Tony Bennett is up in the clouds, having received two coveted awards at the same time. Here he is pictured holding the statuette which represents his having been named the "Best Male Vocalist of 1951" in the 6th Annual Cash Box Poll. At his left, Jim Conkling, president of Columbia, is holding Tony's gold record which was awarded to him for having sold a million copies of "Because Of You". Flanking the two are Percy Faith, at the far left, who backed Tony's disk and Mitch Miller, at the right, who is Columbia's A & R head. Tony, whose rise to the top has been truly meteoric, is managed by Ray Muscarella. Sid Ascher and Paul Brown handle his public relations and disk promotion.
Rock-Ola Super Rocket Phonograph

- Time-tested and proven trouble-free record changer. Fewer operating parts. Floating mechanism chassis. Plays both sides of 25 records—offering 50 Selections. Easily adapted to 33⅓ or 45 R.P.M. by means of inexpensive conversion kits. Dual Motors in increased efficiency featuring new twin reversible turntable motor for longer life.
- Study wood cabinet—steel door frame—lavish plastics—bright trimmed base—new sparkling lighting effects.
- Super Rocket amplifier has receptacle wired for remote volume control plug-in. A 500 ohm line output for auxiliary speakers. Bass compensated volume control—individual three point treble control and three point bass control. Speaker is large 15" high fidelity auditorium type.
- Accumulator electrically operated —positive action. Can easily be adjusted from conventional play to one play for 10¢; three plays for 25¢; or several other combinations as the operator desires.
- Dual matched-cartridge tone arm. Cartridges not affected by high temperatures or humidity. Operating pressure of 1/16 ounce for 78 R.P.M. 6 grams for 33⅓ or 45 R.P.M. Needles are easily removed for replacement.

Rock-Ola Universal
50 Selection Wall Box

- One three-wire cable carries power for both selections and lights.
- Program pages snap into position lining up title strips with large finger-tip selector buttons for simple, positive, single button selection.
- Accumulator . . . electrically operated positive action. Can easily be adjusted to one play for 10¢; three plays for 25¢; or several other combinations as the operator desires.
- Dual title strips simplify servicing by providing a single cord for each record. Entire program assembly snaps out for easy title strip change.
- Accumulates a maximum of 33 Credits.
- Multi-Selective—choice made after credits are registered.
- Oversize cash box holds up to $50.00. Total box operating wattage . . . 40 watts, 24 volts. A.C.
- Brilliantly illuminated program.
- Height 14¾ inches, width 11 inches, depth 7 inches.

ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue - Chicago 51, Illinois

Both—NOW AT YOUR ROCK-OLA DISTRIBUTORS
With the Federal Government's production agencies tightening up ever more each day, putting quotas ever deeper from one quarter to the next, there is now a growing belief among many in the field that the possibility of a shortage of parts and supplies is definitely growing greater.

Many of those who have been in field for some years point to the methods which came into effect during War II when, very gradually, parts and supplies were shorted each month, until there was a very definite and serious shortage (amounting in some cases to a black-out) of almost everything that was needed to keep businesses in operation.

These men believe that the same process is now under way. They point to the slashed quotas of the manufacturers, as an indication of what can be expected, as far as supplies and parts are concerned.

Regardless of all the slashed quotas, and regardless of the fact that the most apparent possibility is that quotas will continue to be slashed very deeply during 1952, parts and supplies, in the opinion of many, will continue to be manufactured.

As has been brought to the fore many times in the past, it is not the purpose of DPA or NPA to ruin industry.

The continuation of high speed, big volume defense work, is an absolute and necessary must.

But, this does not mean that business must be ruined, to create defense materials.

The purpose of the Governmental agencies at this time is to cut wherever possible, from all civilian goods producers, to make way for more of the critical metals to be used in the manufacture of war materials for complete defense.

There is no need on the part of the Government at the present time, or even in the near future, as long as there is no all-out war, to cut too deeply into the manufacture of parts and supplies.

There is no doubt that standardization is the motif of the Government's production agencies. This is sound.

For many, many years this publication has called for standardization of parts and components for this industry.

This publication has pointed out many, many times in past years, that by standardizing parts and components the manufacturers would save money and, at the same time, be able to satisfy the repair needs of the field with completely interchangeable, standardized parts, for the machines now in operation, and yet to be constructed.

Instead of distributors being forced to carry many, many hundreds of different parts for different manufacturers' games, this publication explained, and he forced to invest many thousands of dollars in such stock, all could carry a single stock of interchangeable, standardized parts, which would fit all machines.

This, of course, would require a components and parts "pool" on the part of all the manufacturers. That's something that seems to be a long, long way off, from discussions which this publication has had with many of the leading manufacturers in the industry.

This publication continues to proceed in the hope that some day this will come to pass. That all manufacturers will reach agreement in this regard. That a great, great many components and parts will be standardized.

This will lead to greater economy for the manufacturers, in the production of all equipment, as well as a great savings of monies for distributors, jobbers and operators, who stock and use the parts and supplies.

Even such an extremely necessary and simple thing as agreement on an equalized tone level among the recording manufacturers seems to be impossible to obtain.

There are records that zoom the tone right up to the highest possible octave. The location owner must rush for the volume control to quiet the disk.

Similarly, the very next disk, because it was manufactured at a much lowered tonal octave, just can't be heard. Again the location owner rushes for the volume control — to turn up the sound.

Such a simple thing as a piece of glass, for the top of a pinball game, can't seem to be agreed upon. Definitely, if glass was all one size, a size agreed to by all the field, it would be a simple matter for all to purchase just this one size — and all would save money so doing. But, almost every manufacturer's game, comes out with a different size glass.

All in the trade, along with this publication, hope and wait that the time will, at long last, arrive when all the manufacturers will agree on interchangeable standardization of the major parts and supplies.

In the meantime, because this publication does not believe it is the purpose of the Federal Government to push business into ruin, parts and supplies will remain available, under the MRO (Maintenance, Repair and Operating Regulations) which have been issued from the very beginning of DPA (Defense Production Authority) and NPA (National Production Authority).

No fears should be in the minds of any one connected with this industry regarding the possibility of parts and supplies entirely fading from the present scene.

Shortages, yes. But never a complete blackout. Unless, of course World War III suddenly comes into being.
There's magic in records.

We in the business are apt to forget it at times, to take records for granted. But the record field today, as an entertainment medium which makes use of the latest scientific developments, creates a world of sound which was unheard of just a few years ago and which opens possibilities for artists and writers and arrangers that are truly limitless.

The world record is unique in that it has the power to combine sounds that can be put together only on wax—and in no other way—and make them part of our everyday lives.

The use of electronics today in the cutting of disks, the use of all the new tricks and devices, is the factor which sets records off from all other forms of entertainment. Through these developments, records have been able to establish sounds which are available nowhere else.

And so the anomaly has come about that artists can give performances on records which they cannot duplicate in person. A singer cannot sing three part harmony with herself when she is before an audience. An instrumentalist can't be heard in sixteen different takes while he is playing one instrument. Modern science, in short, has opened a whole new sphere for records. And it is a sphere that belongs to the recording field exclusively. It is a tremendous achievement.

In the past year we have seen disks which have given us multiple voices of the same artist, multiple instruments with one instrument; we have seen echo effects creating completely new voices, volume control establishing moods and feelings. The use of all the possibilities of electronics is the most far reaching change in the musical picture that has happened in years. Its total effects have not even begun to be felt yet.

Last week we discussed the rise of new artists during the past year and some of the reasons for it. Definitely one of the greatest factors in the development of fresh talent has been the willingness of A & R directors to experiment with them on the creation of new sounds and new gimmicks which catch the public's ear and give the artist a specific identification.

The next few years, its more advanced are made in electronic development, as even newer devices are invented, we should see a further stimulant to the development of new artists. Each new sound has the possibility for creating an individuality for some new artist so that the public can readily identify him.

We owe a great deal of the thanks for the achievement of these new sounds to the musical directors and A & R heads who have had the vision and courage to experiment, to take hold of new forms and see what they produce. It's only because we have people in this industry with imagination enough to visualize what never has been done before that we have a growing industry, a dynamic one, that is constantly making strides forward.

Today a record is magic—magic in every sense of the word. It's magic in the sound it creates, very often a sound that cannot be duplicated any place else. It's magic in the picture it establishes in the mind of the listeners, in the world it imagines a picturesques, wonderful world that most people dream of and which can often be obtained only in imagination.

Music is one of the most compelling factors in our lives. It reflects our joys and sorrows and hopes for the future. It comforts us, excites us, gives us courage.
Jackson Lowe is now on WWIN in Baltimore doing 4 hours a day. He moved over from WINX in Washington, D. C. Jackson handles pop now instead of rhythm and blues. L WLYW is moving its lawrence studio into the Hotel Bradford in Boston. Ernie Tetrel (WREG-TV—Albany, N. Y.) continues looking for visual gimmicks for his TV show. He feels that Garroway's new morning show over NBC is a terrific impetus for TV disk jockeys. John Wrisley (WFGM—Fitchburg, Mass.) dropped into The Cash Box offices last week. Wrisley keeps his listeners on their toes by playing some of the records backwards. He gives out prizes to those who guess the artist and tune.

**THE TEN RECORDS**

*DISK JOCKEYS PLAYED MOST THIS WEEK*

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

1. CRY .......... Johnnie Ray (Columbia)
2. SLOW POKE ...... Pee Wee King (RCA Victor)
3. TELL ME WHY ...... Four Aces (Decca)
4. CHARMAINE ....... Mantovani (London)
5. SIN .......... Eddy Howard (Mercury)
6. LITTLE WHITE CLOUD THAT CRIED .. Johnnie Ray (Columbia)
7. JEALOUSY .......... Frankie Laine (Columbia)
8. SHRIMP BOATS ...... Jo Stafford (Columbia)
9. UNDECIDED ....... Amos Bros. & Les Brown (Coral)
10. ANYTIME ........ Eddie Fisher (RCA Victor)

Jimmie Parks reports that every radio station in New Hampshire now has a Cash Box show and almost all in Vermont and Maine are in the fold. Jimmie also informs us that for the fifth year in a row, The Cash Box has been selected by the American Society of Disk Jockeys as the best trade magazine. Gary Lesters (WVNJ—Newark, N. J.) has dusted off an old song he wrote during a weak moment and is now looking for a publisher. It's called "Fade Out." By the way Gary has a young vocal find, Gary Richards, who he believes is a comer. Radio station WVAM and WJSW of Altoona, Pa., have merged into one station using the former's frequency of WVAM and most of the personnel of the two stations. Hal Tate (WBBK-TV—Chicago) reports that the Coral party for DJs at Linn Burton's Steak House in Chicago last week was quite a thing. Mike Bonfornas, conductor of the afternoon disk show over foreign speaking station WHOM in N. Y., interviewed Vicki Vola of the "Mr. District Attorney" show re a pitch for the United Hospital Fund—but in Italian. Gustave Erad Waldemar Carleson, better known as Wamp Carleson, one of the members of the Jesters, who furnishes the musical background for NBC-TV's "It's In The Bag," doubles as a disk jockey on station WHAT in New Britain, Conn.

Robin Seymour (WKMH—Dearborn, Mich.) presented his annual "Star Time" show on New Year's day. This special program consists of a poll in which listeners vote for their musical favorites. Here are the results: Favorite Male Vocalist—Frankie Laine, Favorite Female Vocalist—Patti Page, Favorite New Vocalist—Jimmie Ray. Favorite Song of 1951—"Because Of You." Favorite Band—Les Brown. "Wedding bells will soon be ringing for Alan Saunders (WVNJ—Newark, N. J.) with the arrival from France of his fiancée. Sheldon Horton is planning a roundup of western, hillbilly, and folk DJs in Cincinnati sometime in the Spring. Any DJs who are interested might contact Horton at Box 384 in Saxton, Pa.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“AT LAST” (2:54)  “I’LL SEE YOU IN MY DREAMS” (2:40)  
ROBERT ANTHONY (Capitol 1916; F-1912)  
An oldie is given a wonderful ride around the wax by Robert Anthony and the orchestra. Tommy Mercer, assisted by the Anthony choir, lays it out with this one in slow, smooth style. The bottom half is another oldie which is currently being revived. It too sounds good. But the top half is a really outstanding one. Ops shouldn’t miss it.

“ROCK CITY BOOGIE” (2:09)  “STREAMLINED CANNON BALL” (2:12)  
TENNESSEE ERNIE & THE DINNING SISTERS (Capitol 1911; F-1911)  
Tennessee Ernie and the Dinning Sisters combine their talents on a couple of tunes which are tailor made for them. The top half is a dynamic driving number which they add plenty to the King’s bottom end and is a slow piece with train effect. Cliffie Stone provides the backing on both sides.

“FIVE FOOT TWO, EYES OF BLUE” (2:12)  “MARSHMALLO MOON” (2:39)  
THE FOUR TIGERS (Capitol 1914; F-1914)  
The Four Knights continue their grand harmonizing with a couple of sides which should attract attention. The top half is a novelty which the boys do with changes of pace while the second side is a new ballad. Each end should get a good play in the box.

“I WANNA SAY HELLO” (2:45)  “A GOOD MAN IS HARD TO FIND” (2:44)  
DOROTHY LOUDON (RCA Victor 20-4428; 47-4428)  
A couple of honeypot sides are dished out here by Dorothy Loudon. The top end is a new tune that’s been making a lot of noise while the bottom end is an oldie which gets another good rousing version here. Ops might take a listen to this girl. The disc could get a play.

“TELL ME WHY” (2:54)  “ONCE I LOVED YOU” (2:41)  
NORMAN KAYE (Capitol 1929; F-1929)  
A current ballad that’s getting a big push is given another ride by Norman Kaye on the top level. Norman’s version makes this an oldie. The under half is a slow ballad that the vocalist and his backing do in an adequate manner. The side that may share the coin is the first one.

“ROUND AND ROUND” (2:07)  “ODDS!” (2:47)  
MARGARET WHITING (Capitol 1913; F-1913)  
A novelty type tune with a familiar melody is given new lyrics and presented in an intimate manner by Margaret Whiting. The Les Brown orchestra helps set the number in the proper mood with its backing and continues along the same lines on the bottom side which is another cute novelty. Ops might take a peek.

“COMES ON, GET OUT OF BED” (2:30)  “CORSAR” (2:41)  
TED HERBERT ORCHESTRA (Merrel 10504)  
The upper deck is a slow novelty that’s being done by the Teddy King on the top half. Buddy himself handles the trombone and dishes out some novelty playing to round out the level. The bottom disc is a ballad that’s sung by Frank Lester and here too the boys come up with a nice side. The upper one deserves watching.

“TAKE ME BACK” (3:00)  “SOMEDAY YOU’LL BE AUTUMN” (2:51)  
SKIP FARRELL (Mercury 5769; 5768x45)  
A tune that’s starting to cause some excitement is given a first rate vocal by Skip Farrell. It’s a big sounding ballad that has the necessary qualities to become a top seller. The bottom disc is a slow song that’s done prettily by Skip. The first side is the half that’s prefab.

“BABY, I NEED YOU” (3:00)  “THE UNFAITHFUL ONES” (2:54)  
FRANKIE LAINE (Mercury 5768; 5768x45)  
A light number is handled in a subdued style by Frankie Laine on the upper half. The vocal carries the number quite well in a pleasant fashion. The under level is a slow ballad that Frankie gives his all to, to make the end come out as a pleasant job. The artist’s following might give the disc an added boost.

“DANCE ME LOOSE” (2:41)  “IT ISN’T ANY TROUBLE JUST TO S.M.I.L.E.” (2:37)  
AL TRACE ORCHESTRA (Mercury 5770; 5774x45)  
A happy polka that’s making some noise is treated royally by the Al Trace orchestra. The Joe Loomis ensemble and the Jack Halloran Singers doing the vocal in the appropriate accent. Flip is a swingy version of an oldie that the Halloran Singers belt out with much gusto. We like the top disc.

“THE PRECIOUS THINGS ARE MINE” (3:05)  “WITH YOU” (2:54)  
BILLY MILLS (Capitol 1913; F-1913)  
A pretty ballad is pleasantly done on the first end by Bob Eberly and the Harold Money orchestra. The presentation is effective and the result is a listenable disc. Another good ballad is doled out by the same artists on the bottom deck. Ops have their choice of either lid here.

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### DISK OF THE WEEK

**“PLEASE MR. SUN” (2:52)  “BROKEN HEARTED” (2:49)**

**JOHNNY RAY**

(Columbia 39636; 4-39636)

*Sun,* a new ballad which Johnny does in his heartfelt manner. Pouring everything into it, he hits a side which is bound to climb way up there in the charts. The lower end is a terrific oldie titled Broken Hearted and Johnny’s rendition is gonna make it a hit all over again. The Four Lads and Jimmy Carroll’s orchestra back him up on either end. Both ends confirm the premise which this young man has shown on his first discs and are certain to enhance his drawing power. With these two sides he proves once and for all that he’s not just a flash in the pan but that he learns out one smash disc after another.

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### BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the “Disk” and “Staple” Of The Week, are those most likely to achieve popularity.

| **OLD PAINT** | The Weavers & Gordon Jenkins |
| **REST MY BONES** | Larry Raine |
| **SUNSHINE AND FLOWERS** | Teddy Phillips Orch. |
| **HEAVEN KNOWS WHY** | Four Sensations |
| **CHINATOWN** | Robert Maxwell & Mersey 5772; 5772x45 |
| **YOU’RE GONNA LOSE YOUR GAL** | Ted Herbert Orch. |

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![The Cash Box, Music](www.americanradiohistory.com)
THE CASH BOX IS MOVING ON

JANUARY 19th, 1952 - TO 26 WEST 47th STREET

NEW YORK 19, N. Y.

(PHONE: JUdson 6-2640)

NOTE: VERY IMPORTANT-

These new offices will be functioning on Monday, January 21. All mail—Advertising copy, engravings, news, subscriptions, letters, etc.,—sent to The Cash Box on Friday or Saturday (January 18 or 19) SHOULD BE ADDRESSED TO ..26 W. 47th Street.
**SLEEPER OF THE WEEK**

**“COME WHAT MAY” (2:10)**

**PATI PAGE**

(Mercury 5772; 5772x45)

- Patti Page, who seems to strike it everytime, has two more sides which should cause plenty of attention. Both are excellent to listen to and both are gonna be garnering new plaudits for Patti. The first half is a winning ballad titled “Come What May” and Patti’s rendering of it makes it a potent contender. Ops who get it into their machines are bound to collect plenty of coin. The flip is a strikingly unusual side labeled “Retreat” in which Patti harmonizes with herself in her well known manner and runs through a sort of hillbilly sounding air with terri- 

**“GO GO MAMBO” (2:54)**

**PEREZ PRADO ORCHESTRA & JOHNNY HAETMAN**

(RCA Victor 20-4372)

- The Perez Prado aggregation takes on off a pair of interesting numbers on this new disc. The top level is strictly instrumental and the group carries a wildish mambo in their usual fine manner. The under side is a slow number that finds Johnny Hartman assisting with a nice vocal. Ops oughta look in on both halves.

**“THE TAVERN SONG” (2:10)**

**RUSS MORGAN**

(Decca 27930; 9-27930)

- A light hearted polka is taken for a pleasant spin around the wax by Russ Morgan and the Morganaires on the first disc. Russ shows his ver- 

**“YOU'RE SOMEBODY ELSE'S SWEETHEART” (2:40)**

**LAWRENCE WELK ORCHESTRA**

(Coral 60630; 9-60630)

- A nice ballad, a good orchestral-typical the Lawrence Welk group, plus the vocalizing of Roberta Linn and the Sparklers add up to a pleasant two side. Flip once again features Roberta and the orchestra with a suiting sort of tune that comes out as a pleasureful earful. The bottom side appears a might stronger.

**“WHAT GOOD AM I WITHOUT YOU” (2:34)**

**MARSHA MALLOW MOON** (2:36)

**MARTHA DAVIS**

(Coral 60631; 9-60631)

- Martha Davis belts out a bluesy rendition to a pretty ballad on the first half, Martha’s vocal makes this a sleasy break. The other side is a slow novelty that Marg Davis oughta try. Both sides are back up and fine for both discs.

**“WIMOWell” (2:59)**

**“OLD PAINT” (3:00)**

**THE WEAVERS AND GORDON JENKINS**

(Decca 27928; 9-27928)

- The winning combination of the Weavers and the Gordon Jenkins or- 

**“KALUA” (3:03)**

**FRED WARING & THE PENNSYLVANIANS**

(Deeco 27935; 9-27935)

- A pretty oldie is done slowly and smoothly by the Fred Warin 

**“GAY HAWAIIAN PARTY” (2:30)**

**ALFRED APAPA**

(Deeco 27820; 9-27820)

- Alfred Apaka takes two Hawaiian numbers on this platter and turns in fitting vocals on each end. The first disc is a slow sounding ditty that’s doled out easily by Alfred. The second half is a pretty side that’s done in a very Hawaiian style. Ops might look in.

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**“BIG BUTTER AND EGG MAN”**

(2:59)

**“YOU'RE THE APPLE OF MY EYE” (2:49)**

LOUIS ARMSTRONG & VELMA MIDDLETON

(Deeco 27931; 9-27931)

- The top end is a novelty handled nicely by Louis Armstrong and Velma Middleton. The tune takes their personal- 

**“MORNINGS”**

**“HAPPY DOLL” (2:42)**

**TEDDY PHILLIPS ORCH.**

(King 15156)

- Teddy Phillips and the orchestra come up with two of their most potent sides in a long while. Each end of this disc has a special appeal and each is bound to go over in the boxes. The first half is a happy novelty with Teddy Hoyt and Dick Jasup joined by a chorus sending out the voc- 

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NEW YORK:
Tony Bennett will take the plunge in early February, tying the knot with Patricia Ann Beech. . . . Terriea midwest activity on Elliot Lawrence and Lloyd Copus' King recording of "Don't Leave My Poor Heart Brutised" in Cincinnati, Cleveland, Detroit and Pittsburgh have ordered in 2006 quantities. . . . Mindy Carson makes her first road trip since birth of her child, going into the Chase Hotel in St. Louis on January 18 for 2 weeks, then into the Baker Hotel in Dallas. . . . Wally Brady and Roberta Lee on their way to coast with stopovers at dist. tribus and DJs on the way. Wally will pull out all the stops on Roberta's next Decca recording of "Try Me One More Time" backed with "Baby, I Like Big Men." . . . Walter Dana, president of Dana Records, all smiles these days because his tune "Longing For You," England's number one song and which he heard was starting position for the past eight weeks. . . . Summer Bell's record of "Wheel Of Fortune" on the Decca label is breaking all over the country in both pop and rhythm 'n blues. . . . Tim Gayle excited about Leroy "Dixie" Haye's latest, "Rest My Bones.". . . . Alvin Wilder and Nat Shapiro have written "Sing Our Song Of Love" which Howie Richmond published and Mitch Miller recorded for Chrome. . . . cut two sides that Keeler last Thursday. . . . Dick Gersh of the Buddy Basch office became engaged last week to Joan Beler of Beverly Hills. Plans call for them to be married this summer or fall. . . . Morty Dallal of Ed Dahl's Chicago to cut 4 sides with June Valli. June Valli has signed a personal management contract with the Willard Alexandra office. . . . Ella Fitzgerald follows his hit disk of "Smooth Sailing" with a sequel which she wrote herself titled "Rough Riding.".

CHICAGO:
That sudden blizzard winding up with four inches of wet and clinging snow didn't have any dampening effect on Coral's cocktail party at Lunn's Benton's "Steak House" which was put up by Eastern, Coral division national and Charlie Nichols of Tell's Chicago office. Present were the honored Ames Bros., Johnny Desmond, The Macalays and Larry Taft, all Corinellas. Jimmy Hardy from Nino Yawk to be present. Dee Jay's Jim Lounsbury, Hal Tate, Frank WeisN, Myron Barg, Tommy O'Neill, Lee Petrolito, Louie Quinn, and many, many others present. It was a very enjoyable afternoon (and evening). Big news here is the story that the Riverside Orchestra was going to cut out its stage presentations entirely until the Ames Bros. clicked so well the chairman decided to hold on to and save songs. . . . Eddy Howard followed the Ames in as a single. . . . And the Ames surprised Cho's showbiz (getting well with news from all here) by announcing an engagement for the coming year. Myron Barg (WCFL) a warm-weather newleywed as he's signed for 12 times per week by Parliament TV Sales. . . . Leonard and Phil Chess simply sellover their two new releases. The first one enters them into the hillbilly field: "How Can It Be" b/w "Sitting By The Phone" featuring a new voice on Bob Price. The second release is Breston's (of 'Rocket 88' fame) with Edna Mckaney: "Leo The Lion" b/w "Hi Ho Baby." And are the Chess' excited? Dunt esk. . . . Vaughn Monroe changes his showtime opening at the big Chicago theatre. Only one week stopover for Monroe. . . . Just heard the word of Larry Roine's latest, "Rest My Bones," Sounds like the gorgeous gal has aickerose. (Now for some intensive explication) Timmy G. Bettis doesn't know that one of the better selling disks is "How To Teach Your Parakeet To Talk." Would believe it. . . . Irv Marcus of Penseco Records, Houston, Tex. pops into our office to tell us of the great new Valley the firm has put hip. So we phoned Don Roby (the boss) down in Houston to ask, "Noo, when?".

LOS ANGELES:
Johnnie Ray's phenomenal success with "Cry" and "The Little White Cloud That Drew" reminds us of a chat some months back with Okeh's R & R topper Danny Kessler, who modestly predicted that he had a real winner in Ray. . . . It looks as if Danny was on target. Muscles are now even more in evidence and there's an occasional hiccup here and there, but generally speaking the story is positive. You'll have to go to the Coast for the best of it though. Edie Adams, a new star on M-G-M, is here for a week of appearances, and the stars of "South Of The Border" are in town for a road show. . . . The end of the month brings out the hot new release, "The Little White Cloud That Drew," which should do well. . . .

EDDY HOWARD
The Great Gus Kahn

One of the most interesting phases of the recording industry, at least to these ears, is the mode and method of developing new and younger artists. Time was, we remember, when the general realm of the recording genius consisted, in the main, of the "fat and forty" class. Today, much of the popularity and idolatry which surrounds a particular star can be attributed to his or her puissant appeal to the worshipping public at large, and the hokumbox trade in particular.

In the long pull toward stardom and the achievement of the hit disc, the concern of all and sundry connected with the embryonic artists appears to be justified. As much enthusiasm is placed on the physical accompaniment of the youngster as on the fundamental talent with which he or she was endowed. This results in such promotional coo-cookamata as the affixing of a catch phrase, e.g., "The Throat," or "Mr. Aesophagus," or "Miss Glorya Olip—YOU'LL FLIP." Another important tangent of the build-up is the organization of a national fan club. These are also gravely considered for apt titles, and we sense in some innate press agent's glow of pride in designing such organizational keynotes as "The Gala Who Give In When Billy Gives Out," or "Gay's Dolls," or even "Buddy's Buddies." Still in all, the hokumboxers contribute a great deal of time and effort to their hero or heroine and should come in for their share of glory.

Now let's say that the one "big one" comes along and the chap or chick hits.

Was all the time, money and effort worth it? Here's what we hear:

"So that's what Darken Hansome looks like! Ya' know, he's not at all what I thought he'd look like. And, ya' know what—I hear that he wears a TOUPEE!! And ya' wanna' know somethin' else? He had to have his nose fixed before he could appear anywhere in person!"

O.K., so the news comes out about his lack of Nature's gifts. But there's still the fan clubs, bless 'em. But, no, There's more trouble.

The President of the chapter in Sioux Falls, ("Darken's Spinks") is secretly in love with our boy. And what do you know? When Darken arrives to grace the stage of the local vaudeville emporium in Sioux Falls, who does he include in his entourage, but Mrs. Hansome and the three little Hansomes. Whereupon, the rest of the chapter suddenly notes that Joe Borystone on Glazy's Records sings better, is cuter, younger and more romantic than Darken Hansome. Consequently, within a matter of minutes, the official club name is changed to "Joe's Jamps."

You could've kept your old nose, Darken. Oh, well, maybe you'll come up with another million-seller again, soon.

Oh, what's that? You don't give a damn if you never make another record. Oh, well—what are you gonna' do?
Great Dane In The Morning

CHICAGO, ILL.—Even 175-pound, world champion “El Toro,” Chicago's largest Great Dane, can't get Orchestra Leader Ray Pearl to work during Chicago's record December 35-inch snowfall which bowed down all traffic. Pearl, currently starring at the Aragon ballroom, went to the dogs, when his car froze over, but found that even dog power was on the “Fritz.”

Krefetz Appointed National Rep For Atlantic Records

NEW YORK, N.Y.—Atlantic Records announced this week that Louis H. Krefetz has been appointed its National sales representative, in charge of national sales and promotion. Krefetz will assume his new post on January 14th.

A veteran record sales and promotion man, Krefetz has been prominent for his recent work in Rhythm and Blues in the Washington-Baltimore area.

Among his other talents in the record industry, Krefetz who now manages the group, is credited with the discovery of Atlantic's fast climbing vocal group, The Clovers.

For the past several years, Krefetz has resided in Baltimore, Md. Although he will maintain his Baltimore residence for the time being, he will work from Atlantic Sales' New York offices.

Chi's Djs Can't Decide Who's Most Outstanding

CHICAGO—An informal vote taken among the leading deejays here resulted in most complete indecision on the part of the disc spinners here as to whom they believed to be “the most outstanding disc jockey in all Chicagoland.”

Over twenty-five percent of the deejays here have already cast their votes in this poll and, so far, Marty Hogan, Howard Miller, Fred Reynolds and Ted Howard are tied neck and neck for the lead.

As yet no outstanding leader has come along to dominate the Chicago deejay field.

The hope is that the votes, which are expected to come in this following week, may decide a winner.
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

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<th>Best Wishes</th>
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<td>1. I Got Loaded</td>
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<td>2. Fool, Fool, Fool</td>
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<td>3. Bootea</td>
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<td>4. Three O'Clock Blues</td>
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<td>6. Best Wishes</td>
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<td>7. Weepin' And Cryin'</td>
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<td>8. I'm In The Mood</td>
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<td>9. Shine On</td>
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<td>10. Have A Ball</td>
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<td>3. Loneman For My Baby</td>
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<td>4. Baby, Please Don't Go</td>
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| Columbus, S. C. |                  |
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| 1. Booted     |                  |
| 2. Flamingo (Earl Bostic) |                   |
| 3. Cold, Cold Heart | (Dinah Washington) |
| 4. 3 O'Clock Blues | (R. B. King) |
| 5. Eternally (Shadows) |            |
| 6. Fool, Fool, Fool | (Capers) |
| 7. I Am With You | (Griffin)        |
| 8. Shine On     | (Roy Milton)     |
| 9. If I's Known | (Joe Morris)     |
| 10. Good Rockin' Man | (Ray Brown) |
|                |                  |

| Oakland, Cal. |                  |
|              |------------------|
| 1. Cry (Johnnie Ray) |            |
| 2. Samson's Boogie | (Lionel Hampton) |
| 3. 3 O'Clock Blues | (B. B. King)   |
| 4. Best Wishes  | (Ray Milton)     |
| 5. Rockin' Chair | (Fats Domino)   |
| 6. Sunset To Dawn | (Johnnie Ray)   |
| 7. Moanin' Blues | (Sonny Thompson) |
| 8. Boogie Woogie | (Amos Milburn)  |
| 9. Twilight Blues | (Preston Love)  |
| 10. Shine On     | (Roy Milton)     |
|                |                  |

“New Okeh Records Are A Product Of Columbia Records, Inc.”

“It's What's In THE CASH BOX That Counts”
Toot Too Loud?

LOS ANGELES—Taint that Kay Brown thinks Capitol's Maynard Ferguson (her husband) and bandleader Shirl Goedike don’t blow sweet trumpets, but the boys moved in close to the “Kiss to Build a Dream On” gal at a recent dance that marked the debut of Goodike’s new band, slated to open soon at a top Beverly Hills hotel and now lining up a recording deal.

Bennett Gets Gold Disk for “Because of You”

NEW YORK—Winding up 1961 in a blaze of glory, Columbia’s Tony Bennett reached the 1,000,000 sales peak with “Because of You.”

The young baritone received a gold pressing of “Because of You,” the record industry’s traditional presentation marking the 1,000,000 milestone for a disc, from Mitch Miller, Columbia’s Director of Popular Records.

Rapidly approaching the same prizéd 1,000,000 total is Tony’s recording of “Cold, Cold Heart,” while his latest Columbia release, “Solitaire” and “Blue Velvet,” is also high on best-selling and most-played lists.

In December Tony won another coveted recording prize when he was voted the “Best Male Vocalist of 1961” by the nation’s juke box operators in the sixth annual Cash Box poll.

Krupa Reorganizes Trio

NEW YORK—Gene Krupa has revived his famous jazz trio, which garnered laurels in person and on Columbia records in the late 40’s, for a series of TV, radio and theater dates. The group boasts in at Charlie Ventures’ Open House, Lindwanwood, N. L., for three days prior to opening at the State Theater, Hartford, Conn., on January 19th. In addition to Krupa, the unit consists of Ventura and Teddy Napoleon. Recent issuance of an album of I.p, Krupa trio records, cut at a “Jazz at the Philharmonic” concert in Los Angeles in 1946, was the main incentive behind the regrouping of the threesome after a five years separation.

Walker Heads Atlantic Flack

NEW YORK—Jack Walker, veteran newspaper—magazine writer and record promotion man, was appointed director of publicity and record promotion for Atlantic Records, it was announced last week. Walker, whose previous experience includes a stint at disc jockeying, record promotion for several other firms and many years in journalism, assumed his Atlantic post on January 1st.

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January 19, 1952

SUNNY GALE & EDDIE WILCOX ORCHESTRA
(Derby 787)

“The Four Horsemen” (2:58)

“Mansion Over the Hilltop” (2:33)

The Jordanares
(RCA Victor 20-4378; 47-4378)

A dynamic spiritual type number is given a thorough going over by the harmonizing Jordanares. With a fine musical backing to boot, this level is an enjoyable half. The under sidling is a slower tune along the same lines and here too the boys offer some grand grand harmony. Ops oughta look in.

“Mama and Daddy Land” (2:45)

“Soft Lights” (2:34)

Jack Teagarden All Stars
(Omega 111)

The upper end features Jack Teagarden and the All Stars, with Helen Hutchinson and the Jut Gonlon Singers doing the lyrics to a slow, pleasant tune. Bob Albert takes over on the flip level and offers his vocal interpretation of another slow ballad. Each item may prove to be too pop for rhythm and blues locations.

“Danny Boy” (2:19)

“Flip a Coin” (2:50)

BOBBY SMITH ORCHESTRA
(Apollo 810)

An old favorite is dished up on the top deck as an instrumental. Bobby Smith and his boys do a good job with their backing of a good sounding tenor sax. The lower deck is an easy going jump tune that shows the entire band to fine advantage. We like the second end; it carries more listening appeal.

“My Lost Love” (2:35)

“How Long Must I Wait For You?” (2:25)

THE LARKS & BOBBY SMITH ORCHESTRA
(Apollo 435)

The Larks, backed by the Bobby Smith aggregation, delivers a fine vocal rendition of a pretty ballad. The group has a good end here. The bottom dish is a beauteous thing that the same artists handle in a pleasing manner and again come up with pleasureful half.

“Mamma” (2:49)

“Amelia” (2:36)

CANNON ORCHESTRA
(45-277)

A very hot item is the usual rendition of a Joe Cannon original. A great job is handed out and we like the arrangement, too.

“JESUS” (2:30)

“ALOHA” (2:26)

THEORETICAL ORCHESTRA
(45-279)

A rather unusual number is this Spiritual type number. The Theoreticals turn in a smooth job, with a sort of modern feeling about the tune.

“WHERE等候 YOU?” (2:48)

“TWO LIPS” (2:53)

COX ORCHESTRA
(Apollo 435)

A highly enjoyable item is this Robby Cox rendition of a pretty number.

SUNNY GALE & EDDIE WILCOX ORCHESTRA
(Derby 787)

“Wheel of Fortune” (2:55)

“TAIN CAR明显 THE WAY” (2:57)

SUNNY GALE & EDDIE WILCOX ORCHESTRA
(Derby 787)

“THE CASH BOX” (2:24)

“IT’S OVER” (2:12)

THE SAVOY ORCHESTRA
(31-1374)

“Hello” (2:30)

“A Problem Children” (2:19)

SUNNY GALE & EDDIE WILCOX ORCHESTRA
(Derby 787)

“TAIN CAR明显 THE WAY” (2:57)

SUNNY GALE & EDDIE WILCOX ORCHESTRA
(Derby 787)

“IT’S OVER” (2:24)

“THE CASH BOX” (2:24)

“IT’S OVER” (2:24)

THE SAVOY ORCHESTRA
(31-1374)

“Hello” (2:30)

“A Problem Children” (2:19)
The forthcoming invasion of Georgia by Billy Eckstine and Count Basie will be with the blessings of Governor Eugene Talmadge. Same blessings and sanctions would have been noticeably absent (in fact permission might have been withheld to enter the state) had Mr. B attempted to take its place as a partner of the recent fall tour, one Mr. George Shearing, who is visiting this country from England.

For a week, WLIR, New York, moves its broadcasting activities back to its first stand, the Hotel Theresa. Station currently has a string of top-flight artists to handle the mike chores. Nipsey Russell does a variation of show every morning between 2:10 and 2:16 with news for housewives and chats with visiting V. L. F’s.

Out in the land of Oranges, Johnny Otis and his big revue have just closed at the Lincoln Theater in Los Angeles. On same bill were Little Esther, Mel Walker and Leonard Reed. As M. C. Group is slated to hit the road for a series of one-nilers. . . . Maudie Norman, a beautiful and talented actress has had her one time fling at the bigtime as a movie actress in “The Wall,” now being shown around the country. We hope that some writer in the near future will write a part for this young lady and so many other capable artists who are practically starving for the want of a part, either on the stage or in the movies.

Pearly Bailey, who has gained added fame via TV, switches to Coral label and first is “Nothing’s” lead into C. B. Todd and Kats big downtown house Chicago Theatre as the headliner for this week. . . . Reports from Europe show big demand for religious, folk and singing groups. This should be a natural for Mahalia Jackson. The Apollo recording star could easily get together a fine group. And with Mahalia’s years of experience turn in a top show through the continent. Bill Clinton, on staff at KKL in Portland, Ore., sends this desk a nice note on doings in the Northwest.

With a terrible fanfare, even using Andy Frain uniformed ushers, Columbia this past week introduced Johnny Ray’s latest: “Please Mr. Sun” b/w “Broken Heart.” The idea was clever and the brain child of The Cash Box columnist Natt Hale. Usbers arrived at radio studios throughout the city just as various DJs were about to go on the air with their respective shows. Usher handled DJ’s telephone letter which DJ was requested to open and read, after which the usher then presented DJ with a large package beautifully wrapped in gold leaf paper, inside of which was the record. Label stated: “Worth Its Weight In Gold!” To distributors, operators and retailers this new disk might easily be another gusher. (Incidently we wish to congratulate Johnny Ray on his promotion to the Columbia label. He formerly was on Okeh, a rhythm and blues label).

(Sam Evans is the Jazz and Rhythm expert heard nightly on WGN, Chicago’s Mutual outlet and on WBBM-TV.)

JO STAFFORD RECORDS
Trans - Atlantic Duet

HOLLYWOOD, CALIF.—Jo Stafford, whose “Shrimp Boats” on the Columbia label is rapidly climbing to the top, has recorded a unique Atlantic disc-duet with Teddy Johnson, one of England’s top pop vocal stars. The idea was conceived by Mike Nidorf, Jo’s personal manager.

First move in this 6,000 mile-apart singing team was to drop in on Teddy Johnson at the Abbey Road Studio of Columbia Records in England. Johnson chose a British song, “The Moment I Saw You” and recorded his side on tape with Norris Paramount’s Orchestra, using a dust arrangement conceived by Paramour. The tape was flown to Hollywood where Jo added her vocals.

Miss Stafford chose “There’s A Special Hotel” for the reverse side of the disc and recorded her end using an arrangement by Paul Weston, Columbia’s West Coast Musical Director. This tape was recorded in land where Johnson added his voice.

Len Smith and Norman Newell, Columbia’s English representatives, had this to say about the two-way trans-Atlantic duettions: “We hope that this will be the first of many similar recordings. We trust also that this release will give an additional fillip to the prestige of British artists and British songs in the States.”

White Wolfson.Form New Publishing Co.

NEW YORK—A new music publishing firm known as White Way Music Co. has just been launched with the principals of Edward R. White, general manager, and Mack Wolfson as professional managers.

White recently terminated his connection as an MCA exec. Mack Wolfson was formerly prof. mgr. for Knickerbocker Songs, Edward Kaiser, and others.

The big kickoff for White Way Music is the acquisition of four songs in the new Columbia Picture release, “Purrle Heart Diary.”

The four tunes are “Tattle Tale Eyes,” “Hold Me in Your Arms,” “Hi, Fellow Tourists,” and “Where Are You From?” all written by Johnny Bradford, Barbara Haydon, and Tony Romano.

Hennings Promotes Tunes

NEW YORK—As the result of the first meeting of the promotion department of the Frank Hennings Music Pub. Co. in New York this week, Bernie Baum will head southerly on a DJ junket. Jil George will cover this market, and Jil George’s father, Frank, with this firm will continue to cover the Mid-West area. The company’s first 1952 record releases are “Believing In You” and “Heaven Knows Why.”

FLYING EM OUT—BY DEMAND THERE’S NO STOPPING THESE JUBILEE HITS!!

The Orioles

1. “Baby Please Don’t Go”
2. “Don’t Tell Her What Happened To Me”

Newest Sound on Was

Buddy Lucas

and His Band of Tomorrow

“DIANE”

b/w “UNDEFEATED”

Jubilee 5070

on the Robin Label

Dist, by Jubilee

The Sleeper Hit

WHERE ARE YOU

b/w “HOW COULD YOU”

by THE MELLOW MOODS

Robin 105

JUBILEE RECORD CO., Inc. 315 W. 47th St., N.Y., N.Y.
The Carliles drew the biggest audience reaction in over two years with their rendition of “Too Old to Cut the Mustard” on NBC’s Prince Albert Grand Ole Opry show December 29th. Their recording of the number is hitting the top places all over the country with several follow-up recordings also getting attention. Group is the well known Carlile Brothers (Cliff and Bill) with an added voice—that of Minnie O’Neal.

Hank Williams (M-G-M) recuperating satisfactorily from his recent back operation. Hank is scheduled in Hollywood as soon as he can try to put his hand for the writing of his first M-G-M flier which is scheduled for immediate filming.

George Morgan (Columbia) working on the west coast for two weeks. Steel stylist Jerry Byrd now in the Morgan band, mulling the cutting of a follow-up to his Hawaiian album while on the coast. A top Hawaiian group on the west coast is used as background for these sessions.

Carl Smith (Columbia) also scheduled for two weeks of p. a.'s on the west coast during January. Smith is featured nationally on five minute network-transcribed spots for Kellogg's breakfast cereals.

"Cousin" Johnny small, the regular country record spinner on WOCB in West Virginia,㈏ reports Hank Snow, RCA Victor; Hank Williams, M-G-M; Lefty Frizzell, Columbia; Doc Williams; and Roy Acuff; Columbia; at the head of his request list in that order. Small is a d. j. in addition to being managing editor of The New Beacon, Provincetown's Friendly, Family Newspaper, of Provincetown, Massachusetts.

Eddie Hill has ankled his TV work with WMC-TV of Memphis for a WSM-TV (Nashville) deal on which he has already started. Deal was made during Hill’s recent recording session which was held in Nashville.

Jack Garrett, Jackson, Mississippi’s leading country spinner on WJRS, continues to lead his area in “public service.” During the holiday season he was worked in conjunction with the Boy Scouts and Community Chest to head the provision of food and toys for needy children. Over 6,000 toys were distributed to 200 families were furnished with food. Here’s another proof that the nation’s country disc jockeys (and all of them for that matter) wield a batch of power and know how to put it to the proper use.

"Skip-A-Long’s Rhythm Roundup" is a big country record show up Oregon way. George L. "Skip" Hathaway is the pilot of the show holding forth on KUGN of Eugene, Oregon. Format is lot of music and very little chatter which pulls top mail for the station.

Steve Sholes, RCA-Victor's country top-man, in Nashville for a week doing sessions with Johnny and Jack (who have recently landed a chart berth on WSM’s Grand Ole Opry), Grandpa Jones, (who recently switched from King label), Wade Ray (another new acquisition of RCA Victor), in addition to other un undisclosed artists. Sholes continues from Nashville to Atlantic and then back to New York.

Muscarella Signs Al Morgan

NEW YORK—Ray Muscarella last week made it official by signing a contract to manage Al Morgan. Muscarella and Morgan had been rumored negotiating the deal for several weeks. Morgan’s waxing of “I’m Gonna Love Heart” was one of the nation’s best selling discs.

Muscarella came into public prominence in the music field as the manager of Tony Bennett who in a period of months rose to the top male singer in the country.
"BUNDLE OF SOUTHERN SUNSHINE" (2:11)  "CALL HER YOUR SWEETHEART" (2:40)
EDDY ARNOLD
(RCA Victor 20-4413; 47-4413)

- Eddy Arnold has two more tunes that are headin' for the top of the best seller list. The warm quality of this artist's presenta-
tions have established him as a favorite and the new coupling is gonna fall right in line with his following. The top level, "Bundle
Of Southern Sunshine," is a light tune with an infectious bounce that's gonna be played over and over again. Eddy dishes out the
lyrics in his typically fine fashion and ops are going to enjoy lots of play from this half. The under level is a slow ballad labeled "Call Her
Your Sweetheart" and here too Eddy displays his wonderful vocalizing. This end is a sweet sound-
ing melody that flows easily and smoothly. Ops who have enjoyed the flood of coins Eddy has been responsible for oughta get with
his new ones—they're loaded.

"I'VE GOT A RED HOT LOVE" (2:34)
"I GRABBED THE ENGINE" (2:13)
LOUIE INNIS
(Mercury 6370)
- The upper end is a bouncy thing that Louie Innis handles with ease. The tune is pleasant and with the fine
vocal the lid comes out listenable. The bottom dish is a fast moving number that's complete with train ef-
fect and Louie delivers this rhythm packed number in a first rate style. Our nod goes to the second deck.

"ROLL IN MY SWEET BABY'S ARMS" (2:35)
"I'LL JUST PRETEND" (2:30)
LESTER FLATT & ERROLL SCRUGGS
(Mercury 6372)
- Lester Flatt and Earl Scruggs have a typical hillbilly sounding num-
ber working on the top level. The boys give the fast moving number a
brisk ride and offer an ok lid. The flip half is a ballad type tune that's
done with a very nice arrangement. Ops have their choice of either lid.

"MISSING IN ACTION" (3:09)
"JUST A LITTLE MORE WAITING" (2:41)
JIMMY WAKEELY
(Capitol 1936)
- A tune that's getting lots of wax-
ings is given another workout by
Jimmy Wakeely. The melody is pleasant
and Jimmy does the rest. The lower half is a slow number that
Jimmy delivers with lots of feeling
and here too ops have a listenable lid. The upper disk might share in the
coin.

"TRIED AND FOUND GUILTY" (2:43)
"DOGONE LONG GONE BLUES"
ERNIE LEE
(Mercury 6369)
- A lilting tune is carried softly
on the first deck by Ernie Lee. The
artist's treatment helps immeasur-
ably in bringing the platter in. The under side is a slow bluesy type
tune that shows Ernie to better ad-
vantage as he doles out the lyrics
with a yodel in his voice. The lower
one is strong.

"TEARS ON MY GUITAR" (2:17)
"BLUE WEDDING BELLS" (2:16)
EDDY DEAN
(Capitol 1915; F-1915)
- Eddie Dean belts out a feelingful
vocal to a sad sounding ballad on the
top deck. Eddie's warbling adds up
to a pleasantful half. The second side is
a similar tune that Eddie does another
fine job with and here he is assisted by a female vocalist. Ops oughta take a gander.

"WORDS" (2:35)
"SMOKEY JOE'S BARBECUE" (2:10)
JOHNNY HORTON
(Abbott 106)
- Johnny Horton and the Texans
take a simple tune and give it a
through going over. The vocal treat-
ment helps make this number. The
under portion is a slow boogie beat
item that Johnny does with lots of
gusto. The piano bucking adds to the
effect and as a result this level comes
out with more appeal.

"THESE THINGS SHALL PASS"
(2:28)
"PRAY" (2:20)
HANK SNOW & THE JORDANAIRES
(RCA Victor 20-4398; 47-4398)
- A strong end is waxed on the up-
per level by Hank Snow and the Jo-
danaires. It's a slow tune that these
artists handle in a pleasing manner.
The bottom dish is a spiritual type
number with a big bounce and once
again the boys bring home a good half.
We like the top deck.

"ALABAMA JUBILEE" (1:50)
"COLD, COLD HEART No. 2" (2:42)
HOMER & JETHRO
(RCA Victor 20-4397; 47-4397)
- A current biggie is taken for a
brisk ride 'round the wax by Homer
and Jethro. The boys do a grand job
with it though they're a bit late. The
under side is a novel take off on a
tune that's hit the top on both the
western and pop lists. This humorous
presentation deserves the attention of
ops.

"It's What's in THE CASH BOX That Counts"
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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

CHICAGO—The newest plague to hit the coin machine factories here is the production jitters. It isn’t comical. Workers stop and go all day long. Some part of the production line runs out of materials and components, and factory heads have to either halt the entire line and realign their workers, or else dawdle in meetings with supplier and beg for a few more ounces of metal, or an extra couple of components, so that the production line may continue ahead.

Operators, jobbers and distributors round the nation have no idea of the problems with which the manufacturers here are faced. Each day sees a new production plague. Managers of the factories don’t know, from day to day, whether they will be able to continue.

In the meantime rumors continue to wildly circulate about this production center of the industry. The latest is that discussions are under way in Washington to possibly halt the flow of all critical metals to lesser important civilian goods producers. This would mean an bottling up of all of the production lines in the factories here.

Defense work? Most of the manufacturers here are deeply entangled in red tape of the defense effort. (This is, of course, no different than what other manufacturers, in other industries, are undergoing.) For if any of the manufacturers are actually producing any volume at all for defense. And even those factories that are producing some defense materials are wondering how long they will continue.

Everyone of the manufacturers, the grimly and doggedly state that they will continue to produce for the trade just as long as they possibly can. None want to get out of the business for which their factories were created. All realize that leaving the field for any length of time might be the death knell for many now engaged in the coin operated equipment business.

It’s a vicious round-robin of materials and components shortages, production jitters, labor plagues, rumors and more rumors, red tape and still more red tape, and a desperate effort to fill the orders as they come deluging into the sales departments.

All manufacturers are urging the nation’s operators, as well as their own distributors, to buy whatever they can, while they can. There is no doubt that, at least for this first quarter, the manufacturers will produce much less volume than they did in the last quarter of ’51.

As far as the second quarter (April, May, June) is concerned, few can even guess what may happen. There may be a sudden halt of all materials to the less essential civilian goods industries in general—and in the end of all coin operated machines production.

All optimistically hope that the third quarter may bring some relief. That copper wire production as well as aluminum and steel will soon be sufficiently to assure all a larger quota of these critical materials.

In the meantime, to the credit of the manufacturers here, their experimental departments are desperately seeking for substitutes for present critical metals, as well as attempting with all might and main, and lots of speed, to develop new products which will not take as much materials and which jitters, will, at the same time, bring bigger profits to the industry.

There is no doubt of the ingenuity and ability of many of the experimental engineers in the factories here. Some of these men are going way out on a limb, proposing ideas which have never appeared in the field. This goes for any type of equipment that has ever been produced.

It is a race against time. The hope is that these engineers will beat the deadline, if there has been a deadline already set by the Federal Government agencies who control the nation’s critical materials.

February 4, 5, and 6, 1962 at the Hotel Sherman, this city, to buy their tickets get together, the hotel must not be the same rush at the last moment which was experienced in former years.

Gottlieb stated, “We are trying to eliminate the troubles and problems which we had in former years. Everyone now has the opportunity to get tickets and tables in advance. Therefore, since this information has been released to the trade press, we feel that those who will not heed our advice, and who will come asking for select location at the last minute (while the show is in progress) will not be able to state that we didn’t forewarn them about this.”

He also reported, “This year we are going to have one of the most outstanding floor shows of all time. Every big star we can obtain will be present. There will be an outstanding orchestra. This is special entertainment which is being arranged long in advance for all of the people in the industry. In fact, we may even hope to see some of the great stars fly in to entertain the field for this one big night.”

Most important of all, David Gottlieb stated is for, “Every single member of the industry to buy their tickets and tables right now. Then,” he concluded, “we will have no problems when the big banquet comes about.”

CMI Banquet And Floor Show Set For Wed. Evening, Feb. 6. Urge Ops, Distributors And Exhibitors To Obtain Tickets For Tables Immediately

N E W S  F L A S H

Civilian Goods To Be Slashed 10% In 2nd Quarter Quotas — “Less Essential” Durables To Get An Increase

WASHINGTON, D. C.—Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann told the Joint Congressional Committee on Defense Production this week that the civilian economy must take a 10 per cent over-all cut in controlled material allotments for the second quarter—also producers of “less essential” consumer durable merchandise will get an increase over the first period in the interests of fair play.

In the first quarter allotments of “more essential” civilian goods got proportionately more copper and aluminum than “less essential” goods. Fleischmann and Wilson emphasized, however, that the “military” needs considerably more equipment, and they will get it in preference over all civilian goods.

What the third quarter will bring in the way of realignment is yet to be figured, but Wilson stated “if anything, the civilian outlook will get better in the last three and fourth quarters before it gets better.”

Now the question is: Will coin operated equipment be among those “less-essential” products to be given an increase? We hope so!
It’s New! It’s Revolutionary!
THE 1ST ANIMATED
PIN-BALL BOWLING GAME
Chicago Coin’s

KING
PIN
Animated
"FLY-AWAY" PINS

FAST PLAY
11/2 MINUTES

10 FRAMES COMPLETE GAME
• 20-30 Strike-Spare Scoring
• 2 Super Flippers
• Score Goes to 300

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

WANT MORE CIGARETTE SALES?
OPERATE THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR
★ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
★ Dispenses regular or King size packs. Instantaneous price adjustments on each column.

THE PACK YOU SEE IS THE PACK YOU GET!

WRITE
WIRE
PHONE
614 W. GRAND AVE., OKLAHOMA CITY, OKLA. PHONE: 2-8084

Joe Cohen Predicts
Great Year In ’52
For Ristaucrat

APPLETON, WIS.—Winding up
up 1951 in what might be termed "a
blaze of glory" according to Joe Cohen,
operator of the Ristaucrat, Inc., city,
the firm is now of the belief that 1952
will be its greatest year, if advance
orders are any indication at all of a
great year ahead.

According to Joe Cohen, "1951 was
a year ahead of 1950. And now 1952
has started with so much speed and
so many new orders that we believe our
new "Ristaucrat" phono will enjoy its
greatest year in 1952.

"There is no doubt," he continued,"that more and more smart operators
everywhere in the nation are begin-
ning to realize the vast possibilities
our new 'Ristaucrat' has to offer.

"In fact," he continues, "the im-
provements which we have incor-
porated into our newest model, at
the suggestion of the nation’s leading op-
erators, assures every operator that
he is getting a counter model phono-
graph that is not only going to open
up new spots for him, but, that will
definitely pay for itself in a quicker
time than any price equip-
ment he has ever before purchased,
and also that he will continue to enjoy
steady, big profits for a long, long
time."

The firm is working at top speed
here to deliver the orders which it
has received so far this year.

A great many of the "Ristaucrats"
are going into Central and South
American countries where they seem
to have clicked in a very big way.

This is in addition to the
firm’s business from this country.

Joe Cohen concluded, "We don’t
know how the other manufacturers
feel about 1952, but as far as we are
concerned, we believe that it will be a
very, very great year for us."

Lake City Amuse. Co. Sets New
High Sales Mark With "Spot-Lite"

"This is one game," Joe reports,
"that has won the confidence of every
equipment operator in our territory.

"Many of the operators," he says,
"are changing over the majority of
the games on their routes to 'Bally
Spot-Lite.'"

Each one has found that this game
is doubling and even tripling all for-
mer collections they’ve ever enjoyed.

George Metz claims, "Regardless of
what Joe says, and he’s trying to be
as conservative as possible, you can
tell the world that the sales mark
we have just set with Bally’s 'Spot-Lite'
is one that will take a long, long
time to beat."

"This is one game," he says, "that
every operator has agreed is the finest
moneymaker he’s ever operated.

"What’s more," he continues, "the
word has spread all over our territory
that Bally ‘Spot-Lite’ is the game to
buy for 1952 and, believe me, the op-
erators are buying them just as fast
as we can get them in here from the
Bally factory."

Joe Cohen, 53rd St. and Broadway,
New York, N. Y. Phone: 2-8084

Cleveland, Ohio

Lake City Amuse. Co. Sets New
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Bally factory."

Cleveland, Ohio

The Cash Box "CMI Special" — GOES TO PRESS: JAN. 31

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

These indeed are times that try men—soul and body
Nervous fatigue and tension abound as an aftermath of living
in this jittery world. We work hard, play harder.
Even our amusements stimulate rather than soothe.
Fortunately many have found the simple way
to throw off the cares of the day.
You'll see them in a favorite tavern or
other location relaxed and having
fun as they listen to
their favorite tunes and artists
on the jukebox.

New Model “D”... Good to See, to Hear, to Operate

AMI Incorporated

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

“It's What's in THE CASH BOX That Counts”
Monroe Prepares Sales Surprise

Cleveland, O. — Roy Monroe and George George of Monroe Coin Machine Exchange, this city, who report that they have enjoyed one of the best years in 1951 since the firm was created, state that they are preparing a surprise sale of the biggest magnitude they have ever attempted.

"Prior to taking our inventory," Roy Monroe said, "we are going to first line up and list all the hundreds of machines we have on hand in all categories and are going to feature these in the biggest sale we have ever held in all our history.

"At the same time," Monroe continued, "we are going to surprise those who will, without any doubt," he believes, "bring smiles of real pleasure to operators everywhere in the nation. We are going to sacrifice-price some of the best equipment in the industry today.

The firm has been making arrangements for this sale for the past few weeks and believes that it will be ready to put the merchandise in another other days.

"Just as soon as we have every single item listed and placed in its correct category," Roy Monroe claims, "we are going to feature the biggest and most surprising 'low price sacrifice' sale in all history.

We Will Pay Top Cash Price For Your Music Route

Located Anywhere in Illinois, Indiana, Wisconsin and Michigan

Check Us With Your Bank.

ABC Music Service Corp.

5915 W. Grand Ave., Chicago 29, Ill.

(Tel: 48435 - 6350)

The Cash Box

CMI Goes to Press Jan. 31

THE CASH BOX

CHICAGO.—"To meet the demand of our distributors, will also appeal to the operators," Bill Ryan, general sales manager of Williams Manufacturing Company, this city, stated this past week, "we are introducing a brand new, simple, easy-to-play and economical five-ball and five-ball game, 'Horse Shoes.'"

Ryan stated, " 'Horse Shoes' has every famous five-ball feature. It is so beautiful and appealing a game, because it has always been one of the most popular American sports, that our distributors believe this game has had its day."

"But," Ryan explains, " 'Horse Shoes' is an entirely different type of game. It's the best of the pinballs. It has every quality and every feature that has made Williams' games so outstanding. It is one of the most attractive pinball games we've presented to the trade.

We Will Pay Top Cash Price For Your Music Route

Located Anywhere in Illinois, Indiana, Wisconsin and Michigan

Check Us With Your Bank.

ABC Music Service Corp.

5915 W. Grand Ave., Chicago 29, Ill.

(Tel: 48435 - 6350)

The Cash Box

CMI Goes to Press Jan. 31

IT'S GREAT! MATCH-A-SCORE

New, Fascinating, Challenging, Play Principle

10 Different Scores To Match

- 20-30 Rebound
- Fastest Alley Play Ever
- Most Attractive Formica Play Field
- Completely Refinished Cabinet
- New Different Backglass
- Thoroughly Renewed and Redesigned Mechanism
- Buttons Improved 10 Drop Chute
- Every Near Miss Compels Another Try
- Intensive Field Tests Proved MATCH-A-SCORES Perfect Performance And Consistently High Earnings

FOR STEADY HIGHER COLLECTIONS ORDER YOUR MATCH-A-SCORES NOW!

Created, Engineered And Perfeated By

BANNER SPECIALTY COMPANY

Established 1913

Garfield 3-2700

Branch: 1508 Fifth Avenue, Pittsburgh 19, Pa.

MONROE PREPARES SALES SURPRISE

NASHVILLE, TENN.—R. H. Sanders of Sanders Distributing Co., this city, Bally distributors in Tennessee, Arkansas and northern Mississippi, announced the appointment of Standard Automatic Music Co., 1202 W. 7th St., Little Rock, as Bally distributor in the Little Rock area.

Dan (Chick) Levinson, coin machine man, who heads the Little Rock organization, has been covering practically the entire state of Arkansas for quite some time, and reports greatly increased activity throughout the area.

Cigarette Machines Account For 16.7% Of Total Cig Sales

NEW YORK — 445,500 cigarette vending machines were responsible for the second largest retail outlet of cigarettes in 1951, accounting for 16.7 percent of the total sales, according to the research division of the National Association of Tobacco Distributors.

CHICAGO.—"To meet the demand of our distributors, as well as the operators," Bill Ryan, general sales manager of Williams Manufacturing Company, this city, stated this past week, "we are introducing a brand new, simple, easy-to-play and economical five-ball and five-ball game, 'Horse Shoes.'"

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Gold Friendly Neutral

BIJOUTERIE HUBERT

328 W. Madison St.

In Chicago, since 1893

We Are Able To Offer Your Customers The Fine Gold, Silver, Platinum And Rhinestone Jewelry They Look For

We Will Buy Your Gold Or Silver Jewelry For Cash

Nous Achetons Or Et Argent En Espèces

Closing Prices for Chicago Markets

Gold

$150.00 per ounce

Silver

$0.65 per ounce

<end>
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.

ROLL OVER REPLAY BUTTON Lights to score Replays when 1 to 6 Bumper Sequence is completed.

A TORRENT of ACTION and FLASHING SPEED with 4 "POP" BUMPERS--2 FLIPPERS--2 CYCLONIC BUMPERS!

INCREASING BUMPER VALUES Hitting Bumpers in rotation increases their scoring values!

SKILL PLAY!

Chicagos manager, Dan Stewart Co. Will Handle "Jet Gun"

New Orleans novelty and Dan Stewart Co. Will Handle "Jet Gun"

Exhibit Boosts Production Of "Big Bronco" To Meet Demand

The firm started an entirely new era for the industry with this coin operated horse.

The belief is, tho., that regardless of what happens in the future, the Exhibit horse, both "Big Bronco" and the smaller horse, "Pony Express", are destined to lead the field.

With Exhibit having established itself, orders will probably be filled speedier than ever before.

Exhibit Names New Distrib. managers.

The "Jet Gun" is in that part of the nation.

CHECAGO—The sales division of Exhibit Supply Company, this city, this past week announced the appointment of New Orleans Novelty Company, 115 Magazine St., New Orleans, La., headed by Louis Boasberg as distributors for its new "Jet Gun" in that part of the nation.

At the same time, Frank Mencuri, general sales manager also announced the appointment of Dan Stewart and his Dan Stewart Co., 2667 W. Pico Blvd., Los Angeles, Calif. (as well as the Dan Stewart Co. in Salt Lake City, Utah) as distributors for the "Jet Gun".

These are the first new distributors for its products that Exhibit Supply Company have named in many months.

"Both firms", Frank Mencuri reported, "deserve the distributorship of our products. They are the leaders in their area."

"Not only that, but they can assure every operator of the most complete, efficient and outstanding service."

Both Louis Boasberg of New Orleans and Dan Stewart of Los Angeles and Salt Lake City were extremely elated on being granted the "Jet Gun" distributorship by Exhibit Supply Company for their territories, according to all reports.

"It's What's in THE CASH BOX that Counts"
JANUARY 19th, 1952

to

26 West 47th Street

NEW YORK 19, N. Y.

(PHONE: JUdson 6-2640)

NOTE: VERY IMPORTANT-

These new offices will be functioning on Monday, January 21. All mail—Advertising copy, engravings, news, subscriptions, letters, etc.,—sent to The Cash Box on Friday or Saturday (January 18 or 19) SHOULD BE ADDRESSED TO... 26 W. 47th Street.
Ace Presents New Line Of Premiums For 1952

CHICAGO—Ralph Sheffield of Ace Premium Sales Company, this city, is enjoying business at a speedier and higher level than ever before, since the firm started to feature its new 1952 premiums.

Says Ralph, "Since we presented our new line of 1952 premiums we have been receiving orders from every-where in the country. "Not only that," he claims, "but, some of the premiums are so outstanding as play stimulators, and are so ultra-beautiful, that we believe this will be one of the greatest premium years of all time for our firm, as well as for every operator."

Among the new premiums is one item which has over 100 uses and which has clicked tremendously with the trade.

Ralph believes that he will soon be able to present this item in large quantity.

He reports, "We are now in the process of making arrangements for exclusive distribution of this sensational item to the trade. Everyone who has purchased some of these has been raving about them ever since. We have orders for many, many thousands on hand and we hope, within the next few days, to be able to announce that we can get this item out to the many, many operators who have already placed their orders with us."

MOA Cancels Show

OAKLAND, CALIF.—A letter received from George A. Miller, president of Music Operators of America (MOA), at the last moment as this issue was going to press, confirmed rumors printed in previous issues of The Cash Box that this national body will not hold its annual exhibit and show as originally scheduled for March 3, 4 and 5.

It is expected that an election of officers of MOA will take place at this time, instead, at the Palmer House, Chicago.

Reason expressed by Miller for cancellation of the scheduled meet is that its officers and attorneys expect to be busy combating the Bryan Bill at hearings in Washington, D.C.

BUY FROM EXCLUSIVE FACTORY DISTRIBUTOR FOR EXHIBIT'S JET GUN.

DAN STEWART CO.

2667 W. Pico Blvd.
Los Angeles, Calif.

140 East 2nd South
Salt Lake City, Utah
CMI Convention Special Issue

DATED: FEBRUARY 9

Distributed On The Exhibit Floor of the Sherman Hotel ON OPENING
DAY-FEB. 4-and also FEB. 5 and 6

EXHIBITORS-MANUFACTURERS DISTRIBUTORS-JOBBERS
Will Reach The Entire Coin Machine Industry...those who attend the Convention—and those who remain at home...at a time when interest in both new and used machines is at its highest peak.

DURING THE PAST NUMBER OF YEARS—AT CONVENTION AFTER CONVENTION—The Cash Box HAS BEEN ACCLAIMED FOR ITS Leadership...

—1952 WILL BE THE SAME—
YOUR AD WILL RECEIVE MAXIMUM ATTENTION!
Send Your Space Reservation NOW!!

GOES TO PRESS: JAN. 31

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

CHICAGO
32 W. RANDOLPH ST.
(PHONE: Deconk 2-0045)

LOS ANGELES
6399 WILSHIRE BLVD.
(PHONE: Webster 3-0347)

EASTERN FLASHES

It now looks like the dull days are over. The week following the New Year's holiday brought the unprecedented action to both operators and wholesalers. Operators looking back to 1951 tell us that this was a good year—and that they are expecting 1952 to be much better. Last week's collections were on the up-grade, and it is now expected that week by week collections will jump. Wholesalers along coinrow were particularly happy over the demand for both used and new equipment. It's more difficult to satisfy the demand for new machines than it is to meet the used machine demand. Whatever equipment comes in from the various music machine factories is immediately gobbled up by the operators. New games, for the most part, are also being bought up immediately. Used music demand has increased, and the wholesalers are busy shipping.

Joe Young and Abe Lipsky, Young Distributing, get into the fast action. As rapidly as Wurlizer 1400's arrive in the city, they're grabbed off. Last week's installation of about 25 machines didn't last five minutes, Joe stated. In addition, the firm's reconditioned phone division is kept busy continually rebuilding machines. In an effort to keep up with the demand, Joe stated, he has taken Stamps, his son, Stewart, out of school, and has been running the route. Stewart enlisted in the Coast Guard two weeks ago, and now works for a company which has him flying to Chicago, sweating out the big event takes place. He'll leave for Chicago (and a visit to the AMI factory in Grand Rapids, Mich.) immediately after blessed event takes place. 

Ben Becher, Boxman, back from a trip to New York, spends a day on coinrow. Max tells us he's doing quite an operating job with Exhibit's "Big Bruno". Charlie Engelson back working on his music route again. He had been taking it easy as his son Stewart was running the route. Stewart enlisted in the Coast Guard two weeks ago, and now works for a company which has him flying to Chicago, sweating out the big event takes place. He'll leave for Chicago (and a visit to the AMI factory in Grand Rapids, Mich.) immediately after blessed event takes place. 

Those hardy fellow, Ray Koster, in his ever-present convertible, skidded on a wet patch in the pavement and he was killed instantly when the car overturned. 

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The Cash Box has been acclaimed for its leadership...—1952 will be the same—your ad will receive maximum attention! Send your space reservation now!!

Now that the Christmas and New Year's celebration has ceased, business has once again settled down to normal...Our sympathy to Raymond and B. H. Williams of Commercial Music Co., whose mother Mrs. Nora Williams of Dallas died on New Year's Day...We also extend our sympathy to Paul Glass of Big State Distributing Company whose brother, Jack Glass, was killed on Christmas Eve. En route to Dallas from Tyler he skidded on a wet patch in the pavement and he was killed instantly when the car overturned...On the brighter side, Tommy Chatten and a couple of his buddies spent the week fishing at Lake Texoma. Together they hauled in 188 fish, for his son in Brooklyn this coming Saturday night...Jack Mienick, AMI's regional representative, getting a much needed rest at Hot Springs, should be returning to action shortly.

THE CASH BOX

"It's What's in THE CASH BOX That Counts!"
Funtine: R. B. (Raymond) Williams had some of the boys round and about him in the old times, 'round town. Just a good old Texas treatment. Cleverness and sensibility. Not just one and the same time. Just can't keep up with these lariats rotin', dogie country, and the rest. He's got 'em that are rolling toward the Wurlitzer new prize ball, "Horse Shoe." "This," Bill says, "is still one of the greatest American sports—back in town enjoying a career in Tucson with Ellis and the kids." Underhill Kit民众 as Chairman for the NCMDA down at the Saxony Hotel in Miami Beach. Bill is still rolling with his great cash bank for some weeks. Then returned to his offices here. From where, after a short stay, he flew back to Miami to the NCMDA meet. . . . Joe Cohen of Restaurant, Inc., Appleton, Wise, remembers that he had the best and during the year for one of the "real greatest years." (That's the kind of optimistic looking-ahead that's made this the great business it is.)

Funtine: Their first new troubles. Leave it to that little Vic to talk a jewelry store out of those very obscure fixtures (even if he did have to buy about $600 worth of jewelry stock to do it.)

Sorry to hear that Ray Moloney still suffering from those shoulder pains. (Aside: Why not a long stay in Miami Beach or Tucson, Ray? If you can get away from your duties there.) . . . Joe Jenkins "on the job." George just back from visiting his grandchild down Texaway, (Just another bunch of Aussies who've been to Texas dust . . . and like it.) . . . Mort Secore of Second City boys who are producing that very interesting contest, St. "Scatter Ball," phones to report, "We gotta new engineer and boy, oh, boy, boy! He's one of the best way and delivering those back orders fast."

Was that "Galapoo" Texas? Phil Weinberg sashayin' down Randolph Street this past week? . . . Hear that one of the cutest parties in our town this past week was what Roy Bloquist gave for Dan Palaggi of Century Music Company. Dan's at long last leaving the single-o's and going in for the "married department." Anyway, one of the gags at this stag was, a ball and chain that the boys took out and put back on Dan. And then asked him, "How you like that, Dan!"

Nice to hear from Sam Solomon of Columbus, Ohio, who's now in business for himself. Firmly known as: University Coin Mach, Exch. Will be located: 854 North High Street. Sam getting set for a big, grand opening. Sam Hastings of Milwaukee writes to tell us (via New York) that he's getting older. He sent the latest Dan Stewart "way out in Los Angeles way" and Dan very, very happy over the fact that he has been named exclusive distr for Exhibit's "Jet Gun," both in his L.A. and Salt Lake City offices.

Frank Mercier of Exhibit Supply advises that Louis Beiber of New Orleans Novelty Co. (one of the nation's top distr) has been appointed ex distr for Exhibit's "Jet Gun." . . . Frank Mercier informing us that the firm stepped up their prices each and every day on the "Big Bronco" and great "Jet Gun." . . . Bill Deselm denies he ever went to Michigan State U. or even played football there. "The culprit who gave this info to the press was: Johnny (Beanbag) Casola—Johnny—(beeware)!") Ed Wurliger sent in a very outstanding and beautiful colorful showing the big Wurlitzer factory at North Forget, (Sunday, Feb. 14th, 1952) . . . Hear from "Rney" Rosenberg of Empire Distr, San Francisco, that: "Everythin's swellish."

Whitney, (Aside: Thanks a million, etc.) and when Whitney was in Washington, D. C., at the opening of the hearings on the Bryson Bill (H.R.5473) on Mon., Feb. 4th, (Bryson Bill is very, very good, of course, but let's get written in our Congressmen, and gotten all of his friends and locations to do the same, to halt this bill right in the Sub-Committee of the Committee On The Judiciary, had better do some—very busy too.)

Ben Cohen so damn busy this past week just couldn't get to him at all. Even Managing Director and all the other great guys over at Cohen Distr have their hands full to contact him. Ben is in the midst of very many important matters. Heard from Ben Becker (from way out Brooklynway) and Ben tells me: "A big man, Jr., of Buffal O'the info he sent . . . Bob Guarino of ABC Music Service digging round for routes. Wants anyone with a music route for sale to get in touch with him right away. . . ."

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

America's Finest ONE-STOP MUSIC SERVICE

Very Major and Independent Record Label carried right in stock so that you can buy it without any chancing around or wasting precious and valuable time—FULL SERVICE, FULL REPAIR INDEX INCLUDING: America's Finest Automatic Phonographs—WURLITZER 1400 and 1450, ALL ON HAND READY FOR 1952. Start using "America's Finest ONE-STOP MUSIC SERVICE" and SAVE MONEY!

Ben Cohen

CHICAGO CHATTER

\[ \text{Chicago International Coin Machine Exhibition} \]

\[ \text{Sponsored By COIN MACHINE INSTITUTE} \]

\[ \boxtext{THE CASH BOX} \]

\[ \text{Page 29} \]

\[ \text{January 19, 1952} \]
The wraps we were pledged weeks ago to keep on the new horse entry in the maidly handicap are now off, with very little anticipation of the first running introducing his "Buccaaree" on Jan. 10 in the Los Angeles area, before presenting it to the national market. Exclusive distributor on the ride will be Jack Simon, who's recently severed his Eastern connections as Sinking Distributors and will henceforth conduct the business under his own name. Jack, who's back on the job and in fine shape after some minor surgery, notes that the "Buccaaree" will be sold at $500 per month up, that it possesses a new clutch and a special drop chute. It should be interesting to observe how the new horse with paces from the current big money winner, Exhibits' "Big Bronco." Lyn Brown, to date, shows no great concern over the opposition, but we did note one of the Exhibits horses on Paul Laymon's floor, indication that -- even with boys who work a lot.
JUKE BOX OPERATORS

IF THE BRYSON BILL SHOULD EVER BECOME LAW HERE'S WHAT WOULD HAPPEN TO YOUR BUSINESS!

1. AN OPERATOR WITH A 100 SELECTION JUKE BOX WOULD HAVE TO PAY $52.00 PER YEAR AS ROYALTY-Tribute AT THE RATE OF 1¢ PER SIDE OF EACH RECORDING (2¢ PER RECORD) PER WEEK TO THE OWNERS OF THE CopyrightED MUSIC FEATURED ON THE RECORDS IN HIS JUKE BOX...

2. BUT OUT OF THE 100 SELECTIONS IN THIS ONE JUKE BOX THE OPERATOR MIGHT HAVE TO PAY ASCAP (AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS) FOR ONLY 60 OF THE 100 CopyrightED TUNES (THE 60 UNDER ASCAP'S CONTROL) WHICH WOULD MEAN PAYING ASCAP 60¢ PER WEEK OR $31.20 PER YEAR (PROVIDED, OF COURSE, THAT THE SAME 60 ASCAP TUNES REMAIN IN THIS JUKE BOX FOR AN ENTIRE YEAR)...

3. THE BALANCE OF $20.80 PER YEAR (40¢ PER WEEK) OF THE $52.00 YEARLY COST FOR THIS 100 SELECTION JUKE BOX THIS SAME OPERATOR MIGHT HAVE TO PAY SIX OR SEVEN OR MORE INDIVIDUALS OR FIRMS OWNING THE CopyrightS OF THE OTHER 40 SELECTIONS FEATURED IN THIS 100 SELECTION JUKE BOX...

JUST THINK WHAT A TREMENDOUS AMOUNT OF EXTREMELY COMPLICATED BOOKEEPING THIS WOULD ENTAIL FOR EACH INDIVIDUAL JUKE BOX THE OPERATOR OWNS. SUCH A TREMENDOUS EXPENSE WOULD ABSOLUTELY FORCE JUKE BOX OPERATORS OUT OF BUSINESS.

BUT... THIS ISN'T ALL...

Should the Bryson Bill (H.R. 5473) become law, the juke box operator of this same individual 100 selection automatic phonograph would lose about $15.60 per year on each 100 selection phonograph he owns. This is based on the extremely high net of 10 per cent of the national $7.00 weekly grass average collection (or a net income of $36.40 per year per phonograph).

Regardless of the fact that the average 100 selection phonograph earns the operator $36.40 per year, the Bryson Bill (H.R. 5473), wants him to pay $52.00 per year royalty-tribute to the copyright owners of the tunes featured on the records in this juke box.

Not only does ASCAP, by sponsoring the Bryson Bill (H.R. 5473), want to KILL THE GOOSE THAT LAYS THE GOLDEN EGGS for its own composers, authors and publishers... BUT... it most definitely is trying to CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD!

At the same time this big and powerful ASCAP organization (THAT ENJOYED A TAKE OF ABOUT $14,000,000.00 IN 1951) is asking the elected representatives of the peoples of these United States to make it (THIS $14,000,000.00 TAKE PER YEAR BUSINESS GIANT) even richer and still more powerful.

IT IS NOT ASKING THE ELECTED LEGISLATIVE REPRESENTATIVES IN THE CONGRESS OF THE PEOPLES OF THE UNITED STATES TO ACT TO BENEFIT THE PEOPLE IN ANY FASHION WHATSOEVER.

IT'S NOW ENTIRELY UP TO YOU, MR. JUKE BOX OPERATOR, TO WRITE TO YOUR CONGRESSMAN TODAY TO, ONCE AND FOR ALL TIME, HALT SUCH A TRAVESTY ON AMERICAN JUSTICE!!

REMEMBER... OPEN PUBLIC HEARINGS BEFORE THE SUB-COMMITTEE OF THE COMMITTEE ON THE JUDICIARY AGAIN START IN WASHINGTON, D. C., ON MONDAY, FEBRUARY 4, 1952...

BETTER ACT QUICK!
WANT—New and used records, all speeds. Attention phonograph operators: Highest prices paid for your used 45 records. We need used records 52 weeks a year. Entire stock purchased. SEE-MOR STEREOSCOPE COMPANY, 1536-38 W. PHILADELPHIA ST., PHILA., PA. Tel.: MA 7-7217.

WANT—Music Operators—to sell us their list of top ten tunes, each week. Must be good numbers and in exchange. Write: BOX # 119, c/o THE CASH BOX, EMPIRE STATE BLIND, NEW YORK, N. Y.

WANT—Coney Islands and Bright Lights. Give best price and quantity. All antique machines and equipment, metal and plastic. SCHWARZ MACHINE, INC., 2257 N. LINCOLN AVE., CHICAGO 14, ILL. Tel.: Lincoln 9-3996.

WANT—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 1-1/2 chances in good working condition. Beautiful. BEASTEWAY DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

FOR SALE—3-10-25 Seeburg Wallboxes, prewar and postwar. Write giving price and box type. Give price in first letter. No quotations given. SARS MUSIC SYSTEMS, 599 W. 176th St., N. Y. C., N. Y.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $500 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick, Victor, Columbia, Decca, Bluebird, Champion, etc. JACOB S. SCHNEIDER, 1127 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—All types Arcade Equipment, Seeburg Bear Goose, Seeburg M-100s. Quote lowest prices or will trade New Turf Kings in original crates. waltz Band, 45s, etc. ASH PIERSON & SON CO., 2381 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: (213) 385-4050).

WANT—Photomatics, Voice-O-Graphs, ChiColn Basketball Champs, Seeburg Bear Gnome, Monopoly Machines, Sky Fighters, ChiColn Midget Skep Balls, Pitch 'Em and Byte 'Em, Exhibit Dale Guns, ChiColn Pistols and all other Arcade Equipment. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—Seebeug Shoot The Bear Gnome, with original box and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—Wurlitzer Model 1250's, 1100's, 1015's, Seeburg M-100's, 75's, or 45's. Will pay cash or trade late model juke box equipment. Write, wire or phone, BUSH DIST. CO., 226 W. 29th ST., MIAMI, FLA. Tel.: 3-6623.

WANT—Now, surplus stock of new major labels. Mail us quantity of brands available—inventory if possible. We will mail you top quotations. BEACH SYMPHONY, 4142 W. ARMITAGE AVENUE, CHICAGO, ILL. Tel.: Dickens 2-0606.

WANT—Wurlitzer 1100, 1250, 1400, 1017, 1217, Seeburg M-100, AMI C & D, Postwar Games, Wall Boxes, Scales, Speakers, Adaptors, Motion Pictures, etc. Write, wire or phone, condition and offer prices. ST. THOMAS COIN SALES, ST. THOMAS, CANADA. Tel.: 2646.

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WILLIAMS Bowler, hand new $325; winners, used new $335; Winners, used $195; Citations $75; Fifo Flip, $20; Ever Free, $200; Universal Five Stars $275. CLEVE- LAND COIN MACHINE EXCHANGE, INC., 1827 ADAMS ST., TOLEDO, OHIO.

WILLIAMS -Bally Bright Lights, beautifully refinished, take $235; five or more $310; Bally Top, $225. Bally Conley Islands, slightly used $375. NEW ORLEANS NOV. CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 5306.

FOR SALE - 2 Photomatics prewar $350, postwar $650; 25 Universal Express $40; 25 Bally Speed Balls $800; 100 Plastic Tumbler Games $725. CLEVELAND COIN MACHINE EXCHANGE, INC., 1827 ADAMS ST., TOLEDO, OHIO.

FOR SALE - Contact us before you buy on any all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chrome, Williams, AMI, Wurlitzer, SCIENTIFIC, WILLIAMSONS AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE - Can you afford 92¢ per week to get tuned and serviced each and every year? For only 92¢ per year you can have a 40 word ad in this section plus a free all year's (52 weeks) subscription to The Cash Box, "The Bible" of the Coin Machine Industry." Send your check for $48 today plus your first 4¢ for the postage and handling. EMPIRE STATE BLDG., NEW YORK 1, N. Y. (Phone: Lough 4-3321).

FOR SALE - Plastics and Bubbler Tubes: Wurlitzer 1015 curved $7.95 or $7.55; Blades for Wurlitzer 1015 - $10; Bubble Dome for Wurlitzer 1100 $10.90. Wurlitzer 1015 Prices include Dome Bults for Wurlitzer 1100 $16. $23. $205. $575. $20. $10. $395. $35. $25. $25. Cylinder Rainbow Color Plastics for Wurlitzer 1015 $1.50 ea. Plastic Glue - permanent adhesive for above $1.50; Blue Mirror Strips for Wurlitzer 1015 (Double Strip) $2.50 ea.; Mag Glass (Adhesive for all Mirrors) $1.50; Tenpin Bumper from Super Bowling $5 per dozen. C.O.D. KOPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE - The finest reconditioned phonographs and games in the country, Every single one guaranteed regardless of price. Before you buy get your quotation first. COMMER- CIAL MUSIC, 1501 DRAGO ST., DALLAS, TX. Tel.: Riverside 4313.

FOR SALE - Watch My Line $175; $95; $55; $60; $45; $25; $15; $10; $5; $2.50; $2; $1; $50; $40.50; $40; $35; $3; $2.55; $2.00; $1.50; $1; $8; $7; $6; $5; $4; $3; $2; $1.50; $1.25; $1. The person who makes the best offer on this ad will receive the item. BOWLETTES, 200 E. 117 STREET, N. E., ATLANTA, GA. tel.: 2-2222. For Sale: New Restorations - ALLAN SALES, INC., 928-30 MARKET STREET, WILMINGTON, DELAWARE, W. Va. Tel.: Wilmington 5-4742.

FOR SALE - Beautifully refinished, with new frames and covers, and Emporium of the place where you can get 'em and save $88. Write, or phone now. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO, ILL. Tel.: Everglade 4-2600.

Would you... go to a druggist for information regarding a serious stomach ailment? Or would you, instead, go to a specialist? The coin operated entertainment industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchers, country fairs, burlesque strips, vaudeville revue, circus, temples, radio soap operas, etc.? Advertise where you know your ads will be read by the people you want to reach. Spend your hard-earned advertising money in the one publication that specializes in reaching those very people.

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

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

Think! Advertise in The Cash Box—your magazine!

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

(Continued on next page)
Here's How You Can Get 40 Classified Ads Absolutely FREE!

If you plan to use but one classified ad every so often, Let's Face it: that's one classified ad every 12 months. Just 12 ads during the entire year. Each ad of 40 words (50 words have been found to be the size of the average classified ad). These 12 classified ads would cost you $18.

Each classified ad of 40 words, at the regular rate of 10c per word, would cost you $4.00. Multiply the $4.00 by 12 such ads and you arrive at the total of $48.00.

For this very $48 you can get an additional 36 classified ads also of 40 words each, absolutely FREE.

In short, by taking immediate advantage today of The Cash Box "Special Classified Advertising Subscription" you can get 52 ads of 40 words each (one ad for each week) of The Cash Box for the full year of 52 weeks' issues) for the very same price of $48. You are actually getting a 52-word, 52-week offer for only $48. A tremendous savings to you of $175.00 if you act quick.

Here's how you save that $175.00: You get 52 classified ads, of 40 words each (actual cost of each ad is $1.00 at regular rate of 10c per word for 40 word ad each week during the full year of 52 weeks' issues $52 times $4.00) that is $208.00. But, you also get a complete issue of The Cash Box each week (not just a tear sheet) costing you $1.00 which is worth $175.00, the regular full year's subscription rate. A grand total value of $383.00 instead of $208.00. You save $175.00 and, at the same time, you get 40 more classified ads of 40 words each absolutely, FREE— all for the same $48 that only 12 ads would cost you at regular rate. Take advantage of The Cash Box "Special Classified Advertising Subscription" today! (Remember: The Cash Box publishes more classified ads each week than all the other magazines in the industry combined!)

Think! As materials grow shorter in supply. As merchandise and machines grow more and more scarce. You will want to be even more discriminating in your buying and equipment you will need to continue profitably in business. Likewise, you will want to turn dead merchandise that is gathering dirt, dust and rust into cash. The Cash Box "Special Classified Advertising Subscription" gives you the opportunity to both buy and sell each and every week for the full year of 52 weeks' issues.

* Enrol your first 40 word classified ad with your check for $18 and mail right now to:

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

"If you already have a $15 subscription you will be given credit for the unused portion toward The Cash Box "Special Classified Advertising Subscription."

FOR SALE—WALL Boxes 5/10/25c $8.44; 7/13/24 Boxes three-for-five, $7.50; W156 wireless Boxes $24; Seeburg Hideaway 146 $225; Wurlitzer 1100 $400; 4910A Model, $100; Vending Beer Roll $125; 14 ft. Bankrolls $150; Irish Pool $90; Dale Guns $85. Y. VONZT, BYESVILLE, OHIO.

FOR SALE—Used Phonograph Records taken from our routes. BIRMINGHAM VENDING COMPANY, 540 2nd Avenue, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—Special Closeouts: Turf Keys, Small, $1.00 Each; Large, $1.50 Each; Shuffle Arrows, Five Balls, Distributors Write, Wire or Call: REDD DIST. CO., 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-0404.

FOR SALE—America’s finest recognized phonograph and music accessories. Everyone of our recognized machines guaranteed beautiful condition regardless of price. We quote our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 POINSETTIA AVE., DETROIT 11, MICH. Tel.: University 4-0773.

FOR SALE—Empress: Throne; ’79 and ’40 Standards and DeLuxes; Classics; W156 Wall Boxes; 600’s; Condenser, Noiseless; Foot-Ease, Rolling Scales; Arcade Equipment; Misc. Phonographs. SOUTHSIDE VENDING, 308 N. SAVEMORE ST., PETERSBURG, VA. Tel.: 349.


MISCELLANEOUS

NOTICE—I am now located in my own quarters handling all new and used phonographs, records, machines, and complete sets in touch with me. SAM SOLOMON, UNIVERSITY COIN MACHINE EXCHANGE, 59 W. MAIN ST., COLUMBUS 8, OHIO. Tel.: University 6900.

NOTICE—These three telephone numbers are important to you: The Cash Box, 3020 Wall, Chicago, III., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 3-0347.

NOTICE—Louissiana & Mississippi Operators—your authorized AM phonograph distributor is DIXIE CHANUT, 236 E. O. RAY, P. O. BOX 1105, ST., NEW ORLEANS, LA. Tel.: MAGnolia 3931.

NOTE—Change to dime play, Hawley Converter Kit for old style and new machines. $20.00; 2 cent, 25, $1 each; Samples $1.25. Contains new glass, dime bushings, parts for 2 cent and 25 cent machines also available for other five-cent boxes. Specify your need. M. H. PERRY CO., INC., 27220 W. PICO BLDG., LOS ANGELES, CALIF.

NOTICE—Attention operators in Chicago. We can handle your service calls and trucking. Only the finest factory trained mechanics take care of your calls. MERIT INDUSTRIES, 1823 W. 63rd STREET, CHICAGO 21, ILL. Tel.: ENglewood 4-9204, 4-9203.

THIS WEEK’S USED MACHINE QUOTATIONS

How To Use “The Classified Price Lists”

FORWARD: Many times, wide differences appear in the high and low prices of equipment. Like any true “price lists” The “Classified Price Lists” can only feature the market prices as they are quoted. “The Classified Price Lists” acts exactly the same as the market quotation board at the Stock Exchange—quoted as the prices they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Classified Price Lists" may show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $1,000 whereas someone on the East Coast may think it worth $75.00. Of course, aerial, apparel, hardware, variety, etc., condition of equipment may be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than other like machines without costs of reconditioning.)"The Classified Price Lists” reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the particular market territory.

METHOD: ‘The Classified Price Lists’ should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

EXPLANATION

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

Great Activity

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The Confidential Price Lists
January 19, 1957

ROCK-OLA

6. Imperial 50 24.50 49.50
7. Imperial 55c 25.00 49.50
8. Imperial 66 29.00 50.00
9. inher 88 29.00 65.00
10. Inher Standard 39.50 65.00
11. De Luxe 49.50 65.00
12. De Luxe Standard 39.50 65.00
13. ph 40 49.50 65.00
14. Coli 69.00 65.00
15. Wall Box 4.50 9.00
16. Bar Box 4.50 9.00
17. Spectron 91 15.00 22.50
18. Glamour Tone Column 30.00 55.00
19. Modern Tone Column 29.50 66.50
20. Playmaster & Spectra 49.50 69.00
21. Playmaster 46.50 60.00
22. Playboy 50.00 60.00
23. Trip 400 49.50 60.00
24. 142 Phonos (49c) 99.00 150.00
25. 1243 Phonos (Red) 199.00 169.50
26. Magic Glo (1423) 275.00 319.50
27. Wall Box 7.50 15.00
28. 1500 Box 15.00 25.00
29. 1505 Box 15.00 25.00
30. 1505 Box 15.00 25.00
31. 1525 Wall Box 10.00 15.00
32. 1550 Wall Box 20.00 30.00
33. 1550 Wall Box 20.00 30.00
34. 1550 Wall Box 20.00 30.00
35. 1550 Wall Box 20.00 30.00
36. 1550 Wall Box 20.00 30.00
37. 1550 Wall Box 20.00 30.00
38. 1550 Wall Box 20.00 30.00
39. 1550 Wall Box 20.00 30.00
40. 1550 Wall Box 20.00 30.00
41. 1550 Wall Box 20.00 30.00

Buckley

4. Wall & Bar Box O.S. 7.00 15.00
5. Wall Bar Box N.S. 7.00 15.00

Makers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (G) Genco; (Gt) Gottlieb; (Un) United; (Wm) Wm. T. Paso"

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33. 1550 Wall Box 20.00 30.00
34. 1550 Wall Box 20.00 30.00
35. 1550 Wall Box 20.00 30.00
36. 1550 Wall Box 20.00 30.00
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38. 1550 Wall Box 20.00 30.00
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Buckley

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This Week's Used Market

This week's trading is tending to maintain the action that has started with the outset of the new year. Just as it did last week, the market for the sale of used equipment seemed strong all week long. This included pieces that were quoted last week for the first time in a long while. Indications point to a definite continuation of the activity with the added propensity for an increase. Each division of the used machine field has enjoyed part of the current surge with the arcade and shuffle showing the greatest comparative upturn.

Pin games did not change in any important aspect over last week's trading. The condition of this classification of the market prevailed this week too as the most active games continued to bring heavyaskings and newer and dormant pieces also showed up as big sellers. The price range here did not depict any significant fluctuation, since most machines held fairly tight.

Most kept pace with the rest of the market withaskings equaling those of last week. The popular numbers, such as the Wurlitzer 1015 and 1100 were still leading the whole division in activity. And just as other machines showed little variation in price, this section too proved consistent.

Shuffles and arcadegame led all divisions in action and prospects are that this situation will prevail for some time. Both old and newer games shared in the heavy activity and prices here too were indicative of the quotations established by the rest of the field.

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

#### Most Active Used Music

- **Held—Wurlitzer 750E** $750.00-$1,000.00
- **Held—Wurlitzer 850** 45.00-$69.50
- **Up—Wurlitzer 1015** 175.00-$295.00
- **Up—Wurlitzer 1100** 343.00-$450.00
- **Held—Wurlitzer 1080** 195.00-$225.00
- **Held—Wurlitzer 1000** 239.00-$295.00
- **Down—Seeburg 147M** 169.00-$229.00
- **Held—Seeburg 148M** 200.00-$349.00
- **Held—Speedy (1/5/51) 54.00-$92.00
- **Held—Rock-Ola 1422 Phone** 90.00-$150.00
- **Down—Packard Manhattans** 139.00-$165.00
- **Held—Ami Model C** 449.00-$585.00

#### Most Active Used Shuffles

- **Down—Bally Shuffle** 69.50-$179.50
- **Held—Bally Shuffle-Bowler 24.50-$50.00
- **Held—Bally Speedy Shuffle** 39.50-$69.50
- **Down—Chicagoland Shuffle** 34.50-$79.50
- **Up—Chicagoland Classic** 85.00-$140.00
- **Held—Cone Shuffle Target 175.00-$229.50
- **Held—Cone Shuffle-Bowling** 85.00-$135.00
- **Held—Cone Shuffle-Bowling** 50.00-$110.00
- **Held—Univ. Shuffle** 235.00-$359.50
- **Held—Univ. Shuffle-Bowling** 24.50-$49.50
- **Held—Cone Shuffle-Bowling** 65.00-$100.00

#### Most Active Used Pin Games

- **Down—A.B.C. (Un 5/51) $239.50-$383.50
- **Held—Bright Lights** 225.00-$375.00
- **Down—Champion (B'43) 60.00-$150.00
- **Held—Citation (B'48) 40.00-$134.50
- **Down—Five Star** 235.00-$300.00
- **Down—Gold Cup (B'39) 39.50-$84.50
- **Up—Photo Finish** 85.00-$139.50
- **Up—Hi-Boy** (C 3/5) 50.00-$109.50
- **Up—Hi-Boy (B'69) 34.50-$54.50
- **Down—Turf King (B'65) 200.00-$345.00
- **Down—Watch My Line** 148.00-$250.00
- **Held—Winner (Univ.) 175.00-$229.00

### Manufacturers New Equipment

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

#### AMI, INC.
- **Model D40 Phonograph** $795.00
- **Model HS-5M Hideaway** $75.00
- **Model HS-15A (4 Selectoria) $99.50
- **Composite 5c Wall Box (40 Selectoria)** $53.50
- **Amvox Speaker** $27.50

#### BALL MFG. CO.
- **Chicagoland Line** $439.00
- **Future** $765.00
- **Spot-Lite** $629.50

#### BUCKLEY MFG. CO.
- **Wall & Bar Box** $24.50

#### CHICAGO COIN
- **King Pin** $395.00
- **Chicagoland (New Model)** $229.50

#### H. C. EVANS & CO.
- **Coin-Operated Phonograph** $795.00
- **Push-Over** $865.00

#### THE EXHIBIT SUPPLY CO.
- **Jet Gun** $739.50
- **Big Bronco** $975.00
- **Small Selector** $99.50
- **Silent Salesman (Card Vendor)** $79.50

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

### J. H. KEENEY & CO., INC.
- **Holiday** $545.00
- **4-Way Bowl by (50c)** $95.00
- **6 Player Rebound** $409.50
- **All-Electric Cigarette Vendor** $295.00
- **Allied Vendor** $25.00
- **with Changemaker** $287.00

#### ROCK-OLA MFG. CORP.
- **Selections** $1,500.00 Phonograph (Model 1345) $945.00
- **Model 1558, 5c-10c-25c Wall Box** $95.00
- **5c Wall Box** $23.50
- **23 Wine** $39.50
- **Model 1424 Player** $440.00

#### Renschlag, INC.
- **5c Phonograph** $69.50

#### UNITED MFG. CO.
- **6 Player Shuffle Alley** $409.50
- **Leader** $95.00
- **6 Player Delux Shuffle Alley** $109.50

#### WILLIAMS MFG. CO.
- **Super Spider** $425.00
- **Sino Jockeys** $425.00
- **The Rudder Wurlitzer Co.**
  - **Model "1400" Phonograph** $1,000.00
  - **Model "1406" Phonograph** $431.50
  - **5c-10c-25c Wall Box** $349.50
  - **Wall Box** $30.00

- **Model 5100 8" Speaker** $30.00
- **Model 5110 12" De Luxe Speaker** $30.00
UNITED'S LEADER

FAST ACTION 3 CARD REPLAY GAME
plus BALL PURCHASE FEATURE

PLAYER MAY PURCHASE 6TH, 7TH, 8TH BALL FOR EXTRA COINS AS INDICATED ON SCORE CARD

AVAILABLE IN 5¢ OR 10¢ PLAY

SEE YOUR DISTRIBUTOR

APPROX. SIZE 2 FT. BY 4 FT.

WRITE FOR YOUR FREE UNITED PARTS CATALOG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 19, ILLINOIS
Words cannot describe the powerful play-appeal of SPOT-LITE. You must see SPOT-LITE... see the great combination of "in-line" scoring and famous Bally button-play features. You'll see why SPOT-LITE is the greatest money-maker ever built in the 5-ball class. See SPOT-LITE at your Bally distributor today.