The spectacular rise of Al Martino is testimony to what a hit record can do. An unknown just a few months ago, Al made a record called “Here In My Heart” which swept the country and swept him to stardom. As a result he was signed to a Capitol Records contract and followed his first hit with still another, “Take My Heart.” Here he is shown with film star Marilyn Monroe during his recent trip to Hollywood.
Playing
104 Selections
from 45 and 78 RPM
Records Intermixed

Suspended from the grille of every Wurlitzer Fifteen Hundred is a little gold corded booklet that contains a message which includes this statement—

"We confidentially predict that it will make more money for you than any phonograph you ever operated."

All over the country that prediction is coming true. We knew it would. It is only natural for the world's finest coin-operated phonograph to prove the top money-maker of them all.

SEE YOUR WURLITZER DISTRIBUTOR

WHAT A WALL BOX!
Shows 104 Tune Titles on Rotating Pages with Single Button Selection

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Of Importance To Music Operators:

A great deal of money is spent by this publication to bring music operators as complete a knowledge, as is humanly possible, of the leading tunes, songs just coming up, recent that are already taken in, and records and that are clicking everywhere in the nation.

The one big reason for all this expense is that the nation's juke box operators to better understand just which records are bringing in biggest profits, and which are coming up into that classification, so that they can prepare themselves as one fades, and another jumps, to the top.

Programming the automatic phone is of such tremendous importance that this expenditure on the part of The Cash Box has been proved to be an absolute necessity for those progressive operators who realize that what they are actually "selling" is music.

The fact remains, that, a great many of the nation's music operators pay little attention to the importance of programming. Many operators leave this extremely important vital duty to some employee and forget all about it.

When they find their phonos earning less than those of another operator they blame it on everything, but programming.

It is also almost impossible to find a distriutor of automatic phonos who can without hesitation name the current top ten tunes. In fact, it is a good bet that the average distributor won't be able to name the top five tunes.

He, along with his opponent, thinks more of the mechanical factors involved than in the most essential basic factor, which is the sale of music. The mechanics can take care of mechanical deficiencies. Collectors can collect, clean, and sparkle-up any phone.

But, choosing the music for each and every individual location, is today an important and outstanding task. It requires a knowledge of the top current tunes. An understanding of what people want and require in music.

In the days of ten and twenty selection phonos the problem wasn't as difficult as it has become today, where forty, eighty, one hundred, and one-hundred-and-four selections, have to be chosen.

Each one of those selections is a potential income producer for the operator from each location.

When this then, is taken into consideration, the operator (as well as the distributor of the phonos) begins to realize how definitely important correct programming has become.

There must be a selection for everyone of the people who patronize each and every location, aside from the top tunes which will always bring the lion's share of the income.

The fact remains that the extra coins the extra records produce are sometimes the difference between profit and loss on many, and many locations.

There is no doubt that the time will arrive and soon too, when leaders in the automatic music field will begin to employ outstanding music programming directors, so that these men can teach operators just how to program a phonograph for profitable operation.

As those who have been reading The Cash Box' editorials for over the past ten years realize, this is not the first time this publication has pointed out the extreme and vital importance of correctly programming phonographs for profitable operation.

But, today, more than ever before, with so much greater selectivity in vogue, programming has stepped up in importance, just as the number of selections per automatic phone have stepped up.

It is surprising, many times, to walk into the offices of noted automatic phonos distributors and ask them, point blank, "Say, what's the top four tunes?"

They stare. Then laugh. Usually scratch their heads, and answer: "I'll be darned if I know.

"But wait," they say, "ask one of my men in the back room."

And, many times, even the servicemen and collectors in the 'back room' don't know.

At first, it seems quite reasonabe to believe that the man who sells or the man who operates the automatic phonos, needn't know the current top requested tunes. (The fact that the seller can sell and the operator knows how to operate seems to be sufficient, at least to many in the field.)

But, especially today, that is definitely not the case. With such greater selectivity in fashion, the seller must know more about programming to be able to assure the buyer that he will earn more and, thereby, more quickly amortize his investment, and then come back to buy still more machines.

The operator, in turn, because once he has sold the machine is now the "boss" of the business, must study programming, just as if he were studying the one and only way to earn a decent livelihood.

Better programming—bigger profits.
### School for Merchandising

How often have you heard a dealer or distributor say “We’re just not selling any records?”

Often enough we imagine.

The blame for not selling records is usually put on dozens of causes—current economic conditions, poor disks, lack of promotion or any other reason that happens to sound good at the moment.

But the problem which few sellers of records face up to is the lack of training they give their own personnel so that in effect instead of being trained to sell records employees very often can only relay customers requests. In other words they can only take orders.

It is this situation—and it exists on every level of record distribution—which keeps the sale of records down in bad times and prevents the attainment of the greatest potential in good times.

It’s true there are many difficulties inherent to the training of sales personnel. First of all the turnover is usually so heavy that it’s seldom that a firm can take the first month to simply school the new employee. He usually has to jump right into the thick of things without a proper background of the industry and with very little knowledge of how to sell records or what sells records. And so the usual result is that he doesn’t sell records.

Yet even if the individual firm is able to give some training to its new employees, there arises the question of how to go about it, what to teach first, which are the best methods.

There is an agency now through which a uniform system of training can be established. That is the Record Industry Association of America. One of the most urgent needs in the industry, and one which the RIAA could readily fulfill, is the establishment of a School For Merchandising.

By a School For Merchandising, we don’t mean necessarily a formal central establishment for that would obviously be impossible. But what could be created is a flexible training program with enough data to meet training needs in various different types of enterprises, different sized businesses and ones in different locations.

This could be created in the way that correspondence courses are created, and in many different forms. If they were done right, they would be able to meet the needs of those firms which possibly could only take an hour to train its personnel or those firms which could afford much more extensive training.

The course of training, we might suggest, no matter how it is developed, should be a continuous one so that even after an employee learns the basic facts, his work and approach and salesmanship could constantly be reviewed.

In this course, the best examples of what to do to create effective sales organizations could come from within the industry itself. If we have some top record sales organizations right in the record business, ones developed by Capitol, Columbia, RCA Victor and Decca to cite a few. These could very well serve as guides for the rest of the industry.

The RIAA has an important job here. But it can only do it successfully if everyone in the record industry is willing to impart his knowledge and experience to the new members of the industry, to the recruits, the trainees—if all of us share some of our know how to the end that the entire business is benefited.

And if as a result the record business as a whole reaches new levels of sales, new importance, new stature, then those who for the moment are doing the giving—by way of sharing knowledge—will in the long run be the recipient of the benefits.
The big noise this week is the NAMM Convention at the Hotel New Yorker in New York City. All the record manufacturers were represented with booths at the show. The politickers’ going on exhibit and in the hotel rooms was thin and snappy. Distributors from all over the country toured up and down the halls as the strains of new releases being plugged by the disk jockeys could be heard coming from every direction. Bill Randle of Cleveland was making rounds of Detroit and there is a real possibility for some of the releases to be seen being promoted by everybody with a record. Also on the floor was Bill Silber of the American Network, Pete Wall, formerly of WARE-Ware, Mass. (now with WCCM-Lawrence, Mass.) ... The Miami, Florida newspapers went all out on a dramatic rescue by WWD-C-Washington, D. C., announcer Fred Fiske who was basking under the sun on the beach. It seems that one of the falder sex was swimming in the ocean and was caught in a rip tide which slammed her against a pole. The young lady cried for help and Fiske beat the local guard to the scene and rescued the damsel.

Dewey Phillips (WHBQ-Memphis), whose unfortunate penchant for breaking and fracturing his legs has kept him wrong side down (in Memphis’ VA Hospital) for the past several weeks, is back on the job again spinning platters and patter. Although bedded with splints and casts, Dewey continued his “Red, Hot, and Blue” show via remote hook-up to his hospital bunk. Barely visible in the background of the picture to the left is Lou Krefetz, Atlantic Records legman, pushing the new Corders disk “Wonder When My Baby’s Gone” to the right is Sugar King who was a day later visiting with Phillips. ... The new WFGM-Fitchburg, Mass., lineup as announced, is: Tal Howes who takes over a program director and deejay in the John Wrisley spot; Kirk Anderson, formerly of WLYN, in the Paul McNally aym slot; and Bob Ostberg, holderover. ... Art Brown (WWDC-Washington, D. C.) is touting a young lyric tener who caused quite a stir on the station’s “Amateur Hour” July 26th. Twenty-four year old Boyd Dinsmore scored so heavily with the radio audience that Brown has placed him under contract and is now recording audition tapes for both RCA-Victor and Decca Records. ... The Capital Broadcasting Company, which owns WWD-C-Washington, D. C., has filed an application with the Federal Communications Commission for a television station in the Washington area called Channel 28. ... In New York to attend the NAMM show was Horace Newberry (WEDO-McKeesport, Pa.), Horace is on the air Monday through Friday 8:06 till 8:45 P.M. with “Cutting Capers with Horace.”

Sid Dickler added another birthday candle to last year’s cake on July 19. “The Old Mustache” and Mrs. D. toasted each other July 22 on 10 years of their marriage. Sid’s all ready for any business in his new offices at 331 Century Building, Pittsburgh 22, Pa. He’s in with theatrical agent Joe Hiller and will be WMMKing out of his office daily. ... Gene Whittaker (WREY-Reidaville, N. C.) has given his Friday “Dancehall” show over to The Cash Box Top Ten. He also plays the Sapper of The Week and the Disk of The Week. And is delighted with the audience response. ... At WKat-Miami Beach, Fla.) is doing a stint from the new Cashah nity in Miami over WALT. Irving Bergman, owner of the spot, is the former proxy of Manor Records. Hal is hot about Larry Raines’ “Underneath The Love You Tree” and is giving it a steady spin. ... Red Munro (WTMA-Charlotte, N. C.) is recovering from a stomach operation at the Roer Hospital, Charleston. Red had quite a job as the surgeon mended with his innards for 6½ hours. He would line to say thanks to all the thoughtful people who wrote, wired, and called after being informed of his illness by Arley Cook of WTMA. Among the get well messages were notes from Mary Smul, Chimo Butler, Louis Armstrong, Sonny Stitt, Boggy Wayne, Barbara Belle, Paul Brown and many, many more. Munro expects to return to the mike about the end of August and his “Fun Dial” show will use the Percy Faith recording of “Da-Du” as the theme.
ROSEMARY CLOONEY & MARLENE DIETRICH
(Columbia 39812; 4-39812)

D "TOO OLD TO CUT THE MUSTARD" (2:40) Stan Freeman
si-phe the interesti-ng bounce beat on his harpichord as a new team of
Rosemary Clooney and Marlene Dietrich chip an old western item in pop
style. Novelty could happen.
E "GOOD FOR NOTHIN'" (2:29)
Here the vocalists and the fiddle
sang on another bouncer with cute lyrics and a pleasing melody. Jimmy
Carroll and his orch set the pace.

BROTHER BONES
(Tempo 1266)
D "DARDANELLA" (2:50) A
rhythmic number with a Latin
beat gets a going over by Brother
Bones. The rhythmist who made the
sensational waxing of "Sweet Georgia Brown" gets the backing of an organ
on this side.
E "MARGIE" (2:54) Brother Bones
uses a pair of knives to accompany his
whistling on this oldie with a modern
sound. Number keeps a terrific beat for dancing.

LOUIS JORDAN ORCHESTRA
(Decca 38335; 9-38335)
D "ALL OF ME" (2:23) A
grand rhythm number that currently is being
re-released in the truly fine
fashion by Louis Jordan can give it.
Thrush Valli Ford does an equally interesting yet different vocal job on
this number.
E "THERE GOES MY HEART" (2:50) Louis solos vocally on this side and
comes up with a mighty
pretty reading of a slow number that makes for fine listening. Orb gives
the artist some fitting support.

HUGO WINTERHALTER ORCH.
(KCA Victor 20-4851; 47-4851)
D "RESISTATION" (2:40) Hugo
Winterhalter and his most impre-
sive orchestra jump through a rhyth-
mie and interesting instrumental
number full of possibilities as the name in-
dicates. Chorus sings a few fitting
lyrics.
E "TIC-TAC-TOE" (3:12) A fine
happy and light swing instrumental
similar to "Vanessa" in its presentation
is wonderfully done by the Winterhalter ork. Number is fine
listening material and might happen.

LOUIS PRIMA ORCHESTRA
(Columbia 19822; 193823)
D "ONE MINT JULEP" (2:55)
The man who plays pretty for the
people, Louis Prima, offers a low down
reading of a moderate beat number which
is currently riding high on the rhythm
and blues lists.
E "CHILI SAUCE" (1:55) Louis
chants a cute novelty item with a
light bounce in his own enjoyable and
inviting fashion. The band's vocalis-
ing helps make this cutie with a samba
beat good listening.

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C D "YOU COULD MAKE ME SMILE
AGAIN" (2:40) TONY BENNETT
(Columbia 39815; 4-39815)
- A brilliant performance is this one presented by Alan Dale
as he deals up a great number en-
titled, "You're My Destiny." The
side, a slow romantic piece, is given
as an inspired reading full of depth and
color. With the aid of Ray
Blanch's ork setting the mood, the
artist's voice presents itself to full
advantage. The touched rendition
is sentimental. The under deck is
a smooth offering of a most pretty
vocal and fitting lyrics set to the
melody of "La Paloma," and is
titled, "My Thrill." Our thrill is
the top side and we suggest that
one get with it.

D "FEET UP" (2:35)
GUY MITCHELL
Columbia 39822; 4-39822)
- From the voice of the same
artist who has given us so many
grand and happy band clippings,
bounce comes another similar
lyric number. The artist, Guy Mith-
chell, has another hit. This is
a baby boy on a laughter full and
spiced recording of a tune tagged,"Feet Up (Pat
On The Po-Po)." The
rivative bounce wonderfully done is
bril-
liantly backed by Mitch Miller ork and
choir. Flip is a slow tender
t Folk type number done with abso-
lute feeling by Guy and his gang.
Both sides are terrific but we're
tickled with the top deck.

E "FOREVERMORE" (3:04)
DENNY VAUGHAN
(MRT 777)
- Denny Vaughan, the vocalist,
arranger, composer, pianist, and
lyricist of the group, presents
once
an interesting number that
looks bound for the heights. The
versatile artist sings a most beau-
tiful ballad that has a fine set of
lyrics and a lovely melody. Denny's
own ork plays the backing for this
side labeled, "Forevermore." On the
under side the vocalist teams
with Nancy Reed to chant a cute
novelty number about girls hats.
Talking injected in the wuxing
makes side interesting. We're ex-
cited about the top lid and we look
for it to break very soon.

ARTIE WAYNE
(Vogue 10007)
D "THE LAST DANCE" (2:59)
- With the orchestra and chorus
directed by Herm Saunders, Artie
Wayne presents a feelingful rendition of
a slow number with pretty lyrics set to
the lovely melody of Brunnh's
Lullaby.
E "I AIN'T GONNA GRIEVE" (2:45)
Artie, with the aid of the
orchestra, breaks into a
bouncy number with a folk type sir
a colorful reading. Saunders' crew
again gets ork credits.

FRAN McKENNA
(Cardinal 1002)
D "TIME WILL TELL" (2:28)
The Sun Rays provide an inter-
esting electric harmonica background
for Fran McKenna's most inviting way
of chirping a lovely slow number with
fine lyrics. Fran and husband Joe
wrote number.
E "PLEASE DON'T TALK TO ME" (2:25)
Mad and the Sun Rays do a
persuasive job on a wonderful oldie
with a moderate bounce pace. Most
of this deck features the harmonica.

BEN LIGHT
(Tempo 1250)
D "I'M YOURS" (2:40) A polished
performance of fleet fingering by the
master of the 88's, Ben Light, is
presented on this deck. The slow
number is the old tune which has the
same name as the current pop hit.
E "LOVE TALES" (2:05)
Lloyd Sleep and Ronald Gray provide
the organ and drum background re-
spectively as Ben Light fingers an
other lovely moderate beat number on
the piano.

CHAMP BUTLER
(Columbia 39819; 4-39819)
D "YOU INTRIGUE ME" (2:15)
An inspired reading of a lovely
number with a rhythmic tango beat
sung by Champ Butler teams up with
a fitting reading by Peter Ford and
his ork to make a fine side that could
happen.
E "HENRIETTA'S WEDDING" (2:10)
A cute light Latin beat number written
by Jose Marais gets an enjoyable going over by the Champ
with backing credits for the novelty
going to the Faith ork.

JOE MEDLIN
(Decca 28303; 9-28303)
D "WHAT'S TO BECOME OF ME" (2:54)
Joe Medlin gives a slow
and sentimental ballad a resounding and
full voiced treatment. Ballad
gets some fitting backrop.
E "JUST YOURS ALONE" (2:46)
A belting opening is the manner
in which the artist presents a Latin
tempo ballad with a slow beat. Joe
gives this number a resonating and
full reading also.
NEW YORK:

The news around New York this week was the NAMM convention. Dealers and distributors from all over the country were in town meeting manufac-
turers and artists. Some however felt that the record people were lost in the
mist of such a large convention and that they ought to have a separate show-
ing of their own. . . . Capitol Records gave a big party last Wednesday attended by all segments of the trade. Highlight was a film produced by Glenn Wallichs
called "Wanna Buy A Record?" . . . All the presidents of The Four Lads fan clubs got together to give the boys a shindig at the Stockholme Restaurant.
. . . Dave Miller, the Philly record whiz, preparing a bombshell with his new boy and girl singing dis-
covers. . . . Sentimental jazz fans deploiring the news that New York's famous Savoy Ballroom will be razed. . . . A lot is happening to Billy Keigh, new King artist, all at once. His first record release of "High Noon" is getting excellent reaction; he just
became the father of a baby boy; and now he is buy-
ing a new home. . . . Bob Cole's orchestra does a fine
job of backing on the new Vernon release of "Our
Love." . . . Johnny Desmond celebrated his third anniversary on Don McNeill's
Breakfast Club this week. . . . Buddy Basch and Dick Gersh are now handling promotion for Frank Stevens. . . . Danny Sutton was such a smash at the Copa
in Pittsburgh last week that owner Leny Litman signed him for a return
engagement this fall at quite a bonus in salary. . . . Alan Dean opens a one week engagement at the Caribe Hilton in Puerto Rico on August 8. . . . Joe
Marsala and his wife, Adele Girard, in town for a short visit from Aspen, Colo-
rado where he now makes his home. Devotes his time to writing now.

CHICAGO:

As the young voices go up the ladder, they all dream of the time when they
will be "in New York" which, they usually claim, is the peak of all suc-
cess for all vocalists. Provided, of course, that they make good in the Big
Town. But, Ray Curu, sensational young voice from the East. To make
good here in the Midwest. Young Ray is a Brooklyn
product who found that, too the people back home
liked his voice, it was Chicago that really appreciated him. Still more, Ray's a pretty lucky boy, because
dave Don, his personal manager, discovered him.
And of all places, while having his car loaded with
gas at a gas station. The owner of the gas-emup's
joint begged Dave to hear Ray sing. Dave did.
And this rambling, but efficient theatrical people before.
Dave's proving himself a terrific manager. Ray Curu has been plunged by such leading lights as: Arthur Godfrey, Roy, Q. Lewis, Cee Davidson, Myron Cohen, and many others. Watch this kid. He's moving up.
. . . Friend Mack Clark writes to advise that he's now in
position to handle some promotion for those who
need it in the East. . . . Southern Music, after 22
years of representation bills, closed their offices. And discontinued the services
of veteran Bob Cole. Bob was with Southern for ten years. . . . Try this some-
time, Phone the "Duke" (Ellington, of course) about 6 P.M. You'll probably
find him still out and, in a sleepy, sleepy voice asking, "Hey, what's
jookin'? (Sure don't sound like the Duke at that early (1) hour). . . . Everyone round here talking about Louie (The Freem) Prima's cuttin' of the "Adolf" and "Ice"
tunes—still to back yet. . . . Lee Paul and Mary Ford, two very grand people,
town this coming week. . . . Bob Porter, of WIND'S "Night Watch,"
became the proudest pappy on the airwaves the other day when Mrs. Porter
brought their son (No. 2) to call him "Dad." . . . RC Victor's deejay
show here on August 10 will be "really different" from what Rocky Rolf reports.
Shows this week will mark the debut of Bill Evans' son, David. It'll be a "father-
and-son" deejay show.

LOS ANGELES:

Turns out the NAMM Convention in Gotham got quite a turnout of West Coast
record execs at that. . . . Among those we learned had decided to tear
loose with their overloaded decks to make the joint were Capitol's Dave Curu,
Imperial's Lew Chudd and Recorded in Hollywood's Franklin
Kort. . . . There was also a chance that Aladdin's Lew Meiner, Specialty's Art Rupe and one of Modern's
Biharis might grab a fast plane out in time for the show. . . . From Capitol's on-the-ball publicity gal
Margie Ogofson comes word that Ben Light set a new
record in cash customers for the Palm Olive Cafe in Fresno, where Ben played the 200-seat spot to stand-up
crowds for two weeks. . . . Important to note how a
dive date can stimulate record action over the retail
cash counter and on the boxes, what with his latest
Capitol disc hitting a new for Fresno both in the shops
and with ops.

Gene Norman, the KKLAC deejay and concert impresario, was all set for a turn-around crowd at his 3rd in Shrine Blows Jubilee at the Shrine on July 27, with a solid artist line-up in Big Jay McNeely,
T-Bone Walker, Helen Humes, Peppermint Harris, Al Hibber, Floyd Dixon,
Jimmy Rushing, Joe Bouteur, Charlie Harris, Jim Wyman and Encyclopedia
in Hollywood's sensational new blues-singing find, Little Caesar. . . . Proof
that the supposedly sophisticated gent who ride the Sunset Strip range can
go for more music is offered in the very nice showing Capitol's Jimmy
Wakely has been making during his current Ciro's engagement. . . . And the
crowd up on the street has been considerable, with Billy Daniels holding forth at the Mocambo.
. . . Decou's Louis Jordan and His Tympany Five were
expected to buge out the walls of the Tiffany Club with all the supporters of
"Jordan President." Nice little get-acquainted note from Bob Bacon, newly appointed promo-
tion manager for Ray Thomas Company, Columbia Record distributors. . . .
The folks within hearing distance of WEBS in Wilkes-Barre, Pa., will receive
Bob from his deejaying days via the "Bacon for Breakfast" show.
Bob tells us how well he's long thought of The Cash Box, and we're sure we'll
be thinking well of him, too.
Buddy Morrow Orchester
(RCA Victor 20-4868; 47-4868)
B "One Mint Julep" (2:58)
Buddy Morrow and his boys come up with a slick instrumental rendition of a current rhythm and blues bop. The steady slow beat and fine treatment is pleasant on the ear.

C "Got You on My Mind" (2:46) Frank Lester and the Quartet chant a slow sentimental blues item with a fitting backdrop portrayed colorfully by the Morrow ork.

Tony Bavaar
(RCA Victor 20-4872; 47-4872)
A "Possesses Me" (2:40) A tender and most inspired vocal rendition is expressively chanted by Tony Bavaar. The fitting backdrop for this lovely ballad is perfectly set to showcase the artist's voice to full advantage.

The Voices of Walter Schumann
(Capitol 2716; F-2168)
B "Luna Rossa" (2:37) A number that is currently making noise in the pop field gets a harmonious going over by the Voices Of Walter Schumann. By Zentner solos with his trombone on this slow tangos number.

B "April in Paris" (2:49) A grand old ballad with a most captivating melody is laxly presented by the Schuman vocal group. Zentner's trombone stands out once again.

Eileen Barton
(Coral 60805; 9-60805)
A "You Intrigue Me" (2:48) Thorough Eileen Barton gives a lovely tangos number with a light Latin beat an inspired and clear voiced reading. Ray Bloch and the ork get credit for the pretty backing.

D "You Like" (2:46) Here the champ warbles a cute novelty number with the same zest that made her warbling of "When Baked A Cake" such an outstanding success. The Sweetland Singers and Ray Bloch back Eileen on this samba beat number.

The Andrews Sisters
(Decca 28343; 2:58)
B "Adios" (2:58) A speedy opening is the pace in which the Andrews Sisters chant this Latin number with a driving jump beat. A change of pace to a slow treatment at mid point is aided by the Skip Martin combo.

C "Carmen's Boogie" (2:56) The Andrews girls drive out another fast moving item with fitting lyrics set to the melody of "The Havanera" from the opera "Carmen." Ork credits again go to Skip and the guys.

Dick "Two Ton" Baker
(Coral 60807; 9-60807)
C "Marietta" (2:38) With the orchestra under the direction of Lew Douglas, Dick "Two Ton" Baker warbles a moderate hard cute number with some light ork backing that makes for light listening material.

G "Give Me Back" (2:31) Here Dick Baker gives his rendition of such a moderate beat item with a cute background. Number is delivered in a semi-talking manner by the vocalist.

Jimmy Blaine & Buddy Weed
(Coral 60812; 9-60812)
D "Political Pete" (2:59) Fitting perfectly into these times of political ado is a cute novelty number enjoyable done by Jimmy Blaine & Buddy Weed as the duo mimics the political world.

B "Swimmin'" (2:36) The artists team their voices once again on a timely novelty as they discuss the hot weather. The Weed ork plays the walls backing for the cute lyric novelty.

Frank Sinatra
(Columbia 39819; 4-39819)
D "A-Z-U-R-E-T-E" (2:32) Frank Sinatra backed by his sideman Axel Stordahl and his ork chants a slow Paris blues number in fine style. The ork's voice sounds grand on this side.

B "Bim Bam Baby" (2:18) A whistling jump number gets a fascinating quick beat going over by the vocal artist, as Axel and his boys run through the background music.
DETOIT, Mich—Don Cornelius broke all records on his recent two-night appearances at Edgewater Park in Detroit. Playing to about 10,000 people, Don also found the time to drop in on his good friend Ed McKenzie "Jack The Bellboy," well known Detroit disk jockey, to check on his latest releases "This Is The Beginning Of The End!” and "I Can’t Cry Anymore."

The HALE You Say

by natt hale

Among the more amusing aspects of the business, we opine, is the frequent allusions made by all and sundry as to how well a particular record is doing elsewhere. Time and time again, we’ve heard promotion men, publishers’ contact men, artist managers, etc. expound on the merits of some woebegone waxing effort, finally punching the argument home with the statement: "It’s breaking wide open in Houston!"

Here’s the big, fat bulletin: The deejays, juke box operators, retail dealers, distributors and anyone else concerned with the promotion and sale of the slices just don’t give a damn.

It appears that different geographical regions have developed a taste for the moment musical which appeals only to their own pink, shell-like auditory appendages. The masses which have congregated in the great Pacific Northwest have totally divergent views as to what makes music as opposed to the hordes who may have settled in the great Atlantic Southeast. Consequently, the distributor and sales staff of Real Groovey Records in Jackson, Mississippi isn’t too concerned with the fact that the Darken Hansen pressing of "I Can See Through You, Maybe You Ought To Get Dressed" has hit the 150-record mark in Eugene, Oregon.

In years past, those diskers who had accumulated a grand catalogue of foreign-language recordings were wont to hypo a distributor in some strategic location by pointing out: "This one was practically cut just for your organization. You’ve got a terrific Albanian population there. Let us know how well you do on this." Within a matter of weeks, the distributor responded: "You were absolutely right. We did very well on the Albanian record. We sold all five of them!"

This tirade (and some will undoubtedly consider it such) isn’t intended to mock and deride the promotional and exploitatational theories of the record manufacturers who have long been established as pioneers of continuing musical trends. We assuredly admit to the necessity of recording and distributing pop, folk, country, Western, jazz, kiddie, classical, light-classical, foreign series and educational records. Each serves a prime purpose of our endeavor. We contend, however, that it is possible that one area will lap up the tallow nectar like crazy, while another will treat the wax potion with something akin to enthusiastic apathy.

Witness the case of the visiting song plugger (i.e., Publisher’s contact man) who recently found his tune breaking wide open in Edelstein, Illinois. This prompted a short, 14-city jaunt, all on behalf of the song. Punctuating his remarks to the local Real Groovey Records promotion men with such as: "Darken Hansen says this is his best record to date," and "It looks like this song’s really gonna happen," this plugger, who shall designate Jacques Van Gaille, made the circuit rounds of the deejays, ops and music jobbers from early dawn until noon. His punch-line to each of the individuals was delivered in stentorian tones, intended to electrify his audience to the limit of resistance: "This record just broke the one-day sales mark of all time in Wielikof, Ohio."

To say that the resultant chaos was well, nothing—should be considered a masterpiece of understatement. But then, he’s just a crazy, mixed-up kid!

And—That’s how it goes!

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Newark; new PEHMO proved Advisory record Association of their of lost likely unbearably summer of of participated in instruments the convention. Hotel The Independent Working the industry-wide Many things for Second Griffin, for director on the floor. New Martin has appointed Joseph C. Martin as Director of Industry Promotion, it was announced this week by John W. Griffin, Executive Secretary of the National Association. The national, industry-wide promotion and publicity campaign will be instituted in September through the cooperative efforts of the forty-one record manufacturers who are members of the R.I.A.A. The Association’s Advisory Committee was appointed in August 1952.
The Top Ten Tunes Nothing Harvest's Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in New York City's Harlem Area; Chicago's South Side, and New Orleans.

**1. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**2. HAVE MERCY, BABY**
   The Dominoes (Federal)

**3. GOIN' HOME**
   Fats Domino (Imperial)

**4. I'LL GONNA PLAY THE HONKY TONK**
   Mule Adams (Peacock)

**5. DESIRE**
   The Clovers (Atlantic)

**6. THE CLOVERS**
   The Clovers (Atlantic)

**7. ONE MINT JULEP**
   The Clovers (Atlantic)

**8. MOODY MOOD FOR LOVE**
   King Pleasure (Paradise)

**9. TING-A-LING**
   The Clovers (Atlantic)

**10. NO MORE DOGGIN'**
   Royan Gordon (R. P. M.)

**11. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**12. MARY JO**
   Four Blossoms (United)

**13. TING-A-LING**
   The Clovers (Atlantic)

**14. DON'T YOU CRY**
   Joe Turner (Atlantic)

**15. BELLS ARE RINGING**
   Smiley Lewis (Imperial)

**16. MY HEART'S DESIRE**
   Jimmy Lee & Aris (Modern)

**17. CALL OPERATOR 210**
   Floyd Dixon (Aladdin)

**18. MOODY MOOD FOR LOVE**
   King Pleasure (Paradise)

**19. JUNCO PLEASURES**
   The Clovers (Atlantic)

**20. WALKIN' MY BABY BACK HOME**
   Not "King" Cole (Capitol)

**21. NO MORE DOGGIN'**
   Royan Gordon (R. P. M.)

**22. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**23. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**24. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**25. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**26. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**27. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**28. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**29. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**30. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**31. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**32. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**33. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**34. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**35. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**36. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**37. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**38. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**39. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)

**40. LAWDY, MISS CLAWDY**
   Lloyd Price (Specialty)
### Best Selling Spiritual Records

- **He's So Wonderful** by Sister Jessie Mae Renfro (Specialty)
- **How About You** by Pilgrim Travellers (Specialty)
- **In The Upper Room** by Mahalia Jackson (Apollo)
- **If Jesus Goes With Me** by Angelic Gospel Singers (Ganymede)
- **I Will Trust In The Lord** by Clara Ward (Peer)
- **Stop Right Now** by Bells Of Joy (Peacock)
- **Tell Me Angel** by Angelic Gospel Singers (Ganymede)
- **Wading Through Blood And Water** by Dixie Hummingbirds (Peacock)
- **When He Spoke** by Ward Singers (Peer)
- **When I Reach My Heavenly Home** by Home On High Original Gospel Harmonettes (Specialty)

### Top Ten Tunes Netting Heaviest Play

1. **Beside You**
   - The Dominoes (Atlantic)
2. **Ting-A-Ling**
   - The Clovers (Chess)
3. **Mary Jo**
   - Four Blazes (United)
4. **Have Mercy, Baby**
   - The Dominoes (Felici)
5. **Lawdy, Miss Clawdy**
   - Lloyd Price (Specialty)
6. **Call Operator 210**
   - Floyd Dixon (Aladdin)
7. **One Mint Julep**
   - The Clovers (Atlantic)
8. **Walkin' The Boogie**
   - John Lee Hooker (Chess)
9. **My Heart's Desire**
   - Jimmy Lee & Arts (Modern)
10. **Don't You Cry**
    - Jim Turner (Atlantic)

### Other Top Tunes

- **Mary Jo**
  - Four Blazes (United)
- **Lawdy, Miss Clawdy**
  - Lloyd Price (Specialty)
- **Call Operator 210**
  - Floyd Dixon (Aladdin)
- **Easy, Easy Baby**
  - Yaretta Dillard (Savoy)
- **Goin' Home**
  - Fats Domino (Imperial)
- **My Heart's Desire**
  - Jimmy Lee & Arts (Modern)
- **Hurricane**
  - Joe Houston (Imperial)
- **Have Mercy, Baby**
  - The Dominoes (Federal)
- **LAWDY, MISS CLAWDY**
  - Lloyd Price (Specialty)
- **HAVE MERCY, BABY**
  - The Dominoes (Federal)
- **EASY, EASY BABY**
  - Yaretta Dillard (Savoy)
- **Goin' HOME**
  - Fats Domino (Imperial)
- **MY HEART'S DESIRE**
  - Jimmy Lee & Arts (Modern)
- **HURRICANE**
  - Joe Houston (Imperial)

### SPIRITUAL RECORDS

- **Have Mercy, Baby**
  - The Dominoes (Federal)
- **Lawdy, Miss Clawdy**
  - Lloyd Price (Specialty)
- **Goin' Home**
  - Fats Domino (Imperial)
- **Have Mercy, Baby**
  - The Dominoes (Federal)
- **Easy, Easy Baby**
  - Yaretta Dillard (Savoy)
- **Goin' Home**
  - Fats Domino (Imperial)
- **My Heart's Desire**
  - Jimmy Lee & Arts (Modern)
- **Hurricane**
  - Joe Houston (Imperial)

### Top Ten Tunes Netting Heaviest Play

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   - The Dominoes (Atlantic)
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8. **Walkin' The Boogie**
   - John Lee Hooker (Chess)
9. **My Heart's Desire**
   - Jimmy Lee & Arts (Modern)
10. **Don't You Cry**
    - Jim Turner (Atlantic)

### Other Top Tunes

- **Mary Jo**
  - Four Blazes (United)
- **Lawdy, Miss Clawdy**
  - Lloyd Price (Specialty)
- **Call Operator 210**
  - Floyd Dixon (Aladdin)
- **Easy, Easy Baby**
  - Yaretta Dillard (Savoy)
- **Goin' Home**
  - Fats Domino (Imperial)
- **My Heart's Desire**
  - Jimmy Lee & Arts (Modern)
- **Hurricane**
  - Joe Houston (Imperial)
- **Have Mercy, Baby**
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- **Lawdy, Miss Clawdy**
  - Lloyd Price (Specialty)
- **Goin' Home**
  - Fats Domino (Imperial)
- **My Heart's Desire**
  - Jimmy Lee & Arts (Modern)
- **Hurricane**
  - Joe Houston (Imperial)
JOHNNY SELLERS
(Choco 1120)

"JOSIE JONES" (2:30) Johnny Sellers does an a cappella job on a slow blues against a background of roaring surf. Stirred up by a gale, the sax is a dramatic one and could create excitement.

"ROCK ME IN THE CRADLE" (2:45) The under portion is a moderate blues. The saxing of Johnny Sellers sings in a sentimental fashion.

SCHOOL BOY PORTER
(Choco 1117)

"BUT TALK" (2:24) School boy Porter and his Schoolboys drive out a fast beat jump instrumental. A wide brass section with emphasis on the sax is featured in the arrangement.

"SENTIMENTAL JOURNEY" (2:41) The lower end is a more moderate melodic instrumental with the same type of arrangement. Saxing is solid.

FREDDIE MITCHELL
(Atlantic 2826)

"DEEP IN DIANA" (3:42) Freddie Mitchell, in his first waxing for the label, wakes up to the currently revived oldie and shows off a mighty talented sax.

"DELICADO" (3:29) The other side is another instrumental version of the exciting beat pop and Mitchell comes up with an excellent disking. As on the upper plate, Freddie's saxing is outstanding.

MARIAN McPARTLAND
(Savoy 956)

"THE GYPSY IN MY SOUL" (2:51) Marian McPartland employs her talented fingers to pound out a moderate beat oldie and the result is a highly pleasing side.

"IT MIGHT AS WELL BE SPRING" (2:44) The flipside is a lovely tune of a year or two ago and Marian's easy touch technique brings it back to full bloom.

THE SONS OF CALVARY
(Savoy 3028)

"FRIEND OF MINE" (3:15) The Sons Of Calvary harmonize on a moderate beat gospel tune. The lead vocal does a fine job and the harmony support is solid on the rhymic number.

"JESUS WILL HELP ME" (2:55) The group pulls out the stops and lets go with a fast beat jubilee that makes an exciting side.

THE CARDINALS
(Atlantic 973)

"SHE ROCKS" (3:08) The Cardi- nals work out a moderate beat rhythmic blues that "rocks". The harmonizing of the group is a spirited reading of a rollicking number that reaches out and stimulates the listen-

"THE BUMP" (2:50) The lower deck is a slow rhythmic piece that the boys project in smart style. Lance Taller handles the lead and comes through with a solid performance.

JAMES WILLIAMSON
(Choco 1121)

"LONEROM, OLE TRAIN" (3:40) James Williamson and his trio collaborate on a moderate beat bounce effectively.

"FARMERS BLUES" (3:15) The under side is a slow down piece dramatically dished up by the singer.

"DADDY DADDY" (2:54)
"HAVE A GOOD TIME" (3:13)
RUTH BROWN
(Atlantic 973)

Ruth Brown, whose past successes have been such tremendous jive box hits and have brought her into such prominence in the rhythm and blues field, throws two new ones onto the market that bid fair to raise the star to new heights. The upper side, "Daddy Daddy", has Ruth singing a Calypso like beat in a torrid style that grips the listener with excitement. The moderate tempo is pulsatingly arranged and the Willis Jackson节奏 and accompaniment supplies the feel through with a solid musical backdrop. The under portion is ballad, "Have A Good Time", which the thrush sings in the style of her famous "So Long" and is a fitting backing for the top lid. The artist gives a stirring vocal performance and comes through with an excitement that should happen. Both sides could break big.

SOLDIER BOY HOUSTON
(Atlantic 971)

"WESTERN RIDER BLUES" Soldier Boy Houston gives a deep south blues reading to a slow rhythmic number with cute lyrics.

"HUG ME BABY" (3:55) The artist employs a double voice gimmick in putting over this slow beat blues ditty. Houston supplies his own backing on both ends with some fine gutturalizing.

THE CARDINALS
(Atlantic 973)

"SHE ROCKS" (3:08) The Cardi-

"THE BUMP" (2:50) The lower
does the same un inhibited fashion as he paints the musical picture with his horn. The orchestra sets the background for the saxist with a soft presentation of the dynamic arrangement. The flip side of "Sunnyside Of The Street", is a tune that was a hit from the early talking pictures, and Tab blows his mellowest and his sweetest in giving his versions of the moderate's beat item. Smith gives the lovely tune a reading full of depth as the organ provides a sincere instrumental backing for the artist. We do not hesitate to recommend this disk for the boxes.

THE GOLDEN EAGLES
(Federal 12090)

"RAMBLIN' BLUES" (2:31) This is an oldie that lends her stylized delivery to a fast rhythm blues and the result is top flight. Ork backing is strong.

"SOMEBODY NEW" (3:06) The lower lid is a change of pace that has Esther handling a slow tempo item. Esther's piping and the lush orkking make this a solid coupling.

"ANYWHERE ANYTIME" (2:38) The under portion is a slow beat inspirational number and the group gives it a shouty reading.

THE CARDINALS
(Atlantic 973)

"THE BUMP" (2:50) The lower deck is a slow rhythmic piece that the boys project in smart style. Lance Taller handles the lead and comes through with a solid performance.

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(Atlantic 973)

"THE BUMP" (2:50) The lower deck is a slow rhythmic piece that the boys project in smart style. Lance Taller handles the lead and comes through with a solid performance.
The King Gets His Crown

CLEVELAND, O.—The Cleveland Phonograph Merchants Association feted Johnnie Ray as he ended his engagement at Loew’s State.

With a dozen or so record “names” looking on, the Phonograph Merchants presented Johnnie with a crown and plaque calling him “the King of the Jukes—the man who did most to boost the record business in ’51.”

For the Phonograph Merchants, Johnnie was a man of good will, who, in moving up the upper brackets, Jukes are happy, with their tunes for it means Cash in the Box. The beat of “Night Train,” for the Phonograph Merchants, King of west coast in pullin’ in sales, is published by Wynonie Harris. This latter has all of the fire and bounce that we always have liked in Wynonie’s work. Lionel Hampton, who believes in staying away from Olj, comes within 90 miles out of 57, for a date in Milwaukee. Louis Armstrong, following a record breaking stay at The Blue Note, went out in the woods and proceeded to hang up some more smashers. In both Suck City, W. 2, and Spring Valley, Ill., the Satch packed the halls and had them standing outside. The moral of this story is: Go to the woods, young man, for there (apparently) is where the maxima is.

For one-niners, all acts would do well to include Markganek, Mich. This town is booked principally by Arthur Bragg, who can be contacted at The Gates Hotel, Rockwell, Mich., for the balance of the season.

When a musician, writer and song pluggers turns disc-jockey, then you have a man who has all of the background, know-how and general information to make for a first class communicator. In this case with one sadie Dowell, new heard over WGN, Chi. A real smooth, soft spoken raconteur, with a pleasing amount of North Carolina twang, Sadie holds an audience with his tales drawn from actual experiences with the late Hal Kemp, with whom he played for 15 years. The writer of the big national hit tune “Three Little Fishies” and many others, is today fast winning a niche in the hearts of midwest listeners, a fact that has a bit of a bump even if he’s not on the air.

Since talking about “Night Train,” started remembering one turned out some ago by Duke Ellington, called “Happy Go Lucky Local,” in two parts; bend an ear and see what you think.

Charley Ventura has pulled out of the old combo and is breaking in a new outfit at his club in New York, prior to the road this fall. Packagers looking for a probable disc in concert halls this coming season, might do well to consider Ventura and his trio, in a battle of the horns, against Illinois Jacquet with his trio. Put in the middle of the show someone like Natty Southern or another good vocalist. A deal like this should sell in all markets. Lutrel Hunter, singer par excellence, marries this September. He’s a choripedist in Davenport, Ia. “Zing A Little Song” getting well deserved air plays across the nation. This from the offices of Paramount and Famous. Bobby Wayne out from Chi, to Wildwood, N. J., hose to Kansas City and then Denver. Muggsy Spanier from Moe’s Main Street in Cleveland to Washington’s Blue Mirror. Buddy Charles into Moe’s three in three months past; and back 9/1 for 5 wks with an option. Lee Brown, Tiny Hill, Jan Garber and Satchmo rackin’ up top grosses in one-acter bizz across the land.

About three months ago this column predicted probable trouble in the casting of the forthcoming Broadway play “Darling Alfreda.” As believed a slow storm is brewing between producers and certain actors playing dramatic groups. A Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnny Ace the singer, does “My Song” in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnny Ace the singer, does “My Song” in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnnie Ray the singer, does "My Song" in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnnie Ray the singer, does "My Song" in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnnie Ray the singer, does "My Song" in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnnie Ray the singer, does "My Song" in a solid selling manner. Leonard Wilson, Shapiro & Bernstein man, on the road to 30 centers, is doing well. Duke spread of Memphis are doing well with their new line and have one already high on the Hot charts. Johnnie Ray the singer, does "My Song" in a solid selling manner.

Chicago—The evidence of the continued good will and cooperation between the music manufacturers and the musicians of automatic phonographs, the Automatic Phonograph Manufacturers’ Association has contributed a liberal sum of money to assure the success of the MOA meet to be held in Chicago, September 11, 12, and 13 at the Congress Hotel. Good public relations between the two organizations have paid dividends in the way of a greater understanding between the two groups. The support received from the Automatic Phonograph Manufacturers’ Association assured the success of the convention, and operators in all parts of the nation as well as members of MOA are greatly appreciative of their support.

One of the main reasons for the formation of MOA was to bring a better understanding between the manufacturers and the music operators. The success of this program has been proven by the friendly relationship of the two separate and distinct organizations, namely the Automatic Phonograph Manufacturers’ Association and the Music Operators of America.

Peacock’s Duke Label
Release “My Song”
A Smash at NAMM

NEW YORK — One of the most active rooms at the recent NAMM Convention in New York was the Peacock Records suite, where Don Robey and Irvin Marcus were kept busy with a constant stream of visiting publishers, distributors and disk jockeys.

Object of all this excitement was the Johnny Ace recording of “My Song” which Peacock took over when it purchased the Duke label. Distributors who listened to the disk placed orders that soon mounted to a staggering total of 45,000 in the first three days of the meet. In order to keep pace with sales, Peacock has threepressing plants working around the clock, and expectations are that this release will exceed the sales record of the firm’s “Let’s Talk About Jesus” by the Bells of Joy and “I’m Going To Try The Honkytonks” sung by Marie Adams.

Also heard by distributors, was the new Marie Adams “He’s My Man” backed with “Alone” but a release date for this etching has not been set.

Binkley Distributing Co. Opens Miami Office

MTAMI—The Binkley Distributing Company of Jacksonville, Florida, has opened a branch office at 301 S. W. 6th Street, Miami in order to better serve the greater Miami area.

Among the lines that Binkley will carry are G-M. London, Atlantic, Peacock, Tennessee, Apollo, Peter Pan and Caravan Records.
Sheriff "Tex" Davis, who spins three hours of records each afternoon from the WLOW studios in Portsmouth, Va., reported an interesting note a few weeks ago on the Capitol booklet featuring "Tex's" show. Tex took unusual interest in the chip for Faron Young's Capitol records have risen to top billing among "Tex's" shows during recent weeks. Later in the evening it was apparent that the fellow was not Faron Young and admitted it when questioned and left. Since this time the fellow has turned up in Charlotte and Atlanta and is now wanted on a bad charge. Should you be visited by this fellow get in touch with WSM in Nashville immediately.

Tex Williams (RCA Victor) is starring on NBC's coast-to-coast every Saturday night from his regular station at Riverside Ranch in Los Angeles. Show handle is "The Treasury Hour" and is handled by vet-announcer Jimmy Wallington.

Tennessee Ernie (Capitol) and Billy Strange (Capitol) are regulars each Saturday night on Cliffe Stone's Legion Hall show in El Monte, Calif. The Caldwell Press (Columbia) is also going strong. They are heard regularly on Cliffe Stone's Hometown shows from XLXA in Pasadena.

Gene Estes is doing a daily country record show on KWJB in Glendale, Phoenix, in addition to his many appearances throughout the area.

KVKN in Lexington, Nebraska, is very proud of their old cowboy friends, Dick Klaat, who is making news in this area by his two daily live shows. Dick is very much in demand and m. c. of all kinds of local shows along with his regular personal appearance schedules.

The Maddox Brothers and Rose (Columbia) did a capacity show the 29th at Jamboree Hall in Lubbock, Texas, under the direction of Dave Stone, local KSBK country record spinner. Stone also had a big day with Slim Whitman (Imperial) in the same ball on July 16th.

Bill Carlile (Mercury's Carliles) has a taken a regular morning spot on WQD in Chattanooga, Group's latest on Mercury is stirring up quite a bit of comment as is their recent hit, "Too Old To Cut The Mustard," which is breaking groundfield by big names.

Bobbo Lee (Four Star) is doing an afternoon disc show on KKGF in Coffeyville, Kansas, tagged "Bobbo Lee's," which is a show that is winning in the area and is getting into a really good show. The band is doing its best to make sure the show is a real good one and the locals are enjoying it to the utmost.

Tommy Duncan (Intro) recently signed a long term management pact with the Tommy Duncan & Marshall Agency and began his first tour under this banner in Oregon last week. Tommy is well known from his 16 years as vocalist with the Bob Wills group.

Eddy Arnold (RCA Victor) had as his guest last week on the Chesterfield TVer, The Dickens Sisters, who were married many of Eddy's personal friends.

Clarence Kneeland is interested in his daily WERE, Westley, R. L. County is very much in demand to get in and listen to the WERE show. Kneeland has been in the show business for the last 30 years and is a real good showman.

Jack Davis of WROM in Rockmart, Georgia, writes that Martha Carson (Capitol), Faron Young and the (Capitol) are all doing their vocal spot very much in the neighborhood of the show. Davis is the manager of the show and is doing a real good job of marketing the radio show.

Lincoln, Nebraska, is one of the areas that is doing a real good job of marketing the radio show. Davis is the manager of the show and is doing a real good job of marketing the radio show.

"I'M LEAVIN' TOWN" (2:50)
Deeley Ritter sings a slow mellow country sentimental with a feeling of the life of a man as he leaves his town. The audience is filled with deep emotion as Ritter sings of the life of a man as he leaves his town.

A "SLOW DOWN THE RIVER" (2:55)
The flipside is a western lamento of a man who is leaving his home and is walking alone through the country. The music is full of emotion as the man says goodbye to his home.

"IT'S SO NICE TO MAKE UP" (2:26)
Sonnny James sings a slow sentimental ballad with a feeling of the life of a man as he leaves his town. The music is full of emotion as the man says goodbye to his home.

"SMART ALECK" (2:17)
The flipside is a western lamento of a man who is leaving his home and is walking alone through the country. The music is full of emotion as the man says goodbye to his home.
Scranton, Pa., Site of Capitol's Plant, Celebrates Firm's Tenth Year

SCRANTON, PENNA.—By proclamation of Mayor William Hanlon, the entire population of Scranton turned out last Friday, August 1st, to salute Capitol Records on its tenth anniversary.

The Capitol Records manufacturing plant located in Scranton is the largest of its kind employing anywhere from five to seven hundred people out of the total of 1300 who are on the Capitol payroll. In addition, this plant services 75% of the country and enjoys the slogan, “from Hollywood to Scranton to the world.”

The day’s festivities began when President, Glenn E. Wallachs, lead the Hollywood and New York troupe into The Electric City. This contingency was met at the Scranton Railroad Depot by Ted Rodgers, President of the Scranton Chamber Of Commerce and Mayor Hanlon, who headed the reception committee. From there, they were whisked away by police escorts under the supervision of William M. Lonsdorf, Director of Public Safety, to a luncheon sponsored by the Scranton Chamber of Commerce.

Approximately 200 persons attended this luncheon at which time, Glenn Wallichs was awarded the key to the city by the Mayor and was also presented with a Certificate Of Achievement Award by the Chamber of Commerce.

A Show put on by Capitol recording artists Mel Blanc and Yogi Yorgesson proved to be the highlight of the luncheon.

Following the luncheon the entire Capitol group plus city dignitaries participated in the plant ceremonies which included an open house for the general public.

At 5:00 P.M. a reception was held at the Scranton Club honoring Capitol’s 10-year employees which numbered 106. This was followed by a banquet at 7:00 P.M. at the Scranton Club where 10-year pins were awarded by Glenn Wallichs to this select group of 106 employees. Here again, Mel Blanc and Yogi Yorgesson proved why they are two of the nation’s top entertainers.

All radio stations in Scranton and Wilkes-Barre contributed to this All-Capitol Day by spinning only Capitol records for 24 hours.

The Delaware Lackawanna Railroad put on a special car to transport the New York executives to Scranton and returned them to The Gotham City on Saturday afternoon.

The following participated in the Scranton celebration; Glen Wallichs, William Fowler, Lloyd Dunn, Daniel Bonnich, Alan Livingston, John Griffin, Alex Forbes, Hal Cook, Gene Bevill, Al Levine, Mel Blanc and Yogi Yorgesson.

Pictures Switched!

In the King ad on page 12 of the August 2 edition of The Cash Box, the pictures of Billy Keith and Roye Goodrich were inadvertently switched. Billy has created a great deal of excitement with his version of “High Noon” while Roye is due out with two new releases, “The Big Sky” backed by “The Show Is Over” and “Jungle Drums” backed by “To You”.

Meeting Dates Of Music Operators' Associations


August 4—Music Operators Of Northern Illinois Place: To be announced

“It’s What's in THE CASH BOX That Counts”
Automatic Phonograph Manufacturers’ Assn. Makes Liberal Contribution To MOA In Support Of Sept. 11-13 Convention

MOA Officials Expect Largest Turnout Of Operators And Many More Exhibitors

Demand Booms Exhibit’s Production Of New Game

**Oakland, Calif.** — George A. Miller, president of MOA (Music Operators of America, Inc.), reports that great progress is being made in preparation for its forthcoming Convention to be held at the Congress Hotel, Chicago, September 11, 12 and 13.

Miller states that it is expected that more operators will attend the MOA Convention than at any other time, and that more exhibitors will display their wares than at any time in the past.

However, of great significance to the success of the meet is the fact that automatic phonograph manufacturers association has given its cooperation.

"To evidence the continued good will and cooperation between the music operators of the nation and the manufacturers of automatic phonographs, the Automatic Phonograph Manufacturers’ Association has contributed a liberal sum of money to assure the success of the MOA meeting" stated Miller.

"Good public relations between the two organizations have paid dividends in the way of greater understanding between the two groups. The support received from the Automatic Phonograph Manufacturers’ Association assures the success of the convention, and the operators in all parts of the nation as well as members of MOA are greatly appreciative of their support.

"The manufacturers have played an outstanding role toward the defeat of national legislation that is detrimental to the automatic music industry. They have assured the officers of MOA that they will fight side by side with the music operators against any unfair taxation or royalties, whether it be in the form of copyright laws or otherwise.

"MOA was formed for three specific purposes, one of them being to bring a better understanding between the manufacturers and the music operators. The success of this program has been proven by the friendly relationship of the two separate and distinct organizations, namely the Automatic Phonograph Manufacturers’ Association and the Music Operators of America."

Ray Cunliffe and Phil Levin, in Chicago, are working on arrangements and exhibits. Other committee members, Hirsh de Lavey, Dick Schneider, Al Denver, Jack Muligan, Ber Ginsberg, Clem Stetsen, Harry Snodgrass, Morris Goldman, Jack Cohen, Leon Mottoot, Dick Steinberg, Tom Withrow, Mike Imig, and others are working toward large delegations from their particular states and have assured the exhibitors that operators will be in attendance in large numbers from their particular organizations.

Miller, the general chairman, reports that he is making complete arrangements for the three-day meetings, and outstanding speakers on industry, public relations, and legislation will be in attendance. "Two prominent congressmen will speak to the group, executives from the manufacturers and record companies will take part in the meetings, and the business sessions will be carried on in such a manner that every operator in attendance will gain a better knowledge of the automatic phonograph business" said Miller.

The value of a nation-wide public relations program will be reported by an outstanding public relations firm, nationally known by the motion picture industry, the recording industry, and others. No operator can afford to miss this convention if he is sincerely interested in bettering the conditions and in elevating the automatic phonograph business."

Sidney Levine, who so ably represented the Music Operators of America during the hearings in Washington, D. C. last February on the Bryson Bill, will be prepared to make a report on what is to be expected in the future regarding copyright legislation.

There will be luncheon meetings and special entertainment for all during the time that the convention is in session.

He says, "Misjudged the sales ability of the average operator to convince his locations everywhere in the country that here, in ‘Super Twin Rotation’, was the greatest advance in coin operated amusement games.

"What’s more", Frank said, ”most of these operators are giving only twenty and, at the most, twenty-five percent of their locations.

"The location owners", he advises, "are more than happy with this lower commission percentage in view of the great game that they can present to their customers in ‘Super Twin Rotation’.

"We only hope”, he concluded, "that the backlogs won’t run away from us and that we shall be able to maintain a stepped-up production, be able to meet the demand with which we are now faced.”

**Chicago** — "As of this Monday morning (July 28)" stated Frank Menenci, general sales manager of Exhibit Supply, "I can state, without any qualification whatsoever, that we have an outstanding hit game in our new ‘Super Twin Rotation’.

Menenci furthered this statement with a roll-call of orders which the firm received this one Monday morning alone. These read like a panoramic coverage of the nation.

Distributors from almost every part of the country wired, wrote and phoned the factory advising.

"We must have more shipped to us immediately."

Out on the West Coast, Lyn Brown of Lyn Brown Company, is reported to have been on the telephone each and every day asking for more and still more of the “Super Twin Rotation” games to be shipped to him.

This is only one of many, many of the firm’s distributors who have been requesting phonograph, wire, and writing directly to Frank Menenci for more, and still more, of the “Super Twin Rotation” games.

In fact, because of the hit which this new game has created, the factory has been forced to boom its production.

"There is no longer any doubt”, Menenci said this past week, "that we are going to be backedlog on orders to everyone of our distributors.

"We tried", he reported, "to anticipate the demand far in advance and”, he stated, "even before we started our all out campaign, we built up a large number of the ‘Super Twin Rotation’ games to be prepared for any eventualities.

"It seems now”, he continued "that we misjudged the demand and also,"

**Chicago**—Samuel Wolberg and Samuel Genzburg of Chicago Coin Machine Company, this city, announced the introduction of a new bowling game, "10th Frame Bowlers" this past week.

Wolberg reports, "This new game presents the first real innovation in actual bowling game play since the introduction of the rebound type bowling game."

Genzburg added, "Just as in real bowling, if the player makes a strike he is entitled to an additional shot. It is possible for the player to score as much as 90 points in the tenth frame.

"If the player has a spare in the tenth frame" Genzburg continued, "he is entitled to one additional shot.

"This new feature”, he said, "is a giant up to date in competitive play. It permits the player, who is not as skillful as his opponent, to come out a winner in the last, the tenth frame.

"This new and novel twist to the bowling games has been greeted with enthusiasm on location after location. Operators report that their earnings have zoomed upwards," he concluded.

Other executives at ChiCoin had this to say: "To the 10th Frame Bowler retains all of the play features which have made this popular Chicago Coin bowling games. Drum-type scoring; rebound action; Fly-Away pins. Formica play field. High score of the week."

In the back-glass, a special section is devoted to the tenth frame.
ROBOTS PITCH FOR COIN MACHINE BIZ

New Mfrs Strike Out I'm As Demand Grows For Robot Baseball Pitchers. News Of How Well Installations Have Clicked Spreads Fast Outdoor Locations Required

A complete setup, and there are many different types depending upon the method, must be an outdoor location, usually has anywhere from five to ten robot pitchers, plus in some cases, 500 or 1000 people. The robot pitchers, themselves, sell for about $1,000 each.

Already many operators are planning about seeking to lease outdoor locations for the robot machines. They are reportedly doing a phenomenal business.

The belief is that such territories as Florida and California and some of the southern and southwestern states where the plastic will go, the whole round will prove the most profitable. In fact, some operators hope to be planning installations in the Miami and Miami Beach areas.

Several other regions are thinking of Tuscany and Phoenix, Arizona, and believe that southern California would prove best. In fact, there are some who feel that the resort area of Biloxi, Miss., may be the most profitable.

It seems that, if one thing sure, operators who were never seen in certain areas, are treated by robot pitching installations, that perhaps, there will be some wholesale moving about in the industry.

Capitol Projectors Makes Rocket Ship Ride

NEW YORK — Sam Goldsmith, Capitol Projectors, Inc., this city, announced this week that his firm is now manufacturing coin-operated rocket ride machine. The firm, which has been manufacturing "Midget Movies" for a number of years, will continue with this successful item as well as going on into production on its rocket ride.

Goldsmith returned this week from a trip to Kansas City, Mo., where he attended the Missouri Midget Movies Company, to handle the Capitol machines for the States of Kansas and Missouri. Heads of the Missouri Midget Movies Company are well known coenim, Irv Weiler, Carl Hoelzel and J. R. "Pete" Pieters.

The Kansas City firm has completed arrangements to install the rocket machine in the Rock Island, the Rock Island, the Kansas City Rock Island, and the Kansas City Rock Island.

Goldsmith informed the Cash Box that the same for the ride will be announced next week.

MIAMI MURMURS

There was a time when column would visit this "playground of the world" only during the winter. Now that it's been discovered that Miami Beach is one of the world's greatest summer resorts, we're playing host to lots of people from our industry throughout the year... Dave Stern and his missus, Elizabeth, N. J., staying at the Sea Gull Hotel, near playing around with the idea of buying a small home here... New Jersey was particularly represented when Harry Pearl finally arrived. Together with Dave Stern, Pearl, and Sammy Wischansky, some mighty tough "gin" games were in progress. As a matter of fact, it's reported that Wischansky tried to teach Willie Blatt (now a dyed-in-the-wool native) the game, but soon discovered the pupil was teaching the teacher... Not only the men folk, but the ladies got together for some "gin." It was most interesting to watch the battle among Mrs. Stern, Mrs. Wichansky, Mrs. Pearl and Mrs. Blatt... Vacationing at the same time were Max Hurvitz of Birmingham, Ala., and his pretty daughter, Max was keenly surprised when he ran into Mr. and Mrs. Arnold Feldman of Atlanta, Ga. Mrs. Feldman, née Natalie Hankin, is the daughter of the late Morris Hankin.

After its general meeting on July 31, AMOA will not meet again until late September or October... Joe Mangone returns from a fast trip to Chicago. On the way home, he stopped off at Detroit, and picked up a Gaddie... Milty Greens and his wife, arrived from New York, and expect to take a lengthy vacation. Millty's permitted to relax for a whole week, without thinking of business... Harry Siskind, his wife, and beautiful blonde daughter, stayed at the Nautilus Hotel, discovered the crowd of common right next door at the Shore Club, and Harry spent most of his daylight relaxing hours there. Recovering was that the gathering at this hotel today looked like a miniature convention... As is usually the case, Willie Blatt and his wife, Syd, living here, will seek relaxation elsewhere. The Blatts leave for an extended vacation up north.

August 9, 1952

The Cash Box

Williams Mfg. Co. Introduces New 3-Card 5-Ball Game

"Atomic Jet" Ride Set For Premier Simultaneous Showings At Distrib Aug. 11 & 12

NEW YORK — Nat Cohn, Comat Sales Co., Inc., this city, announced that his new coin-operated rocket ship ride "Atomic Jet" will be installed and opened on Tuesday, August 11 and 12 at eight distributing firms throughout the country: in Brussels, Belgium; Western Berlin, Germany; and in Hawaii, Honolulu.

Samples for the premier showings are being flown to every distributor here, in Hawaii, and in Europe, so that these distributors will have them on display for the view of the operators on these two days.

Distributors in this country who will show the "Atomic Jet" are: Active Amusement Machines Co., Philadelphia, Pa.; Double-U Sales Corp., Baltimore, Md.; Brilliant Music Co., Detroit, Mich.; Culp Distributing Co., Tulsa, Okla.; Automatic Enterprises, Los Angeles, Calif.; Bush Distributing Co., Miami, Fla.; Advance Amusement Sales Co., San Francisco, Calif.; and Sheldon Sales, Inc., Buffalo, N. Y. In Belgium and Germany, the Belgo-American Co., will show the ride, and in Honolulu, it will be Service Co.

A promotional advertising campaign will be used to assist the distributors and acquaint the operators with the "Atomic Jet" starting with the next issue of The Cash Box.

CHICAGO — Most surprising, and sensational, development throughout the industry, is the sudden demand for the automatic robot baseball pitching machines.

Manufacturers of these machines are beginning to pop up everywhere in the country.

This is attributed to the fact that what is mostly required is a foundry and a few basic mechanics to assemble the machines.

Around Chicago there are new robot pitching spots popping up almost every day.

Three well known, and already much talked about and investigated spots, are located at: River Road north of North Avenue, Marine Drive at Wilson Ave., and on Lincoln Ave. near Devon.

Each of these three have seven machines.
"12 O'clock and All's Well"

Many an operator with an AMI Model "D" in lively locations rests comfortably at home during the dark watches of the night. You can share this confidence in equipment that performs without interruption. You can be sure in the knowledge that your income continues morning, noon or night wherever people gather in a mood for music.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.
Bally PALM BEACH
SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in Great Game

1. NEW SUPER-CARDS
   PRODUCE SUPER PROFITS
   See this new extra-coins attraction in action at your Bally Distributor.

2. NEW STAR ROLL-OVERS
   "SPOT-O" UP TO 5 NUMBERS BY SKILL

3. POPULAR "IN-LINE" SCORES
   3, 4, 5-IN-LINE ON MASTER-CARD
   3-IN-LINE ON SUPER-CARDS WHEN LIT

4. CORNERS SCORE 400
   ON SUPER-CARD WHEN LIT
   MASTER-CARD CORNERS SCORE 200

5. MYSTERY "SPOTTED" FEATURE
   IN ADDITION TO STAR "SPOTTING"

6. EXTRA BALLS FEATURE
   ATTRACTS EXTRA COINS EVERY GAME

7. FAMOUS ADVANCING SCORES
   GREATEST SCORING APPEAL
   IN PINGAME HISTORY

8. SPECIAL SUPER-CARD SCORES
   3-IN-LINE IN SUPER-CARDS
   SCORE 4-IN-LINE SCORES

9. SELECTIVE-BUTTON PLAY
   INSURES BIG EXTRA-COIN PROFITS

10. GAY HOLIDAY COLORS
    IN BACKGASS, CABINET
    AND PLAYFIELD

11. ILLUMINATED
    PLAYFIELD

12. TROUBLE-FREE
    MECHANISM
    NATIONAL REJECTOR

ORDER FROM YOUR
BALLY DISTRIBUTOR TODAY!

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

New Mfg. Firm Presents Baseball Pitching Machine

CHICAGO—Harry Katz and Frank Roeke of Coin-O Manufacturing Company, Inc., 3435 N. Sheffield Ave., this city, presented their new automatic baseball pitching machine to the trade this past week.

The firm calls the machine, "Pitch-O-Mat".

Both Katz and Roeke claim, "It's the finest machine made, because it's trouble-free.

"The reason we can say that", they continued, "is because we have precision engineered 'Pitch-O-Mat' and know that it'll stand up!"

Both Katz and Roeke also stated: "Quantity deliveries of 'Pitch-O-Mat' will start on September 15 and will continue from then on."

The men have arranged for a free service whereby they will help the operator to make a correct and proper installation of the "Pitch-O-Mat" machines he purchases.

They also arrange for bleachers wherever possible, they report, and when they are finished with the plants, laying out the proper way to get the most attention to the outdoor installation, they claim:

"The operator simply must earn real profits."

Both men are well versed in coin operated machines and have been in the coin biz for many years.

"We know what the operators want and need", they say.

They are urging operators to get in touch with them immediately.

These operators must have outdoor locations to get started correctly with a complete set-up of "Pitch-O-Mat" machines.

On Top of the World

Thru the Coin Chute

NEW ORLEANS NOTES

The J and C Amusement Company's softball team won the first round championship. TAC Amusement Company finished second, only one game behind J & C. Harry says to watch the TAC team in the second half because of his new pitcher. Charlie Pace, you had better check this item... Caught a glimpse of Bill Ammon at Moisant Airport readying to board a plane for N. Y. C. Louie Bousberg's two older sons Jackie, 12, and Bobbie, 10, are star pitchers on the N.O.R.D. Baseball Club. Bobbie has pitched two no hitters and several one hitters... As usual, at New Orleans Amusement Company, Ralph Bosworth is crying about Bally not shipping enough "Palm Beaches"... The Big Penny Arcade on Canal is under a complete renovation job, complete with new front and greatly modernized... The kids are still lining up at Ponchartrain Beach to ride Bally's "Champion"... When Manager, Blatt, was asked why not two "Champions," he explained that when everyone sees the long line, they rush to make it stretch still longer... If you need any fresh country eggs, butter, chicken or other farm products, just contact Taft Odder. Taft loads his truck every week and hauls his produce into N.O. After disposing of the produce, he loads his truck with games, then sets out for Baton Rouge.

Johnnie Bosch is back in the distributing business with much pep and enthusiasm... The ops report that with the exceptional good games put on the market this summer, the slump has been counteracted and business hasn't really suffered... We understand Bill O'Donnell of Bally won a bet from Louis Bousberg when Stevenson got the Democratic nomination... The All Star football game in Chicago, August 15th, will draw a large contingent of N.O. fans. We're pretty positive that Louis Bousberg and Ralph Bosworth will be with the Sugar Bowl crew.

Lighthill Joins Ft. Worth Branch Of Southern

FT. WAYNE, IND. — Samuel S. Dieter, manager of the Ft. Wayne branch of Southern Automatic Music Company, Inc., announced that Jim Lighthill has joined their company.

Lighthill will travel the entire Northern part of Indiana and Northwestern Ohio, serviced by this branch office of Southern. He is well known in the industry, and it is stated he will shortly call on every operator in the territory.

"Lighthill will bring the operators the benefit of his experience and the usual service and cooperation of the Southern organization," stated Dieter. "All of us here will certainly appreciate all courtesies extended to Jim."

"It's What's in THE CASH BOX That Counts"
NOMINATED THE LEADER OF THE PARTY!

"Super Twin Rotation!"

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. 109 Twenty Ave., E. - CINCINNATI, ALBERTA, CANADA
- ATLAS MUSIC CO. 215 South St., E. - DES MOINES, IOWA
- BANNER SPECIALTY CO. 190 East Ave., E. - PITTSBURGH, PA.
- BANNER SPECIALTY CO. 1112 First Ave., E. - PITTSBURGH, PA.
- BIRMINGHAM VENDING CO. 540 Second Ave., E. - BIRMINGHAM, ALA.
- BORDER SUNSHINE NOVELTY CO. 1035 North 15th St., E. - AUBURN, ARK.
- LYN BROWN CO. 405 West Pico Blvd., E. - LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO. 294 W. 27th St., E. - ST. LOUIS, MO.
- BUSH DISTRIBUTING CO. 71 W. 30th St., E. - WASHINGTON, D.C.
- CLEVELAND COIN MACHINE EXCHANGE 560 South Main St., E. - CLEVELAND, OHIO
- EMPIRE COIN MACHINE EXCHANGE 3202 North Chicago St., E. - CHICAGO, ILL.
- FIRST DISTRIBUTORS 205 W. 22nd St., E. - CHICAGO, ILL.
- GENERAL DISTRIBUTING CO. 3414 Main St., E. - DALLAS, TEXAS
- GENERAL VENDING SALES CORP. 250 W. Reda S., E. - BALTIMORE, MD.
- GINSBERG MUSIC CO. 3601 South St., E. - ST. LOUIS, MO.
- J. E. HOLLIDAY CO. 711 Main S., E. - COLUMBIA, S.C.
- LIEBERMAN MACHINES CO. 155 Monroe Ave., No. - WICHITA, KANSAS
- MODERN DISTRIBUTING CO. 3237 Texas St., E. - DENVER, COLORADO
- Mike Murray's Corp. 577 Tenth Ave., E. - NEW YORK, N.Y.
- REDD DISTRIBUTING CO., INC. 198 Lincoln Ave., E. - BOSTON, MASS.
- REDD DISTRIBUTING CO., INC. 851 Union Ave., E. - WEST SPRINGFIELD, MASS.
- A. P. SAUER & SON CO. 725 Grand Row Ave., E. - DETROIT, MICH.
- SOUTHERN AUTOMATIC MUSIC CO. 730 South Blvd., E. - LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO. 240 Jefferson St., E. - LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO. 310 E. Jackson Ave., E. - FT. WAYNE, INDIAN.
- SOUTHERN AUTOMATIC MUSIC CO. 207 Broadway, E. - CINCINNATI, OHIO
- DANNY STEWART CO. 103 East Second Ave., E. - SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO. 3333 Main S., E. - KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC. 913 E. Center, E. - WINCHESTER, KANS.
- UNIVERSITY COIN MACH. EXCH. 225 North High St., E. - COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO. 635 Grand Blvd., E. - DETROIT, MICH.
- W. B. DISTRIBUTING CO. 1001 Main St., No. - CLEVELAND, OHIO
- WESTERN DISTRIBUTORS 1226 S. Main S., E. - PORTLAND, ORE.
- WESTERN DISTRIBUTORS 1035 Eleventh Ave., E. - SEATTLE, WASH.

VOTE TODAY
Everyone loves a WINNER—everybody respects a LEADER! That's why "Super Twin Rotation" has earned the acclaim of operators, locations and players. Your order blank is your ballot—vote for "Super Twin Rotation"—TODAY!
Jules Peres Dies

Jules Peres died on July 18, 1952 at approximately 4:45 A.M. of a heart ailment.

It seems that Jules and his family were out having a late dinner and returned home about 11 P.M. of July 17. They retired shortly thereafter.

At about 4 A.M., Jules complained of a chest ailment. An attempt to obtain a doctor at that hour proved fruitless. At 4:45 A.M. he passed away.

He is survived by his wife and daughter.

He was buried in Metairie Cemetery with Masonic Rites and in a Masonic Tomb.

Jules was a member of the Y.M.B.C., a Mason, Secretary-Treasurer of the New Orleans Coin Machine Assn., as well as a member of the Small Men's Business Assn., and other organizations.

He was engaged in the coin machine business for the past 22 years.

It is understood here that Mrs. Peres will continue to handle the business herself.

He was, and will always be, regarded by one and all engaged in the field, as one of the few men with exceptional perception of tomorrow, and was, and will always be remembered, for his great hospitality, his sincerity and his gentlemanliness.

NEW ORLEANS, LA. — (Editor's Note: In view of the fact that detailed information was received too late for our last week's issue we are, at this time, and in all deference to the family of Jules Peres, publishing the events which led to his passing.)
**New! Williams**

**LONG BEACH**

**EXCITING!**

3 CARD—5 BALL with NEW DOUBLE SCORE
GAME-TO-GAME FEATURE FOR REPEAT PLAY!

3-4 or 5 adjoining numbers connected by white lines in any section score replays

NEW "DOUBLE" FEATURE

Carries over from game to game until scored.
Nothing like it ever before! It's exclusive with Long Beach and the greatest carry-over of all time!

RETURN BALL POCKET

When lit advances arrow across backglass to double score. Remains lit from game to game until score is made in each section!

EXTRA BALL FEATURE:
Player can "buy" up to 3 additional balls with extra coins!

It's "LONG BEACH" by Williams longer on profits!

Deluxe in every detail! Beautifully illuminated playfield! Plenty of action!

Your's for rich earnings!

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

52 Classified Ads of 40 Words Each

ONE 40 WORD CLASSIFIED AD EACH WEEK FOR AN ENTIRE YEAR —
52 WEEK’S ISSUES — ACTUAL COST OF 52 — 40 WORD CLASSIFIED ADS

AT REGULAR RATE OF 10¢ PER WORD ........................................ $208.00

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

TOTAL VALUE - - - $223.00

All For Only $48

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

THE CASH BOX, 26 WEST 47th ST., NEW YORK 19, N. Y.
Michigan Music Ops Assn.
Donates Juke Boxes To The
Percy Jones Army Hospital

DETROIT, MICH. — Morris A.
Goldman, president, Wm. J. Patter-
sen, member of the board of directors,
and Irving B. Ackerman, attorney for
the Michigan Phonograph Owners'
Association, this past July 17 traveled
to the Percy Jones Army Hospital and
received the acclamation of the pa-
tients and officers there for the dona-
tion of eight juke boxes to this hos-
pital by the organization.
In keeping with the charitable
efforts of this group who have, for
many years now, made it its business
to help in the attempt to curb juvenile
delinquency, help all charitable or-
ganizations, bring musical therapy to
those of the armed forces returned
for hospitalization in this area, the
Michigan Phonograph Owners' Asso-
ciation went out of its way to bring
happiness to all the patients at the
Percy Jones Army Hospital, with this
donation of eight juke boxes, and in
addition, over 2,500 records.
Major Thomas O. Werf accepted the
donation formally from the men who
travelled to the Percy Jones Army
Hospital.

ChiCoin Names
2 New Distrubs

F.B. For Georgia And
B.D. Lazar For W. Pa.

CHICAGO—Ed Levin, general sales
manager for Chicago Coin Machine
Company, this city, announced the ap-
pointment of two new exclusive dis-
tributors for the firm's products this
past week.
First one to be named was Fletcher
A. Blalock of F. A. B. Distributing
Company, Atlanta, Ga.
This firm was appointed exclusive
distributor for the entire State of
Georgia for all Chicago Coin products.
Fletcher E. Blalock, son of Fletcher
A. Blalock, is resident manager of the
Atlanta offices of F. A. B. Distribut-
ing Company.
At the same time, Ed Levin named
the well known B. D. Lazar Company
of Pittsburgh, Pa., as distributors for
the Western Pennsylvania territory for
the firm.
Levin stated, "These appointments
were made after a long study of these
territories."
A number of out-of-town coinmen were visiting our town this week, taking in the Convention of the NAMM (National Association of Music Merchants). Many firms in our business conduct retail record shops, as well as acting as distributors of record manufacturers, and this convention covers this phase. Most of the men took the opportunity to drop over to coinrow to say hello to their many friends.

The body of Al Bergman’s son Bobby, who was killed in action on the Korean battlefield, didn’t arrive in Buffalo, N. Y. as was promised, Monday, Aug. 24. Latest word, as we go to press is that the airplanes will bring it home on either Saturday or Sunday, August 2 or 3. It is Al’s intention to conduct burial services one day after the body arrives. Once again, we note the address of the funeral home, as many of Al’s friends will wish to either attend or send condolences: Ekins Funeral Home, 576 Linwood Ave., Buffalo, N. Y. . . . Sam Goldsmith, back in the city after arranging quite a deal with the Missouri Midget Movie Co. of Kansas City, Mo. Irv Weller, Carl Bozel, and J. R. Fichter, principles of this firm, will handle the “Midget Movie” and the Capitol rocket ship ride for the states of Missouri and Kansas. . . . The Rudolph Wurlitzer Co. will hold a service school refresher course of Eastern Distributors at the offices of Joe Young’s Young Distributing Co. on August 5, 7 and 9. It is expected that Joe Holdlicka and Hy Turner of the factory will be hand to conduct the school, and it’s posing nine Ed Wurgler, general sales manager of Wurlitzer, may be here at the same time. . . .

Our good friend, Gail Carter, vice president and general sales manager of Permo, Inc., attending the NAMM Convention here—and what a job he’s doing! . . .

Dave Stern’s beautiful 17 year old daughter, Suzanne (Honey) created quite a stir in the dramatic field, when she took over the lead in the Ocean City Playhouse, N. J., production of “Arsenic And Old Lace” with only about 18 hours notice. The leading lady became ill, and Honey learned her lines within this short time. More exciting was the news given her performance by the critics. On hand to cheer Honey on to success were Mr. and Mrs. Dave Stern and Mr. and Mrs. Barney (Chappie) Sagerman. . . . Tommy Green, Greco Bros., Glasgow, Al. in, town buying some equipment, Everyone eyeing the Kaiser Traveler he had with him. Loaded a music machine into it without the slightest effort. Jack Mitnick, regional representative for AML back from his northern trip. He took in the NAMM show—“anything that is closely allied with the music machine industry is of interest to me” states Jack.

Harry Koeppel, Koeppel Distributing Co., sends his congratulations to Gilda, to San Jose, Calif. for a few weeks. She will stay at Ben Koeppel’s home.

Old-time ops will remember Ben as one of its pioneer pin game operators in New York City. Mike Vanes reports our prediction made in last week’s column has come about. He now has more orders for Exhibit’s “Super Twin Rotation” than he’s had deliveries, and is hoping the factory can turn out a good quality on the good order. In this the reason Mike and the Missus are undecided about that Miami Beach vacation at this time? . . . Nat Cohn, Coast Sales Corp., introduces his “Atomic Jet” space coin-operated ride, with simultaneous showings at various distributors around the country. “We’ve got the most tremendous money-maker ever brought out in the coin machine industry” stated Nat. “Location tests have been made, and the collections were absolutely amazing.” . . . Al Simon, Albert Simon, Inc., one of the busiest wholesalers on the West Coast. In addition to the regular line of games in “hot” demand, Al reports that reaction of his mechanical horse, “Gallopin’ Beauty” has been exceptionally fine. . . . Dave Lowy, Dave Lowy & Co., out of town on his, while Bob Jacobs and Whitey Druckman hole up in the home front. . . . Willie Arason and Al Gilbert, United Play Machines, Inc., being kept busy with their used games biz. “Slowly, but surely, we’re progressing” smiles Willie.

DALLAS DOINGS

The summer heat has reached its annual peak in Texas. The mercury is soaring around the hundred degree mark every day and everyone is saying—“if this is what it is like in July, what can we expect in August?” But despite the heat, business is holding up. In fact some operators and distributors report that business is getting better all the time. The folks over at Commercial Music Company received a new game this week—the United “6-Player Star Shuffle Alley.” The place was full of operators looking over the new game. George Bury of Hammond was in Dallas this week buying new photographs for his route. . . . J. T. Van Meter of Dallas is concentrating his buying at this week. . . . We hear that Ralph Clynske of Fort Worth is expanding his routes. . . . Ditto for I. D. Hightower of Fort Worth. . . . Jim Powers of Grand Prairie says that business is good for him. . . . Henry Adams of Kiliman in the big shuffle alleys. . . . Also in town this week were J. A. Bigby of Bigby and Jimmy Bounds of Mexico.

Bob De Priest of Dallas is on vacation. He is sightseeing through Florida, Virginia and Tennessee. . . . Tommy Chatten, his fishing partner, says that he will have to wait until Bob gets home to do any serious fishing. . . . We understand that Green of Osage reports that business is good out west. . . . Tom Lambert of Dallas is buying new phonos. . . . W. B. Walton of Mineral Wells is expanding his routes. . . . Drew Osborn of Fort Worth has just returned from a fishing trip in Mexico. He says that he caught some 200 bass. . . . Local Radio, TV, and Newspaper people, including Mrs. Andy Hunter out at State Music Distributors, Inc., says that Abe Susman is still vacationing in Florida. In the meantime she is concentrating on getting in enough A1’s to satisfy the demand.

“It’s What’s in THE CASH BOX That Counts”
Most surprising development in the Chicagoland is the sudden demand for all types of bat and ball toys by boys of all ages. Almost all the large formers in busy traffic areas are asking for 33 1/2 to the gross instead of leasing or buying. Many other formers have jumped up here overnight. Wico Corp. is building what it calls: "Wico's Major Leaguer" Automatic Baseball Pitching Machine. Harry Wierer of Wico reports that they have more orders for this pitchers' machine than they can handle.

New manufacturer is Coin-O Mfg. Co., Inc., composed of Frank Reelke and Harry Katz, two guys who really know their way about the coin box. They've been busy writing up the complete story of what's all about the special article in this issue.

Harry Wierer is building one of the "Major Leaguers" into a Penny Arcade here in town where the owners have decided to pull out their shooting alley and replace with Wico's "Major Leaguer," automatic baseball pitching machine.

Three big spots are here at: River Ed. just north of Ave.; Marine Drive at Wilson Ave.; Lincoln Ave. at Devon. And more spots going up. Little automatic baseball pitching jig (with a 3 undo) down in Greenwood, Ind. (10 miles south of Indianapolis) reports (via press publicity) that they are bringing Cleveland's slugging, Luke Easter, down here for one day to demonstrate their gadget, but not how good this bat and ball. Chicago pitch- bell. Remember 10 baseballs are pitched at the battery for $2.50. First ball signs on the quarter and they're yours. If you're strong enough to make 10 with intervals of 6 seconds each. In short, 25c in 64 seconds. Average of $10.00 per hour already reported. Sam Stern of Williams all hopped up over location, sales, and reports to start "Bathing Beach."指示 this report indicates a big thing. "And priced low," Sam reports.

Thanks, most sincerely, to Harry Jacobs, Jr., Milwaukee, who writes: Your Tenth Anniversary Issue is the greatest magazine we've seen in any industry and, especially, in our field, in all our 17 years in this business.

Let's all hope H. E. Evans & Co. (this should make many of the Evans districts very happy) advises that they will be out "soon" with the Evan's 'Century' (100塞尔 phone). The West Coast, Frank Menecar, general sales manager of Exhibit Supply, advised: This is an avalanche. The orders we are getting for 'Super Twin Rotation' have gone far beyond our expectations. Our present reports indicate that in the Former's" form of a week.

Don Pigati of Highland Pk. from Hotel Presdent, N. Y. C. And who should drop a line here in town, the only natural to look at the curl? Don Pigati, himself. Roy Monroe (Monroe C. M. Exch.) excitedly phones us from Cleveland: We've got the biggest smash-price sale on all types of machines--in our history under way right this minute.

Bill Bys, Kansas City, Kans., regional rep for Electro cigray vendors, pops into our office to tell us that more, and still more, games and music ops are entering cigray and vend floor bats. In fact, we can see the end of the big black ops.

And, on August 7, 1945, the Marines landed on the Solomon. A bloody landing. And, on its way.

Some friends from down Texaway asked us to tell the industry: That "Doc" Mason of Corpus Christi, Texas, is expecting to become a "Daddy" any second now. That Morris Liedeker and Morris, Jr., now very, very busy. All of your great men in Chicago doing rather terrific in his Playland Park, San Antonio, and now hearing from dozens of guys who want to "get in the act" in the 'Boys Town' he has. (Whether this will happen, I can't tell you."

That George Wrenn and Fred Baker have become expert boxersm with Bally's 'Champion.' Which reminds us. Girls down in Texas still "talk" about the same. The big boys are the "Wico Man." Walter Weil, Kansas City, Mo., and Phil Weisberg, Bally's Texas regional rep, went on to cover this state.

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Hear that Bernie Beichel of El Paso, Tex., able to take that Rio Grande heat these days up Wusganwewan Steamer, Benny MacDonald of Ft. Worth, in addition to that big farm he's got, the cigray machines and phonos he's operating, now going in big for horses. Milt Mariner of Cincin in town seeking games. J. R. (Peter) Fetters of Kalamazoo, Mich., bought himself what can be termed a "gentleman's farm" just outside of the City States and says, 'I'm gonna make it like 'Paradise.'" So Reid of Boston, it's so.
A Washington, D. C. Operator Writes:

The Cash Box, New York, N. Y.

Gentlemen:

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

We base our Inventory for Personal Property Tax on "The Cash Box" and we are having some trouble with the tax people.

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

Are YOU Faced With The Problem Of "Personal Property" TAxES?

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

Why endure sleepless nights? Why suffer worry headaches? Why have the "Personal Property" tax collector become the boogyman in your nightmare dreams?

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

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

THE ANSWER IS: "The Confidential Price Lists" which appear in each and every week's issue of The Cash Box—and which are an integral part of The Cash Box—"The Operator's Bible!" The One Magazine The Operator Can Believe In and That He Can Trust!! The One Magazine that is Exclusively, Completely and Solely dedicated to the Operator! And Printed For The Operator's Own 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—subcribe to THE CASH BOX today. All for only $15 per year—just about 25¢ per week!

TEAR OUT AND MAIL TODAY TO...

The Cash Box
26 WEST 47TH STREET,
NEW YORK 19, N. Y.

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

FIRM NAME ____________________________________________
ADDRESS _____________________________________________
CITY ______________________ ZONE __________ STATE ______

Individual's Name ________________________________________

"It's What's In THE CASH BOX That Counts"

On the political plane, it was interesting to hear from Chicago Coin rep Phil Robinson that his brother, Abe Robinson, phoned him from Blair House in Chicago on that Thursday night before it happened to tell him that Gov. Adlai Stevenson was there with a group of friends waiting for the nod that came the next evening. . . . It turns out that Mary Jane Happe's home is in Minnesota, hubby W. E. Happe's in Milwaukee. Their recent 10,000 mile, six-week itinerary covered Niagara Falls, Yellowstone Park and back to Badger Sales by way of Oregon . . . A long chat with Lyn Brown's wife revealing that she's real fond of her new Valley home and (lucky her and Lyn) their place seems to catch a nice southerly breeze that has them dreaming all those stories about the Valley being a hot spot to live during the summer months.

Lucille Laymon tells us that Bally's "Palm Beach" is really a winner, even getting off to a greater start than the terrific "Atlantic City" did. . . . Also moving out steadily for the Laymons is Bally's "Champion" horse while Wurlighters continue their nice sales pace. . . . Over at C. A. Robinson's, Al Bettelmann tells us that United's new "6 Player Shuffle" with Match Score has won a great response from operators and players. United's "Stars" S-ball is also doing a fine job, Al notes. . . . Jack Simon reports there's no summer slump for him, what with a big shipment of used Bally "Spotlights" scoring a big hit with his customers and Bally's "Palm Beach" doing just fine in the brand new department. . . . Abe Chapman was back at his desk after a few days down in Tia Juana. . . . Nick Carter appeared to be a busy man at the Nickahob, with several AMI customers waiting for him while he closed another deal on the phone.

Phil Robinson was out shopping for a fancy new tie to wear up to that P'nai B'rith Convention in Seattle, come August 23. What with Phil representing the Beverly Hills lodge, the other delegates will be expecting him to be a pretty splendidlooking fellow, and Phil wouldn't want to let them down. While driving there and back with the Mrs., he's figuring on visiting the trade along the way. . . . Had a note from George Phillips in Manila indicating that there's a considerable shortage of good used music and games in the Philippines.


CALIFORNIA CLIPPINGS

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UPPER MID-WEST MUSINGS

The Lakes in Minnesota are drawing many tourists and the resort owners are reporting the best business that they have had in several years. Some of the coonmen who took advantage of the wonderful weather and made the trip into northern Minnesota to enjoy the fine fishing were: Irving Brodsky and his wife, Carousel Industries, Chicago; Harold Lieberman of Lieberman Music Company and his guests, Ed Wurlighter of The Rudolph Wurlighter Company and Irving Sandler of the Sandler Distributing Company, Des Moines, Iowa. . . . Ozzie Wardiman of Don Leary Inc. is on vacation and is spending it at his cottage near Grand Rapids, Minn. . . . Ike Sundem and wife of Montevideo, Minn., have just returned from a motor trip through Glacier National Park and Ike said he is all set to really go back to work now. . . . Of course, there are those who keep their noses to the grindstone and come back to see what was new in coin operated equipment. Among them were: John Cznemak of Duluth, Minn.; Bill Gilles of Osage, Iowa; Leo Hennessey, Rochester, Minn.; Ben Jahnke of Hutchinson, Minn.; Kelly Diedrich, Chaska, Minn.; and Bill Arndt of Long Prairie, Minn.

Mr. and Mrs. Bud Mraz and daughter of Brainerd, Minn., made the trip into town and while Bud looked to see what was new in coin operated equipment, Mrs. Mraz did some shopping. . . . Seen here and there at the various distributors' offices and record supply houses were: Stan Woznak, Little Falls, Minn.; Don Kohnen of Winona, Minn.; August Quade, Rochester, Minn.; Merle Stoddard, Zumbrota, Minn.; Morris Berger of Duluth, Minn.; Bob Kayes, Forest Lake, Minn.; R. E. Ahorin of La Moure, N. D.; Frank Mager, Grand Rapids, Minn.; and Ed Le Blanc of St. Cloud, Minn. . . . Mr. and Mrs. Herb Sandel of Lieberman Music Company went to New York and while there plan to attend the National Music Merchants Meeting.
WANT—45 RPM Records, new or used. No quantity too large or too small. Bring your Offer to the store or call. We pay high prices for used records from 3 to 6 months old. Top prices paid for 45 RPM. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I. S. N. Y. Tel.: Dillen 4-9040.

WANT—Will buy surplus stock. Cash box we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I. S. N. Y. Tel.: Dillen 4-9040.

WANT—Will take top price for AM Model B; Bally Coney Island; Bally Bright Lights; Bright Spots; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, OHIO. Tel.: Superior 1-4600.

WANT—Used 1428 Rock-Ola. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., CENTRAL AV., ORLANDO, FLA.

WANT—Music Operators—to send us their list of top ten ten, each with 50¢ each. Exchange, write: Box #119, c/o THE CASH BOX, 20 W. 47th St., NEW YORK 19, N. Y.

WANT—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburg and boxes. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.


WANT—Mechanical Horses. IDEAL NOVELTY, 2283 LOCUST ST., ST. LOUIS, MO.

WANT—For rental, hobby, liquor, etc.—Bally, Stable Leader, World Wide 146, Skillrider, Circus, Coney Island, and Montreal 34, QUEBEC, CANADA.

WANT—Wurlitzer 8000's any quantity. LAREDO EXPORTING CO., LAREDO, TEXAS.

FOR SALE—115 New and used wall boxes $100 at Thermopolis, WYOM.-Also-Wheeling, West Virginia—WHEELING MACHINIST, AUTOMATIC MUSIC, THERMOPOLIS, WYOM.

FOR SALE—We write for the lowest prices on the finest reconditioned used machines, including 1915, 1920, 1925, 1930, 1935, 1940 models. Cell: IVAN @1-4685. WURLITZER DISTRIBUTING CO., 1715 HARRISON AVENUE, BALTIC 13, MONTGOMERY. We are WURLITZER distributors Maryland and District of Columbia.

FOR SALE—Citations $39.50; Champ-ionaire 150; Shuffleboard supplies; new scoring unit with machine $50; used scoring unit $59.50; Citation Adjustable Pitcher $24; AMUSEMENT EQUIPMENT, MERIT INDUSTRIES, 542 W. 63 ST., CHICAGO, ILL. Tel: Gladfield 4-9206, EN-glewood 4-9204.

FOR SALE—New Astrocope $275; New 1c Camera $10; New 1c Auxiliary Machines $12; 120 Wurlitzer Wall Boxes $3; Citations $55; Rapid Riff 855 $75; Bowling 450; Coin-Op Company, 783 W. 56th St., CHICAGO, ILL. Tel: MCGowan $52, OAKLAND, CA., 564 W. DOUGLAS, WICHITA, KANS.

FOR SALE—Coin Operated Pool Tables—Patented—Features; returns Q-Ball or other Clock Balls. Q-Ball and other balls same size; SPOKANE, WA.; RONDO, CA.; MIAMI, FLA.; 1965 S. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA.; 291 COLUMBIA ST., COLUMBIA, S. C., 304 IVY ST., B. ATLAN., GA. Write for details.

FOR SALE—Will sell, trade, or buy all types of coin operated equipment—Pin Games; Shuffle Alleys; Music Machines. Wurlitzer employees in Philadelphia. First class service, RUGINS NOVELTY COMPANY, 329 East 33rd St., Mount Carmel, Penna. Tel: 31.

FOR SALE—Shuffle Alley Pucks—For Manufacturers and Distributors. We have many machines in stock that are in the market for use on all Shuffle Alleys. It's highly polished and plays well on all Berkey and world—and we offer it at the lowest price. Write for more details. Wire, write, phone for quantities. GOOD YEARS PRODUCTS CORP., 410 N. 12th ST., ST. LOUIS, MO. Tel: ELizabeth 2-0089.

FOR SALE—Seeburg Bear Guns $295; 5- Seeburg 3-wire 5-10.25c, wall box $5; Ski Bar Website $65; Coney Island $69.50; 2 HiRolls $75; Photo Finish $65; Universal Winner $85.50; Gold Cup $25; Entries $50. STANLEY NOVELTY COMPANY, 701 SOUTH TACOMA WAY, TACOMA, WASHINGTON.

FOR SALE—Packard Boxes (late serial numbers) 87.50 c.; Seeburg Hilliard 75.50 c.; Packard Hilla-Ways (like new) 85.50 c.; Photo Finish $45.50 c.; 3025 Wurlitzer Boxes $10 c.; 3051 Wurlitzer Boxes $15 c.; Rockwell Hilla-Ways $60 c.; Wurlitzer $590 c.; Golden Gate Novelty Co., 701 GOLDEN GATE AVENUE, SAN FRANCISCO, CALIFORNIA, WURLITZER.

FOR SALE—Eastern Electric (CB) like new, $139.50; 9E-National Electric. (CC) good condition—$1 king-size column—New Hammerfield Finish—Reconditioned—$90. National $139.50; PX-10 column $99.50; JUNIORS—CHINE EXCHANGE, 545 NORTH HIGH ST., COLUMBUS, OHIO. Tel: University 6900.
<p><em>It's what's in THE CASH BOX that Counts</em></p>
FOR SALE—Futuristics $247.50; Spot Lines $359.50; 6.66 Key Islands $325; Turf Kings $145; Crossroads (floor samples) $175; Williams Slug Fens $135; Williams Sportsman (new $115); Geno Dupl Action $75; United Distributors $250; Old Hilltop $225; Quarter hoppers $150; Geno Scale Target $49.50; Geno Rep Snorters $40. NEW ORLEANS NOVELTY CO., 1139 E. STEVENS ST., NEW ORLEANS, LOUISIANA. Tel.: Canal 8318.

FOR SALE—America's finest reconditioned phonographs and accessories. Everyone of our reconditioned machines guaranteed handsome in condition and in excellent working order. Tell us what you need. Get our complete line of phonographs and accessories. WILLIAMSPORT DISTRIBUTING CO., INC., 616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 44773.

FOR SALE—We have the finest used phonographs in all our city's history now available—for immediate sale. Get our phonograph on any phonograph you want before you buy. UNITED, INC., 4227 WEST VIET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you want. We're in business to make money. We are distributors for: AMI; United; Williams; Universal; Exhibit; Geno; and many others. COMPLETE DETERMINING INC., 2820 N. 7TH AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Coney Island $390; A.B.C. $215; Spot Lights $425; At lime $225; Coke Alley $85; Universal Supers $60; Shuffle Alleys $15; Five Stars $145; ALL IN ONE GAMES CO., 286 N. MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: Can 6-0295.

FOR SALE—1—1946 M $135—1— Tel. 1015 $150—1— 1060 $165—2— 2146 Hide Away $160—2— 3921 $200; Wire $15—10, Y. S. 2 Wireless $20.00 each. Tel.: 550-7550 service. VENDING CO., 236 N. DIAMOND ST., MANSFIELD, OHIO.

FOR SALE—Wurlitzer 1100 $349; Seeburg 148M $265; 1465 $115. On hand, a large supply of Packard, Wurlitzer, and Seeburg phonographs.設備 is completely reconditioned. WRITE: CENTURY TECHNOLOGIES, 2121 MAIN STREET, BUFFALO 9, N. Y.

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FOR SALE—Seeburg M100 (78); Rackola 1428’s AMI Model “C”; Wurlitzer 1012 and 1250 at complete prices. Want to buy all post war machines. Give details first stating machine's model, condition and price. SEACOAST DISTRIBUTING INC., 1210 NORTH AVE., ELIZABETH 4, N. J.

FOR SALE—Ready for location—College Dave $75; Fighting Irish $75; Football $15; Freshmen and Rumps $99; Majors $49 $49; Phoenix $35.90; St. Louis 50; Stop & Go $99.50; Tahiti $75; Utah $60; Silver Bullets $100; Havervard $250; DEPARTMENT 10, 419-9TH ST., N.W., WASHINGTON, D.C.

FOR SALE—Contact us before you buy. We carry all types of coin machines. List to suit your budget. We're the distributor for United, Universal, Cleo, CG, Kansas, K&M, Hi-Tone, and WILLIAMSPORT AMUSEMENT AMUSEMENT CO., 233 W. 3RD STREET, WILLIAMSBURG, PA. Tel.: 2-3525 or 2-1648.

FOR SALE—Packard Wall Boxes $10 each: Used Rock-Ola; Seeburgs; Wurlitzers; etc. New Smokehop Chrome Green Shiny Hinge. We'll buy One Balls: Turf Kings, Phil, in original new glass. Turf Kings; Clas- sic: priced right. Also mechanical horns. Liberal trades. EASTERN VIEWS, J. R. HAWLEY DISTRIBUTING LINDEN AVENUE, BALTIMORE 1, MARYLAND.

MIKE, The Cash Box, Page 35 August 9, 1952

"THE CONFIDENTIAL PRICE LISTS"
13th Year of Publication
722nd Consecutive Week's Issue

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

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true report, "The Confidential Price Lists" cannot only feature the market prices as they are quoted. "The Confidential Price List" acts exactly the same as the market quotation board at the Stock Exchange—practicing the prices as they are quoted, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price List," rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Sometimes on the West Coast a Hi-Tone may be worth $1100 while someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Our list is not being misrepresented by outstanding features of equipment, nor is it promoting 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" do not report the price exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his machine.

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

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. Prices unchanged

MISCELLANEOUS

MISCELLANEOUS NOTICE—These 3 telephone numbers are the information and service number of The Cash Box, New York City, JUlidon 6-4186. Cash Box, 924 Commercial Avc, Chicago, Ill., Dearborn 2-0045; The Cash Box, Los Angeles, Calif., WEBSTER 3-1883.

NOTICE—Louisville, Miss. Operators—your author's only phonograph distributor is DIXIE OHIO MACH. CO., 122 NO, BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 6931.

NOTICE—Change to dime play, Hawley-Converter Kit for old style and new; Eastern backed boards are $25.25, 81 each; Samples $1.25. Contains new glass, dime-banking parts, retractor. Kits also available for other five-cent boxes. Specify your needs. THE CASH BOX DISTRIBUTING CO., 2120 W. PICO BLVD., 187 LOS ANGELES, CALIF.

THE CASH BOX
26 West 47th Street, New York 19, N. Y.

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.

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

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GREATEST MONEY-MAKER IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
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- SAFE, LOW-SPEED START
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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.

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