There's a pawnshop on a corner in Pittsburgh, Pennsylvania—and outside of it stands Guy Mitchell. Guy, whose smash Columbia recording of "Pittsburgh, Pennsylvania" keeps his record intact with a hit for almost every disk he's made, was again accompanied on this one by Mitch Miller. If Guy keeps turning out one money-maker after another, he may be singing about pawnshops, but he'll be shopping at Tiffany's.
"Brighten Your Profit Picture"

with the ROCK-OLA profit twins

- Twin Features
  - Single Button Selection
  - Dual Title Strips
- Positive Electric Accumulator
- Multi-Selective Choice After Coins Deposited
- Location Proven
- Simple to Operate

Both designed with the operator in mind to help you make more money.

ROCK-OLA MANUFACTURING CORP.
800 North Kedzie Avenue • Chicago 31, Illinois
Scarcity of Experienced Mechanics

Starts Big Demand for
SCHOOL FOR MECHANICS
All Over Again

Almost since its very first issue *The Cash Box* has been urging the industry to create a "School For Mechanics."

This, *The Cash Box* believed then, and believes just as firmly today, is one of the most outstanding necessities for the continued prosperity and growth of the industry.

Without experienced mechanics operators cannot afford to expand their routes.

Likewise, without experienced mechanics, distributors and jobbers are forced to hold back on sales of equipment, new or used.

The fact remains that, like in all other phases of American industry today, the mechanic is "king."

It is up to him whether an operator can safely, efficiently and profitably conduct a large route of machines of all types.

It is up to him whether distributors and jobbers can afford to sell more and still more new and used machines and be assured that they will have someone on hand at all times to service the machines when such need arises.

Therefore, *The Cash Box* has urged the industry many, many times over the past years to help create a "School For Mechanics." Technically trained high school youths can further their electronics education and, at the same time, be assured a very good paying position the moment they are graduated from some centrally located trade school that will teach them the art of servicing and repairing the various types of coin operated equipment.

There are many outstanding and recognized trade schools thruout the country that would be tremendously happy to institute a course in coin operated machines mechanics.

The majority of the manufacturers are willing to have their top engineers spend time, either during the day, preferably in the evening, to teach at such schools, so that better mechanics will be turned out for those who need them in the field.

Because of the military draft and the demand from large manufacturies for well trained electronics men, coin machine operators have been consistently losing their best mechanics.

The shortage of good mechanics is now nationwide. Operators are crying because they haven't the men to service their equipment.

*The Cash Box* offered its services time and time again to get out around the City of Chicago's trade schools and help to arrange a course for young men who want to become mechanics.

All that is required is for those people in this field who want and need mechanics to indicate their willingness to defray part of the schooling expense and also, at the same time, assure the graduates that there will be a lucrative paying position awaiting them.

*The Cash Box* has also suggested the men in the industry volunteer the services of their ace mechanics so that these men will be available to teach youngsters the art of machine repairs.

It is now up to all those coinmen who are suffering from the present mechanics' shortage to advise *The Cash Box* just what they would like to do. Just what they would like to have done for them.
The major record companies are turning their attention to the rhythm and blues field in full force.

This aspect of the record market, which until recently was completely dominated by independent firms, is now attracting the efforts of the largest diskeries.

Columbia has established a subsidiary company to better exploit the market; Decca and Coral have revitalized their rhythm and blues departments; Mercury has instituted a completely new set-up which has paid off in a number of hits; and RCA Victor, with new emphasis in the field has been turning out hot favorites, with the promise of more to come.

The independents certainly aren't taking a back seat for they still put out the majority of rhythm and blues hits—and very likely they always will—but the competition is beginning to get heavy.

Until now independents have had the field to themselves because the nature of the business favored a smaller organization. For one thing, sales in this field are much smaller. A rhythm and blues disk which reaches the 100,000 mark is a smash hit. For a pop record on a major label, that just is a fair sale.

It's very natural for a distributor of a major record company to want to concentrate on the pop market where a record has a potential sale of possibly 500,000 or in the case of a real smash 1,000,000. The profit on a 1,000,000 sale is without question considerably larger than that of ten records which sell 100,000 each.

But whenever a slump in the pop market occurs—and as in all businesses, it happens periodically—distributors begin to realize that it's better to have 10 records selling 100,000 each than no records selling a 1,000,000.

In the organizational approach to these revitalized departments, almost every major has felt that the way to deal with the rhythm and blues market is to create a separate set-up not only in A & R work but in sales as well. They understand that business in this field is done on a more personal basis which only the intimateness of a small department can handle. And furthermore, profit and loss figured on the basis of the expenses of a small department, even with a proration for the expenses of the whole company, can come to quite a favorable amount.

It's been interesting to note that the recruitment of personnel for the rhythm and blues departments of the majors has come from the only developing ground possible until now—the independents. These men for the most part have carried over the methods of business which they learned in smaller record firms and have proven that they work just as well in specialized departments of the majors.

As a matter of fact, in their methods of operation, in their approach to the market, in their reliance on the importance of personal contact, the rhythm and blues departments of the majors resemble for all the world separate little independent record companies.

With the majors concentrating in the field as they are now, the already established small diskeries have a new source of competition. But it's always been our observation that the greater competition there is, the greater are the beneficial results for everyone involved. And this applies to the rhythm and blues market also. Competition puts everyone on his toes, brings out the best possible efforts and therefore develops more first rate record productions which increase the demand, expand the market, and create an eventual greater profit for all.

Competition in the rhythm and blues field between the majors and the independents, more than in any other segment of the record business, is on an equal basis. Yet despite that, it's still not a question of the best man winning. For in this large, exciting and growing market, there room enough for all.

WHEEL OF FORTUNE

KAY STARR
CA-1964 (F-1964)—Ray Starr
KL-1030 (45-1030)—Jimmie Thompson
CR-16820 (9-63020)—Jimmie Scott
DE-27167 (9-27167)—Arthur Prysock
Vi-20-4149 (47-4149) —Johnny Horton
Vi-20-4150 (47-4150)—Bill Sisters

Cry
JOHNNIE RAY
CA-1875 (F-1970)—Four Knights
ME-5749 (5749 x 45)—Georgia Gibbs
Vi-20-7210—Eddy Arnold
Vi-20-7215—Eddy Fisher

Tell Me Why
FOUR ACES
CA-1964 (F-1964)—Noronah Kya
ME-5325 (5325 x 45)—Dinah Washington
Vi-20-6188 (47-4188) —June Valli
LO-1169 (45-1169)—Vera Lynn

PLEASE, MR. SUN
JOHNNIE RAY
CA-1964 (F-1964)—Les Baxter
DE-27003 (9-27003)—Les Baxter
CO-6045 (9-6045)—Georgia Auld
DE-27405 (9-27405)—Les Baxter
Vi-20-4444 (47-4444)—Eddie Fisher
Ki-4535 (45-4535)—The Swallows

The Little White Cloud That Cried
JOHNNIE RAY
CA-1962 (F-1962)—Low Dilling
DE-27013 (9-27013)—Low Dilling
ME-5761 (5761 x 45)—Herb Lance O.
Vi-20-6406 (47-6406)—Bob Williams

Tiger Rag
LES PAUL & MARY FORD
CA-1920 (F-1920)—Les Paul & Mary Ford
Di-27939 (9-27939)—George Barnes

Bermuda
BELL SISTERS & HENRI RENE O.
CA-1919 (F-1919)—Bell Sisters
ME-5374 (5374 x 45)—Ralph Marlin
Vi-20-4422 (47-4422) —Bell Sisters

Brokenhearted
JOHNNIE RAY
CA-1920 (F-1920)—Ray Anthony O.
CO-6148 (9-6148)—Johnny Ray
Vi-20-7210 (47-7210)—Johnny Ray

Blue Tango
LEROY ANDERSON
CA-1964 (F-1964)—Les Baxter
DE-27452 (9-27452)—Les Baxter
ME-5817 (5817 x 45)—Xavier Cugat
Vi-20-4444 (47-4444)—Harry James
De-28021 (9-28021) —Guy Lombardo

THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. WHEEL OF FORTUNE
   Kay Starr (Capitol)
   Sunny Gale & Eddie Wilcox (Derby)
   Bobby Wayne (Mercury).

2. BLUE TANGO
   Leroy Anderson (Columbia)

3. TELL ME WHY
   Four Aces (Decca)

4. CRY
   Johnny Ray (Columbia)

5. AT LAST
   Ray Anthony (Capitol)

6. PLEASE, MR. SUN
   Johnny Ray (Columbia)

7. ANYTIME
   Eddie Fisher (RCA Victor)

8. BROKEN HEARTED
   Johnny Ray (Columbia)

9. BLACKSMITH BLUES
   Ella Mae Morse (Capitol)

10. BERMUDA
    Bell Sisters (RCA Victor)

Music publishers this week received a "Kinsey Report" of Boston disk jockeys from an anonymous sender, whom they think they know. Makes mighty fine reading, I'd say. Names of others, Filipovich, Mass., now at WNNH, Rochester, New Hampshire. . . . Rex Dale, WCKY, Cincinnati, Ohio, disk jockey, whose "Make Believe Ballroom" program is a heavy favorite with his listeners in the Greater Cincinnati area, is no newcomer to radio. Dale started in 1937 after a tour of the nation with his own orchestra. . . . Paul Munson (WPEA—Springfield, Mass.) leaving radio after ten years with the station to take on a job as advertising manager for a chain of super markets. Paul would like pick of artists for display purposes in the stores. . . . Lou Barile (WKLAL—Home, N. Y.), just completed his third annual popularity poll as selected by his "Hall Of Records" listeners. Top tune is "Because Of You"; Top male vocalist Perry Como; Leading the fems is Doris Day; Ralph Flanagan led the tape from his orchestra; Harry James was tops among the swing bands; and, Spike Jones led in the corn department. Up and coming stars are: female—Rosemary Clooney; male—Johnny Ray.

**Art Brown of WWDC, Washington, D. C., is breeding his horse stable "Pass Me Not" to "Tailspin,"** well remembered in racing circles for its victory over the highly regarded "Phalanx." The blessed event had better turn out to be a Kentucky Derby winner. Horses eat lots of oats. — Robin Seymour (WKMH—Dearborn, Mich.) had a piano carving party recently with the kids in the art studio class. — Ed McKenzie (WXZ—Detroit, Mich.) leaving for a vacation in Europe on March 28th. . . . Bud Brees, singing duties of WFEN, Philadelphia, Pa., had a smash response to an announcement he made on his show. Agreed to a sponsor's request that he make a personal appearance at the "Home Show" in Philadelphia's Convention Hall, Bud told his listeners that he would give a ride to those people who come to his sponsor's booth and ask for Bud Brees. Two hours before the taped show, despite an admission price of fifty cents, WFEN listeners started lining up at the booth and asking for Bud. He gave way 6,000 records in two nights. . . . Bud Wilson (WKBR—Manchester, N. H.) is currently featuring the "Academy Award Derby for 1961." The five songs in nomination for the Motion Picture Academy of Arts and Sciences award for the greatest picture tune of 1961 are featured daily on the program. Bud has asked his listeners to send in their choices and at this moment the leading tune is "A Kiss To Build A Dream On."

Chuck Wilson, deejay and Program Director of WBBF, Beaver Falls, Pa., worked an interesting gimmick with Sid Dickler, handling Sunny Gale's promotion during her week at Len Litman's Copa in Pittsburgh. Sunny was doing a one nighter at the Moose Club in Elwood City. Sid sent along twenty-five "Wheel Of Fortune" dishes to Chuck who had arranged for a big paddle wheel. Lucky folks who held the winning numbers got themselves an autographed copy of the platter. . . . Pat Patten, former disk jockey for the armed services in the states, just getting on his feet again. He was very ill and spent twenty-three days in a Tokyo Army Hospital. Gg his stay, he was on radio in Tokyo. . . . Disk jockeys can win themselves fifty dollars. All they have to do is ask their listeners to furnish a fifteen word or less reply to the query, "What is a dippy doodle?" The reply on his best entry to Mike Conner, Coral Records, 48 W 57th St, New York, before March 31st. Contest is to arouse interest in the Modernairs' recording of "The Dippy Doodle."

**Clicking...**

John Green's **"STRONG RED WHISKEY"**

**and**

"IF YOU LET ME"

RCA Victor
20-4484
47-4484

5

Indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of those records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

**WEEK OF MARCH 22**

3 Any Time / Never Before
   Eddie Fisher
   20-4359 (47-4579)*

4 That's The Chance You Take / Forgive Me
   Eddie Fisher
   20-4374 (47-4574)*

5 Blue Tango / Spike Jones
   Hugo Winterhalter
   20-4518 (47-4583)*

6 Tell Me Why / Trust In Me
   Eddie Fisher
   20-4444 (47-4464)*

7 Tulips And Heather / Please, Mr. Sun
   Perry Como
   20-4453 (47-4453)*

8 Easy On The Eyes / Anything That's Part Of You
    Lena Horne
   20-4545 (47-4585)*

9 Bermuda
    The Bell Sisters
   20-4422 (47-4422)*

10 Hangman
    Phil Morris & The Bell Sisters
   20-4584 (47-4584)*

11 Three Ways Of Knowing / When You Want A Little Lovin'
    Johnnie & Jack
   20-4555 (47-4555)*

12 The Gold Rush Is Over
    Hank Snow
   20-4522 (47-4522)*

13 At Last / Perfidia
    Glenn Miller
   27-0157 (42-0157)*

14 Down South
    Spike Jones
   20-4568 (47-4568)*

15 Egbert The Eastern Egg
    Roy Rogers
   45-5336 (47-3036)*

16 Poor Whippersnapper / Wheel Of Fortune
    The Bell Sisters
   20-4520 (47-4520)*

17 Noodlin' Rag
    Perry Como
   20-4542 (47-4542)*

* 45 rpm cat. nos.
"I'LL WALK ALONE" (2:54)  "WALKING" (2:15)
LEO HOLT ORCHESTRA  (MGM 17857; K1196)

- The Leo Holt Orchestra, with a vocal assistance of Three Beaus and A Peep, takes a current rhythm and hopes it up quite a bit. The result is a good end that could catch some of the plays the tune should garner. The lower half is a grand orchestral piece that the Holt orchestra brings in solidly. We like the top dish.

"TO A WILD ROSE" (3:33)  "SWEDISH PASTRY" (3:40)
GEORGE SHEARING QUINTET  (MGM 11198; K1198)

- The distinct sound of the George Shearing piano and quintet is shown to good advantage with a pair of interesting tunes. The top half is a simple treatment of a light but pleasant number, while the second half displays the fancy finger work of the artist. Ops know this pianist has a big following.

"FESTIVAL" (2:41)  "GOIN' ON A HAYRIDE" (2:38)
THE DE MARCO SISTERS  (MGM 11197; K1197)

- A likable, hand clappin' ditty is taken for a happy spin by the De Marco Sisters. They reflect all of their personality and make the lid a potent one. The reverse side is another gay tune that carries a brisk bounce by the quintet and the result is a pleasureful half. Ops oughta check the first one.

"BEWARE" (2:18)  "DON'T LAUGH AT ME" (2:34)
RICKY VALLO  (MGM 11204; K11204)

- A dramatic number gets a good working by the Leroy Holmes orchestra and an equally fine reading by Ricky Vallo. The composer makes this a listenable half. The second side is an attractive ballad that's on the receiving end of a sincere vocal by Vallo and the result is a strong reading. Our nod goes to the flip side.

"THE GOLDEN HAIR BOY FROM THE VALLEY" (2:46)  "APRIL SINGS" (2:39)
BILL HAYES  (MGM 11205; K11205)

- The big voice of Bill Hayes is used to good advantage on a slow sentimental tune on the top level. The George Basman orchestra sets the musical mood to round out the disk. The under side has a pleasant number that Bill works over easily with instrumental help from the Clay Warnick group. Ops should watch both sides.

"PENNYWHISTLE BLUES" (2:50)  "BUDDY'S BLUES" (2:40)
BUDDY DE FRANCISCO & QUARTET  (MGM 11206; K11206)

- A fast moving ditty is given an instrumental owing to the Bud window on the top level. The Buddy De Francisco Quartet. Some slick clarinet and piano playing are featured on this half. The lower portion is a slower number that Buddy handles with a good instrumental arrangement. Ops might be interested in this disk.

"BE ANYTHING" (2:45)  "FLAMINGO" (2:53)
HELEN O'CONNELL  (Capitol 2011; F-2011)

- A gorgeous new ballad that's destined to be a hit is given first class coverage by chip H. O'Connell. The old Mooney's orchestra chimes in with a good musical backdrop. The reverse side is another slow ballad that goes for a fine reading by Helen who can always sell a song. The top one should grab some of the platters due to the tune.

"SLEEPLESS" (2:45)  "SOMEBODY ALONG THE WAY" (2:50)
TONY BENNETT  (Columbia 39695; 4-39695)

- Tony Bennett's new release presents two with a rock that can easily be the follow up to Tony's biggest "Because Of You." The new ballad is titled "Sleepless" and it contains all of the essentials of a top money maker. It's a slow number that Tony roars expressively while the Percy Faith orchestra offers a lush musical backing. The piano rendition has the warmth and charm to send the tune over the top. Ops oughta get on the hagadragon now. The under side is another ballad that stacks up as a potential biggie. This one is done in dramatic fashion too and Tony comes up with another winning performance. The Faith orchestra once again lends able assistance to the side and makes the lid a strong contender. With Tony's rendition and the material on this new disk, ops can be sure of another coin catcher.

"WHAT DOES IT TAKE" (2:40)  "STAR GAZING" (2:56)
HUGO WINTERHALTER ORCHESTRA  (RCA Victor 20-4586; 47-6586)

- An infectious tune gets a Hugo Winterhalter treatment on the upper end. Johnny Parker offers one of his better vocals to make this a strong lid. The second side presents the orchestra and chorus with a pleasant number that comes out listenable via the baton twirling of Winterhalter. Our nod goes to the top half.

"BEWARE" (2:32)  "STOP THE MUSIC" (3:06)
HENRI RENE ORCHESTRA  (RCA Victor 20-4587; 47-6587)

- The upper end is a good tune that's done in a Latin tempo by the big orchestra of Henri Rene. Johnny Prophet chants the lyrics convincingly. The lower deck is a torch ballad that gets a sincere reading by Johnny and a lush orking by the Rene group. Both items look good.

"GENTLE HANDS" (2:50)  "THESE THINGS SHALL PASS" (2:49)
GORDON MacRAE  (Capitol 2010; F-2010)

- A coupling of religious tunes is turned out by Gordon Macrae and the Van Alexander orchestra. Both ends are slow and pleasant numbers that are carried lightly by the vocalist and orchestra. The disk oughta get some spins and ops are urged to take a look.

"LOVE, WHERE ARE YOU NOW?" (2:10)  "MY INTUITION" (2:08)
JAN GARBER ORCHESTRA  (Capitol 2012; F-2012)

- The Jan Garber orchestra wends its way through a listenable ballad on the top disk. The instrumental arrangement and the Roy Cordell vocal give the side a good sound. The lower side is a bouncy sort of item that gets a similar presentation. The band plays commercially. Ops should get the disk.

"SOME OF THESE DAYS" (2:45)  "DIPPERMOUTH BLUES" (2:54)
BOB SCROEY'S BAND  (Decca 28046; 9-28046)

- The Dixiland aggregation led by Bob Scroeby makes the most of a wonderlul oldie with a rock instrumental rendition on the upper lid. The same crewемахers out another bearing Tune on the lower rhythm and winds up with a strong level. This type of music could go if placed properly.

"SO IN LOVE" (2:14)  "INDIAN LOVE CALL" (2:44)
ROBERTA PETERS & ROBERT MERRILL  (RCA Victor 10-3786; 10-3786)

- A Cole Porter standard is presented on the top level by opera stars Robert Merrill and Roberta Peters. The duo make pretty music and the lid could draw plenty of interest. The lower side is another oldie that's carried to a listenable conclusion by the orchestra. A solid arrangement adds to the appeal of the platter. Ops oughta take a look.

"CARIOCA" (3:00)  "FLAMINGO" (2:34)
CHICO O'FARRILL  (Mercury 5966)

- The exciting "Carioca" is belted out by a good instrumental group under the direction of Chico O'Farrill and oldie always makes good listening. The under end is another oldie that's carried to a listenable conclusion by the orchestra. A solid arrangement adds to the appeal of the platter. Ops oughta take a gander.
NEW YORK:
One of the most promising vocalists we've heard in a long time is a charming young singer named Ruth Casey. Ruth made the first recording of "Cry" on the Cadillla label—and a great version it was too—and now she has two more sides for which the Safeties are angling: "Lonely" and "In Spite of All." Great things are in store for this girl.

Mitch Miller on a ten day vacation in Jamaica... Billy Eckstine will make his fourth annual Easter appearance at the New York Paramount. Huggie Winterhalter was working for his orch leaden. He's contacting deejaays exploiting Hugo's discs... Mercury Records held a meeting in Chicago last Saturday at which new promotion plans for current and future waxings were discussed. All fields were A & R heads, and company bigwigs participated in the discussions... Sarah Vaughan has cut the Ruth Poll tune "Corner To Corners." Percy Faith, with a 3 piece band, accompanied the thrush... Reports from Miami tell us Mary Smith is a smash at Copa City. Her recording of "Romanza" is getting a big play on deejay programs... Ella Mae Morse, whose "Blacksmith Blues" is skyrocketing, is set on a string of clubs and theatres for the next three months... The Four Aces flew down to Washington, D.C., for a get together with V.P. Barkley and Sec'y of the Interior, Oscar Chapman re the annual Cherry Blossom Festival. The Aces' latest release, "Spring Is A Wonderful Thing," has been chosen as the official theme for the Festival.

Decca plans to cut some sides with Murry Amsterdam... Sid Auckerman and Paul Brown are now managing Bobby Wayne... "Honest and Truly," oldie that is currently being revived, was one of the first tune written by Fred Key... Joe Webb now working the Vaughn Monroe show in Los Angeles... Tony Bennett broke the Billy Daniels record at the "Black Magic" show in Miami, and then went on to break his own new record.

CHICAGO:
Carl Wayne, who was doing the selling in northern Indiana for Decca's offices here, has now taken over the firm's new office at 106 E. State St. in Peoria. According to "Shim" Weiner, last middlet mkt, Decca intends to start shipping from these new Peoria offices on April 1... Sunday Smith, the very gorgeous vocalee lovingly clicking at the Towne Room in Milwaukee, writes to tell us she expects to be back in Chi soon. Wonder why someone hasn't signed her for Tel... She's got the attraction power—and the voice... Jimmy Martin opened a branch store at 4466 S. Cottage Grove which will serve as distrib point for the firm's Jazz & Blues labels. Paul Gill is in charge... Don Bello, who has created some well known hits, takes over as Musical Director for Job Records. Don puts it this way, "I am now 'Musical Director' of the 'Future House of Hits.'"... Nice card from the gal with that outstanding voice, Jila Webb, to tell us that she's now working with the Vaughn Monroe show right from NBC's Hollywood studios... Can't get over Cee Davidson no longer at the Cher Patee. Cee was just like a tradition there. Maybe he'll take some of the grand offers he's had from the nation's top spots... Brian Farnon, formerly of the Oriental Theatre, takes over... Paul Weston and his wife, Joe Stafford, arrive on the Super Chief, on their way to Noo Yawk, we're told... Cutest circular seen in many and many a moon—the cross-eyed pic of a mark headline: "When I look into your eyes—I can see a future with you, I can see the future with you..."... Natt Moore, promoter man, reports that his trip with Bill Snyder to Indianapolis for a personal appearance, was highly successful. The king pin of the singing fingers has a big following in Indiana... Hear the best the Stew Dewey, (Tell 'Em Phillip's Sent You) Phillip's (WHBQ, Memphis) in Kennedy Veterans Hospital, after a very terrible auto accident. Dewey with both legs and arms broken.

LOS ANGELES:
Had us a visit from a guy we really had to look up to, all 6 ft. 3 inches of him... Mrs. Savage, despite his big husky size and name, is really a much gentler soul than most singers trying to have their talents recognized by the public... A handsome lad, Bob has a fine and interesting voice, as anyone knows who has heard his first and his new one, "Confetti" and "Perfidia."... Bob was "discovered" by Sophie Tucker while working in a musical he'd written and is now concentrating on his singing, film acting and TV picture making... Here's a guy that's spent seven years in service—we've thought four years was long enough—and he's recorded five D.P.C., six Air Medals, a Bronze Star and Purple Heart indicate he was a pretty fair combat pilot... Best of luck to you, Bob, and here's hoping your naturally fine voice isn't lost in the current but always dangerously passing craze for unique styles... Speaking of style, have you heard what Stan Freberg has done via Capitol on 'Try' his answer to 'Cry'?... Bumped into Dave Jacobs of Chappell and Williamson Publishing firms sitting friendly-like with Barney McDonvitt of Robbins, Feist and Miller at the Hollywood Palladium... And surprising thing is all the others get a good word in for current plug tunes. Dave working on "I Could Write A Book" and Barney on "Singin' in the Rain" from film of same name... RCA-Victor's Ralph Flanagan and crew really make for nice listening, we realized, even though we were traveling light the night and the boys weren't dancing... Hottest deejaays in town these days seem to be Johnny Grant, who gives forth during day at KMPG and form Palladium at night, and Larry Finley, with his informal, entertaining and often informative interviews, announcements and platters over KFWB from My Own Place... That's the quaint moniker of the coffee and doughnut shop Larry's opening just a block away on the Sunset Strip, from the velvety Savoy Restaurant, where he'd held forth a long time.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
I HEAR A RHAPSODY (2:50)
*SERENADE IN BLUE* (2:49)
JIMMY DORSEY ORCHESTRA
(Capitol 6067; 9-60673)
- An oldie that's enjoying a big rev-
ival is given top coverage by the
Jimmy Dorsey crew. With Bob Eberle
offering an adequate reading this
level might cash in on some of the
spins the tune is gonna get. The un-
der side is another wonderful oldie
that's made to sound great by the
orchestra and vocalists. Ops oughta
watch the top half.

"BE ANYTHING" (2:57)
"YOU'RE NOT WORTH MY TEARS" (3:27)
DOLLY DAWN
(Decca 6002)
- Thrush Dolly Dawn turns in a
wonderful vocal treatment of a beau-
tiful new ballad. Dolly makes use
of various vocal improvisations to
make this a solid contender. The
reverse half is another current tune
that Dolly handles excitingly. The
Buddy Lester Band supplies the musi-
cal settings for both sides, The top
one is loaded.

"HONYK TONK BLUES" (2:51)
"MOVE IT ON OVER" (2:39)
ART MOONEY ORCHESTRA
(MGM 11196; K11196)
- A blues item from the folk and
western field is given a pop airing by
the Art Mooney orchestra. Shorty
Long delivers the lyrics fittingly and
makes the dish a strong one. The
top side is an original in that Shorty
belted out with the help of a growl
that echoes to the back. The under
side is a fine backing on both halves. Ops
oughta check here.

"WITH A SONG IN MY HEART" (2:52)
"ALL I DO IS DREAM OF YOU" (2:32)
ZIGGY ELLMAN ORCHESTRA
(MGM 11197; K11197)
- Another revival tune is offered on
the top deck. This Rodgers and
Hart standard is given a wonderful
instrumental going over by the Ziggy
Ellman crew. Ziggy himself displays
some fine trumpeting. The lower por-
tion is a smooth tune that's brought
easily by Ziggy and the Jud Con-
ton Singers. Ops oughta look in.

"IT'S BREAKING MY HEART" (2:12)
"SO SHALL IT BE" (2:30)
JERRY SCOTT & SONG SPINNERS
(Anchor 4)
- An ok tune is carried with a light
jumph by Jerry, Scott and the Song
Spinners to a listenable end. Eddie
Stone gets orchestrational credits
here. The under deck offers Jerry
with an enchanting tune that comes
out as a more likely side. Echo cham-
bers are used lavishly and the result
is a pleasant half.

"TRY" (3:12)
"PASS THE UDDER UDDER" (2:37)
STAN FREEBURG
(2:029; P-2029)
- Stan Freeburg, comic on wax, has
one of his best sides to date. This
one is a novel presentation of one of
the top tunes in the country. Satiriz-
ing the vocal habits of Johnnie Ray,
Stan has himself a strong end. The
under side is another cute novelty
item that bounces along to a funny
finish. Ops oughta take a good look
here.

"I'M SO LONESOME I COULD CRY" (2:05)
"MY AFFAIR" (3:02)
SAVANNAH CHURCHILL
(RCA Victor 20-4583; 47-4583)
- Savannah Churchill works her
way through a slow, easy going tune
on the top deck and winds up with a
pleasant dish. The choral backing adds
to the appeal of the side. The other
side is another slow number that
Savannah handles effortlessly. The
material is weak for this artist, but
Ops are urged to take a look any-
way.

"LADY LOVE" (2:30)
"IDAHO STATE FAIR" (2:16)
VAUGHN MONROE
(RCA Victor 20-4611; 47-4611)
- A yowling ditty that contains a
folksy flavor is served up by Vaughn
Monroe and his orchestra. Vaughn
takes this happy sounding number
and raps through it in winning style
with an assist from a supporting
vocal group. The bottom disc is an-
other folk type tune that Monroe
and the chorus spin through clarify.
Ops are urged to get with the top one.

"ANYTHING THAT'S PART OF YOU" (2:38)
"SOFTLY TALE" (3:10)
BOB EBERLE
(Capitol 2036; F-2036)
- Bob Eberle and the Dave Cavan-
aukh orchestra get together on a slow,
soft tune and wind up with a listen-
able piece of wax. The artists' treat-
ment carries the number. The
under lid is a bouncy thing that comes
out as a pleasant half via Bob's de-
ivery. Ops can choose from either
disc.

"MANSIONS OVER THE HILLTOP" (2:33)
"HE KNOWS JUST HOW MUCH YOU CAN BEAR" (2:44)
THE LE FERVE TRIO
(Bibletone 7032)
- A pair of spiritual numbers are
delivered with fetching by the Le
Ferve Trio. The group conjures up
some interesting harmony to go along
with a couple of fair numbers. The
instrumental backdrop is light and
the group carries the melody. Ops
who have the right spots can exploit
this waxing properly.
The FOUR LADS

HAVE WHAT IT TAKES FOR A HIT!

...with a Pair of Great Songs-

"TURN BACK"

"TIRED OF LOVING YOU"

with the BILL DAVIS TRIO

6860 (78 rpm) and 4-6860 (45 rpm)

Okeh RECORDS A PRODUCT OF COLUMBIA RECORDS, INC.

"It's What's in THE CASH BOX That Counts"
NEW YORK — Columbia Records increased its sales in 1951, twenty percent above the previous year as against an industry-wide increase of ten percent, according to its annual Report To The Stockholders issued last week.

"In the popular field," the report stated, "Columbia emerged as the leading record company of 1951. For nearly half the year, with only a two-week break from July to December, the company held first place on best seller lists with four consecutive records.

It was also found that television failed to affect record sales, "On the contrary," it was stated "test-sellers have tended to acquire phonograph turntables in addition to their existing sound sets as a further step towards establishing television areas than in non-television markets."

The report emphasized Columbia's development of young talent revealing its newer singers—all under 26—sold a total of nearly 8,000,000 records in 1951. They were Tony Arden, Tony Bennett, Don Chipp, Rosemary Clooney, Guy Mitchell and Johnnie Ray.

During 1951, the disklery had four, 1,000,000 record sellers: Guy Mitchell's "My Heart Cries For You"; Tony Bennett's "Because Of You"; Johnnie Ray's "Cry" and "Little White Cloud"; and Frankie Laine's "Jezabel."

HOLLYWOOD—"In The Cool, Cool, Cool of the Evening" won the Academy Award for the best song to come out of the picture industry in 1951, and was presented with the Oscar at last Thursday evening at the Pan- tages Theatre.

The prize-winning tune from the picture "Here Comes The Bride" was written by Hoagy Carmichael and Johnny Mercer and published by Burke-Van Heusen & Associates.

The other four tunes nominated for this year's award were all published by the Robbins-Fleischer-Miller firms. They were: A Kiss To Build A Dream On from "The Strip"; Wonder Man from "Blorch, Yellow & Pretty"; Too Late Now from "Royal Wedding"; and Never from "Golden Girl."

Coral Records Acquires Signature Masters

NEW YORK—Coral records has concluded a deal to acquire the masters from the Signature catalog. This acquisition involves approximately 1,090 masters—one of the strongest standard catalogs of the post-war period.

The roster includes such artists as Ray Bloch, recently signed to a Coral pact, Connie Haines, a Coral artist for the past three years, Alan Dale, Paul Whiteman, Monica Lewis, Anita O'day and Johnny Long, to list a few.

The first release of nine single records is set for April 1st. Five will be released on the Coral label; four jazz records are scheduled for release on the Brookway label, whose active catalog is now being distributed through Coral Records.

Coral, Inc. includes some of the all-time best-selling Signature masters—Alan Dale's "Oh Marie," Ray Bloch's "Cakewalk," Anita O'day's "Boo Hiss," Johnny Long's famous "Happy Birthday" (by) record and Connie Haines, Alan Dale due out on "Darktown Strut- ter's Ball." The four Brunswick records include the powerful Flips Phillips, Ben Webster, Yank Lawson and Johnny Books.

Twelve LP sets will be released approximately April 20th.
Don Tibbets

WCKL—Concord, N. C.
1. DANCE ME LOOSE (Arthur Godfrey)
2. TAKE ME, I'M ARTLESS (Don Black Brown)
3. AT LAST (Ray Anthony)
4. PERTFIDIA (Four Acers)
5. CRY (John Ray)
6. WHEEL OF FORTUNE (Key Star)
7. BEYOND THE BLUE MOON (Ray Anderson)
8. TAKE ME HOME (The Harmonettes)
9. HAMBONE (Laine-Stroff)

Lou Borile

WKLJ—Rome, N. Y.
1. CRY (John Ray)
2. TIME IS MY FAVORITE SONG (Eddie Fisher)
3. BROKEN HEARTED (John Ray)
4. WHEEL OF FORTUNE (Key Star)
5. ANYTIME (Eddie Fisher)
6. PLEASE, MR. SUN (Perry Como)
7. UNFORGETTABLE (Not "Rags" Cole)
8. PERTFIDIA (Four Acers)
9. BE MY LIFE'S COMPANION (Rosamary Clooney)

Ira Cook

KECA & KMCP—Hollywood, Calif.
1. WHEEL OF FORTUNE (Key Star)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. AT LAST (Ray Anthony)
4. I HEAR A RAPHAUDY (Frank Sinatra)
5. WIMOWEN (Weavers)
6. P.O.W. (Ella Mae Morse)
7. PLEASE, MR. SUN (John Ray)
8. PITTSBURGH, PA. (Gay Mitchell)
9. PERTFIDIA (Four Acers)

Dipsy Doodle (Moderato)

Gary Lesters

WNVJ—Newark, N. J.
1. CRY (John Ray)
2. TELL ME WHY (Four Acers)
3. ANYTIME (Eddie Fisher)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. TAKE ME, I'M ARTLESS (Don Black Brown)
7. HOW ME LOOSE (Ella Mae Morse)
8. SUGAR CAGE (Ella Mae Morse)
9. WIMOWEN (Weavers)
10. COME WHAT MAY (Patti Page)

Johnny Pearson

KOWN—Los Angeles, Calif.
1. WHEEL OF FORTUNE (Key Star)
2. BLUE TANGO (Leroy Anderson)
3. ANYTIME (Eddie Fisher)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. PLEASE, MR. SUN (John Ray)
6. LOVE SUN (Gordy Fisher)
7. WIMOWEN (Weavers)
8. COME WHAT MAY (Patti Page)

Harry Baum

WSWB—Dumfries, N. C.
1. PLEASE, MR. SUN (Perry Como)
2. WHEEL OF FORTUNE (Key Star)
3. COME WHAT MAY (Patti Page)
4. CRY (John Ray)
5. BLUE TANGO (Leroy Anderson)
6. BERNADIA (Bell Sisters)
7. PLEASE, MR. SUN (Perry Como)
8. AROUND THE CORNER (In Stafford)
9. TENDERLY (Rosamary Clooney)
10. NOODLIN' RAG (Perry Como)

Tom Key

WKLX—Lexington, Ky.
1. WHEEL OF FORTUNE (Bell Sisters)
2. TIGER RAG (Les Paul & Mary Ford)
3. COME WHAT MAY (Patti Page)
4. CRY (John Ray)
5. BLUE TANGO (Leroy Anderson)
6. BERNADIA (Bell Sisters)
7. PLEASE, MR. SUN (Perry Como)
8. AROUND THE CORNER (In Stafford)
9. TENDERLY (Rosamary Clooney)
10. SLOW POKO (Toni Hill)

Chuck Thompson

WFGS—Mount Vernon, Miss.
1. WHEEL OF FORTUNE (Key Star)
2. HOOD OF THE VENUS (Furry Fisher)
3. HAMBONE (Perry Himes & Bell Sisters)
4. AT-CHEMO (Eddie Fisher)
5. DANCE ME LOOSE (Al Trace)
6. BLUE TANGO (Leroy Anderson)
7. GANDY DANCERS', BALL (Frankie Laine)
8. BERNADIA (Bell Sisters)
9. A GUY IS A GUY (Don Bosco)
10. BACK IN THE GOOD OLD DAYS (Finn-Sutton)

Don Bell

KENT—Des Moines, Iowa
1. WHEEL OF FORTUNE (Key Star)
2. TELL ME WHY (Four Acers)
3. BLUE TANGO (Leroy Anderson)
4. CRY (John Ray)
5. WIMOWEN (Weavers)
6. ANYTIME (Eddie Fisher)
7. COME WHAT MAY (Hills Brothers)
8. PLEASE, MR. SUN (Perry Como)
9. PLEASE, MR. SUN (Jimmie Rushing)
10. HAMBONE (Laine-Stroff)

Eddie Gomes

WTOP—Washington, D. C.
1. WHEEL OF FORTUNE (Key Star)
2. ANYTIME (Eddie Fisher)
3. PLEASE, MR. SUN (Perry Como)
4. TELL ME WHY (Four Acers)
5. BLUE TANGO (Leroy Anderson)
6. RE MY LIFE'S COMPANION (Hills Brothers)
7. CRY (John Ray)
8. SLOW POKO (Perry Como)
9. TENDRILS OF BEAUTY (Leroy Anderson)
10. BLUE TANGO (Leroy Anderson)

WFBM—Baltimore, Md.
1. WHEEL OF FORTUNE (Key Star)
2. TANGOS (Sanny Gale-Eddie Wilco O.)
3. ANYTIME (Eddie Fisher)
4. BROKENHEARTED (John Ray)
5. BLACKSMITH BLUES (Ella Mae Morse)
6. COME WHAT MAY (Patti Page)
7. BE MY LIFE'S COMPANION (Rosamary Clooney)
8. I HEAR A RAPHAUDY (Frank Sinatra)
9. TENDERLY (Rosamary Clooney)
10. A KISS TO BUILD A DREAM ON (Winterhalter)

Jackson Lowe

WWIN—Baltimore, Md.
1. CRY (John Ray)
2. TENDRILS OF BEAUTY (Leroy Anderson)
3. SLOW POKO (Arthur Godfrey)
4. LITTLE WHITE CLOUD THAT CRIED (Robert E. Leslie)
5. WHEEL OF FORTUNE (Bobbie Wynn)
6. BLUE TANGO (Leroy Anderson)
7. SLOW POKO (Arthur Godfrey)
8. GOODBYE, SWEETHEART (Nellie Lutcher)
9. DANCE ME LOOSE (Mindy Carson)
10. BERNADIA (Bell Sisters)

Bob Carlyle

WXQI—Atlanta, Ga.
1. CRY (John Ray)
2. TAKE ME, I'M ARTLESS (Don Black Brown)
3. SLOW POKO (Arthur Godfrey)
4. LITTLE WHITE CLOUD THAT CRIED (Leslie Roberts)
5. WHEEL OF FORTUNE (Bobby Wynn)
6. BLUE TANGO (Leroy Anderson)
7. BRIDGE OVER TROUBLED WATER (H. Winterhalter)
8. SLOW POKO (Toni Hill)

C. O. Allen

KBOL—Boise, Idaho
1. TELL ME WHY (Four Acers)
2. BERNADIA (Ray Anthony)
3. BLUE TANGO (Leroy Anderson)
4. YOU BETTER GO NOW (Artie Shaw)
5. BLUE TANGO (Leroy Anderson)
6. WHEEL OF FORTUNE (Key Star)
7. CRY (John Ray)
8. LITTLE WHITE CLOUD THAT CRIED (Ray Anthony)
9. I LOVE YOU (Amos Brothers)
10. TENDERLY (Rosamary Clooney)

Frank White

KMYR—Cerro, Colo.
1. BLUE TANGO (Leroy Anderson)
2. HOOD OF THE VENUS (Furry Fisher)
3. HAMBONE (Perry Himes & Bell Sisters)
4. AT-CHEMO (Eddie Fisher)
5. DANCE ME LOOSE (Al Trace)
6. BLUE TANGO (Leroy Anderson)
7. GANDY DANCERS', BALL (Frankie Laine)
8. BERNADIA (Bell Sisters)
9. A GUY IS A GUY (Don Bosco)
10. BACK IN THE GOOD OLD DAYS (Finn-Sutton)

Bud Brees

1. BROKENHEARTED (Johnnie Ray)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. ROMANCE OF LONDON (Ray Anderson)
4. SILLY DREAMER (Terry Stafford)
5. BLUE TANGO (Leroy Anderson)
6. PEACE & HAPPINESS (Ray Anderson)
7. BLUE TANGO (Leroy Anderson)
8. PLEASE, MR. SUN (Jimmie Rushing)
9. I'VE TRIED A MILLION TIMES (Frank Carson)

The Cash Box, Music Page 11 March 29, 1956

Leaders of Disk Industry Testify Against Alternatives To Bryson Bill

Full Text of Kenneth Raine Statement Before Committee

WASHINGTON, D.C. — Leaders of the recording industry assembled in Washington, Friday March 21, to testify before the House subcommittee on whether the Judiciary against three alternative proposals to the Bryson Bill which would have imposed a royalty of one cent per side per week on every record in the nation's juke boxes.

The three alternatives, all of which the industry opposes, are: 1) The elimination of all compulsory licensing rate of 2 cents a side on mechanicals, which recording firms pay now to let each artist record individually with each record company.

2) To raise the present 2 cent rate. The industry creates a separate label, one for home consumption on which the present 2 cent rate would be maintained, and one for juke box use on which a higher rate would be established.

The hearing originally scheduled for the entire day was unexpectedly cut short after only an hour as a result of the constantly diminishing cost to consumers (and resulting increase in royalties at one imposes an extra charge upon record buyers) beyond the nation. When the records played in homes, records bought for collection, and operators of coin records bought for children (which never see the inside of a coin machine), why put a tax on the consumer which the copyright owner has a controversy with coin machine operators to pass upon the form of a label and upon penalties for its false reproduction? A machine bill which cannot be stopped for each record does not contribute to that revenue. Each piece of the coin record is seen, except for the record being played? Is it really expected that each of thousands of dealers, distributors and manufacturers must keep two stocks of supply on hand for each record now sold for use in homes and one to be sold for collection? The idea is so absurd and illogical as to arguing whether it is good or bad to impose a charge upon coin machine operators. Would it be fair to the record manufacturer a medium of recordation? Without a fair medium, is good or bad, there is certainly an easier way of making a charge upon coin operators, the precise machinery of collection, policing and enforcement,—as alternative three (or, in the tradition of the Congress which has been defeated). The alternatives today are attempting to set up complex machinery for payment. If the Congress deters this alternative proposal but for problems of administration of record payments, time, and collection can be left to the two interested parties—the operators of coin machines and the manufacturers of performing rights. The introduction of the record manufacturer does not simplify the problem. It complicates it.
Betwixt seasons of the record industry, such as now, comes a pause wherein all and sundry give vent to their innermost inhibitions and stick their proverbial necks 'way out. This is concerned with the inevitable propagandisms accept which records are going to be the smash sensations of the next few weeks.

So many times we've observed members of the music fraternity go out on a limb and state: "This is IT!" or "Yeah, this is gonna be a smash!" and, some two or three weeks later, noted that recording become a national sensation. How do they do it?

Our own experience has been so spasmodic as regards picking the winners, that we could only regard the success of those of our associates with a crestfallen array and utmost respect.

The result of our own private survey to find out how they do it comes to the following:

1. HUNCH:—The good old standby which makes for the "Expert" classification. That little quirk which rings a tiny bell inside some craniums and clangs "This is the one, this is the one!" We get the bells all right—but that's where it stops.

2. RIDING WITH THE STARS:—The same principle which involved the old stand-patters applying in placing their bets on the galloping nags. Here again, we fall short. Every time we latched onto a winning jockey or some equine hero, we pick the one time the jockey has had lobster thermidor for lunch, or the pony pulls a tendon in his pet hoof.

3. AUDIENCE REACTION:—This, of course, seems to be a foolproof system. Once a disc jockey begins receiving the postcards, letters, "phone calls" that he recognizes as being "legit" he knows the record's "hit." Of such stuff are dreams made. (So why can't I dream a little?)

4. FAMILY TIES:—Strange as it may seem, this is also regarded as almost infallible. So many of the deejays take the samples home for truly temperate auditions, to be greeted with cries of glory and squeals of delight from their wives and kiddies, that they have come almost to depend on this qualified jury. (So, with a wife and even less kiddies, we're stymied here, too!)

5. PERSONAL PREFERENCE AND KNOWLEDGE:—Although an admittedly lesser factor, many of the jocks know enough about the trend of the public taste, the commercial worth of this 'r' that waxing and the type of presentation a disc demands, that the assertion should be included herein. Even with all modesty, we believe that their past record of picking successes justifies this mention.

All of which means that we, personally, are batting .000. Maybe we just haven't got it. Well—what you gonna do?

Kay Starr was a pleasant surprise recently to the Bill Leuenhagen staff and jukebox op customers when she dropped in to spin her sensational "Wheel of Fortune," escorted by Capitol Records promotion man Joe Mathews and Los Angeles distrib chief Ed Nielsen. With them in the picture are Mary and Kay Solle and Bill Leuenhagen himself can be seen on the far right.
Meeting Miss Jones

NEW YORK — New York disk jockeys met the real Miss Jones last week (from the Ted Strayer MGM album of the same name). In the top photo, Ted and Miss Jones are shown presenting the album to Martin Block at WNEW. Next they stop in Bob Foote of Mutual; at WMGM they are joined by Dick Cowitt of Sanford Distributing, MGM distrib, to meet Hal Tuni; and at WINS Ted and Miss Jones visited with Jack Lacy.

RCA Victor Says No Price Cuts Planned

NEW YORK — In a letter to its record dealers, RCA Victor this week gave assurance that it will not sacrifice quality in any attempt to reduce prices below levels now in effect.

Paul A. Barkmeier, vice president in charge of the RCA Victor Record Department, wrote to dealers:

"Recently a New York record retailer is reported to have stated that 'powers that be' among record manufacturers have indicated that record prices are too high and that they intend to reduce them.

"We do not know the basis for this statement. We can only speak for ourselves, and RCA Victor record dealers are entitled to have the facts as we know them:

1. "RCA Victor record prices are not too high. Despite the fact that material and labor costs have risen substantially during the past year, RCA Victor has not increased record prices.

2. "RCA Victor has no intention of reducing record prices. It is not economically possible to do so and still adhere to our standards of unsurpassed quality achieved during 50 years of experience in the development of recording techniques. RCA Victor has never sacrificed quality and has no intention of doing so.

"Your interest and confidence in RCA Victor records is sincerely appreciated. We shall endeavor in every way possible to maintain that trust. Our objective is to serve the American public with the finest records presented for sale through you as an RCA Victor dealer. This is the policy we have followed ever since Caruso first sang into a horn to record his immortal voice on RCA Victor records. Our policy is to continue that splendid relationship and we shall not break the faith."

From "Hills of Korea" To Milkman's Matinee

NEW YORK — Art Ford (right), ace New York disk jockey whose popular "Milkman's Matinee" programs are heard nightly over radio station WNEW, recently had in person on his show Cpl. Joseph C. Murphy (left), young GI just returned from Korea and writer of the song, "Hills of Korea." Song was brought back from Japan by newsman Frank Coniff (of N. Y. Journal American) and introduced for the first time in New York by Art Ford. In two months "Hills of Korea" has become the No. 1 favorite among U. S. forces. Song is slated for a big presentation on phonograph records and leading radio-TV shows within the next few weeks.

Dorsey To Contribute Nickels To Runyon Fund

NEW YORK — Tommy Dorsey has come up with an idea that will enrich the coffers of the Damon Runyon Cancer Fund. For each time his platter of "Hambone" is spun by a disk jockey anywhere in the country during the week of March 24 to 31, Tommy will contribute 5c to the fund.

Decca Records is assisting Dorsey's offer by mailing an explanatory leaflet with a return card enclosed to disk jockeys. The deejays are to tabulate the number of times they have aired the Tommy Dorsey version of the current hit and return the card to Mike Conner of Decca.

Early in April, the total of T.D.'s contribution to the Runyon Fund will be announced.

"IN SPITE OF ALL"
Milton Kellem Music Co.

No. 2 IN THE HOT CHARTS and GOING POP and HILLBILLY!!

Sweeping the Nation in all Categories
(A Prayer For Love)

"HEAVENLY FATHER"
by EDNA McGRIFF
with Buddy Lucas Orch.
JUBILEE # 5073 (45 x 5073)
HARRIET BROWN
"5-10-15 HOURS"
#2962
THE CLOVERS
"ONE MINT JULEP"
#2963
JOE TURNER
"SWEET SIXTEEN"
#2960

ANGELS TELL MY MOTHER
PILGRIM TRAVELLERS
(Specialty)

GOD SHALL TAKE CARE OF YOU
GAY SISTERS
(Savoy)

I Bowed On My Knees
MENALIA JACKSON
(Apollos)

I'LL MAKE IT SOMEHOW
JOE MAY & SALLY MARTIN
SINGERS
(Specialty)

IN THAT HOME BY AND BY
SISTER JESSIE MAE RENFRO
(Peacock)

JOY JOY TO MY SOUL
SOUL STIRRERS
(Specialty)

LET'S TALK ABOUT JESUS
BELLS OF JOY
(Peacock)

OUR FATHER
BLIND BOYS
(Peacock)

SURELY GOD IS ABLE
WARD SINGERS
(Savoy)

TOUCH ME LORD JESUS
ANGELIC GOSPEL SINGERS
(Gotham)

WHEN HE SPOKE
WARD SINGERS
(Savoy)

3 BIG HITS!
RUTH BROWN
"5-10-15 HOURS"
#2962
THE CLOVERS
"ONE MINT JULEP"
#2963
JOE TURNER
"SWEET SIXTEEN"
#2960

SOON = 1
Savoy #819
VARETTA DILLARD
"PLEASE TELL ME WHY"
SAVOY
RECORD CO. INC.
85 Market St.
Newark 1, N. J.

This Is It—
Get Your Share of
'Happiness' too

"THIS IS HAPPINESS"
by
JOE HOLIDAY
PRESTIGE 767

PRESTIGE RECORD CO.
754 10th Ave. Cl 6-0847 - N. Y.

The Greatest
SPIRITUAL
Of The Day
By
Original Five Blind Boys
(JACKSON HARMONEERS)

"WORLD PRAYER"
"HOW FAR AM I FROM CANAAN"
PEACOCK #1553

"COMING HOME"
"MOTHER DON'T WORRY"
PEACOCK #1580

HADDA BROOKS
"ALL NIGHT LONG"
"TIME WAS WHEN"
With Rhythm Acc. featuring Teddy Bunn on Guitar
78 — 6865
45 — 4-6865

BILL DAVIS
TRIO
"ROUGH RIDIN'"
"AZURE 'TE"
78 — 6867
45 — 4-6867

THE TRENIERs
"IT ROCKS! IT ROLLS! IT SWINGS!"
"TAXIE BLUES"
78 — 6833
45 — 4-6833

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Nat "King" Cole drew the crowds during his recent stay at the Apollo with the result that a new three-year record was set for a non-holiday week. Cole will be at the Howard Theatre, Washington, D. C., this week. We learn from Art Sagar that he has signed Juanita Hall (Blood and Mary of South Pacific) to record for "Top Ten Records." Mercury Records, expanding its Rhythm and Blues department, has signed L. C. Williams, Teddy Reynolds, and Lightnin' Hopkins. Burnie Peacock and His Orchestra really clicking on their tour of theatres and one nighters. Decra Records has signed Gene Ammons and Sonny Stitt.

Rudi Blesh, Circle Records, adds a new name to his wax stable with Tony Almerico and the Dixieland Jambokees Band, a New Orleans group. Two of four sides released by Circle feature Sam DeKemel playing a dented army bugle like a trumpet. DeKemel recently appeared on the "West the People" TV show, where he performed one of his new waxings, "Basin St. Blues." Roscoe Gordon's disk "No More Doggin'" getting stronger with each passing day. Bill Doggett, who did the background music for Ella Fitzgerald's "Smooth Sailing," also is on tour. At the Kansas Room, Washington, D. C., Johnny Hodges and His All Stars out to the west coast for a tour starting March 19th. They will be at the Club Clayton, Sacramento, for one week. Then two weeks at the Black Hawk, San Francisco beginning March 25th; one week at the Tiffany Club, Los Angeles April 9th, and one week at the Crole Palace, San Diego, May 1st.

Atlantic Records is swamped with orders as a result of its triple click—"2-10-15 Hours," "One Mint Julep," and "Sweet Sixteen." If the eligible males suddenly deserts the ranks of bachelorhood, it can all be blamed on Winio Brown's "Be Anything—Be Mine." Mel Mandel of Mercury tells us he received the following telegram: "Is Winio Brown single, free, and over twenty-one? Her "Be Anything—Be Mine" instigates irresistible matrimonial aspiration." Bill Davis, who has been a crowd-pleaser at the Birdland, New York, for four weeks with Sarah Vaughan, will also be seen and heard when singer Dinah Washington and Ella Fitzgerald hold forth at the popular night spot.

WSOK, the Nashville, Tennessee station, arranges its programming to reach the vast Tennessee Negro market. Phyliss Branch, former vocalist with Lucille Dixon's orchestra, has been signed by Tuxedo Records to a three-year recording contract.
The Cash Box, Music
March 29, 1952

NIGHT TRAIN
Jimmy Forest (United)

THE BIG QUESTION
Percy Mayfield (Specialty)

WHEEL OF FORTUNE
Sunny Gale & Eddie Wilcox O. (Derby)

TENDER HEART
Charles Brown (Aladdin)

SWEET SIXTEEN
Joe Turner (Atlantic)

LET THE TEARS FALL, BABY
Willie Mae Thornton (Pee Cee)

3 O’CLOCK BLUES
B. B. King (R. P. M.)

THE GUY WITH THE .45
Allen Bunn (Apollo)

BOOTED
Roscoe Gordon (R. P. M.)

GOT YOU ON MY MIND
John Greer (RCA Victor)

OAKLAND, CAL.
1. Dust My Broom (Elmo James)
2. The Right Kind Of Love (Lucky Millinder)
3. Wheel Of Fortune (Dinah Washington)
4. No More Doggin’ (Roscoe Gordon)
5. The Wind Is Blowing (Jimmy Witherspoon)
6. Night Train (Jimmy Forest)
7. Where Shell I Go? (Irvy Joe Hunter)
8. The Big Question (Percy Mayfield)
9. Dine (Buddy Lucas)
10. Milk Train (Tall Smith)

SAVANNAH, GA.
1. Wheel Of Fortune (Sunny Gale)
2. Cry (Jesse Roy)
3. Flegling (Bee Hobart)
4. I’m Gonna Jump In The River (Buddy Johnson)
5. Strong Red Whiskey (Jabo Greer)
6. Goin’ Down On My Mind (Joe Greer)
7. Walkin’ (Net “King” Cole)
8. 3 O’Clock Blaze (R. B. King)
9. Tender Heart (Charles Brown)
10. Lovin’ Machine (Wynton Harris)

MONROE, LA.
1. I Didn’t Sleep A Wink (Willie Mayes)
2. Why Don’t You Set (Zina Bollin)
3. Let The Tears Fall, Baby (Willie Mae Thornton)
4. Let’s Talk About Jesus (Balls Of Joy)
5. Dust My Broom (Elmo James)
6. Walkin’ (Net “King” Cole)
7. Mellow Blues (Sonny Thompson)
8. 3 O’Clock Blaze (Buddy King)
9. Hard Times (Charles Brown)
10. Trouble In Mind (Ames Milburn)

MILWAUKEE, WIS.
1. Night Train (Jimmy Forest)
2. A Pound Of Blues (Burl Hughes)
3. 3 O’Clock Blaze (Buddy King)
4. Got You On My Mind (John Greer)
5. Hambone (Red Saunders)
6. Wheel Of Fortune (Sonny Clay)
7. Tell Me Why (Dinah Washington)
8. Dine (Buddy Lucas)
9. Work, Baby, Work (Lester Jordan)
10. Sadie The Cow (Roscoe Gordon)

ATLANTA, GA.
1. No More Doggin’ (Roscoe Gordon)
2. Let’s Talk About Jesus (Boots Of Joy)
3. Tender Heart (Charles Brown)
4. The Big Question (Percy Mayfield)
5. Atlanta’s Tragic Monday (Echoes Of Zion)
6. Night Train (Jimmy Forest)
7. One Kind Of Love (静电)
8. The Wind Is Blowing (Jimmy Witherspoon)
9. Cold Chills Over Me (Little Joe Walker)
10. 5-10-15 Hours (Vick Hulbert)

SAX MALLARD’S “Slow Caboose” BACKED WITH
“Darling Let’s Give Love a Chance”

“THE HOTTEST RECORD TO EVER HIT CHICAGO!!”
Says: AL BENSON
Says: MICKEY FITZHugh
“AND WHAT’S MORE”, these famous Chicago Disc Jockeys Say, “IT’LL BE THE HOTTEST RECORD IN THE ENTIRE NATION IN TWO WEEKS”

DISTRIBUTORS WRITE! WIRE! PHONE TODAY!
IT’S YOUR MOVE! ‘CHECKER’ IS TOPS!

CHECKER RECORD CO.
4858 COTTAGE GROVE AVE., CHICAGO 15, ILL.
(All Phones: KEnwood 8-4343)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"BLUE BECAUSE OF YOU" (2:29) "GOT YOU ON MY MIND" (2:48) BIG THREE TRIO easy blues (Mercury) • A beautiful slow blues is presented with warmth and feeling by the Big Three Trio. Willis Dixon handles a strong set of lyrics with his big, deep voiced delivery. His styled singing is given a solid assist by the instrumental group. Flip is a rendition of a current biggie in the rhythm and blues field. The Big Trio waxing is soothing and should be a contender if the number continues to stay alive.

"I'M SORRY FOR YOU, MY FRIEND" (2:55) "I WILL BE TRUE" (2:42) IVORY JOE HUNTER (MGM 11195; K11195) • Ivory Joe Hunter comes up with two sides that will be snapped up by his fast growing group of followers. Both sides are slow ballads which received excellent artistly and potent arrangements. The artists' outstanding, and what the listeners want to hear, are the vocalizing and chord playing of Ivory Joe. One should put these etchings into the Jukes pronto.

"MY NATCHL MAN" (2:44) "AS LONG AS YOU'RE SATISFIED" JESSE POWELL ORK.-FLUFFY HUNTER (Federal 12060) • Following up their "Walk Right In—Walk Right Out" hit now making a stir, the Jesse Powell-Flubby Hunter combo come right back with two solid items. Flubby, on the top levels, scores out a rolling chant of a rolllicking tune. The second half is a slow easy blues, which versatile Flubby Hunter sings softly. The Jesse Powell ork sets the musical mood pleasingly on both ends.

"ROMANCE IN THE DARK" (2:42) "TRUST IN ME" (2:39) HADDVA BROOKS TRIO (Modern Records 861) • The Haddva Brooks trio takes a slow tune for a mellow spin around the wax. Haddva Brooks does a sweet job on the lovely tune as she sells the romantic lyrics with warmth. Flip is a driving arrangement of a pop number that Haddva projects feelingfully. The backing is soft and fluid in the spirit of the disk. Opa has two likely sides.

"LOW DOWN BLUES" (2:21) "STOLEN LOVE" (2:33) JIMMY LIGGINS (Specially 427) • Jimmy Liggins and The Drops of Joe. Orchestra presents this pair of red hot arrangements that makes for happy listening. The sax, guitar and trumpet are presented in their big solo as the instrumentalists ride herd on this rocking tune. Flip is a similar piece in which the arrangement and horn share the spotlight. Raucous voiced singer helps make this a two sided click. Opa should listen.

"I NEED YOU NOW" (2:50) "LOVE SWEET LOVE" SARAH McLAWLER (United 1043) • Sarah McLawler gives a dramatic reading of a slow pleasurable item. Her clear, strong vocal is enhanced by an exciting orchestral arrangement that features a fancy bit of piano playing. The under level is a slow, elegantly executed by Sarah and the Suncoettes. The choral harmony of the group is expressive and highly individualistic. Together, the artists succeed in bringing in a likely disk.

"STRANGE MAN" (2:50) "LET'S GET HIGH" GRANT (M.R. BLUES) JONES (United 864) • Grant (Mr. Blues) Jones and his ork.[It] out two items written, arranged and sung by Mr. Blues himself. The first side, a slow light beat, is solidly sold by Jones. The ork's backing is polished and sets off the mighty voice of the piper to good advantage. Under portion is a rocking, rolling waxing with Grant Jones projecting his raucous vocal. Here are two good sides for the box.

"HE'S ABLE TO CARRY YOU THROUGH" (2:29) "UNITED WE MEET AGAIN" (2:25) THE SALLIE MARTIN SINGERS (Specially 833) • The Sallie Martin Singers drive out a jubile type religious number with force and emphasis. Brother Joe May's deep voice takes charge of the spirited piece and receives solid support from the Sallie Martin Singers who harmonize beautifully. The second side is a slow spiritual, performed by the same artists. Cora Martin is the lead vocalist on this waxing.

"AS YOU ARE" (2:35) "I ONLY HAVE EYES FOR YOU" (2:35) SLIM GAILLARD (Mercury 5792) • A beautiful oldie with a gypsy flavor is taken for an easy spin around the wax by Slim Gaillard. Slight changes in the opening of this flip make the feelingful and warm treatment. The smooth and mellow rocking Gaillard on the record that could break through. Flip is another soothing oldie with the melodic chanting dramatically. It is a pleasant side and gives ops a strong coupling.
Spike Jones Explains Popularity Of
Folk Music By One Word—Migration

FROM NEW YORK—In an exclusive interview with The Cash Box, Spike Jones last week made the following statement:

"I don't have to convince you of the popularity of country music in the last five years. The tremendous Juke Box Operator Battle of the Bands, in ALL PARTS of the country on such records as "Tennessee Waltz," "Cold, Cold Heart," "Slippin' Around," "Bouquet Of Roses," and "Slow Poke" certainly confirm the demand for a simple singable tune in a melodic manner.

Having traveled 215,000 miles visiting stations and over 200 cities in the last five years, I have found hillbilly artists to enjoy the same popularity as the Juke Boxes as artists who sing "popular standards." I think that this increasing demand can be explained in one word: MIGRATION!

During World War II, a boy in the service from Dalton, was stationed at spots like Knoxville or Memphis and he acquired a love of the hillbilly music he heard constantly. A boy from Atlanta who found himself in a local tavern put the type of music he had been raised on in his house and didn't see any mystery about this—isn't this music typical American?

After last several years during my trips through the South with my "Western Swinging Reverb," many coin machine operators asked me why we hadn't recorded some hillbilly. However, it is much easier said than done. The CITY SLICKERS are known for musical satire and I felt that to offend these operators, if we stuck to our original style—pistol shots, auto horns, cow bells, etc., would be contrary to the request of the venture. To record this kind of material would require an extremely different instrumentation.

Fortunately, at this time Dave Kapp joined Victor as head of A & R. On his recent trip to the Coast we spent many hours together going over the first attempts at a new musical setup and we worked out an instrumentation for the new group. After the sessions have decided to call it: "Spike Jones and His Country Cousins." I don't know when I have been so thrilled over the comments about any of our records as I am about "Dave South" and "I've Turned Gadabout."

To make up the COUNTRY COUSINS we used Jimmy Bryant on take-off guitar, Cliffie Stone on bass, Speedy West on steel guitar and vocalist Eddie Kirk. Augmenting these expert exponents of folk music I chose Marvin Turley, Eddie Kirk and George Rock as our singing trio.

I'm not only excited about the fact that we now have a combination that can play the type of song that the public chooses to make into hits, but also that the COUNTRY COUSINS will be heard on a medium that has heretofore been worthy music as the CITY SLICKERS, the coin operated phonograph.

Recently the public has asked for CITY SLICKER records on the Juke boxes, some of our arrangements have been so violent that after repeated plays they even drove bartenders to drink. In spite of all this we're happy to report that the obstacle we have sold over 15,000,000 records in the nine years that we have been recorded. I hope that for the future people will not far exceed that figure in the future years.

This is certainly very greatful. We will now be able to record the novel arrangements such as our current "It Never Rains in Southern California" and "Deep Purple" with the CITY SLICKERS and also develop a new audience with the COUNTRY COUSINS.
New York, N. Y.

1. WHEEL OF FORTUNE (Key Starr)
2. CRY (Johnnie Ray)
3. TELL ME WHY (Four Acers)
4. ANOTHER (Eddie Fisher)
5. PLEASE, MR. SUN (Johnnie Ray)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. TIGER RAG (Les Paul & Mary Ford)
8. BERMONDA (Bell Sisters)
9. BROKENHEARTED (Johnnie Ray)
10. BLUE TANGO (Lesley Anderson)

Chicago, Ill.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. BLUE TANGO (Lesley Anderson)
3. BLACKSMITH BLUES (Elia Mero Maro)
4. FORGET (Four Acers)
5. I'LL WALK ALONE (Don Cornell)
6. BLACKSMITH BLUES (Elia Mero Maro)
7. CRY (Johnnie Ray)
8. ANOTHER (Eddie Fisher)
9. HAMBONE (Frankie Laine)
10. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)

Los Angeles, Calif.

1. WHEEL OF FORTUNE (Key Starr)
2. CRY (Johnnie Ray)
3. TELL ME WHY (Four Acers)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. BLUE TANGO (Lesley Anderson)
6. PLEASE, MR. SUN (Johnnie Ray)
7. TIGER RAG (Les Paul & Mary Ford)
8. ANOTHER (Eddie Fisher)
9. SLOW POKE (Pete and Mary Ford)
10. DANCE ME LOOSE (Arthur Godfrey)

Savannah, Ga.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Acers)
3. ANOTHER (Eddie Fisher)
4. WHEEL OF FORTUNE (Key Starr)
5. BERMONDA (Bell Sisters)
6. JEALOUSY (Frankie Laine)
7. BLUE TANGO (Vince Wintershalter)
8. PLEASE, MR. SUN (Johnnie Ray)
9. STOLEN LOVE (Eddy Howard)
10. WISHIN' (Eddy Howard)

Walla Walla, Wash.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Acers)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. BE MY LIFE'S COMPANION (Mills Brothers)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. TELL ME WHY (Four Acers)
7. PLEASE, MR. SUN (Johnnie Ray)
8. SLOW POKE (Ray, Ford)
9. WHEEL OF FORTUNE (Key Starr)
10. COME WHAT MAY (Pete Poole)

Butte, Mont.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Acers)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. BE MY LIFE'S COMPANION (Mills Brothers)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. TELL ME WHY (Four Acers)
7. PLEASE, MR. SUN (Johnnie Ray)
8. SLOW POKE (Ray, Ford)
9. WHEEL OF FORTUNE (Key Starr)
10. COME WHAT MAY (Pete Poole)

Phoenix, Ariz.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. BE MY LIFE'S COMPANION (Mills Brothers)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TELL ME WHY (Four Acers)
6. PLEASE, MR. SUN (Johnnie Ray)
7. SLOW POKE (Ray, Ford)
8. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
9. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
10. ANOTHER (Eddie Fisher)

Dallas, Tex.

1. CRY (Johnnie Ray)
2. WHEEL OF FORTUNE (Key Starr)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. BE MY LIFE'S COMPANION (Mills Brothers)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. TELL ME WHY (Four Acers)
7. PLEASE, MR. SUN (Johnnie Ray)
8. SLOW POKE (Ray, Ford)
9. A KISS TO BUILD A DREAM ON (Louis Armstrong)
10. BROKENHEARTED (Johnnie Ray)

Omaha, Neb.

1. BE MY LIFE'S COMPANION (Mills Brothers)
2. TELL ME WHY (Four Acers)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. SLOW POKE (Ray, Ford)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. TELL ME WHY (Four Acers)
8. SLOW POKE (Ray, Ford)
9. BROKENHEARTED (Johnnie Ray)
10. BE MY LIFE'S COMPANION (Mills Brothers)

San Diego, Calif.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Acers)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. SLOW POKE (Ray, Ford)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. TELL ME WHY (Four Acers)
8. SLOW POKE (Ray, Ford)
9. BROKENHEARTED (Johnnie Ray)
10. BE MY LIFE'S COMPANION (Mills Brothers)

St. Paul, Minn.

1. WHEEL OF FORTUNE (Key Starr)
2. BLUE TANGO (Lesley Anderson)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. TELL ME WHY (Four Acers)
5. ANOTHER (Eddie Fisher)
6. I'LL WALK ALONE (Don Cornell)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. BLACKSMITH BLUES (Elia Mero Maro)
9. HAMBONE (Frankie Laine)
10. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)

Cleveland, Ohio

1. WHEEL OF FORTUNE (Key Starr)
2. CRY (Johnnie Ray)
3. TELL ME WHY (Four Acers)
4. ANOTHER (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. COME WHAT MAY (Pete Poole)
8. BLACKSMITH BLUES (Elia Mero Maro)
9. BLUE TANGO (Lesley Anderson)
10. SLOW POKE (Ray, Ford)

Atlanta, Ga.

1. WHEEL OF FORTUNE (Key Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. CRY (Johnnie Ray)
4. ANOTHER (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. COME WHAT MAY (Pete Poole)
8. BLACKSMITH BLUES (Elia Mero Maro)
9. PLEASE, MR. SUN (Johnnie Ray)
10. SLOW POKE (Ray, Ford)

San Francisco, Calif.

1. WHEEL OF FORTUNE (Key Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. ANOTHER (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. BLACKSMITH BLUES (Elia Mero Maro)
7. PLEASE, MR. SUN (Johnnie Ray)
8. SLOW POKE (Ray, Ford)
9. BROKENHEARTED (Johnnie Ray)
10. DANCE ME LOOSE (Arthur Godfrey)

Portland, Ore.

1. WHEEL OF FORTUNE (Key Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. TIGER RAG (Les Paul & Mary Ford)
5. ANOTHER (Eddie Fisher)
6. I'LL WALK ALONE (Don Cornell)
7. ANOTHER (Eddie Fisher)
8. DANCE ME LOOSE (Arthur Godfrey)
9. SLOW POKE (Ray, Ford)
10. HOODOLIN' RAG (Pete Poole)
CHICAGO—Reports from operators in these areas, where 30 work plants have turned to the new thirty hour stretch-out work weeks, to speed whatever work they have as many of their employees as possible, are to the effect that, instead of being a play action, the effect that, instead of being a play action, the play action has gone up and, in many spots, is continuing to go up.

But among these operators is the workers, having more time on their hands, are again whiling away their time awaiting calls to heavier work schedules in their favorite taverns and other meeting places.

In such locations play has continued to increase.

Old timers in the field recall that this industry actually saw its first great growth during the depression of the thirties when workers had little, if anything to do, and meeting places in various neighborhood locations found play action heavier than at anytime since, with the exception of the war period.

One operator put it this way, "If not for the play in our area at this time we would have been in a real spot but work is going down for a while, but attributed this to regular seasonal falling off.

"Then," he continued, "about three or four weeks ago, play started to go up again.

"At first," he said, "we didn't attribute it to anything but a return to normal play action.

"But as the play action continued to go up", he advised, "we decided to investigate and we found that, due to the stretch-out work weeks we have here in this area, many of the operators are changing around their favorite spots again and, because of this play was going up.

"It's still going up", he concluded.

In some areas where unemployment hit rather hard, due to changeover from civilian to war work and also due to lack of materials, play did go down very deeply for a while. But even in such places, ops have since reported, play action has started to pick up and has held up, even continues going up on many locations.

These ops also attributed this better play to the fact that the workers have more time on their hands and both games and juke boxes are benefiting.

The operators seem to be enjoying benefits from idleness in some areas, distributors are losing out.

The fact remains, some distribute report play action is almost impossible to obtain the latest model used equipment they need and on new equipment, dealers aren't as certain nor yet in sufficient quantities to insure sales hikes.

Manufacturers Report They Expect PLENTY MATERIALS SOON

CHICAGO—Since the appearance last week of the CMP (Controlled Materials Plan) chart which showed the amount of materials manufacturers were receiving for the second quarter of 1932, as compared to the first quarter, and also as compared to their normal quarter usage, manufacturers have stated that:

"We expect to have sufficient amounts of materials very soon."

In short, like manufacturers in other industries, the word has come thru that the materials situation is loosening up to the point where much decontrolling of much material is expected almost any day.

There is a belief that one of the first of the critical materials which will probably be decontrolled will be aluminum. This is one metal that has a volume usage in this industry.

Other materials, such as copper wire, zinc, and even brass mill products, may also be decontrolled. Load has already been placed back on the open market.

With this fact in mind, there is every belief that the manufacturers may, by the third quarter of this year, be back in volume production action that they were, or very close to such volume.

This is all based on the provision, of course, and as the manufacturers report, they that will have the new products for the trade which will clear the top volume production at their factories.

There is a very great demand from games users for lower priced equipment. There is also a demand from many territories for new type novelty amusements which will meet with approval of local communities.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Many basketball players are wondrously made for the game. They have the reach that makes it easy to drop the ball through the hoop. “Reach” counts in music, too.

The new AM I was designed to reach out for patrons’ attention, make it irresistibly easy to drop coins in the chute. High enough to be seen in every location, Model “D’s” attractive cabinet and lighting, its simplicity of selection and play — all add up to a bigger score in the profit column.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Record Manufacturers Appear In Washington On Royalty Hearing

NEW YORK—The sub-committee of the Judiciary brought the members of the record-manufacturing industry to Washington on Friday, March 21, for a hearing to determine their action if royalty payments should be from the current 2c per record to 3c, 4c or 5c—or to institute some other type of legislation to give the copyright owners additional royalties. FULL REPORT OF FRIDAY'S PROCEEDINGS IS REPORTED ON PAGE 11.

1-2-3 or 4 CAN PLAY! New! THE GAME SENSATION OF THE YEAR!

4-PLAYER DERBY

See WURLITZER Uncover Its...

4 NICKELS IN ABOUT 1 MINUTE PLAYER COMPETITION TIMES THE EARNING POWER

CHICAGO COIN MACHINE COMPANY 327 S DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

Altho Metals Pinch Eases, Machine Tool Ban Still In Effect

WASHINGTON, D. C.—Altho several areas throughout the country have raised loud clamers about the lack of work, thus creating an employment situation, statistics released this week by the Bureau of Labor Statistics show manufacturing employment dropped only by 160,000 over the preceding year, and that there are now 50,800,000 persons employed in industrial work.

However, it was pointed out that increased employment in non-manufacturing industries contributed to the reduction so that the total of non-farm employment was 440,000 higher than a year ago.

The Bureau reported that between January and February of this year, non-farm employment dropped to 45,000,000, because of seasonal reduction in retail trade and construction. The Bureau added, however, that pre-Easter employment gains were reported by the apparel and shoe industries, and most of the metal working industries were reporting small additions to their work force as a result of expanding defense production and some easing of metals supplies.

The defense industries, particularly the ordnance, instruments, machinery and transportation equipment industries, increased their work forces by 5 per cent or more between January 1951, and February 1952, it was stated.

Employment Only Slightly Off From High Of 1951

WASHINGTON, D. C.—Employment in the past week several additional areas throughout the country were declared "critical housing areas" by the government. These areas see an increase of both army and civilian personnel, and we list them as operators of coin machines can be aware of centers where their equipment would get good play.

Defense activity: Texas area, 1st Air Force Base here, with many military and civilian aircraft workers on hand.

Other areas are: York, Nev.; Williamsport, Pa.; Port Lavaca, Texas; and the town of Norwich, Conn.

Population Hikes In Defense Areas

NEW YORK—During the past month, several additional areas throughout the country were declared "critical housing areas" by the government. These areas see an increase of both army and civilian personnel, and we list them as operators of coin machines can be aware of centers where their equipment would get good play.

Defense activity: Texas area, 1st Air Force Base here, with many military and civilian aircraft workers on hand.

Other areas are: York, Nev.; Williamsport, Pa.; Port Lavaca, Texas; and the town of Norwich, Conn.

WANTED Stoner—or any other type of Candy Machine. Write us, giving description of condition, make, quantity and price in 1st letter.

Supreme Distributors, Inc. 370 E. N. 2nd Avenue, Miami 37, Fla.

ALLEYS AT VERY LOW PRICES $14.50 up We have every alley in stock. Send for list.

Packets, BOXES $7.50 up

Seaborg WIRELESS BOXES 9.00

PIN GAMES . . . . $14.50 up Send for list.

MUSIC MACHINES . . . . $25.00 up Send for list.


Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Something to Sing About... GOTTLEIB'S

with a Foursome of Fascinating, Fast High-Stepping Features!

MULTI-VALUE ROLL OVER
at bottom center of playfield—scores Replays when numbers 1 to 8 are hit or when all 4 "Pop" Bumpers are hit.

SUPER REPLAY AWARDS
When numbers 1 to 8 are made and BALL TRAP is filled, Multi-Value Roll Overs for Extra Special Replays provided.

BALL TRAP provides HIGH SCORE—lights corresponding "Pop" Bumpers and Roll Overs to score Points—awards Replay when filled.

4 "POP" BUMPERS! 4 FLIPPERS!
and Foremost in Gorgeous, Dazzling Color and Design!

ORDER NOW FROM YOUR DISTRIBUTOR

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

"There is no substitute for Quality!"

Would You...

BOWLING TEAM REPRESENTS KANSAS OPER

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

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

The coin operated entertainment industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesque strippers, vaudeville aero-hats, circus tambors, radio soap operas, etc., 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 one industry in which you are most interested.

You wouldn't stand for wasting your hard-earned advertising money by spending it where you do not reach your complete market?

Think! Advertise in The Cash Box—your magazine!

Write for rates —

THE CASH BOX
26 W. 47th St., New York, N. Y.

Special!

CABLE, 4 Conductor, for any 3-wire system. 500 ft. reels. Per ft. 4¢

CABLE, 30 Conductor. Per ft. 20¢

SEEBURG HIDEAWAY UNITS, Metal, 4-246M. Ready for location. $119.50

SEEBURG S: WIRELESS WALL BOXES, 11'-2, 7'-95

RUNYON SALES COMPANY
Factory Representatives for AMI Inc.
Bally Mfg. Co., J. H. Keeney & Co., Inc
Permo Inc.
593 10th Ave., New York 18, N.Y., LL 4-1080

ARCADE OWNERS
Get Ready for The 1952 Season

WE HAVE EVERYTHING
EQUIPMENT (New & Reconditioned), CARDS, PARTS and SUPPLIES
FREE: 14 Page, 160 Ill. Catalog

M. & M. UNVEIL

575 10th Ave. at 42nd
N. Y. 18, N. Y. (882) 9-6677

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Ace Premium Sales Moving To New Larger Quarters

CHICAGO—In his first expansion move since starting his own firm, Ralph Sheffield of Ace Premium Sales Company, this city, reported this past week that the firm is moving to larger quarters at Milwaukee and Belmont Avenues within a few weeks.

Sheffield has built up a large following of operators for the premises the firm features.

He has also taken strong hold in the general premium business and, because he now needs more room for stock as well as more sales space, is forced to move to larger quarters.

It is understood that the new quarters, located at a very outstanding intersection of this city, will not only be more spacious, but will also be much more impressive and will feature a great many new items which the firm wasn’t able to display and stock previously.

“This will allow us,” Sheffield stated, “to give everyone of our customers much finer and speedier service while bringing them many, many more items than we were able to formerly feature.”

Harry Rosen To Be Honored With Testimonial Dinner

NEW YORK—The coin machine industry drive for the United Jewish Appeal of Greater New York will hold its annual dinner on May 27 at the Waldorf-Astoria Hotel, and this year will honor Harry Rosen, head of Atlantic-New York Corporation, with a testimonial dinner.

Sidney Levine, attorney for the Automatic Music Operators Association, who is serving as chairman of the coin machine industry for this UJA drive, acclaimed the plan of honoring Rosen with the statement: “Harry Rosen symbolizes our industry’s dedication to helping Israel’s rebirth in the family of nations. It is altogether fitting and proper that in honoring him we also do our utmost toward surpassing all previous endeavors for the United Jewish Appeal.”

At the recent organizational meeting, Albert Denver, president of the Automatic Music Operators Association, was also chosen to lead the mobilization drive. “In taking over the chairmanship of the mobilization drive,” Denver declared, “I must have the help of everyone in the industry. Without a broadened participation, it will not be possible to exceed last year’s contributions.

Other columnists who volunteered to serve on the executive committee, which is still in formation, were: Barney Superman, Rayon Sales Co.; Charles Aronson; Charles Bernoff; Theodore Blatt; Al “Senator” Bodkin; Frank Calland; Nash Gordon; Arthur Herman; Max Iskowitz; Mike Munves; Meyer Parkoff; Louis Price; Jack Schoenbach; Barney Schlang; Jack Semel and Max Weiss.
Miami Operators' Assn. Arranging Public Relations Program

MIAMI, FLA. — William (Little Napoleon) Blatt, president of the A. M. O. A. (Amusement Machine Operators Assn.) of this city, announced this past week that the operator members of this organization had decided on a public relations program.

He stated, "We are in the midst of planting a campaign which we hope will be taken up by the press here and which will show our industry in an entirely different, more appealing and more outstanding light to every citizen in this community.

"We feel," he continued, "that the time has arrived when the operators, themselves, must tell all about their efforts as citizens of their communities to bring about better business, and "The Arcade King" living from coin operated entertainments, as well as the work which the operators are doing to help their communities to prosper, to grow greater, and to help lead the way for cleaner, better living conditions and outstanding citizenship.

Blatt reported that the public relations program which this association has in mind is very simple. He also said that it is based on editorials which were printed in The Cash Box for many years, urging the trade to create a "National Public Relations Bureau".

He stated in this regard, "If there were a 'National Public Relations Bureau' in operation today, as 'The Cash Box' suggested, many of us operators and, especially, all of the operators' associations, could join in and help put this over in a big way.

"But, since there is no such thing today, we operators have to work individually in our own communities and we are, therefore, going ahead with a local public relations program of our own."

Arcade Season Starts Big For Mike Munves

Sales Running Ahead Of 1951 Which Was Record Year

NEW YORK — Every year around this time Mike Munves becomes the busiest wheeler in the country. Munves is the man who has been supplying arcade owners, shore locations and resort spots with equipment for close to forty years. It was many years ago that the trade tabbed him "The Arcade King".

When 1951 came to a close, Munves reported that the firm had created a record in volume sales, even better than in the lush war years.

Now, with 1952 getting off the mark, Munves states that buying has begun even earlier than the previous year. "We didn't expect buyers to visit or write us until the end of March or beginning of April. However, in the past few weeks they've loaded us up with orders. If this starts is any indication of what's to come, we'll be working day and night for weeks on end. It looks to us that 1952 will even top our last year's record."

Munves has been advising arcade owners to place their orders early so that equipment can be shipped to them for their openings, which usually comes off on Decoration Day.
Cowboys from Minnesota

MINNEAPOLIS, MINN.—According to word from all over the country, coin operated mechanical horses are running wild. Here we see the brothers Monty and Joe Perkins, local operators, looking over Exhibit’s “Big Bronco” in the showrooms of Lieberman Music Co., this city.

REPLACEMENT PLASTICS AND BUBBLER TUBES
WRITE FOR LIST OF MANY ITEMS ALL PRICED EXTREMELY LOW!
SPECIAL: Wurlitzer 1015 curved, right or left, $7.95 ea.
KOEPPEL DISTRIBUTING CO. 629 Tenth Ave., New York 19, N. Y. (Tel: Circle 6-9579)

EASTERN FLASHES

The tight money condition among ops (due to income tax payments and license purchases) relaxed a bit this week, with buying along coinrow showing a decided pick-up. However, a condition exists that puts the wholesalers in a peculiar position. Some operators, whose bankrolls are slim, at the moment, were looking to buy equipment. Wholesalers were being asked to hold off on payments due for a short while, and at the same time put them on the books for additional equipment needed. In most instances wholesalers were agreeable as they know that the operators would be paying their bills soon. It would seem to us that operators, who have run into this same situation every year, would make provisions to soften the blow from falling at one time by allocating portions of their collections throughout the year for this contingency. We guess many efficient operators do.

Weather conditions have a lot to do with the activity along coinrow. The sun shone for a few days this week, and 10th Avenue saw a number of arcade owners and operators who have shore and summer resort locations. Then a snow flurry came along, and the visitors were missing. However, Mike Munves, the arcade kind, gets off to a flying start for 1952. He’s rushing around like mad already. A1 Munves has already traveled to the world, those machines leaving for Greece were the first ever shipped to that country. Then there was the arcade owner who wanted to buy 25 new machines, each different. By the way, Mike leaves for Chicago this Saturday to visit the Exhibit factory. Brother Joe Munves leaves for the factory on Thursday. Another wholesaler, who keeps getting busier with each passing day, regardless of weather or financial situations, is Koepel Distributing Co. Harry and Hynie Koepel find little time to relax with several former coinmen friends who drop in to say hello. They took the boardings away from the new building built by Al Simon, Albert Simon, Inc., and its most welcome addition to coinrow. The most beautiful building on the row. As usual, A1 moves into the new quarters with the ChiCoin line the list of April. New secretary, Nabel Hadjidakis, will add to the beautiful decor of the plush offices.

Joe Young and Abe Lipsky, Young Distributors, away from the office this week, visiting up at the Wurlitzer factory in North Tonawanda. Expect to return with some sensational news. Dave Barron, former games operator, drops in to visit with the Koop brothers. Dave will be recalled by the old-timers as the first president to serve the games association away back. He now runs a fleet of taxicabs and states he’s very well satisfied. However, once a coinman always a coinman. He was asking questions that would lead us to believe he’d re-enter the biz if an opportunity arose... Another ex-old-timer making the rounds was W. R. Chucy, who formerly operated in Newburgh, N. Y. Phil Greitszer, Brooklyn operator, at the various wholesalers, buying equip and supplies... Ben Becker, Bally’s special representative to the city the past week, crying about his recent trip to Miami, Fl. Seems that he drove to Miami, stopping off at various Bally distrib, and then drove back to the big city. “That’s one long and lonely drive” means Ben. Jack Mitnick, A.M.I.’s eastern representa-tive in town for the week. He leaves for a mid-western trip, which he states will keep him on the road for the next two or three weeks... Teddy Seidel, manager of the new coinrow offices of American Vending Co., gradually stocking up plenty of games and music to show the ops... We hear from several people that Milty Green, Bossman of American, is home ill... Burney (Sherry) Supperman, Runyon Sales Company, in quite a tough situation. “The operators love the A.M.I. ‘D’ and grab up every piece we receive, its the fashion” he sighs. “But, the problem is, we don’t get enough to satisfy the demand.” “We can’t even keep a sample on the floor” chimneys in Morris Road... Dave Lowy, Dave Lowy & Co., streets us for a moment with a great big smile. Biz must be good here... Charley Kantor, president of the Cincinnati Phon Owners Assn., in town for a week or so. Charley will appear on the TV Show “Songs For Sale” as a panel judge.

THERE’LL BE NOTHING
“OLD HAT”
about the
year’s
TOP
Attraction

Watch Wurlitzer tip its lid
AT YOUR WURLITZER DISTRIBUTORS
NATIONAL WURLITZER DAYS
APRIL 6-7

"It's What's in THE CASH BOX That Counts"
Check the Facts!

52 Classified Ads of 40 Words Each

ONE 40 WORD CLASSIFIED AD EACH WEEK FOR AN ENTIRE YEAR - 52 WEEK'S ISSUES - ACTUAL COST OF 52 - 40 WORD CLASSIFIED ADS AT REGULAR RATE OF 10¢ PER WORD ........................................... $208.00

PLUS - FREE - Full Year’s Subscription - ACTUAL COST ......... 15.00

TOTAL VALUE - - - $223.00

America's outstanding magazine publishers call this, "America's Greatest Advertising Bargain." Imagine—a 40 Word Classified Ad FREE Each and Every Week in the Biggest and Most Famous Classified Advertising Section in the Entire Industry—PLUS—FREE Full Year's Subscription to "The Cash Box"—A TOTAL VALUE OF $223.00—ALL FOR ONLY $48. Send your check for $48 along with your first 40 word classified ad TODAY! THIS IS THE GREATEST GIFT YOU CAN BUY YOURSELF!! DO IT NOW!!

THE CASH BOX, 26 WEST 47TH ST., NEW YORK 19, N. Y.
This is the Time to Produce a Good, Old-Fashioned, Easy-To-Play and Easy-To-Understand Game. It Would Boom Business, Revive the Field, Make More Money for Everyone.

Maybe we're nuts! But, we've been told that before! Therefore, we wouldn't be amazed; we wouldn't be dazed and, most definitely, we wouldn't be phased.

We've yelled, yelled, yelled, and yelled some more, that what the public wants is just a good, old-fashioned, lot-of-fun type of game so that Mrs. Jones can still hold on to her shopping bag full of groceries in one arm, and pull a plunger with the other.

And then have the grocery clerk tell her: "By golly, Mrs. Jones, you did it!"

No fancy automatic adding up of high scores! No bums! No flips! No spills, chills and jack-pots!

Just a simple, good, old-fashioned bagatelle game, that can DO THE JOB for people who like to have some fun. Who like to laugh with their beer.

Some guy, who's just hanging around a joint for a few minutes, and who wants to "play" and have some fun so doing.

If any coin machine operator in this business can tell us when he made more than he made with "Five Star Final" or "Ballhoo" or "Bingo" or anyone of the old-timers like "Silver Cup," and some others that we can recall, all of us, here at The Cash Box, would like to hear about it.

Maybe there isn't MUCH PROFIT in a good, old-fashioned "bagatelle" game, as there is in some of the new babies.

But, there's a new and bigger industry to be built.

AND—WHAT'S MOST IMPORTANT—THERE ARE TWO GENERATIONS OF KIDS WHO HAVE GROWN UP WHO NEVER EVEN SAW A GAME LIKE "BALLYHOO" OR "FIVE STAR FINAL." (That's what counts.)

Sure, there are a helluva lot of gadgets today on every game! Just like there are a lot of gadgets on a brand new fully electric cigarette vendor.

But, what the public wants, when it walks up to put its money in that cigarette vendor is still—A PACK OF CIGARETTES.

And, likewise, what Mr. and Mrs. Johnny Q. Public want, when they walk up to any kind of an "amusement" game is—AMUSEMENT.

In addition to relaxation and fun and competition and JUST A GOOD TIME.

Let's stop kidding ourselves, in this coin operated entertainments business, and kidding everyone else, too. Let's take first principles FIRST!

What the public wants is MOST IMPORTANT! Because it's WHAT THE PUBLIC WANTS that keeps operators WANTING!

So what's the difference if the public wants just a good, old-fashioned, lot-of-fun game that simply lights up the figures of the pockets into which the balls they've shot have fallen and they, themselves, add up the score?

Department stores all over the country, sell hundreds of these kind of games every Xmastime.

So why shouldn't some enterprising manufacturer bring out such a game? (Have you any sound, logical, and really strong, great arguments against it?)

Let's TEST.

Let's LEARN.

There are TWO NEW GENERATIONS HERE. Young people who have never before seen or played anything like what we're talking about.

Let's learn what THEY think!

They're the people who put in the coin that pays for the game that makes the money to buy the new games that are manufactured for the operators who think they know what a game should be after they find out what that game makes for them, when they've placed it on location.

JUST REMEMBER—when Mr. and Mrs. Johnny Q. Public walk up to a cigarette machine with two-bits in their hand, THEY DON'T WANT TO BUY THAT MACHINE! ALL THEY WANT TO BUY IS THE PACK OF CIGARETTES THE MACHINE VENDS!!!!

And when Mr. and Mrs. Johnny Q. Public decide to invest some coins playing bagatelle—and they walk up to the machine with coin in hand—THEY DON'T WANT TO BUY THE MACHINE! They just want to have lots of fun and relaxation and laugh.

Gotta a better reason why some manufacturer shouldn't build a bagatelle like the old-timers . . . to sell for a low price?

Just think of what a business REVIVAL this would bring about?

So why don't you holler, to try one out??
Bally Futurity & Bally Spot-Lite
Wurlitzer 1400 & 1450
WRITE! WIRE! PHONE! CALL AROUND TODAY!

The Finest Name in Coin Machines. Exclusive With Bally Products and Wurlitzer Phonographs.

YOU'RE INVITED!
TO OUR OFFICIAL OPENING
Saturday, March 29 — Sunday, March 30

See The NEW AMI Phonograph and all the other machines you'll need to insure yourself the best and most profitable operating in your history. Be sure to see these two big, official opening days.

Audrey Hunter — Abe Susman
STATE MUSIC DISTRIBUTORS, INC.
3100 MAIN STREET, DALLAS, TEXAS (Tel: RI-6455)

FOR YOUR SPRING & SUMMER NEEDS!

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SHUFFLE & CALLING GAMES

$10.00 or more up

LAKE CITY AMUSEMENT CO.
4535 PAYNE AVE., CLEVELAND, OHIO
(Tel.: Héndonor 1-7577)

DALLAS DOINGS

Biggest news here this week was the formation of State Music Distributors, Inc., at 3100 Main St. Firm headed by Abe Susman and Audrey Hunter, two well known figures in the coin biz. Simultaneous with formation of the firm, they announced their appointment as distributors for AMI phonos in this area. Also sent out invitations to ops to attend their grand opening on March 20 and 21, Saturday and Sunday. The dust storms in Texas (particularly West Texas) creating havoc. Olin Dreyer, one of the most prominent West Texas coin machine operators, had to drill his own water well. . . . It's getting so the folks would rather bring in a water well than an oil well. What a revolting development. . . . We are glad to hear that business is going well for J. Clyde Bell's increasing his Amarillo coin machine route. W. W. Berry of Goldswithe, also is increasing his coin machine route and adding some of the new Chicago Comic "Derby."

Pano Karr of San Angelo was in town not long ago buying some new equipment . . . Earl Burns is buying the Chicago Coin "Derby"—Says its a real hit with the public. . . One of the biggest coin machine operators in Big Spring, Pete Zuniga is opening up several new cafes. In spite of the dust a smart man can still make his share. . . Bill Tomlinson is now operating his coin machine route in Denison and Sherman. He calls his new operation Twin Cities Amusement Company. Most of his equipment is brand new. . . Bob De Priest has sold his grocery store and has decided to devote his entire time to the juke box business. . . . Tommy Chatten feels spring in the air. He is busy these days setting out flowers, gladolid bulbs, etc. Nature Boy Chatten, they call him over at Commercial Music. . . C. L. Ford of San Augustine was in town buying.

Please mention THE CASH BOX when answering ads—It proves you're a real coin machine man!
A Washington, D. C. Operator Writes:

The Cash Box, New York, N. Y.

Gentlemen:

I would appreciate it very much if it would be possible for you to send me a copy of “The Cash Box” dated the last week in June or the first week in July of this year.

We base our inventory for Personal Property Tax on “The Cash Box,” and we are having some trouble with the tax people.

Very truly yours,
J. H. Phillips
Phillips Novelty Co., Inc.
Washington, D. C.

Are YOU Faced With The Problem Of
“Personal Property” TAXES?

IS IT WORTH $15 A YEAR TO YOU TO GET FAIR AND EQUITABLE, COURTEOUS AND UNDERSTANDING TREATMENT FROM
YOUR “Personal Property” TAX COLLECTOR... AND KNOW, AT THE SAME TIME, THAT HE BELIEVES YOU BECAUSE YOU CAN PRODUCE OFFICIALLY-ACCEPTED, BONAFIDE VALUATION RECORDS?

Why endure sleepless nights? Why suffer, when you have the “Personal Property” tax collector become the beggar in your nightmare dreams?

Why have him TELL YOU what HE THINKS your equipment is WORTH? And then TAX YOU ON THAT WORTH?

YOU show him exactly WHAT THE EQUIPMENT YOU OWN IS WORTH! In that way you obtain courteous, equitable treatment and completely better understanding.

THE ANSWER IS: “The Confidential Price Lists” which appear in each and every week’s issue of the Cash Box—and which are an integral part of The Cash Box—“The Operator’s Bible”! The One Magazine The Operator Can Believe In and That He Can Trust!! The One Magazine that is Exclusively, Completely and Solely dedicated to the Operator! And Printed For The Operator’s Best Interests!

It costs you only $15 a year to have the OFFICIAL prices. Prices that are accepted by Canada—by U. S. Government departments—by States throughout the entire nation—for valuations which you present to your Col-lector of “Personal Property Taxes.” These prices are authentic and meet his standards.

Be a HAPPY, SMILING OPERATOR—subscribe to THE CASH BOX today. All for only $15 per year—just about $25 per week!

TEAR OUT AND MAIL TODAY TO . . .

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 19, N. Y.

Gentlemen: It is worth $15 a year to get straightened out with my “Personal Property Tax” Collector. Enclosed find my check for $15, and start sending me “The Cash Box” immediately.

FIRM NAME . . .

ADDRESS . . .

CITY . . . ZONE . . . STATE . . .

Individual’s Name . . .

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

CALIFORNIA CLIPPINGS

And the rains came, as you folks in the East have heard. Understand from a New York relative just arrived in town that the papers here back there had several thousand homeless on the January rains. Figure might be one part truth, if you figure as homeless the seven that sitio buildings and keep their homes for a day or two, just to move in with friends living out of the flooded low areas. March 15 weekend was supposed to have capped the earlier rains, and we imagine some of the Eastern papers had all of Los Angeles flooded up past Catalina Island. Turned out to be considerably under the weather man’s prediction. A dry spell is supposed to be starting in soon. This should be good news to distrubs and ops, especially as regards summer resort locations.

Says the sissy weather has affected conversation in this industry as well as all others around the Los Angeles area. As Charlie Long tells over at Paul Laymon’s: “Even the horses have slowed down. Guess the boys will have to start turning out mudders.”

Despite the weather, the steady pick-up in music and game sales continues at several distris, among them Paul Laymon, where Paul tells us the Wor-litler 1400 and 1450 have had their best spurt in some time. This also applies to Bally’s “Spot-Lite,” which sold out two shipments fast and is waiting on a third. Visiting this many friends on the Row from San Francisco was Lou Wochler, the top distr up there . . . Phil Robinson, Chicago Coin rep, was back from his Northwest tour with much support of “Derby” winning the same warm reception in a hurry that it did in these parts . . . Jack Simon tells us that he and Abe Chapman are receiving inquiries on their “Buccaroos” not only from all over the States, but from Canada, the Hawaiian and Philippine Islands, and even Australia. Suggest if the boys ever ship ‘em Down Yonder, they change the moniker to Phar Lap for a sure winner with that side.

Orkater Ralph Flanagan, accompanied by manager and press agent, dropped in at Leuenhagen’s where Bill L. is now busily stocking up on his jukebox and game department. He’s still planning on that fancy opening, but “Seems we’ve played up the wrong one” he says. Says a few things lined up. Our sincere condolences to former Montebello operator Jud Lilley, whose wife was killed in a recent automobile accident and Jud is still in the hospital with serious injuries.


MINNESOTA MUSINGS

With the coming of nicer weather there is also increased activity on the part of the operators to set up their locations, shifting machines from one location to the other, and putting in new equipment in the top spots. By putting in new equipment in the top spots and moving their equipment down the line, the operators can dispose of their older equipment which is not making enough money and get all of the new ideas. This is definitely a real money maker, and as operators increase the productivity of the route and also increase the interest in the type of coin machines that are on location . . . Some of the operators who were in to see what was new in the coin machine field, and also buying some equipment to make the changes were: Frank Phillips of Winona; Ben Weis of St. Cloud; T. J. Burke of Arlington; Andy Benda of Ironwood, Mich.; Morris Ameeu of Minnesota; Ed Kubes of New Prague; L. J. Savard of Red Lake Falls; and Kap Keister of Frontenac . . . The husband and wife combinations seen here and there in town were: Mr. and Mrs. Morris Berger of Duluth; Mr. and Mrs. T. J. Fischer of Waconia; and Mr. and Mrs. Jack Lowrie of Lake City.

Among those operators who are vacationing, of course we must report Sal Stone is having a good time in Florida; and Ike Pearson of Bridgewater, S. D. is making the most of fishing in the sun in Florida also . . . Mr. and Mrs. Fritz Eichinger of St. Paul, are spending six weeks in Hawaii . . . Walter Wilson of Winnipeg, Manitoba, Canada, stopped in the Twin Cities on his way back to Winnipeg after spending several months down in Dayton, Florida. Walter had a heart attack and went to Florida to take in some of the sunshine and recuperate and he certainly is looking fine now . . . In town from the St. Cloud, area were Jeff Kost and Charles Sersen. J. B. Segelin of Duluth, recently returned from a tour of the country, and was found in his hotel room judging the various distri locations, in several months and the same goes for John Czerleski also of Duluth . . . George Crosetti of Brainerd, came out of hibernation for a little while to make the trip to the Twin Cities to pick up supplies for the route and also to see what was new in coin operated equipment . . . A few of the operators who were seen here and there at the various distributor and record houses and picking up supplies and records were Frank Davidson of Spooner, Wis.; Jack Backus of Jamestown, N. D.; Jack Harrison of Crosby; Chet La Doux of Virginia; John Howe of Foley; Ed Birkeymeyer of Litchfield; Elgin McDaniel of Wadena; and Stan Wosnak of Little Falls.
WANT—Seeburg M100A; AMI Model B; Bally Coney Island; Lights; Bright Lights; Back Class for Bally Hot Rods. MONROE COIN MACHINE Co., 1330 PAYNE AVE., CLEVELAND 14, OHIO. Tel. Superior 1-6000.

WANT—We are paying the highest marks for old Rock-Olais, AMI, CHICAGO, ILL. Tel. Clifferking 4-1000.

WANT—Coney Islands; Bright Spots; Bright Lights; Corner; Trade-In; Trade-Up; World Series; Keeny Four Way long life; don't short change us—keep up; also 12 ft. Shuffleboards, MON- ARCH COIN MACHINE, INC., 2257 NO. 25TH ST., ST. LOUIS, ILLINOIS. Tel. Lincoln 9-3996.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTH BEND VENDING DISTRIBUT- ING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Will buy all small or large quantities of all types. Will pay cash or will trade. LEWIS ELECTRIC SUPPLY CORP., GRAND PLACE, CHICAGO 13, ILL.

WANT—New and used records, all speeds. Attention 45 RPM Juko Box Operators! Make us an offer for your used 45s. We need used records 52 weeks a year. Entire stock of Rock-Olas for TRADE, 1539 CHESTNUT ST., PHILA., PA. Tel. MA 7-5127.

WANT—Music Operators— to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: BOX # 119, c/o THE CASH BOX, 26 W. 47TH ST., NEW YORK 19, N. Y.

WANT—Used Bright Lights; Coney Island; Lights; AMI; CHICAGO, ILL. Also 100 record Seeburgs and boxes. Best price. WESTERN DISTRIBUT- ING CO., 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Seeburg Shoot The Bear Guns. Any quantity, price and condition in colors. 777 MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel. 3-0331.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand, depending on quantity and condition if reconditioned. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Columbia; Edison; Century; National; Fox; Champion; etc. JACOB S. SCHNEL- DEKE & SON, 1440 S. WASHINGTON STREET, NEW YORK CITY, N. Y.

WANT—Wurlitzer 800's, and 1015's, all you have and receive. LAREDO EXPORTING COMPANY, LAREDO, TEXAS.

CLASSIFIED AD RATE

10 CENTS PER WORD

Count every word including all letters, punctuation, abbreviations, numerals.

Minimum ad accepted $1.00.

LETTERS IN ALL CAPS ARE FREE with 10 CENTS PER WORD.

Folded Classified ads will be held for follow- ing week pending receipt of your check or cash.

Notice to holders of Special (48) space: Space not reserved for classified ads in each week's issue cannot be assigned to future advertising. Your insertion must include your firm name, address and telephone. Name of your firm must be charged to you if the reserved space cannot be used by you. All ads must be in typewritten form. Each ad to be charged a minimum of 10 CENTS.

ALL CLASSIFIED ADVERTISEMENTS CLOSE WEDNESDAY NOON.

PARKHURST—Coney; Telephones; Bally; Swing—Players. Genco Y. Bally "Coronet" Special Shuffleboards. WANT—Hot Place, PHILA., ILLINOIS. EXCHANGE their long TRIBUTORS. Also boxes. FACTORY, TEXAS.

WANT—All types Arcade Equipment, Seeburg, AMI, Bally, etc. Quote lowest prices or will trade New Turf Kings in original crates. WANTED—Wurlitzer Equipment—Complete. CHENANGO C. LIEBERMAN, 12 BABY POINT RD., TORONTO, CANADA.

WANT—Enjoy all types of post-war flipper games, all types of pinball games. Give names, condition they are in, price wanted, and when ready for shipment. MADISON AMUSE- MENT CO., 5 PARKHURST ST., GRAND RAPIDS, MICH.

WANT—Wurlitzer Model 1250; Seeburg M-100's or more. Will pay cash or trade late Pin Games; All types Arcade Equipment. Also can use Universal Shuffle Tournament Heads or Keeny Bowling Champs. Trade-in appreciated. WEEKLY, Write, Wire or phone: BUSH DIST. CORP., 1274 W. 2ND ST., MIAMI, FLA. Tel.: 3-6425.

WANT—National cigarette machines 9M and 73M Eastern Electric Co's; Will buy late with checks. AMERICAN SHUFFLE-COURT, CHICAGO, ILL. Tel. Elev. 2-7060.

FOR SALE

FOR SALE—United Skee Alley $50; United Skee Alley 40-100, Champion $65; Rock-Ola Phonograph Model Sp 40 $20, AUTO- MALEC. 1080's, Chicago. 9012 W. 113TH STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE — Cane Operated Pool Table; 100 System, $300, complete. Customers return Q-Ball and Scratch Along (new) for $100 each, or trade-in one for $125. Price $50.00 Pensacola, Florida, FLA. F.A.B. DISTRIBUTING CO., 2320 N. ORANGE AVE., ORLANDO, FLA. Tel. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, INDIANA.

FOR SALE—3 Seeburg Bear Guns $285 ea.; 1 Chico Ave Bopper, F.P. $125; 7 Packard Wall Boxes, Chessed $50 ea.; 5 Rock-Ola $50 ea.; 8-2230. Used $325; New $500. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, INDIANA.

FOR SALE—Keeny 4-Player League Boller $235; New C. P. Palace $225; New C. P. Palace Jr. $125; New Tri-Score $125; New Watertown Bally $225; Packard Wall Boxes Hi-Chromo Late $225; Aireon Coronet $125; Williams Diamond Studded $125; NEWARK DIST. CO., 42 FAIR- BANKS STREET, N. W., GRAND RAPIDS, MICH. Tel. 4-5710; 5743 GRAND RIVER AVE., DETROIT, MICH., Tel. Wheeling 5472.

FOR SALE—Bally Citations, Cham- pions, Lights; Bally, Coney, Seeburg; Vintage, vintage, new and used Consoles and Prizes. Write asking for list, price, Futhurity and other names. West Virginia Bally Distributors, ALLAN WANTZ, 345 S. 2ND STREET, WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Reconditioned Wurlitzer Piano-Flipper, Model 1080, $650; Model 1250 $475 ea.; 3 Model 1100 $325 ea.; 1 Model 750 E $99; 1 Model 750 G $99; 1 Model 715 $75; 1000/1000 $150; 1000/575 $150; 1000/675 $150. 6145 HARFORD AVENUE, BALTIMORE 13, MD, Tel.: LExington 8820.

FOR SALE—Just off our route: Water- town Bowling Ball Bopper; 1000/1000 and 48 Select WALL BOX $125; 750 Coney Bally $45; 3220 Seeburg Chrome with adaptor $45. $45; 750 Chrome $125. 1/2 deposit with order. FRENCH & CO., 7624 N. 2ND AVENUE, MIAMI, FLA. Tel.: 7267.
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 say only one classified ad per month. Just 12 ads during the entire year. Each ad of 40 words, (40 words has been found to be the size of the average classified ad) Thus 12 classified ads would cost you $4.

Each classified ad of 40 words, at the regular rate of $10 per word, would cost you $40. Multiply the $40 by 12 each for the year, and you arrive at the total of $480.

For this very same $48 you can get any 12 classified ads absolutely FREE of 40 words each.

And so 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 each week’s issue of The Cash Box for the full year of 52 weeks’ issues) for the very same price of $48. You are actually getting a $252.00 in value for only $48. A tremendous savings to you of $175.00 if you act quick.

Here’s how you save $175.00: You get 52 classified ads of 40 words each (actual cost of each ad is $4.00) at regular rates, you would pay $208.00, that is, if you did not get a complete issue of The Cash Box each week (not just a sheet or a proof showing your ad which) is worth $15.00, the regular full year rate of Ads. A saving total value of $223.00—All for only $48.

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 furnishes 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 scarce and scarcer, you will want to buy merchandise and equipment you will need to continue profitably in business. Likewise, you will want to turn dead merchandise that is gathering dust and rust into cash. For that reason, The Cash Box “Special Classified Advertising Subscription” gives you the opportunity to buy both buy and sell every week for the full year of 52 weeks’ issues.

* Enclose your first 40 word classified with your check for $48 and mail right now to:

THE CASH BOX
26 W. 47th STREET
NEW YORK 19, N. Y.

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

- 4 Pla Mor Wall & Bar Box: $7.05
- Manhattan: $89.00
- Model 30: $79.00
- Hideaway Model 400: $69.00
- 1300 Speaker: $29.50
- Willow Adaptor: $14.50
- Chestnut Adaptor: $15.25
- Cedar Adaptor: $15.25
- Poplar Adaptor: $15.25
- Maple Adaptor: $15.25
- Juniper Adaptor: $15.25
- Elm Adaptor: $15.25
- Pine Adaptor: $15.25
- Spruce Adaptor: $15.25
- Walnut Adaptor: $15.25
- Lily Adaptor: $10.12
- Pairs 10 Wall Box: $17.50
- Panoram Pak (Con): $195.00

### MILLS

- Do Ri Mi: 25.00
- Panoram: 150.00
- Model A'66: 255.00
- Model A'64: 255.00
- Model A'68: 255.00

### A M I

- Hi-Boy (302): 49.50
- Streetline 5, 10, 25: 39.50
- Top Flight: 25.50
- Millenium (300): 49.50
- *Model A'66: 255.00
- Model B'48: 255.00
- *Model B'46: 255.00

### AIREON

- Super Deluxe ('46): 25.00
- Blonde Bomber: 75.00
- Hi-Hayride: 119.50
- 48 Coronet 400: 75.00
- 49s 10 Wall Box: 17.50

### MISCELLANEOUS

- Chicago Coin Hit: 165.00
- *Williams Music Mike: 125.00

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### ROCK-OLA

- Imperial 20 Wall Box: 25.00
- Imperial 16 Wall Box: 25.00
- Monarch 20 Wall Box: 59.50
- Monarch 20 Wall Box: 59.50
- DeLux Wall Box 50: 1.95
- 3/49 Wall Box: 15.00
- 10, 52e Wall Box: 32.50
- Bear Drop Speaker: 12.50

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### BUCKLEY

- Wall & Bar Box O.S.: 3.00
- Wall Bar Box N.S.: 7.00

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### PINBALL GAMES

**Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (G) Genco; (Gt) Gottlieb; (Un) United; (W) Williams.**

- ABC Bowler: 25.00
- A.B.C. (Univ./50): 250.00
- Alice (Got/48): 39.50
- Amber (WM/1/47): 10.50
- Arizona (Univ./51): 10.50
- Ballester (Got/51): 25.00
- Band Leader: 39.50
- Banjo: 39.50
- Bar-Ball (Got/51): 10.50
- Barnacle Bill (Got/48): 39.50
- Beatle Box (Got/48): 25.00
- Beep (Ex/4): 85.00
- Bermuda (CC/11/47): 25.00
- Blue Skies (Univ./51): 25.00
- Bomber (CC/5/51): 69.50
- Boana (WM/11/47): 12.50
- Broiler (Got/48): 105.00
- Bowling Champ (Got/2/49): 57.50
- Bounce-A-Ball (Got/48): 10.00
- Bounce-A-Ball (Got/48): 10.00
- Brisk (Univ./51): 25.00
- Brunch: 19.50
- Buffalo Bill (Got/56): 60.00
- Buccaneer (Got/10/46): 25.00
- Build Up: 25.00
- Build A Town (Got/5/49): 75.00
- Camel Caravan: 65.00
- Canasta (Ge/7/50): 75.00

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**CREDIT LIST:****

- 2500 Wall-O-Matic 3: 8.50
- 2500 Wall-O-Matic 3: 17.50
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 21.50
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 15.00
- 2/3 Wall-O-Matic: 15.00
As was predicted in last week’s analysis of the used machine market, activity in every section of the market showed up with an increase. This added activity complementing the existing high activity set the market in a strong position. Though the action increased, there were negligible increases in prices with some machines not changing at all.

The pin games, which have always proved big sellers, came up with the largest increases in activity, with a popular game like Bally’s—the more dormant ones shared in the added activity. There was a slight tendency in the upward direction, with the majority of the ranges showing slight fluctuations.

Music once again picked up in activity after a lull during the past few weeks. Most of the big numbers continued along strongly with some of the dormant equipment making a little noise. A noticeable change was the openings of machines that have not been quoted in some time.

The shuffle section of the market also showed an increase in activity, and here too the price ranges did not reflect any noticeable increase. This may have been the case in the pin games, there was a slight tendency in the upward direction. Another interesting change was that a larger number of the roll downs, which had previously been dead games in the used machine market, are now available.

Arcade equipment moved along at a normal pace with action and prices remaining rather level. This was also the case as week. This division was the only one not to record an important increase in activity.

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

### Most Active Used Music

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold—Wurlitzer 1013</td>
<td>$150.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1100</td>
<td>$450.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1080</td>
<td>$225.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1110</td>
<td>$100.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1090</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1070</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1085</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1115</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1095</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1075</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1085</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1110</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1080</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1090</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1070</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1115</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Wurlitzer 1095</td>
<td>$125.00</td>
</tr>
<tr>
<td>Down—Wurlitzer 1125</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

### Most Active Used Pin Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down—A.B.C. (U, 5/51)</td>
<td>$250.00</td>
</tr>
<tr>
<td>Hold—Bank-A-Ball (Got</td>
<td>$115.00</td>
</tr>
<tr>
<td>Up—Bank-A-Ball (Got 2/</td>
<td>$85.00</td>
</tr>
<tr>
<td>Down—Brights</td>
<td>$100.00</td>
</tr>
<tr>
<td>Hold—Buffalo Bear</td>
<td>$75.00</td>
</tr>
<tr>
<td>Up—Champion (B, 4/4)</td>
<td>$100.00</td>
</tr>
<tr>
<td>Hold—Citation (B, 4/4)</td>
<td>$100.00</td>
</tr>
<tr>
<td>Hold—DeLuxe Bear</td>
<td>$100.00</td>
</tr>
<tr>
<td>Down—Little-A-Line (K</td>
<td>$100.00</td>
</tr>
<tr>
<td>Hold—Dutch (W, 2/4)</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

### Most Active Used Arcade Equipment

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold—Bally Heavy Hitter</td>
<td>$450.00</td>
</tr>
<tr>
<td>Hold—Bally Hitter</td>
<td>$450.00</td>
</tr>
<tr>
<td>Hold—Bank-A-Ball (B, 4/</td>
<td>$25.00</td>
</tr>
<tr>
<td>Hold—Harvest Time</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Jockey Special</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hold—Lime-A-Line (K, 6</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

### Manufacturers New to the List

Products listed here are currently in production. Prices are manufacturer’s list prices for new B. factory.

- **AMI, INC.**
  - Model D-40 Phonograph
  - Model Wurlitzer Hi-Way
  - 5c-10c-25c Wall Box (40 Selections)
  - 5c Box Wall (40 Selections)

- **BALLY MFG. Co.**
  - Shuffle Line
  - Piano Line
  - Spot Light

- **CHICAGO CIN**
  - Coin-Operated Band Box (New Model)
  - 4 Player Derby

- **H. C. VANDERWIND MFG. Co.**
  - Century Phonograph 100/45
  - 20c-40c-60c Wall Box
  - 40c-80c-120c Wall Box

- **D. GOTTLIEB & CO., Inc.**
  - Quarter

- **INTEGRAL MOTO. CORP., Photomat ‘52**
  - Customized Bell & Gossett
  - Williams, Inc.
  - Williams & Moore

- **THE CASH BOX, 37th Street**
  - 4-Player (Conv.)
  - 4-Player Rebound (405)
  - All-Electric Cigarette Vending
  - All-Electric Cigarette Vendor with Changer

- **ROCKET MFG. Co.**
  - Super Rocket-52 Phonograph
  - Model 184
  - 5c-10c-25c Wall Box
  - Model 1536, 5c Wall Box

- **RISTRAUSCHER, INC.**
  - 5c-10c Phonograph

- **UNITED MFG. CO.**
  - Pioneer 4-Player
  - Shubert ‘57 Coin-Op Vendor

- **WILLIAMS MFG. Co.**
  - Williams De Luxe World Series
  - Williams De Luxe World Series

- **The Rudolph Wurlitzer Co.**
  - Model 1700 Phonograph
  - Vol. 48, 5c-10c-25c Wall Box
  - 10c-25c-50c Wall Box

- **J. H. KEENLY & CO., INC.**
  - Deluxe League Bowler
  - 4 Player League Bowler

- **KING’S LUCKY**
  - 5c-10c-25c Wall Box
  - Williams Star Series
  - Williams Quarterback

- **The Cash Box, 37th Street**
  - 4-Player (Conv.)
  - 4-Player Rebound (405)
  - All-Electric Cigarette Vending
  - All-Electric Cigarette Vendor with Changer

- **ROCKET MFG. Co.**
  - Super Rocket-52 Phonograph
  - Model 184
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  - Model 1700 Phonograph
  - Vol. 48, 5c-10c-25c Wall Box
  - 10c-25c-50c Wall Box

- **J. H. KEENLY & CO., INC.**
  - Deluxe League Bowler
  - 4 Player League Bowler
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IT GALLOPS!

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WITH NEW PROGRESSIVE SENSUOUS IDEA

NEW “4-CORNERS” SCORE

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all the profit-proved play-appeal of Turt King
PLUS NEW FUTURE-PLAY

**SHUFFLE-LINE**

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DIVISION OF LION MANUFACTURING CORPORATION
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