Vera Lynn is pictured with the 50 British Army and Air Corps men who accompanied her on her latest London smash, "Auf Wiedersch'n Sweetheart." The record which became an immediate hit both in England and the United States went straight to the top of the popularity charts. Vera's next release on the London label, "The Homing Waltz," has the same vocal group accompanying her.
80,000,000 WOMEN CAN'T BE WRONG!

The Voice That Has Taken Teen Age America by Storm...

DICK LEE

with Orchestra under direction of FRANK HUNTER

SINGING...

"INFATUATION"

and

"ETERNALLY"

ESSEX RECORD 306
WRITE...WIRE...PHONE Your Nearest Distributor for Immediate Shipment

THE RECORD COMPANY that gave you

"S I N" by THE FOUR ACES
"HERE IN MY HEART" by AL MARTINO

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America's Newest Singing Star!!

Manufactured and Distributed by

PALDA RECORD CO.
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PHONE: SARATOGA 9-9816
There’s no doubt that television is changing the automatic music business!

This is now agreed to by all in the field.

The fact remains that with over 2,000 more telecasting stations to come into being in the next few years, television is bound to affect the juke box business what radio did for it in the 30’s.

And to listen to the music experts TV will do much, much more than radio ever did for juke boxes.

The same problem now arises in the amusement games business.

Has television cut deeply into this field?

Has it hurt?

Has it helped?

There are many such controversial questions on the lips of the men and women engaged in the coin operated amusement games business today.

The fact remains that many theatres have closed throughout the country. They claim these closings are due to television.

Television experts, in turn, claim that the closings are simply due to poor entertainment on the part of these theatres.

Many taverns and other retail meeting centers (or what used to be retail meeting centers throughout the country) have suffered a tremendous loss of business.

These retailers claim this is due to television. They say TV keeps people at home.

Tavern owners claim that more cases of beer are ordered directly into homes than ever before in beer brewing history.

Yet TV commercials continue to plug the tavern as well as all retail outlets.

In fact, the leading TV beer advertisers urge the public to ask for their product at their favorite tavern.

The same is true of drugs, foods, etc., etc.

There are, without doubt, many pros and cons to this subject.

Many amusement games operators claim that their gross collections are just as good, if not better, than they’ve ever been before.

Some cite quite the reverse. These latter claim that TV has cut deep into their take.

The matter then resolves itself down to this question: “Is TV changing the coin operated amusement games business?”

In short, because of TV, not in spite of it, are the manufacturers forced to produce games so interesting that the players would rather spend a few dimes and some time playing them, instead of watching twenty-year-old pictures on TV?

To our way of thinking this seems to be the logical answer to TV as far as the coin operated amusement games business is concerned.

In short, the manufacturers will have to step up sales, spend more money on advertising, and develop more interesting products than with a TV receiver set.

This one very definite and solid fact remains—TV is here to stay and, further, TV is going to grow bigger, stronger, better than ever. Especially when the present 186 telecasting stations are enhanced by an additional 2,053.

That may mean two, or even more, TV receiving sets in metropolitan homes.

It will surely mean new TV sets in rural homes where TV has not yet reached.

It also means an entirely new type entertainment field.

And since this industry, juke boxes and/or games (and even vending machines, too), is in pay and parcel of the amusement industry, then, the entire matter resolves itself down to bringing about such outstandingly interesting products that the public would rather patronize these than give all of their leisure time to TV.

The reason we mention “vending machines, too” is simply that these merchandisers are just as susceptible to TV’s inroads on retail business as are the juke boxes and amusement games.

After all, if people do not patronize local retailers the way they used to, then certainly just emergency sales from vendors aren’t going to pay the higher costs of the new type vending machines.

The amusement games manufacturers must simply push all their spirit into creating the type of products which will attract customers who are tired of TV.

Products that will produce income up and above and beyond the amortization point of the equipment if they are to continue on successfully in this industry.

Somehow this writer feels that the amusement games manufacturers, like the juke box manufacturers, won’t fail in this instance.

(They certainly haven’t up to this point.)
Now Is The Time To Plan A SEPARATE RECORD SHOW

The time has come for a separate record show.

For years now, record firms have been complaining about their treatment at the NAMM convention. They're relegated to a small space; the heat is usually unbearable; and in general they're lost among all the pianos, TV sets and other larger pieces which are the main concern of the NAMM.

As a matter of fact, conditions have become so bad that fewer and fewer firms have been displaying each year. At the convention just concluded, there were no independent record firms with booths and not even all the majors were represented on the floor. Most record manufacturers had suites in the hotel where their distributors and guests could visit.

Obviously then a trade show at which most firms don't show does not represent the record business.

And the simple fact is that the record business is now a large enough one to have its own show and not be an appendage to a convention that is basically devoted to other interests than records.

Until now, the industry really had no way to organize a show of that kind because there was no central agency through which to sift all the information and planning that would have to go into it. But now the Record Industry Association of America, which has a membership of over forty firms, is in a position to correlate all thoughts on the matter and come up with some specific plans.

Just how the convention should be held and where and when are all matters which have to be worked out. And the RIAA is the agency through which to work them out.

Many different plans have occurred to us and we expect to discuss them in future issues of The Cash Box.

But for the present, it is necessary to decide in principle upon a separate record show.

Before the record industry makes any further commitments to appear at future NAMM conventions, the possibilities of an independent record show should be fully examined.

Then perhaps by 1953, the entire record business may hold the first convention of its own.

"It's What's in THE CASH BOX That Counts"
HALF AS MUCH
ROSEMARY CLOONEY
CO-39710 (4-39710)—Rosemary Clooney ME-6366 (45-6366)—Ken Morris
CO-20879 (4-20879)—Carley Williams MG-11202 (K11202)—Hank Williams
DE-28271 (9-28271)—Guy Lombardo O.

AUF WIEDERSEH'N SWEETHEART
VERA LYNN
CA-2116 (F-2116)—Sharkey CO-39775 (4-39775)—Chime Butler
CR-60779 (60779)—Annie Brothers
DE-28271 (9-28271)—Guy Lombardo O.

HERE IN MY HEART
AL MARTINO
BG-101 (45-101)—Al Martino CO-39745 (4-39745)—Tony Bennett
CR-60756 (60756)—Allen Dale
ME-5977 (5977)—Vic Damone

BOTCH-A-ME
ROSEMARY CLOONEY
CO-39767 (4-39767)—Rosemary Clooney

DELICADO
PERCY FAITH
DE-28179 (9-28179)—Guy Lombardo O.
CA-2842 (4-2842)—Tommy Kenton O.
CR-60779 (60779)—Laudine Almeida
DE-28204 (9-28204)—Walter Aschen O.

WALKIN' MY BABY BACK HOME
JOHNIE RAY
AP-1088—Dean Martin CO-39735 (4-39735)—"Mr. King" Cole
DE-28277 (9-28277)—Guy Lombardo
CO-39750 (4-39750)—Johnnie Ray

KISS OF FIRE
GEORGIA GIBBS
CO-39737 (4-39737)—Toni Arden
DE-28177 (9-28177)—Guy Lombardo O.
DE-28177 (9-28177)—Louis Armstrong O.

MAYBE
COMO-FISHER
VI-20-4704 (47-4704)—Como-Fisher

I'M YOURS
DON CORNELL/EDDIE FISHER
CA-2102 (F-2102)—Boris & Beavers
CO-39737 (4-39737)—Toni Arden
DE-28162 (9-28162)—Four Acres
DE-28162 (9-28162)—Eddie Fisher

WISH YOU WERE HERE
EDDIE FISHER
CA-2104 (F-2104)—Jimmie Farmer
MG-11270 (K11270)—Fine Werson

"It's What's in THE CASH BOX That Counts"
Announcing “The Cash Box”

MOA SPECIAL
(MUSIC OPERATORS OF AMERICA)
issue

YOUR ADVERTISING MESSAGE
WILL REACH ALL OF THE NATION’S
JUKE BOX OPERATORS

Dated: SEPTEMBER 13

GOES TO PRESS: THURS. SEPTEMBER 4

This Most Important Issue of “The Cash Box” Will Be Distributed At The MOA Convention In Chicago . . . and Mailed To Music Operators Thruout The Nation.

SEND IN YOUR AD NOW!
THE CASH BOX, 26 West 47th Street, New York 36, N. Y.
WALTER SOLEK ORCH.
(RCA Victor 25-9257)

"PRAWIDIWIY BOM" (2:44)
Walter Solek and his orchestra dish up a fine oberek which when translated means Lazy Hobo's Oberek. Walter's handling of the vocal in Polish should please his following.

"POD GWIAZD" (2:41) The lower lid is a change of pace with the orchestra driving out a quick tempo polka. Solek is again in there with a smooth job on the vocal.

GEORGE CATES
(Coral 60810; 9-60810)

"CARMEN'S BOOGIE" (2:06)
George Cates and his orchestra spin a boogie beat of "The Habenera" from Carmen and the result is a sparkling snippet. The instrumental features some terrific key-board styling by Marvin Wright. This disc is out of print but it's well worth the asking price.

"BADALU" (3:12) Cates and the group belt out a fast Latin beat tune that made its mark on the public several years ago. Ziggy Elman gets off some torrid trumpet that just bogs for an audience.

JOE YUKI SEXTETTE
(Vogue 1005)

"SKATERS WALTZ" (2:29)
The Joe Yuki Sextette jazzes up an old standard with an interesting arrangement.

"OLD GANG OF MINE" (3:21) Flipside is another oldie that must go back thirty years and the group sells it with a rendition that switches from a medium to quick beat.

BUDY WEEDE TRIO
(MGM 11294; K-11294)

"A SIDES LOVE AF-FAIR" (2:42) A slow romantic ditty is choused softly and effectively by the Budy Weed Trio.

"CASANOVA CRICKET" (2:43) The lower lid is a light-hearted item happily presented by the trio.

RAY ANTHONY
(Capitol 2193; F-2193)

"MAKE BELIEVE DREAMS" (3:10) With a background slow ballad for material, the Ray Anthony ork dishes up a sock side in the manner that has made them one of the top bands in the country. Tommy Mercey and Marcie Miller, with the smooth choring of the Anthony Cho', handle the vocal end appealingly.

"LOADED WITH LOVE" (2:28) The Ray Anthony version of this moderate beat piece is on a solid effort and could be the version to make this tune a big one.

KIRBY STONE QUINET
(MGM 11297; K-11297)

"TAINT WHAT YOU DO" (2:41) The Kirby Stone Quintet turns out a light bouncer with Cow Eeyes and the gang handling the cute lyrics in happy fashion.

"COME ON OUT OF THE HEN HOUSE" (2:20) The under past is a fast paced novelty with humorous lyrics. Number gets a little wild in spots as the boys go to town.

BILL HAYES
(MGM 11296; K-11296)

"MY SEARCH FOR YOU IS ENDED" (2:44) Bill Hayes, with the Joe Lipman orchestra setting up the musical backdrop, slices a slow pretty item. Hayes chantes the tune earnestly and with charm.

"SAY YOU'LL WAIT FOR ME" (2:42) The tweezy star sings a slow romantic ballad in a manner that could make this a big tune for him. Bill lets go on this side with a top-flight performance.

JONI JAMES
(MGM 11295; K-11295)

"YOU BELONG TO ME" (2:40) Joni James sweet vocalizing of the slow romantic ballad makes this side a possibility.

"YES, YES, YES" (2:41) Flip is a fetching slow fox trot appealingly chanted by the thrush. Lew Douglas provides the instrumentation on both decks.

GUY LOMBARDO AND HIS ROYAL CANADIANS
(Decca 28532; 9-28532)

"SUNSHOWER" (2:56) Lombardo dishes up a slow fox trot in that smooth manner so familiar and so acceptable to the buying public. Kenny Gardiner handles the vocal with an easy delivery.

"YOU LIKE?" (2:34) The Royal Canadians give a light reading to the boogy song with lyrics keyed on the question "You Like?" familiarized by the ventriloquist comic.

WOODY HERMAN
(Merc 200)

"STOMPIN' AT THE SAVOY" (2:27) The wild and spirited jazz classic is excitingly presented by Woody Herman and The New Third Herd. Woody shows all of his talent and the jazz lovers will surely go for this one.

"JUMP IN THE LINE" (2:41) The flipside is another Woody rocker that has the joint jumping.

ART LOWRY
(Columbia 39821; 4-39821)

"DOWN BY THE O-HI-O" (2:20) The new band formed around pianist Art Lowry, as one of its first efforts, an old rhythmic piece and comes off with a solid side. Lowry's splendid pianizing and the vocalizing of the Toe Tappers are standout.

"WHAT DO YOU MEAN BY LOVING SOMEBODY ELSE" (2:45) The other end is a fast beat number that again presents the keyboard talents of Lowry and the chanting of the vocal group.

ART LOWRY
(Columbia 39820; 4-39820)

"HOLD ME IN YOUR HEART" (2:41) The Lowry aggregation comes up, with what we believe is a fine side, in a dance version of "Sor- rento." Lowry is at his best, and Peter Hanley enhances the beauty of the disking with a slick vocal.

"SOMEBODY ELSE'S ARM" (2:55) A soft tender ballad is hauntingly done by the group.

PAPA LAINES CHILDREN
(Tempo 1268)

"ELENA SPEED BLUES" (2:56) Papa Laine's Children wax a traditional jazz item in the New Orleans fashion. Adherents will go for this one.

"BUCKET'S GOT A HOLE IN IT" (3:00) Similar material excitingly done by the Laine group.

REPUBLIC RHYTHM RIDERS
(Vogue 1008)

"PRETTY AS A PICTURE" (2:15) The Republic Rhythm Riders, against a backdrop of soft music, chant a slow oldie smoothly and with a mellow touch.

"OH, HOW I MISS YOU TO-NIGHT" (2:48) Another oldie, slow and lovely, is the backside material and the "Riders" come through with an excellent reading.

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

★ "SAY YOU'LL WAIT FOR ME" Bill Hayes... MGM 11296; K-11296
★ "MAKE BELIEVE DREAMS" Ray Anthony... Capitol 2194; F-2194
★ "DOWN BY THE O-HI-O" Art Lowry Orch. Columbia 39821; 4-39821
Making his M.R.T. Record Debut Singing...

"FOREVERMORE"

BACKED WITH

"TAKE IT OFF"

RECORD NO. 777

Featuring

DENNY VAUGHAN and NANCY REED

OPS: HERE IS THE FASTEST NICKEL SNATCHER TO COME ALONG IN MANY A MOON. MAKE SURE IT GOES ON EVERY LOCATION. BUY IT TODAY FROM YOUR LOCAL DIST.

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MANGOLD DIST.  
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F & F DIST.  
915½ Clarkson  
Charlotte, N. C.

CALIFORNIA RECORD DIST.  
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Los Angeles, Calif.

BROOKE DIST.  
412 S. West 6th Avenue  
Miami, Fla.

GRAMAPHONE ENT.  
604 Banamine Street  
New Orleans, La.

GRAMAPHONE ENT.  
1425 Dragoon Street  
Dallas, Texas

GRAMAPHONE ENT.  
1906 Leeland  
Houston, Texas

TEMPO DISTRIBUTING  
457 W. 45th St.  
New York, N. Y.

A & I DIST. CO.  
521 W. 6th Street  
Cincinnati, Ohio

SANBORN  
3958 Cass Avenue  
Detroit, Mich.

SANBORN  
740 Superior N. W.  
Cleveland, Ohio

FRUMKIN SALES  
2007 S. Michigan Avenue  
Chicago, Ill.

MELODY SALES  
444 Sixth Street  
San Francisco, Cal.

AUGUST 16, 1952

M.R.T. RECORD SALES CO.,  
800 UNION ST., B'KLYN 15, N. Y.  
Distributor Sales Mgr.—JACK BERGMAN, 457 W. 45 St., N. Y. C., Circle 6-6271

"It's What's in THE CASH BOX That Counts"
WALT JAWORSKI & ORCH.
(RCA Victor 25-9258; 47-9258)

“KAZOO” (2:49) Walt Jaworski and his orchestra bang out a fast beat tune with a kazoo as the lead instrument.

“KANGAROO HOP” (2:47) The under portion is a fast beat polka instrumental played in the fashion that will be sure to please the polka crowd.

THE MANHATTAN MERRYMAKERS
(RCA Victor 20-4845; 47-4845)

“THE OCARINA POLKA” (2:45) The Manhattan Merry-makers put forth an interesting instrument and come through with a cute quick tempo novelty polka. Danny Stuart sings the happy lyrics.

“FORGIVE, FORGET” (2:47) The Merry-makers have a slow sentimental piece of material which they handle smoothly. Danny again sells himself convincingly on this side.

RUSS MORGAN
(Decca 28351; 9-28351)

“ABSENCE MAKES THE HEART GROW FONDER” (2:45) The Russ Morgan aggregation comes up with a slow fox trot and gives the pretty tune a soft and soothing reading. Morgan’s vocal, presented in the fine manner of the artist, makes this a strong side.

“WALKIN’ TO MISSOURI” (2:55) Flipside is a moderate beat rhythmic ditty that Russ and the Morganaires blend voices on and the result is a happy etching that should sell.

BILL KRENZ
(MGM 11264; K-11264)

“COAXING THE PIANO” (2:41) Bill Krenz, with a fast beat piece to act as a showcase for his talented fingers, races across the keyboard with dazzling ease.

“OH WILLIE PLAY THAT THING” (2:35) A similar item with Krenz employing the same skillful technique.

THE GOLDEN GATE QUARTET
(Okeh 4697; 4-4697)

“TAIN IS THE TEARDROPS OF ANGELS” (2:50) With the Herman Filatoff setup up a soft musical backing, The Golden Gate Quartet delivers a dynamic bit of harmonizing on a slow rhythmic number.

“I JUST TELEPHONE UP-STAIRS” (2:43) The boys sing a fast boogie item with a religious flavor in an easy manner.

---

**THE SLEEPER OF THE WEEK**

**“INFATUATION”** (2:38)
**“ETERNALLY”** (2:34)

DICK LEE (Epic 306)

Lee. The twenty year old songster sings “Infatuation” with a tenderness and a tear in his voice that will arouse the manner instinct in the teenagers and the maternal instinct in the matrons. Lee can turn on the heat and give out with a full voice without losing the velvety quality of his voice. The flipside is a slow ballad that the artist really goes to work on. His soft delivery is filled with warmth and appeal but when he opens up he hits with overwhelming force. lush orking under the direction of Frank Hunter backs the singer dramatically. Opa should get going here as this double header looks like it will spread with the speed of a flash fire.

---

NORO MORALES
(MGM 11299; K-11299)

“BELLA MUJER” (2:41) Noro Moraes and his orchestra fashion a moderate tempo bolero into a pleasing etching.

“SAN JUAN” (2:42) The flip-side is an exciting mambo solidly sold by the Latin group.

ANDREA FILIPPO
(Tempo 1264)

“ILLUSIONS” (3:00) Andrea Filippo and his Tempo String Ensemble present some beautiful slow mood music that could go in the dimly lit cocktail room, but is not likely to find buyers in the pop locations.

“NIGHT THOUGHTS” (2:47) More of the same, Good listening, but only for specialized spots.

BOB CROSS
(Tempo 1272)

“ONCE IN A WHILE” (2:41) Bob Cross sings a moderate tempo ballad smoothly and with warmth. Buzz Adrian’s Orchestra does a solid instrumental backup on the pretty oldie.

“PENNIES FROM HEAVEN” (2:36) Another oldie and Cross sings the moderate beat ditty from the 1920’s with a projection of personality that puts the deck over.

---

TED HEATH
(London 1181)

“ENTRY OF THE GLADIATORS” (2:37) Ted Heath and his group present the fast beat tune so long associated with circus.

“TURKEY IN THE STRAW” (2:43) The backing is a cute arrangement of the traditional item familiar to listeners of all ages.

LEE LAWRENCE
(London 1229)

“LUNA ROSSA” (2:43) Lee Lawrence lends his tender voice to the pretty tune now coming up in the ranks of the best sellers. Accompaniment directed by Roland Shaw helps make this one of the better disks.

“ESMERALDA” (2:38) The other side of the platter is a slow romantic piece pleasantly delivered by the vocalist.

WINIFRED ATWELL
(London 1155)

“LOS HIJOS DE BUDA” (2:36) Winifred Atwell gives a sparkling exhibition of chord sweeping as she pounds out a fast latin beat with a zestful performance.

“EL CUMBACHERO” (2:38) The other side is another fast Latin item that has Miss Atwell at her electrifying best.

---

SIX FAT DUTCHMEN
(RCA Victor 20-4855; 47-4855)

“FOXY POLKA” (2:43) The Six Fat Dutchmen, under the direction of H. Loeffelmaeher, spin a spirited moderate beat polka with zest.

“THE SUNDOWN WALTZ” (2:44) The group waxes another moderate beat item on the flipside.

THE PINETOPPERS
(Coral 60783; 9-60783)

“THE IRISH POLKA” (2:51) The Pinetoppers cut a spirited instrumental polka with an Irish dance tune as the medium.

“TWIN MAZURKA” (2:13) Flipside is a lifting moderate paced mazurka instrumental.

BERNIE ROBERTS
(Decca 28351; 9-28351)

“OKLAHOMA WALTZ” (2:26) A Waltz piece is given a fetching reading by the Bernie Roberts Ork, with Bernie and Blondie handling the romantic lyrics.

“ROCKIN’ RHYTHM POLKA” (3:12) An instrumental fast beat polka is bounced through by the instrumentalists in a wild etching.

BENNY LEE
(London 1177)

“HONEY LIPS” (2:37) Benny Lee sings a lilting moderate tempo tune in solid fashion, and the backing supplied by the vocal group and instrumental aggregation under the direction of Nat Temple makes this a pleasing endearable.

COME TO THE CASbah
(London 20485)

This tune has had several diskings served up in the past eight or nine months, but we believe this is the best. An exciting side is the result of a strong vocal reading by the artist and the interesting chorale effect that backs him.

MANTOVANI AND HIS ORCH.
(London 1336)

“THE AGNES WALTZ” (2:44) Mantovani gives a full and lush orchestration to a beautiful waltz.

“DIE SCHONB RINNER” (2:42) Flip is a slow waltz beautifully done but it is only for special spots.
### THE TEN RECORDS
#### DISK JOCKEYS PLAYED MOST THIS WEEK

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

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Station/Location</th>
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<tbody>
<tr>
<td>1. AUF WIDERESEHN SWEET-HEART</td>
<td>Vora Lynn (London)</td>
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<tr>
<td>2. HERE IN MY HEART</td>
<td>Al Martino (B. B. S.)</td>
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<tr>
<td>3. BOTCH-A-ME</td>
<td>Rosemary Clooney (Columbia)</td>
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<tr>
<td>4. LOVER</td>
<td>P. Lee-G. Jenkins (Deco)</td>
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<tr>
<td>5. DELICADO</td>
<td>Percy Faith (Columbia)</td>
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<tr>
<td>6. WALKIN' MY BABY BACK</td>
<td>Johnnie Ray (Columbia)</td>
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<tr>
<td>7. HALF AS MUCH</td>
<td>Rosemary Clooney (Columbia)</td>
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<tr>
<td>8. SOMEWHERE ALONG THE WAY</td>
<td>Nat &quot;King&quot; Cole (Capitol)</td>
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<tr>
<td>9. WISH YOU WERE HERE</td>
<td>Eddie Fisher (RCA Victor)</td>
</tr>
<tr>
<td>10. STRANGE SENSATION</td>
<td>June Valli (RCA Victor)</td>
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Working on the theory that when you have something good—stick with it, Ed Ruetz and Rick Edwards, Chicago discjays, borrowed a page from Orson Welles who several years ago created hysteria in a New Jersey town when he broadcast the attack of Martian invaders. Ruetz and Edwards, who have an early morning radio show called Melodie Nuthouse, decided to kid the reports about flying saucers. They gave an account of finding one at the Washington Park Golf Course. The saucer, they said, was controlled by a man two feet tall who could only say "Hiyah, hiyah, hiyah." People believed them. Switchboards at the radio station and at police and sheriff's headquarters were jammed with calls from worried citizens. Authorities assured them that no space ships had landed. The radio station devoted part of each news broadcast during the day to an announcement that it was just a gag.

---

Noel Ball (WKDA-Nashville, Tenn.) operates on the principle "if it's on a record, somebody must have liked it." He plays everything and lets the public pick the tunes. This formula has paid off very well. Ball is one of the most popular jocks in Nashville. Noel programs two hours of pop each day from 2 to 4 P.M. and two hours of country every evening from 8 to 11 P.M. In addition, he has a tape recorded show for Drive-In Theatres in Kentucky, Tennessee and Alabama. Although that were not enough to keep one mortal busy, Ball also owns a music publishing firm and recording studio in Music City. Ken Scott (WCNT-Centinilla, Ill.) has taken over as program director in addition to his musical director and deejay stints. Ken, a jazz fan, writes that he has some spots available for jazz records and would appreciate hearing from some of the independent companies who specialize in Dixie, Swing and Progressive Jazz, send him their stuff. Chuck Gordon (WGIV-Charlotte, N. C.) needs tapes, gimmicks and programming information for his "Cool-Rhythm" show, on which he spins smooth pop daily. Dave Teg, (KORC-Mineral Wells, Texas) who handles his deejay chores on his off duty time from his army duties at the Walters Air Force base, reports that he is trying to sell the people down there the same material that is going so well all over the country. Don also reveals that KORC will soon be under new management. Bill Bennett (WPTR-Albany, N. Y.) recently had Bette Clooney guesting on his show and reports she was tremendous. "She's the sweetest gal and a great asset to show biz."

---

Mimi Trepel, program director at WVNJ-Newark, N. J., is vacationing at Miami Beach, Florida. She ran into the Harry Skindles and spent a delightful evening with the Brooklyn joke box sultan and his vivacious wife. Arty Kay is now with WVLK, Lexington, Ky., and has an early evening show that features pop with a smattering of country and rhythm and blues thrown in to give the spot a change of pace. Kay devotes his Monday show to the Cash Box top ten joke box tunes. He decided to make this a permanent feature when the music operator of Central Kentucky responded so wholeheartedly to the idea. RCA Victor recording artist June Valli conducted a taped phone interview with Jolly Joe Martin, the new "night editor" of WOW- Omaha, Neb. Joe was formerly at KMMJ in Grand Island, Neb. Nat Shapira, loquacious publicity man, reports that he will be off on a deejay tour of the south and midwest the latter part of August—without Pandora Summerhalter.
### Marlene Dietrich and Rosemary Clooney

#### Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 9 without any changes on the part of THE CASH BOX.

<table>
<thead>
<tr>
<th>Bob Larsen</th>
<th>WEMP—Milwaukee, Wis.</th>
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<tr>
<td>Larry Wilson</td>
<td>WNOE—New Orleans, La.</td>
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<td>Bob Stevens</td>
<td>WVCG—Coral Gables, Fla.</td>
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<tr>
<td>Bill Hyden</td>
<td>WJAR—New Orleans, La.</td>
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<td>Jois Delancy</td>
<td>WJAX—New York, N. Y.</td>
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<td>WCLF—Miami Beach, Fla.</td>
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#### Marlene Dietrich & Rosemary Clooney

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The Cash Box: Dick Jockeys' Regional Report

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 9 without any changes on the part of THE CASH BOX.

Norman Hall WEWF—Cleveland, Ia.
1. Lover (Lee-Jenkins)
2. I Can't Find My Way Home (Lee-Jenkins)
3. Wish You Were Here (Dolly Parton)
4. Should I Tell (Four Tops)
5. Everything They Said (Kenny Rogers)
6. Love Me to Death (Wanda Jackson)
7. Blues Traveler (Apolos)
8. Walkin' My Baby Back Home (Janniel Ray)
9. Strong Sensation (J. Vali)
10. I Don't Think I'll Ever Love Again (Dolly Parton)

Chuck Phillips WEWM—Kalamazoo, Wis.
1. High Mass (Frankie Laine)
2. Batch-A-Me (Ray Charles)
3. Maybe (Cameo-Fish)
4. In the Good Old Summertime (Paul-Ford)
5. Lover (Lee-Jenkins)
6. Wish You Were Here (Dolly Parton)
7. Walkin' My Baby Back Home (Wallie Ray)
8. Valentine's Day (San Remo)
9. Strong Sensation (J. Vali)
10. I Don't Think I'll Ever Love Again (Dolly Parton)

Wollei Dunlop WICC—Bridgeport, Conn.
1. Wish You Were Here (Dolly Parton)
2. Aaf Wiardseh'n (Frank Zappa)
3. Kiss Off (Gillespie)
4. Night Train (Dudley Moore)
5. Strong Sensation (J. Vali)
6. Blow Out the Candle (Toni & Jan Arden)
8. So Madly In Love (G. Gibbs)
9. Sweetheart of the Rodeo (The Everly Brothers)
10. Bim Baby (F. Sinatra)

Claude Taylor WDBR—Jacksonville, Fla.
1. Aaf Wiardseh'n (Frank Zappa)
2. Here's My Heart (Lee-Jenkins)
3. All My Love (Leroy Van Dyke)
4. Little Green Shack
5. Kiss Of Fire (Gillespie)
6. How Full Is Your Cup (Birch-Allie)
7. I'm Yours (Don Cornelius)
8. Heat Wave (Kenny Rogers)
9. Forgive Me (Dolly Fisher)
10. Lonesome (Don Cornelius)

Bill Silbert WARD—New York, N.Y.
1. Aaf Wiardseh'n (Frank Zappa)
2. Somewhere Along The Way (Pat Boone)
3. All My Love (Leroy Van Dyke)
4. Aaf Wiardseh'n (Frank Zappa)
5. True Man (Frank Sinatra)
6. Wish You Were Here (Dolly Parton)
7. Aaf Wiardseh'n (Frank Zappa)
8. Luna Rossa (Frank Sinatra)
9. Kiss Off (Gillespie)
10. Valentine's Day (San Remo)

Bernard Bannow WAPO—Chattanooga, Tenn.
1. Aaf Wiardseh'n (Frank Zappa)
2. Keep's Lament (Key Starr)
3. Strange Sensation
4. White American
5. Blue And Sentimental (Black Brothers)
6. True Man (True Men)
7. Wish You Were Here (Dolly Parton)
8. Aaf Wiardseh'n (Frank Zappa)
9. Luna Rossa (Frank Sinatra)
10. Kiss Off (Gillespie)

David Walsch KCTI—Gonzales, Tex.
1. Aaf Wiardseh'n (Frank Zappa)
2. Delicado (Perry Faith)
3. Aaf Wiardseh'n (Frank Zappa)
4. I'm Yours (Don Cornelius)
5. Aaf Wiardseh'n (Frank Zappa)
6. Home In My Heart (Don Cornelius)
7. Half As Much (R. Clutch)
8. Blue Tangles (Lorena Anderson)
9. It's Too Late (The Turtles)
10. Kiss Off (Gillespie)

Walt Bridge KCLI—Lamar, Mo.
1. Aaf Wiardseh'n (Frank Zappa)
2. Somewhere Along The Way (Pat Boone)
3. Zing A Little Tune (Eddy Hartman)
4. Aaf Wiardseh'n (Frank Zappa)
5. Walkin' My Baby Back Home (Wallie Ray)
6. Wish You Were Here (Dolly Parton)
7. Strange Sensation
8. I'm Yours (Dolly Fisher)
9. Tangles (Edwards)
10. Home In My Heart (Don Cornelius)

George Lezotte WAVY—New Haven, Conn.
2. Aaf Wiardseh'n (Frank Zappa)
3. Home In My Heart (Don Cornelius)
4. Aaf Wiardseh'n (Frank Zappa)
5. Lover (Lee-Jenkins)
6. Valentine's Day (San Remo)
7. Wish You Were Here (Dolly Parton)
8. Strong Sensation
9. Valentine's Day (San Remo)
10. Wedding Bell (Piggy-Depper)

Jack逊son KFLD—Duvall, Calif.
1. Half As Much (R. Clutch)
2. Delicado (Perry Faith)
3. Aaf Wiardseh'n (Frank Zappa)
4. Like I'm There (Eddy Hartman)
5. Aaf Wiardseh'n (Frank Zappa)
6. Wish You Were Here (Dolly Parton)
7. Strong Sensation
8. Aaf Wiardseh'n (Frank Zappa)
9. Half As Much (R. Clutch)
10. Home In My Heart (Don Cornelius)

John Wirksley WSAY—Savannah, Ga.
1. Lover (Lee-Jenkins)
2. Home In My Heart (Don Cornelius)
3. Aaf Wiardseh'n (Frank Zappa)
4. Mother's Little Helper (The Beatles)
5. Delicado (Perry Faith)
6. Aaf Wiardseh'n (Frank Zappa)
7. Kiss Of Fire (Gillespie)
8. Wish You Were Here (Dolly Parton)
9. I'd Rather Look At You (Eddy Hartman)
10. Be Anybody (Eddy Hartman)

"It's What's in THE CASH BOX That Counts"
NEW YORK:

There was much bidding by publishers around town this week for a tune called "My Song". It's recorded by Johnny Ace on the Duke label, which was recently bought by Peacock, and it looks like the hottest thing to hit the R & B market in months. Several pop versions are in the planning stage.

The RCA Victor contingent at the NAMM show included Bill Hill, Jack Burgess, and Joe Elliott plus Phil Silverman of Brunswick, Victor's N.Y. distribs. Steve Lawrence scored big during his engagement in Rochester. At Al Martino's road tour has him moving at a lively clip. He goes from Syracuse to Cincinnati to Camden all within four days.

Francis Wayne and Neal Hefti off to St. Louis on a tour that lasts through February and takes them out to the West Coast. The husband and wife team have a great contender in their version of "Jambalaya". Ella Fitzgerald, who opens at Birdland on August 15, has an encore in her newest Decca platter "Ding Dong Boogie". It’s been out only two weeks and is already showing up on the popularity polls.

Due to Nat "King" Cole's ten week concert tour with "The Biggest Show of 1953" (fall edition). Nat's La Vie En Rose date has been postponed until December.

Billy May's band at the Thunderbird Hotel in Las Vegas for three weeks starting August 28 after which comes a date at the Hollywood Palladium.

Fall business in the record industry looks as though it will be a smash. Everyone expects to break records in the coming months (and we don't mean phonograph records). Already, in the midst of summer, business is looking up and it's figured that once all the factories recover from the effects of the steel strike, there should really be some dough around for record purchases.

CHICAGO:

It is extremely sad to relate that this great music city, the town that gave the world "Chicago Style" music, is now at its lowest ebb, as far as music promotion is concerned. Never before in the Windy City's history have there been so few offices of publishers. And certainly never before so few song contact men about.

Now the songboys admit that they should have come together on a promotional campaign to boost the fact that Chicago is "the town for creating great music", instead of battling each other to get their tunes over. Sadly agree that they could've got their tunes over and, yet, at same time, also "sold Chicago" too.

Joe Bennett of BVC all thrilled over the way "Lena Rose" catching on in the music field to talks by Tony Martin, Frank Sinatra and Alan Dean. Another oldie (along the lines of "Baby Face") to bust wide open soon. May be "Betta Berke now in ladies apparel. Wonder if Dave Halper at Chez knows that columnist tremendously misses Gee Davidson. Jack Eigen in a very nice interview with Johnny Holiday. And Johnny's mother there at the Chez listening in. So proud. David LeWinter played pop for us in a new and terrific way. Why not someone grab this guy for pop for juke boxes? He's great.

Hal Tatsch advises why he's been given class "A" time by WBKB-TV, 9:45 PM on Fridays as of Aug. 15, 15 minute show. (Good luck, Hal.)

Tim Gayle writes from the Caabahiana in Miami Beach where his glamorous spouse Loretta Raine, made 'em applaud their hands. Sure that he, too, was 100% lack of Johnny Holiday and, in fact, was responsible for change of name. Tim writes, "... my ear was never deaf to him"... also advises that a gal named, Wanda Bob, got her moniker from him, Sunday Smith, "...and now I wish." Tim concludes, "... that would change mine to Mitch Miller."

Natt Hal with that ultra-fancier steel script penmanship mimics to advise about all the talkers in tune. Columbia has (but, great, don't note anything at press)."Ray Anthony"

LOS ANGELES:

Tempo promises to come up with some interesting and quite different record fare in "Music For Tired Business Men", as the discs to be cut by Monogram studio music director Eddie Kay and some of the town's topflight bandleaders have been named. Irving Fugel of Tempo also informs us that his firm has just closed a deal with the Nippon Record Co. of Japan for pressing and distribution of its product.

Another interesting bit of news out of Tempo is its signing to make 40 TV films for use by the Army and Navy, featuring the Ray Aasethy and Bob Crosby bands.

Just a few downs down the Sunset Strip, Art Rape of Specialty tells us that Lloyd Price's "Lawdy, Miss Claudy" may turn out to be the biggest record in the label's history, perhaps even topping Percy Mayfield's "Please Send Me Someone To Love." Art and his beauteous wife Lee were just back from an extended visit to distributors through the South and Midwest.

... Seems while in Chicago during the Republican Convention, Art had an amazing experience. He'd gone there to cut some sides with Roy Milton (who will now be heard on Specialty both in his own well-known style and with a bigger rhythm and sax treatment under the convention's duration. Art was bombarded every morning with all kinds of political literature, and had to convince the politicians that he was just a non-political record company executive from Hollywood. Heading the list: Paramount's stage show are Capitol's Nat Cole and RCA Victor's Bell Sisters.

Specialty has got off to a good start with its latest effort to crack through the hillbilly market in the form of Shon Jackson's "I'm Trading You In On A Later Model." Also scoring strong in the hillbilly, western and folk fields are Tempo's "This Summer Of '52" which was cut by Tommy Duncan's "Who Drinks My Beer While I Was In The Rear" on the Intro label. Leo Mesner had a short one on the NAMM Convention, spending just a few days in New York after a last minute decision to attend the show. In his absence, brother Eddie cut the first side for their new classic label, Orpheo, and did a fine version of "The River" on Aladdin with new singer Patty Anne.
**The NAMM Convention is over. Out of towners packed their bags and ran for the planes, trains, and automobiles that were waiting to take them back home. For most of the conventioneers a hectic but pleasant week in the Gotham was but a memory to carry them until 1953. That was the case with most, but not all. Still rocking from the dizzy impact made on them by the sleeper that crept into the meet unknown and emerged the most talked about tune of the year, record companies and music publishers spent a tumultuous week tracing down the origin of the tune and who held the publishing rights. Stories were flying thick and fast. It is no secret that several disk jockeys will cut "My Song," Several top drawer pop artists, according to the rumor factory will record the number. Peacock Records picked up the original etching by Johnny Ace when they took over the Duke label and the release looks like it will be the biggest rhythms & blues item in many months.

... Roy Brown's Mighty Men Unit rockin' in Little Rock. ... Maxine Sullivan was terrific on the Saturday Nite Party (TV) show with Lionel Hampton's ork and a star studded cast. ... Dinah Washington, currently riding high with "Mad About The Boy" on Mercury label, moves into Harlem's Apollo August 23. ... Ending of the steel strike should give band business a big lift in and around the Pittsburgh area. ... The lack of rain and the consequent damage to cotton and tobacco crops has hit the south hard and hands turning the stricken spots have been having their troubles. A salute to the Dominoes, who have invaded this effected country and have held up the gate receipts in spite of the absence of the long green stuff.

Atlantic Records is now five years old, and in that short time it has made its mark on the rhythm and blues field. The rise of the company is a credit to the know how and intelligence of chief execs Herb Abramson and Ahmet Ertegun and the highly capable staff they have assembled. ... Ed Kirkeby, proxy of the Deep River Boys, who guided Thomas Fats' Wuller, is being approached by a major TV network to have his quartet spinc an All-Negro package that will be on a par with "Your Show Of Shows".
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. BESIDE YOU
   - The Swallows (King)

2. TING-A-LING
   - The Clovers (Aladdin)

3. HAVE MERCY, BABY
   - The Dominoes (Federal)

4. LAWDY, MISS CLAWDY
   - Lloyd Price (Specialty)

5. MARY JO
   - Four Blues (United)

6. CALL OPERATOR 210
   - Floyd Dixon (Aladdin)

7. MOON GLOW
   - Earl Barton (King)

8. DON'T KNOW WHAT'S TROUBLING YOUR MIND
   - Duddy Johnson (Decca)

9. WORRIED ALL THE TIME
   - The Howling Wolf (Chess)

10. MONDAY MORNING BLUES
    - "Lil Greenwood (Federal)"

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

12. GOIN' HOME
    - Fats Domino (Imperial)

13. EASY, EASY BABY
    - Yvette Dillard (Savoy)

14. LILLIE MAE
    - Smiley Lewis (Imperial)

15. GOIN' HOME
    - Fats Domino (Imperial)

16. I'M GOING TO PLAY THE HONKY TONKS
    - Marie Adams (Peacock)

17. SO TIRED
    - Ray Milton (Specialty)

18. NEW ORLEANS WIMMEN
    - Ronnie Gordon (Fox, P. & T.)

19. HEAVENLY FATHER
    - Edn. McGriff (Juliette)
JAMES GRANT
(Calvary 305)

"PEACE IN THE VALLEY" (2:58) Harmony presented by the Saint Peter's Gospel Singers is fitting as it showcases the chancing of James Grant on a slow religious number.

"SEARCH ME LORD" (2:41) A bouncing spiritual done in a running inspired manner shows Grant's and the St. Peter's group's voices to better advantage. Grant gives a shining delivery to number.

JOHNNY SHINES
(J. O. B. 116)

"RAMBLING" (2:55) Guitar solo backing lends a hand to Johnny Shines as he offers an expressive chancing of a piece which he wrote himself. Rocked out version is tasteful.

"COOL DRIVER" (2:39) Johnny presents another self written number with fitting rhythm and string accompaniment provided by the crew. Slow lifting vocal makes for ok listening.

SMILIN' JOE
(Imperial 5187)

"MISERY" (2:25) A roaring vocal comes forth from the voice of Smilin' Joe as he chants a grand piece of jump blues. Sax solo and rhythm support add to side.

"WOVENT SETTLE DOWN" (2:39) Here is a real solid reading of a moderate tempo number that features a clarinet solo. Backing has a lot of zest.

FLOYD DIXON
(Aladdin 3144)

"THE RIVER" (2:56) An eerie and echoey opening is the mood set for the very slow tempo blues about a lover on his way to drowning himself. Floyd Dixon does a fine job on the vocal end as he portrays the heart broken lad's emotions.

"RED CHERRIES" (2:45) The beautiful rhythm of Floyd Dixon's saxophone and vocal is the number's charm. His blowing adds to the side.

THE SENSATIONAL NIGHTINGALES
(Peekee 1704)

"WILL HE WELCOME ME THERE?" (2:45) The Sensational Nightingales provide a most fitting background for the fine vocal leads of Julius Chicks and Ernest James as they chant a grand spiritual with a fast bounce. Rhythm and vocal effects are good.

"A SOLDIER NOT IN UNIFORM" (2:37) Julius Chicks' voice is showcased by the group's harmony on this disk. Sincere reading of slow gospel item about a soldier of the Lord is a good cutting.

JOHN GREER
(KCA Victor 20-4838)

"TELL ME SO" (2:55) Big John Greer gets an appealing backdrop set by the Rhythm Rockers as he chants a slow blues ballad with a fine melody and fitting words. Soft smooth back helps make side a potent one.

"LET ME HOLD YOU" (2:45) Another fine vocal is dished up by Big John this time to a moderate beat bounce. The Rockers and John make a fine combo.

SISTER ROCK & SISTER FOSTER
(Swingtime 298)

"I NEED JESUS ON MY JOURNEY" (2:44) Sister Rock leads the Bible Fellowship choir as they cruise through an inspired rendition of a slow gospel number. Sermon type number makes for fine listening.

"HOW I GOT OVER" (2:46) The Bible Fellowship Choir is again led through a slow religious numbers this time led by Sister Foster. Readings are sincere.

CAMILLE HOWARD
(Specialty 433)

"SONG OF INDIA BOOGIE" (2:15) Camille Howard's fleet fingers fly over the 88's in an arrangement for the piano of an old number. Sock boogie style delivery makes the side a potent one.

"OLD BALDY BOOGIE" (2:18) Another jump boogie item which was written by Camille Howard gets her finger treatment with the result being some more fine listening material.

JOE MORRIS' BLUES CAVALKADE
(Atlantic 974)

"BOLD HEAD WOMAN" (2:57) "GHOST TRAIN" (2:55)

Joe Morris' Blues Cavalkade rolls out another waxeing that is labeled hit all the way. Great lyrics chanted by Billy Mitchell gets a solid instrumental backing from the Morris crew on a slow blues item tagged, "Bald Head Woman." The number was also composed by the two artists who put everything they've got into this side. Billy's big range and vocal techniques are colorful as piano fingering and outstanding sax support by the otk add to this fine waxing. The entire arrangement is grade A. Flips side is a slow stirring instrumental labeled, "Ghost Train." The name alone says it all; the number has effects of a train's rolling motion created instrumentally. This side was written by Joe Morris. Both sides are fine, but we favor the top lid as great material for the hit category.

BROTHER JOE MAY
(Specialty 830)

"I'M GOING THROUGH" (2:58) Joe May's rough voice is very appealing, giving a fine voiced delivery that Brother Joe May gives a feeling religious number. Slow number has depth.

"MERCY, OH LORD" (2:32) Brother Joe May delivers another slow gospel item this time fittingly backed by an organ and rhythm instrumentation.

JIMMY McCracklin
(Foosco 1605)

"SHE'S GONE" (2:42) A creditable vocal without instrumental backing by Jimmy McCracklin as he warbles a moderate fast beat jump piece. Jimmy's otk gives him the instrumental backdrop.

"MY DAYS ARE LIMITED" (2:51) The vocalist and otk leader expressively pours out a low down blues piece in slick style. Delivery is attractive.

PATTY ANNE
(Aladdin 3145)

"THE RIVER" (2:57) Throats gurgling gives a nice side as her ringing voice llits a fine and different type number with a very slow beat that should make noise in the blues field.

"I DON'T KNOW ANY BETTER" (2:48) Maxwell Davis and the All-Stars back the chimp once again as she brilliantly expresses her feelings on a slow and tender ballad currently wored in the pop field. Reading is very stylish.

REV. KELSEY
(Decca 28339)

"I DON'T KNOW FOR JESUS" (3:55) Rev. Kelsey leads the entire Congregation of the Temple of the Church Of God & Christ of Washington, D. C. in an inspired fast moving gospel number. Throathy delivery is effective.

WHERE IS THE LION IN THE TRIBE OF JUDEA? (3:09) The Reverend presents another stellar fast moving item with hand clapping and a rousing aire. The Congregation again provides the backing.

SPIRITUAL HARMONIZERS
(Glory 165)

"DO YOU KNOW HIM?" (2:43) The Spiritual Harmonizers do just what their name indicates. They offer some rousing harmony on a fine spiritual number with hand clapping and a steady beat. Harmony blends well without instrumentation.

"GOD LEADS HIS CHILDREN" (2:42) Here the religious vocal combo comes up with an interesting interpretation of a slow beauty gospel number. Harm sounds fine.

SONS OF CALVARY
(KCA Victor 26-4838)

"SHINE ON ME" (2:40) Some smooth harmony is exhibited by the Sons of Calvary as they offer a fine and polished portrayal of a slow religious number. Group creates some fine harmony.

"I'M GONNA WALK AND TALK WITH MY LORD" (2:28) The vocal team come in with a fast moving jubilee type spiritual. Lead harmony is offset by the group in fine fashion.
MOA Meet Sept. 11, 12, 13 To Be Biggest Yet

CHICAGO—Every major and almost every independent record company have already indicated that they will attend the MOA (Music Operators of America) convention to be held at the Congress Hotel in Chicago on September 11, 12 and 13.

From all indications at this moment, this will undoubtedly be the biggest meet yet sponsored by MOA.

Operators from all over the country will be making Chicago their headquarters for the entire week for right after the MOA convention ends, the NAMA (National Automatic Merchandising Assn.) convention will start and operators will be attending that also.

Publishers and disk jockeys will be present in large numbers and many of the nation's top recording stars have already made plans to be in the city.

The program for the three days will include conferences which will be of vital importance to every phase of the music business and in its relation to the nation's juke box operators. It is expected that many of the problems which beset record manufacturers in their choice of material for juke box play will be discussed and ironed out.

A publishers' round table with the operators is also expected to clear up some of the problems which arise in that sphere.

The convention will end on Saturday night with a dinner and entertainment at which the biggest money-making names in the recording field will perform.

Advance reservations for the convention may be made through Roy Cunliffe of Recorded Music Service in Chicago. Cunliffe is head of the reservations committee.

Decca Staff Gives Party For Rackmil

NEW YORK—Decca personnel last week feted Milton Rackmil, president of the firm, at a party given in his honor at the Blessed Event Room of the Stork Club. The party celebrated Rackmil's elevation to the presidency of Universal Pictures, a position he now holds in addition to being preey of Decca.

Leonard Schneider, Executive VP of the diarchy, presented a scroll to Rackmil on behalf of the entire Decca staff.

Among those who were present were: Al Daff, VP of Universal Pictures; Bill Kenny; Don Cornel; Teresa Brewer; Trudy Richards; Dick Todd; Al Alberts and Lou Silvestri of the Four Aces; Judy Lynn; Pete Kameron and Herb Kessler.

The Boys In The Back Room

NEW YORK—No glasses flew, no eyes were blacked and nary a nasty word was said (although it is true that Milton Karle almost fell in the pool—but that was an accident) as some of the town's top disk promotion men came together under one roof at WINS disk jockey Brad Phillips' Smarty-Pants Patch party. Left to right are: Gordon Gray; Buddy Friedlander; Buddy Hasch; Nat Shapiro; Milton Karle; Brad Phillips; Don Evans; Jack Dunn; and Jerry Simon.

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1952

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Tico SV-129

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A SUMMER SMASH AND NO MAYBE ABOUT IT

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

The growing interest in good jazz is largely responsible for the new interest in garage bands. A regular nightly pickup of whatever live band is working the Blue Note in Chi. Spot now featuring Duke Ellington, has Benny Goodman and his band to follow, then comes Stan Kenton. Alred at 10:30 PM, CST, show does not have a Chi. outlet but is offered to the web as a sustainer, of course, in building what affiliates will take it, each local outlet along the net may have home commitments that have priority.

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Young Singer Teen-Age Heartthrob

NEW YORK—Young Dick Lee, whose “Eternally” and “Infatuation” on the Essex label has shot him into prominence, is shown surrounded by a group of teenagers who waylaid him as he left the Dumont-TV studio after appearing on Bill Silbert’s show. With Dick is Robin Seymour, WKMH-Detroit and Dearborn deejay, who was in town attending the NAMM convention.

DJ Contest Plugs Lenny Herman Disk

NEW YORK—Doocy days throughout the country, at the suggestion of Lenny Herman’s recording Company (Decca) and personal press representative, have been featuring a contest idea based upon Herman’s disk “Until You’ve Fallen In Love.” The contest is for listeners to identify each of the instruments played on the disk, and to guess how many female and male voices are in the chorus. (Seven instruments, three male, and three female voices are used.) Herman’s band, a cooperative quintet, whose other members are Roy Somour, Lee Frisvold, Alan Sherr and Charles Shaw, are currently headlining at the Hotel Roosevelt Grill in New York as Guy Lombardo’s summer replacement.

The band originally recorded for Coral, but was moved up to the parent label because of a healthy sales trend.

Fan Club Honors “Lads”

NEW YORK—the Four Lads, the fast rising vocal group who back Johnnie Ray on his Columbia records and their accompanist, are all smiles as they proceed to cut the cake, presented to them by their fan club members (in background) at a party held at the Stockholm Restaurant in Manhattan. The lads have good reason to be happy. They just signed to reappear with Ray at the Paramount’s Xmas show and Columbia has signed them over from the Okeh Label to the major part of the recording company.

12 Top Juke Ops Get Camarata “Mandolina” Disks

NEW YORK—Highlighting the current emphasis on the juke box as a source of record promotion, Dick Gersh of the Buddy Baech Office this week purchased three hundred copies of the new Tutti Camarata release of “Mandolina, Mandolina” to send out to twelve of the top juke box operators in the United States. Each of the operators selected will receive a box of twenty-five records to put in choice locations along his route. The operators will write the reaction the tune is garnering after they feel that they have given it sufficient testing time to make a decision regarding its potential. Among the areas which will receive this juke box operator coverage are Detroit, Newark, Washington, D.C., San Francisco, Cleveland, Little Rock, Cincinnati, Denver, Kansas City, Hartford and Indianapolis.

Lombardi’s “One Stop” Record Service

TO GET EVERYTHING YOU NEED
SEE US

Large Stock of Major and Independent 45’s and 78’s—Popular-Rhythm and Blues.

WE SHIP ANYWHERE AT COST PLUS 5¢ PER RECORD

Lombardi Record Shop
2827 W. Madison St.
AND
Crown Record Shop
3737 Chicago Ave., Chicago, Ill.

It’s What’s In THE Cass BOX That Counts”
The Waddell Quartet of Cub Run, Kentucky have just started a Sunday morning live show from Elizabethtown, Kentucky's WIEL. XKOL in Fort Worth, Texas takes the country listening audience with all their night-time and western record shows. Their is the only rural music on the air from Fort Worth after midnight.

Charlie Adams (Ridgeway Music) and Don Law and Art Satherley (Columbia) report excellent fishing from Encenada, Mexico after a recent expedition there.

SLIM WHITMAN (Imperial) making history with his "Indian Love Call" has been among other reports is one from Bill Randle of WHITE in Cleveland saying that it is No. 1 on his pop shows.

Little Jimmy Dickens was recently given the title of "Mr. Personality of American Folksong" at Shorty Long's Reading, Pa. "Santa Fe Ranch." "Utah Carl" Beach has just returned to his country record spinning at KLUF in Galveston, Texas after a traveling vacation that took him to Nashville, New York, Maine, Canada and all the mid-western states.

Doug Smith, country spinner of WATR in Norfolk, is unable to use his theme of several years—"I'll Be A Bachelor Tonight." Doug recently married Helen Byrd of Richclands, Va. and is open to all suggestions for a new theme. Congratulations Doug and Helen and hope you can dig up one suitable.

Charlie Hailey, Patsy French and The Ranger Trio do an hour each day of country tunes from the "Food Fair" stores of Miami over WMBR. Patsy and Charlie also do the "Uncle Martin Show" from WTJV every Saturday afternoon.

Jimmy Wakely completed a successful engagement at Ciro's as the first Western singer ever to appear at the plush Sunset Strip night spot. Capitol Records has just released a new Wakely platter No. 2172. Titles are "When I Say Goodnight," and "There's That Same Old Lovelight In Your Eyes." "Coleman Crow" is his TV show each Tuesday night in Hollywood.

Standard Songs are MONEY MAKERS!

"ABSENCE MAKES THE HEART GROW FOND" (Columbia 2775)
ALAN BROTHERS—Crawford DICKERSON—Al Good

"WHERE THE HEART IS" (Decca 7555)
JIMMY WALEY

"LITTLE JIMMY DICKENS" (Columbia 11258)

"LITTLE BETTY" (Capitol 2121)

"MAD MAN" (2:54) Backed by the blending voices of the Green Valley Boys. Carl Sauereman bounces through the quiet, tender number with perfectly timed vocal harmony. The song is one of the best ever recorded.

"ROAD TO LOVE" (2:23) Here is a fast moving country item is dished up by the combo as they give out with another interesting arrangement.

RANDALL PARKER

July 3rd, 1952

CLAUDE KING

"SHE'S MY BABY" (2:20) The Hillbilly Ramblers team up with Claude King as he presents his low voiced quality of a slow and tender number with aRiding lyrics.

"SHE KNOWS WHY" (2:22) Another side written by Claude gets an expressive and colorful reading. The song has more fines a fine arrangement. The country artist is again supported by the capable backing of the Ramblers.

JOHNNY BOND

"LADY'S MAN" (2:57) Hank Snow and THE JORDANIANES (20-4856; 47-4856)

"SKEETS" YANKEE

"I'M IN LOVE WITH SOMETHING" (2:39) Some more slow romantic material is dished up by the vocal artist. Piano and strings offset the songstress's vocal.

CARL SAUEREMAN

(GM 11258)

"SO DISHEARTENED" (2:46) A slow sentimental number sung with tenderness and backed by the inviting sound of a guitar is interestingly delivered by "Skeets" Yankee. Tune is a pretty one.

"I'M IN LOVE WITH SOMETHING" (2:39) Some more slow romantic material is dished up by the vocal artist. Piano and strings offset the songstress's vocal.

WELDON ALLARD

"EACH TIME WE KISS" (2:26) Weldon Allard lends his smooth vocalizing to a country ballad with a moderate beat and a lovely set of lyrics. String backing is appropriate.

"LUZ DE MI VIDA" (2:26) A number with a Latin title is a slow piece with fine string support that showcases the songster's fine vocalizing.
Dreamboat

NEW YORK—Tony Bennett’s current record-breaking engagement at the Roxy Theatre has also brought him a new honor—he has been proclaimed “Dream of 1952” by thousands of fans. Tony’s 26th birthday on Sunday, August 3rd, was celebrated by over 250,000 fans in 72 cities. Tony “attended” the parties via specially prepared recordings in which he thanked the fans for the party. Tony’s engagement at the Roxy has been extended through August 14th.

Al Miller, New West Coast A & R Head For Victor, Started In Juke Box Field

NEW YORK—Al Miller, former RCA Victor country and rhythm and blues sales manager who was upped to West Coast pop A & R director when it was decided to bring Henry Rine to New York, this week disclosed he was taking many ideas and plans with him when he goes west about the middle of August. Miller did not feel that at the present time he was free to disclose just what these plans were, but “I can say I have two very definite ideas that I hope I will never lose sight of.”

Firstly, Miller, who started in the music business as a route man for a midwestern juke box operator and later moved into the office where he became the record buyer for the firm which had thirteen routes running, believes that the automatic phonograph is the most important buyer of records in the country, and together with the disk jockey, represents the greatest promotional force capable of reaching the retail buyer. Miller, who knows most of the important operators and disk jockeys, plans to keep up his contact with them as he feels that through them he can keep his fingers on the latest trends in public likes and dislikes.

Secondly, Miller feels that the artist should have a chance to pick material and work with the arranger. The coast appointee believes an ideal arrangement would be for a three sided conference with the artist, the arranger, and the A & R man working together. If an artist cannot feel the song, Miller believes he cannot put a tune on wax that will reach the public. On the other hand, if the arranger is being forced to slant the approach contrary to his feelings, the final result will be the same. A three way partnership with a blending of thoughts and talents should bring about the desired effects.

Al Miller, after serving his record apprenticeship as a juke box operator, moved over to Columbia where he opened several Columbia Distributing agencies and for a time managed the St. Louis spot. When the United States went to war, Miller went into the service. Upon his release, he joined King Records where he served as sales manager, setting up the distributing outlets, and directing recording sessions.

In 1956, Miller went to Victor where he was one of the company’s midwestern field representatives. One year later he assumed the post of sales manager for the country and western and rhythm and blues fields.

On route to the coast, Miller will hold several sales meetings with the distributors and retailers.

Appoints Merchandising Mgr. Columbia’s Canadian Branch

NEW YORK—The appointment of Harold E. Pounds as Merchandise Manager of Columbia Records for Canada was announced last week by Rupert Huntley, Division Manager at Sparten of Canada Limited, manufacturers of Columbia Records in the Dominion.

Pounds will direct all sales promotion activities, participate in all phases of advertising, and be in close association with distributor and branch operations of the organization.

Due to the increasing stature of Columbia Records in the Canadian Market, Pounds plans to add full-time Sales Promotion men in the two major centers of Toronto and Montreal.

“It’s What’s in THE CASH BOX That Counts!”

IMPERIAL record Co., Inc.


AL MULLER

AL MILLER

SLIM WHITMAN

“INDIAN LOVE CALL” and “CHINA DOLL”

#8156 (45-8156)

A Hit From Coast to Coast

ALSO SELLING WELL

IF934 (45-934)—Slim Whitman

“LOVE SONG OF THE WATERFALL”

“MY LOVE IS GROWING STALE”

#8141 (45-8141)—Slim Whitman

“BANDERA WALTZ”

“END OF THE WORLD”

#8147 (45-8147)—Slim Whitman

“I SLEPT EMPTY ARMS”

“In A HUNDRED YEARS OR MORE!”

MANGOLD DISTRIBUTING CO.

Charlotte, North Carolina

MARVIN DISTRIBUTING CO.

Philadephia, Pa.

MERCURY RECORD DISTRIBUTORS INC.

Mills

MICROPHONE MUSIC CO.

Honolulu, Hawaii

MUSIC SALES CO.

Memphis, Tenn.

MUSIC SERVICE CO.

Great Falls, Montana

OHIO RECORD DISTRIBUTING CO.

Cleveland, Ohio

PAN AMERICAN RECORD CO.

Huntsville, Florida

PAN AMERICAN DISTRIBUTING CO.

Jacksonville, Florida

PAN AMERICAN DISTRIBUTING CO.

Detroit, Michigan

PAN AMERICAN RECORD SUPPLY CO.

Denver, Colorado

PORTER DISTRIBUTING CO.

New York, N. Y.

RECORDS, INC.

Batesville, Miss.

ROBERT’S RECORD DISTRIBUTING CO.

Kennebec, Me.

SHARKEY’S RECORD DISTRIBUTING CO.

Chicago, Ill.

SOUTHLAND DISTRIBUTING CO.

Atlanta, Georgia

STANDARD DIST.

Salt Lake City, Utah

IMPERIAL presents

AMERICA’S MOST PROMISING
FOLK SINGER

Singing Star
of
The
Louisiana
Hayride

 invocation

#8156 (45-8156)

A Hit From Coast to Coast

If you have any questions or need further assistance, feel free to ask! 😊
EAGER FOR MOA MEET

Juke Box Industry Looking Forward to MOA Convention Sept. 11, 12, 13, Congress Hotel, Chicago. Many Vend Machine Ops Advise They Will be Present as NAMA Convention Starts Sept. 14 at Palmer House, Chicago. Reservations Indicate This Will be Biggest MOA Meet.

Record Mfrs., Disc Jockeys, Music Publishers, Suppliers to Attend. Many Noted Recording Artists Advise They Will be Present. Display Space and Room Reservations at Congress Moving Fast.

CHICAGO—Word received here this past week indicates that MOA (Music Operators of America) expects its forthcoming Convention to be held at the Congress Hotel, this city, September 11, 12 and 13, 1952, to be the largest in its history.

Many advance reservations have already been made for display space as well as for suites and rooms for this convention.

Vending machine operators as well as executives and distributors of leading merchandise machine manufacturing firms have also indicated they will be present. The NAMA Convention starts at the Palmer House here on September 14, 1952.

Especially interesting to the juke box field is the fact that all the major and independent record manufacturers have stated that they will be present. Music publishers and disc jockeys are expected in large numbers.

Many leading recording artists have already advised that they will be present.

Reservations are reported to be moving much faster than was ever expected. MOA executive officers are thrilled over the eagerness shown by the juke box industry to be present at this convention.

George A. Miller, president of Music Operators of America, stated: "There is now no longer any doubt that this is the most looked-forward-to Convention that our organization has yet run."

He also said, "Music operators from everywhere in the country have already communicated with us their intention to be present.

"Firms allied to our industry are also planning to attend with entire staffs in many cases."

"We believe", Miller stated, "that the industry will find this forthcoming MOA Convention at the Congress Hotel, Chicago, Illinois, September 11, 12 and 13, 1952, one of the most outstanding in all our history and certainly the best attended."

"There are a great many problems which have to be discussed."

"Many are coming to meet with leading manufacturers and distributors as well as suppliers who will have display space at this MOA meet," he concluded.

Ray Cullen, who heads the Recorded Music Service Association, here, and who is also head of the Reservations Committee of the Music Operators of America, was very enthusiastic over the advance reservations.

He believes that these already indicate the largest music show of its kind in history.

Many are also of the opinion that in addition to the NAMA (National Automatic Merchandising Assn.) convention's leaders and members who will attend the MOA Convention, other manufacturers and distributors will be present in Chicago at that time to not only see both conventions, but will probably present equipment to those who will attend these two shows.
Arcades Want Robot Pitching Machines

CHICAGO—Arcade owners, too, are now calling for the robot baseball pitching machines, it is reported.

But manufacturers of these report that they cannot as yet arrange for the arcades to feature the machines.

Arcade owners want to pull out shooting galleries and make way for installation of one or two of the robot pitchers.

Trouble is, it seems, that the average hasn't the length of space required for the ball to be pitched.

Outdoor spots featuring the robot baseball pitching machines use 60 feet from the robot pitcher to the batter.

Average arcade here has anywhere from 36 to 46 feet. This isn't enough length for the pitch to thrill the batter, manufacturers of the robot pitchers report.

One manufacturer here stated, "It will require complete revision and redesigning of our present unit to make a special machine for the arcades."

The belief is that this will come along later; that the arcades, too, will be able to take advantage of the growing popularity of the robot baseball pitching machines.

It is also learned that several arcade owners in areas throughout the country, who operate in amusement parks, and who have available some nearby, or along side their arcade, have been in touch with the manufacturers, outlining their particular problems, and state they would wish to install a unit of robot pitching machines.

Genco Releases New “400” Upright Pinball

Being Shipped To Distributors After Long And Extensive Location Tests

CHICAGO—Many of the nation's leading distributors were made very happy this past week when they received news from Genco Manufacturing Sales Company, this city, that the firm's new "400" upright pinball was now being shipped nationally.

This came about after Myer and Lew Ginsburg of the firm were completely satisfied by the long and extensive tests which they had given the "400" in many areas throughout the country.

Some months ago when this game was first heard about, many phoned the Genco plant here and asked for instant delivery.

But, the firm's executives decided to hold up, until they had most completely tested the game, under all types of conditions and in all kinds of locations.

Today the "400" is being termed the fastest playing game in all coin machines, and in fifty seconds.

The player is six balls for five cents. The six balls are carried to the top of the game and then dribbled down to the red or blue sequences. The action is speediest yet seen.

"400" comes in a deluxe mahogany cabinet. It is only 555 feet tall, 18 inches deep and 24 inches wide. It fits into the smallest, tightest spots.

The sequence play is so interesting, operators and distributors have reported, that the players stay with the game for hours.

There is a possibility of obtaining as high as $540 replays for the invest-ment of seven coins.

One distributor, passing through Chicago from a far west visit stated: "We just can't keep up with the demand."

"My partners tell me," he said, "that if we had ten times as many being delivered we still wouldn't be able to satisfy all the operators who are now calling for the '400.'"

"What's more," he concluded, "the Genco '400' is the closest to the old time big moneymakers for speed action and moneymaking power."

Myer and Lew Ginsburg advise that the Genco factory is now in full swing. Production is being stepped up each day.

They hope to have their entire list of distributors covered with good shipments of "400" by the time their campaign on this new upright pinball game breaks loose.

One local operator reported to the Genco factory:

"You can tell the world for me that the '400's' I have out are, in many spots, averaging over $80 per day gross intake."

"It's What's in THE CASH BOX That Counts"
 Feeling real low after these long sweltering summer nights? Still get irked when you think of those late phone calls, the few times you could have slept? Chances are you need more A M I Model “D” juke boxes on your route. Their unfaltering performance will spare you the disturbance of being waked at night. You’ll slumber peacefully, confident the play and pay go on.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

“It’s What’s in THE CASH BOX That Counts”
Mrs. Fortuna Gnarro, Chi Phono Op, Returns From 3 Year Visit To Naples, Italy

65 Year Old Mother of Robert E. Gnarro, Of A.B.C. Music Service Corp., Originated 150 Machine Route In 1935, Then Known As Fortuna Music Co.

CHICAGO—A little grey at the temples now and even tho his hair is beginning to thin somewhat, Robert E. (Bob) Gnarro of A.B.C. Music Service Corp., outstanding juke box operating firm here, was thrilled this week to fly to New York to meet the S.S. Vesuvius of the Italian Line and greet his 65 year old mother, Mrs. Fortuna Gnarro, who was returning from a three year visit to her hometown, Naples, Italy.

Mrs. Fortuna Gnarro was the originator of the Fortuna Music Company here in 1935. By 1941, when her husband passed away, Mrs. Gnarro had built up her route to 150 juke boxes. When her husband passed away, her only child, Bob Gnarro, took over, and in 1946, the business was incorporated into the A.B.C. Music Service Corp., the name it bears today.

A.B.C. Music Service Corp., is one of the most outstanding juke box operating organizations in this area, and in the country, as well. Offices of the firm at 5915 West Grand Ave. are absolutely among the finest and largest of any juke box operating organization in the nation. Bob Gnarro, himself, has been greatly honored for his charitable work, and for the many juke boxes he has donated to youth organizations, as well as for his progressive efforts in behalf of the entire juke box industry.

Mrs. Gnarro will be given an office for her private use, at anytime she desires to visit A.B.C. Music Service Corp., that it is generally believed by the many employees, as well as the directors of A.B.C. Music Service Corp., that she will rarely avail herself of this courtesy. As founder of the firm, and now 65 years old, Mrs. Fortuna Gnarro is one of the most honored and beloved women in the entire automatic music industry of this city.

When she went to visit her hometown in Naples, Italy, in 1949, she spent most of her time in the suburb of Castella Mare, just outside of Naples. What was supposed to be a short visit extended itself into three years. When the S.S. Vulciana sails into her birth at Fier 84 in New York City, on Saturday, August 16, Robert E. Gnarro, her son, and other juke box people will be on hand to greet her, and to welcome this grand old lady back to the country of her adoption, as well as honor her for the great work she had accomplished in pioneering the way for many of this city's outstanding juke box operations.

Chi Coin Has 4 Machines Coming Off Production Line

CHICAGO — The summertime "slump" in the cointrade is a condition that members of this industry have placed in the limbo of "forgotten phrases." Over at the Chicago Coin Machine Company, this city, everyone has been so occupied with turning out equipment that they haven't had time to even notice that the seasons change. As a matter of fact demand for this factory's current new machines is augmented with operators' requests for its "Match Bowler."

An official of the firm stated "We had stopped production on 'Match Bowler' two weeks ago, but the clamor of requests for the box has forced us to go back into production, and we are making deliveries to our distributors."

"We are now producing four products at our factory, and each is in big demand. They are, in addition to 'Match Bowler', '10th Frame Bowler' our new shuffle game; 'Big Hit' our jive ball; and 'Band Box.'"

NAMA Convention To Draw Big Crowds

CHICAGO — The 1952 Convention and Exhibit of the National Automatic Merchandising Association (NAMA), being held in Chicago, at the Palmer House, September 14-17, is likely to be the largest in the history of the Association, according to Ernest H. Fox, general Convention and Exhibit chairman.

Fox states that "Advance registration to-date is exceeding that of any previous year, and hotel reservations are still pouring in and are threatening to set a new record, even though the Convention is still a month and a half away."

Exhibits this year will occupy the entire 4th and 7th floors of the Palmer House. The exhibits will be of greater interest than in previous years because of the new machines which will be exhibited for the first time and because of the new product manufacturers who have contra-ted for exhibit space" stated John S. Mill, exhibit sales chairman.

The program for this year's Convention is described as a practical approach to the business of operating automatic merchandising machines. Outstanding industry speakers as well as speakers from outside of the industry have been scheduled.

Music Ops Agree "Dime Play" Best

CHICAGO — Never before have so many leading ops here agreed on one fact, and that is, according to their own statements: "Dime play's best."

Word received here from all over the country is to the effect that music operators in various sections now want to change over to 10c play, but are faced with O.P.S. rulings.

The facts remain, as many have stated, that if the operator who wants to change over to 10c play, he will take the box to the local O.P.S. office in his community, along with his books and his accountants, and prove his need for higher cologne play action, he is sure to come out with a favorable ruling in his behalf.

Of course, believe, if this is done by many, many operators, clearly, across the nation, that a ruling would come, thru from Washington headquarters, and this ruling would benefit all the nation's operators.

Such outstanding operators here as Roy Conilffe, Bob Gnarro, Phil Levin, Philip Weissman, Bob Lindolof, Joe Flitti, Andy Oomens, Mrs. Mary Gillette, Lou Casola, Dom Pignati, and so many, so many others, are today dyed-in-the-wool devotees of dime play.

As these people have stated time and again, they would never return to nickel play, because they can only foresee themselves losing money with 5c play.

Dime has so tremendously increased, wages have skyrocketed higher, and all other expenses, have so greatly increased, that the only answer is 10c, as far as the automatic phons are concerned, they state.

"There's only one answer to any music operator's problem today," one of these men stated, "and that is to come here to Chicago and investigate how we are operating with dime play, and then take this message back to the other operators in his area so he can join in with him at one and the same time as the operators here did."

Wha' D' Ya Weigh?

MIAMI, FLA. — Following a number of complaints, city inspectors here, have inaugurated a campaign to test the honesty of the weighing scales scattered throughout the area.

"Some of these machines should take a lie detector test," suggested one of the inspectors.

Scales found inaccurate will be marked with red condemned tags and the coin slots sealed until repairs are made.

 Keep Your Eyes On Keeney

J. H. Keeney & Co. Inc.
3501 W. Fifteenth Street, Chicago 31, Illinois

ROCK-OLA'S SUPER-ROCKET . PUTS MONEY IN YOUR POCKET

THE NAME THAT SLEEPS "RICHNESS OF TONE"

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

"It's What's In THE CASH BOX That Counts"
"Super TWIN ROTATION"

**THE ELECTRONIC SENSATION!**

**FOLLOW THE CROWD**

"SUPER TWIN ROTATION" has proved player preference—a feature that you can't afford to overlook.

**THIS WAY**

to the newest, most fascinating game of the year—"SUPER TWIN ROTATION." It's the Electronic Sensation!

**"STR" = "SRO"**

"SUPER TWIN ROTATION" means "Standing Room Only" in the locations featuring this marvel of scientific achievement!

**EVERYBODY'S DOING IT!**

... playing "SUPER TWIN ROTATION," that is. Operators, locations and players are unanimous in their praise for this amazing new game.

---

**SEE IT! PLAY IT! ORDER YOURS TODAY!**

**EXHIBIT SUPPLY**

4215-30 West Lake Street • Chicago 24, Illinois

Established 1901
WANTED TO BUY

Highest Prices Paid

Wurlitzer 1400
Mutoscope SKY FIGHTER
Exhibit DALE GUN (All Models)
Gottlieb BASKETBALL
Gottlieb BOWLING CHAMP
Gottlieb NIAGARA
Gottlieb WILD WEST
Gottlieb MINSTREL MAN
Gottlieb GLOBE TROTTER
Chi. Coin CHAMPION
Williams HARVEY
LATEST FIVE BALLS

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel: R 6-7712)

Wright Displays United's "Stars" In Star Setting

PORTLAND, Ore.—Budge Wright, Western Distributors, this city, put up a special display to exhibit the new United game "Stars." As pictured above, Wright set up the game into the center of the display, surrounding it with the pictures of 18 movie and recording stars. And who's picture is featured directly over the game as top star? Budge Wright, of course.

One well known op-phoned to say: "I don't know Al Schlesinger, But, I'll say this for him, he speaks the operator's language. He knows what we're up against. I agree with him 100 percent. I only hope that the industry will read what he has to say. And follow his idea of all new machines coming out with dime chutes.

"Here's the reason," this operator continued, "if the operator doesn't want to operate on dime play, then that's his privilege. He can remove that dime chute in his territory and put a penny chute on if he so desires.

"But, guys like us, guys who know what we're up against in highly competitive territories, need dime chutes on all our new machines.

"Not only to convince certain government agencies, but, because this is the case if we want to make any money at all.

"Therefore, we'll use the dime chute just as it comes from the factory. I'm for Schlesinger."

Ops Agree With Schlesinger

Acclaim Poughkeepsie Operator's Suggestion That New Phono Equipment Be Shipped With 10¢ Coin Chutes As Minimum

CHICAGO—In the August 2, 1952 issue of The Cash Box there appeared a letter exactly as written by Al Schlesinger of Square Amusement Company, Poughkeepsie, N.Y., telling of the fact that, though phone manufacturers are producing much new equipment and that new models seem to come up one atop the other, none has as yet shipped their machines with 10¢ play chutes as the minimum priced coin it will take.

It seems that this item created quite a stir throughout the entire industry and has elicited much comment from noted operators.

Budge, one of the oldest and foremost distributors on the West coast, is decoration minded, due no doubt to the time and energy he and Mrs. Wright have put into making their home one of the most beautiful in the country. And displaying the United "Stars" in this most attractive display, has helped merchandise the game, according to Budge.

"It's What's in THE CASH BOX That Counts"
For Months of Profits...

**Gottlieb's Happy Days**

**A Player's Game**

- 2 "POP BUMPERS"  
- 2 SUPER-SCORING CYCLONIC KICKERS  
- 2 SUPER-POWER FLIPPERS

**An Operator's Game!**

**IMMEDIATE DELIVERY**

**From Your DISTRIBUTOR**

**D. Gottlieb & Co.**

1140-50 N. Kostner Ave.  
Chicago 51, Illinois

"There Is No Substitute for Quality!"

---

**Frank Rowell, Jr. Named Guardian Pres.**

CHICAGO—At a board of directors meeting, held last week in this city, Frank Rowell, Jr., was elected to the office of president of Guardian Electric Manufacturing Company.

Rowell will succeed his father, the late F. F. Rowell, Sr., who died on July 20, after serving as founder-president for the first twenty years of the firm's history.

The new president has been actively associated with the firm since its establishment in May, 1932.

Frank Rowell, Jr., joins other of the company's officers in announcing "No changes in our policy or operation are anticipated."

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**“Big Swede” Hellstrom Relaxes**

CHICAGO—Over at United Manufacturing Company, this city, the production lines are moving so continuously that the staff is kept going at top speed day and night. The candid camera catches "Big Swede" Hellstrom snatching a few hard earned winks in between shifts. (Ed note: We're informed that some of Swede's friends are making slanderous remarks about the action (or it is non-action?) depicted in the above pic.)

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**Pitch Yourself Into A GOLD STRIKE WITH WICO'S "MAJOR LEAGUER" (AUTHENTIC AUTOMATIC BASEBALL PITCHING MACHINE)**

A BIGGER MONEY-MAKER THAN MINIATURE GOLF EVER WAS! ABSOLUTELY FABULOUS PROFITS

This is the most outstanding profit opportunity ever offered this industry. If you have, or can obtain, an outdoor location we will, without charge, arrange complete plans, show you what you will require as well as help you with all arrangements, for the operation of "Major Leaguers" the "Authentic Automatic Baseball Pitching Machines." Whatever placed "Major Leaguers" are attracting tremendous crowds. Operators are earning fabulous profits. People young and old bat right at the ball which is thrown to them by "Major Leaguer," just as in regular baseball. The same type machines are used by the Big Leaguers to keep their batters develop better batting eyes. This is the greatest profit opportunity ever offered this industry. Take advantage of it immediately. Write, wire, phone today!

**WICO CORPORATION**

2913 Pulaski Rd., Chicago, Ill.  
(Tel.: MU 5-3000)

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**America's Finest FISHING EQUIPMENT**

Send For Your FISHING CATALOG

**SHEFFIELD SALES**

(Exclusive A.M.I. Dist. Co.)

3198 Milwaukee Ave., Chicago, Ill.  
(Tel.: Avon 3-9382)

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**CLOSEOUT!**

| Seeburg '46 | $99.50 |
| Seeburg '47 | $139.50 |
| Rock-Ola '49 and '50 (like new) | $295.00 |
| Seeburg Wall Boxes (Brand New) | $22.50 |
| Packard Wall Boxes | $9.50 |

1-3rd Dept. Balance C.O.O. WRITE — WIRE — PHONE

**DAVID ROSEN**

Phone: Stevenson 2-9893

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"It's What's in THE CASH BOX That Counts!"
August 1, 1952
Denver, Colorado

Mr. Bill Gersh
The Cash Box
32 West Randolph St.
Chicago 1, Illinois

Dear Bill:

We received your inventory copy of the Cash Box. For the first time in our life we will be able to run an inventory on the equipment we have and know what we have at a glance. I think it is a God send to any legitimate operator that wants to show his price for tax assessments. I believe that if all operators and distributors would refer to a deal of this kind, in regards to depreciation of equipment it would no doubt pay for itself in the long run.

Enclosed find a copy of a card that we sent out to all our accounts in this territory. Note right hand corner. How do you like it?

Very truly yours,

[Signature]

The above letter is one of many hundreds received since the first "End-Of-The-Month Issue" (July 30) reached the coin machine industry. It's another ORIGINAL SERVICE The Cash Box is happy to bring its readers. Next "End-Of-The-Month Inventory Issue" will be dated August 30.
N. Y. Music Ops Assn. Sets Date For 15th Annual Banquet

NEW YORK—Albert S. Denver, president of the Automatic Music Operators Association, this city, announced this week that the organization had completed plans for its fifteenth annual dinner and banquet.

The historical banquet will be held at the Commodore Hotel, Grand Ballroom, on Saturday night, November 1. We shall celebrate our 15th year of service to our members and to the industry with a Gala Dinner, excellent entertainment and dancing to the music of one of the leading orchestras," said Denver. "This event will be the most outstanding affair of the industry.

In conjunction with the show, the association will once again publish a souvenir Journal. Closing date for ads is October 10.

The staff of the association, headed by Denver, and including Nash Gordon and Dorothy Walt, is now concentrating on the souvenir journal and the sale of tickets.

Capitol Projectors Names It’s Rocket Ship “Planet Patrol”

NEW YORK—Sam Goldsmith, Capitol Projectors, Inc., this city, announced this week that the firm had decided on “Planet Patrol” as the name for its space ship coin-operated ride.

Goldsmith is cooperating with several of the firm’s distributors in setting the ride into locations, where it will be tested thoroughly. Locally, the ride goes into Macy’s Flatbush, Brooklyn store. Then several others will be placed in other stores in the Mary chain, as well as super-market and variety stores.

Most of the firm’s distributors have been handling Capitol’s Midget Movies. In territories where it hasn’t any representation at this time, distributors will be appointed.

SALE EVERY 50 SECONDS
The Amazing
PHOTOMAT*

SALES! PRICES!

DOWN GO PRICES!
SPOT LITE $475.00
TURF KING $139.50
HANDICAP (closeout) $275.00
SHOO SHOO $125.00
NEETY $125.00
SLUGFEST (like new) $100.00

MANY OTHER GREAT BARGAINS!
WRITE! WIRE! PHONE!

LAKE CITY AMUSE. CO., 4528 PAYNE AVE., CLEVELAND, OHIO (Tel. HE 13927)

* Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION
320-12th St., Long Island City 1, N. Y.

Write for Details

NEW YORK—Dave Lowy & Company, this city, headed by Dave Lowy, Bob Jacobs, and Whitey Druckman, has brought the trade a conversion kit, “Match-Me” for shuffle alleys that is reported to be bringing operators greatly increased grosses.

“The reason why operators are buying numbers of our ‘Match-Me’ conversion,” Jacobs states, “is that it takes the one-player shuffle game and gives the player a competitive incentive to equal or better the score. In certain times of the day, many players are all alone and usually stop playing on the ordinary one-player game after several coins. With our matching score conversion unit on the game, the player keeps playing coin after coin in an effort to meet the competition of the score. We know we have something the operator wants because those who have placed orders for one or two, after a week’s time, come back and order them by the dozen.”

The “Match-Me” conversion is for Twins, 4, 5, and 6 player shuffle game. It is installed in a matter of minutes, according to Dave Lowy, and offers the player the following features: Highest score bowled; Highest score matched; and Score matched the most times.

Jacobs and Druckman, who have come up with the conversion idea, have had many years experience in the mechanics of coin operated equipment, having previously produced other conversion ideas for shuffle games.

“It’s What’s in THE CASH BOX That Counts”
EASTERN FLASHES

The heat continues unabated here, surprisingly enough action at the wholesale firms is quite brisk. Used phones and games keep going out to operators, and the only problem on new equipment is lack of sufficient deliveries. Several of the wholesale firms are1 making about their factories closed by vacations. Another bright spot on the horizon in this area is the appearance of several new manufacturers of equipment—who are making great progress.

The body of AI Bergman's son, Bobby, who was killed in action in Korea, arrived home in Buffalo, N. Y., on Saturday. August 2, and burial was Sunday, August 3. It was quite an impressive military ceremony. At the American Legion, Jewish War Veterans, and members of the boy's college fraternity in attendance. A large number of local coin machine men attended, as did Bill O'Donnell of Bally Manufacturing Co., who came in from Chicago, and Jack Milneick, eastern representative of AMI, who flew in from New York. Joe Young, Young Distributing, played host at his office this week to several Wurlitzer distributors from the east, who brought in their service men to take a service refresher course on the new Wurlitzer 1000 phone. Joe Hrdlicka and Hy Turner of the Wurlitzer factory, to have the "Super Twin Rotation" games being loaded on a truck for delivery to a local operator. In Mike's absence, the extremely efficient manager, George Fleckstein, holding down fort.

With the AMI factory on vacation, Barney (Shugy) Supermark, Runyon Sales Co., a native of Illinois, saw no point in aggravating himself with the model "D" phone, is keeping his mind occupied going over plans to renovate his offices and showrooms for the fall. We're planning on making the Runyon buildings the most attractive on campuses. Shugy.

Harry King, King Distributing Co., leaves on a vacation in a week soon. When he returns he'll appear in his new offices.Nevertheless, Hymie plans on being back home to celebrate his 25th wedding anniversary on Sept. 6. He's running a big party for the family at that time. 

Lorenz Valenti, Valenti Automusic Co., Staten Island, busy rushing from wholesaler to another—and evidently buying, as we note sales slips in his hand as he leaves these places... Dave Lowy & Company's "Match-Me" conversion of Bally's "Match-Me" game has been especially well liked by customers. Dave Lowy, Bob Jacobs and Whit Druckman busy rushing them out to the operators. "Alto the price is low", states Jacobs, "the main reason for the success of this 'Match-Me' conversion kit is that it has stimulated considerable interest in the game. If I didn't see the collection slips and talk with the location owners, I would have a hard time believing it myself. It's almost unbelievable." Sam Goldsmith, Capitol Projectors, who only returned to the city a week ago, plans on leaving again the early part of next week, returning to Kansas City, to assist in installing his new call waiting equipment in that city.

Dave Stern, Seacoast Distributor, Elizabeth, N. J., Rock-Ola distribose, receiving congrats over his daughter Suzanne's first marriage—great success in taking over the leading role of "Arsenic And Old Lace" with only 18 hours notice.

Nat Cohn, Comat Sales Co., Inc., exclusive world distributors for "Atomic Jet" sound scope, and the hit "Hot Button" in the city, sent the latest machine on out to his distributors for showings, and preparing for quantity shipments to these firms. Sid Mittleman, Cascade Products Co., Irvington, N. J., and Dave Bennett, Independent, look forward to it for "Firehead scoreboard" for shuffelboard, states he'll be ready for a big announcement in a few weeks.

Bill Byo

"It's What's in THE CASH BOX That Counts"
Tightening up of steel now being felt by manufacturers. Also the fact that certain of the farm area ops complaining of poor play due to the drought. And some of the steel centers still low on action as workers attempt to financially recover some of their losses. One of the first substitutions made here, however, is now being affected by lack of steel. Proving, once again, how close this industry is tied with the national economy. And the fact that first sensitive reaction to lesser intake of workers is felt by the opertuaz through the nation... Thanks to good friend, José Romero of Santos, Puerto Rico, who writes: "Referring to your article on Lake Tahoe, we have been told that they are selling off surplus bikes from 'The Confidencial Price Lists'. Now (E.O.M. Inventory) will help us a lot more to keep a detailed record of our monthly inventory and adjust same to its real market value, giving us an accurate gross profit from the profit and loss statements. We hope there will be "Long Beach, Va. mailed us a toughest. To help him locate a mfr who 'suddenly disappeared.' And in another city there..."

A grand big 'thanks' to Jack Williams of Denver for his letter re: "E.O.M. Inventory Issue" of The Cash Box. The reason may be various those all be to Puerto Rico, but, whatever the real reason is, there's now "aleta time" in the office of Capt. Tom Callaghan. Myer and Lee Gumbur of Genoa very happy this week on Capt. Callaghan and get a lot of their new shipment of their new upright piano game, ",400", which is clicking very, very well on many, many locations all over nation. One noted one here, "My '400's are averaging better than $90 per day!". Bill O' Donnell of Bally is the new "Entertainment Dept. Seen two men this week as well as some of the new entertainers from out of town. Art Garvey is reported to be blowing himself back to 'the old town' (Boston) to Chi... Never have, and probably never will see, a harder worker than Herb Jones of Bally. This guy loves work. Does many different. And does everyone of them well. Herman Pastor of St. Paul—Bill Parkinson of Chicago, Jack Nunn, robot pick that pick up of mail that A. near Wilson Ave. is Dickholtz, proxy of Flash Cabs... Johnnny Rowell of Guardian Electric and his adman, Bill Kennedy, spotted at the Chez with Joe E. Lewis helping them finish their scotch. Also seen at the Chez, Sam Stern of Williams (happy over the way his new bingo game, 'Long Beach') is going with well known lawyer, William, Lee Weinberger of Louisville... Harry Wiczer a very busy man over at Wico Corp. ever since first ad broke on Wico's "Major League" robot pitching machine in The Cash Box. Thanks to Harry Rosen-

berg of Double-U Sales, Baltimore, for his very nice letter re: "E.O.M. Inventory Issue." And in which epistle Harry writes: "We feel The Cash Box is the 'bible' of the world."

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"What's in THE CASH BOX That Counts"

"IT'S HERE...THE TRULY AUTOMATIC PITCHING MACHINE EVER MADE...

"PITCH-O-MAT"

TROUBLE FREE BECAUSE IT'S PRECISION ENGINEERED!"

"It's Here... The First True Automatic Baseball Pitching Machine... "PITCH-O-MAT" Real Big League Baseball Pitching Action. The one and only automatic baseball pitching machine that is TROUBLE FREE—BECAUSE IT'S PRECISION ENGINEERED! Built by experienced coin machine men who KNOW WHAT YOU NEED TO EARN BIGGER AND BETTER PROFITS...around the country...like "PITCH-O-MAT"...the current "hot ticket" players! "PITCH-O-MAT" IS READY TO EARN YOU MORE MONEY THAN YOU'VE EVER BEFORE ENDURED. All guarantees and letters backed up with a reliable manufacturer completely and carefully taken care of for you without any cash charge. WRITE, WIRE, PHONE!

QUANTITATIVE DELIVERIES START SEPT. 15th

COINO MANUFACTURING CO., INC.
3435 NO. SHEFFIELD, CHICAGO 13, ILL. (Tel: GR-7-3798)
IMPORTANT NOTICE
For The Next 7 Years

END-OF-MONTH INVENTORY ISSUE

WILL BE DATED: AUG. 30, 1952

ALL ADVERTISING CLOSES IN THE NEW YORK PUBLICATION OFFICES OF "The Cash Box" FRIDAY, NOON..

Aug. 22, 1952

The sensation created by the first edition of The Cash Box' "End-Of-Month Inventory Issue" (July 26, 1952) will never be forgotten by all in this industry. The praise and commendation which was heaped upon this publication after the publication of that first edition of The Cash Box' "End-Of-Month Inventory Issue" is still reverberating throughout the entire industry. The legal fact remains that, not only are all leaders of the industry using this simplified and commendable method for proving their valuation and depreciation, not only have many asked for reprints for themselves to be used 'weekly', but, all who have filled out the "End-Of-Month Inventory Issue" of "The Confidential Price Lists" are saving this issue for SEVEN YEARS... because that is the LEGAL STATUTE OF LIMITATIONS.

Therefore, as an advertiser who seeks the type of issue wherein he can obtain constant and continued reference to his products and his firm, certainly SEVEN YEARS should prove of TREMENDOUS VALUE TO ANY SUCH ADVERTISER... 

The next issue of The Cash Box' "End-Of-Month Inventory Issue" of "The Confidential Price Lists" will appear in the AUGUST 30, 1952 issue. This issue closes in the New York publication offices of The Cash Box on Friday, Noon, AUGUST 22, 1952. (The same issue closes in the Chicago offices of The Cash Box on Thursday, 5:30 P.M., AUGUST 21, 1952, and in the Los Angeles offices of The Cash Box on Wednesday, 5:30 P.M., AUGUST 20, 1952.) WHEN YOU THINK OF "ADVERTISING VALUE FOR YEARS TO COME" (7 YEARS TO BE EXACT) THINK OF THE "End-Of-Month Inventory Issue" of The Cash Box AND RUSH YOUR AD RESERVATION IMMEDIATELY—WRITE NOW...

The Cash Box
26 West 47th Street
New York 36, N. Y.

Phone: JUdson 6-2640

Chicago Office
32 West Randolph Street
Chicago 1, Ill.
Phone: DEarborn 2-0045

Los Angeles Office
6399 Wilshire Boulevard
Los Angeles 40, Cal.
Phone: WEBster 1-3147

CALIFORNIA CLIPPINGS

Coming in right on schedule, we're told by Nick Carter of the Nickahob, are the new AMI machines, though they still haven't been able to catch up with demand from L.A. and out of town ops... Bally's, "Palm Beach" is very much in style around Paul Laymon's, where the list of operators waiting on them is that long. Bally's "Champion" horse, Lucille Laymon tells us, is also holding its lively pace... Wurliters are also doing fine in the sales department but are still far behind the orders for them. On second lap of his vacation was Laymon's Wurlitzer salesman Jimmy Wilkes while Ed Wilkes was busy moving back out to Long Beach after selling his home in La Crescenta.

Dropped in at Leenhegan's to meet up with Art Kassel, the well known okster. Mary Solle is still trying to get set up on that regular Monday schedule of visiting artists but, meanwhile, many of the recording folks are coming around now and then to say howdy to some of their best friends, the jukebox operators... Things were a little on the quiet side at C. A. Robinson's compared to the heavy action this outfit has been getting for some time now, but Al Bettelman informed us that United's products were still buzzing right along... While Al, Jack Simon and others we talked to agreed that the old bugaboos known as "summer slump" seems to have been beat this year, they all seemed to think that a few dull weeks were inevitable, what with license time and many customers choosing this period as vacation time.

Haven't bumped into Fred Gaunt lately, but Al Bettelman observed that Fred's continuing with the Charlie Robinson firm, doing a great job, and winning new friends and influencing people... Over at Badger Sales, Ray Powers was due back from Sacramento after a nice vacation with his folks. Al Silberman had just launched a large Navy installation at Ventura with a complete line-up of cigarette, drink and food vendors. Williams' new game, "Long Beach," was on the Badger floor and headman Bill Happe tells us the game looks that good, it indeed would do honor to Long Beach or any other municipality welcoming it... Jack Simon was very busy supervising an extensive face-lifting job at his Pico Blvd. emporium. There seemed to be a number of colors in the new front, but predominant was a nice Kelly green.

A firsthand and not very pleasant report of the damage done by the recent earthquakes was brought in by William Black of Bakersfield, the town about 100 miles north of Los Angeles where the tremor caused plenty of havoc... Center of devastation and death was Tehachapi while nearby Arvin was also hit hard... In the latter town, operator Earl Senter lost two of his locations when the buildings were destroyed by the quake.

Recovering from an illness was Pomona operator S. L. Griffin... In visiting the Laymons, prior to driving down to Mexico City on an extended vacation trip, were Oklahoma City Wurlitzer distributor C. A. Culp and wife... On the Row: Southgate's Harold Sharky... Jack Neil from Riverside... Charlie Cahoone of Long Beach... Colton's Milton Noriega and William Bradley... Clyde Denlinger of Balam... Big Bear's Jack Spencer... P. A. Barnes of Baldwin Park... El Monte's Tommy Workman... Bob Reck from Palm Springs... Joe Boll of 29 Palms... Pismo Beach's Bob Donahue... G. L. Andrews from Santa Ana.

Meeting Dates Of Music Operators' Associations

14—Music Operators Of Northern Illinois Place: To be announced
27—Central States Phonograph Operators' Association Place: Jefferson Hotel, Peoria, Ill.
September 11-13—Music Operators of America Place: Congress Hotel, Chicago, Ill.

"It's What's in THE CASH BOX That Counts"
WANT—Will buy phonograph records made before 1940; dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are: Brunswick; Victor; Vocalion; Paramount; Gemutte; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N.Y.

WANT—Panoramas; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Big Lights; Monarch Coin Machine, Inc., 2257 NO. LINCOLN AVE., CHICAGO, ILL. Tel: 9-3996.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100's. Quote lowest prices or will trade New Turk Kings in cash. Write, Wire Phone: C. A. ROBINSON, 1401 W. LOS ANGELES, CALIF. (Tel. Dinkirk 3-1810).

WANT—Tubes: 2651; 7017; 6SN7; 75; 6847; 5T75; 6656; 5751; 5T15; 6T3; 6N3; 6L6. Metal: 6N7 Metal; 6L6 Metal. Will pay $40.00 hundred. Must have minimum lot size of 100 pieces. Have you other types in quantity? LEWIS ELECTRONICS, 3440 NO. ELAINE PL., CHICAGO 13, ILL. Tel: 4-9040.

WANT—Your used or surplus records. We buy all year round and pay highest prices for all types and race. No lot too large or too small. We also buy closeout inventories of any kind. Address: 409 NO. MAIN ST., PROVIDENCE, R. I. Tel: Union 6-0320.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, picture, and quantity. INTERNATIONAL AMUSEMENT CO., 4235 SPRING STREET, PHILADELPHIA, PA.

WANT—Late Model Solotone Master Entertainers and Selective Boxes. REGENT VENDING MACHINES, LTD., 779 BANK STREET, OTTAWA, CANADA.

WANT—United Six Players—all models; Chieco Six Player stationary light-up pin, Quote quantity and prices on United and Play Machines, INC., 578—TENAVE AVE., NEW YORK, N. Y. Tel: 15045 3-7845.

WANT—Seeburg Shoot The Bear Guns. Any quantity, Give price and condition in first letter. MIKE MUNROE & CO., 1401 W. 47th St., NEW YORK, N. Y.

WANT—Mechanical Horses. IDEAL NOVELTY, 2823 LOCUST ST., ST. LOUIS, MO.

WANT—Need for importation, crates; Frankies last model. Send price and quantity. CARDINAL AMUSEMENT, 3731 DAVIS ST., MONTREAL, 3, QUEBEC, CANADA.

WANT—Will buy phonograph records made before 1940; dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are: Brunswick; Victor; Vocalion; Paramount; Gemutte; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N.Y.

WANT—Wurlitzer Model 1250's; See- burg M100's; Seeburg M100's. Will pay cash or trade Williams, AMI; Chicago Coin 4 Player Diamond, write BUSH DIST. CO., 236 N. W. TWELFTH ST., MIAMI 37, FLA. Tel: 3-4633.

WANT—Ringo Rolla. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.

WANT—Used Seeburg joke boxes model 1007 BW 19,000 series and up. Jennings CGI machines used or new and King Sunny Playballs, in any quantity available. Write airmail to: F. J. OTTEN AMUSEMENT, 904 TAFT AVE., MANHATTAN, P. I.

WANT—Wurlitzer Operators of Arcades, Bowling, Big Lanes; Novelties; New Group Type Shuffle Game—can be used for Group Operation on ticket sale, or for coin operation. Write, phone or phone: LEROY LOWY & CO., 510 TENTH AVE., NEW YORK, N. Y. Tel: Clieckring 4-5100.

WANT—15 Wire Owl Quizzettes—45 cents each. Select-A-Bar (like new with stand) $15; 1 H246 Seeburg Hideaway $175; 2 Vendo 38A boxes $44.50 ea. MUSIC DISTRIBUTING CO., 813 FRANKLIN ST., FAYETTEVILLE, N. C. Tel. 3992.

WANT—The old reliable Massengill and Darlingtonian coin operator pool tables. All sizes complete with accessories. Write your name and we will enclose our Bargain Sheet on used equipment. We will buy late one balls; Bingo games; Williams tables; arcades and recent shuffle alley, DARLINGTON AMUSEMENT COMPANY, 123 NORTH MAIN STREET, DARLINGTON, S. C. Tel. 560.

FOR SALE—New Wms. Olympic-Palm; New Wms. Quarter $225; New Wms. Horse Bowler $250; New Wms. Sea Jockey $275; Used Keeney 2 player League Bowler Rebound $75; United ABC clean $275; Spot Lite upright game machine $750 never used now $49.50 each; Knockout $75; Nifty $110; Double Action $125; Rag Mop $115; Deluxe World Series $230; Like New Exhibit 6 Shooter $125; Hayburners $225; Things $35; Playballs $35; Triple; Spot lights $10. We buy and sell Coinos from Pennsylvania. Operators or we will exchange for arcades, machines, K.C., SPECIALITY CO. INC., 5427 KAFER ST., PHILA., 6 PA. Tel: Market 7-6805 or 7-6591.

FOR SALE—Spot Lites $450; Bright Lites $340; Coney Island $375. A.B.C. $215; Zingo $250; Flying Saucers $300; Hi-Score $50; Bally Big Innning $100; Star Series $75. ALL SALES AT 929 BROAD STREET, WEST, WHEELING, WEST VIRGINIA.

FOR SALE—100 M. 78 Seeburgs; $600; 1—1250 Wurlitzer $175; 75—1750's, $500 each; $40—4—Bally Speed Bowlers $525. IDRICHA-CO., 1220 AUGUSTA AVE., TOPEKA, KANSAS. Tel: 2-5201.

FOR SALE—Universal steel stands manufactured by Chicago Metal Company, new—original crate—weighted single safe, double safe, J. ROSSFELD, C. 220 W. 67th ST., ST. LOUIS, MO. Tel: Olive 2990.

WANT—115 New and used wall boxes $100 at Thermopolis, Wyo- mingh and W. Term, ORCHARD PARK, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Write for the lowest prices. New and used dealers wanted phonographs: 100 Seeburg' 78—45—Wurlitzer 1100's, 1015', Exporting Distributions Co., 1715 HAR- FOX BUILDING, BALTIMORE 13, MD. Tel: Ex 7-6829, Wurliz- ter distributors Maryland and District of Columbia.

FOR SALE—Citations 39.50; Champi- ons 40.50; S/S M100 $35; New scoring unit wall type $79.50; used scoring unit $59.50; Climate Adjuster $15.50; Bingo and Equipment write. MERIT INDUS- Trial, 60 W. 60 ST., CHICAGO, ILL. Tel: Englewood 4-9502, Eng- lewood 4-9204.

FOR SALE—New Astroscope $275; New 1' Camera Chief $160; New 1' Advision $120; Wurlitzer Wall Boxes $35 Citations $52; Bally Rapid Fire $75; Bowlette $46; Wurlitzer Bally $75, INC., 564 W. DOUGLAS, WICHITA, KANSAS.


FOR SALE—Will sell, trade, or buy all types of coin operated equip- ments; Shuffle Alleys; Music Boxes; Games; Coin Operators, op- erators in Pennsylvania. RUGINS NOVELTY, 107 SEVENTH STREET, Mount Carmel, Penna, Tel: 31.

FOR SALE—Shuffle Alley Packs—For Manufacturers and Distributors. We have the finest and best in the market for use on all Shuffle Alleys and other coin operated machines. We will buy and sell for cash or trade, offer guaranteed—the finest in the world—and we offer it at the lowest prices in the field. Write, phone or wire for quantity prices. GOODYEAR DISTRIBUTING CO., 140 N. BROAD ST., ELIZABETH, Tel: 2-0089.


FOR SALE—Seeburg Bear Gun $275; 100 selection Model A $275; 463 Coney Island $315; 935 Harp Speaker $17; Bally Hi Roll $875; Six Shooter $175; AMI Model B—$395; 929 BROAD STREET. Pin Ball; Photo Finish $65; Gold Cup—Entries $25; will take for exhibit Pony Express and Fireman's Bill. HIT AMUSE- MENT CO., 5225 S. TACOMA, WASHINGTON. Tel: Riverside 1604.

FOR SALE—Eastern Electric Co. (C-B), reconditioned. New Hammelard Pails 750's $125; Used 250's $75; 725, 250; play, 2 king size columns, New Hammelard Pail $139.50. UNI- VISION INDUSTRIES, 2220 REDMOND AVE., SEATTLE 19, WASH. 504 EXCHANGE, 654 NORTH HIGH STREET, COLUMBUS 8, OHIO. Tel. Universit 9090.
FOR SALE—Photographs with famous Dave six photographs Seeburg 72767. One-half hatter $110; 5000 records—used 5e ea. Seeburg 72767. Ship $6. CASH, 615-10th Avenue, NEW YORK, NEW YORK.

FOR SALE—Just off our route: Wurlitzer 1592A, and adapter new Wall box #125; Gottlieb Bowler $45; Seeburg Chicken Sam complete new. Rollers $.50 new. 1/2 deposit with order, FRENCHY & LIP, 624 La Salle, MONTREAL, M.Q.

FOR SALE—New and used Seals. Excellent used and new Seals and bargain list on used ones. SPARKS SPECIALTY CO., SORPRENT, CA.

FOR SALE—Chicago Coin Hit Parades 35; Mac 1422 Rock-Ola Coin. peninsula Phonograph model 135, floor sample. Established at AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSTON, ILL.

FOR SALE—Coney Islands $450; ABC Bingo $275; Zingo $325; Teete $325; Wall Boxes $320; 12 wall Boxes $320; Grand Avenue $325; Swope $400; Benson $350; Barnacle Bill $40; Backs $85; WILLY Wall Box $14, V. D. B. BYSVILLE, O., Tel. 5719.

FOR SALE—BingO Games Five Stars $150; A.B.C. $235; Rolero $195; Leaders $350; Brite Lites $150; BingO Games $125; Coney Island $375; Atlantic City $395; County Fair $225; Steeple Chase $205; Hawbakers $225; Spark Plug $225; Sea Jockey $275; Jumbo $325; Wall Boxes $325; 10 Winners $85; Citations $85; Photo Finish $50; Gold Caps $50; One-half weeks at ready location. CLEVELAND MACHINE EXCHANGE, 3000 PROSPECT AVE., CLEVELAND, O.

FOR SALE—Reconditioned Wurlitzers: 1250—$500; 1100—$550; 1015—$475; 1060—$425. Seeburg 1015—$425; 1250—$475; 722——$275; Maltin $350; Seeburg 445—$275; 1015—$275; 5 Winners $85; Lotus $110; Jumblit $125; Litho $125; $75. Apartment, Balcony $75; 1/2 deposit at ready location including and condition and all time orders. CLEVELAND DISTRIBUTING CO., 1321 CENTRAL PARKWAY, N. CLEVELAND 14, OH. Tel. Main 8151.

FOR SALE—Seeburgs 430; Madison Savory Garden $115; Six Shooter $125; Lafayette $110; Louis $85; Control Tower $110; Floor Box $40; Nifty $110; Wild West $145; Punch $85; Rockettes $100; 1946 Seeburg $100; 100A Technical Horace. Chipper RoANOKE VENDING MACHINE CO., 116 W. WASHINGTON TOW, CHARLESTON, W. VIRGINIA, Tel: 401111.

FOR SALE—Wurlitzer 1080 $17950; ca: Wurlitzer 1100 $37550 ea. 10 machines total $67500; Printers; 20 machines ready for erating. Many others—write for quotations. CASH, 59 TENTH AVE., N. W. D. N. Y. Tel: Clicker 40500.

FOR SALE—ChicOon Bowling Allers $155; Seeburg Guns $75; Le LAW $95; Deluxe Bowling $175; Chicago Coin Bowling Machine $210; Chicago Coin AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO, ILL.

FOR SALE—Packard Wall Boxes $10 each: Used Rock_Ola Seeburgs; Wallace 100. Delux Seeburgs; Chicago Coin Machines, priced right. One Bulls; Turkings, new, in original crates; used Turf Kings; Seeburg; Chicago Coin; priced right. Also Mechanical Horace, Late model. EASTERN VENDING SALES CO., INC. 940-42 LINDEN AVENUE, BALTIMORE, MARYLAND.

FOR SALE—Rock-Ola 1424 Walnut Hills, 67th St. $150; Bar Brackets $4; 1545 $10-25c Wall bar boxes $5; Gottlieb $25; Seeburg $25; Rolls $25; New $25. CASH, 600 W. 54th St., CHICAGO 19, ILL.

FOR SALE—RCA 25c Coin Radio $22.50; 4 Col. Postage Stamps $18; National Candy King New $27 Boys; Amoco Candy King New $18; Aoron Charm Venders $12; Champion Basket Ball New $20 (New $25); Poke $5. Wall Boxes New Hi Chrome $22.50; Chicago Coin $22.50; Eastern Elec. Cig. Vendor New $2490; Band Box $1390; Silver King Hot Nose $250; Lager Tapp $25; Color $25; $55; Mills Candy Vender $25 (New $30); R-G $475; AMI Model A Very Clean $300; Wurlitzer 1080 Very Clean $1600; $1000. Ship $1000. Wall boxes. Write MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, OH. Tel. (Superior 14600).


FOR SALE—Complete Shuffleboard Refinishing Equipment. Two spe- cial shuffleboard equipped trucks. We will tell you how to do it in any part of the country, and show you our formula for refinishing. Costs little to buy and manu- facturing and manufacturing of shuffle-board is a money maker. Contact owners going in government work. BOX HOLDER, 14080 BENTLEY AVE., DETROIT, MICH.

FOR SALE—Rocky Heavy Hitters $425; Spunky $35; The Dandy $325; CANTICOLLINS, WURLITZER INC., 1500 BROADWAY, NEW YORK, N. Y. Tel. 42-2216.

FOR SALE— Senor 1 W-W-56 wall box $75.00. CAYCULL-OFF ITT ECO, INC., 1500 BROADWAY, NEW YORK, N. Y. Tel. 42-2216.

FOR SALE—Packard Wall Box $75.00. CAYCULL-OFF ITT ECO, INC., 1500 BROADWAY, NEW YORK, N. Y. Tel. 42-2216.

FOR SALE—Phonograph records direct from our route. We welcome complete inspection of our stock. Complete line of quality RELIABLE COIN MACHINE CO., 101-19 W. 49 STREET, BART- T, CONN.

FOR SALE—2 C.C. Thing $95; Bally Carnival $35; Exhibit Condus $35; Universal Deluxe Twin Bowl $125; Gottlieb 3 Dollar Big Sweep $225; Six Shooter $195; Universal Winner $110; Liberty $65;玩 $110; 149 E. 2nd St., SALT LAKE CITY, UTAH. Tel: 9-0931.

FOR SALE—United Across the Board; Chicago Coin Derby; Midget Movies; Renewed. Overstocked. SELLING AT WHOLESALE FOR A QUARTER); Wurlitzer 1217; Wurlitzer 1250; Seeburg 1000; Bally 1900; Gottlieb $25. WANT—Will pay cash for Bally Machines and Metal Typers. G. L. WELCH & CO., INC., 285 LINCOLN ST., ALLSTON, MASS. Tel. Algonquin 4-4010.

FOR SALE—Bally’s Atlantic City $500 each. On self deposit with balance C.O.D. FRENCHY AMUSE- MENT CO., 7624 N. 2nd Ave., OREGON.

"It's What's in THE CASH BOX That Counts"
**This Week's Used Market**

**MOST ACTIVE EQUIPMENT**

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>Down</td>
<td>Wurlitzer 750M</td>
</tr>
<tr>
<td>Up &amp; Down</td>
<td>Wurlitzer 1100</td>
</tr>
<tr>
<td>Down</td>
<td>Seeburg 426</td>
</tr>
<tr>
<td>Up &amp; Down</td>
<td>Seeburg M-100-78</td>
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<tr>
<td>Down</td>
<td>Rock-Ola 1142</td>
</tr>
<tr>
<td>Up &amp; Down</td>
<td>Pack &amp; Pin Wall &amp; Bar Box</td>
</tr>
</tbody>
</table>

**Most Active Used Machines**

- **Up & Down (Get 6/8)**
  - 24.50-26.95
- **Up & Down (Bright Lights)**
  - 255.00-265.00
- **Up & Down Sales**
  - 95.00-105.00

**Most Active Used Arcade Equipment**

- **Up & Down Sales**
  - 125.00-135.00
- **Held—Bally**
  - 95.00-105.00

**Manufacturers’ New Equipment**

- **AMG, INC.**
  - Model D-40 Phonograph
  - $795.00
- **ROCKOLA MFG. CORP.**
  - Super Rocket 50-50 Phonograph
  - Model 1342
  - $495.00

**MARVEL MFG. CO.**

- **Marvin Products Co.**
  - Overseas Scoreboard
  - $125.00
- **WALL TUBE SCOREBOARDS**
  - $125.00

**UNITED MFG. CO.**

- **New York Sales & Service**
  - Six Player Super Shuffle Alley
  - $350.00
- **Shuffle Alley, Inc.**
  - Six Player Shuffle Alley
  - $550.00

**Major League (Automatic Baseball Pitcher)**

- **WILLIAMS MFG. CO.**
  - Caravan
  - $975.00

**THE RUDOLPH WURLITZER CO.**

- **Model “1600” Phonograph**
  - $975.00
- **Model 1500 Phonograph**
  - $550.00
- **Model 4851 5c-10c-25c Wall Box**
  - $975.00
- **Model 5204 Wall Box 5c-10c-25c**
  - $550.00

**CIGARETTE MACHINES**

- **4. Duetschman W’L (9 col.)** $65.95-90.00
- **4. Duetschman S’Z (7 col.)** 65.95-85.00
- **4. Duetschman Champions (9 col.)** 80.00-97.50
- **4. Duetschman Champion (11 col.)** 90.00-125.00
- **4. Rove Electric C.G.** 150.00-189.50
- **4. Lebigh PX (10 col.)** 100.00-125.00
- **4. Lebigh King Size** 135.00-145.00
- **4. National 750** 85.00-125.00
- **4. National 950** 95.00-145.00
- **4. National 990** 90.00-135.00
- **4. National Electric** 115.00-139.50
- **4. Rove Imperial (6 col.)** 65.95-95.00
- **4. Rove Royal (6 col.)** 79.50-100.00
- **4. Rove Royal (8 col.)** 90.00-130.00
- **4. Rove Royal (10 col.)** 95.00-140.00
- **4. Rove President (8 col.)** 100.00-145.00
- **4. Rove Crusader (16 col.)** 125.00-155.00
- **4. Spooner** 85.00-105.00
- **4. Uneda “A” (6 col.)** 49.50-70.00
- **4. Uneda “A” (9 col.)** 95.00-120.00
- **4. Uneda “E” (7 col.)** 75.00-95.00
- **4. Uneda “E” (9 col.)** 95.00-120.00
- **4. Uneda “E” (12 col.)** 75.00-95.00
- **4. Uneda “F” (15 col.)** 75.00-95.00
- **4. Uneda 500 (7 col.)** 75.00-110.00
- **4. Uneda 500 (15 col.)** 75.00-110.00
- **4. Uneda Monarch (12 col.)** 79.50-135.00

**Manufacturers’ Price Lists**

**SHUFFLES—REBONDS**

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<thead>
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<tr>
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**ROLL DOWNS**

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**CONMD**

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**ARCADE EQUIPMENT**

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<tr>
<td>100.00</td>
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<tr>
<td>125.00</td>
</tr>
</tbody>
</table>

**Cigarette Machines**

- **4. Duetschman W’L (9 col.)** $65.95-90.00
- **4. Duetschman S’Z (7 col.)** 65.95-85.00
- **4. Duetschman Champions (9 col.)** 80.00-97.50
- **4. Duetschman Champion (11 col.)** 90.00-125.00
- **4. East Electric C.G.** 150.00-189.50
- **4. Lebigh PX (10 col.)** 100.00-125.00
- **4. Lebigh King Size** 135.00-145.00
- **4. National 750** 85.00-125.00
- **4. National 950** 95.00-145.00
- **4. National 990** 90.00-135.00
- **4. National Electric** 115.00-139.50
- **4. Rove Imperial (6 col.)** 65.95-95.00
- **4. Rove Royal (6 col.)** 79.50-100.00

**Manufacturers’ Price Lists 1952**

- **CONFIDENTIAL**
- **PRICE LIST**
- **ROLL DOWNS**
- **SHUFFLES—REBONDS**
- **ARCH-EO-AD**
- **Cigarette Machines**

**This Week's Used Market**

**Most Active Equipment**

- **Down—Wurlitzer 750M** $9.50-90.00
- **Up—Wurlitzer 1100** 285.00-375.00
- **Up—Bally 3-Slot Bowler** 365.00-450.00
- **Up—Seeburg 426** 95.00-139.00
- **Down—Bally** 115.00-187.50
- **Held—Seeburg M-100-78** 595.00-725.00

**Most Active Used Machines**

- **Up & Down (Get 6/8)**
  - 24.50-26.95
- **Up & Down (Bright Lights)**
  - 255.00-265.00
- **Up & Down Sales**
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  - $495.00

**MARVEL MFG. CO.**

- **Overhead Scoreboard for Shuffleboards**
  - $125.00
- **Wall Tape Scoreboards for Shuffleboards**
  - $95.00

**UNITED MFG. CO.**

- **Six Player Super Shuffle Alley**
  - $350.00
- **Six Player Shuffle Alley**
  - $550.00

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JOIN THE THRONGS OF HAPPY OPERATORS CASHING IN WITH...

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TWIN SPOT FEATURE

MATCH A SCORE

MATCH A STAR

BIG EASY-TO-SEE SCORES

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JUMBO DISAPPEARING PINS

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STRIKE OR SPARE FLASHER LIGHTS

CAN PICK UP

7-10 SPLIT

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by Bally
GREATEST MONEY-MAKER
IN THE ENTIRE AMUSEMENT INDUSTRY!

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RETRACTABLE CASTERS FOR EASY MOVING
Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-holes - 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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REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE
110 VOLT A.C.

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