Instrumentals have recently taken a strong place in the recording picture. Currently riding high are three great ones. Here we picture the conductors responsible for them. At upper left is Hugo Winterhalter, whose "Vanessa" is on the RCA Victor label. In the center is Leroy Anderson, creator of the Decca recording of "Blue Tango". At the lower right is Percy Faith, who recorded "Delicado" for Columbia.
Many Times ahead in Earnings

The Wurlitzer Fifteen Hundred incorporates so many advanced features, so much of tomorrow's engineering today there is little doubt but what it will hold its own, come what may, for a decade.

Its ability to play 104 selections assures continuously high earning power.

The wonders of its WurliMagic Brain in playing 78 and 45 RPM records intermixed is insurance for every operator. You're protected regardless of which record speed predominates in the future.

Even if the trend turned to all 45s, come Christmas or Easter with their demand for seasonal music, you could use your old 78s for years on end.

Plays 104 Selections
From 78 and 45 RPM
Records Intermixed

10 Years Ahead of its time

Its many money-making features are matched by money-savers.

Low inertia tone arms with Cobra Stylus mean sensational needle life, amazing record economy.

Quick-as-a-flash replacement parts slash service costs to a rock bottom minimum.

Wurlitzer quality construction throughout means the Fifteen Hundred will retain its eye-arresting looks for life.

Finally, because of all it is and all it offers, the resale value of this phenomenal phonograph next year or ten years from now will be high.

See and hear the Fifteen Hundred at your Wurlitzer Distributors and you'll quickly see and understand why it's an investment from which a substantial profit is assured.

Wurlitzer
FIFTEEN HUNDRED

The Rudolph Wurlitzer Company, North Tonawanda, New York
Regardless of how much has already been written here about the “End-Of-Month Inventory Issue” this article is dedicated to this “First Edition” of that issue.

This is an issue that is certain to become one of the most outstanding helps to all the nation’s coin machine operators.

Almost fourteen years ago, when “The Confidential Price Lists” were conceived, and set into motion for the benefit of this industry, the value of this “Blue Book” of all new and used coin machines became instantly recognized throughout the entire field.

As prices changed from week to week, they went up or down or held, they were reported just as speedily as possible so that, at all times, all engaged in the field knew the value of the equipment which they were operating, as well as prices for trades, sales or purchases.

During those almost fourteen years “The Confidential Price Lists” (also known to many in the field as: “The Confidential Price Lists”) so definitely established itself that States, Counties, Cities and the Federal Government as well, adopted it for use in many cases involving tax matters of many types.

The sister Dominion of Canada, when import restrictions were in effect, officially adopted for all machines which the Canadian operators were allowed to import into the Dominion, and based duties and taxes upon the quotations contained therein.

As time went on, many changes were made in “The Confidential Price Lists” so that they would better serve the subscribers to The Cash Box.

One very important change, which came about when the Canadian Customs officially accepted them, was the dating of machines. The date when machines are introduced is now part and parcel of “The Confidential Price Lists”.

Other changes also were made as legalities and general changes occurred.

For example, the passing of the Johnson Act (Public Law 906), forced the removal of all payout equipment from the lists. Prices of slots, consoles, and other such machines, no longer appear in “The Confidential Price Lists”.

It is a rare week indeed when one of the offices of The Cash Box doesn’t receive requests from various Governmental agencies asking for certain price information of past years or of the present.

Many an operator, jobber and distributor throughout the nation has reported his extreme thanks to The Cash Box for the fact that “The Confidential Price Lists” were available to him in tax matters, local and/or national, in which he became involved.

As many have stated in the industry: “The Confidential Price Lists” have served as well. They have tremendously helped us in so many different ways that we couldn’t do without The Cash Box enough for maintaining them so diligently and for so many, many years.”

Now The Cash Box believes that another great and necessary aid must come about to printer home an even greater service to all, and all engaged in the industry in regard to its outstanding ‘Blue Book’: “The Confidential Price Lists”.

It is also well to remember the issue, as all will note who check “The Confidential Price Lists” each week, there is now an “End-Of-Month Inventory” available to one and all in the exact standing.

The operator, jobber and distributor, simply by a few quick notes can, within a few minutes, give a complete capital investment report of his equipment; can effectively cover many personal and business property tax laws; can show depreciation on his equipment; and can, in the long, long run, have definite proof during tax times, of his exact standing.

This is, today, imperative. But, it is the further fact, that this is now so simplified that one and all, without need of bookkeeping knowledge, have before them a running, easy-to-understand monthly inventory to assure them obtaining the perfect and exact valuation of their capital investment in their business which, as previously stated, covers many, many tax arguments with City, County, State and the Federal Government.

This is the “First Edition”. It is the sincere hope of all at The Cash Box who worked so hard to create this “End-Of-Month Inventory Issue” that it will well serve all subscribers.

It is also the sincere hope of The Cash Box that its subscribers will offer any constructive criticism, any suggestions for improvement, or any methods of further aid by letter immediately.

(EDITOR’S NOTE: The Staff of The Cash Box would be happy to hear what all our subscribers think of this ‘First Edition’; ‘End-Of-Month Inventory Issue’ and that they will write us immediately c/o The Cash Box, 26 W. 47th St., New York 36, N. Y. It is also well to remember that the end of each month’s issues will present this same type of inventory control. The next similar issue, for example, will be August 30, 1952 issue. It is suggested by noted accountants that, after the operator, jobber, or distributor has filled in this issue, that he save it. The statute of limitations in these matters is seven years.)
HERE IN MY HEART

AL MARTINO


AUF WIEDERSEH'N SWEETHEART

VERA LYNN

CO-19776 (4-19776)—Champ Butler CO-19777 (4-19777)—Willy Brothers DE-28271 (9-28271)—Guy Lombardo O.

KISS OF FIRE

GEORGIA GIBBS

CO-19777 (4-19777)—Toni Arden CO-19778 (4-19778)—Guy Lombardo O. CR-6071 (4-6071)—Leslie Armstrong O. ME-5921 (362-5921)—Georgia Gibbs

WALKIN' MY BABY BACK HOME

JOHNIE RAY

AP-1088—Dean Martin CA-1375 (4-1375)—"King" Cole SE-7052—Bennie Parks

DELCEDO

PERCY FAITH

LO-1151—Edmundo Ros O. CA-3049 (4-3049)—Tom Kontot O. CO-19779 (4-19779)—Guy Lombardo O. CO-19780 (4-19780)—Perry Knight O. ME-28523 (36523)—Georgia Gibbs

I'M YOURS

DON CORNELL/EDDIE FISHER

CA-1093 (4-1093)—Buster & Romans CO-19781 (4-19781)—Toni Arden DE-28192 (9-28192)—Four Aces

HALF AS MUCH

ROSEMARY CLOONEY

CO-29799 (4-29799)—Rosemary Clooney ME-6366 (45-6366)—Ke Moravia CO-20878 (4-20878)—Carley Williams MG-11202 (K11202)—Hank Williams

BLUE TANGO

LOREY ANDERSON

CA-1946 (F-1946)—Les Baxter DE-28272 (9-28272)—Lorey Anderson DE-28301 (9-28301)—Guy Lombardo

LOVER

PEGGY LEE

CA-1600 (F-1600)—Les Paul & Mary Ford DE-28315 (9-28315)—Peggy Lee

MAYBE

COMO-FISHER

VI-20-4744 (47-4744)—Como-Fisher

---

YOUNG PEOPLE just don't dance anymore—at least not to the extent that they used to.

One of the most interesting things to note in night clubs and dance spots around the country these days is that when the band starts playing, it's the folks who used to do the dancing in the 30's who get up first.

The younger kids just continue to sit and talk and listen and sip their drinks.

There's no longer that wild enthusiasm for dancing which young folks used to have. There isn't that keen interest in new dances, new steps.

Perhaps the times have changed. Perhaps today we can afford all sorts of different types of entertainment so that dancing doesn't have the same importance it did during the 30's.

But whatever the explanation may be, one of the first problems to work on in the current effort to revive bands is how to renew interest in dancing.

There is a good deal of evidence that a basic interest must exist. For instance all over the country dance schools have sprung up to give lessons and as a whole they are doing excellent business. Also there have been several public dances given this Spring which were an absolute sellout, in the same way as they used to be a decade ago.

These facts indicate that dancing is far from a lost art with us, and that, quite the contrary, it is very much alive.

But being alive isn't enough. We must find some way to make it more vital to the millions of potential customers who would buy records to dance to.

During the 30's—to get back again to a time when dancing and dance bands held sway—there would be a new dance introduced every few months. This would create a whole new phase, necessitating new music, new bands, new records, new artists.

Today it's rare that a new dance takes hold. We can't recall a dance that has caught the public's fancy since the introduction of the mambo, and that's several years old.

It seems therefore that a more basic problem to think about, if bands are to be revived, is how to revive dancing interest. It's necessary that every potential dancer find some sort of dance that he can participate in, that he can be taken with. And it's unlikely that this can be achieved until one new dance after another has been introduced so that all the possibilities are taken care of.

We are presently witnessing a great organized attempt to revive dance bands and dance band records. It seems to us that in order to achieve that end, we have to start not with the bands but with the public's needs and desires and tastes.

You can't make the public buy a dance band record if they're not going to dance to it. Just as on the other hand, today you don't have to force them to buy a vocalist's record, because the vocalist is what they want.

And so our approach, before we can think of selling dance band records, should be to find someone to sell them to. For this, we need a large group that dances, likes to dance and wants to dance more.

If we can redefine that overwhelming enthusiasm for dancing, we won't have to worry about dance bands anymore. Their records will sell by themselves.
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. HERE IN MY HEART .................... Al Martino (B. B. S.)
2. AUF WIEDERSCH'N SWEETHEART  Vera Lynn (London)
3. KISS OF FIRE ............................ Georgia Gibbs (Mercury)
4. WALKIN' MY BABY BACK HOME  Johnnie Ray (Columbia)
5. LOVER ................................... F. Lee-G. Jenkins (Decca)
6. DELICADO ................................. Percy Faith (Columbia)
7. I'M YOURS ............................... Don Cornell (Coral)
8. HALF AS MUCH ........................... Rosemary Clooney (Columbia)
9. BLUE TANGO .................. Leroy Anderson (Decca)
10. SOMEWHERE ALONG THE WAY ....... Nat "King" Cole (Capitol)

Don Bell (KRTN-Des Moines) took the ever popular pastime of lampooning milady's chapeau and ran a contest based upon that theme. Famous for his daffy contests, Bell called this one the "Don Bell Zany Hat Contest" and was able to fill an empty store with the entries that poured in. Winners were: 1) hat attractiveness covered with peanuts and squirrels. 2) A miniature woman's head made of chamois skin and tiny golf sticks with a waiting red convertible outside. 3) had a Johnny Ray recording of "The Little White Cloud That Cried" as the trim and for overhead decor a little white cloud of cotton with a crying face that actually dripped tears as a tiny syringe was squeezed. Runners up included a complete model 9-hole golf course, an elaborate rubber fruit plate, a colorful fishing scene, an all-purpose hat for headache-suffering golf dukes, and a sizeable replica of the huge atomic bomb explosion. ... Jerry Lawrence (WMCA-Goshen, Mass.) sends some new platters from all companies. Jerry works gimmicky into his show—as across fading two vocalists and gets some interesting results. He uses sound effects, impersonations, and often sings along with the waxed artist.

In and around the Los Angeles area, Joe Adams (KOWL-Los Angeles) is building quite an audience with his smooth, ear-pleasing delivery. The handsome young man, with the regular programs and a chance to listen to a great number over KOWL daily from noon to 3 p.m. and other shows, started with Al Jarvis some years ago and then took off on his own. Joe adroitly mixes pop with rhythm and blues and almost anything else that makes good, easy listening for his many fans. Recently he went "TV" in a big way with a fine, large variety show and fronting his own band with a surprisingly good voice. His drawing power as a concert eneme is constantly attested to by the number of show promoters calling on him to do the honors. ... Ex policeman Jack Rawzie (WWDC-Washington, D.C.) now conducts a full-night show "Night Beat" that starts up with what he considers the perfect theme song for the program. It's "The Black Maria". WWDC has installed some extra television at its transmitter where Rowzie does his all-night stint, and listeners are invited to air their troubles to Rowzie and to request popular tunes. ... She'll Horton (WWDC-Philadelphia) — Alkona and Huntington, Pa.) kicked off a new one hour show across the board, six days a week 7-8 A.M., over WVAM. She started with 118 sponsors weekly and has several others interested. ... Dale Smith (WMRF-Lewistown, Pa.) would like all companies to send him 45 rpm's.

Bill Alexander started his "Bill Alexander and His Friends" show on WWDC-Washington, D.C. on a twice a week basis 8 to 8:30 p.m., Thursdays and Saturdays on July 12. Featured interview guest was Frankles Laine. On July 17th Billy May was interviewed and on July 18th, sax virtuoso Illinois Jacquet was in the guest spot. ... Art Preston (WIDE-Biddeford, Maine) has four hours a day in which he plays pop tunes aimed strictly at teen-agers. He is now getting popularity and building quite a following in the Maine area. ... Ken Malden (WBMS-Boston) was recently appointed program director. Malden's "The Famous Hall Of Ebonix" which is strictly a rhythm and blues program and is heard seven times a week from 7 to 8:15 p.m. Ken is also on the air at 3 to 4 p.m. when he makes the mood mellower on "Romances Rendered", Pete Dreyer, announcer for the army writes "I used The Cash Box Regional Poll and did a half hour package called Your Home Town Hit Parade. The idea received so much mail that we are playing with the idea of using it by itself three nights a week. Another daily show called 'Hi-Noon' uses the Top Ten Disk Jockey tunes as listed in your magazine and still another show uses the Top Ten Western Tunes every Saturday. You see, we really use The Cash Box."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
RALPH FLANAGAN ORCHESTRA
(RCA Victor 26-486; 47-4861)

"ESPHANARIEL" (2:40) A piano opens a slick instrumental
with an attractive melody, and theDistinctive arrangement that Ralph
Flanagan leads orks in, this slow number shows versatility of
Flanagan crew.

"THE BALBOA" (2:56) The group belts out a potently side with
their delivery of a zestful jump num-
ber with a fitting, melody. These two
sides should help him stay up among
the top bands.

HERB LANCE
(Mercy 6260; 6260 x 45)

"PAINESOME AND BLUE" (2:47) Herb Lance duets with a
luscious vocal on a slow blues type
number. Harmony is fair and makes
for some interesting listening.

"ALONE" (2:46) An organ backs
the songstress on his venture through
a grand olde that is given a resounding
reading. Slow number is good for dancing.

LIZA MORROW
(King 15919; 15919 x 45)

"FOOLISH PRIDE" (2:32) Sid
Feller and the ork set up the
backing for Liza Morrow's vocal ren-
dition of a moderate beat jump item
with a pleasing melody. Number gets
good treatment.

"I AINT GOT NOBODY" (2:22)
A moderate beat item, a lovely
olde with an attractive melody, gets
a creditable going over by the song-
stress. A thrill gets the support of
the Feller ork once again.

BOSTON POPPS ORCHESTRA
(rca Victor 10-3890)

"SWING-ING" (2:22) the baton
of Arthur Fiedler raises waves across
the Boston Pops ork in their lush
instrumental rendition of a jump,light,
bounding instrumental. Fullness of group is enchant-
ing.

"NO STRINGS ATTACHED" (2:31)
Some more grand list-
ing is dashed up by the Boston Pops
ork in their interpretation of a fast
moving light sounding instrumental.
Arthur Fiedler again conducts.

JIMMY PALMER ORCHESTRA
(Mercy 5884; 5884 x 345)

"WAIT TIL THE SUN SHINES
NELLY" (2:20) Jimmy Palmer's ork and the vocal ensembl incorporate
their skills on this old favorite with a cute bounce and a dynamic ar-
range-ment.

"WHY" (2:27) Glen Long and
the ensemble team up on an item with a similar sounding beginning.
Glen's soft lead vocal gets back of group's shooting-singing style
during pauses, Palmer crew gets ork credit.

DICK JURGENS ORCHESTRA
(Mercury 5873; 5873 x 45)

"YAK TIDDA BINGO" (2:45)
A tricky word offering set to a
fine tune is the type of number that
Al Galtzle vocalizes with the vocal
ensemble. Appealing backing for
novelty is portrayed by Dick Jurgens
and his ork.

"IT'S A HUNDRED TO ONE" (2:56)
Another novelty gets the distin-
cutive treatment of Dick Jurgens' boys as the vocal ensemble sing
and play on a cute number counting item.

FRAN WARREN & WOODY HERMAN
(MGM 11287; K1287)

"FOUR MEMBERS OF THE
506th DIVISION" (2:25) A cute
talking type opening by Fran Warren
and Woody Herman introduces a
quickly sung moderate boogie beat
number with cute lyrics. Enjoyably
recital novelty is fittingly backed by
Ralph Burns' men.

"ONE FOR THE WONDER" (2:17)
Woody's voice sounds terr-
ific as he duos with the liltting voice of
Fran Warren on a happy number
counting ditty, Burns' ork again gets
credit.

DANNY DAVIS
(MGM 11286; K1286)

"LOVE CAME OUT OF THE
NIGHT" (2:46) Danny Davis
shows his gestion at the piano and
leads his orchestra on this side as he chants a lovely bal-
lad in a smooth and tender manner
and then solos on the trumpet, Leroy
Holmes ork backs the artist fittingly.

"FORGETT" (2:46) A soft back-
ning is delivered by the Holmes
ork in which Danny sentimentally
reads a romantic ballad. The artist
has a touching voice.

BUDDY GRECO
(Wayne 101)

"SONG PASTELS" (2:45)
With a piano and instrumental accompaniment offering some support
Buddy Greco warbles a slow ballad
with a warm mood feeling. Light back-
ing.

"PLAYING A LOSING GAME" (2:38) Another interesting read-
ing is dished up by the singer on
a slightly faster ballad. Piano and
instrumental support are light.

MARION MORGAN
(MGM 11288; K1286)

"NEVER AGAIN" (3:06) The
clear and inspired voice of Marion
Morgan is a real asset to this side. A most appealing tune with the aid
of multiple voices: technique: fantasy on the saxophones, and
the harp and saxophone by the
boys.

"I GOTTA RIGHT TO SING
THE BLUES" (2:56) The thrush
deals out a smooth styled chirping of a blues type number with a full back-
ning again provided by the very able
Holmes crew.

BILLY MAY
(Columbia 20677; F-2157)

"LOVE IS JUST AROUND THE
CORNER" (2:14) The Trio vou-
calize for a few seconds on an instru-
mental bouncer delivered in the Billy
May style as an alto sax solo is chy-
mically belted out by Willis Smith.

"GIN AND TONIC" (2:40) Here
Billy and the group run through a
moderate jump heat instrumental
in a smooth and tender manner.
Willie Smith again solos on the alto
so.

ERROLL GARNER
(Okeh 6898; 6-6898)

"LAURA" (2:45) Erroll Garner
relaxes at the piano and keys some
fine mood music as he softly and
feelingly glides over the notes on this
time favorite. Some backing is pro-
vided by John Simmons on the bass
and Shadow Wilson on the drums.

"PENTHOUSE SERENADE" (2:56)
Some more fleet fingering is brilli-
antly exhibited by the pianist as
he runs through another slow oldie.
Both sides make for fine listening.

LEONEL HAMPTON
(MGM 11285; K1285)

"CRYIN" (2:46) A crying type
vocal by Sonnie Parker, fine in-
strumental accompaniment by Leonel
Hampton and the Hamp-Tones, and
a slow blues type number add up to some
fine listening material.

"MAMAlette GOOD" (3:30)
An extremely fast moving rendi-
tion of an old favorite by the Germs-
whites Brothers is what the Hamp-tone
does on this side with the aid of his ork.
Number could garner coin in the right spots.
BREAKING WIDE OPEN!!!

The POP Hit of the Year...

"TRYING"

by THE HILLTOPPERS
featuring Jimmie Sacca

THE CASH BOX
BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Hit," and "Sleeper" Of the Week, are those most likely to achieve popularity.

• "TRYING" by Hill Toppers
  Dot 15018
  Jubilee 6009

DOT RECORD
15018

Please mention THE CASH BOX when answering ads
"PRETTY BOY" (2:05)  
"YOU BELONG TO ME" (2:58)  
JO STAFFORD  
(Columbia 39911; 4-39911)

- Jo Stafford comes up with a wonderful waning on an inspired fast moving calypso type number entitled, "Pretty Boy." The number has everything that is necessary for a hit tune. It's not the run of the mill type number, but instead a rhythmically interesting, and different style presentation. It features a catchy chorus and contains the wonderful vocal backing by the star of the show, the Starlighters. The captivating and melodic instrumental support is projected impressively by the starlighted orchestra of Paul Weston. The under deal is a side hand made to support it with a slow and lovely ballad that gives a tender and warm reading by Jo Stafford. The thrillings icing, and all makes your spine tingle. Paul Weston again provides the lush background. Both sides are terrific but the top deck is hit material.

FRED WARING & PENNSYLVANIA (Decca 23803; 9-23803)

- "MY GAL SAL" (2:40) A familiar oldie is given the Fred Waring touch as Joe Marine's baritone voice is shown cased by the grand harmony of the glee club and the echoing of the Pennsylvania. Slow number changes pace to light bounce at mid point.
- "I DO, I DO, I DO" (3:14) Another pretty ballad with an interesting melody and fine lyrics is crooned by Joe Marine once again with effects projected by the Glee Club and the orch.

GEORGE SHEARING QUINTET ( MGM 11292; K122)

- "FIVE O'CLOCK WHISTLE" (2:36) The George Shearing quintet hops through an interesting instrumental with a moderate beat in the one and only Shearing style. The leader's pianism is featured throughout.
- "SIMPLICITY" (2:37) Here a very fast moving number gets the captivating treatment of the quintet as George's rhythmic finger on the keys stands out once again. Number could draw in right location.

RALPH GINSBURGH ORCHESTRA  
(Mercury 5868; 5886 45)

- "LAMENTO GITANO" (2:45) Ralph Ginsburgh and his Palmer House Concert Orchestra blend their strings on a lush instrumental with a pleasant melody. Number features a violin.
- "MINNIE IN JAZZ" (2:15) A rhythmic fast moving type number with a melody slightly similar to the "Minuet in G" is effectively rendered by the entire group.

THE MACDAPS  
(Decca 23801; 9-23801)

- "A LITTLE SPAIN TOWN" (2:38) The Macdaps, a grand sounding harmonica team, work over one of the all time favorite oldies in a rhythmic way. Technique and style are outstanding and fans should go for this in a big way.
- "AMPHORISPE" (2:58) Echo chorus is used in this outstanding harmonica rendition of a slow moving different type number. Tune and treatment is interesting.

BOB HOPE & JIMMY WALEY  
(Capitol 2161; F-2161)

- "A FOUR-LEGGED FRIEND" (2:26) A waltz rhythmed cutie with amusing lyrics is given the expected Bob Hope comical treatment as he and Jimmy Waleky team their talents on some light listening material. Jimmy's voice sounds terrific.
- "THERE'S A CLOUD IN MY VALLEY OF SUNSHINE" (2:02) This voice has qualities tasteful as he helps Jimmy on a number with a western twang. Jimmy's guitarizing adds to the side as Daddy Cole's orch back here once again.

THE MARINERS  
(Columbia 39791; 4-39791)

- "THE GIRLS ARE MARCHING" (2:41) Archie Bleyer's orchestra accompanies the Mariners in the quartet's rendition of the theme songs of the armed forces. March tempo is pace for patriotic number. Group is fine and treatment too is not commercial.
- "MIGHTY NAVY WINGS" (2:00) The parade type sound of the Jimmy Carroll orch fits the quartet's chanting of a number with qualities like that of a theme of an Armed Force service branch.

THE CASH BOX  
SLEEPER OF THE WEEK

LOUIS ARMSTRONG & ORCHESTRA  
(Decca 28319; 9-28319)

- "DO YOU CARE?" (2:48) Harry Sosnick harks greener Bing Crosby instrumentally in his rendition of a slow sentimental ballad that Bing delivers in a tender touching manner.
- "DEEP IN THE HEART OF TEXAS" (2:46) The warbler sounds fine as he belts out that famous hand clapping oldie in grand style. Woody Herman and his Woodychords aid terrifically with their instrumental support on this fast moving gay item.

DAN BYRD ORCHESTRA  
(MGM 39516; 4-39516)

- "PEANUT VENDOR" (1:33) The peanut vendor's zealous cry opens the Latin beat instrumental delivery of an old favorite by the oh-lyman. Ronnie Farnon & Orch. Moderate beat pace is the tempo.
- "DARK EYES" (1:58) Ralph and the boys offer a fine instrumental rendition of a grand old number in a moderate beat. Arrangement is fine and technique is tasteful.

JOHNNY HOLIDAY  
(Capitol 2162; F-2162)

- "DON'T FORGET YOU" (2:34) A lovely ballad with an inviting air and a pretty melody is warmly started by Johnny Holiday as the stringy orch support is presented by Dennis Fannon and his crew.
- "THE GREATEST SINNER OF THEM ALL" (2:24) Johnny's wide range voice warbles another slow number in his pleasing whispering manner as the Fannon orch again backs him stylishly.

LILY ANN CAROL  
(RCA Victor 20-4852; 47-4852)

- "IT'S BEEN SO LONG" (2:32) Lily Ann Carol's vigorous voice belts out a driving vocal rendition of a number with a soft and buoyant feel. Ork backing is good.
- "I DON'T KNOW ANY BETTER" (2:03) This number is given an inviting and torchy reading by the orch, as the fitting lyrics and the powerful backing add to side.

The Cash Box, Music  
Page 8  
July 26, 1952

MARLENE DIETRICH  
(Columbia 39797; 4-39797)

- "COME RAIN OR SHINE" (2:40) Dietrich makes her bid in the pop music field with her soft moody type vocal rendition of the oldie from the musical "St. Louis Woman," as Jimmy Carroll's orch dishes out the up tempo "Love Me."
NEW YORK:—Universal Pictures Company, Inc., through its Board of Directors, announced yesterday that Milton R. Rackmil has been elected President of the Company to succeed N. J. Blumberg, who at the same time, was elected Chairman of the Board.

Mr. Rackmil, who is President of Decca Records, Inc., had been elected to the Universal Board on July 8 at the Company’s Annual Stockholders Meeting.

Within the past year Decca Records, through purchases negotiated by Mr. Rackmil, obtained 42% of Universal’s common stock which gave Decca the controlling interest in Universal Pictures Company, Inc. These purchases were highlighted last month when Decca acquired from General Cinema Finance Corporation, Limited, one of the J. Arthur Rank interests, its entire holdings consisting of 134,975 shares of the common stock of Universal Pictures Company.

Mr. Rackmil, with many years experience in the entertainment business, will continue to serve as President of Decca Records. With this close affiliation between these two major companies, it is expected that their kindred interests and resources will be utilized to the fullest in the advancement of plans for all entertainment media.

CASH
For your use or send
15 RPM Records
Small and large stocks positions available on quantities and best asking price F.O.B.
ROSEN TALKING MACHINE CO.
60 TREMONT ST.
BOSTON 8, MASS.
(Phone: Capitol 7-5300)

ROBERT Q. LEWIS
singing
"Wild Baby"
O.S.U. SUNDAY NIGHT
from the Paramount Film, "High Button Shoes"

ROBERT Q. LEWIS
with Robert’s Quartet and Orch, conducted by Larry Holman

"ZING A LITTLE ZONG"
M-G-M RECORDS
M-G-M RECORDS
The Greatest Name In Entertainment
727 SEVENTH AVE., NEW YORK 36, N.Y.
MGM 11280
K-11280

Please mention THE CASH BOX when answering ads
CINCINNATI—Buddy DeFranco, MGM Recording artist, dropped in at the Cincinnati Conservatory of Music while enroute to the coast. Buddy was induced to give a lecture to the students while visiting. Overseeing the proceedings (the gentleman in the glasses) is Lenny Lewis, DeFranco’s manager. Henry Okun and Lige McKelvey handle the promotional work for the band leader.

The HALE You Say

by natt hale

For some legendary reason which has long escaped us, the record industry seems to be generally regarded as being synonymous with Fort Knox. Time and time again, the thought has been outwardly expressed that the manufacturers, distributors and the associated personnel of any and all record labels are virtual titans of finance, the possessors of countless hoards of wealth, etc. Beyond the range of open discussion is the imaginary picture of record people who indulge in milk baths, drive white Jaguars, surround themselves with hares and have direct “phone lines” to all the “major liquor houses.”

Well—hold on to your hats, guys and gals. Here’s a startling revelation: Tain’t true!

For the defense of the misinformed, we might say that some of the activities of a scant few of the disc pressers and distributors might very well lead us to believe that they have large-size bills hidden in their wallets which contain their own picture in the center. Tis true that there have been some promotional and exploitation ventures mounted by a sparse group which could create a vast impression that the Aga Khan is the secret backer of each and every recording enterprise within these shores.

Tain’t true, either!

And what prompts us to take up the cudgel against this vagrant belief?

In our assigned avocation in promotion, we frequently receive calls and requests, queries and demands for this and that from one of our exploitation sources, on behalf of one cause or another. These sources can range all the way from the deejays, jive ops, radio personnel, dealers, night-club bonifaces, local impresarios, free-lance publicity agents, etc., to artists and personal managers themselves.

The nature of the requests can assume gigantic proportions, such as: Cocktail parties, trade journal ads, benefit shows “with our artists,” charity events, donations of records and albums, sponsoring of radio shows, tie-ups with local club groups, etc.

All in all, it’s rather impossible to say “Yes” to most of these—well nigh difficult to refuse.

Upon occasion, we’ve attempted to comply with both our whim to acquiesce and yet avoid a struggle with conscience. In both instances, the results were a dismal disaster.

Where we made the decision to cooperate with the requestor, it was necessary to transport, via air, one of our top recording stars from the relative peace and security of his hangout (only forty-seven rooms—“but we call it ‘by foy’”) to the distributor’s home base—a distance of some 3,500 miles. The suite at the hotel wasn’t too lavish (at the star’s own behest), so that only ran $5.00 per day. Transportation to the arena was provided by one of the distributor salesmen (thereby ruining his weekend, wherein he had promised to take the kids to the zoo), so there was no expense involved therefor, What did prove a mite troublesome was the fact that the star had forgotten his make-up kit—which necessitated the purchase of Pancake #5, make-up sponge, lip rouge pencil, eyeliner pencil, Eversharp pencil (in case of autograph demands, you know...), powder puff, powder, deodorant, after-shave lotion and some men’s Cologne...

His appearance was marked by an introduction to a mob of 28 V.I.P.’s, all of whom were greatly engrossed in a no-limit poker game at the time. The announced 18-piece orchestra had been whittled down to a four-piece combo... (The music had been disturbing the poker game.) Suffice it to say that our star was simply managed to struggle through his last two releases on the Groovey Records label, then retired to nurse his wounds in embarrasced silence. To add insult to injury, one of the guests was later heard to inquire: “Say, that guy sure could sing a song. Who was that, by the way?”

At the time we refused to go along with a request for something or other, the source of the demand happened to be one of our radio confrères who had become involved with some fund-raising community project of some sort. The nature of his request was such that we would have passed it on to our superiors in the company along with our formal resignation. While this undoubtedly allowed us to retain our position, our radio buddy has eliminated from our name from his select list of promotional colleagues. Says he will restore it when we can arrange a personal interview on the air for him between the President of the company and Joe Stalin, with this particular deejay as moderator.

That’s why we’re a wee bit wary, therefore, whenever someone calls us to say...

“Hi’ya, Old boy, Ole’ Kid, Ole’ boy?” Lincen, Natt—I wonder if you could swing a big favor for us... Here’s the deal. We’re running a terrific basha next week to buy some stuff for the clubhouse, and we’d like to have one of your big stars...

Believe me—that’s how it goes!
NO ADJECTIVES STRONG ENOUGH TO DESCRIBE THIS RECORD—

IT'S TOO BIG!

JOHNNY MADDOX

America's Greatest Piano Stylist and The Rhythm Masters... playing-

"COCONUT GROVE" and "LITTLE GRASS SHACK"

DOT RECORD - 15020 (45X15020)

Please mention THE CASH BOX when answering ads

www.americanradiohistory.com
``Should I'' and
``there's only tonight''

**Music Listings**

**DECCA RECORDS**

**THE CASH BOX**

**DECCA RECORDS**

**REGIONAL RECORD REPORTS**

``It's What's in THE CASH BOX That Counts''

**Dick Outlaw**

**WILM—Wilmington, Del.**

1. Lover (Pops Os)

2. Here In My Heart (Pops Os)

3. Lust Wiederhörs' Sweetheart (Vera Lynn)

4. Kiss Of Fire (Billy Eckstine)

5. Walkin' My Baby Back Home (Jahrellic Ray)

6. Smoke Rings (Paul-Ford)

7. Be Anything (Willa Brown)

8. Deliria (Percy Faith)

9. Mad About The Boy

10. Maybe (Conn-Fisher)

**Maurice Hart**

**KFWB—Hollywood, Calif.**

1. I'm Yours (Don Cornell)

2. Lust Wiederhörs' Sweetheart (Vera Lynn)

3. Lover (Edith Jenkins)

4. Somewhere Along The Way (Nat Cole)

5. Kiss Of Fire (Billy Eckstine)

6. Blue Train (Jelly Roll)

7. Half As Much (R. Clooney)

8. Deliria (Percy Faith)

9. Smoke Rings (Paul-Ford)

10. Bill Of Exchange (Vic Damone)

**Bill Antin**

**KFWB—Hollywood, Calif.**

1. Somewhere Along The Way (Nat "King" Cole)

2. Lover (Edith Jenkins)

3. I Novel Coed (Al Martine)

4. I'll Walk Alone (Don Cornell)

5. Walkin' M'Baby Back Home (Jahrellic Ray)

6. In The Good Old Summertime (Paul-Ford)

7. Watermelon Weather (Conn-Fisher)

8. Walkin' My Baby Back Home (Jahrellic Ray)

9. You'll Never Be Mine (Gin Mitchell)

10. A Guy Is A Guy (Clare Fisher)

**Jay McGeary**

**WHKE—Benton, Iowa**

1. Deliria (Percy Faith)

2. I'm Confessin' (Paul-Ford)

3. Why Don't You Leave Me (Trav'lin' Vibes)

4. In The Good Old Summertime (Paul-Ford)

5. Maybe (Conn-Fisher)

6. Walkin' M'Baby Back Home (Jahrellic Ray)

7. Kiss Of Fire (Conn-Fisher)

8. Walkin' My Baby Back Home (Jahrellic Ray)

9. Somewhere Along The Way (Conn-Fisher)

10. Tenner (R. Clooney)

**Paul Cowley**

**WHOV—Hobart, Ind.**

1. Somewhere Along The Way (Conn-Fisher)

2. Where Did The Nickels Go? (Percy Faith)

3. Wish You Were Here (Edie Fisher)

4. Cahen Nightingale

5. Trav'lin' (Hillbillys)

6. Rhode Island Ramblin'

7. So Many Lovin' In (Viv Vald)

8. I Can't Cry Scandinavian (Conn-Fisher)

9. Walkin' My Baby Back Home (Jahrellic Ray)

10. The Mask Is Off (R. Costa)

**Murray Jordan**

**WFLN—Wilmington, Del.**

1. The Mask Is Off (R. Costa)

2. Portfolio (Four Aces)

3. I'm In Love (Conn-Fisher)

4. Smoke Rings (Paul-Ford)

5. Lust Wiederhörs' Sweetheart (Vera Lynn)

6. Have A Good Time (Conn-Fisher)

7. Tenderly (Rhapsody In Blue)

8. Rich Home (Franklin Faison)

9. Vanessa (Hugo Winterhalter)

**Barry Kaye**

**WCAU—Philadelphia, Pa.**

1. I'm In My Heart (Conn-Fisher)

2. Here In My Heart (Conn-Fisher)

3. Take My Heart (Conn-Fisher)

4. Half As Much (R. Clooney)

5. Walkin' My Baby Back Home (Jahrellic Ray)

6. Somewhere Alone The Way (Conn-Fisher)

7. I'm Sorry (Bobby Vee)

8. Kiss Of Fire (Conn-Fisher)

9. I'm Lost Again (T. Bennett)

10. Lover (Pops Os)
Ted Conner
WFMD—Youngstown, Ohio
1. In The Good Old Summertime (Paul-Ford)
2. Walkin' My Baby Back Home (Johnny Ray)
3. I'll Walk Alone (D. Cornell)
4. I'm Yours (Four Acers)
5. Just Keep Walking (Eddie Fisher)
6. Kiss Of Fire (George Gibbs)
7. Leave (Lee-Jenkins)
8. Poinciana (Neal Young)
9. Blue Tempo (Lee Andras)
10. Pink, Pink, Pink! (Three Sons)

John Gale
WINN—Louisville, Ky.
1. My Heart (Vera Lynn)
2. So Madly In Love (Lee Andras)
3. Lane Rescue (Frank Sinatra)
4. Kiss Of Fire (George Gibbs)
5. Rascal (Vic Damone)
6. Just One Of Those Things (Bobby Wayne)
7. Somewhere Along The Way (Tony Martin)
9. The Hand Of Fate (V. Fisher)
10. I'm Sorry (Bobby Wayne)

Don McLeod
WJBE—Detroit, Mich.
1. I Never Cared (Al Martin)
2. This Is The Beginning Of The End (Don Cornell)
3. Here To Stay (Chesney Allen)
4. Have A Good Time (Toni Bennett)
5. Vanessa (Napa Winterhalter)
6. Goin' South (Lee Andras)
7. Strangely (Juno Valh
8. Somewhere Along The Way (Tony Martin)
9. All Of A Sudden (V. Fisher)
10. The Whole Town's Talkin' (B. Costa)

Earle Pudney
WGY—Schenectady, N. Y.
1. Hoor In My Heart (Vera Lynn)
2. Delilah (Percy Faith)
3. Waiting (Vanessa)
4. A Tree Grows In Brooklyn (Owen Arden)
5. Once In A While (Paul-Ford)
6. Hell As Much As I Love (Bobby Wayne)
7. Somewhere Along The Way (Tony Martin)
9. I'm Confessin' (Paul-Ford)
10. Maybe (Cuba-Fisher)

Ann Zazaro
WSGM—Huntington, N. Y.
1. Cubin Nightingale (Andy Williams)
2. Kiss Of Fire (Toni Arden)
3. True, True, True (Mary Brown)
4. Where Did The Night Go? (Toni & Jon Arden)
5. Caravan (Mary Williams)
6. Somewhere Along The Way (Tony Martin)
7. I'm Sorry (Bobby Wayne)
8. Walkin' My Baby Back Home (Gale-May)
9. Delilah (Percy Faith)
10. Scat Charleston (Ray Anthony)

Sid Dickler
WHOD—Pittsburgh, Pa.
1. Oceo In White (P. Pop)
2. How High The Moon (E. Coffee)
3. Vanessa (Napa Winterhalter)
4. That's My Baby (D. Cornell)
5. Love Me, Love My Phil Brown (Lee-Jenkins)
6. Lover (Lee-Jenkins)
7. Don't Forget (Mary Small)
8. Day Of Jubilee (Gay Mitchell)
9. You're So Old (Don Cornell)
10. The Echo Waltz (Ike Lala)

Levi Morris
WSTD—Atlanta, Ga.
1. Love (Lee-Jenkins)
2. I'm Yours (Don Cornell)
3. Don't Forget (Don Cornell)
4. Love Me, Love My Phil Brown (Lee-Jenkins)
5. Lover (Lee-Jenkins)
6. Day Of Jubilee (Gay Mitchell)
7. Don't Forget (Gay Mitchell)
8. You're So Old (Don Cornell)
9. The Echo Waltz (Ike Lala)
10. Delilah (Percy Faith)

Art Tacker
WCRS—Waltham, Mass.
1. Once In A While (P. Pop)
2. Lover (Lee-Jenkins)
3. You're So Old (Don Cornell)
4. The Mask Is Off (B. Costa)
5. I'm Yours (Don Cornell)
6. Love Me, Love My Phil Brown (Lee-Jenkins)
7. Lover (Lee-Jenkins)
8. Day Of Jubilee (Gay Mitchell)
9. You're So Old (Don Cornell)
10. Delilah (Percy Faith)

Peter Potter
KLCX—Hollywood, Calif.
1. Delilah (Percy Faith)
2. When It's Cold Outside (B. Costa)
3. I'm Yours (Don Cornell)
4. Love Me, Love My Phil Brown (Lee-Jenkins)
5. Lover (Lee-Jenkins)
6. Day Of Jubilee (Gay Mitchell)
7. Don't Forget (Gay Mitchell)
8. You're So Old (Don Cornell)
9. The Echo Waltz (Ike Lala)
10. Delilah (Percy Faith)

Dick Webb
WIVY—Jacksonville, Fla.
1. Kiss Of Fire (George Gibbs)
2. Here To Stay (Chesney Allen)
3. Hoor In My Heart (Vera Lynn)
4. Polipecina (Steve Lawrence)
5. Everything You Said Comes True (Tony Martin)
6. Walkin' My Baby Back Home (Gale-May)
7. Somewhere Along The Way (Tony Martin)
8. I'll Walk Alone (D. Cornell)
9. Watermelon Weather (Cuba-Fisher)
10. The Day Of Jubilee (Gay Mitchell)

Bob Larsen
WEMP—Milwaukee, Wis.
1. Lover (Lee-Jenkins)
2. Walkin' My Baby Back Home (Gale-May)
3. This Is The Beginning Of The End (Don Cornell)
4. Maybey (Cuba-Fisher)
5. A Mighty Pretty Waltz (Tony Martin)
7. Here To Stay (Chesney Allen)
8. Confessin' (Paul-Ford)
9. The Mocking Bird (The Four Lads)

Bill Silbert
WADY—New York, N. Y.
1. A Tree Grows In Brooklyn (Owen Arden)
2. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
3. Somewhere Along The Way (Tony Martin)
4. Raindrops (Vanessa)
5. Don't Forget (Don Cornell)
6. You're So Old (Don Cornell)
7. The Echo Waltz (Ike Lala)
8. A Tree Grows In Brooklyn (Owen Arden)
9. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
10. A Tree Grows In Brooklyn (Owen Arden)

Jim Brokow
WOCP—Boston, Mass.
1. A Tree Grows In Brooklyn (Owen Arden)
2. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
3. Somewhere Along The Way (Tony Martin)
4. Raindrops (Vanessa)
5. Don't Forget (Don Cornell)
6. You're So Old (Don Cornell)
7. The Echo Waltz (Ike Lala)
8. A Tree Grows In Brooklyn (Owen Arden)
9. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
10. A Tree Grows In Brooklyn (Owen Arden)

Buddy Deene
WITF—Baltimore, Md.
1. A Tree Grows In Brooklyn (Owen Arden)
2. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
3. Somewhere Along The Way (Tony Martin)
4. Raindrops (Vanessa)
5. Don't Forget (Don Cornell)
6. You're So Old (Don Cornell)
7. The Echo Waltz (Ike Lala)
8. A Tree Grows In Brooklyn (Owen Arden)
9. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
10. A Tree Grows In Brooklyn (Owen Arden)

John Wirsley
WSAY—Savannah, Ga.
1. In The Good Old Summertime (Andrews-Sisters-Dick Haymes)
2. Somewhere Along The Way (Tony Martin)
3. Raindrops (Vanessa)
4. Don't Forget (Don Cornell)
5. You're So Old (Don Cornell)
6. The Echo Waltz (Ike Lala)
7. A Tree Grows In Brooklyn (Owen Arden)
8. The Good Old Summertime (Andrews-Sisters-Dick Haymes)
9. Strangely (Toni Arden)
10. Vanessa (Hugo Winterhalter)}
When I Fall In Love. The flip, "Pretty Waitz," had all of the pre-release promotion, but the flip is coming through for a money maker. ... The St. Louis Jazz Club held its regular meeting on 7/14 at the Hamilton-Wilshire Hotel. Live entertainment was provided by Rene Pervoe and Peer Card. ... The club, under the direction of Vivian Oswald, lists 7 Jazz shows that rate highly with all members: The New Orleans Jazz Club, on WVL; New Orleans Heritage, on WVO; The Reno Bayley Show, on EKW; The International Jazz Club, on KXOK; Dixie Shuffle, on KKLW; The Tony America Show, from WWL and then a little stint called Jam With Sam, aired over WGN. ... George Fletcher hits with a new show over WHO, Des Moines, on Saturday evenings. ... You public library or book store should have the following books on Jazz: Jassman, by Smith and Ramsey; Music Out Of Dixie, by Harold Sinclair; Jazz Record Book, by Smith and Halley. These books can be a great help to anyone wanting a true picture of this phase of American music. ... Capitol has a timely release in their "Ace Snake For President." His platform is: More money for rich people. Seems to me they already have the edge. ... Johnny Otis and Mel Walker coming up fast with "Call Operator 210." ... Paul Quinckett has a new release that's still in the mail. Let's hope that if Count Basie is on it, his name is not at the bottom of the label. ... When Dinah Washington last visited this her home town she showed every sign of being "Mud About The Boy." Maybe because of the true life angle she was able to put that extra something in the song that makes the difference between a hit and just another record. Dinah is really mad.

Carl Le Bow and Ike Berman, of Apollo records, touring around the mid-west shaking hands with distris, and old friends. Now that Ike is recovering from his long lay-up, a broken back, we hope to see his face in these parts more often. ... Apollo is excited about a new country styled blues singer named Duke Berman. Best Bet. ... The pairing of Frankie Lane and Doris Day on "Sugarbush" proves that this duet still can ring the CASH BOX in record stores and put money in the coin chutes. ... On a recent trip to Idledill, Mich., with the wife and two daughters, it was noticed that the most played records were as follows: "China Boo"; "One Mint Julep" and "Moody Mood For Love." The floor show that Zizzy Johnson is staging over at the Paradise Club, up in Idledill, is strictly gone, in fact it's too cool for the fools.

Derby has another potential hit coming out that will bear watching. It's called "Cracklin' Bread" b/w "Daisy Mae." Both sides sound like money makers, with the best bet "Cracklin' Bread." The trombone work, on these sides is extra fine, it's done by Ed Barron, a young man with lots of imagination and ability. Give this disc a spin and a listen. ... Sonny Gale cards from Atlantic City about her recent week at Harlem's Apollo. We hope to have this charming little singer here in the mid-west soon. ... "Ginny" by Cliff Ayers is a new release on his own label called Emerald. Cliff a Decca man for the past two years now tries it on his own, and we wish him the best of luck. ... Barbara Carroll, Atlantic label artist, is out of the Mutual network with her trio direct from the Park Sheraton Hotel in NYC.

Sam Evans is the Jazz and Blues expert heard natty over WGN Chicago's Mutual outlet and on WBBB-TV.

Four Aces Push
Chester, Pa. Front Page

CHESTER, Pa.—With millions of words burning up the wires emanating from Chicago and spreading in all directions to every town and hamlet in America, and with the import of those words of interest to the Arab riding a camel across the desert sands, the soldiers in the front lines in Korea, the cigar smoking artist in London, and Uncle Joe in the Kremlin, it was natural for all murder, war games, war news, and other news items of importance to be pushed off the Front Pages and relegated to less desirable locations so that the headlines could scream the Republican Convention story.

But not in Chester, Pa. No, not in Chester, Pa., which town claims The Four Aces for its own. Thursday, July 10, was proclaimed Homecoming Day for The Aces by Mayor Ralph F. Swarts, who presented the city's certificate to the Aces as "testimony to the contribution made in the field of popular music by The Four Aces." Friday's Chester Times, which carried the story used four columns of picture and story to cover the event, and the convention news took secondary honors.

The four local boys sang their way straight into the hearts of a record crowd of over 20,000 people that jammed Chester Park to hear their favorites. The boys sang eight songs concluding with "Sin," the tune that sky-rocketed them to fame and fortune.

Included among the record crowd were many out-of-towners and more than 100 servicemen patients from Valley Forge Army Hospital and Naval Station at Saint Paul. The servicemen were seated in a special guest section which had the mayor and several councilmen and their wives; the families of The Aces and George Hoven and his family. Hoven is the composer, with Chester Shull who was unable to be present, of "Sin."

Following the concert, the Aces left for New York for a four-day recording session, and then to the famous Sahara Hotel in Reno, Nevada for a week's engagement.
The recent decision handed down by Superior Court Judge James H. Pope in which he declared that Sammy Lane of International Records, Hollywood, Calif., could not hold Bobbi Nunn, singer, to his contract as Nunn had been signed to an American Federation of Musicians' paper in spite of the fact that Nunn was a singer and had never been an AFM member, gave Herman Lubinsky of Savoy clear title to the artist. Nunn has been recording for Savoy as the lead singer of "The Robins:" . . . Mary Lou Williams is being offered fabulous prices to play records this summer. Her "Caravan" and "Yes, We Have No Bananas" discs doing very well for her, which is probably the reason for the offers. . . .

In time to greet the NAM conventioners who invade New York next week, Atlantic Records has prepared a new batch of releases. The new discs (titles of which are still being kept under wraps) will be by artists Ruth Brown; The Cardinals; The Joe Morris Blues Cavalcade featuring Billy Mitchell and an etching introducing Atlantic's newest blues singer; discovery Soldier Boy Houston. . . . Varetta Dillard, Savoy thrush, whose "Easy Easy Baby" is still going very strong, is one-nighting starting on July 20. Varetta will make stopovers at Annapolis, Baltimore and Washington. Following her tour, Miss Dillard sets up shop at The Flame, Detroit for two weeks. Varetta recently signed with the Gale office. . . .

Errol Garner is currently being released on both the Okeh and Columbia labels. Garner's famous renditions of "Laura" and "Penthouse Serenade" were originally released on independent labels. Later, he re-recorded them for Columbia who issued them in an album titled "Errol Garner Gems." Now, due to innumerable requests, the "Gems" selections are being released as singles on the Okeh label. Columbia has also released a new Garner album titled "Soho Flight." Errol opens two weeks at the Chicago Theatre on July 18. . . . Sara McLawlor and Her All Girl Band open at the Cotton Club in Cincinnati on August 18 for two weeks.
THE CASE BOX
AWARD O' THE WEEK

TIZ 'N BLUES REVIEWS

THE CASE BOX
SLEEPER OF THE WEEK

MONEY BLUES' (2:41) Lazy Slim Jim does a bit of slow blues shouting with string accompaniment. Lazy Slim pipes the solid lyrics telling the story of his money "woes" expressively.

GEORGIA WOMAN' (2:39) The blues singer chats another slow blues appealingly.

THE LARKS (Apollo 1194)
I LIVE TRUE TO YOU' (3:04) The Larks wax a slow romantic ballad. The group works well together with Eugene Mumford handling the lead effectively.

HOLD ME' (2:40) The harmonizing group is put together on a slow beat oldie and wax a strong side. The orking is subdued in the mood of the tune.

PHILLY BRANCH (Tuxedo 2500)
LITTLE OLD BIBLE OF MINE' (3:01) Philly Branch does an inspirational vocal job on a slow religious item. Philly's deep voiced vocal is warmly backed by The Kings of Harmony.

ANGEL OF PATIENCE' (2:39) Flipside is another gospel piece sung excitingly by the Kings of Harmony with Walker Buggett doing the lead. The number is a moderate beat rhythmic spiritual.

CLARA WARD (Gotham 715)
COME IN THE ROOM' (2:41) Clara Ward does a moderate beat spiritual vocal in a shouty fashion. Hand clapping and chorus chanting set up the backing for the gospel singer.

WAIT FORING JESUS' (2:43) The second side is a slow religious number strongly sung by the artist.

STEVE GIBSON AND THE ORIGINAL RED CAPS (RCA Victor 25-4635)
WAIT' (2:42) Steve Gibson and The Original Red Caps come up with a soft reading of a moderate tune. Vocalist Emmett Mathews does an ok vocal job as he gimmers it up a bit.

RECY TO YOUR WEDDING DINE' (2:55) The orking on this slow item is dramatically done as Dar- nita pipes the sentimental tune softly and sweetly. Dar-nita receives a choral assist to help bring in a fine orking.

TENDERLY' (2:33)

"BLUE AND SENTIMENTAL" (2:34)

GEORGIE AULD (Coral 60760; 9-60760)
Coral, in releasing a single from the George Auld album "Tenderly," has made available to the operator a top-flight flaking that sax solo adherents and Auld followers will especially go for. The top, deck, "Tenderly," name song of the album, is a slow oldie that Auld gives an expressive and beautiful sax reading on. The mellow anf excellently treated gum piece is enhanced with a rhythm accompaniment and the result is an etching out of this world. The underlining is another slow item, smoothly and lastly done by the sax artist. George's treatment of the mellow tune and the soft back- ing accompaniment makes this another Auld flaking that will please and excite. We recommend, without reser- vation, that tape get with this platter now.

THE DAVIS SISTERS and CURTIS DUBLIN (Gotham 716)
BY AND BY' (Pt. one) (2:41) The Davis Sisters and Curtis Dublin blend their talents on a fast moving wild spiritual. A real jubilee, rhythmical and set up with harmoni- zing, is the resulting waxing as the artists give their all.

BY AND BY' (Pt. two) (2:39) The under portion is a continuation of the same tune.

THE ANGELIC GOSPEL SINGERS (Gotham 717)
MILKY WHITE WAY' (2:42) The Angelic Gospel Singers harmonize on a slow light rhythmic gospel number. The dramatic arrangement is handled smoothly by the artists as they finish with a strong reading.

BREAD OF HEAVEN' (2:41) Flipside is a similar item. Organ provides the musical assist on both decks.

BABY, LET ME HEAR YOU CALL MY NAME' (2:41)
"GUITAR BLUES" (2:40)

RAY CHARLES (Swing Time 300)
Ray Charles comes up with a slow beat blues titled "Baby Let Me Hear You Call My Name," on the upper deck. Ray, a proven performer, gives the tune a low down vocal treatment in which he em-

EDDIE MACK (Savoy 853)
KEY HOLE BLUES' (2:38) Eddie Mack gives a dynamic vocal reading to a moderate beat blues. A torread sax solo and a nice beat of guitar stand out in the backing.

SEVEN DAY BLUES' (2:34) The singer comes up with a solid bit of blues, about as, he tells his woes from day to day.

THE SILVER STARS (Hi-Le 1411)
COME OVER HERE' (2:38) The Silver Stars hang out a moderate tempo rhythmic gospel tune in insipiring fashion. The group harmonizes well as they receive some light guitar back- ing.

PACK UP, GETTIN' READY TO GO' (2:45) The group comes up with a fast tempo rhythmic religious number on top. Under siding, Wax- ing is a good one.

JIMMY LIGGINS (Specialty 434)
BROWN SKIN BABY' (2:30) Jimmy Liggins sings and plays his guitar as he waxes a moderate -quick rhythmic ditty in a strong man- ner. Backing by The Django of Joy Orchestra sets up the artist in sock style.

DARK HOUR BLUES' (2:21) The singer sings a moderate beat blues on the flipside. The singer's presentation of the rhythmic number makes this a good end.

THE SWAN SILVERTONE SINGERS (Specialty 829)
JESUS CHANGED THIS HEART OF MINE' (2:50) The gospel group sings a moderate tempo religious number appealingly.

THE DAY WILL SURELY COME' (2:44) The second end is a moderate beat jubilee style tune sung excitingly by the Swan Silver- tone Singers.

EDDIE BOYD (J. O. B. Records 1007)
FIVE LONG YEARS' (2:49) Eddie Boyd gives the low down treatment to a slow blues item.

BLUE COAT MAN' (2:41) Blue Coat Man takes on the lower deck as he sings a fast paced rhythmic item with zest.

THE FOUR JACKS (Federal 12087)
THE LAST OF THE GOOD LOCKING MEN' (2:56) The Four Jacks beat out a moderate-quick rhythmic number with zest as they split a happy sounding tune. The bass voiced lead vocalist does a grade-A job and is backed in strong style by the rest of the quartet.

TILL HE BE HOME AGAIN' (3:00) The boys do a soft slow number backed by fine soft orking.

LYZ SLIM JIM (Savoy 854)
MONEY BLUES' (2:41) Lazy Slim Jim does a bit of slow blues shouting with string accompaniment. Lazy Slim pipes the solid lyrics telling the story of his money "woes" expressively.

GEORGIA WOMAN (2:39) The blues singer chats another slow blues appealingly.

THE LARKS (Apollo 1194)
I LIVE TRUE TO YOU (3:04) The Larks wax a slow romantic ballad. The group works well together with Eugene Mumford handling the lead effectively.

HOLD ME (2:40) The harmonizing group is put together on a slow beat oldie and wax a strong side. The orking is subdued in the mood of the tune.
NEW YORK—Pyramid Records’ “The Mask Is Off,” got the benefit of some nice promotion this week, when pickets representing the New York Verdi Music Society appeared in Times Square and in front of the ASCAP offices on Madison Avenue, denouncing Elmo Buss and Martin Lawrene, the composers of the tune who stole the melody from Verdi’s “Aida.” Jerry Blaine, Conant Distributors, handling the distribution of the Buddy Costa recording, reports that big interest is bursting loose on the number.

**London Gives Party Honoring Vera Lynn**

LONDON—Because of her sensational smash recording of “AUF Wiedersehen!”, the Savoy label, which has risen to the number one hit in America, Vera Lynn, young English born thrush, was the guest of honor at a party given at the Savoy Hotel, London, by E. R. Lewis, president of the company. Miss Lynn is currently tied up in a leading role in the musical revue “London Laugh” and it is expected that she will be unable to return to the United States before October. When in the states last year Vera Lynn appeared on Tallulah Bankhead’s “Big Show” several times, and they had television shots with Milton Berle and Perry Como.

The National Broadcasting Company has an option on Miss Lynn’s services, and it is expected they will pick up this option in view of the singer’s present popularity.

**Lubinsky Victor In Court Suit Retains Services Of Singer Bobby Nunn**

HOLLYWOOD—Herman Lubinsky of Savoy Records, Newark, N. J., emerged victorious last week in a court hassle with Sammy Lane of International Records, Hollywood, over the services of singer Bobby Nunn. Superior Court Judge James H. Pope ruled that Nunn had, in effect, no contract with Lane. Pope based his verdict on the fact that Lane had signed Nunn to an American Federal of Music Contract, whereas Nunn was a singer and had never been an AFM member.

Lane had instituted two suits for a total amount of $100,000 against Savoy Records and Herman Lubinsky, and had asked an injunction to halt the sale of Savoy recordings that employed Nunn’s voice. The singer was the lead vocalist of a vocal group known as The Robbins. Lane also asked for an accounting of royalties earned by the Nunn releases.

Ralph Bass, of King Records, was present at the hearing and testified on behalf of Savoy Records. King Records had recently been involved in a similar suit with Chess in which the exclusive rights to John Lee Hooker had been involved.

Handling the legal end for Lubinsky were Jack L. Cohen of Newark, N. J., and Louis Warren of Los Angeles, Calif.

**Piccola Organizes Pic Enterprises, Inc.**

NEW YORK—Pic Enterprises, Inc., a new personal management organization, has been set up by Joseph Piccola with offices here. Among the talent already signed by the firm are Al Martino, new singing sensation, who is riding high with “Here In My Heart” and “Take My Heart”; The Tony Aquaviva Orchestra, recently signed by MGM; and Bob Haymes.

Mr. Piccola announced that the officers include himself as president; Frank Law, vice president; Frank Samansky, secretary; and Ernest Pagano, treasurer.

**Columbia Album Re-unites Original Goodman Trio**

The Benny Goodman Trio, one of the most famous combinations in jazz history, is reunited for the first time in more than a decade in a new Columbia recording. "The Benny Goodman Trio Plays For The Fletcher Henderson Fund." Goodman, drummer Gene Krupa and pianist Teddy Wilson performed for these recordings on disc jockey Martin Block’s "Make-Believe-Ballroom" program over New York station WNEW on April 1, 1931, when the famous triumvirate met to pay tribute to arranger Fletcher Henderson, then critically ill.

The Trio was formed in 1935 when bandleader Goodman and his band members Krupa and Wilson were dinner guests at Mildred Bailey’s Forest Hills home. They supplied a bit of impromptu musical entertainment just for “kicks” then decided to make the informal trio a regular unit in the band. The Trio flourished until Krupa and Wilson left the Goodman organization in 1938 to form their own orchestras.

**‘ONCE IN A WHILE’**

EDNA McGRiff
SONNY TIL
BUDDY LUCAS
A SMASH HIT!

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

![Record Ad with artist names and music titles]

**Piccola Organizes Pic Enterprises, Inc.**

NEW YORK—Pic Enterprises, Inc., a new personal management organization, has been set up by Joseph Piccola with offices here. Among the talent already signed by the firm are Al Martino, new singing sensation, who is riding high with "Here In My Heart" and "Take My Heart"; The Tony Aquaviva Orchestra, recently signed by MGM; and Bob Haymes.

Mr. Piccola announced that the officers include himself as president; Frank Law, vice president; Frank Samansky, secretary; and Ernest Pagano, treasurer.

**Columbia Album Re-unites Original Goodman Trio**

The Benny Goodman Trio, one of the most famous combinations in jazz history, is reunited for the first time in more than a decade in a new Columbia recording. "The Benny Goodman Trio Plays For The Fletcher Henderson Fund." Goodman, drummer Gene Krupa and pianist Teddy Wilson performed for these recordings on disc jockey Martin Block’s "Make-Believe-Ballroom" program over New York station WNEW on April 1, 1931, when the famous triumvirate met to pay tribute to arranger Fletcher Henderson, then critically ill.

The Trio was formed in 1935 when bandleader Goodman and his band members Krupa and Wilson were dinner guests at Mildred Bailey’s Forest Hills home. They supplied a bit of impromptu musical entertainment just for "kicks" then decided to make the informal trio a regular unit in the band. The Trio flourished until Krupa and Wilson left the Goodman organization in 1938 to form their own orchestras.

Please mention THE CASH BOX when answering ads
Florida's Governor Fuller Warren seemed to enjoy himself immensely on the front row of WSM's "Grand Ole Opry" on the 12th. Gov. Warren has long been a fan of the big show since he arrived. One night, Mr. Warren, accompanied by his wife, sat down in front of the Opry, which he said is something he has been planning on for some time.

Ernest Tubb's next Decca release features a song penned by Charlie Walker, the top country jockey in the San Antonio area via KMBC, and Ken Wayne of same city. Tune was written especially for Ernest who made it a "must" on his next session. We've heard it and give it every chance of being Ernest's biggest to date.

Shel Horton doing WVAM—Altoona, Pa. and WHUN—Huntington, Pa. country record chores from his home studio in Sutton, Pa. His time on both stations is being used constantly with the addition of new accounts. Horton is badly in need of sacred and spiritual disc for these shows. 

Eddie Arnold (RCV Victor) began his third times weekly summer replacement for the Opry on the east coast. Eddie's version of the ballad "High Noon" is spotted all through the flicker.

Wade Ray (RCV Victor) sporting a new MG, those little foreign cars you see more and more of. The door is inscribed "Cindy" in tribute to song writer Cindy Walker who authored all Wate's "Walking Out The Door" especially for Wade. He's still at LA's "COW TOWN" (as reported by the wire service) showing records very hard for the station's pops.

Bill. Hargis who had spent a week in recording sessions with WHKC in Columbus, Ohio for some time expects to set up in Phoenix, Arizona about the middle of August. Before the trek west he will cut new sides for KING in Cincinnati.

Tex Ritter (Capital) on his way to England to open July 26th for the much touted London's "New Arena" as rodeo headline. Tex is getting acclaim from all points for his vocal work in the Stanley Kramer film "High Noon." The Ritter voice opens and closes each week he too will ride in the version of the ballad "High Noon" is all through the flicker.

Rex Allen (Decca) in Nashville last week doing new sides. Rex also guested on the Opry tray shows and was Red Foley's Prince Albert guest. He had to rush back to Hollywood to begin shooting a new Republic flicker. 

Lloyd Cook, Capitol's Southern Proma man, and Paul Geotis, Capitol's Cincinnati branch manager, covered all the country happenings in Nashville last week end. It was Geotis' first visit to the rural haven amid the catone stars. Upon leaving he remarked that he knew he could now sell more of Capitol's country warblers.

Sid Dickler doing promo work for artists, labels and clubs around Pitts-burgh in addition to his nightly d.j. shows at WHOD. He's in the process of setting up another country record show from Pitts. WMCK. Records will be spun in Dickler's office and aired remotely.

Dean Turner holding record spot on KFBI in Oklahoma City. Texas. Dave is a personal friend of almost every name in the field and they always head for his shows when in the area. He notes that his ABC and ABC nets, however, his time re-verted when listeners showed their wants.

Mert Lloyd on KXEL in Waterloo, Iowa waves a big flag for Capitol's new Dancer. Lloyd reports that at least one Young discing is a must on each of his shows now.

Tommy Duncan, the songwriter who spins 'em out daily from WING in Dayton, Ohio, covered the "Grand Ole Opry" last week with his lovely wife, Mary Lou. Sutton left with a taped interview with nearly every WSM artist for the pleasure of his friends in Dayton. Mr. Sutton's song, which was Mack Sanders of KFBI in Wichita, Kansas. Mack helped m. e. the local show from Ernest Tubb's Record Shop.

Eddie Hill (Mercury) started a one to two AM country disc show via WSM each Sunday morning in addition to Eddie's numerous other chores.


earnest tubb

Music

DON'T MOTHER YOURSELF, LADY

EF

LET ME KNOW WHEN YOU COME BACK HOME

Eff

Bob instrumentally

7880

pf

rubb's

Eating

Faron

ting

week

ach

ment

The rural top Opry,

KFBI

Eddie

Dean

Rex

Ernest

6

a

5

5

Record

in

shows

back

branch

6

1947

of

Arnold

14th.

LA's

Victor

VA

May, 1952

mzr


t.

اني

ff

n

Opry

1952

ROOTS


t.

bf

mzr


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952

ROOTS


t.

ff

n

Opry

1952
She's "Lovely To Look At"

ST. LOUIS—Ed Bonner, disc jockey on radio station KXOK, St. Louis, is shown interviewing Jane Lynn one of the lovely models who appear in the MGM film, "Lovely To Look At." Miss Lynn presented deejay Bonner with a copy of the first MGM Record album distributed in St. Louis. Left to right are: Ed Bonner, model Jane Lynn and Jimmy Friedeman, MGM Records distri- butor for St. Louis.

Trumpet Signs Folk Singer

JACKSON, MISS.—Trumpet Rec- ords, Diamond Record Co., Jackson, Mississippi, has recently signed an exclusive contract with Jimmy Swan, mu- sician, composer and singer, who ap- pears with his folk band daily as a deejay on radio station WFOR, Hattiesburg, Mississippi. The recording company lost no time in waxing four sides on Jim; the first two sides to be released within about five days are "I Had A Dream" and "Juke Joint Mama" and reports from people in-the-know are that both sides are sure fire sellers.

Swan is a well-known and well-liked personality throughout the South and by others over the whole country. He even ran for sheriff of his home county of Forrest and was defeated by only a small margin.

Jimmy has just recently contracted with a large advertisement company to transcribe "Cowboy Jim" shows to be run daily on a number of 50,000 watt stations and several smaller stations throughout the country, and will also appear on TV on the same stations at a later date.

"Singing Battle Royal" To Launch Promotion Campaign

A 5-week promotion campaign will be launched Sunday July 27th via the "Singing Battle Royal," over WINS with Brad Phillips as moderator, to create interest in a new teen-age gimp- nerty, the Smarty Pants Patch.

Promotion will be in the form of a contest. Listeners to the "Singing Bat- tle Royal" wishing to enter contest send in their blank, which will be available at stores, with 1) nickname for their favorite crooners; and 2) slogans for their favorite crooners, i.e. "I know for Vic Damone; I miss ya Eddie Fisher." Winners will be se- lected individually and via fan club participation. Prizes include weeks for two at the Waldemere, as grand prizes; watches, year's supply of favorite crooner records and a night at the Aquashow among others.

Contest begins over WINS July 27th and runs through August 17th.

New Sauter-Finegan Orchestra Makes Bow

NEW YORK—At a preview play- ing in the Johnny Victor Room at the RCA Victor Exhibition Hall, 40 W. 49th St., on July 17, RCA Victor intro- duced to the music world the first rec- ordings by the new Sauter-Finegan Orchestra.

RCA Victor has searched, along with others, for a way to bring the band business back to its former high pitch of both commercial and artistic success. The record company feels that in this new aggregation it has what could be the spark to ignite a renewal of interest in bands such as prevailed in the thirties and early forties.

Willard Alexander, who launched the original Benny Goodman band and has been associated with such great jazz artists as Harry James, Tommy Wilson, Lionel Hampton, Count Basie and Gene Krupa, and has guided the careers of Vaughn Monroe and Dizzy Gillespie, is responsible for the combi- nation of Sauter and Finegan, who he feels are two of the greatest composer-arrangers in the past 15 or 20 years.

Ed Sauter and Bill Finegan will at- tempt to inject color and mood into their arrangements. Everything they write will attempt to create a certain mood that is consistent with the com- position and a certain color that blends in with the mood. All of this, of course, with a strong beat will offer the pub- lic what they think is good dance music.

The young arrangers stressed the fact that their band will sound the same both on records and in person. The "sound" of the orchestra will be created by the use of a percussion section, instead of the technician manufac- tured sounds such as echo cham- bers and other gimmicks. In that way, the band will sound the same in person as well as records.

The first releases for the team are: "Doodie Town Fifer," "Azalea Te," "Rain" and "Stop, Sit Down, Relax and Think."
### New York, N. Y.
1. **HERE IN MY HEART** (Al Martine)
2. **AUF WIEDERSEHEN SWEETHEART** (Vera Lynn)
3. **KISS OF FIRE** (Georgia Gibbs)
4. **WALKIN’ MY BABY BACK HOME**
5. **DELICADO** (Percy Faith)
6. **I’M YOURS** (Carroll & Fisher)
7. **HERE IN MY HEART (Al Martine)
8. **BLUE TANGO** (Loree Andrews)
9. **LOVER** (Lee-Jenkins)
10. **MAYBE** (Carr–Fisher)

### Philadelphia, Pa.
1. **AUF WIEDERSEHEN SWEETHEART** (Vera Lynn)
2. **BOTCH-A-ME** (Rosemary Clooney)
3. **WALKIN’ MY BABY BACK HOME**
4. **DELICADO** (Percy Faith)
5. **WISH YOU WERE HERE** (Eddie Fisher)
6. **HERE IN MY HEART (Al Martine)
7. **SOMEWHERE ALONG THE WAY**
8. **IN THE GOOD OLD SUMMERTIME**
9. **HERE IN MY HEART (Al Martine)
10. **MAYBE** (Carr–Fisher)

### Richmond, Va.
1. **WALKIN’ MY BABY BACK HOME**
2. **MAYBE** (Carr–Fisher)
3. **KISS OF FIRE** (Georgia Gibbs)
4. **WALKIN’ MY BABY BACK HOME**
5. **DELICADO** (Ston Kostas)
6. **I’M YOURS** (Four Aces)
7. **HERE IN MY HEART (Al Martine)
8. **BLUE TANGO** (Loree Andrews)
9. **MAYBE** (Carr–Fisher)
10. **IN THE GOOD OLD SUMMERTIME**

### Savannah, Ga.
1. **HERE IN MY HEART** (Al Martine)
2. **KISS OF FIRE** (Georgia Gibbs)
3. **I’M YOURS** (Eddie Fisher)
4. **WALKIN’ ALONE** (Dan Carroll)
5. **HERE IN MY HEART (Al Martine)
6. **SOMEWHERE ALONG THE WAY**
7. **HERE IN MY HEART (Vic Damone)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Oakland, Calif.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Oklahoma, Ohio
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Ohio City, Mo.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### St. Louis, Mo.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Brodhead, Wisc.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Brattleboro, Vt.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Houston, Tex.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### St. Paul, Minn.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)

### Kansas City, Mo.
1. **HERE IN MY HEART (Al Martine)
2. **HERE IN MY HEART (Al Martine)
3. **HERE IN MY HEART (Al Martine)
4. **HERE IN MY HEART (Al Martine)
5. **HERE IN MY HEART (Al Martine)
6. **HERE IN MY HEART (Al Martine)
7. **HERE IN MY HEART (Al Martine)
8. **HERE IN MY HEART (Al Martine)
9. **HERE IN MY HEART (Al Martine)
10. **HERE IN MY HEART (Al Martine)
Leaders Agree With and Acclaim "The Cash Box" Articles That This is Best Summer Season Since End of War II. All-Leading Factories Busy. Ops Ahead. Distribrs Driving for Biggest Sales Regardless of Continued Humid Heat Sweeping Nation

EXHIBIT BREAKS NATIONALLY WITH "TWIN ROTATION"


CHICAGO—From everywhere in the industry comes outstanding commendation for the articles which have appeared here regarding the fact that this summer of 1952 is considered by many as the best since the end of War II.

Leaders agree that the manufacturers in this Colcenter of the industry are, most definitely, producing the greatest machines they have yet built, even considering the past year's Fall and Winter season (when manufacturers have not been able to bring out their best products) as well as this past Spring of '52.

Every other manufacturer has a great money-making machine on his production lines at this time.

As far as the amusement games manufacturers are concerned, they have according to many, never before turned out such grand and outstanding products.

As far as the phonograph manufacturers, all that is required of them, their distributors state, is to get them to deliver as many as they possibly can to distributors all over the nation. Most of the distributors are backlogging orders.

There is no doubt, then, that this is one of the best summer seasons in the history of the business.

Most important, of course, is the fact that the operators (most vital factor in the entire summer season equation) are finding that their collections are holding up, even in the steamming hot cities, but, are going away as fast as ever the records they enjoyed in resort spots.

Distributors are working on ahead attempting to set sales marks right in the very midst of the torrid humidity of the big cities.

Some state that, if they could get deliveries to fill all their orders, they would be in position to close shop for the balance of the summer season.

This is truly remarkable from many standpoints. This is the first summer, in a long, long time, when all agree that such great products have never before been produced during such a period.

First notification of this fact came from The Cash Box.

Those who read the first stories regarding this big hit summer season were just a bit skeptical, according to the reports.

Since then, these skeptics have found that the facts are true, and that the manufacturers are producing greater money-making products during one of the hottest and most humid summers in history, than they have ever built since the end of World War II.

The Cash Box.
CHICAGO—Growing ever more important in the field of depreciation schedules, especially in the automatic music industry, as is now being faced by many of the nation’s juke box operators. Every territory, according to reports received, seems to have a different depreciation rate, set up by local Federal tax officials.

For a long time there has been offered by the juke box industry many plans for a nationally uniform depreciation method.

One Certified Public Accountant after the (Levi, Eddy & Co., Chicago and Herman Jaffe, C.P.A., New York) have proposed plans and methods for helping the nation’s juke box operators to arrange for a nationally uniform depreciation rate to help eliminate many of the headaches operators are undergoing.

One of the first is a series of meetings by tax officials asking them how, where, and when, they arranged their depreciation schedules.

Now, the “End-Of-Month Inventory Issue” of The Cash Box (this July 26, 1952 issue is the first edition) offers a factually honest answer to the depreciation problem.

All the operator need do is fill out the “E.O.M. Inventory” alongside the profit sheet and compare the two months. This way the exact month issue of “The Confidential Price Lists” are out, the number of a unit for which you have paid a certain amount.

The recommended method (and the hope is that this will become the nationally uniform depreciation rate) is a four year depreciation schedule as proposed by certified Public Accountant Leo F. Kaner of Chicago who is extremely well acquainted with the juke box operators’ problems in this direction.

Mr. Kaner proposes that 40% of the cost be deducted as depreciation for the first year; 30% the second; 20% the third year; and 10% for the fourth and fifth years.

Operators of music equipment will note that this is a very conservative estimate.

By checking against the 1951 phonographs in one of their machines and seeing how many have been purchased and sold, the estimate is found to be roughly 60% of the original list price.

The Warner Model 1200 (originally $995.00 list price) is now priced between $490.00 to $500.00.

The Seeburg M-160-79 (originally $995.00 list price) is now valued between $625.00 to $750.00.

The AMI Model “C” (originally $700.00) is now quoted at between $445.00 to $525.00.

As the operator fills out each end of the month’s “Inventory Issue” and compares the two months, the exact unit of reproduction equipment and this, plus his own price paid and valuation proofs, stand up as factual evidence of the depreciation rate which he can take.

The AMI Model “C” (originally $700.00) is now quoted at between $445.00 to $525.00.

As the operator fills out each end of the month’s “Inventory Issue” and compares the two months, the exact unit of reproduction equipment and this, plus his own price paid and valuation proofs, stand up as factual evidence of the depreciation rate which he can take.

NEW YORK—Al Simon, Albert Simon, Inc., this city, announced officially this week that his firm has joined the “horse” derby with the introduction of “Gallopin’ Beauty,” a C.P.A. operated mechanical horse. However, unofficially, “Gallopin’ Beauty,” for which Simon is exclusive national distributor, has been in the hands of a number of operators throughout the country for a number of weeks.

“We recognized the fact that there were several mechanical horse being manufactured and operated, and we first had to be sure ‘Gallopin’ Beauty’ would stand up in competition with them. We therefore tested it ourselves, and sold a number to operators. The reception was wonderful. The horse stood up mechanically, which was most important, and also met the other requirements as far as a beauty was appearance. Operators who had purchased ‘Gallopin’ Beauty’ started to come back for additional orders for substantial quantities. The horse had met the test. We are now in full production and in a position to supply quantities of the machine in any one place.”

“In addition,” Simon pointed out, “‘Gallopin’ Beauty’ has all the features to intrigue the riders, as well as some mechanical features not included in other horses on the market. This machine hasn’t any exposed moving parts, thus eliminating the necessity of lubricating any of the parts; it is simply constructed; the rider can ride slow or as increased speed by pulling the lever; and the horse itself is constructed of indestructible plastic selected made by the Pittsburgh Plate Glass Company. Also, of great importance to the operator, is the fact that our price is somewhat lower than the others.”

Simon has appointed several distributors, and is in the process of appointing others in those territories still available.

Albert Simon Enters Horse Derby; Introduces “Gallopin’ Beauty”

CHICAGO—Chicago Coin distributors received this past week, shipments of the firm’s new baseball game, “Big Hit.” This game as described by Sam Lewis, “is a completely different baseball game. The players are chased by the ‘five’ bumper in sequence, lights the special lane, and is given the choice of the all new lane H-1-1. Then the extra special hole lights up offering the player the free additional plays.

The Chicago Coin Machine Co., this past week, also issued a new catalog of parts and supplies for all of its Chicago Coin products. This parts catalog, said Sam Lewis of the Chicago Coin, “is published in order that the operator of Chicago Coin machines can be in a better position to order replacement parts, more accurately, thereby insuring quicker service.

“More than 19 years, Chicago Coin Machine Co. has specialized in the manufacture of coin operated equipment which has been scientifically designed and skilfully constructed.”

Lewis went on to say, “Thousands of our machines are giving satisfactory service. They will continue to give good service as long as genuine Chicago Coin parts are available for replacement and maintenance.” The catalog lists a description along with part numbers and a photo of all parts.

This 42 page catalog is one of the finest and most complete of its kind,” said Sam Lewis. He concluded, “I’m asking all operators to write to us at Chicago Coin for their free copy of our 1952 catalog.”

CHICAGO—Chicago’s juke box ops are getting together this week in what the Board of Directors of the Recorded Music Service Assn. (the Chicago juke box operators association) here believes will be the biggest turnout they’ve ever had for their third annual golf tournament as well as for the banquet which follows the tournament. This event is planned for Thursday, July 23, at Bunker Hill Country Club on Milwaukee Avenue.

Ray Cunliffe, President of the association, advised that reservations which have poured in assure the organization the biggest tourny in its history and, especially, the biggest banquet it has ever yet held.

Cunliffe stated that many of the people who won’t have time for the golf tourney have promised to be on hand for the dinner.

All the recording firms, distributors of records and supplies, representatives of the leading juke box factories, distributors of juke boxes, as well as the press, have all indicated they will be present.

This week will also see some very fine golf if some of the leading recording artists appear at this tourny.

It is believed that stars like Eddie Howard will come out to meet the challenge of Phil Levin, secretary of the ops’ association and winner of last year’s tournament.

Many beautiful prizes have been gathered together which will be presented at this annual golf tournament.

The banquet this week promises to be the most outstanding ever yet held by the organization. Last year, Ralph Marterie and his orchestra supplied the music and many stars came over for the fantastic banquet.

With visitors from many surrounding operators’ associations also to be on hand, bringing large delegations along with them, plus big crowds from this city, the banquet and the tournament should prove the greatest yet held by the organization.
"Bobby Shaftoe"

Bobby Shaftoe's gone to sea. He's not worried about his "D" That earns top money on location When he's away on his vacation Pretty (soft for) Bobby Shaftoe.

Bobby Shaftoe's well aware That the "D" seldom needs repair, But plays on with never a failing To interrupt his summer sailing. Pretty (soft for) Bobby Shaftoe.

Many an operator will get extra enjoyment from his leisure hours this summer because of the Model "D". With dependable "D's" on the job, the operator has a feeling of confidence that his vacation won't be cut short by equipment breakdowns. 'Matter of fact he may even stay away longer, with the added money coming in from the "D".

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

"It's What's in THE CASH BOX That Counts"
Meeting Dates Of
Music Operators' Associations


14—Music Operators Of Northern Illinois Place: To be announced

Mills Rebuilding Candy Vendor

CHICAGO—Mills Industries, Inc., it is rumored here, is rebuilding their old candy vendor and will reintroduce to the market very soon in new and modern styling.

The belief is that, with candy vendors going at a terrific clip at this time, that the Mills unit should catch on everywhere in the country.

Oldtimers in the industry will recall the old Mills candy vending machine. The new unit, which is based on this old machine, is reported to be a tremendous improvement.

New Seattle Distrub Firmed

SEATTLE—Higgins Vending Sales, a new distributing company, was formed in this city last week by F. M. (Pete) Higgins. Higgins and his son William have represented Spacarv Company, of Stamford, Connecticut, on an exclusive basis in the Seattle area. The newly originated corporation will handle the sale of Spacarv cup vending equipment and the Bert Mills Coffee Bar. Higgins has been given exclusive rights of distribution for Spacarv in the Pacific Northwest area.

Goodyear Products Offers Two-Sided Puck

ELIZABETH, N. J.—The Goodyear Products Corporation has made another money saving item for the coin machine operator by producing a two-sided puck that can be used on any and all shuffle alley. This puck, plated on both sides, is highly polished and is still among the least costly in its price field. The Goodyear puck is designed to last twice as long as a one-sided puck.
The MYSTERY Game of the Year!

"Super TWIN ROTATION"

Here, at last, is the LEADER you've been waiting for! There's never been anything like it. Mere words cannot begin to describe this marvel of scientific achievement. SEE IT — PLAY IT — and you'll know why locations will insist on "SUPER TWIN ROTATION"!

It's New! It's Fascinating! It's Fun!
Player preference is assured because "Super Twin Rotation" is truly a new game with a fresh approach to exciting entertainment.

It's a Real Challenge
It takes skill to "sink" all of the "balls." They'll have to brush up on their bank shot—yet the novice gets as much fun from "Super Twin Rotation" as the "pro."

Imagine!
Real Rotation paid on a coin machine! Slide the "coke-ball" (puck) down the play-board—watch the balls "break" and scatter. Then go after them—one by one—in Rotation. The arm is the cue stick—the push is the ball.

Be the First to Cash In—Order Today!

10¢ per game, per player
One Player - 15 Shots
Two Players - 29 Shots

EXHIBIT SUPPLY
4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS
ESTABLISHED 1901

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

- ALBERTA VENDING MACHINES, LTD.
  100 South Ave, E. • CALGARY, ALBERTA, CANADA
- ATLANTIC MUSIC CO.
  221 Main St. • SOUTHWICK, MA
- BANNER SPECIALTY CO.
  131 South Ave, • PHILADELPHIA, PA.
- BANNER SPECIALTY CO.
  1954 Fifth Ave • PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.
  267 Second Ave, N. • BIRMINGHAM, ALA.
- LYN BROWN
  1000 W. First Ave • LOS ANGELES, CALIF.
- RUSH DISTRIBUTING CO.
  254 S. W. 29th St • MIAMI, FLA.
- RUSH DISTRIBUTING CO.
  60 Kendall Ave • JACKSONVILLE, FLA.
- FIRST DISTRIBUTORS
  1763 N. 34th St • CHICAGO, ILL. 
- GENERAL DISTRIBUTING CO.
  1741 Main St • DALLAS, TEXAS
- T. B. HOLLIDAY CO.
  777 Main St • COLUMBUS, IOWA.
- LIEBERMAN MUSIC CO.
  277 Prudential Ave, N. H. • WINDSOR, MONT.
- MODERN DISTRIBUTING CO.
  333 Third St • DENVER, COLO.
- CLEVELAND COIN MACHINE EXCHANGE
  2027 Prospect Ave • CLEVELAND, OHIO
- MIKE MUNVIEI CORP.
  3137 Third Ave. • NEW YORK, N.Y.
- REDD DISTRIBUTING CO. INC.
  179 Second St • ALLENTOWN, PA.
- REDD DISTRIBUTING CO. INC.
  11604 W. • WENDELLfield, MA.
- SOUTHERN AUTOMATIC MUSIC CO.
  175 S. First Ave • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.
  1470 Main St • DALLAS, TEXAS
- SOUTHERN AUTOMATIC MUSIC CO.
  777 S. Main Ave • FT. WORTH, TEX.
- SOUTHERN AUTOMATIC MUSIC CO.
  300 S. Third Ave • FORT WORTH, TEX.
- SOUTHERN AUTOMATIC MUSIC CO.
  1528 Broadway • CINCINNATI, OHIO
- DANN STEWART CO.
  150 East Second St • SALT LAKE CITY UTAH
- UNI-COM DISTRIBUTING CO.
  530 Main St • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC.
  515 S. Central • WICHITA, KANS.
- UNIVERSITY COIN MACHINE EXCH.
  252 N. High St • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.
  191 Center St. • ATLANTA, GA.
- WESTERN DISTRIBUTORS
  1575 S. 10th St • PORTLAND, OR.
- WESTERN DISTRIBUTORS
  2575 Elm Ave • SEATTLE, WASH.
SILVER-KING SALES
BIG IN HAWAII

CHICAGO—H. F. (Harold) Burt, President of Silver-King Corp., this city, reported this week, in collaboration with the story which appeared in this publication this past week's (July 19, 1952) issue, regarding the fact that Ball Gum, Inc. was enjoying tremendous sales of its chlorophyll ball gum in Hawaii:

"We, too," Burt stated, "are enjoying big sales of our Silver-King Vendors throughout the Hawaiian Islands."

He continued, "At first, when we received our original order from Hawaii for a good number of our Silver-King Ball Gum Vendors, we thought that this was 'just one of those things."

"But," he says, "ever since then orders have continued to pour in and, what's more, they've grown bigger each time.

"It seems to me," he concluded, "that the Hawaiian Islands are, today, among the largest Chlorophyll gum users in the world."

"They have, most definitely, kept us busy every week trying to supply the demand for Silver-King Ball Gum Vendors." Burt is also enthusiastic over the reception which his vendors have been getting, not only from the United States, but from Canada and other countries.

He believes, "The day of the vending machine is actually just beginning. Such products as Chlorophyll Ball Gum have opened the way for many, many operators of all types of machines on every location everywhere, to enjoy sufficient profit to cover their servicing overhead on those locations.

"This means all-profit from all other equipment they operate on those locations."

Remember Boys:
This Is A Golf Match
Not A Boxing Bout

CHICAGO—Eddy Howard, in the latest of a series of challenges and counter-challenges, wired Phil Levin as follows:

"Advise Phil Levin that I'll play entire eighteen holes with one club against his matched set at tournament July 25. Furthermore, I'll not shoot another hole until tournament time since I'm on midwestern tour with band. Best regards."

Eddy's wire was in reply to Phil's statement, wherein he said:

"Tell that Eddy Howard he better stay on that favorite golf course of his day and night from now on until our association tournament at Bunker Hill Country Club on July 25.

"Furthermore, you can tell that warbler that he had better learn that it takes more than one club to go down 18 holes at this course and that just chipping ain't goin' to get him nowhere.

"In addition, tell him that, whether Como, Cherry and Crosby show up or not, that I'll still beat his ears back so much he'll think I'm a game from now on in."

Remember boys—just bring along your golf clubs. Rubber saps and brass knuckles are verboten.
Two New Type Rebound Kickers Add Appeal To Williams’ “Caravan”

Mills Offering “Minute Maid” Orange Drink Dispensers To Trade

CHICAGO—The introduction of two large new type rebound kickers adjacent to the two conventional flippers at each side of the lower playfield in Williams’ new “Caravan” 5-ball game adds greatly to its ball animation, says Sam Stern, vice-president of Williams Manufacturing Company. The feature is reportedly the newest innovation in 5-ball games.

The fast flipper and kicker action at the lower “Caravan” playfield follows very speedy thumper bumper, special bumper and four trap hole scoring at the top of the playfield. The four trap holes line up a special button for replays and the four thumper bumpers score points when hit. Two special bumpers line up for replays when numbers 1 to 6 are made with the four trap holes all loaded. Williams’ “Caravan” also scores replays for high score and point score.

Production on “Caravan” is going full speed ahead, according to Stern who declares that the demand for the game is exceeding company expectations.

CHICAGO—Word has come thru that the 400 drink capacity “Minute Maid,” orange drink dispenser, is now available to operators.

The known by the fact that it originally was featured as “Minute Maid,” this well known 400 drink capacity dispenser for concentrated orange juice, will not go under this name.

Operators who can arrange connections with firms producing concentrated juices can now purchase this vendor. Mills Industries, Inc. will not arrange for any connections with concentrated drink firms.

This is up to the operator who desires to purchase the dispenser. Furthermore, this being a twin drink dispenser, it allows the operators to use frozen concentrate along with the orange or any other drink. In fact, any two concentrated drinks can be easily handled by the Mills drink dispenser.
IMPORTANT NOTICE!

IF YOU SO DESIRE, YOU CAN HAVE THE PAGES OF THIS "E.O.M. INVENTORY ISSUE" NOTARIZED AFTER YOU HAVE FILLED THEM OUT, BUT, ACCORDING TO LEGAL ADVICE, YOU DO NOT HAVE TO DO SO, SINCE THESE WILL DEFINITELY SHOW "FAIR MARKET VALUE" OF YOUR EQUIPMENT FOR ALL TAX PURPOSES.

CHICAGO—Legal advice obtained here regarding this "End-Of-Month Inventory Issue" indicates that it is not necessary for the operator, after he has filled out the prices as well as the number of his machines, and arrived at a total figure, to have these sheets notarized.

If the operator so desires he can swear to the truth of his statement before a Notary Public and have the seal of the notary stamped on each of the sheets as well as on his statement.

But, legal advice here indicates, this is not necessary.

The prices will be accepted for all tax purposes as, "fair market value," of the equipment owned and operated by the operator.

It is, of course, necessary that the operator maintain complete honesty in this report.

It is also necessary that he list all other equipment he may be operating, or not any longer operating as shown in "The Confidential Price Lists."

All these factors, plus the "average price," or, as known to lawyers and accountants, "fair market value," will prove acceptable, legal advice here believes, for all taxation purposes.

CHICAGO—With vacations over, United's factory went back into action this past Monday, and production continued building up all week long.

"We're going ahead full blast," Bill DeSelh, General Sales manager reported, "and are trying to catch up with the big backlog of orders that accumulated here while the employees were out on their vacations."

United's "Stars" and "Six Player Super Shuffle Alley" are reported to be going over better than any other two products the firm have presented, among all of their hit games, these past months.

"In fact," De Selh stated, "demand hasn't slackened down one bit. "If anything at all," he claims, "it has stepped up to a point where we are planning more work hours in an effort not to let the orders that are coming through each day get ahead of our production."

At the same time, able to offer these at the lowest prices they've ever yet quoted.

Production Starts Again At United

BILDESELH

Monroe C. M. Exchange Features Arcade Equip't

CLEVELAND, O.—George George and Roy Monroe of Monroe Coin Machine Exchange, this city, advised this past week that the firm is busy in the midst of its annual summertime arcade equipment sale.

As Roy Monroe advised, "Believe me this is the biggest arcade equipment sale we have ever yet featured. "Every type of fine arcade piece is in this sale and, what's more," he continued, "featured at so low a price that we never believed we would be able to offer such tremendous bargains to the field."

The firm has made an annual event of its arcade equipment sale every summer.

This summertime, both men state, they have absolutely outdone themselves, because they were able, over previous months, to accumulate a tremendous number of very fine arcade machines and were, at the same time, able to offer these at the lowest prices they've ever yet quoted.

Conat Adds Radarscope To Atomic Jet Dashboard

NEW YORK—Nathan Cohn, head of Conat Sales Company, announced that the dashboard of the new Atomic Jet ride being manufactured for them under contract has been altered to include a radarscope. When the child in the plane tunes the "Blitz-Off" switch to start the ride, two life-like planes are pictured on the radarscope; and, by pressing the gun buttons, the child gets the sensation of actually shooting at the planes in an aerial dog-fight. "The radarscope is but another realistic touch added to the ride," stated Cohn, "so that every child climbing into the Atomic Jet really gets a thrill."

"It's What's in THE CASH BOX That Counts"
Would You...

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

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

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

Why direct your advertising to: corner pitchmen, country fairs, burlesk strippers, vaudeville seren-bats, circus tumblers, 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 money to be wasted in your business! Why 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.

Coven Holds Up Two Showings

CHICAGO—Dave Bender of Coven Distributing Co., this city, advised this past week that the firm was holding up its service school and showings in South Bend, Ind., as well as in Rockford, Ill.

Said Bender, "Due to the unnatural hot weather the midwest has been enduring, and further due to the fact that so many operators have decided to take their vacations earlier because of the torrid weather, we have decided to hold up our next two service schools and showings.

"The next showings were to be in Rockford, Ill., and in South Bend, Ind.," he continued, "but, because our roadmen tell us that most of the operators have decided to take vacations because of unusually humid and torrid weather, we are holding up these two showings for a short period of time until we hear from our traveling men again that the operators, or at the least the larger majority of them, are back at their home base once more."

Coven Distributing Company's showing in Peoria, Ill., was one of the most successful the firm has ever yet held.

Ben Coven who heads the firm said, "I never would have believed that the showing we held in Peoria would bring out such tremendous and enthusiastic crowds of operators.

"This was a real gala affair. The operators were very happy over the showing. Their service men were impressed by the fine service school we conducted.

"All in all," he concluded, "we believe that the showings we will hold in the very near future in South Bend, Ind., and also in Rockford, Ill., are going to prove just as outstanding and just as gratifying to all the operators in those areas."
Featured Attraction

PORTLAND, OREGON—Jeanne Gayle is pictured here with Budce Wright, AMI distributor in Portland. According to Budge, the Model "D" is displayed at Amato's modern supper club in this city and is used to feature the records of the several recording artists who are appearing at the club this summer.

DALLAS DOINGS

In spite of the wicked Texas heat, business among the coin machine operators and distributors remains strong. The only noticeable change is that fewer operators are making frequent buying trips to Dallas, due to the heat. Mike Koening over at Commercial Music Company has just returned from a vacation in Kansas City. More news from Commercial. The bookkeeper, Carolyn Thomas is sporting a new wedding ring. She is now Mrs. Moody. The newtweds are planning a honeymoon in September.

Toots Barnes of Dallas is stocking up on shuffie alleys. Ditto for Herb Rippa and Dave Tomlin. Buddy Chom of Paris is buying new coin machines for his route. He was in Dallas this week. Tommy Chatton is on a trip to West Texas. He plans to be away about a week. Jackon Music in Longview, jukebox exclusively in the coin machine business, is beginning to add shuffie alleys. Looks as if they are the coming thing. Congratulations to Cameron Frankom of Big State Novelty Company in Fort Worth. He is the father of a brand new baby girl. Oh yes and congratulations to you too Mrs. Franks.

Mrs. Audrey Hunter at State Music Distributors Inc. says that business is booming for them. And we can certainly believe this. Every time we call the place is a bee hive of activity. Fred Barber at Walbom Sales Company says that the Dallas Coin Machine Show is the Champion, is a big seller.

Please mention THE CASH BOX when answering ads.
Outstanding promotional literature received this past week from Exhibit Supply. There is a good deal of it. The most outstanding piece is a small booklet compiled by Armour Research Foundation of Illinois Institute of Technology. It's called "The Twin Rotation," and you may order a copy by mailing a self-addressed, stamped envelope to "Chet Gore and Ford Sebastian over at Exhibit all jamm'd up with long distance calls and much conversation." Nate Goldstein learned about youth from your soil this past week. Nancy and some days up at his son's camp (Camp Ola) at Eagle River, Wisc. Living just exactly like the kids do. Eating stools and playing ball.运营人员会将文档中的每个要素与这些标准进行比较，以确定文档的类型。
Now that the Illinois National Guard Unit has moved into Fort Riley for summer maneuvers, Stan Woznak of Little Falls, which is nearby is being kept quite busy and will have to do his fishing early in the morning before going out on the route.... Bud DeMars of Ashland, Wis. is back on the job again working with his father Leo after spending some time in the Army. Bud made the trip into the Twin Cities just to see what was new... Angus Grant of Mpls. Minn. had a double reason for celebrating the 4th of July inasmuch as his wife gave birth to a baby girl on July 4th. Congratulations.... John Marshall of Parker, S. D. took a lot of time off from his route activities to do a little farming and while driving a tractor, he had the misfortune of turning over and breaking his leg. We certainly hope for a speedy recovery for John.... John McMahan of Eau Claire, Wis. finally decided to make the trip into the Twin Cities to see what was new in coin operated equipment after being absent for quite some time from this area.... Also checking up on new equipment was Hugh Lewis of Calgary in Alberta, Canada.... In town picking up supplies and equipment for their routes were Darlow Maxwell of Huron, S. D.; Frank Phillips of Winona; Jim Stamfield of Winona; Dick Henderson of Willmar; August Quade of Rochester; and B. F. Kragtorp of Tracy, Minn.

Billy Gummow of Hopkins, Minn. finally managed to take some time off to take a very short vacation and then was back on the job again.... Wally Fisher of Pipestone, Minn. has not the tan that he had in the past years in as much as he is not doing any farming this year, and is devoting all of his attention to his operation.... Seen here and there at the various distributors and record supply houses were Don English of Thief River Falls; Don Neilsen of Remiudiji; Al Eggen of Marshall; Franklin Davidson of Spooner, Wis.; T. J. Fischer of Waconia, Minn.; Ed LaBlanc of St. Cloud, Minn.; Bill Welch of Chippewa Falls, Wis., and Fred Rieseman of St. Cloud, Minn.... Some of the other operators who made the trip into town and quickly left again were Urban Kost of St. Cloud, Minn.; Pete Worson of Mankato; Millie Birkemeier of Litchfield, Minn.; Ray Krueger of Winona, Minn.; Joe Engel of Pine City; Clayton Norberg of Mankato; and Cecil Terveer of Winona, Minn.

Copy of the 10th ANNIVERSARY Issue – With Subscription to THE CASH BOX
Large Print Order Permits Us To Extend This Offer For One More Week. But Rush Your Subscription For They Are Almost All Gone Now.

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:
Please enter my subscription for 1 year and mail me a copy of the 10th ANNIVERSARY Issue. Enclosed is $15.

NAME ____________________________
FIRM NAME ____________________________
ADDRESS ____________________________

CITY _______ ZONE _______ STATE _______

After having had a chance to digest The Cash Box Tenth Anniversary Issue thoroughly, it's the opinion of folks down here that it should serve as an almanac for the entire coin machine trade and that a similar issue ought to be printed each year. Sorry to learn about the passing of Jean Lone's mother, Jean comes from Philadelphia and used to operate all types of coin machine equipment with Milly Green until about a year ago.... Mr. and Mrs. Dave Stern of Elizabeth, N. J. flew into town and checked in at the Sea Gull Hotel. Dave ran into many of his old pals here, name of Mr. and Mrs. Herman Gross who used to operate in N. Y. and N. J., Mr. & Mrs. Dave Friedman, Mr. & Mrs. Morris Marder, Mr. & Mrs. Willie Levey and Mr. & Mrs. Willie Blatt.

Joe Mangone is all smiles since he returned from Havana. He opened a jobbing house there and believes that Cuba will turn out to be one of the best foreign countries for selling and operating coin machines. You can never find Ted Bush and Ozzie Truem at work at the same time in their place of business because one of them is always on the go. Ozzie just returned from his vacation in Minneapolis and Ted left for Havana. There were so many coin men in Havana over the week end that someone said it's beginning to look like a suburb of Miami. Mr. and Mrs. Harry Siskind and their charming daughter were staying at the Nautilus Hotel.... Herman Perrin will be a grandfather soon. Harry Goldberg of H. & G. Novelty Co. feeling too well and will probably take a vacation.
WANT—45 RPM Records, new or used. Highest price paid. Write stating quantity and condition. TONY GALANO, CLEVELAND, 344, OHIO.

WANT—Will pay top price for AMI Model B; Bally Cones Islands; Bally Bright Spot; Wurlitzer; Monroe Coin Machine Exchange, INC., 2423 PAINE AVE., CLEVELAND, 14, OHIO; Superior 1-6600.

WANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write to: THE CASH BOX, 3408 Big 67th St., NEW YORK 19, N. Y.

WANT—Used Bright Lights; Cones Islands; Bally Bright Lights; used Cones Islands, Monroe Coin Machine Exchange, INC., 2021 PROSPECT AVE., CLEVELAND, O.

WANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write to: THE CASH BOX, 3408 Big 67th St., NEW YORK 19, N. Y.

WANT—Seeburg Shoot The Bear Games—any quantity, give name and condition in first letter. MIKE MILLER, 2119-E, THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.

WANT—Singles and 3-4-5's, Good to mint condition, give name and condition in first letter. MIKE MILLER, 2119-E, THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.

WANT—Wurlitzer 1250's; Seeburg M100s 45 R.P.M. Will pay or trade. Write for full details. WALTER T. MITCHELL, 3010 23rd St., W., CALIF.

WANT—We buy surplus stock. Operators we pay the highest price for used records from 3 to 6 months old. Rates paid for 45 RPM’s. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I. N. Y.; Tilden 4-9040.

WANT—to buy player pianos. Real money paid. Write quanties and condition. DOWNEE, 6603 S. COUNTRY CLUB, CHICAGO 37, ILL.


WANT—Tubas; 2051; 707 J; 6837; 451; 2451; 1251; 551; 451. Metal: 67 Metal: 61 Metal. Will pay $50.00. Must have 100 or more. Give name and quantity. W. L. LEWIS ELECTRONICS, 3449 No. ELM PL, CHICAGO 13, ILL.

WANT—Your used or surplus records. We buy all year round and pay top prices up to 5% below retail. Can’t take too many records. We also buy closeout inventories complete. BEACON SHOPS, 821 N. MICHIGAN AVE., PINECLIFF, R. I.; TEL: Unison 1-0320.

WANT—All types of post-war filler five ball games, in any quantity. Give names, condition they are in, price you wish for, and complete address. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Due to low sales, all owners of RENTED VENDING MACHINES, LTD., 279 BANK STREET, OTTAWA, CANADA.

WANT—Need for importation, Hollycranks last model. Send price and complete address. DURAND CRANK CO., 3731 DANDURAND, MONTREAL 34, CANADA.

WANT—United Six Players—all models; Chicago Six Player stationary light-up; Chicago Six Player on top, United PLAY MACHINES, INC., 517—TENAVEL AVE., CLEVELAND 14, OHIO.

WANT—Wurlitzer 1250’s; Seeburg M100s 45 R.P.M. Will pay or trade. Write for full details. WALTER T. MITCHELL, 3010 23rd St., W., CALIF.

WANT—Wurlitzer 1250’s; Seeburg M100s 45 R.P.M. Will pay or trade. Write for full details. WALTER T. MITCHELL, 3010 23rd St., W., CALIF.

WANT—All makes of Consoles, free play and cash, or payout models from Pennsylvania operators, only. Advise if registered with the government under the Gaming Act. Advise lowest prices wanted and name and address of machines as they must be complete. K. W. STOUT, 410 MARKET ST., PHILA., Pa, TEL: Market 7-6865 or 7-6391.

WANT—Very latest Amusement machines: Scales: 1217; 1017; 1015; 1400; 1230; AMI C or D; Seeburg M100’s (73 and 45); Pre-war Rock-Ola Machines. Packard Pla- Mora and Wurlitzer 3025 Wall Boxes. Write size condition and price. W. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA; TEL: 2648.

WANT—Wurlitzer Model 1250; Seeburg M100's 45 R.P.M. Will pay or trade. W. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA; TEL: 2648.

WANT—Bing Rolls, State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 26th STREET, SPOKANE, WASH.

FOR SALE—Operator of Arcades, Bowling Alleys, Skating Rinks, etc. Group: Shuffle Game and other coin operated games. Can be used for Group Operation on ticket or coin plan. Write for full details and photo. DAVE LOWE & CO., 580 TENTH AVE., NEW YORK 17, N. Y.; TEL: Chieking 4-5109.

FOR SALE—15 Wire Owl Quizzes $5 ea; 1 Pop Up $10; 1 Shipman Select-A-Bar (like new with stand) $10; 1 Champion $15; 175; 13 LS-55 Wurlitzer Wall boxes $4.50; 1 Music Dis- tinct, TENTH ST., FAYETTEVILLE, N. C. TEL: 9992.

FOR SALE—the old reliable Massen- gill and Darlingtonian coin operated pool tables. All sizes complete with accessories. Write for information and full details. JOE F. MELTON, O-BALL EXCHANGE, O-BALL, and other balls same size. Price $500 f.o.b. Pensacola, FLA. MELTON CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA, 911 CERVIAV ST., COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

FOR SALE—Will sell, trade, or buy all types of coin operated equipment; Pin Games; Shuffle Alleys; Shooting Games. Operate in Pennsylvania. RUGINIS NOVELTY COMPANY, 329 East Baltimore Ave., Mount Carmel, Penna.

FOR SALE—Ready for location: Arizona $60; Football $65; Harvest Festival $65; Majors $40; St. Louis $50; Rams $40; Star Series $75; Phoenix $45; Bomber $75; Strop & Go $109.50; Select A Card $40; Utah $85; Arizona $85; Bally $100. AMUSEMENT ARCADE CO., 419—9th ST., N. W., WASHINGTON, D. C.

FOR SALE—Bally Spot Lights $419.50; Futurites $324.50; Turf Kings $110.00; Ringers $175; All Star Basketball $415; Williams Sportsman (brand new) $110.00; El-Ray Mop $75; Quarterback $75; United Models $65; (floor samples, condition very good) SELLER $74.50; Quiz Time (absolutely perfect) $99.50; EX- HIBITION UNIT $219.50; Old Hilltops (a terrific conversion from Winner, like new) $219.50. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. TEL: Canal 8318.

FOR SALE—115 New and used wall boxes $100 at Thermopolis, Wyo, and including exchange. ADVERTISING COMPUTER, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Write for us the lowest price on the finest conditioned used phonographs: 100 Seeburg 1100's, $25.00; 100 Export trade invited. WINTERS DISTRIBUTING CO., 1715 HALL FORD AVENUE, BALTIMORE 13, MD.; TEL: LEXington 8820, War- lington, Maryland, and District of Columbia.

FOR SALE—Citations 39.50; Champions $59.50; Shuffleboard supplies, new scoring unit was $75.00; used scoring unit was $59.50; Climate Adjacent. For Arcade Equipment write, MERIT INDUS- TRIES, 542 W. 65 ST., CHICAGO, ILL.; TEL: English 4-9205, Electric 4-9204.

FOR SALE—Coin Operated Pool Tables. 3/4" x 7". Patented—Fass-Enfield. O-Ball 3-1/2 Half; O-Ball 3-1/2 Half; O-Ball and other balls same size. Price $58.00 f.o.b. Penna. J. W. FASS, 1115 N. 11TH ST., MIDDLETOWN, PA.

FOR SALE—Coin-Operated Telephone Tables. 3/4" x 7". Patented—Fass-Enfield. O-Ball 3-1/2 Half; O-Ball and other balls same size. Price $58.00 f.o.b. Penna. J. W. FASS, 1115 N. 11TH ST., MIDDLETOWN, PA.
SALE—Wurlitzer 1017 Hideaway on coconut head $99.50; Wurlitzer 1015 for CARUS $49.50; Wurlitzer 1100 $245; Seeburg Hideaway on coconut head $99.25. E. & W. Bands $97.95, Alarm Coronet $95, WESTERN DISTRIBUTORS, 1226 S. W. 16th AVE., PORTLAND 5, ORE. Tel: ATwater 7565.

SALE—Champion $60; Citations $50; Jack Rabbit $50; Shuffle Charms $15. TRAVIS SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 4, N. Y.

SALE—Wurlitzer 1017 Hideaway on coconut head $99.50; Wurlitzer 1015 for CARUS $49.50; Wurlitzer 1100 $245; Seeburg Hideaway on coconut head $99.25. E. & W. Bands $97.95, Alarm Coronet $95; WESTERN DISTRIBUTORS, 1226 S. W. 16th AVE., PORTLAND 5, ORE. Tel: ATwater 7565.

SALE—For sale—phonographs with famous Davis six point guarantee: Seeburg $175; Wurlitzer $250; Packard $219; H147 $103; H246 $129; H147M $129; 1941 R C Special $50; Williams $25, S. E. DAVIE, 737 CORP., 739 ERIE BLVD. E., SYRACUSE 3, N. Y.

SALE—Trophy Bowl Box $50; Super Twin Bowl $50; Goalee $50; Twin Shuffle Cade $150; ABC Bowler; Special 500 $50; Shuffle Cade $25; Mohawk Skill Games Co., 67 SWAGGERTOWN ROAD, SCHENECTADY 4, N. Y.

SALE—Wurlitzer 1017 Hideaway on coconut head $99.50; Wurlitzer 1015 for CARUS $49.50; Wurlitzer 1100 $245; Seeburg Hideaway on coconut head $99.25. E. & W. Bands $97.95, Alarm Coronet $95; WESTERN DISTRIBUTORS, 1226 S. W. 16th AVE., PORTLAND 5, ORE. Tel: ATwater 7565.

SALE—For sale—phonographs with famous Davis six point guarantee: Seeburg $175; Wurlitzer $250; Packard $219; H147 $103; H246 $129; H147M $129; 1941 R C Special $50; Williams $25, S. E. DAVIE, 737 CORP., 739 ERIE BLVD. E., SYRACUSE 3, N. Y.
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...

IS IT WORTH $15 A YEAR TO YOU TO GET FAIR AND EQUITABLE, 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 worry & DAC? Why have the "Personal Property" tax collector become the boogyman in your nightmares dreams?

Why has him TELL YOU WHAT HE THINKS your equipment is WORTH! And then TAX YOU ON THAT VALUE?

YOU only have exactly WHAT THE EQUIPMENT YOU OWN IS WORTH! In that way you obtain courtly, 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 Man's Guide to the Operator Can Believe In and That He Can Trust! The one magazine that is Exclusively, Completely and Solely devoted 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 Collector 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.

1 TEAR OUT AND MAIL TO TODAY TO...

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

Gentlemen: It sure 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:...

REPORTED NAME:...

How To Use "The Confidential Price Lists"
[Also Known As the "C. M. L. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like this year's "Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly as the same as the market quotation board at the Stock Exchange—posing the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists" lists reported prices rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known price to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quality, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms) getting a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

PHONOGRAPH (Cont.)

<table>
<thead>
<tr>
<th>VALUE = 13th Year of Publication 720th Consecutive Week's Issue</th>
</tr>
</thead>
</table>

**NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE**

FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES

**PHONOGRAPH**

<table>
<thead>
<tr>
<th>6, 10, 15c Baromatic Wire</th>
<th>3.00</th>
<th>9.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>10, 15c Wallomatic Wire</td>
<td>3.00</td>
<td>9.50</td>
</tr>
<tr>
<td>5, 10, 15c Baromatic Wire</td>
<td>3.00</td>
<td>9.50</td>
</tr>
<tr>
<td>10, 15c Wallomatic Wire</td>
<td>3.00</td>
<td>9.50</td>
</tr>
</tbody>
</table>

**BUCLEY**

Wall & Bar Box O.S. | 3.00 | 5.00 |
Wall & Bar Box N.S. | 7.00 | 15.00 |

**PACKARD**

13 Plow Mow Wall & Bar Box | 5.00 | 12.50 |
4 Plow Manhattan | 4.90 | 16.00 |
Model 7 Phonograph | 7.50 | 15.50 |
Hideaway Model 4000 | 64.50 | 95.00 |
1000 Speaker | 9.50 | 49.00 |
Widow Adaptor | 14.50 | 29.50 |
Chestnut Adaptor | 15.00 | 29.50 |
Cedar Adaptor | 15.00 | 29.50 |
Poplar Adaptor | 15.00 | 25.00 |
Maple Adaptor | 15.00 | 35.00 |
Juniour Speaker | 15.00 | 27.50 |
Elon Adaptor | 15.00 | 25.00 |
Pine Adaptor | 15.00 | 25.00 |
Beech Adaptor | 15.00 | 27.50 |
Sprouse Adaptor | 17.50 | 29.50 |
Ash Adaptor | 15.00 | 25.00 |
Walden Adaptor | 17.50 | 25.00 |
Lily Adaptor | 15.00 | 25.00 |
Violet Speaker | 15.00 | 25.00 |
Orchid Speaker | 19.50 | 25.00 |

**MILLS**

De Ri Mi | 25.00 | 59.50 |
Panoram | 150.00 | 225.00 |
Tone of Music | 25.00 | 60.00 |
Empress | 39.00 | 69.50 |
Panoram 10 Wall Box | 5.00 | 8.50 |
Panoram 10 Wall Box (Cont.) | 195.00 | 295.00 |
Conv. for Panoram | 29.00 | 59.00 |
Peek | 16.00 | 29.50 |
Constellation | 125.00 | 175.00 |

**NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE (FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)**

**SEEBURG**

Wire. | 12.50 | 17.50 |
8000 Wall Box 3 Wire | 1.50 | 4.50 |
8000 Wall Box 3 Wire | 1.50 | 4.50 |
6000 Wall Box 3 Wire | 1.50 | 4.50 |
6000 Wall Box 3 Wire | 1.50 | 4.50 |
495.00 | 50.00 | 5.00 |
395.00 | 5.00 | 5.00 |
355.00 | 5.00 | 5.00 |
315.00 | 5.00 | 5.00 |
275.00 | 5.00 | 5.00 |
235.00 | 5.00 | 5.00 |
195.00 | 5.00 | 5.00 |
155.00 | 5.00 | 5.00 |
115.00 | 5.00 | 5.00 |
75.00 | 5.00 | 5.00 |
35.00 | 5.00 | 5.00 |
25.00 | 5.00 | 5.00 |
15.00 | 5.00 | 5.00 |
9.00 | 5.00 | 5.00 |
5.00 | 5.00 | 5.00 |
4.00 | 5.00 | 5.00 |
3.00 | 5.00 | 5.00 |
2.00 | 5.00 | 5.00 |
1.00 | 5.00 | 5.00 |
0.25 | 5.00 | 5.00 |
0.10 | 5.00 | 5.00 |
0.05 | 5.00 | 5.00 |
0.025 | 5.00 | 5.00 |
0.0125 | 5.00 | 5.00 |
0.00625 | 5.00 | 5.00 |
0.003125 | 5.00 | 5.00 |
0.0015625 | 5.00 | 5.00 |
0.00078125 | 5.00 | 5.00 |
0.000390625 | 5.00 | 5.00 |
0.0001953125 | 5.00 | 5.00 |
0.00009765625 | 5.00 | 5.00 |
0.000048828125 | 5.00 | 5.00 |
0.0000244140625 | 5.00 | 5.00 |
0.00001220703125 | 5.00 | 5.00 |
0.000006103515625 | 5.00 | 5.00 |
0.0000030517578125 | 5.00 | 5.00 |
0.00000152587890625 | 5.00 | 5.00 |
0.000000762939453125 | 5.00 | 5.00 |
### PINBALL GAMES (Cont.)

1. **Nifty** (Wm 12/60) 119.50 140.00
2. **Nudy** (B 47) 25.00 39.50
3. **Oasis** 99.50 160.00
4. **Old Fashion** (Un 6/49) 119.50 135.00
5. **Old Two** Three 34.50 50.00
6. **Opportunity** 14.50 25.00
7. **Oscar** 19.50 25.00
8. **Paradise** (Wm 7/46) 49.50 59.00
9. **Phoenix** 39.00 49.50
10. **Picture Finish** 53.50 60.00
11. **Pins** 14.50 25.00
12. **Pins** (Wm 7/50) 14.50 25.00
13. **Pin Up Girl** 15.00 29.50
14. **Play Boy** (C 1/52) 30.00 110.00
15. **Play Boy** (C 5/47) 35.00 95.00
16. **Playland** (Ex 8/50) 90.00 124.50
17. **Poncho** 25.00 40.00
18. **PaddieHound** 40.00 55.00
19. **Punchy** (CC 11/50) 99.50 125.00
20. **Q-Tip** 6.00 9.50
21. **Ramo** (Wm 7/50) 29.50 59.00
22. **Rancho** (B 48) 39.50 49.00
23. **Rainbow** (Wm 7/49) 150.00 195.00
24. **Reno** 25.00 39.50
25. **Rio** (Un 12/60) 15.00 20.00
26. **Rip Snorter** (Ge) 50.00 99.00
27. **River Boat** (Wm 7/50) 45.00 99.00
28. **Rocket** (Ge 5/6) 79.50 139.50
29. **Roulette** (Wm 7/50) 125.00 140.00
30. **Rounds** (Wm 7/50) 25.00 39.50
31. **Rose Bowl** (Got 12/48) 134.50 249.50
32. **Round Up** (Wm 7/50) 145.00 245.00
33. **St Louis** (Wm 7/50) 50.00 79.50
34. **Sally** (CC 10/50) 29.50 54.50
35. **Samba** 29.50 54.50
36. **Saratoga** (Wm 7/48) 49.50 60.00
37. **Scribbal** 20.00 39.50
38. **Sea Horse** 20.00 45.00
39. **Sea Hug** (Wm 7/50) 255.00 330.00
40. **Sea Isle** (CC 11/47) 14.50 19.50
41. **SelectAcard** (Got 4/50) 10.00 29.50
42. **Serenade** (Un 12/48) 17.50 39.50
43. **Shanghai** (CC 4/48) 29.50 54.50
44. **Shangri-La** 50.00 109.50
45. **Sharpshooter** (Ge) 69.50 99.00
46. **Shoeshine** (Wm 7/50) 49.50 69.00
47. **Sherry** (Wm 7/50) 59.00 105.00
48. **Shooting Stars** 19.50 38.50
49. **Short Stop** 25.00 45.00
50. **Short Stop** (Un 14/49) 29.50 54.50
51. **Silver Spray** 14.50 24.50
52. **Silver Streak** (B 47) 14.50 25.00
53. **Singer** (CC 11/47) 25.00 49.50
54. **Sky Lark** 39.50 59.00
55. **Sky Line** 17.50 29.50
56. **Sky Roy** 12.50 19.50
57. **Slagfest** (Wm 3/65) 165.00 219.50
58. **Smash** 15.00 29.50
59. **Smarty** (Wm 12/46) 14.50 25.00
60. **Smoky** 13.50 19.50
61. **South Pacific** (Ge 5/50) 79.50 104.50
62. **South Paw** 15.00 19.50
63. **South Sea** 79.50 115.00
64. **1st Special Plugs** (Wm 12/40) 140.00 325.00
65. **Special Entry** (B 49) 22.50 46.00
66. **Speed Demon** 15.00 29.50
67. **Speedway** (Wm 9/48) 39.50 89.00
68. **Spinoff** (Wm 7/47) 14.50 25.00
69. **Spinball** (CC 5/48) 29.50 49.50
70. **Sport Bowler** (Wm 7/50) 99.50 145.00
71. **2nd Spot (L 1/52)** 419.50 530.00
72. **Sport Event** 19.50 29.50
73. **Special** 15.00 29.50
74. **Sports** 15.00 19.50
75. **Sports Parade** 12.50 19.50
76. **Spot Card** 25.00 49.50
77. **Spot Pin** 15.00 29.50
78. **Spot Machine** 16.50 29.50
79. **Steal Fair** 10.00 14.50
80. **2nd Steeple Chase** (Un 2/52) 245.00 415.00
81. **Step on It** 1.00 14.50
82. **Stop & Go** (Ge 3/51) 99.50 139.50
83. **Stay Win** (Wm 7/50) 29.50 45.00
84. **Stratoliner** 14.50 17.50

---

**TOTAL NO. TOTAL VALUE**
## Most Active Used Music

<table>
<thead>
<tr>
<th>Number of Machines</th>
<th>Trade Name of Machines</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Held—Wurlitzer 1015</td>
<td>$140.00-$225.00</td>
<td></td>
</tr>
<tr>
<td>Up—Wurlitzer 1100</td>
<td>295.00-$375.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1080</td>
<td>150.00-$200.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 1250</td>
<td>395.00-$500.00</td>
<td></td>
</tr>
<tr>
<td>Held—Wurlitzer 5020</td>
<td>875.00-$1,200.00</td>
<td></td>
</tr>
<tr>
<td>Wall Box</td>
<td>29.50-$40.00</td>
<td></td>
</tr>
<tr>
<td>Held—Seeburg 1465</td>
<td>$99.50-$139.50</td>
<td></td>
</tr>
<tr>
<td>Down—Seeburg 1463</td>
<td>120.00-$160.00</td>
<td></td>
</tr>
<tr>
<td>Down—Seeburg M-100-76</td>
<td>610.00-$725.00</td>
<td></td>
</tr>
<tr>
<td>Down—Seeburg 3W2</td>
<td>11.95-$18.50</td>
<td></td>
</tr>
<tr>
<td>Down—Seeburg WIL-56</td>
<td>5.00-$15.00</td>
<td></td>
</tr>
<tr>
<td>Held—Rock-Ola 1422</td>
<td>$329.50</td>
<td></td>
</tr>
<tr>
<td>Phone '46</td>
<td>75.00-$150.00</td>
<td></td>
</tr>
<tr>
<td>Held—Packard Pin Mor</td>
<td>5.95-$12.50</td>
<td></td>
</tr>
<tr>
<td>Wall &amp; Bar Box</td>
<td>89.00-$169.50</td>
<td></td>
</tr>
<tr>
<td>Held—Packard Manhattan</td>
<td>445.00-$525.00</td>
<td></td>
</tr>
</tbody>
</table>

## Most Active Used Pin Games

<table>
<thead>
<tr>
<th>Number of Machines</th>
<th>Trade Name of Machines</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down—A.B.C. (Un. 5/51)</td>
<td>$225.00-$310.00</td>
<td></td>
</tr>
<tr>
<td>Down—Bowling Champ</td>
<td>65.00-$84.50</td>
<td></td>
</tr>
<tr>
<td>Down—Bright Lights</td>
<td>300.00-$365.00</td>
<td></td>
</tr>
<tr>
<td>Down—Bright Spot</td>
<td>374.50-$450.00</td>
<td></td>
</tr>
<tr>
<td>Up &amp; Down—Champion</td>
<td>54.50-$109.50</td>
<td></td>
</tr>
<tr>
<td>Down—Citation (B/48)</td>
<td>34.50-$74.50</td>
<td></td>
</tr>
<tr>
<td>Down—Coney Island</td>
<td>360.00-$455.00</td>
<td></td>
</tr>
<tr>
<td>Down—Five Star</td>
<td>150.00-$215.00</td>
<td></td>
</tr>
<tr>
<td>Up &amp; Down—Harbor Time</td>
<td>50.00-$110.00</td>
<td></td>
</tr>
<tr>
<td>Held—Knockout</td>
<td>215.00-$265.00</td>
<td></td>
</tr>
<tr>
<td>Held—Leader (Got 1/51)</td>
<td>79.50-$115.50</td>
<td></td>
</tr>
<tr>
<td>Held—Leaders (Un)</td>
<td>350.00-$410.00</td>
<td></td>
</tr>
<tr>
<td>Up—Nifty (Wm 12/50)</td>
<td>119.50-$140.00</td>
<td></td>
</tr>
<tr>
<td>Up—Photo Finish</td>
<td>50.00-$99.50</td>
<td></td>
</tr>
<tr>
<td>Held—Punchy (CC 11/50)</td>
<td>99.50-$125.00</td>
<td></td>
</tr>
<tr>
<td>Down—Rockets</td>
<td>100.00-$149.50</td>
<td></td>
</tr>
<tr>
<td>Down—Sea Jockeys</td>
<td>255.00-$330.00</td>
<td></td>
</tr>
</tbody>
</table>

## Manufacturers New Equipment

- **AMI, INC.**
  - Model D-40 Photophone...$795.00
  - Model D-50 Photophone...925.00
  - Model HS-SM Hideaway...575.00
  - 5c/10c Wall Box (40 Selections)...59.50
  - 5c Wall Box (40 Selections)...29.50
  - Amivo Speaker...27.50

- **BALLY MFG. CO.**
  - Futurity...$1,750.00
  - The Champion (Mech, Horn)...1,195.00
  - Palm Beach...665.00

- **CHICAGO COIN**
  - Whit Kid Band Box...
  - Band Box (New Model)...225.00
  - 6 Player De Luxe Bowling Alley...6 Player Match Bowler

- **H. G. EVANS & CO.**
  - Century Poster 100/45...$105.00
  - Jubilee Poster 40/45...825.00
  - Jubilee 40/78...750.00

- **THE EXHIBIT SUPPLY CO.**
  - Big Bronco...975.00
  - Silent Salesman (Card Vendor)...795.00
  - Twin Rotation

- **D. GOTTLEB & CO.**
  - Crossroads...$320.50
  - Four Stars

- **INTERNATIONAL AUTO. CORP.**
  - Photophone...$1,900.00

- **J. H. KEENEY & CO., INC.**
  - High Score League Bowler...$375.00
  - Super De Luxe League Bowler...485.50
  - Six Player League Bowler...482.50
  - Electric Cigarette Vendor...284.50
  - Coin Changer Model...304.50

- **MARVEL MFG. CO.**
  - Overhead Scoreboard for Shuffleboards...$1,250.00
  - Wall Type Scoreboards for Shuffleboards...95.00

- **ROCK-OLA MFG. CORP.**
  - Super Reelster "A" Photophone...$945.00
  - Model 1356, 5c-10c-25c Wall Box...59.50
  - Model 1350, 5c Wall Box...23 Wire...39.50
  - Model 1342 Playmaster...440.00

- **RISTRAUCRAT, INC.**
  - S-45...$295.00

- **ALBERT W. MILLER, INC.**
  - Gallopin’ Beauty...$975.00

- **UNITED MFG. CO.**
  - Six Player De Luxe Shuffle Alley...$485.00
  - Super Player Shuffle Alley...535.00
  - Super Star

- **WILLIAMS MFG. CO.**
  - Williams De Luxe World Series...$325.00
  - Domino...295.00

- **THE RUDOLPH WURLITZER CO.**
  - Model "1400" Photophone...$1,450.00
  - Model "1400" Photophone...$1,500.00
  - Model 1500 Photophone...$1,650.00
  - Model 651, 5c-10c-25c Wall Box...48 Selections...$293.00
  - Model 5394 Wall Box 5c-10c-25c...104 Selections...$1,001.00
  - Model 5100 8" Speaker
  - Model 5110 12" DeLuxe Speaker
JOIN THE THRONGS OF HAPPY OPERATORS CASHING IN WITH...

“BIG BRONCO”

...ONLY HORSE “SAFETY-APPROVED” BY UNDERWRITERS LABORATORIES

BACKED BY 14 YEARS OF DEVELOPMENT AND 51 YEARS OF EXPERIENCE MANUFACTURING QUALITY MACHINES

EXHIBIT SUPPLY
4218-4230 W. LAKE STREET
CHICAGO 24, ILLINOIS

IT TROTS!
PULL THE REINS
IT GALLOPS!
Spottem Feature
SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature
DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

Extra Ball Feature
1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

Method of Scoring
THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

Serviceability
EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR.
STANDARD PINBALL CABINET SIZE.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Ride THE CHAMPION
by Bally®
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

• REALISTIC WESTERN HORSE
• REAL WESTERN SADDLE
• SAFE, LOW-SPEED START
• PULL REINS TO TROT OR GALLOP
• LIFE-LIKE RIDING ACTION
• STURDY, TROUBLE-FREE MECHANISM
• SLUG-PROOF COIN MECHANISM
• SMOOTH, QUIET OPERATION

10¢ A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole — a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT A.C.

Champion is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Palm Beach
See Page 29