Johnnie Ray, sensational new singing discovery, hits the jackpot with his Okeh recording of "Cry" and "Little White Cloud That Cried." Both ends of this disk are making a terrific amount of noise and both are headed for the top of the lists. Johnnie came out of obscurity with his first disk "Whiskey and Gin," and as a result of his current smash, he is being switched to the Columbia label. Now breaking all records in his night club appearances, this artist is one of the most potent around.
no need for
EAR TRUMPETS
OR EAR MUFFS

when you install
a Wurlitzer

AUTOMATIC
VOLUME LEVEL CONTROL

on WURLITZER Model 1400 PHONOGRAPHs

It's one of the greatest engineering innovations in the automatic phonograph industry. It's another Wurlitzer first. Gives the same tonal quality...the same volume level control from both high and low cut records. That’s what you get with Wurlitzer's electronic level control...location owners love it...no more customer complaints from blaring or muted music...no more fussing with manual controls...customers pay more to play tunes when music is kept at the conversational level.

GREATEST LOCATION HOLDER IN
COIN MACHINE HISTORY

Smart operators have already learned that the simplest way to sew up a location is to install an All-Speed Wurlitzer Model 1400 juke box with automatic volume control. Get smart yourself. Get over to your Wurlitzer Distributors for a dramatic demonstration. Then order Kits No. 126.

MR. OPERATOR:
A limited number of parts for
PACKARD PHONOGRAPHs
AND WALL BOXES
available from
WURLITZER FACTORY

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
As Sales Volume Fades

Get Under Way

A very well known manufacturer stated the other day:

“The distributor who isn’t operating is going to find things rough in 1952.”

Many months ago this writer stated that operating would lead the way as defense work grew ever more important. Just as operating led the way during World War II.

The fact remains, and is growing more noticeable each and every day, that distributor sales of new equipment continue to fade. And as they fade, used and more operations are appearing, everywhere in the nation.

This is the usual fact. Distributors and jobbers realize that the one and only thing which will keep them in business (especially, should all new equipment fade out of the production picture) will be an operating backbone.

A long time ago, one of the largest distributors ever known to this industry, the late Joseph Calcutt of Fayetteville, North Carolina, stated:

“A distributor without an operation going for him is like a man without a backbone.”

It is a well known fact that, for many years, whether openly or whether hidden under other names, many jobbers and distributors have conducted important and outstanding operations.

Today, this is becoming ever more into the open, and is more apparent than it ever was before.

The fact remains that the professional operator is not worried about any distributor or jobber operating in the same area with him as long as the operation is conducted on an ethical basis.

More and more operations are getting under way. Some under phony names. But, in the majority, these are known to be operations of various distributors.

And there is absolutely nothing wrong with this sort of venture on the part of the distributor or jobber. After all he, too, must continue to earn a living and, at the same time, be able to continue in business on a profitable basis (if at all possible) so that he can continue to serve his many operator-customers.

Those operators who complain of distributors and jobbers operating should also take into consideration the other side of the picture.

They must remember that these men have staked them to many thousands of dollars worth of equipment and that, at the same time, they want to still be there, when conditions return to normal, so that they can again continue to bankroll the operators in their territory.

The larger the number of operations, the more progress for all the industry.

This will mean bringing home to the nation’s entertainment industries the importance of coin operated equipment.

In no fashion whatsoever should the average operator concern himself about distributors and jobbers setting up operations.

After all, if he is an intelligent operator he has, long ago, protected himself with location agreements.

Has become the important factor to his location owners and will be an extremely difficult competitor to defeat.

The operator must stop kidding himself. He knows that the average distributor is operating. He also knows that he will never stop this practise.

No more than the tobacco retailers have been able to stop many wholesale tobacco dealers from buying the best tobacco concessions.

The tobacco retailer has always had the tobacco wholesaler, the man he buys from, as his competitor. And doesn’t worry one whit about it.

It simply means, all boiled down, that the trade is seeing an influx of operating the like of which equals what went on in World War II.

The field grows apace of the machines which are being placed on locations everywhere in the nation to its own greater and better growth.
The Cash Box, Music

The day of the number one plug is just about through.

Music publishers still call a song their plug tune, but it's no longer treated as such.

There was a time when a song was selected by the general professional manager, there was a hit. But if all the records are out and there isn't one which has immediately caught the public's attention, then the publisher too gives up, dooming his song to failure.

This is the attitude and behavior on the part of publishers which has lost them control of their own tunes. They've forfeited control in favor of the record company. They've sacrificed the plug tune in favor of the record company.

A record company naturally is in business to sell as many records as possible. By the very nature of its operation, a major disk firm must put out records at a fast rate. It can give just so much promotion to any particular record and it's a good thing, too, that from his catalogue, therefore a publisher, unless he can withstand one disastrous loss after another, must establish a plug tune, one which he will stick with, one which he can count on to create income for him.

And this has given rise to the de-emphasis of the song material itself — the music and lyrics, and the growth in importance of the interpretation.

Today it's no longer a question of whether the tune that the publisher is listening to has lovely music or clever lyrics. The important thing is how will it sound with French horns and harpsichord, or a glagolphinet. And this is not to depreciate the work that has been put in, but rather to emphasize the fact that we have more music than ever before created by a wider range of people.

But the fact remains that when there is a total emphasis on the interpretation of the song material, all the work that has gone into the arrangement is no longer given the recognition it deserves. And it's a pity, because the arrangement is just as important as the music itself. It's the arrangement that gives the song its individuality, that makes it stand out from the rest.

To sum up the present situation: publishers today have lost control of their tunes through the power of the fast hit. They no longer choose tunes solely on their worth but on how they can be interpreted. They no longer build a song, working on it month after month, building upon a smash record to get it over the top for them. They've delegated their authority in the music field in favor of the record company, in favor of an arranger's usual interpretation, creating a true passing fancy after another instead of future standards.

The music publisher could once again become the dynamic force he used to be. He could once again control his own material. He could do this by working with a tune which he has faith in, by building it, by promoting it even after the record company has gone on to other things. And after once again treating his major song as a master, he could then call a song a plug tune.

Please mention THE CASH BOX ads when you prove's you a real coin machine man!
THE TEN RECORDS

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

1. SIN — Eddy Howard (Mercury)
2. COLD, COLD HEART — Four Aces (Victoria)
3. DECEIVED — Tony Bennett (Columbia)
4. CHARMAINE — Mantovani (London)
5. BECAUSE OF YOU — Tony Bennett (Columbia)
6. JEALOUSY — Frankie Laine (Columbia)
7. DOMINO — Tony Martin (RCA Victor)
8. SLOW POKE — Patti Page (Mercury)
9. AND SO TO SLEEP AGAIN — Johnnie Ray (Columbia)
10. CRY — That's All (Columbia)

THE COUNTRY-WESTERN

ROY ROGERS
Home Sweet Oklahoma
20-4141 — (47-4424)

CACY TEVIN
You've Paid For My Mistake
Shoot Him High Praise
20-4425 — (47-4425)

THE DISK JOCKEY'S CATALOG SERVICE

BILL SILBERT
(WJW—Detroit, Mich.)

From Chattanooga comes the following news: Luther Manninghill, WDEF, has a Hooker which is 3 points higher than all other stations on the air. .. Gladys Conrad, WAGC, is a miss who's annoyed when letters come addressed to her as "Mr." .. J. Bernard Bloom, who sounds like Godfrey without even trying, is known as "Mr. B. B." He held a contest for the most courteous salesperson and got almost 100,000 letters in 5 weeks. Amazing mail pull ... Gus Chaimberlain does sports and "Matinee with Gus" on WDEF. .. John Gray holds forth at WDOM in the afternoons and Bob Kinney is the morning man. Harry Thornton, "Your Milkman," uses his cornet off and on in his many shows throughout the day at WAGC. Mighty popular guy too. Roy Morris has a 3 hour request show on the same station. .. Billie Dorsey likes progressive stuff for his show on WMFS. .. Tom Nobels, dj and program director at WDXB, says June Valli is gonna be a tremendous act around here. .. In Athens, Tennessee, the morning man is Lynn Dawson, who's building his audience with bright patter and good late records. Has an hour and a half each a.m. ..

THE COUNTRY-WESTERN

SHANNON GRAYSON
If You Don't Love Your Neighbor
The Secret Weapon
20-4425 — (47-4425)

I RHYTHM-Blues

THE FOUR TUNES
I'll See You In My Dreams
Tell Me Why
20-4427 — (47-4427)

NEW ALBUMS

GEORGE BEVERLY SHEA
Inspirational Songs
P/W.323

This week's

New Releases

... on RCA Victor

RELEASE 251-50

POPULAR

TONY BAYAAR
Another Autumn
Close To You
20-4420 — (47-4420)

THE BELL SISTERS with HENRI RENE
June Night
Burma
20-4422 — (47-4422)

PHIL REGAN
How Much I Miss You Tonight
Eternally
20-4360 — (47-4360)

MERY GRIFFIN
If I Forget You
20-4365 — (47-4365)

SACRED

SHANNON GRAYSON
If You Don't Love Your Neighbor
The Secret Weapon
20-4425 — (47-4425)

I RHYTHM-Blues

THE FOUR TUNES
I'll See You In My Dreams
Tell Me Why
20-4427 — (47-4427)

NEW ALBUMS

GEORGE BEVERLY SHEA
Inspirational Songs
P/W.323

* 45 rpm catalog nos.
**DISK OF THE WEEK**

**HERE'S TO MY LADY** (3:00)

**MISS ME** (2:59)

**GREEN SLEEVES** (2:44)

**SNOWFLAKES** (2:16)

**GO-Go-GO POLKA** (2:51)

**UNDER CLEAR SKY** (2:46)

**BEGIN THE BEGUN** (3:20)

**THIRD STREET RHUMBA** (3:20)

**WHISPERING SHADOWS** (3:04)

**I'LL SEE YOU IN MY DREAMS** (3:05)

**STREET MEET** (2:28)

**POLKA** (2:55)

**MAKE ME GO AROUND AND AROUND** (2:29)

**WEDDING POLKA** (2:30)

**PULASKI SKYWAY POLKA** (2:32)

**BEST BETS**

**SNOWFLAKES**

**GREEN SLEEVE**

**BLUE DECEMBER**

**Hugo Winterhalter**

**RCA Victor 20-4412; 47-4412**

**MIGHTY POLKA**

**Bob Eberly & Les Baxter**

**Capitol 1887; F-1887**

**SUMMER POLKA**

**Capitol 647**

**THE DISTINCTIVE PIPING OF KAY STARR IS PUT TO FANTASTIC USE ON A PAIR OF GRAIN TEA TUNES. THE FIRST SIDE GIVEN IS AN OLDIE WITH A SWEET MELODY AND KAY CARRIES IT THROUGH IN A FEELING MANNER. THE UNDER LEVEL IS ANOTHER PRETTY SONG THAT KAY SANG AND THE ALL STARS HANDLE WELL. BOTH ENDS ARE STRONG.**

**DIXIE** (2:28)

**YOUR GONE, GONE, GONE** (2:07)

**MILT HERTH TRIO**

**RCA Victor 20-4390; 47-4390**

**MILT HERTH TRIO TAKES THIS FINE TUNE AND GIVES IT A THROUGH GOING OVER. FLIP IS AN INTERESTING NOVELTY NUMBER THAT THE GROUP SIGNS AND PLAYS TO A LISTENABLE END. OPS OUGHTA TAKE A PEEL.**

**BUSTER POLKA** (2:35)

**THE SIX PAT DUTCHMEN**

**RCA Victor 20-4374; 47-4374**

**THE SIX PAT DUTCHMEN HAVE A COUPLE OF POLKAS WORKING FOR THEM ON THIS NEW WAXING. EACH SIDE RECEIVES ALL THE HARMONIC INGREDIENTS NEEDED FOR NUMBERS OF THIS KIND AND THE GROUP DOES A WORKMANLIKE JOB IN TURNING THEM OUT. OPS WHO ARE IN NEED OF MATERIAL OF THIS NATURE OUGHT TO TAKE A LOOK.**

---

**ONLY RECORDS CONSIDERED, BEST SUIT ED TO THE REQUIREMENTS OF THE TRADE ARE REVIEWED ON THESE PAGES.**
NEW YORK:
In a check of current Christmas tunes it was found that there were close to 150 available this year. The unreasonable weather has delayed action on them until late in the coming week... Dick Brown, recently signed by King, has a likely hit in his recording of "I Wish Had A Girl" featured tune in the current pie "I'll See You In My Dreams". A preview of the film which stars Doris Day, was held for the music trade last Thursday... Jerry Blaine of Jubilee reports every previous sales record broken by the Orioles on "Don't Tell Her What Happened To Me"... "Little White Cloud That Cried" has gone over the 100,000 mark in sheet music sales... Bobby Wayne into the Paramount Theater for 2 weeks beginning December 13... Guy Lombardo received a gold record last week for the million record sale of "Winter Wonderland"... Mitch Miller leaves for the coast for a few weeks and while he's away, Bernice Manes, his girl Friday, will be off to Miami with her husband for a vacation... Joe Stheimer of Allen Distributing Co. reports he has sold 50,000 copies of Del's "Down Yonder"... Vaughn Monroe being profiled in current issue of Coronet.

CHICAGO:
Tommy Cottrell thrilled to teeney-weney hits when he received that wire from our New York offices reporting the fact that certain showed him winner of the juke box ops poll as "Best Male Vocalist of '51". Immediately public relations staff of the Chicago Hitline took advantage of this win and read the wire on stage to the audience prior to Tony's stint all Cotton Line. Understand it brought a big hand from the audience... Irwin Berke and Johnny Diamond talking things over in front of the Woods Biltmore. Irwin is looking for the possibility that Irwin will be handling Desmo's disk promotion here... Guy Mitchell, who should make a perfect movie football star, dropped in to thank us for his high rating in the top. Guy dropped in just after making a TV appearance with Chris' favorite, Danny O'Neil. After five-a-day at the Oriental, you'd go gay for this guy for his willingness to make all appearances. A swell guy, this one... Larry Raine and Tim Gayle drop in all excited over the way Larry's new disk, "I Am Blue" and "Satisfied" catching on here, there and everywhere... Martin Drager in from Nee Yawk and yowling about "My Guy"... Bumped into Maurice (Moe) Wells at Fritzell's and Moe telling us he isn't feeling too well yet... Chet Roble certainly does pull "em over to your place on Friday afternoon at the college Inn Cocktail Lounge with a kid just in from Korea singing happily to Chet's 8-biting... (Wonder why some disk jockeys just don't catch for a quartet album. His ragtime style territory Ray Anthony in for a one-niter at the Melody Inn and Norm Paisley and the boys at Capitol quickly arranged for a cocktail party this past Friday at the Sheraton-Capitol. Ray clicking like everything with his one-niters and his latest disks getting grand attention... Joel Cooper of Job Records relinquishes the presidency of the firm to take over sales management as his booms.

LOUISIANA:
Dropped in at the Birahis' very sumptuous setup in Beverly Hills to learn from brothers Saul and Joe that brother Jules and they just had closed a deal with the Recordery of Virginia Records. The Recordery will mass distribute Dick's cuttings henceforth but still on the Tower label... This should give the Birahis a fair chance to crack the pop market they've been eying for so long. They now have several new items going strong in the blues and rhythm fields via both their Modern and RPM labels. That was really a fine blowout tossed by Pee Wee King, Charlie Adams, RCA-Victor, the Leo Meyberg organization, manager Gil Garling, and publicist Beep Roberts in welcoming Tex Williams to the Victor label... Setting was the Riverside Rancho, where Tex holds forth with his big band. They are presented here in a one-niter at the Melody Inn and Norm Paisley and the boys at Capitol quickly arranged for a cocktail party this past Friday at the Sheraton-Capitol. Ray clicking like everything with his one-niters and his latest disks getting grand attention... Joel Cooper of Job Records relinquishes the presidency of the firm to take over sales management as his booms.

TEX WILLIAMS

"It's What's in THE CASH BOX That Counts"
“SLEEPER OF THE WEEK

“THE PRISONER’S SONG” (2:52)
“SAN ANTONIO ROSE” (2:48)

PATI PAGE
(Mercury 1219; 45x1219)

“WHISPERING SHADOWS” (3:04)
“CRAZY HEART” (3:20)
GUY LOMBARDO ORCH.
(Deco 27888; 9-27888)

“SENSATIONAL” (3:14)
“TENNESSEE SATURDAY NIGHT” (2:17)
ELLA MAE MORSE
(Capitol 1903; F-1903)

“THE MODERNIERS”
(Coral 60609; 9-60609)

“TOCCATA” (3:19)
“TOCCATA” (2:27)
MEL HENKE
(Tempo 1224)

“THE HONEYDRIPPER” (2:25)
“BUSMAN’S HOLIDAY” (2:46)
RAY ANTHONY ORCHESTRA
(Capitol 1864; F-1864)

“MY SHAWL” (2:58)
“ON MIAMI SHORE” (2:43)
KEN WRIGHT
(Theme 172)

“DEAR MARY” (2:55)
“ON THE OLD POTATO FARM” (2:52)
BUDDY MORROW ORCH.
(RCA Victor 20-4361; 47-4361)

“STOMPIN’ AT THE SAVOY” (2:30)
“OCTOBER 32, 1922” (2:16)
THE MODERNIERS
(Capitol 8158; 9-8158)

“IF I CAN’T HAVE YOU ALL TO MYSELF” (2:51)
“YOU’RE GONNA LOVE SOMEBODY SOMEDAY” (2:59)
ANN GIBSON
(Capitol 1883; F-1883)

“BE MY LIFE’S COMPANION” (3:10)
“LOVE LIES” (2:53)
MILLS BROTHERS
(Deco 27889; 9-27889)

“I LOVE THE SUNSHINE OF YOUR SMILE” (2:28)
SIR HUBERT PIMM & ELLEN SUTTON
(Ken 2710)

“CHINATOWN, MY CHINATOWN” (2:40)
“SHEIK OF ARABY” (2:36)
GEORGE HERMEL
(Mac Gregor 1025)

“MAMBO—HOW HIGH THE MOON” (2:38)
“I’LL LOVE NO MORE” (2:45)
PHIL CARREON ORCHESTRA
(Philmark)

“HI, BEAUTIFUL” (2:27)
“TOYLAND JUBILEE” (2:19)
JAN GABER
(Capitol 1886; F-1886)

“NEVER BEFORE” (3:06)
“SAILOR’S POLKA” (1:56)
DEAN MARTIN
(Capitol 1901; F-1901)

“I WANNA SAY HELLO” (2:29)
“TOCCATA”

The Mills Brothers come through with a couple of more likely sides. Both of these sides show their expert harmony and both are very smooth pieces of work. Sy Oliver and the orchestra do the backing on either half. Op's will do well to take a look at this one.

The Cash Box, Music
Page 8
December 15, 1951
Terrific Initial Impact!

RCA Victor's New Singing Star—

Danny Scholl

Singing...

"I Remember You, Love"

backed by...

"Shrimp Boats"

RCA Victor 20-4405 47-4405 (45 RPM)

The BIG New Hits are on...

RCA Victor Records

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

All ways the greatest holiday greetings issue in the coin machine industry.

Dated: December 29
GOES TO PRESS:
Thursday
DEC. 20

Reserve Position Now — or better yet ...

Send in your advertisement to

THE CASH BOX

EMPIRE STATE BLDG., NEW YORK (1)
Tel.: LOngacre 4-5321

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

6363 WILSHIRE BLVD., LOS ANGELES (48)
Tel.: WEst 3-0347
The HALE You Say

by natt hale

November defintie

The gimmick is the most frequently abused and overworked word in the record business. There is nothing orthoeks, unusual, unbelievable and unbalanced, can be described as a gimmick.

The Diskery Record Co. has released "So I Love You—So What?" on Victor.

This consists of a gadget—a piece delivered to each d.j. while he is on the air. The delivery is made by a beauteous and fetching little lass usually a model, who is dressed so scantily that, for a moment, the d.j. thinks he's made a mistake and rushed into a TV studio.

In the midst of his most important commercial, our jockey friend is interrupted by this apparition approaching his microphone and whispering sweetly: "So I Love You—So What?"

Then he is handed the floral piece which has been mounted on a roller for the occasion. This reads (in orchids, yet!): "Listen to Darkens Harnonee sing "So I Love You—So What?" on "Geo Whiz Records." On the back, a bevy of hyacinths spells out: "But there's NO question that we do love YOU, Mihailo O'Reilly. What?"

The other four companies all employ one phase or another of the gimmick. But, generally speaking, they all follow the same course and accomplish the same result.

Sometimes this causes violent nausea and regurgitation on the part of the d.j.'s, sometimes it produces a very pleasant and fragrant scent in the offices of the record company, which oftimes leads listeners to believe they may have entered the chapel of a funeral parlor where the body of Public Enemy No. 1 is lying in state.

Whatever the gimmick, it is rare indeed that it doesn't leave an odor of some kind. To top it all off—"So I Love You—So What?" turns out to be the biggest turkey of the year and all six recordings lay bombs.

Aw, HALE—what're you gonna do?

Recorded Music Increases Efficiency Of Employees, A M I President Asserts

GRAND RAPIDS, MICH.—Beneficial effects of recorded music on factory and office efficiency were described this week by John W. Haddock, president of A M I, Incorporated, manufacturer of automatic music machines.

"The number of establishments using music in their offices and work- shops has increased substantially since 1945," said Haddock, who added that the therapeutic value of music "is generally recognized by business and industry."

Typifying the actions which employ- ees of music in offices have found, the manufacturer said, were the following results reported by a company in Chicago one year after the installation of the music: 1. Reduction by 75 per cent in em- ployee turnover.

2. Reduction by 67 per cent in em- ployee discharges due to ineffi- ciency, at a time when such discharges were on the increase.

3. "A distinct and direct improvement in general performance."

For quite obvious reasons, Haddock declared, the music used must be planned to fit not only the "tempera- ment and temperamental plane of the employees, but also to fit their type of work."

Office workers, he explained, whose work is very routine need music that soothes and breaks the monotony, such as light classical or semi-classical, slower swing tunes. In factories, however, livelier "pop" music can be used to establish a definite tempo of work and reduce the fatigue.

Haddock also noted that "it has been definitely proven that music stimulates rather than reduces the effici- ency among employees working with figures such as bookkeepers and mem- bers of accounting departments. It has long been a myth that music distracts those in such work."

NEW YORK—9 year old Marjorie Kartz is pictured with Guy Lombardo and Evelyn Knight who in past, recorded her song "Snowflakes." Mar- jorie, whose tune won a recent "Songs For Sale" program contest, now appears to be the youngest popular song- writer on record.

Johnnie Ray's "Little White Cloud" Floats Up To 300,000 Mark

NEW YORK—Johnnie Ray has a smash hit in his recording of his own tune, "The Little White Cloud That Cried." The "Cloud" has floated up to the 300,000 mark in record sales with less than three full weeks of pro- motion behind it.

The young singer, whose earning power has rocketed to star propor- tions via his Columbia recordings and sensational night club appearances was, until only a short time ago, work- ing for minimum wages, wondering where—when his next small club job was coming from. Today Ray is being besieged by offers from all over the United States and has a tentative date to play the Copa Cabana in New York and is also scheduled for a near- future booking at the Paramount Thea- tre.

The reverse side of "The Little White Cloud That Cried," a ballad called "Cry," is also showing up big for Johnnie.

Ray Bloch To Switch?

NEW YORK—During the recent visit of Irv Green and Art Talmadge to New York, discussions were held with Ray Bloch and Bob Thiele concerning old Signature label masters, which may be turned over to Mercury. It is also said that negotiations are reaching the final stage which will bring Bloch into the Mercury fold as an artist.

9 Year Old Songwriter Discusses Disk

WE SAY—

"IN YOUR HAT"

Is a terrific novelty. There should be six labels cutting it. We Say—"IN YOUR HAT" is in.

JOE SHUSTER MUSIC PUB. CO.
1 Bennett Ave.
New York, N. Y.

"TURN BACK THE HANDS OF TIME"

recorded by

EDDIE FISHER Victor
JERRY GRAY ORK Decca
BOB SANDS Capitol

CHOICE MUSIC, INC.
1576 3rd Ave., N.Y. 28

Featured in the M-G-M Picture
"THE STRIP"

a kiss to build a dream on
MILLER MUSIC CORPORATION

START '52 WITH A PAIR OF NATURALS

"3 Bells" recorded by
ANDREW'S SISTERS &
GORDON JENKINS Decca
SAMMY KAYE Columbus
LES COMPAGNONS De La Chanson Columbia
EDITH PIAF Columbia
SUNE VALLI & HUGO WINTERHALTER Victor

SOUTHERN MUSIC PUB. CO., INC.
1619 Broadway
New York, N. Y.

New York, N. Y.

"It's What's in THE CASH BOX That Counts"
THE CASH BOX
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending December 8 without any changes on the part of THE CASH BOX.

By Davis
WXJN—Jackson, Miss.
1. DOMINO (Big Crabby)
2. ALL OVER AGAIN (Tommy Edwards)
3. NEVER (Tony Arden)
4. GET IDEAS (Tony Martin)
5. LIKE IT (Jaco Zuyd)
6. JERSEY GIRL (Frankie Laine)
7. CHARMMAINE (Gordon Jenkins)
8. BLUE VELVET (Norman Kivy)
9. THE THREE Bells (June Valli)
10. SANTA CLAUS LOOSES LIKE MY DADDY (Danny Kaye)

Rosemary Wayne
WJJD—Chicago, Ill.
1. GET IDEAS (Tony Martin)
2. NEVER (Tony Arden)
3. BECAUSE OF YOU (Tony Bennett)
4. AZZ ME BLUES (Les Paul/Mary Ford)
5. E'S KISS TO BUILD A DREAM (L. Armstrong)
6. THE OLD SOFT SHOE (Show-Martin)
7. I'M A BLUE CLOUD (Perry Como)
8. ONE WEEK—you (Dale Day)
9. SUAKER TIPS (Mimi Bennett)
10. MY SIN (Johnny Long)

Ray Drury
WSFR—Springfield, Mass.
1. SIN (Eddy Howard)
2. COLD, COLD HEART (Eileen Wilson)
3. UNDECIDED (Ams Bros.—Les Brown)
4. DOMINO (Tony Martin)
5. BECAUSE OF YOU (Tony Bennett)
6. SLOW POKE (Pee Wee King)
7. JUST ONE MORE CHANCE
8. BLUE VELVET (Laughter/Butler)
9. DOWN Yonder (Laughter/Butler)
10. SHRIMP BOATS (Jo Stafford)

Bill Ruff
KLO—Reno, Nev.
1. UNFORGETTABLE (King Cole)
2. TENDERLY (Ralph Marteria)
3. DOMINO (Doris Day)
4. I CAN'T HELP IT (Guy Mitchell)
5. GET A WARM FEELING (Marion Morgan)
6. AW CHIN (Lored-Stevens)
7. I'LL REMEMBER APRIL (Ray Anthony)
8. WHITE CHRISTMAS (Walter Schumann)
9. COLD, COLD HEART (Tony Bennett)
10. THE BLUES (Ralph Flanagan)

Wallie Dunlap
WLIZ—Bridgeport, Conn.
1. SIN (Eddy Howard)
2. BLUE VELVET (Tony Bennett)
3. SLOW POKE (Pee Wee King)
4. UNFORGETTABLE (King Cole)
5. CHARMMAINE (Montevinas)
6. I WANT TO SAY HELLO (Sid Roberts Pinn)
7. I'M THE GIVER (Tommie Edwards)
8. TELL ME WHY (Four Aces)
9. TANGO (Terry Anderson)
10. ALWAYS, ALWAYS (Percy Faith)

Gene Whittaker
WREV—Reidville, N. C.
1. IT'S A SIN (Eddy Howard)
2. UNDECIDED (Les Brown/Ams Bros.)
3. I GET IDEAS (Tony Martin)
4. AND SO TO SLEEP AGAIN (Patti Page)
5. DOMINO (Tony Martin)
6. IT'S BEGINNING TO LOOK LIKE CHRISTMAS (Jerry Corsi)
7. AMERICAN IN PARIS (Ralph Flanagan)
8. GIVE HIM OFF MY HANDS (Bugs Day)
9. BROKE THE RED MOSES BEING (Sadie Ford)
10. WHITE CHRISTMAS (Bing Crosby)

Sheldon Horton
WSJW—Altoona, Pa.
1. SIN (Four Aces)
2. UNDECIDED (Ams Bros.)
3. BECAUSE OF YOU (Tony Bennett)
4. GOOD LOOKIN' (Tenn, Erna-O'Connell)
5. COLD, COLD HEART (Tony Bennett)
6. DOW YONDER (Lefty Brown)
7. THE WORLD IS WAITING FOR THE SUNSHINE
8. THINK I'M A LION (Laughter/Butler)
9. SLOW POKE (Pee Wee King)
10. I GET IDEAS (Tony Martin)

Brad Phillips
WINS—New York, N. Y.
1. UNDECIDED (Ams Bros.—Les Brown)
2. IT'S ALL IN THE GAME (Tommy Edwards)
3. CHARMAINE (Montevinas)
4. DREAM BOATS (Oliver Gray)
5. IT WISHED WERE KISSES (Perry Como)
6. AMERICAN IN PARIS (Ralph Frappini)
7. DOW YONDER (Les Paul/Mary Ford)
8. SOLITAIRE (Tommy Bennett)
9. SLOW POKE (Pee Wee King)
10. HERE'S TO MY LADY (Dick Haymes)

Bernard Brown
WAPO—Chatanooga, Tenn.
1. CRY (June Valli)
2. STY (Al Morgan)
3. NEVER (Toni Arden)
4. I GET IDEAS (Tony Martin)
5. VILLA (Mimi Bennett)
6. ONE (Jim Perry)
7. CHARMMAINE (Gordon Jenkins)
8. BLUE VELVET (Norman Kivy)
9. THE THREE Bells (June Valli)
10. SANTA CLAUS LOOSES LIKE MY DADDY (Danny Kaye)

Bob Larsen
WEMP—Milwaukee, Wis.
1. THE LITTLE WHITE CLOUD THAT CRIED (Johnny Ray)
2. SLOW POKE (Pee Wee King)
3. CHARMAINE (Montevinas)
4. TELL ME Why (Four Aces)
5. DOWN YONDER (Les Paul/Mary Ford)
6. JUST ONE MORE CHANCE
7. CRY (Johnny Ray)
8. UNDECIDED (Ams Bros.—Les Brown)
9. SOLITAIRE (Tony Bennett)

Lou Barile
WKAL—Rome, N. Y.
1. COLD, COLD HEART (Tony Bennett)
2. IT'S NO SIN (Billy Williams)
3. SLOW POKE (Pee Wee King)
4. UNDECIDED (Ams Bros.—Les Brown)
5. SLOW POKE (Pee Wee King)
6. JUST ONE MORE CHANCE
7. CRY (Johnny Ray)
8. SLOW POKE (Pee Wee King)
9. IT'S ALL IN THE GAME (Tommy Edwards)
10. SLOW POKE (Pee Wee King)

Dave Keen
WTSA—Brattleboro, Vt.
1. SLOW POKE (Pee Wee King)
2. IT'S WONDERFUL (Kelly & Guettier)
3. I LIKE (Mary Starr)
4. GHOST OF A CHANCE (Dinah Sisters)
5. I'LL REMEMBER APRIL (Ray Anthony)
6. WHITE CHRISTMAS (Walter Schumann)
7. SLOW POKE (Pee Wee King)
8. HEY, HEY LOOKIN' (LaVern & Stafford)
9. AND SO TO SLEEP AGAIN (Patti Page)

John Wrisley
WFGM—Fitchburg, Mass.
1. SIN (Four Aces)
2. JERSEY GIRL (Frankie Laine)
3. I TALK TO THE TREES (Tony Bennett)
4. THE LITTLE WHITE CLOUD THAT CRIED
5. TURN BACK THE HANDS OF TIME (E. Fisher)
6. IT'S ALL IN THE GAME (Tommy Edwards)
7. AND SO TO SLEEP AGAIN (Patti Page)
8. SHRIMP BOATS (Jo Stafford)
9. JUST ONE MORE CHANCE
10. CHARMAINE (Montevinas)

Lee Stewart
1. COLD, COLD HEART (Bing Williams)
2. SLOW POKE (Hanshowk Hawkins)
3. I'M WAITING JUST FOR YOU THE SUNSHINE
4. I CAN'T HELP IT (Hanshaw&Hawkins)
5. ALWAYS LATE (Lefty Frizzell)
6. SLOW POKE (Hanshowk Hawkins)
7. SOMEBODY'S BEEN BEATING MY TIME
8. I LOVE YOU A THOUSAND WAYS (E. Frizzell)
9. DOW YONDER (Les Paul/Mary Ford)
10. I WANNA PLAY HOUSE WITH YOU (Lefty Frizzell)

Bud Wendell
WJMO—Cleveland, Ohio
1. THE THREE Bells (Companions of Song)
2. CRY (Johhnie Ray)
3. CHARMAINE (Montevinas)
4. SIN (Four Aces)
5. SLOW POKE (Pee Wee King)
6. UNDECIDED (Ams Bros.—Les Brown)
7. DOW YONDER (Les Paul/Mary Ford)
8. SLOW POKE (Pee Wee King)
9. THE LITTLE WHITE CLOUD THAT CRIED
10. I RAN ALL THE WAY HOME (Buddy Greco)

Gary Lasters
WYNE—Newark, N. J.
1. SIN (Four Aces)
2. BECAUSE OF YOU (Tony Bennett)
3. AND SO TO SLEEP AGAIN (Patti Page)
4. UNDECIDED (Ams Bros.—Les Brown)
5. I GET IDEAS (Tony Martin)
6. COLD, COLD HEART (Tony Bennett)
7. SLOW POKE (Pee Wee King)
8. CHARMAINE (Montevinas)
9. MEANSEEIN' (Vernon Morris)
10. THE WORLD IS WAITING FOR THE SUNSHINE (Pee Wee King)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Bennett's Paramount Promotion To Cost $25,000

NEW YORK — Tony Bennett's show-business manager Raymond G. Muscarella, convinced that publicity, promotion and advertising pay off, has organized the campaign prepared by publicist Sidney Ascher and record promotion ace Paul Brown in connection with Tony's engagement at the N. Y. Paramount Theatre starting December 25th. Some $25,000 will be spent by RKO Pictures and Muscarella for promotion of the show. Tony is making the radio commercials plugging the picture "Double Dynamite" with Frank Sinatra, Jane Russell and Groucho Marx, along with his appearance on stage. This is the result of a tieup with RKO Pictures arranged through Fred Norman, who will handle the promotion of this picture in the metropolitan area with a budget of around $10,000. 

100 Tony Bennett fans will be known as "the Bennett's Santa Bells" will distribute 50,000 unique checkerboard garms as Christmas gifts from Tony. They'll be stationed at key spots throughout the city on December 23rd and 24th.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE — NEW YORK 19, N. Y.
Dorsey Starts South American Tour

MIAMI, FLA.—Tommy Dorsey, his wife Jane and 2-year-old daughter Susan received Florida grapefruits from Eastern-Airline hostess Jeannette Acket prior to boarding a plane in Miami for Rio de Janeiro Thanksgiving Day. The entire band started an eight-week tour of Brazil Saturday, Nov. 24 at a record breaking fee of $200,000—the highest fee ever paid any similar attraction for that length of time in South America.

Another JUBILEE year With The High-Flying ORIOLSES soaring to the top with...

"BABY, PLEASE DON'T GO" b/w "DON'T TELL HER WHAT HAPPENED TO ME"
Jubilee 5065

Bigger than ever "WHAT ARE YOU DOING NEW YEAR'S EVE?" b/w "HAPPY CHRISTMAS"
Jubilee 5017

"THE LORD'S PRAYER" "OH, HOLY NIGHT"
Jubilee 5045

A Hot Seller
SONNY (ORIOLES) TILL "FOR ALL WE KNOW" "FOOLS WORLD"
Jubilee 5066

New Blues Star
EDNA McGRIFF "COME BACK" "NO DROPPIN' POPPA"
Jubilee 5062

CLIMBING FAST!  Savoy 37322
"PLEASE COME BACK TO ME" backed by "LOVE and WINE"
by VARETTA DILLARD
Savoy Record Co. Inc. 58 Market St., Newark 1, N. J.

ATLANTIC'S
HIT PARADE...

RUTH BROWN SHINE ON 948
JOE TURNER THE CHILL IS ON 949

JOE MORRIS VERA LEE BLUES 950
THE CARDINALS PRETTY BABY BLUES 952

BIGGERS EVERY WEEK—JOE TURNER CHAINS OF LOVE 959

LIL GREEN EVERY TIME 951
WILLIS JACKSON STREET SCENE 946

JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

COLD, COLD HEART Dinah Washington (Mercury)
BEST WISHES Ray Milton (Specialty)

IT'S ALL IN THE GAME Tommy Edwards (MGM)
BECAUSE OF YOU Tab Smith (United 104)

DON'T TELL HER WHAT HAPPENED TO ME Orioles (Jubilee)
FOOL, FOOL, FOOL Clivers (Atlantic)

I RAN ALL THE WAY HOME Sarah Vaughan (Columbia 39576)
I'M IN THE MOOD John Lee Hooker (Modern 835)

BECAUSE OF YOU Tab Smith (United)
WORRY, WORRY, WORRY Joe Houston (Mercury)

JUBILEE RAN WAY Clovers (Specialty)
SEVEN LONG DAYS Charles Brown (Aladdin)

BETTER TIMES, BETTER DAYS John Lee Hooker (Modern 835)
ANOTHER SAD SONG Sammy Davis, Jr. (Modern 835)

"It's What's in THE CASH BOX That Counts"
NEW YORK—Carl Nutter (left) co-author of "Solitaire" shows Sammy Kaye a copy of the tune which the maestro has been plugging. Carl has been working as Kaye's music copyist for the past ten years. This tune, which he wrote with Rene Borek and King Guilo, is his first hit song.

Joel Cooper Takes Over Sales Mgmt.

CHICAGO—As the firm continues to expand its operations and as sales and growth become an even more important factor, the need for more intense coverage of the firm's distributors throughout the country, and a man who would have first-hand knowledge of our inside dealings, Joel Cooper has decided to relinquish the presidency of Jech Records and will, from now on, act as General Sales-manager of the firm.

Victor also stated that the firm have many unusually great plans for '52.

They intend to bring out many new musical interpretations featuring new recording stars they have signed to contracts in past months.

Victor said, "There is every need for Joel Cooper to entirely and completely devote himself to the most important part of this business which is our continually increasing sales everywhere in the country.

"His relinquishment of the presidency, and taking over the sales management of the firm, now assures us a more working, high powered organization," Victor concluded.

WVBN Appoints Promotion Mgr.

NEWARK, N. J.—H. Kenneth Murray, recently released from active military service as an Air Force Lt. Col., has joined the staff of Station WVBN, Newark, as Promotion Manager, it was announced this week by Irvin B. Newman, Vice President and Station Manager.

Mr. Newman also announced that WVBN plans to inaugurate several new programs dedicated to the American heritage and the American Way of life, to be designated, "Operation U.S.A." First project for Mr. Murray will be the promotion of these shows, in which top industry will be enlisted.

Prior to enlisting as a private in 1942, Mr. Murray served in various radio, promotion and public relations capacities.

"Solitaire"

NEW YORK—Carl Nutter (left) co-author of "Solitaire" shows Sammy Kaye a copy of the tune which the maestro has been plugging. Carl has been working as Kaye's music copyist for the past ten years. This tune, which he wrote with Rene Borek and King Guilo, is his first hit song.

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Mabel Sanford likes to work at opposite ends. Closing at one of Mexico City's better spots, she bied herself to the northern end of the continent, to work the Tree Top Room in the F M Hotel of Morehead, Minn. The new Jersey Joe Walcott package, including Sister Marie Knight, The Knightingales, Dolly Lewis and Vivian Cooper, is being offered by the Glaser office; reported asking price is $1,500 for a one-nighter. The recent Decca release of "Have Faith" with Jersey Joe and Marie Knight is a warm and heart touching bit of encouragement to a troubled world.

Norman Granz tinkering with European ideas after the success of his recent JATP tour. All four of the big Jazz concerts are sending glowing reports of the golden harvest found in the fields this past tour season. Now that James H. Martin has the MGM distribution in the Chicago area, Billy Eckstine, George Shearing, Art Mooney, Tommy Edwards, Blue Barron, and others of the label, will profit as Jimmy can get many air spins with his big smile.

Otkeh label soon to release William Warfield, formerly on MGM records, and seen in MGM's "Show Boat," in a new series of albums. Vera Arrington, Cordie Brown and Vivian Pryor, lush and plush TV models, are working two shows, with two rival Chicago dress shop owners as sponsors. Not only do they have the same gourgeois gowns at the same prices, but now they have the same models. Only difference is that shows are on different nights thus giving the girls two jobs at top money. Can there be a shortage of TV dress models?

Memphis Slim, for many years a big favorite with rural audiences and city folk alike, is constantly on tour with his House Rockers. His newest for Chess, and titled by this writer, "Walking Alone" tells a story of a man whose gal has left him and now he's sorry and tired of being alone. Slim has the knack of putting just the right emphasis on the punch line to sell a song, and keep juke box operators buying year after year. Clarence "Gatemouth" Brown, on Peacock, comes up with a solid blues that tells a story, "Too Late Baby." Give a listen and learn how well you like it.

For Real Service

- Yes, for real service, it pays to stand
- ardize on Perno Points—the full line that meets your needs. There are right
to order—more to count.

NICK'S UP!

With Perno, you take quantity
discounts on your local saddle order. re-
duced prices are made possible by the
unsurpassed look and feel—save—order Perno Points. Order now.

It Pays to Standardize on Perno Points

The Cash Box, Music

December 15, 1951
“CHRISTMAS MORNING” (2:50)
REV. CHARLES WATKINS (Sovay 4029)
A beautiful and religious Xmas song is delivered by Rev. Charles Watkin.

“MARTY TELLS HUMAN” (2:45)
REV. CHARLES WATKINS (Sovay 4029)
A beautiful and religious Xmas song is delivered by Rev. Charles Watkin.

“ANGELS TELL MOTHER” (2:51)
“I’LL TRUST HIS HAND” (2:29)
THE PILGRIM TRAVELERS
(Stetson 812)
Some wonderful harmony and a feelingful presentation add up to pleasureful listening as the Pilgrim Travelers work through the top end. Again on the second side of the group treats a slow and soothing tune to a bit of first class harmonizing. Ops oughta take a peek.

“MY LIFE IS IN HIS HANDS” (2:54)
THE SOUL STIRRERS
(Achadin 2028)
A bouncy number with different vocal solo's blended in with the chorus is stirred up by the Soul Stirrers. The presentation is an interesting one and ops should find this good material. The second end is a Xmas classic and fans too the group blends their voices to offer good listening.

“GOD GIVETH” (2:50)
“HEAL THE SICK” (2:56)
SPIRITUAL BLIND BOYS
(Mercury 8253)
The spiritual Blind Boys turn in a fine job on the top deck which is a beastly number with a nice bounc. Their harmony is swell and they continue along on the bottom half in a similar fashion. The under level is a slow tune that's carried with lots of feeling. Ops oughta take a look.

“ON MY WAY” PT. 1 (2:43)
REV. C. C. CHAPMAN
(Modern 843)
Rev. C. C. Chapman, aided by the Temple Choir, raps through fast number that's adequately backed by an organ. The second end too is a wild and hysterical thing that's half recited and sung. This disk is power- ful and captures the proper spirit. Ops should tune in here.

“JESUS TRAVELED THIS ROAD BEFORE” (2:37)
GOLDEN GOSPEL SINGERS
(Decca 42258)
A slow and pretty tune is delivered by the Golden Gospel Singers on the upper level. The group handles it in a feelful and heartful manner and makes this good good listening. The flip side is a forceful number that receives a first-rate treatment from the group. Both sides look good.

“My CALL TO THEE” (2:50)
“AVE MARIA” (2:45)
AIDA PUJOI
(Cherokee)
sopranos Aida PujoI, assisted on the organ by Marie Dewey, goes through a soft and soothing prayer on the upper half. The second side is on the receiving end of some pretty singing as the artists handles the ever popular “Ave Maria.” Ops can look for play from both halves.
Jimmie Skinner (Capitol) is featuring a one hour live show from his record shop in Cincinnati each day over WNOP in Newport, Ky. Records are interspersed through the programs along with interviews with any artists visiting in the Cincinnati area. Currently a "mystery voice" is presented each day with records given to correct identification. Voices used are those of known record artists.

Dwight Gordon who for two years handled country record shows for WINN in Louisville recently took up similar duties at WJCD in Seymour, Indiana. WJCD is carrying over three hours per day featuring country records.

"Big Jim" Hess, veteran country d. j. of WPKG in Knoxville, Tenn. is doubling as tobacco auctioneer on the Knoxville tobacco warehouse floor. Although his voice suffered for the first few days of the double work he is now stronger than ever both at the warehouses and on the air.

Cliff Rodgers, m. of "Melody Roundup," the country record show of WHK in Akron, Ohio, recently released results of his 1951 Artist's Popularity Poll recently compiled. Lefty Frizzell (Columbia), Hank Snow ( RCA Victor), Webb Pierce (RCA Victor) and Hank Williams (M-G-M) topped the first four slots. Votes collected covered states of Ohio, Indiana, Michigan, West Virginia and Pennsylvania.

Bill Carlisle (Mercury) and Martha Carson ( Capitol) booked to appear as guests on the Lexington Barn Dance in Lexington, Kentucky on December 8th. Broadcast of entire program is a feature of WVLK in Versailles, Kentucky every Saturday night.

Ernest Tubb (Decca) set for dates in Key West, Ft. Lauderdale and Miami, Florida on December 12, 13, and 14 by A. V. Bamford of Nashville.

Jimmie Skinner (Capitol) booked for North Canton Theatre, North Canton, Ohio on December 16th and 17th. Cowboy Copas (King) substituted for Jimmy Wakely (Capitol) on WSM's Grand Ole Opry ABC network December 1st. Wakely had been scheduled for some time, m. c. capable to make both dates.

Smoky Smith, KENT of Des Moines country d. j. and entertainer, away from station for two weeks vacation. Smith visited Nashville's "Grand Ole Opry" and is scheduled for a guest appearance on "Big O. Jimmerson," Dallas Saturday night shingi, on December 8th.

Nelson King, well known m. c. of WCKY (Cincinnati) "Hillbilly Jamboree," planning special Christmas Eve and New Year's Eve broadcasts. Station will cancel all commercials on his four hour program and Nelson will play records and recorded greetings from country recording artists. All country recording artists are invited to send him recorded greetings for use on these shows.

"YOU TRIED TO RUIN MY NAME" (2:23)

"ASHES OF LOVE" (2:20)

JOHNNIE & JACK

(RCA Victor 20-4389; 47-4389)

"THE RAIN IS STILL FALLING" (2:29)

"HAPPY LITTLE HOME IN ARKANSAS" (2:32)

GRANDPA JONES

(King 992)

The first end of this Grandpa Jones waxing is a bouncy thing that has a pleasant melody. The artist's distinctive styling makes this a listenable level. The under half is a fancy moving and lively number with lots of strings and the lid comes out as a likely ditty. We like the top deck.

"THAT'S WHAT I GOT FOR LOVING YOU" (2:38)

"I SAWDUST ON MY BELT" (2:58)

JIMMY THOMASON

(King 991)

Jimmy Thomason works his way through a nice ballad on the top level. It's a slow number and Jimmy and his instrumental backing bring it home in fine style. The second half is a more electric guitar that has a pretty melody and it's presented in a cute way. Our nod goes to the lower end.

"TOO OLD TO CUT THE MUSTARD" (2:35)

"I CARRY MY PICTURE IN MY HEART" (2:30)

ANN JONES

(King 900)

The first side is a lively tune that's done with a jumpy tempo and is carried across by Ann Jones. Ann's vocal adds spice to the ditty and helps make it a strong number. The bottom lid is a slow ballad that Ann handles in a sweet manner in contrast to the upper deck. Top level looks good.

"IN THE MOOD" (2:32)

"SWEET BUNCH OF DAISIES" (2:05)

CHET ATKINS

(RCA Victor 20-4177; 47-4377)

A classic as far as jump tunes are concerned is delivered by Chet Atkins in a very interesting manner. The song contains several surprises here. Flip side is a fast moving tune that's helped along by the Benedy Singers. Both lids appear to be good juke box material.

"HIDDEN VALLEY" (3:09)

"FOR ME AND MY GAL" (2:40)

THE CASS COUNTY BOYS

(Theme 156)

A very pretty side is waxed on the upper deck by the Cass County Boys. It's a low and soft tune that comes out in a soothing style. Flip is a grand oldie that's given a thorough going over by the group. Their level too comes out as fine juke box fare. Opts oughta look at both halves.

"FUSIL AND FIGHT" (2:26)

"BABY BROWN EYES" (2:12)

SKEETS MCDONALD

(Capitol 1800; F-1800)

Skeets McDonald puts a nice bounce to a fair number and comes up with a lot of pleasant listening. The artist continues his fine warbling on the lower deck and does out the lyrics to slow and pretty tune. Each lid is backed adequately by a string band. Opts might take a peek.

"THIRTY-TWO FEET—EIGHT LITTLE TAILS" (1:52)

"FUZZY WUZZY" (2:20)

DALE EVANS

(RCA Victor 20-4308; 47-4308)

A very cute Xmas ditty is eased through by Dale Evans on the upper level. Dale turns in a first rate vocal here and makes this a side opts oughta watch. The second end is an oldie that has always been a cute item and Dale makes it even more so. Opt for the market for holiday material should tune in.

"CAUSE I'M IN LOVE" (2:30)

"YOU ALWAYS KEEP ME IN HOT WATER" (2:51)

CAROLINA COTTON (M-G-M 1951; KH1730)

The pleasant voice of Carolina Cotton is put to good use on the upper deck as she wends her way through a jumpy tune. Bob Will and his Tetas Playboys help both lids with fine musical accompaniment. The bottom half is a novelty type tune that Carolina does with a yodel in her voice. Either end can go.
Music

I AND WAITING

COLD, COLD, BECAUSE CHARMAINE GETS SLOW UNDECIDED COLD, AND THE WORLD I GET DOWN Mary COLD, UNDECIDED TURN Carr)

JUNIOR MALLORY

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WE DARE THEM ALL TO EQUAL THIS 30 DAY TEST

THAT'S right ... WE DARE THEM ALL TO EQUAL THIS 30 DAY TEST ... Just try THE CASH BOX for 30 days ... Send in your subscription with your check for $15 for 52 weeks' issues TODAY ... then read your first four issues ... the first 30 days ... and if you do not believe, for any reason whatsoever, that THE CASH BOX is the most vitally important magazine to your business ... NOW OR IN THE FUTURE ... RETURN THOSE FOUR COPIES AND GET YOUR MONEY BACK ... PLUS ... DOUBLE YOUR MONEY BACK FOR THE FIRST FOUR ISSUES YOU RECEIVED!

WE DARE THEM ALL TO EQUAL THIS 30 DAY TEST!! That goes for any publication in this industry! WE WILL NOT ONLY RETURN YOUR $15 FOR YOUR FULL YEAR'S (52 weeks) SUBSCRIPTION ... BUT ... WE WILL PAY YOU DOUBLE THE MONEY BACK FOR THE FIRST FOUR ISSUES YOU RECEIVED ... IF ... YOU DON'T AGREE THAT: "The Cash Box is the most outstanding and most vitally important magazine to everyone, in any fashion whatsoever, connected with the coin operated machines industry"! YOU CAN'T LOSE!!

SEND YOUR CHECK FOR $15 TODAY for 52 WEEKS' ISSUES OF "THE CASH BOX" ... called by operators, jobbers, distributors, manufacturers, suppliers, and all others connected with the coin operated machines industry ... "THE 'BIBLE' OF THE COIN MACHINES BUSINESS". WE DARE THEM ALL! MAKE THIS 30 DAYS' TEST YOURSELF! SEND YOUR CHECK FOR $15 TODAY TO ...
PITTSBURGH in BIG BIZ BOOM

Employment At Record High—Many New Plants—Opening Retail Sales
High–Coinmen Set To Capitalize

PITTSBURGH, PA.—A recent sur-
voy by Sidney Fish of the Journal
of Commerce resulted in a state-
ment that "new steel and machinery in
great demand, Pittsburgh is figu-
rationly bursting at the seams." 

Employment is running far ahead
of last year, new skyscrapers are ris-
ing in the Golden Triangle, new plants
are coming into production, and retail
sales are good.

Business leaders here are con-
fident that Pittsburgh will be at the for-
front of industrial expansion for
many years to come. This center of
steel production is actually adding
more new capacity than the newer in-
dustral areas in other parts of the
country.

Employment in the four counties
comprising the Pittsburgh industrial
district has risen to 874,000, com-
pared to 881,000 a year ago. Unem-
ployment benefit claims have reduced
62 per cent in the last year.

It is noted that this improve-
ment is not entirely due to the Korean
War and the recent defense boom.
Several years ago Pittsburgers set
out to make their city more liveable.

As a result, it has undergone a re-
markable transformation since the end
of World War II.

Here are some of the things that
were done:

1. Pittsburgh is now getting 65
per cent more sunlight than it did before
the first smoke control ordinance was
enforced five years ago.

2. The Federal Government has
launched a $100 million flood control
program. When it is finished, the flood
stage at Pittsburgh will be reduced
10 feet.

3. As a result of the snog and flood
control programs, insurance compan-
ies agreed to invest in a big redevelop-
ment program. The Point area, at
the apex of the Golden Triangle, is
being redeveloped. The ultimate
plan provides for eight big commercial
buildings on 23 acres.

The expansion of steel and steel-
using industries is going ahead full
blow. Jones & Laughlin Steel has just
put into service the first unit of its
862 million open hearth program. Al-
legeny Ludlum, at Brackenridge, has
a $60 million program to add new hot
and cold strip rolling facilies.

U. S. Steel, Pittsburgh Steel, Sup-
erior Steel, Sharon Steel, Fallanes,
and many other plants are pooling
resources into the expansion and modern-
ization of their facilities. The Pitts-
burgh Plate Glass Co. has just an-
nounced that it will add a new polyes-
trode plant at Springdale.

The H. J. Heinz Co., producers of
the famed "57 Varieties" has been
spending $15 million for expanding
and modernizing its main plant. The
Aluminum Company of America, 
which has its main office here, is cur-
rently building a $12 million revolu-
tionary type of skyscraper building.

At New Kensington, Alcoa, a
full work force, engaged partly
on defense, as well as on essential civilian
products, is engaged in produc-
ing two stamping plants for auto bod-
ies at the cost of $20 million.

Continental Can, also, has completed
an $8 million plant here.

As a result of all this activity, it is
reported that retail sales are very
active.

For the coinmen in this area—
where there are large work programs
going on, and workingmen and working-
men taking home well stocked pay
envelopes, economical entertainment
features are the order of the day
as the operators of machines
get their full share of action.

It's the "Best Business in the World"

CHICAGO—Headaches. Problems. More problems. What do the people in the coin machine industry think of their business?

To find out whether all these many statements which are being made (and seen to be made many times daily) by those engaged in the industry, would stand up under keen scrutiny and sound
argument.

He covered one coinman after another. Operators, jobbers, distributors, manufacturers, and suppliers.

To find out if business was as good as the coinmen like to think it was.

He found that when he was engaged in another industry he simply re-
mained in one city, one place, and never did know what was happening else-
where through the nation.

"This business", he explained, "takes you everywhere in the country. Flying to Los Angeles or New York isn't considered even moving far afield."

"This business", he explained, "where you want to fly over the nation to make a selected section and only the highest score in each section accounts for suc-
cessful play."

Gottlieb Introduces “Niagara”
5-Ball Game Believed Speediest Ever Built

CHICAGO—Gottlieb & Company
presented an entirely new five-ball
free play amusement game this past
week, by far the speediest five-ball
ever yet built.

The game gains its speedy action
from a brand new ball trap. Even the
balls are different, yet the player doesn't
feel badly when the ball is trapped because of the fact that he still scores, and, at
the same time, is presented with the pos-
sibilities of higher scoring by lighting bump-
ers.

"In short", as one executive of the
firm has put it, "the balls are light-
ly, and the player doesn't feel badly
when the ball is trapped because of
the fact that he still scores, and, at
the same time, is presented with the
possibilities of higher scoring by lighting bump-
ers."

At the same time by trapping the
balls, he continued, "the game is tre-

mendously speeded. Tests have shown
that 'Niagara' is twice as speedy as the
ordinary five-ball game. In short, it is
a five-ball trap."

The game has many, many other
features, entirely different from any-
thing which has been presented in
its long string of five-ball hit games.

There are four "pop" bumpers. Two
draws. And, in addition, two new
"window" bumpers, which are sure
to thrill the players.

But, most impressive of the
ops, is the fact that the game is so
speedy and, at the same time, is so
satisfying to the players that the players
don't even notice the speed of the play.

"At the same time by trapping the
balls, he continued, "the game is tre-
rows of five-square. Numbers on each
card vary in arrangement, are joined
together vertically, diagonally and
horizontally by a silver line, and when
3, 4, or 5 adjoining numbers are lit
d and joined together by a silver line
the player receives replays automatic-
ally."

The outstanding feature of "Ken
ey's "Holiday" is the "Special" button at
front of game. After player inserts
coin or pushes the replay button to
establish selected cards (one, up to
six cards), he can then touch the "Spe-
cial" button which calls for an addi-
tional coin or replay debit. The word
"Special" then appears on the back-
glass and at random on the bottom of
one card. If "Special" should not ap-
ppear on the desired selected card,
player may pay additional coins or
replay debits to establish the "Spe-
cial" upon the desired selected card.

This accomplishment, player shoots five-
balls to hit up 3, 4, 5 adjoining
numbers on the selected "Special" card
to increase the value of such a card to a
multiple of three times the regular award.
Score must be made in a selected section and only the highest
score in each section accounts for suc-
cessful play."

License Fees:

NEW YORK — It's becoming
more and more apparent from re-
ports being received from all over
the country that the operators of
coin-operated equipment are being
viewed by those who seek higher
taxes in local communities, cities,
and states as a good source of reve-
ue.

The Cash Box, Music
Page 23
December 15, 1951
Bally Announces New 5-Ball Game
“Spot-Lite” Being Shipped

CHICAGO—Bally Manufacturing Company, this city, has launched its new 5-ball rotary game, “Spot-Lite,” according to an announcement by Jack Nelson, general sales manager of the firm.

Nelson described “Spot-Lite” as a colorful and flashy, single skill-card on the back-glass containing numbers 1 to 25, with the numbers mixed on a square pattern. The playfield also contains 25 skill-holes numbered 1 to 25, arranged in numerical order from top to bottom of playfield, with a bell-return hole at bottom. The player shoots the balls into the skill-holes to light 3, 4, or 5 ad-joining numbers in the skill-card on the back-glass. Together with the famous “in-line” skill scopes, the new game also contains the thrilling “Spottem” and “Extra Balls” features popularized in previous Bally games.

“In addition,” Nelson pointed out, “the new ‘4-Corners’ score and popular ‘Advancing’ scores, plus other new skill features that provide plenty of player-appeal. Thorough location-testing has proved ‘Spot-Lite’ to be an outstanding hit,” said Nelson.

Almost before their announcement was made, CMI had eighteen reservations rushed in. A week later this number was increased to 27, and their latest announcement issued this week discloses that 41 firms have reserved exhibit space. A complete list of firms now signed up:

West Side Distributing Company, New York City
National Coin Machine Exchange, Chicago
DeFour Sales Company, Chicago
A.B.T. Mfg. Company, Chicago
Refrigerated Equipment Sales Corp., New York City
Restaurant, Inc., Appleton, Wisconsin
Chicago Lock Company, Chicago
Independent Lock Co., Chicago
Adolo Mfg. Co., Detroit
International Mutoscope Corp., Long Island City, N.Y.
Williams Mfg. Co., Chicago
Chicago Coin Machine Co., Chicago
Genoa Mfg. & Sales Co., Chicago
H. & H. Distributing Co., Cleveland, Ohio

EXHIBIT SUPPLY COMPANY
4210-30 WEST LAKE STREET
CHICAGO 24, ILLINOIS

NOW DELIVERING!
EXHIBIT’S
"JET GUN"
SEE IT TODAY!

REPLACE YOUR WORN SHUFFLEBOARD WITH
FORMICA TOPS

UNITED'S
Shuffle Alley—Express—2, 4, 5, 6 Players
CHICAGO COIN Every Model Except Last 6 Player
UNIVERSAL 2 Player—KEENEY Specify Model
BALLY Speed Bowler, Hook Bowler, Etc.

EDELMAN MFG. & SALES CO. 1438 FRANKLIN DETROIT 7, MICH.

Dec. 10—Wisconsin Phonograph Operators’ Association Place: Not yet determined.
11—Automatic Phonograph Owners’ Association Place: Gibson Hotel, Cincinnati, Ohio
11—California Phonograph Operators’ Association Place: 311 Club, Oakland Cal.
12—Music Merchants’ Guild Place: Narragansett Hotel, Providence, R. I.
12—Music Operators of Northern Illinois Place: Not yet determined.
13—Michigan Automatic Phonograph Owners’ Association Place: Maceabee Building, Detroit, Mich.
17—Amusement Machine Operators’ Association Place: Mandell-Ballow Restaurant, Baltimore, Md.
17—Westchester Operators’ Guild Place: American Legion Hall, White Plains, N. Y.

MEETING DATES OF
Music Operators’ Associations
Six-day bike races test the endurance of men and equipment in a gruelling, wearing grind. Accident and fatigue exact their toll of riders as the race goes on. It takes top condition, plenty of flash and staying power, for a team to finish in the money.

The AMI juke box has that kind of stamina—and goes it alone! Day in, day out, this fine music machine plays on, earning money for operator and location owner alike, with scarcely ever a mishap or call for attention to interrupt its money-making record.

See the New Model "D" at Your AMI Distributor's

AMI Incorporated

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW! Sensational! KEENEY’S 6-CARD-Extra Coins HOLIDAY 5-BALL REPLAY

Brand New!
"SPECIAL" MULTIPLE TRIPLE SCORING FEATURE BOOSTS NOVELTY PROFITS TO AN ALL-TIME HIGH!

Order HOLIDAY FROM YOUR KEENEY DISTRIBUTOR

IT’S KEENEY’S HOLIDAY for HEAVY PLAY and BIG PAY!

Looking for VALUES?

Keeny CONVERSIONS

New Available Conversions

Now Available
Keeny’s 4-Way Bowler
Adapter Unit
For 18-20-22 ft. Shuffleboards. Easy to attach or remove right on location. Bench returns along left side of table. $345

KEENEY’S 6-PLAYER

REBOUND
CONVERSION

Brand new! Converts 12’ Shuffle Boards to 22’ boards cut in half. Fastest, most desirable game ever made!

BINGO 5 BALLS

RECONDITIONED

Bally BRIGHT LIGHTS $375
United ABC 325
Univ. 5-STAR 275
UNITED 3-4-5 265

EXHIBIT

• Dynamic Machine Gun Action!
• Moving 3-Dimensional Airplane Targets.
• Adjustable Playing Time.

FIRST Distributors

1750 W. North Ave. Chicago 22, Ill.
Dickens 2-0500

Ops Go “Gifty” For Location Owners

CHICAGO—Premium firms here admitted that they’ve never seen such a rush for gifts among ops. The average operator, most of these men claim, is preparing to give his location owners finer, and more gifts, than ever before.

The belief is that this is due to the fact that operators have become gift-wise since dealing in premiums as much as they have this past year, throughout the entire territory.

One premium distrb here stated, “I’ve never seen before such an amount of merchandise purchased completely for the purpose of distribution to better locations by operators.

“In fact,” he continued, “I believe that the prices which have been made will set a new record for operators buying premium gifts for their locations.”

This was predicted by The Cash Box some months ago.

Noted ops reported that they planned to gift location owners with merchandise which had won much play in the spots and which had, at the same time, won warm praise from the owners of these places.

Now that the big buying of gifts is under way by the ops, many of the noted premium distrbs are wondering whether this portends the beginning of a new kind of business.

“In short,” as one distributor explained, “this may open up a new play-angle for the operator.”

By giving the premium gift to his location owner, he removes any possibility of the gift being associated with play on his games.

Edelman Features Formica Tops

DETROIT, MICH.—J. Edelman of Edelman Mfg. & Sales Co., this city, has just released his line of formica tops for all types of shuffle games.

Among the shuffle games Edelman lists for which his firm has created formica tops already are: United’s Shuffle Alley and Shuffle Alley Express, as well as United’s 2, 4, 5 and 6 player shuffle games.

All models of Chicago Coin’s shuffle games can be supplied with formica tops, except the last six player.

Universal’s two player, Keeny’s games, as well as Bally Hook Bowler, Bally Shuffle Bowler and other Bally games can also be covered.

Edelman is asking ops who want to use his formica tops to write him for a free sample of the formica which the firm uses.

SEND IN YOUR Holiday Greetings Ad NOW . . .

for the BIG Xmas & New Year’s Holiday Special Issue of

THE CASH BOX
See page 32 .

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

Williams

Sea Jockeys

Fabulous In-a-Backboard Racing Action:
Actual racing inside the backboards! 3-dimension horses and riders in Spark Plugs—speeds beat all pilots in Sea Jockeys—race from start to finish line in laugh-loaded, thrill-filled action! Real skill play!

3 Selections for 1 Coin!
First, Second or Third Place Awards! If First Place Selection wins, game continues until 2nd and 3rd Place Selections finish in order!

Plus Change Selection in Mid-Race!

And a Tidal Wave of Action:
19 "Advance-Sea-Jockey" Features

Thumper Bumpers
Flippers
High Score

Creators of Dependable Play Appeal!

4242 W. Fillmore St.
Chicago 24, III.

See 'Em—Play 'Em—Buy 'Em
At Your Distributor Now!

Save Money! Buy Here Quick

Xtra
United County Fair
Write For Brand New in Original Crates
Price!!

Monroe
Coin Machine Exchange, Inc.
2423 Payne Avenue
Cleveland 14, Ohio
(Tel: Super 1-4600)

The Smiths—Cowboys

Your Offer—
(within reason)

Our Price—

All in Good Order
No Crating Charge

Olshein Distributing Company
1100-02 Broadway
Albany, N. Y.
Tel: 5-0228

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

City of Miami elections have been of interest to all in the industry. Three of the councilmen elected, look upon our business very favorably. The hope is that we shall be able to continue ahead and develop our businesses the way we should. . . . Eli Ross is crying the blues. But crying with crocodile tears. The reason? Eli reports that he has already sold a "zillion" of the new AMI Model D-80 phonos and, so far, has received no delivery. Eli is almost at his wit's end trying to answer the men who placed orders with him. He's hoping AMI will ship in a couple of carloads this week. . . . Over at Bush Distributing, both Ted Bush and Ozzie Truppman are busier than ever, setting up new Wurlitzers. In fact, the boys have worked late into the night this past week trying to catch up with orders and, so far, haven't been successful.

Harry Rosen and his family back in Miami Beach and thrilled with their new home here. They'll spend the entire winter season enjoying Miami's beautiful sunshine. Harry's no stranger here. Lots and lots of his friends from New York all over the place. . . . "Doc" Enot at the Fleetwood Hotel in Miami Beach during the National Fishing Tackle Mfrs convention. Doc's now a distributor for fishing tackle. Claims he was plenty busy taking orders all over the hotel. Caught him in the breakfast room with Ben Rodins, formerly of Washington, D.C. and one of the permanent residents here; and also Willie (Little Napoleon) Blatt, formerly of Brooklyn, and also a permanent resident of Miami Beach. Ben has his big fishing boat and is an expert on tackle. Willie is just simply one of Miami's biggest boosters and likes to get around to see what's what in town.

General meeting Friday of the AMOA at which meet it was decided to hold the first annual dinner and dance at the Clover Club on Dec. 16th. Immediately Sam Taran, Ted Bush and Si Wold took complete tables. Others grabbed ducks by the dozens. Those of you from everywhere who plan to be in Miami at that time are urged to contact Willie Blatt of Supreme Distributors, Miami, and grab yourself some tickets for what is sure to prove one of the most outstanding affairs in the country. And, at the same time, this is the opportunity for all of you from everywhere to get acquainted with the coinmen from Miami, Miami Beach, and the surrounding area.
"Ten years ago America's business publications..."

JOHN W. SNYDER
Secretary of the Treasury

"Ten years ago America's business publications, as a voluntary public service, presented for the first time advertisements outlining the Payroll Savings Plan for the regular purchase of U. S. Savings Bonds, and urged its acceptance. During the decade which has passed, American business has consistently supported the Payroll Savings Plan and made it a success. Continuation of this cooperation with the Treasury is most essential in the present emergency. Expanded sales of Defense Bonds will assist importantly in checking inflation, in preserving economic stability, and in furthering the over-all defense effort."

In ten brief years:

- From 700,000 in 1941 employee participation went to 27,000,000 at the peak of the war.
- Companies with Payroll Savings Plans jumped from 10,000 in 1941 to more than 175,000 during the war.
- Since January 1, 1951, the number of men and women on Payroll Savings has grown from 5,000,000 to 6,200,000.
- On September 30, 1951, individuals held Series E Bonds totaling $34.6 Billion—more than $4.6 Billion greater than on V-J Day.

- In the January-September, 1951, period, 33,418,000 $25 E Bonds were purchased—a gain of 17% over the same period of 1950. 8,966,000 $50 E Bonds were sold in the first nine months of 1951. $25 and $50 denominations are the bonds bought by Payroll Savers.

Congratulations to the executives of industry and the publishers of business papers for their continuing effort in promoting systematic savings through the Payroll Savings Plan—the plan that protects America and Americans.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

THE CASH BOX

"It's What's in THE CASH BOX That Counts"
YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE GOTTLIEB'S NIAGARA

NEW BALL TRAP
Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay.

A TORRENT OF ACTION AND FLASHING SPEED with 4 "POP" BUMPERS -- 2 FLIPPERS -- 2 CYCLONIC BUMPERS!

SEE YOUR DISTRIBUTOR NOW!

END OF THE YEAR BARGAINS!

THRU THE COIN CHUTE
NEW ORLEANS NOTES

We have been told that this column has been missed the last couple of weeks so we promise to try not to miss again. ... We must get in a word about this beautiful weather. It's just like summer and we even spent our last Sunday evening at the beach. ... The most nervous guy around town is Charlie Milano whose wife is expecting any minute. He is making a nervous wreck of all of us. Take it easy, Charlie. We'll all live longer. ... We are sorry to hear that Mr. Lebeau of the L. C. Automatic Music Company, Lake Charles, La. passed away November 27. Our deepest sympathy is extended to his family. ... What's this we hear about Mr. McClure of Baton Rouge wading in that Texas oil. How about it Mac??? Charlie, Jim and Fred of the Teche Novelty Co., New Iberia, in town as usual on Monday morning. How can you guys get up so early in the morning? ... Emil Kalil of McComb, Miss., rushing around like mad buying loads of Xmas records. ... Hey, we just got the word that our New Orleans disc jockey Vernon Wimsley, otherwise known as Dr. Daddy-O, has been selected by Color Magazine as one of the top ten disc jockeys in the country. Congrats, congrats, congrats, we're all proud of you Vernon. ... One of the hottest items in Nola is United's "Leader" taking off with a big bang and destined to be just this side of terrific. ... We understand that Jennie Presley of Abbeville is doing a bang up job in keeping the operators supplied with the current hits in Opelousas. She's the operator's Gal Friday and the record distributors pet. ... Ray Landry, Gonzales, La. doing business as usual in Nola.

Ed Roberson checked with Nick Carbajal on his Sugar Bowl tickets and passed on a big hello to everyone. ... The ops seem greatly enthused over Bally's "Bright Spot". ... Mr. and Mrs. Ed Hoffield, Dixie Coin Machine, are now situated in their new home and Ed has the flower and landscape bug. Spends all his spare time digging and planting. ... Loads of ops drove to Baton Rouge for the L. S. U. & Tulane football game. Caught a glimpse of Paul Rico, Ralph Bosworth, Elmo Pierce and Gus Lamom. ... We took a drive up St. Charles Avenue recently, to catch a glimpse of Tac Elm's home. Tac has a beautiful Christmas scene complete with snow, Santa and his sleigh, and Ralph the Red Nose Reindeer. To complete the scene, we heard Christmas Carols in the background and we understand the music is continuous. Really a lovely sight to see.

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

**FOR ALL YOUR LOCATIONS**
**FOR YOUR FAMILY AND FRIENDS**

**FOR BIG-PROFIT PLAY ACTION!!**

**NOTICE:** Prices Listed Here Are Wholesale Prices And Are For Bonafide Operators Only!!

---

**LIGHT IN ARMOR Table Lighter**

Beautiful, American Made, Knight In Full Armor Table Lighter. 10 Inches Tall. Decorative. The ideal gift for everyone on your list. Finished in Brilliant, Non-Tarnishing Chrome. Mounted on 3 Inch Square Plastic Base. Just push the wind up and lights up the dark. Absolutely Gorg- gious. Gift Hit Of The Year. Each individually boxed. Order Quick—While They Last—They're Moving FAST.

Retail Price: $12.50
Operator's Price: Only $4.95 Each

---

**STILETTO KNIVES Set**


Operator's Price: $4.95
Retail Price: $9.95
Doz. Lots.

---

**CARVING SET**


Retail Price: $4.95

---

**WALES GENUINE LEATHER SET**

A three piece Genuine Leather Set. An impressive gift at any price. All in genuine leather. Pocket Secretary; Good for Gluing, Writing, etc. The Case Holds Beautiful Wallet. See it In Person. Only 1.50 and $5.95. Awesome.

Retail Price: $18.00
Operator's Price: Only $5.95
In Doz. Lots. Nationally Advertised.

---

**CIGARETTE BOX & WALLET**

A standard and genuine leather great gift. Use In Pocket or as Desk Set. Nationally Advertised. Exclusively Made.

Retail Price: $12.50
Operator's Price: Only $4.95
In Doz. Lots.

---

**RAVING BEAUTY WALKING DOLL**

They're all raving about this grand Xmas Gift. Walks naturally WITHOUT a wind-up mechanism. You can walk, comb hair, make up, Sell dynamite with long wavy hair, use and carry them. Absolutely Vivid. Beautifully Dressed. Individually Boxed.

Ret. Price: $16.95
Operator's Price: Only $11.95 Each

---

**ACE PREMIUM SALES CO.**

1155 MILWAUKEE AVENUE, CHICAGO 22, ILL.

(All Phone: 745-9305)

**DALLAS DOINGS**

Temmy Chatten of Commercial Music Company has just returned from a tour of cities in the Texas Panhandle. And for you foreigners, that's a lot of terri- tory. He says that business looked good everywhere he went. The army camp around Amarillo is building up and that means that the soldiers are putting their coins into juke boxes and shuffle alleys. . . . Wichita Novelty is still going strong and is on the ten most popular list in the most successful show. Pretty good show, with an average of about one hundred showings.

Robert G. Buxton, President of the American Music Company, and Raymond Williams of Commercial Music is spending his leisure time fishing at Lake Texoma. And speaking of the lake, Tommy Chatter says that the fishing is so good that he caught a forty-pound bass. But the best fishing is to be found in twenty more cabins and hopes to have them completed by summer. . . . Bill Helms of Childress reports that business is definitely good. He is expanding the company and has added a new outlet to his East Texas route. Tommy Chatten was a visitor in Dallas this week. . . . Ditto for Al Seleah of Kileen who operates Ben Buxton & Co., has a wonderful camp on Lake Texoma. He has six nice cabins on the Oklahoma side of the lake. Tommy Chatter says that the fishing is so good that he caught eight pounds of fish in one day. . . . Bill Helms of Childress reports that business is definitely good. He is expanding the company and has added a new outlet to his East Texas route.
Biggest and most vociferous palaver of the week centered about the NPA news release regarding that the amusement game firms quotas have been cut (should have stated: “slashed”) with the majority here (as well as visitors in town) wondering what will be the new games this forthcoming first quarter of 1952. (The answer is most definitely: “NO,” as one leading mfr stated). In short, whatever the trade can get now, will be the limit. This plan will be in effect for the longest volume games will see until sometime late in ’52 when, it is hoped, materials may loosen up sufficient to begin back some semblance of what was formerly known as “normal production.”

George Miller, President of MOA in town for meeting with the phonograph and being advised by the phonograph firms that they will oc- cupy all the space and then some at the Exhib. of Nov. 14-17. (H.R. 5473). This is good news to all jule box ops everywhere in the nation. This bill is really serious. Many overlook the disastrous effect it can have on this business if they wake up and come in and tell their Congressmen to help kill the Bryson Bill they may be very sad ops.

I was back to his office at Exhibit Supply on this past week Monday morning, after a few days’ rest. Frank sure did need the rest after that amusing parkmen’s show. Exhibit booths were jammed all day and at the close of the show. Biggest demand was for the Exhib. “The Dix Gun” running a very, very close second.

Ralph Sheffield of Ace Premium one of the busiest men round town as many ops make his firm headquarters for gifts they will give to locations and vendors alike. Ever a buoyant voice all day and night. Bert Davidson of Permo phones to discuss the materials quotas. George Miller advised Saturday, as all the restrictions which have been placed in the path of normal production by DPA and NPA. Also the fact that the phonograph mfrs only granted “hunting licesens” for even the limited quantity of critical materials granted them. It’s a battle to produce new phone equip.

George Ruesman comes back from his vacation with the story that he shot an elephant in his “Safari”. About mounting the back’s head. Well, George feels, “That’s just a dust collector.”

Art Weinand in a pixy mood at Rock-Ola the other day. “One way to put the Rock-Ola to work is to put all in the coin machine business. That’ll drive ‘em crazy. Or,” he offers further, “We may put all back to work and get into the business we can all go over there and slug ‘em to death.” Art’s got a new way on how to calm down Stalin’s boys.

Roy McGinnis, Paul Huesch and all the guys over at Keeny exploited this past week over their first five-ball in many a moon. It is called: “Holiday.” And from all advance indications of this is to make operating a holiday. Billy Knapp of Allied in charge of the offices this past week. “How come?” we asked Bill. Billy, “I’ve got Vice Weiss working for a change. And Billy adds, with loneliness as big as it is with equipment, we are now offering myself for sale. (Any takers?)” We hear that “Big Swede” Hull. of the Hymie-press was enjoyed a very nice personal trip. Some- time you’ve seen in many and many a day, Herb Gettlinger’s barber, Barnabas, whose 10th year birthday was celebrated by quite a gang over at Fritzel’s res- taurant. Art Weinand was at the Irish line at Barnabas. Bill DeSelm won’t talk we asked Lucy DeSelm who says that, "Everything’s fine."... Mott Soree is getting ready to pop with something that may be the most fantastic in the Coney island line. (Another gag; always were terrific moneymakers) This should be something to see. Jack Nelson in and out of the factory all day long and more defense work rolls into the big Bally plant. Ben Coven busier than ever, now that he’s taken on records, and has created a “one-stop music service” for jule box ops.

Bill DeSelm in a huddle with Phil Mills and Walter Osgare of Buffalo. “No problem” says Bill. “Just Lyn Dunne of the Time of First Distributors at their end of this past week trying to take care of all those ops busting into their place all day long. (Driving by the way) and then past weds in their light after midnight. Seems like that business in Bloominglton will be settled to everyone’s satisfac- tion. Also seems that those “licens” won’t be needed on premium play. Ethel Hays, Miss publisher of Wurlitzer in Wichita, Kansas, and Brooklyn, N. Y. very definite, Cover this situation.

Mrs. Gillette and her employees thrilled by a personal phone call from Tony Baish, Director of Play, Coney Island, advising that they (all we need is more machines). Wally Pink in the Mohawk of the One of the dominant houses is “cyclonic” bumpers... Roy Monroe and Geo. of Monroe Coin Mach. Exch., Cleveland, advise that, “All we need are more machines.” Wally Pink and many others say that their business “is really at its best” and they expect a good spring.

 royalty (?) royalty (?)

One of the most amazing things we’ve seen here is the way the marvelous way they’ve been featuring his disks, and at the same time, they have made a profit on the playing cards. They have made a profit on the jule box ops. But little April Stevens doesn’t even get a “hello” from the jule box boys whom she expected would phone her backstage at the Orion. At times, they have made a profit on the playing cards. She is said to be very approachable. Let’s hope they pass this figure year after year in the years to come. (Want to take this opportunity to thank you for your cooperation and advice, that has beenirie of our business.) (Also for our big, annual, “Season’s Greetings” issue. This fast action anticipated. Hope all of you, who haven’t yet sent in your ads., will do so immediately.

Let’s wind up this letter with a column of congratulatory greetings to a brand new Papa, Paul Huesch of J. H. Keeny & Co., who just brought home his brand new daughter. That makes three at the Huesch household, Pat, who’s 4 years old, Bobby, who’s 2 years old, and the newest—Mary Huesch— who’s just a few days old.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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 YOUR AD NOW to THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

PHONE: L0ngacre 4-5321

Pat Flannigan of the Ajax Novelty Company of Minneapolis, has finally made up his mind now that the hunting season is over and that he might just as well get back to work and start taking care of his route. This is the time of the year when some people start thinking of California, Florida and the sunnier climates and one operator who started to trek south is Mike Crakes of Friendly Sales, who left for Florida on Wednesday, November 28th.

Some of the out of town operators who made the trip into the Twin Cities were Dick Grant of Mound; Pete Kramer of St. Cloud; Jack Harrison of Crosby; Hank Kreuger of Fairfax; Pete Vanderhyde of Dodge Center; Ben Jahnke of Hutchinson; Charles Bose of Fargo, N. D. Some of the Wisconsin operators who were here last week were the Twin Cities were Harry Galep of Menominee; Leo DeMars of Ashland; Gerald Johnson of Menominee; Jim Donatelli of Spooner; and Frank Davidson of Spooner. The regional Pontiac showing brought Corky McDonald of Bloomer, Wis.; and C. E. Abler of Ladysmith, Wis.

All the operators are very much in favor of the passing of Roy L. Kuehne of Brainerd. Roy suffered a heart attack and passed away on November 27. Seen here and there and picking up supplies and records were Pete Wernson of Minot; John Chunos of East Grand Forks; John Howe of Foley; Billie Birkemeier of Littlefield; Wm. Rydell of Morris; Frank Holmstrom of Spring Valley; B. F. Kragtorp of Tracy; and B. L. Cross of Jackson. Exhibits coin operated horde, "Big Bronco", which is being shown at the Liebmann Music Company has been drawing quite a few of the operators and some of the operators have been coming back a second time with their children so that they can ride the horses. Phil Smith brought his two sons in to ride the horse and Kenny Ferguson of Stillwater gave his son a treat by letting him ride the horse, as did other operators and their children.
THE BEST XMAS GIFT YOU CAN BUY YOURSELF

A $223.00 Value

Only $48

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The Cash Box, Empire State Bldg., New York 1, N. Y.
WANT

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg Coin Machines, and all types of Pleasure Motors. Will trade. New or used. Will buy. Phone: Zion 6153. MONTGOMERY, ALA.

WANT—Canon Lens, 85-200mm, 2.8-3.5. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Photomatics for sale. 35mm, 1000's, all types. Call or write. Phone: 333-0000. PHOTOGRAPHIC TIMES, 381 Fillmore St., Detroit 2, Mich.

WANT—500000, 1000 kg. 1 ton, 10 tons, 1100000. Willing to consider trade. WILLIAMS COIN, 8911 E. John Ford Rd., Dearborn, Mich.

WANT—G. M. P. Guns, Shimrock, Continental, Bally, Gottlieb. Willing to consider trade. cramers, 20419 N. State Rd. N., Kansas City, Mo.

WANT—Kodak Portra 400, 645, 1000. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Leica. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—What are you working on? Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—50 35 mm Canon Lenses. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Nikon, Leica, Canon, Minolta, Hasselblad. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Wide angle lens, 28mm. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Medium format, 4x5, 5x4. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—Large format, 4x5, 5x4. Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

WANT—What do you need? Willing to consider trade. PHOTOMATIC, 3600 Market Street, Philadelphia 47, Pa. Tel. Market 7-8656 or 7-6391.

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FOR BALLY—Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slot machines, Fauturity and other games. West Virginia Bally Distributors. ALLAN E. LEE, 148 W. 3rd ST., WHEELING, W. VA. Tel: Wheeling 4242.

FOR LURITZER—Wurlitzer 24 Hideaway 3 ML, $399; Wurlitzer Twin Twelve steel cabinet 5 Buckley boxes speaker $95.95; 3 Wurlitzer Automatics $95.95 ea. ABOVE READY TO GO ON CO. ORDER. B.H. ROWLEY & CO., 628 THIRD ST., BELOIT, WIS. CONSIGN.

FOR ENS—that your address be given on all the shipments. We are distributors for United, Universal, Columbia, Wurlitzer, Seeburg, etc. WILIAMSPORT AMUSEMENT CO., 233 W. 3rd ST., WILLIAMSPORT, PA. Tel: 2-3326 or 2-1648.

FOR SALE—Contact us before you buy anything, check us on all machines. Largest Central Pennsylvania distributor for United, Universal, Columbia, Wurlitzer, Seeburg, etc. WILIAMSPORT AMUSEMENT CO., 233 W. 3rd ST., WILLIAMSPORT, PA. Tel: 2-3326 or 2-1648.

FOR SALE—Best Tiffany's Check Box—$125.00. Write, phone for descriptive price list. HAFT-INGS DISTRIBUTING CO., 6100 BLUE MOUND RD., WIS., Tel: Blair 8-7600.

FOR SALE—47S Seeburg $175; 47M Seeburgs $220; 46M Seeburgs $290; 1165 Wurlitzers $165; 1800 Wurlitzers $200; A.M.I. Model B's $460.00; AMI $150. U.S.A. DISTR. DISTRIBUTOR. These above prices include condition- ing and creating. Write, wire, phone: ALLAN E. LEE, ALLAN'S UNIVERSAL FACTORIES, 201 S. UNION ST., BUFFALO 3, N. Y. Tel: Lincoln 910.

FOR SALE—Guaranteed used phonographs, all makes; Pinball Machines; Bowling Alley. These machines are in excellent working order, ready for work. Write for literature. F. A. B. DISTRIBUTORS, 1221-23 CENTURY ST., N.E., ATLANTA, GA.; 1019 BARONNE STREET, NEW ORLEANS, LA.; 861-871 YORK STREET, COLUMBIA, S. C.

FOR SALE—26 L. Spinks $225; 1015's $225; 1080's $225; 750's $100. Seeburgs; 147-M $225, Rock-Ola's $125; 115-G $125; 221; Packard Manhattan $1659; O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICHMOND, VA.

FOR SALE—This is the time for special prices. The place where you can get 'em and save on all your equipment. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO, ILL. Tel: Ever- gate 4-2600.

Willyou...

do a dragnet for information regarding a recent stomach ailment?

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

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

Why direct your advertising to corner pitties, country fairs, burlesk strippers, vaudeville acrobats, circus tumblers, radio soap operas, etc.?

Advertising where your ads are seen by the people you want to reach?

Send your hard-earned advertising money in the one publication that "reaches" in reaching those very people.

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

Cash Box. Uncle Sam's complete and exclusive industry publication in which you are most interested.

You wouldn't stand for wasting your hard-earned advertising money by spending it on something you don't reach your complete market?

Think! Advertise in The Cash Box—your magazine?

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

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| 6. Streamliner 5, 10, 25 | 29.5, 59.0 |
| 6. Top Flight | 25.0, 39.0 |
| 6. Wonder Scouts (301) | 29.0, 32.5 |
| 6. Model A 46 | 295.0, 349.0 |
| 6. Model B 40 | 400.0, 495.0 |
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This Week's Used Market

A study of this week's offerings in used equipment leads us to the belief that this week, and maybe a few more weeks, finds this phase of the industry in the "full before the storm" period. There were less used machines in all categories offered for sale this week than in many months. And those offered were at prices similar to the last few months. Instances of the lack of equipment offered, and the price condition, seems to indicate that sellers will soon be coming along with needed equipment, but will ask more for them.

Though this condition prevailed, the different divisions behaved in the pattern that has been set during the past few months better. The pin games as usual led the field in activity with the shuffles right behind. The music pieces and the shuffle equipment showed the marked decrease most clearly. The general trend seems to point to a coming boom in the askings of all equipment.

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

**Most Active Used Music**

- **Wurlitzer 750D** $750.00-$100.00
- Held—Wurlitzer 1015 $169.00-$295.00
- **Wurlitzer 7100** $345.00-$450.00
- Held—Wurlitzer 7100 $195.00-$295.00
- **Up & Down—Seeburg 1475** $250.00-$300.00
- **Seeburg 1435M** $290.00-$349.00
- **Seeburg 32W** $18.50-$27.50
- **Lee—Model B** $45.00-$60.00
- **Roca-Ola 1422** $99.00-$125.00
- **Packard** $125.00-$165.00

**Most Active Used Shuffles & Rebounds**

- **Down—Bally Speed Boxer** $39.50-$74.50
- **Don—Keeney** $49.50-$59.50
- **Post—Bally Shuffle** $25.00-$50.00
- **Bally—Chicoin Splash** $85.00
- **Seeburg—Glover** $30.00-$59.50
- **Williams—Bally Bowl** $115.00-$155.00
- **Up—United Shuffle** $10.00-$20.00
- **Down—United Shuffle** $35.00-$75.00
- **Up—Super Twin** $109.50-$145.00
- **Held—Univ. Twin** $49.50-$59.50
- **Held—Williams Bowl** $45.00-$50.00

**Most Active Arcade Equipment**

- **Held—Chicoin Galleon** $750.00-$125.00
- **Down—Exhibit Dale Gun** $59.00-$85.00
- **Held—Seeburg Gun** $250.00-$350.00
- **Held—Seeburg Sam** $75.00-$109.50

**Manufacturers New Equipment**

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

- **AML, INC.**
  - Model D40 Phonograph $795.00
  - Model HS-SM Hideaway $75.00
  - 5c-10c Wall Box (40 Selections) $9.50
  - 5c Wall Box (40 Selections) $8.50
  - Animax Speaker $27.50

- **BALLY MFG. CO.**
  - Shuffle Line $409.00
  - Football Line $409.00
  - Bright Spot $450.00

- **BUCKLEY MFG. CO.**
  - Wall & Bar Box $3.45

- **B. H. EVANS & CO.**
  - Constellation Phonograph $795.00
  - Push-Over $385.00

- **THE EXHIBIT SUPPLY CO.**
  - Jet Gun $379.50

- **D. GOTTLIEB & CO.**
  - Niagara $329.50

- **J. H. KEENEY & CO., INC.**
  - Holiday $545.00
  - 4-Way Bowler (conv.) $395.50
  - 6-Player Rebound (conv.) $465.50
  - All-Electric Cigarette Vendor $265.50
  - Novelty Vending Vendor with Changemaker $285.00

- **ROCK-OLA MFG. CORP.**
  - Model 1424 (5c-10c) Phonograph (Model 1434) $194.50
  - Model 1588, 5c-10c-25c Wall Box $95.00
  - Model 300 Wall Box, 23 Wire $9.50
  - Model 1424 Playmaster $485.00

- **RESTAURANT L. INC.**
  - S-45 Phonograph $295.50

- **UNITED MFG. CO.**
  - 6 Player Shuffle Alley $465.50
  - Leader $625.00

- **THE RUDOLPH WURLITZER CO.**
  - Model "1500" Phonograph $194.50
  - Model "1500" Phonograph $194.50
  - Model "500" 5c-25c Wall Box (48 Selections) $510.00

*This Week's Used Market* is reproduced by permission.
**SIX PLAYER Deluxe SHUFFLE-ALLEY**

ONE TO SIX CAN PLAY (10¢ Per Game Each Player)

- **NEW** FORMICA PLAYBOARD
  ADDS BEAUTY AND DURABILITY
- **NEW** HI-SCORE FOR THE WEEK FEATURE
  PLAYER WRITES NAME ON BACK-Glass
- **NEW** JUMBO DISAPPEARING PINS

FAST REBOUND ACTION
20-30 SCORING
EASY TO SERVICE

**SIZES**
8 FT. BY 2 FT.
9 FT. BY 2 FT.

**HIGHEST-SCORE KEY-CONTROL**

**UNIVERSAL MANUFACTURING COMPANY**
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
BRIGHT SPOT
SENSATIONAL 6-CARD 5-BALL REPLAY GAME

POPULAR "SPOTTEM" FEATURE

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

NEW WIDE-OPEN BACK-BOX
The serviceman's dream! Opens from any side. Every warm is within easy reach.

NATIONAL SLUG REJECTOR
Identical to coin-rejector mechanism on famous Bally jumbo pinball games.

Bally FUTURITY

The Jumbo Pinball Game that is bringing Prosperity to Operators Everywhere

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY