, Mutoscope
Model B, and C. ($150, $175)

WANT—For sale: Used machines
and used War coast cigarette
machines. Also used 1400 and
1250 Wurlitzers, 1400 and
Seeburgs, model B and C.

WANT—For sale: Bally Bally Light
Brights, Rock-Ola, 1500, 3500,
and others; Wurlitzer 1500, 3500,
and others.

WANT—For sale: Wurlitzer 1015
$125.00; C. & C. 1461 $115.00;
1467 $115.00; 1463 $125.00; 1481
$195.00; 1481 $195.00; 1481
$245.00; 2541 $195.00;

WANT—Please have in new lines of
equipment: Write us first, ROCK
Ola, 325 W. State St., ROCKFORD,
IL. Tel.: 378-1975.

WANT—All types of post-war flippa-
vie five-ball games, in any quantity.
Give names, condition as they are,
including original equipment.

WANT—Wurlitzer 1300, 1500,
1800, 2100, 2300, 2400, 2500,
2515, 2540, 2542, 2543, 2544,
2600, 2601, 2615, 2640, 2641,
2661, 2700, 2780, 2800, 2807,
2820, 2850, 2860, 2861, 2880,
2881, 3000, 3001, 3015, 3030,
3031, 3040, 3041, 3050, 3051,
3052, 3053, 3060, 3061, 3070,
3071, 3072, 3080, 3081, 3090,
3091, 3092, 3093, 3094, 3095,
3096, 3097, 3098, 3099, 3100,
3101, 3102, 3103, 3104, 3105,
3106, 3107, 3108, 3109, 3110,
3111, 3112, 3113, 3114, 3115,
3116, 3117, 3118, 3119, 3120,
3121, 3122, 3123, 3124, 3125,
3126, 3127, 3128, 3129, 3130,
3131, 3132, 3133, 3134, 3135,
3136, 3137, 3138, 3139, 3140,
3141, 3142, 3143, 3144, 3145,
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3191, 3192, 3193, 3194, 3195,
3196, 3197, 3198, 3199, 3200,
3201, 3202, 3203, 3204, 3205,
3206, 3207, 3208, 3209, 3210,
3211, 3212, 3213, 3214, 3215,
3216, 3217, 3218, 3219, 3220,
For Sale—Chicago Coin Classic $125.; Bally Clicquot $125.; Cast-Iron $115.; Bally Speed Bowler $85.; Shanghai Alley with free way pins $2.50. ALLIED COIN MACHINE CO., 766 MILWAUKEE AVE., CHICAGO 22, I.L. Tel.: Canal 60-293.

For Sale—Chicoin Bowling Alleys $35.; Cookie 1015-185 $125.; Life League $49.50; DeLuxe Bowler $35.50; and many other values. COLUMBIA ALLEYS, 1720 9th St., CHICAGO 15, I.L.

For Sale—Select 100 AMI Model "C"; 100 Select Seeburg 1949 or 1950. $215.; All Shuffleboards; Shuffles, alleys or singles; Pin Balls, Roll Down games. Phone or write: 16TH STREET, CINCINNATI, also help new operators start route.

LAKE NOVELTY CO., ORIOE, WIS.

For Sale—We can supply all your recorded needs—on all labels. Shipments made 24 hours after receipt of order. Always in stock. Write us. LESLIE DISTRIBUTOR CORP., 752 TENTH AV., BLYTHE PLAZA-7-1977. Cable address: EXPO-RECORD, NEW YORK.

For Sale—Attention Export Buyers!! We have a large stock of new and reconditioned phonographs and record cabinets. Our prices are the best. STANLEY AMUSEMENT CO., 5225 S. TAHITI BLVD., TACOMA, WASHINGTON.

For Sale—Turf Kings, brand new $425.; Kings, used $275.; Winners, brand new $325.; Winners, used $175.; Photo Finish $85.; United 3-4-5 $275.; Universal Five Star $275.; CLEVELAND CO., BOX 118, EXCHANGE, INC., 1827 ADAMS ST., TOLEDO, OHIO.

For Sale—Williams Double Header $75.5.; S. A. Express $35.5.; Speed Bowler $39.5.; C. C. Trophy Bowler $35.5.; Wolf $100.; Universal Super-Twin Bowler $150.; The King & Queen ($100.); Williams Tee Cade $200.; Single S. A. Rebound $125.; WANT—Used, Coney Island, MOTHER'S DADDY'S CORP., 67-28 SWAGERTOWN RD., SCHENEC- TADY 2, N.Y.

For Sale—Seeburg 148ML $349.; Seeburg 282L $299.; Seeburg 256L $179.; Wurlitzer 1008 $199. All equipment conditioned and reconditioned to factory standards. GUARANTEE. DAVIS DIST. CO., 738 ERIE BLVD. E., SYRACUSE 3, N.Y.

For Sale—Contact us before you buy. We carry all types of coin ma- chines. Largest Central Pennsylvania distributor for United, Universal, Challenge, Clinton, Wurlitzer, Bally, WILLIAMSPORT AMUSEMENT CO., 1401 N. WAINSTREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1645.


For Sale—Can you afford 92¢ per week to get ahead and stay ahead of the competition? For only 92¢ per year you can have a 40 word ad to THE CASINO Box, C B S. р. or your company's name, address and phone number. (25¢ per year for 2 year's (2 weeks) subscription to The Cash Box, "The Bible of the Coin Game Industry," includes the Cost. ( HIKE The Cash Box, "The Bible of the Coin Game Industry," includes the Cost. ( HIKE (Continued on next page)

For Sale—Plastics and Bubber machines. Wurlitzer 1015 $165.; 1015-185 $125.; Seeburg 282L $275.; 47 $46.15; $25.50; Bally Bowlers 1250-185 $125.; 1000 $125.; 1250 $25.50.; ALLAN SELLERS, 1920 MARKET ST., WHEELING, W. VA. Tel.: Wheeling-4722.

For Sale—Used Phonograph Records taken from our routes. BIRM- INGHAM VENDING COMPANY, 428 6TH AV., NORTH, BIRM- INGHAM 4, ALA.

Would You...

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

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

The coin operated entertainment in- dustry has been free all the most highly spe- cialized industries in this world. Why direct your advertising to: corner pitchmen, country fairs, burlesque stripers, vaudville acrobats, circuses talent? Why advertise where you know your ads will be read by the people you want to reach?

Your hard earned advertising money in the one publication that specializes in reaching the people.

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

Why shouldn't you spend your hard earned money in advertising where you don't reach your complete market?

Think! Advertise in The Cash Box.

(Jotted for the cost of this, and other ads write to: The Cash Box, Empire State Building, New York 1, N. Y. (Continued on next page)

It's Who's in THE CASINO Box That Counts!
FOR SALE—Chicago Coin Pistol $75; United Shuffle Alley $10; Seeburg Envy $50; Model 9000 $60; United Shuffle Alley Express $50. AUTOMATIC MUSIC CO. 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: Bridgeport 750.

FOR SALE—Special Closeouts: Turf Kings, other All Balls, Shuffle Alleys. 5000U/10000U. Write, Wire or Call: REDD DISTRIBUTING CO., INC. 295 LINCOLN ST., ALLSTON, MASS. Tel: AL 4-4040.

FOR SALE—America’s finest reconditioned pool tables and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get out from before your call. ANGOTT DISTRIBUTING CO., INC., 2616 PUTNAM AVE., DETROIT 21, MICH. Tel.: University 40-773.

FOR SALE—Empresses; Thrones; ‘39 and ‘40 Standards and DeLavies; Classical Pianos; Hifi Wall Boxes; 600’s; Counter Models; Walling HiBoy Scales; Arcade Equipment; Mac. Pianos; SCOTTHOUIL, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: $49.

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

FOR SALE—Arcade Equipment: Peri- scope, Base, Speaker, Carousel, Arcade, Flat Top, Hit the League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Richman, and thousands more. All reconditioned. Parts, supplies for ray guns, Amplifiers, motors, etc. Write, Wire or call: CONNEX CORPORATION, 1346 W. RODOS ST., CHICAGO 13, ILL. Tel.: Graceland 2-0117.

MISCELLANEOUS

NOTICE—Three telephone numbers are important to you: The Cash Box, New York City, LONG 4-4343; The Cash Box, Chicago, I11, DEARborn 2-0045: The Cash Box, Los Angeles, Calif., WEBster 3-0647.

NOTICE—Lousiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 5391.

NOTICE—Change to dime play. Hawley Convector Kit for old style and new style Packard boxes. Lots of 25, .81 each; Samples $1.25. Contains new glass, dime bushings, parts for reject. Kits also available for other five-cent boxes. Specify your requirements to ROSEWOOD AMERICAN DISTRIBUTING CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE—Attention operators in Chicago. We can handle your service equipment. Only the latest factory trained mechanics take care of your calls. MERIT INDUSTRIES, 542 W. 63rd STREET, CHICAGO 21, I11. Tel.: Edgewood 4-9202, 4-9204.

This week's used machine quotations

How to Use “The Confidential Price Lists”

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter “The Confidential Price Lists” can only feature the market prices as they are quoted for the last week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists”, rather than show no price, retain the last known quotations for each equipment so that when a subscriber at least has the lowest known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $199.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment, may be taken into consideration. (Some equipment such as advertising for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) The “Confidential Price Lists” being an exact as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: “The Confidential Price Lists” should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. Prices quotations 4 to 6 Weeks
7. Machines Just Added
8. Great Activity

The Confidential Price Lists

December 8, 1951

Page 36

“The Confidential Price Lists”
<table>
<thead>
<tr>
<th>STOCK</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>B1</td>
<td>35.00</td>
<td>10</td>
<td>Christmas Tree</td>
</tr>
<tr>
<td>B2</td>
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<td>Outdoor Lights</td>
</tr>
<tr>
<td>B3</td>
<td>25.00</td>
<td>8</td>
<td>Solar Panels</td>
</tr>
<tr>
<td>B4</td>
<td>30.00</td>
<td>12</td>
<td>Wind Generators</td>
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<tr>
<td>B5</td>
<td>40.00</td>
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<td>B6</td>
<td>50.00</td>
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<td>Infrared Heaters</td>
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**PACKARD**

<table>
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<tr>
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<tbody>
<tr>
<td>15</td>
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<td>Classic Car</td>
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<td>20</td>
<td>200.00</td>
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<td>Luxury Car</td>
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<td>25</td>
<td>250.00</td>
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<td>30</td>
<td>300.00</td>
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<tr>
<td>35</td>
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**MILLS**

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<tr>
<td>A1</td>
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<td>Slot Machine</td>
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<tr>
<td>A2</td>
<td>19.50</td>
<td>5</td>
<td>Arcade Game</td>
</tr>
<tr>
<td>A3</td>
<td>29.50</td>
<td>8</td>
<td>Video Game</td>
</tr>
<tr>
<td>A4</td>
<td>39.50</td>
<td>12</td>
<td>Pinball Game</td>
</tr>
<tr>
<td>A5</td>
<td>49.50</td>
<td>7</td>
<td>Fishing Game</td>
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**Buckley**

<table>
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<tr>
<th>MODEL</th>
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<tr>
<td>1</td>
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<td>4</td>
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<tr>
<td>2</td>
<td>35.00</td>
<td>6</td>
<td>Pinball</td>
</tr>
<tr>
<td>3</td>
<td>45.00</td>
<td>8</td>
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<tr>
<td>5</td>
<td>65.00</td>
<td>7</td>
<td>Video Game</td>
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**Miscellaneous**

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<tr>
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<th>DESCRIPTION</th>
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<td>10</td>
<td>Classic Car</td>
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<tr>
<td>A2</td>
<td>10.00</td>
<td>20</td>
<td>Sports Car</td>
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<tr>
<td>A3</td>
<td>5.00</td>
<td>50</td>
<td>Sedan</td>
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<tr>
<td>A4</td>
<td>2.50</td>
<td>100</td>
<td>Coupe</td>
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<tr>
<td>A5</td>
<td>1.00</td>
<td>500</td>
<td>Sedan</td>
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**Contact Information**

<table>
<thead>
<tr>
<th>NAME</th>
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<td>Sales</td>
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<tr>
<td>Service</td>
<td>555-5555</td>
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<tr>
<td>Customer</td>
<td>555-5555</td>
</tr>
</tbody>
</table>

*Manufacturers and dates of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.*
The used machine market this week reflected very little fluctuation in price. As was the case last week, the asking for used equipment continued to bring, in general, almost the same price. All divisions, which include the pin games, shuffle, arcade and music pieces showed a normal amount of action, which was representative of the activity maintained during the past few weeks. The music section proved to be the tightest division as far as action is concerned, however, the games and shuffle showed a slight increase.

Music, as stated previously, had a slight decrease in pricing and selling market, but as usual the popular equipment such as the Waterrild 1015 and 1100 continued to show great activity. Prices here varied very little from the norm established over the last few weeks. These fluctuations had very little affect since prices tended to stay quite constant.

As in the past, the pin games carried the bulk of this week’s trading in the used machine market. Not only did the popular pieces move along in the manner expected of them, but the newer equipment being quoted this week proved to be very active too. Dormant games that had not seen action in some time were being quoted once again. Here too, the prices remained around the same price levels, with few fluctuations in price being upward.

Shuffle pieces showed the largest amount of trading that had been noticeable for the past two weeks. Asking here were quite heavy but this did not change the pattern of the price range set by the trading of previous weeks. Most equipment was in shuffle division but, simply with a couple of pieces varying slightly either up or down. Arcade pieces also reverted in a typical manner set by this week’s Barkering, and here too popular numbers showed up strongly.

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

### Most Active Used Pin Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up &amp; Down</td>
<td>$950.00</td>
</tr>
<tr>
<td>Up &amp; Down—Wurlitzer</td>
<td>$750.00</td>
</tr>
<tr>
<td>Up &amp; Down—Warbird</td>
<td>$1010.00</td>
</tr>
<tr>
<td>Down—Wurlitzer</td>
<td>$1450.00</td>
</tr>
<tr>
<td>Down—Warbird</td>
<td>$1100.00</td>
</tr>
<tr>
<td>Down—Warbird</td>
<td>$950.00</td>
</tr>
</tbody>
</table>

### Most Active Shuffle & Repulends

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down—Bally Shuffle</td>
<td>$1950.00</td>
</tr>
<tr>
<td>Up—Bally Shuffle</td>
<td>$750.00</td>
</tr>
<tr>
<td>Up—Bally Shuffler</td>
<td>$750.00</td>
</tr>
<tr>
<td>Up—Bally Speed</td>
<td>$450.00</td>
</tr>
<tr>
<td>Up—Bally Speed</td>
<td>$750.00</td>
</tr>
<tr>
<td>Up—Bally Shuffle</td>
<td>$1100.00</td>
</tr>
<tr>
<td>Down—Bally Shuffle</td>
<td>$1650.00</td>
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</tbody>
</table>

### Most Active Arcade Equipment

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Down—Chico Coin</td>
<td>$750.00</td>
</tr>
<tr>
<td>Down—Chico Coin</td>
<td>$1250.00</td>
</tr>
<tr>
<td>Down—Evans Ten Strike</td>
<td>$65.00</td>
</tr>
<tr>
<td>Down—Exhibit Dime</td>
<td>$50.00</td>
</tr>
<tr>
<td>Down—Seeburg Chicken</td>
<td>$250.00</td>
</tr>
<tr>
<td>Down—Williams Star</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Williams Whirl</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

### Manufacturers New Equipment

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally MFG. CO.</td>
<td>$245.00</td>
</tr>
<tr>
<td>Chicago Coin Machine Co</td>
<td>$750.00</td>
</tr>
<tr>
<td>The EXHIBIT SUPPLY CO.</td>
<td>$200.00</td>
</tr>
<tr>
<td>D. GOTTLEB &amp; CO.</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

Products listed here are currently in production, F. O. B. factory.
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FIVE BALL REPLAY GAME

ANIMATED ACTION
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FAST PLAY

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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.

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