Most of the singers who were in New York at the time showed up at a recent party given by Brad Phillips, WINS disk jockey to promote the Smarty Pants Patch which all of them are wearing on their lapels.

Left to right are: Alan Dean, Tommy Edwards, Gene Williams, Johnny Hartman, Dick Haymes, Brad Phillips, Frank Campagna, Eddie Fisher, Danny Wischell, Stuart Foster, Richard Hayes, Steve Lawrence, Danny Davis, Tony Bennett, Johnny Parker, Art Land, Barry Douglas, Ricky Vallo, Al Martino, Rusty Draper, Danny Sutton and Jimmy Saunders.
"The Cash Box"

MOA SPECIAL
(MUSIC OPERATORS OF AMERICA)
issue
Dated: SEPTEMBER 13

GOES TO PRESS: THURS. SEPTEMBER 4

YOUR ADVERTISING MESSAGE
WILL REACH ALL OF THE NATION'S

JUKE BOX OPERATORS

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.

RUSH IN YOUR AD NOW!
THE CASH BOX, 26 West 47th Street, New York 36, N. Y.
Once again, as has happened many, many times in the past, this publication has been approached to "get on the newsstands." In fact, one of the statements was:

"How in the world can you stay away from the newsstands when you've got such a heavy demand for your publication due to the fact that it is so constantly mentioned over the air by men all over the nation as their source of information?"

The answer today, when it has always been, is that The Cash Box came into being in a most sincere effort to help eliminate newsstand circulation and, especially, to help eliminate the quotation of prices of all equipment so that storekeepers would not know these prices.

Our standard statement has always been:

"Do you know the price your druggist pays for the toothpaste he sells you?"

"Then why," we ask, "should your druggist know the price of the machine you bring into his location?"

Dozens of operators everywhere in the nation have been confronted with the face appearing here. This is the storekeeper who learned about prices and now wants 100% of the profits.

Thank goodness, he usually winds up with: NOTHING!

But, in the meantime, a good location, which took some operator months and months of hard, persevering, agonizing effort to build up, is lost.

Lost for months. Until that location starts out to get the machine he purchased fixed. Or, until he writes the man who sold him, and wants his money back.

In the meantime, he sticks his tongue out at the operator who worked so hard to make his customers' coin operated entertainments conscious.

And tells that operator, "I've bought my own machine. Now I'll take 100%."
To Meet Operators Who Not Only Publicize Your Disks But Buy Them Too

ATTEND THE

MAO CONVENTION

On September 11, 12 and 13, the Music Operators of America will hold their convention at the Congress Hotel in Chicago.

There is probably no more important meeting that those in the music and record businesses can attend than the yearly MOA convention. Here are gathered on one floor, where they can be met, questioned and spoken to, operators of juke boxes from all over the country.

These are the men who actually buy the records—and buy them in quantity. These are the men who are constantly seeking the best available disks to put in the boxes.

The MOA convention has always been a fruitful one as far as the record trade is concerned. That is evident from the fact that at the musical and record meeting, every major and almost every independent have a booth. And even the very small firms who won't display will have some representative there to meet the operators.

As well attended as past MOA conventions have been, this one looks as though it will be the biggest yet.

One of the reasons is that it comes at a most opportune time—just as the big record season starts, a time when all disk manufacturers have some potential smashers to offer and want to get them heard by as many operators as possible.

What better place than at the MOA convention?

Another reason is that more and more, manufacturers have come to realize the important part that operators play in the creation of hits. For an operator not only provides a showcase for records, but he actually buys them himself. And so of course the manufacturer today is intent on reaching as many operators as he possibly can.

What better place than at the MOA convention?

There are many other reasons for the large number of participants expected to realize the important part that operators play in the convention of hits. For an operator not only provides a showcase for records, but he actually buys them himself. And so of course the manufacturer today is intent on reaching as many operators as he possibly can.

What better place than at the MOA convention?

Essentially, however, the importance of the MOA meeting results from the growing importance of the operator to the music business. It is now generally accepted that the operator is the basic factor in the distribution of records. For an operator not only publicizes, he buys. And as far as those two functions are concerned, there is no other person in the entire music business who combines them.

Therefore, it's to be expected that record manufacturers, publishers, artists and everyone else concerned with the making of a hit record will want to meet the operators, find out what makes their customers play one disk and not another, learn what their requirements are and make plans to fulfill them.

What better place than at the MOA convention?
THE TEN RECORDS

Disk Jockeys Played Most This Week

A Summary of Reports Received from the Nation's Disk Jockeys

1. AUF WIEDERSEHN SWEET-HEART
   Vera Lynn (London)
2. WISH YOU WERE HERE
   Eddie Fisher (RCA Victor)
3. BOTCH A-ME
   Rosemary Clooney (Columbia)
4. SOMEWHERE ALONG THE WAY
   Nat "King" Cole (Capitol)
5. YOU BELONG TO ME
   Jo Stafford (Columbia)
6. HALF AS MUCH
   Rosemary Clooney (Columbia)
7. HERE IN MY HEART
   Al Martino (B.B.S.)
8. WALKIN' MY BABY BACK HOME
   Johnny Ray (Columbia)
9. HIGH NOON
   Frankie Laine (Columbia)
10. DELICADO
    Percy Faith (Columbia)

Joe Delaney is seriously considering a combined radio-TV deal with WDSU in New Orleans. Joe has also been booked to MC several auditorium concerts this fall starting with the New Orleans Jazz Club Festival in September. Also, he understands that he helped out Eileen Barton on "Easy, Easy Baby" for Coral while the songstress was down there. All this and a few more assorted chores in addition to his law studies at Tulane. He's worn out just thinking about it... Dave Teig of KORC in Mineral Water, Texas is connected with the Western Air Force Band which broadcasts over WFAA, Dallas and would appreciate sheet music and arrangements. Dave also writes a column called Disc and Dat for the base newspaper.

Bill Silbert doing a tremendous job over WABB, the Dumont TV station in New York. An interesting incident occurred a week ago at the Val Air Ballroom in Des Moines. Louis Armstrong was playing a one-nighter there and residents from that area came from miles around to see "Satchmo." One youngster who had come from Duncombe (90 miles from Des Moines) was left stranded by his friends and didn't know where to turn. In the hustle and bustle of the crowd, he recognized the familiar voice of Al Rockwell, popular DJ at station KRNJ in Des Moines. The kid approached Al and very sincerely told him that he was stranded and didn't know anyone in the ballroom except Al, whom he had never met or seen before, except for hearing his voice on the air. To bring the story to a close, Al was kind enough to drive the boy to the nearest transportation point which was quite some distance from the ballroom.

Nice letter from Claude Taylor (WMBR-Jacksonville, Fla.): "Thought you might like to know that for the past twenty weeks I've been using as a regular feature the Ten Records Disk Jockeys Played Most This Week, very successfully on one of my shows. Claude Taylor's Sunday Dance Party includes the top ten and the numerical listing of each tune. Listeners have available five incoming telephone lines for telephoning dedications and just recently they've started selecting their dedication tunes by number—play number six for so and so, etc. The Cash Box gets full credit for material and information. Needless to say it's a big hit with the Sunday afternoon audience since they've honored my show with a number one Hoeppering. The Cash Box is an invaluable aid in programming music on disk jockey shows."... Bill Reynolds (WSTC-Stamford, Conn.) sees a great future ahead for Champ Butler, Sandy Solo, Mary Small and Cindy Lord. ...Lee and Lorraine Ellis, formerly of WSFR in Springfield, Mass. have been doing a special series of audience participation shows for both WHAS and WHAS-TV, Louisville, Ky. Some of their guests have been Shep Fields, Marion Bell and Lawrence Brooks. Upon completion of this summer series of television and radio shows, they will leave for New York to set up shop.

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

**DISK OF THE WEEK**

**CARIOCA** (3:30) A fine small group instrumental version of an oldie is brought out by Buddy De Franco and his Trio. The very fast moving number gets a slick clarinet solo with some pretty rhythm backing.

**JUST ONE OF THOSE THINGS** (2:41) Here the De Franco crew buries through a great Cole Porter oldie. The artists blend their instruments well together on this hot piece.

**THE FOUR KNIGHTS** (Capitol 2195; F-2195)

**SAY NO MORE** (2:25) The Four Knights and their rhythmic harmony leap through a fast jumping rhythm and blues type number with cute lyrics. The guys also get some fine tenor sax rides from Maxwell Davis.

**THAT'S THE WAY IT'S GONNA BE** (2:34) The low voiced lead of the quartet stands out as they bounce through another bouncer and exhibit some more fine vocaling.

**JACKIE JOCKO** (Mercury 5889; 5889a45)

**LOVER COME BACK TO ME** (2:45) Jimmy Carroll's ork provides some fitting backing for Jackie Jocko's intense and fast moving treatment of a terrific oldie. Jackie's powerful voice is zestful.

**YOU CAN'T GET TOO FAR WITH A BROKEN HEART** (2:40) The warbler gives out with a fine reading of a slow and sentimental piece that is expressively read. Ork credits again go to the Carollers.

**BILLY ECKSTINE** (MGM-1130; K-1130)

**BECAUSE YOU'RE MINE** (2:48) From the flick of the same name comes this beautiful ballad so well delivered in Billy Eckstine's stylish manner. The full voiced vocal is luckily supported by Nelson Riddle's ork.

**EARLY AUTUMN** (2:46) Mr. "B" offers another fine rendition of a slow pretty number with no distinct tune. Fine lyrics and lush backing once again from the Riddle crew add much to the number.

**DOLORES GRAY** (Decca 28336; 9-28336)

**SAY YOU'LL WAIT FOR ME** (3:08) The singing star from the hit comedy "Two On The Aisle," Dolores Gray, comes up with a wonderful rendition of a slow ballad with a pretty tune as some fine backing is portrayed by Sy Oliver's ork and the chorus.

**DIZZY HE CALLS ME** (3:15) A lush orchestration is the opening of another lovely ballad that Dolores chirps with color and feeling. Backing credits again go to Sy, the ork and the chorus.

**HELEN O'CONNELL** (Capitol 2204; F-2204)

**YOU LIKE** (2:11) Helen O'Connell teams up with Les Baker's orchestra and chorus on a fine happy kind of novelty. The cute words presented with a slight Spanish accent by the chipper makes for good listening.

**YOU DARLIN'** (2:20) Harold Mooney's ork backs the thrash on this deck as the Trio lends some vocal support to Helen's sweet voiced delivery of a slow number with fitting lyrics.

**ANNE SHELTON** (London 1247; 45-1247)

**SANTA MARIA** (3:05) The lovely voice of Anne Shelton glides through a prayer type number with a great deal of depth and sincerity as a lovely church effect is set up by the choir. Backing for fine tune comes from Stanley Black.

**BELLA MUSICA** (2:35) The English singing star voices a gay and rollicking number based on the music of "Finicull Finicula" as the Black ork and chorus help her on this piece.

**RALPH FLANAGAN ORCHESTRA** (RCA Victor 20-4885; 47-4885)

**I SHOULD CARE** (3:02) A slow wonderful number tailored made for a romantic atmosphere is delivered by Ralph Flanagan and his Grand oldie gets a smooth vocal treatment from Harry Prime and the Singing Wives.

**TIPPIN' IN** (3:10) Ralph and the boys dish up a fine instrumental rendition of a hop number. Arrangements and effects make this side some more good dance material.

**LES BAXTER ORCHESTRA** (Capitol 2205; F-2205)

**TILL THE END OF THE WORLD** (2:29) A pretty number with fitting lyrics and a light bounce is displayed by the Les Baxter ork and chorus. The female vocal lead delivers a smooth reading.

**TWO FACED CLOCK** (2:32) Les and the men give out with a light and novel number that's enjoyably chanted by the chorus. Tune is light and pleasant.

**JOHNNY DESMOND** (Coral 60823; 9-60823)

**TRYING** (3:05) Johnny Desmond expresses his feelings very strongly as he chants a slow and pretty ballad. The appealing treatment is backed by the Ray Charles singers on the vocal end and Tony Mottola's ork.

**WILD GUITAR** (2:23) A tune that's moving and wild rendition of a different type item is helmed by the artist and the Charles singers. Tony Mottola deals out the resounding backdrop for this number.

**RAY ANTHONY ORCHESTRA** (Capitol 2194; F-2194)

**MAKE BELIEVE DREAMS** (2:27) A lush and most heart warming number is dished up by Ray Anthony and his aggregation. Tommie Mersey and Marcie Miller duo fine together on the vocal end as Ray solos impressively on the horn.

**LOADED WITH LOVE** (2:23) Tommie and Marcie join again to deliver a moderate beat item as Ray and the boys give their fine ork support to the warblers. Lifting tune features the Anthony trumpet once again.

**TOMMY DORSEY ORCHESTRA** (Decca 28366; 9-28366)

**YOU COULD MAKE ME SMILE AGAIN** (3:05) Some fine coverage of an up and coming pop number is brought forth by Tommy Dorsey and the crew. Mary Hudson vocals the slow piece in fine fashion as the Beechembers back the artist.

**THIS IS THE BEGINNING OF THE END** (3:00) T.D.'s backing is as wonderful as ever as he provides the mood for Mary Hudson to solos in. Slow number is some more fine coverage.
NEW YORK:

Entire industry preparing to show up in Chicago for the MOA convention September 11, 12 and 13. Looks like a mass exodus from New York. . . Redd Evans back from a trip to Europe and set to go work on some of the most terrific tunes we've heard in a long, long time. . . After a week's rest (the first vacation they've had in a year). Four Aces feasted on the Eddy Arnold TV show last Monday. The boys have cancelled a date to appear at the MOA show Sept. 12. . . Dolly Dawn headlining the show at the Havana-Marina. The club's revised policy favors American entertainment. . . MGM has a big one in Alan Dean's "La Rossa." Sandy Solo has really struck pay dirt with his version of "I'm Through With Love." Jimmy Records reports 20,000 sold already. . . Lige McKelvy and Henry Okan are "parting amicably. Each will continue his activities on his own. . . Steve Gibson and the Original Red Caps have an RCA Victor record called "Wait a Minute." . . . Soft Hard of "Easy Baby," the song which has been making so much noise in Rhythm and Blues as done by Varetta Dil on Savoy. . . Mike Connell of Decca leaving for the Coast on Labor Day. Decca set to put out a series called "Curtain Call" which will feature the great tunes that are associated with top artists. . . "Zing-A Little Zong" by Bing Crosby and Jane Wyman has gone over the 100,000 before the film from which it comes has even been released. . . A switch on musical commercials: pop songs are plugged via soap wrappers in Denmark.

CHICAGO:

Free lance deejay, Howard Miller, told us recently, "I always like to feature new and unusual music on my shows. They're the ones that satisfy the biggest desires, too." It now seems that all the local deejays are spinning the same four tunes. Switch on the radio, turn the dial. You're bound to hear many a new artist and his waxing featured. . . Ray Cary's Mercury recording of "Hi-Bell Mia," Joni James MGM version of "You Belong To Me," Art Lowry's piano and orchestra on Columbia playing Fred Forrest's tune "Down By The Ohio" . . . Abbey's new sensation, Sandy Solo, warbles, "I'm Through With Love" with schmaltzy Sandy is the boy who lost both his arms when the B-24, for which he was flight engineer, crashed on the Island of Palawan in '44. Sandy got his start by singing on the Meredith Wilson Show. Has been doing fine ever since. . . Another newcomer reported to be taking the country by storm is Dick Lee. Dick was in town for a few days visiting various disk jockeys with his very fine Essex platter, "Infatuation." . . . "Eternally." One feature of his Chicago land visit was an autorgraph party at one of our town's larger record shops where many, many of his fans gathered to meet Dick and also purchase a copy of his grand hunk o' wax. . . Among the better known disk stars (with new releases that sound like future hits) Perry Como and his rendition of, "Love and Devotion," Marie Laney's "Please You're Mine," A real sleeper may be Slim Whitman's "Indian Love Call" on Imperial. . . Kitty Kallen just closed two week engagement at the Chef Paree where she appeared with Stan Lewis. . . Dave Rassler, RCA Victor Records, was in town this week to record Vaughn Monroe. Monroe is doing a series of one-nighters and came to Chicago especially for the recording session. . . During these same days, Phil and Leonard Chris. They have a top seller in "Juke" by Little Walter. . . If you've been having trouble contacting Artists, you'll find him pinching every afternoon for DJ Jesse Coop wood, WWCA, Gary, Indiana. . . Sam Fox and Barney Fields of Famous held a special movie screening of "Just For Me" for deejays. Appearing in the film is the famous F magnate plug songs, "Just For Me" and "Zing A Little Zong," Bing Crosby and Jane Wyman.

LOS ANGELES:

Bill Amos, KFWB dee-jay and a nice guy at that, now blossoms out as a male canary, folk style that is, with such items as "Headline! Down the Trail" and "Let Your Light Shine" just released on the International Sacred label. . . Bill's talent as a song writer is familiar with but we'd always thought his singing was just for kicks until recently he tells us Bill sounds mighty fine on these discs. . . A related school note from Charlie Adams' Rideway Music office reveals that the publisher and Los Angeles Art Satherly and Don Law ran amuck at Emenada recently, pulling in a total of $5 king-size barrelcups, bass and sunbur. . . All the Biharis is tap at modern, where we visited with Al Bramy of Melody Sales who was down from San Francisco with some of his cute youngsters being entertained by Saul and Flo Bihari. . . Al and Tony Valore are credited with "discovering" Rusty Draper and are still managing the Mercury artist, who's set for the Copa and Paramount in New York after scoring so well on the Ed Sullivan TV show. . . John Dolphin of Recorded in Hollywood tells us Morris Music just took over on "The River." With the trend definitely strong toward good dance music, one group to listen for is The Jerry Fielding Orchestra. . . Jerry's the very talented young arranger and the Greanbo Marx TV and radio show, and a few major labels are reported interested in his recently formed dance band, which has dates at the Balboa Rendevous and other Southern California dance places. . . Gordon Wolf has moved his Sundial Music firm, distributors of MGM, Savoy and Remington records, from Washington Blvd, to 1301 S. N. California Street, just around the corner from Jim Warren's Central Record Sales on Pico. Jack Lewark, the very likeable lad who heads California Record distibutes, has gone into a record label that looks solid. . . It's called Lighthouse and features Howard Rumsey's All Stars from the popular herom Beach Lighthouse Cafe. . . Film releases "Viva Zapata" and "Big Boy" by Jimmy Giuffre who wrote "Big Boy," are off to a flying start. . . Jack has a new Gal Friday since Jackie Haddad headed for the Wisconsin woods to convalesce after her illness. . . Irv Pinsaski now happily singing the praises of King & Federal with Al Sherman, one of the nicest guys on the Row, as his headman.

"It's What's in THE CASH BOX That Counts"
LORRY Raine
(Universal 4008)
B "THIS NIGHT FOR LOVE" (2:49) The cool clear voice of Lorry Raine rings out effectively as she exhibits a pretty reading of an inviting number with a light Latin tinge. Oliver's orchestra and his organ present the backing.
C "YOU CAN'T HURT ME ANY MORE" (2:50) Another novelty rhapsody on a slow sentimental ballad and comes up with another pretty vocal by Clevanoff and his orchestra.

ROY GOODRICH
(King 15197; 45-15197)
B "JUNGLE DRUMS" (2:10) The drums sound loudly and the orchestra sounds beautifully as Roy Goodrich chants a jungle type full voiced reading. The melody is a good one and the rendition is even better. Joe Lipman's organ sets the mood on this item.
C "TO YOU"—(2:43) Here the artist changes the tempo and sounds up to a pretty reading of a slow ballad. The romantic lyrics are given out expressively, with the melody offered by the Lipman boys once again.

WOODY HERMAN & THE THIRD HERO (Mers 300)
B "EARLY AUTUMN" (2:50) Woody Herman projects a soft and slow number with a whole lot of sound and very warm voices. The Third Hero helps him round out the side with some fine backing and a good instrumental.
C "CELESTIAL BLUES" (2:45) An instrumental is demonstrated by the gang as they deliver a tune which Woody wrote himself. The soft, bouncy sound offers some fine listening.

SPIKE JONES & HIS COUNTRY COUSINS
(RCA Victor 20-4875; 47-4875)
B "HOT LIPS" (2:07) Another great novelty comes from the wash board ork of Spike Jones. An enjoyable boys' vocal is dealt up by Eddie Kirk and some great multiple sounding mute trumpet is dished up by George Rock.
C "HOTTER THAN A PISTOL" (2:12) Another novelty with some impressive trick trumpeting by George Rock comes from Spike and the boys. Lyrics are very cute and the listener is a side just loaded with fun.

GEORGIA CARR
(Capitol 2184; F-2184)
B "SOFTLY" (2:05) As the name might signify, through Georgia Carr comes a soft and smooth whispering type number that makes for some fine good music. The subdued rendition is fittingly backed by Nelson Riddle and his lads.
C "I'M NOT GONNA LETCHA IN" (2:02) Georgia bounces out a cute and easily remembered melody with a 'great deal of imagination. The cute number is done in a fine manner and is real pleasant on the ear.

Ella Mae Morse
(Capitol 2186; F-2186)
B "A SLEEPIN' AT THE FOOT OF THE BED" (3:00) Ella Mae Morse is backed by a happy bopper that is very amusing and colorful as listening material. The ditty gets a lush instrumental backing from Nelson Riddle's men.
C "MALE CALL" (2:12) The orchestra and the instruments make an interesting opening for another lifting jump number. Cute lyrics and fine organ support by Nelson and the gang help round out the side.

MITCH MILLER ORCHESTRA
(Columbia 39851; 4-39851)
B "MEET MR. CALLAGHAN" (3:28) A wonderful fashioning of an up and coming pop hit gets the one and only Mitch Miller treatment. The soft rendition features Stan Freeman at the harpsicon. Stan is showcased by the chorus on this grand side.
C Mitch, the orchestra and the chorus team up on an eerie type lush instrument that is quite unique. The eerie sound effect as the chorus hums in the background.

BILL ANDREWS
(Saxon 101)
B "ROMAN GUITAR" (2:56) A large tempo is the pace to which Bill Andrews chants a lovely melody with equally beautiful words. The warm and relaxed reading is showcased by the backing of Jimmy Mondello's orchestra. Some lyrics are read in Italian.
C "SAVE THE LAST DANCE FOR ME" (2:45) A grand oldie given the treatment of a type backing by the use of a guitar is interestingly portrayed by the artist. The songster slogs the slow number well.

APRIL STEVENS & HENRI RENE ORCHESTRA
(RCA Victor 20-4876; 47-4876)
B "THAT NAUGHTY WALTZ" (3:16) The whispering thrust with a slyly cozy line by April Stevens, comes up with a fine side paced to a slow Waltz tempo. Henri Rene plays the fitting organ backing for the luscious voice of April.
C "LIKE TO TALK TO MYSELF" (3:00) Another novelty set to a bounce beat on this deck, is full of whistles and sips and makes for some fine listening material. The whole record should be a great deal to the side.

ROY GOODRICH
(King 15196; 45-15196)
B "THE BIG SKY" (2:50) A song with a message, a sort of patriotic type number, is given a very lovely sound producing production type reading by the powerful voice of Boy Goodrich. The chorus and Joe Lipman organ add a great deal to the side.
C "THE SHOW IS OVER" (3:05) Keyes, comes forth, with a sentimental romantic number that is set to a light Latin beat. The lovely piece gets a lush instrumental backing from the Lipman orke.
PHILADELPHIA, PA.—Johnnie Ray recently appeared with Bud Brees on his WPEN show and they had as their guest of honor Albert Valli, a little 6 year old blind boy. Here’s the story: Albert Valli lives in South Philadelphia with his mom and dad. Ever since Ray has been recording, this child had idolized him. He plays all his disks at home from morning to night and imitates him almost to a T. When Johnnie was finishing his last engagement at Chubby’s Albert’s parents brought him to meet the singer. Ray introduced him to the audience and had him do his impersonation and of course he tore the house down. Johnnie then introduced the boy to Bud Brees who thought it a good idea to have them both on his show. Here they are shown listening to Albert do his stint on the air. Unfortunately nothing can be done for the child. He’s to be blind permanently.
NEW YORK—Pert Jackie Thomas “needles” deejay Martin Block for an extra spin on Capitol’s “High Noon” as recorded by Tex Ritter. Miss Thomas represented Capitol Records in promoting the disk as Tex Ritter is featured doing this tune in the motion picture of the same name.

Jubilee Adds 2 To Promotion Staff

NEW YORK — Jubilee Records, with several hits running, is going all out on promotion, according to president Jerry Blaine.

Blaine has just put on two new men to handle promotion. One is Herb Dexter, former disk jockey and music publisher, who will be in charge of promotion via disk jockeys. The other is Jales Malaud who will blanket the country on road trips visiting ops, DJs and distros. He is currently on a midwestern trip.

That Extra Spin

Music
So
Zing
Clooney)
Delicado
Possess
Went
Lonely
Kiss
Somewhere
Sugarbush
Four
Win
Four
Walkin’
In
Have
I
Just
Half
Wish
Botch-A-Me
I’m
Hang
I
You
Botch-A-Me
Fall
Strange
Walkin’
Half
Doodletown
High
You
My
Should
Rock
Zing

Standard Songs are MONEY MAKERS!

“INDIAN LOVE CALL”

SLIM WHITMAN—Imperial

THE CASH BOX

“BEST BETS”

(August 23, 1952)

RAY CURA

(RECORDY 5888; 5888X45)

That Extra Spin

New Jersey
So
Zing
Clooney)
Delicado
Possess
Went
Lonely
Kiss
Somewhere
Sugarbush
Four
Win
Four
Walkin’
In
Have
I
Just
Half
Wish
Botch-A-Me
I’m
Hang
I
You
Botch-A-Me
Fall
Strange
Walkin’
Half
Doodletown
High
You
My
Should
Rock
Zing

Tell Me You’re in Love

“Mi Bella Mia”
COUPLED WITH

Palmer Plays First Chi Dance TV Remote

CHICAGO—Jimmy Palmer and his “dancing shoes” orchestra, originated this city’s first dance band remote on television this past week, when the camera crew of WON-TV moved their equipment into the Melody Mill ballroom and presented half an hour of dance music.

The program consisted of the orchestra playing some old and new favorites, several of Palmer’s Mercury recordings (“Who”/“Wait Till The Sun Shines, Nellie”). Also on the program were the guests of the evening, the Harmonians.

The show will be presented every Wednesday night and it is rumored that it may appear over the DuMont network soon.

Ed Bartell
1. I Will Remember You
2. Here’s to the One I Love
3. I’m a Fool for You
4. My Heart’s in New York

Paul Flanagan
WTRB—Albany, N. Y.
1. High Noon (Bill Harris)
2. Meet Mr. Gable
3. I’d Rather Be Free
4. Sugarbush

Ed Gallerah
WTOP—Washington, D. C.
1. I’ll Be Faithful
2. How Can I Tell You
3. If You’re a Fool
4. Some Other Year

Eddie Gallerah
WJXJ—Jackson, Miss.
1. I Should Have Known Better
2. Why
3. I’m Gonna Keep Holding You
4. The Best Thing About Love

Johnny Pearson
KOWH—Omaha, Neb.
1. Auld Lang Syne (Vera Lynn)
2. When the Moon is Full (Nat King Cole)
3. The Stars and the Moon (Nat King Cole)
4. I’ll Be There (Nat King Cole)

Robin Seymour
WKBQ—Birmingham, Mich.
1. Asking for Love (Nat King Cole)
2. Have a Good Time
3. Tell Me (Nat King Cole)
4. If You’d Be True

Bill Anson
KFWB—Hollywood, Calif.
1. Sometimes My Heart (Vera Lynn)
2. In My Heart (Vera Lynn)
3. Blue Tango (Roy Acuff)
4. I Gotta Laugh (Roy Acuff)

Gil Henry
KING—Seattle, Wash.
1. Auld Lang Syne (Vera Lynn)
2. When You’re Gone (Hank Williams)
3. Take Me Out to the Ball Game (Vera Lynn)
4. Nothing But You (Vera Lynn)

Ol Park
1. Tennessee Waltz (Peggy Lee)
2. Blue Skies (Doris Day)
3. Svengali (Vera Lynn)
4. I’m a Fool (Vera Lynn)

Ted Hood
WFGM—Ferguson, Mass.
1. Auld Lang Syne (Vera Lynn)
2. Indian Love Call (Faron Young)
3. Someone for Me (Tina Towne)
4. I’ve Been Telling You (Faron Young)

Alan Saunders
WNVJ—Newark, N. J.
1. Auld Lang Syne (Vera Lynn)
2. I’ll Be There for You (Tina Towne)
3. Someone for Me (Tina Towne)
4. Someone for Me (Tina Towne)

Don McLeod
WJER—Detroit, Mich.
1. Auld Lang Syne (Vera Lynn)
2. This Is the End (Nat King Cole)
3. That’s the Way It Is (Nat King Cole)
4. Half As Much (Nat King Cole)

Ray Drury
WSPA—Vermont, Mass.
1. High Noon (Frankie Laine)
2. I’ll Be There for You (Tina Towne)
3. Someone for Me (Tina Towne)
4. Someone for Me (Tina Towne)

Sid Dickler
WMCK—Chicago, Ill.
1. Half As Much (Nat King Cole)
2. The Balloon (Reinig Ruman)
3. Someone for Me (Tina Towne)
4. Someone for Me (Tina Towne)

Peter Potter
KLC—Dallas, Tex.
1. Auld Lang Syne (Vera Lynn)
2. Someone for Me (Tina Towne)
3. Someone for Me (Tina Towne)
4. Someone for Me (Tina Towne)
Walkin'
Botch-A-Me
WRNL
Possess
Luna
(A!
Somewhere
High
Delicado
Half
Zing
The
Lawdy,
Here
I'm
The
Lover
Delicado
Espanharlem
Botch-A-Me
Page
You
C.
Botch-A-Me
Fool,
Blue
I
Botch-A-Me
Botch-A-Me

Listings below are repeated exactly as submitted by leading disk jockeys throughout the nation for the week ending August 23 without any changes on the part of THE CASH BOX.

Earle Pudney

WGY—Saratoga, N. Y.
1. Wish You Were Here
2. Botch-A-Me (Eddie Fisher)
3. Maybe (Eddie Fisher)
4. Somewhere Along The Way (Nat "King" Cole)
5. Walkin' My Baby Back Home
6. Zing A Little Love
7. Long Ago Last Night
8. Farvermann (Donny Vaughn)
9. Valencia (Ike Winterhalter)
10. Delicado (Perky Faith)

Bill Hyden

KRMG—Klamath, Okla.
1. Auf Wiedersehen's Sweetheart
2. Her In My Heart
3. Half As Much (R. Clooney)
4. Wish You Were Here
5. Delicado (Perky Faith)
6. Walkin' My Baby Back Home
7. Somewhere Along The Way (Nat "King" Cole)
8. Valencia (Hugo Winterhalter)
9. Moonlight (Eddie Fisher)
10. Madeline (Perky Faith)

Ray Schreiner

WNEI—Richmond, Va.
1. Once In A While (P. Page)
2. Botch-A-Me (R. Clooney)
3. Wish You Were Here
4. Walkin' My Baby Back Home (Nat "King" Cole)
5. Valencia (R. Clooney)
6. I'm Missing You
7. Delicado (Perky Faith)
8. Valencia (Hugo Winterhalter)
10. In The Good Old Sommerville (Paul Ford)

Bob McHale

WSKR—Scranton, Pa.
1. Wish You Were Here (Eddie Fisher)
2. Auf Wiedersehen's Sweetheart (Vera Lynn)
3. High Noon (Frankie Laine)
4. Valencia (Donna Rose)
5. Maybe (Eddie Fisher)
6. I'm Missing You (Eddie Fisher)
7. Valencia (R. Clooney)
8. I'm Missing You (Eddie Fisher)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Ray Perkins

KFEL—Denver, Colo.
1. Auf Wiedersehen's Sweetheart (Vera Lynn)
2. Half As Much (R. Clooney)
3. Walkin' My Baby Back Home (Nat "King" Cole)
4. Delicado (Perky Faith)
5. Here In My Heart (All Martine)
6. Blue Tones Lerry Anderson
7. Somewhere Along The Way (Nat "King" Cole)
8. Delicado (Perky Faith)
9. Valencia (R. Clooney)
10. I'm Missing You (Eddie Fisher)

Bob Stevens

WVCG—Coral Gables, Fla.
1. Botch-A-Me (R. Clooney)
2. Just Kidding (Eddie Fisher)
3. Wish You Were Here (Eddie Fisher)
4. Somewhere Along The Way (R. Clooney)
5. Here In My Heart (All Martine)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Once In A While (P. Page)
9. In The Good Old Sommerville (Paul Ford)
10. Auf Wiedersehen's Sweetheart (Vera Lynn)

Norm Prescott

WJW—Boston, Mass.
1. Indian Love Call
2. You Belong To Me
3. Half As Much (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Meet Me In St. Louis (Paul Ford)

Buddy Deane

WTH—Baltimore, Md.
1. Auf Wiedersehen's Sweetheart (Vera Lynn)
2. Here In My Heart (All Martine)
3. Half As Much (R. Clooney)
4. Valencia (R. Clooney)
5. Maybe (Eddie Fisher)
6. Valencia (R. Clooney)
7. The Man I Love
8. I'm Missing You (Eddie Fisher)
9. Zing A Little Love
10. Delicado (Perky Faith)

Willy Britton & Ray Carroll

WHOQ—New York, N. Y.
1. Lovely, Miss Lisa (P. Page)
2. Half As Much (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Ross Shirmanoff

WHJ—Huntingtou, Ala.
1. Auf Wiedersehen's Sweetheart (Vera Lynn)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Howard Miller

WHO—Chicago, Ill.
1. Supperjack (Luna Lynn)
2. Botch-A-Me (R. Clooney)
3. Auf Wiedersehen's Sweetheart (Vera Lynn)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Bob Porter

WHO—Chicago, Ill.
1. Me Soedly In Love (I. Gibbs)
2. Spanish Canvas (R. Clooney)
3. When I Feel In Love (D. Davis)
4. Valencia (All Martine)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Art Tackler

WCBE—Wahom, Mass.
1. Fast Up (Guy Mitchell)
2. Easy To Say (Tammy Edwards)
3. Delicado (Perky Faith)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Delicado (Perky Faith)

Gene Davis

WOKD—Cleveland, Ohio
1. Half As Much (R. Clooney)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Valencia (R. Clooney)

Tiny Markle

WAVE—New Haven, Conn.
1. Half As Much (R. Clooney)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Valencia (R. Clooney)

Joe Delaney

WJMR—New Orleans, La.
1. Auf Wiedersehen's Sweetheart (Vera Lynn)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Valencia (R. Clooney)

Art Tackler

1. Valencia (R. Clooney)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Valencia (R. Clooney)

Bob Porter

WHO—Chicago, Ill.
1. Me Soedly In Love (I. Gibbs)
2. Spanish Canvas (R. Clooney)
3. When I Feel In Love (D. Davis)
4. Valencia (All Martine)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Here In My Heart (All Martine)

Bud Brees

1. Valencia (R. Clooney)
2. Valencia (R. Clooney)
3. Valencia (R. Clooney)
4. Valencia (R. Clooney)
5. Valencia (R. Clooney)
6. Valencia (R. Clooney)
7. Valencia (R. Clooney)
8. Valencia (R. Clooney)
9. Valencia (R. Clooney)
10. Valencia (R. Clooney)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Original Chart Position</th>
<th>Date Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elvis Presley</td>
<td>Heartbreak Hotel</td>
<td>#1</td>
<td>1956</td>
</tr>
<tr>
<td>2</td>
<td>Bill Haley</td>
<td>I'm In Love With You</td>
<td>#2</td>
<td>1956</td>
</tr>
<tr>
<td>3</td>
<td>Chuck Berry</td>
<td>You Can Have Her</td>
<td>#3</td>
<td>1956</td>
</tr>
<tr>
<td>4</td>
<td>Bill Haley</td>
<td>White Lightning</td>
<td>#4</td>
<td>1956</td>
</tr>
<tr>
<td>5</td>
<td>Chuck Berry</td>
<td>Rock House</td>
<td>#5</td>
<td>1956</td>
</tr>
</tbody>
</table>

For the complete list of Top 50 songs, please refer to the original source.
DETROIT, MICH.—Detroit had an RCA Victor field day recently when both Perry Como and Vaughn Monroe took the stage. The two superb groups of the boys in town at a party given for disk jockeys. Above from left to right are Dave Meyers, Station WJLB; Perry Como; Fred Wolfe of Station WXYZ; and Vaughn Monroe.

The Hit You Say

by natt hale

Within the realm of the assorted geni who comprise the innards of the record industry, it seems most odd that we have overlooked, for so long, the character who makes things tick and click. On him depends the resultant failure or success of all the composite undertakings of the other talents. And on him is heaped most of the abuse, scorn and derision for the failures; least of the fame, tangible glory (foot) or failure of the success.

Breathe there a man with soul so fair as—the Sales Manager.

In the many years we've concerned ourselves with the occupational and vocational hazards of the record business, we have both offered the slings and arrows directed toward the s.m. target. While the trials with which we were beset oftimes appeared to be too much to bear, we still managed enough of the sweet nectar of fortune which is a by-product of success. Wherein we made the unaskable dedication to sticking in this glamorous world of wax.

The Sales Manager is the man who washes the basket for all the troubles which continually arise to confront the various heads of other divisions within the company. With his back hands and arrows directed toward the s.m. target. While the trials with which we were beset oftimes appeared to be too much to bear, we still managed enough of the sweet nectar of fortune which is a by-product of success. Wherein we made the unaskable dedication to sticking in this glamorous world of wax.

The Sales Manager is the man who washes the basket for all the troubles which continually arise to confront the various heads of other divisions within the company. With his back hands and arrows directed toward the s.m. target. While the trials with which we were beset oftimes appeared to be too much to bear, we still managed enough of the sweet nectar of fortune which is a by-product of success. Wherein we made the unaskable dedication to sticking in this glamorous world of wax.

The Sales Manager is the man who washes the basket for all the troubles which continually arise to confront the various heads of other divisions within the company. With his back hands and arrows directed toward the s.m. target. While the trials with which we were beset oftimes appeared to be too much to bear, we still managed enough of the sweet nectar of fortune which is a by-product of success. Wherein we made the unaskable dedication to sticking in this glamorous world of wax.

1.—Sales: The Assistant Sales Manager advises that the trucking company has just informed us that their drivers have gone out on strike. That means no shipments will be going out for any length of time. As has been true in the lower Southwest region and into Tia Juana. Once the strike is settled, the rates will be doubled, shipments will be increased but once a week, and each trucker wants an L.P. album of his own choice per month. What shall we do, Boss?

2.—Distribution: The Chief Division Manager has just received word that the four major distributors, B.C. of the three have decided to take the new line of the S'S Alley Records, because of their new hit by Darkness Hansome. Our policy is to avoid distributors who carry other lines. What shall we do, Boss?

3.—Promotion: The National Disk Jockey Promotion Manager (24 years old, slim, "Slim-Jim" tie, and tassels on the loafers) reports that "we're having trouble with George Spinnin' in Sheffield, Alabama, because he heard that Barry Turntable in Caro, New Mexico got a test pressing before he did. Now, when we get us a hit there, Boss? Gosh, you've got to understand my problem.

4.—Exploitation: The Assistant Sales Manager in charge of Exploitation stops in just for a minute merely to advise that the company is being sued for $560,000 for sending miniature bottles of whiskey to 965,000 teenagers to promote the new recording of "That's How I Get That Way" by Reely Plaster.

"You think there's anything to worry about there, Boss?"

5.—Artist Relations: Mr. Livotic Lang, conductor of the Longhair Symphony (under exclusive contract for seven weeks) comes in to kick up a storm about his representation in the retail stores. Two weeks ago, he was visiting his sister in Pocatello, Idaho, and visited one of the local record shops there. "And do you know, they haven't even heard of my record there! Now what do you suggest I should do?" (Sometimes, it's permissible for the s.m. to tell him...)

6.—Release Schedules: At times, there is a meeting of the minds between the Sales Manager and the A. R. & D. Department. Too often, however, the s.m. discovers that there are now available on the market: 14 record by Sylva Sylva, 7 discs by Paul Proline, 12 records by Collecte Carriage and 5 platters by Alice Arachnes. The A. R. Director then asks: "You think we've been releasing too fast, Boss?"

7.—Marketing: This is close to the crux of the situation, it seems. The s.m. now knows all about the display stand for kiddie records put out by Dapier Discs, the window posters distributed free of charge by Groove Records, the player deal offered by Super-Speed Spinners and the counter display-rack supplied by Pleasing Platters. The Marketing Manager complains that "Boy, we've got problems, Boss. Can'tcha think of something?"

8.—Sales Presentation: The big moment of the Sales Manager is the time he prepares and presents the Annual Sales Presentation Meeting for the associates distribution, districting personnel, department heads and executive brass. Months and months of painstaking effort and the varied physical ailments pertaining thereto (ulcers, migraines headaches, insomnia, etc.) have become evident in the one highlight in his life for the year. So, why is it that, at the conclusion of the grand affair, somebody always has to address the comment to him, thusly: "Yeah, nice—but, ya' know, Gewge— not like last year?"

Yeesh, Boss—that's how it goes!

"It's What's in THE CASH BOX That Counts!"
When it rains it pours. Peacock adds another waxing to its chain of R&B hits by putting "Will He Welcome Me There" by the Sensational Nightingales into full production. To strengthen its already impressive roster of blue artists, Savoy has signed Hal Singer to a long-term contract; a new thrust by the name of Dolby Mitchell; and Carleton Coleman formerly of Coral Records, 

... Alan Freed's Moondog Dance in Akron, Ohio, last month, was jammed to the point of lack of space. Reasons for the overflowing attendance were Charlie Byrd's inspired The Sultons on stage, and Earl Bostic, currently hot with his waxing of "Moonboy" scored a triumph at the Blacktop in French's Restaurant.

Sammy Cotton, vocalist with Freddie Mitchell's Band has a broken left wing - the result of an auto accident in Newark, N. J., recently... Varetta Dillard booked for the Howard Theater in Washington, ... Lester Young crossing Europe again. His manager, Charlie Carpenter, is flying over to set up a tour for the fall season... Big John Greer back on the road doing one nighters after spending a two week vacation in the West Indies... Louisville's popular DJ Jack Gibson will shed his insecurities next Saturday when he says "I Do"... Atlantic's VP, Ahmet Ertegun, currently vacationing...

Prestige Records moving to bigger quarters September 1. New address will be 446 West 50th St., N.Y. C. "Easy, Easy Baby," Savoy's big hit with Varetta Dillard, is going pop. Eileen Barton cuts it for Coral while she was in New Orleans. 

... Jess Cooperwood of WKGC in Gary, Indiana, is finishing a two week holiday in N.Y. ... Spizie Canfield Enterprises scoring with several package deals: Duke Hampton, Mantan Moreland and Bud Harris (August 8 to September 7); Tiny Bradshaw's Band with Mabel Scott (Sept. 5 to Sept. 21); The Dominos (Sept. 19 to Oct. 5); Peg Leg Bates, Arthur Prysock and the famed Sweethearts of Rhythm; Roy Brown's Mighty Men Unit.

Rainbow has a new hit in "You're My Inspiration" with the Five Crowns. 

... Chris Forde of Tuxedo Records heading South because his record of "Angel Of Patience" has broken out. Chris expects to promote the disk - but big.

* * *

** "MY SONG" by Dinah Washington

* * *

---

We Told You It Would Be A Smash!!

---

"It's What's in THE CASH BOX That Counts"
LIL GREENWOOD (Federal 12909)
- "NEVER AGAIN" (2:50) With his usual topflight intonation of a rhythm blues with the result being a very fine disking.
- "BABY DON'T YOU PLEASE COME HOME" (2:41) The singer works over a similar beat and gives it a straight treatment. This one can go pop or r&b.

LOWELL FUSON AND TRIO (Swing Time 308)
- "MIDNIGHT SHOWERS OF RAIN" (2:31) Lowell Fuson comes up with a strong reading of a slow blues tune. The trio assists with a strong musical backdrop.
- "BLACK WIDOW SPIDER" (2:30) Fuson and the trio present a moderate tempo blues of the singer's own composition and Fuson handles the lyrics dramatically.

RAY CHARLES (Swing Time 310)
- "HEY NOW" (2:44) Ray Charles gives his usual top flight interpretation of a rhythmic blues with the result being a very fine disking.
- "BABY WONT YOU PLEASE COME HOME" (2:41) The singer works over a similar beat and gives it a straight treatment. This one can go pop or r&b.

REV. ELDER "GATEMOUTH" MOORE (Coral 6006)
- "THEY BURIED SIN" (Part One) (2:30) The Rev. Elder "Gatemouth" Moore, backed by the Bessemer Big Four, leads a fast moving wild shouting jubilee from.
- "THEY BURIED SIN" (Part Two) (2:30) The reverse deck is more of the same material.

JIMMY WITHERSPOON (Mercury 808)
- "DADDY PINOCCHIO" (2:41) Jimmy Witherspoon chants a slow low down item with appealing force. Orking is solid and it seems to be playing against a background of a shouting audience. Cutting could have been made at an actual concert.
- "LOVE ME BABY" (2:40) The other side is a fast bounce, with real gone piping by Witherspoon. Crowd noises are also in evidence on this cutting.

LUCKY MILLINDER AND HIS ORCHESTRA (King 4557)
- "HEAVY SUGAR" (2:50) Lucky Millinder and his ork beat out a middle tempo instrumental jump with arrenging and arrangements. Arrangement places the emphasis on the brass section.
- "LORD KNOWS I TRIED" (2:50) Lucky Millinder's ork is fashioned a similar beat piece with zest. Hay Jackson handles the vocal end in an approved manner.

THE CASE BOX

AWARD O' THE WEEK

"DON'T CRY BABY" (2:40)
"SEE SEE RIDER" (2:29)
THE ORIOLES (Jubilee 5092)

- A great piece of blues comes forth as done by the sending harmony of the Orioles. The lady who always sound great on slow sentimental pieces have just such a side to offer to the HOT charts. The number tagged "Don't Cry Baby" gets a tender and heart breaking reading from the lead vocalist as he consoles his love that they'll start their broken love affair over again. Another fine solo by the low voiced chanteuse of the quintet supplemented a fine reading by the rest of the group. The Buddy Lucas ork sets the pace with some solid instrumentation as the backing. FLP is another sock side labeled "See See Rider". This is another blues number set to a moderate beat. The Orioles can chalk up to more fine sides to their long list of sensational waxings.

THE SOLID SENDERS (Specialty 436)
- "AS TIME GOES BY" (2:40) The Solid Senders project a beaty version of the classic oldie. Orking is potent as they spin a good dance piece.
- "FLYING SAUCER" (2:19) The Senders give a moderate Latin beat a real driving treatment on the flipside.

HOUSTON BOINES (R. P. M. 364)
- "MONKEY MOTION" (2:48) Blues singer Houston Boines puts a rhythmic blues in a stimulating manner as he receives a rhythm accompaniment.
- "SUPERINTENDENT BLUES" (2:42) Boines projects a slow tempo tune in low down style.

THE CASH BOX

SLEEPER OF THE WEEK

"ROCK ME ALL NIGHT LONG" (2:51)
"WRITE ME ONE SWEET LETTER" (2:48)
THE RAVENS (Mercury 8291; 8291 × 45)

- The Ravens belt out a terrific vocal arrangement of a captivating jump number. They give the piece all the rhythm and mellowness necessary to make this lid a sure fire bet. The low down voice, full of oomph and bang, lets the potent lyrics roll over his lips as he gets some fine harmonious backing from the rest of his crew. The number is called "Rock Me All Night Long" and it stands a great chance of rocking those Juke boxes all night long. Some real gone orking showcases the boy's voices to best advantage. The under deck, titled "Write Me One Sweet Letter", is another interesting arrangement that gives the lads every opportunity to display their vocal talents. We're rocking after hearing the top lid and we're sure this side is gonna get loads of play.

MILT JACKSON'S QUARTET (R. P. M. 436)
- "TRUE BLUES" (2:49) Milt Jackson's Quartet composed of vibes, piano, and Forms, busts out a slow instrumental blues. Jackson's work on the vibes is solid.
- "SOFTLY AS IN THE MORNING SUNRISE" (3:18) The group etches a lovely Romberg-Ham-merstein oldie in a manner guaranteed to please.

ROY MILTON (Specialty 430)
- "NIGHT AND DAY" (2:50) This is not the Cole Porter tune of the same name. Roy Milton, who wrote the item, sings the slow blues with warmth and dramatic phrasing. The musical aggregation sets the proper mood for the artist.
- "AM I WASTING MY TIME?" Roy sings a middle beat in his approved style and the ork comes in for bows for the fine musicanship displayed.

LONNIE JOHNSON (King 459)
- "IM GUILTY" (2:40) Lonnie Johnson works his way through a low down arrangement of a pulsating blues.
- "CANT SLEEP ANYMORE" (2:18) Johnson gives a strong voiced vocal to a slow bounce. Solid orking provides a fine musical setting for the singer.

THELMA BUMPESS (Okeh 843)
- "GODS SOLDIER" (2:34) Thelma Bumpepp sings a spirited lead as she and her Royalties wax a wild jubilee number.
- "PRECIOUS FATHER" (2:18) The gospel singers blend their voices on a slow rhythmic religious piece.

MARY DELOATCH (Savoy 4039)
- "RUMORS OF WAR" (2:43) Mary Deolatch sings a spirited rhythmic religious song sincerely and with force.
- "LIFE WAS A BURDEN" (2:39) The female vocalist handles a similar item with a slow beat with appeal.

T. J. FOWLER (Savoy 857)
- "WINE COOLER" (2:41) The T. J. Fowler ork busts out a quick tempo jump in wild and provoking fashion. Fowler's chord sweeping is top-flight and the finished waxing is a rhythmic rocker that will win over many.
- "BACK BITER" (2:39) The musical group, again showcasing the pianist, playing of Fowler, comes through with a moderate beat jump on a better than average, release.

www.americanradiohistory.com
Plan New TV Show Emphasizing Juke Box, Called “Juke Box Jamboree”

NEW YORK—A new TV show is going the rounds, created by Walt Frazer, who is connected with “Strike It Rich” and built about a juke box. It’s title is “Juke Box Jamboree.”

It’s designed to be a half-hour, five times weekly, across the board, human interest, quiz show for children. A top disk jockey or perhaps a weekly guest would be brought in as he.

In view of the cameras would be a showcase of thirteen gifts, such as a make-up set for a girl; a back to school wardrobe; a ping pong table and set; a personal portable radio; a three speed phonograph with records. For boys: a back to school wardrobe; a boat kit; and other items of specific interest to teen-agers. Any teen-ager would be eligible to be a contestant on the show, either in person or on the telephone, by sending a letter telling which of the items shown on the show he would like to have and why.

The climax of the show would come when each contestant had a chance to pick a tune from a juke box which will be provided as the center of the show. An accumulated jackpot is offered to each contestant, who is able to pick his favorite tune by pressing a button, which works thus: An alphabetical list of tunes in the juke box is placed outside of it. A contestant places his favorite tune from the list, then is given a chance to press this button on the juke box. If he presses the correct button and the tune that is played is the right one, then he gets the jackpot. Otherwise the jackpot accumulates for the next contestant.

Musical questions will be used often. Questions about movie and sports writers. And all the factors which maintain the interest of teen agers will be utilized.

Whenever a contestant appears on the show in person to try for a gift from the show case and a chance at the Juke box jack’pot. A Pal at home is ready on the telephone to nick his or her favorite tune on the juke box for the jackpot. The jackpot will be a cash jackpot starting at 100 and accumulating at the rate of $10 for each new contestant. After each contestant, the records are moved around so that everyone gets an equal chance. It is planned to have famous recording artists and names in the disk business when available.

Each contestant on stage designates in the interview which of the items in the showcase he or she would like to have and why. Then a phone call is placed to the Pal who is standing by ready to try for the juke box jackpot if the contestant on stage doesn’t get to it. If the contestant on stage succeeds in answering three questions, not only does the stage contestant receive a gift, but he also gets a try at the juke box jackpot. In which case the Pal on the telephone stands by for a try in the competition with the next contestant. This gives the
teenagers at home a chance to compete without going to the studio. A consolation prize is given to the Pal in case he or she does not hit the juke box jackpot.
Before

Eddy Arnold Completes
Summer Show, Heads West

NEW YORK—Eddy Arnold completed his summer TV series Friday, August 22, and is heading for the West Coast to make several personal appearances, his first in California.

Col. Thomas A. Parker, the Tennessee Fireboy's manager, is setting dates along the coast. Arnold will appear in Leucos Beach auditorium Friday, September 5, then goes to San Diego for a show Saturday night, September 27, and a matinee Sunday, September 28, both in Balboa Park Bowl. In San Diego, Eddy Arnold and his complete show will be presented under sponsorship of Smokey Rogers, popular western artist.

California dates, according to Colonel Parker, are included in Eddy's Fall tour which begins in Texarkana, USA, September 12. The big stage show will offer The Oklahoma Wranglers, Jack and Honey, The Dickens Sisters, Roy Wiggins, Hank "Sugarfoot" Garland and, of course, Eddy Arnold.

Savoy Rushes "Wedding"

NEWARK, N. J — Acting fast, Savoy Records this week cut "I Went To Your Wedding" with Florence Wright for the rhythm and blues field. Hal Singer and Julian Gold do the backing. On the reverse side, is "My Blue Heaven" by the same singer, the only female R & B version of the tune.

Coming Up Big!

"BALD HEAD WOMAN"
Joe Morris & Orch.
Featuring Billy Mitchell
Atlantic # 714

EXTRA SPECIAL RELEASE!
The Only R&B Version
FLORENCE WRIGHT singing
"I WENT TO YOUR WEDDING"
b/w
"MY BLUE HEAVEN"
Savoy 860

SAVOY RECORD CO., Inc.
52 Avenue St., Newark 1, N. J.

“It’s a Hit It’s Different
IT ROCKS BOTH ROLLS SIDES

“WINE COOLER”
B/W
“BACK BITER” # 857
by
T. J. FOWLER
HIS PIANO AND ORCHESTRA

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

After

NEW YORK—The tribulations of an artist are many, and not the least is getting properly made up to appear on stage. During her recent appearance at the New York Paramount, Frances Wayne went through a periodic stint with her hairdresser, Paul Roberts. The above before and after shots show Roberts starting to work and the results when he’s finished. Looking on at the right of each picture is Jan Murray, who shared the billing at the engagement. Frances Wayne and her husband Neil Hefti are currently on a tour of the country that will take them all the way to the coast. Their current Coral disk is "Jambalaya."
Dinah Washington, Tab Smith, Tommy Edwards, Roy Milton and the Griffin Bros., were on top of the Hot Charts across the country just nine months ago. These same artists are still today the ones that bring home the bacon. The top R&B tunes of that time were; "Cold, Cold Heart"; "Hound Dog"; "All Over Again"; "Best Wishes" and "Weepin' and Crying." The records have had their spin and spell of popularity, but the talent lives on. All of the above named are still busy making records, playing engagements and in general keeping their public happy.

Danny Kessler did a guest shot on the CBS Robert Q. Lewis show the other eve and did right well by the Okeh label, with heavy plugs for his Tender balance of the show. This package may be a distinct departure for the Blue Note, on 10/10. Along will come Atlantic's Barbara Carroll with her trio to help balance the show. This package may be a distinct departure for the Blue Note. Their policy has been to present Jazz, Dixieland, Modern (meaning Getz & Kenton), top singers (Vaughn etc.) but never before anyone in the R&B field with the exception of Janie K. I know of one singer who worked the place, just recently, who didn't do so well. Singer is on the fence, some tunes are strictly blues, some are R&B and then some are in the pop class.

Dick Lee drops in to say a youthful and pleasant hello. The kid has a bright future ahead and his first record looks good. He did a guest shot on Howard Miller's late nite show over WIND last Sunday, from the Windy City. Listened a few nites ago to the hit of 3 or 4 years ago, "Saturday Nite Fish Fry" by Jerry's Boys. Its still bouncy and makes one's feet move. Dick may give us some more of Jordan, who we haven't heard from in a long time. Winging her way across the blue Pacific for a 4 weeker at Honolulu's Blue Hedges, Gal will open in the spot 9/19. Prior to work Marsha Humes will be seeing sights around the islands. Ruth Brown and Willis Jackson, her new ball and chain, do a job in Camden. Aug. 29. Couple will then fly the 3000 miles or so to Atlanta for a gig on 9/31.

Duke Ellington, who wrote and recorded "Jam With Sam," along with many other great tunes, goes into Cleveland's Town Casino on 9/12. George Shearing, with 5 men; Count Basie, with 16 men; and Billy Eckstine, he will be there. He'll kick off their world annual tour at the State Auditorium on 9/12. To list only a few of their dates, its as follows: Louisville 10/12; Detroit 11/13; Chi. 11/20; NYC 11/25 and the curtain will fall in Washington, D. C. 11/28. All dates in between mentioned are in Illinois. Jerry Dexter, is now doing promotion work for the great Mr. Jerry Blaine, and no better man could have been found for the job. First of all Herb wears white-on-white, and he is chilling. This Jerry loves. Next Herb knows promotion work, and this any smart business man loves. And Jerry is plenty smart. To prove it look at the case record of the Orioles over the past few years, I remember sitting in Jerry's office one day before 3 years ago listening to him rant and rave about his newest singing group. Now it's evident for all to see.

Guy Mitchell does a little thing on Columbia that may well turn out to be a big thing. The name isn't too clear in my mind, but it might be "Fat Him On" or "Head's Up" or maybe its "Forty Up." Whichever is correct give it a listen and remember Mitchell does the assist. This product makes its appearance.

Three of the most wonderful women in the whole world will arrive in New York City with me this coming Sunday afternoon (8/24). We will stay about ten days at The Commodore Hotel. Coming from the hill country of the midwest, with straw, hay and corn dripping from our luggage, we will indulge ourselves with such exciting and thrilling experiences as a trip to the Central Park Zoo; Coney Island; the Observatory of The Empire State Bldg.; The Calif. Bldg.; (she'll); The Statue Of Liberty; Broadway at nite; watch for the new york city slickers; a ride on the Subway and a visit to Macy's basement. By the way the three gorgeous gals are my two daughters, Eve and Elise, ages 4 and 8. And my mother, a young thing of only 77 summers.

Jack Wallen will be one of the people I want most to meet. Bobby Shad must be contacted to check on his telegraphic expenses acpt. Earl Brown of Time and Life and the City Council, to say hi to an old friend. Ben Herman to the Reader to sign on Mahalia Jackson. . . Bill Chase to see how Saturday is doing. . . Joe Makel to find out about Gentlemen Of Dixieland. . . Jerry Blaine about Comet Distrib. . . Willie Bryant to learn how to be a deejay. . . Dick Gray has to learn how to write a column. . . Doug, Martha Glaser to see what's happening with Erroll. . . Cres Courtney to hear that The Biggest Show Of 1962 is bigger than The Biggest Show Of 1963. . . The Embers to the new quartet "The Beguine" by Eddie Heywood. . . Ben Hurt at Universal to hear about Winifred Brown and her tenails. . . Sunny Gale so she can sing "What's Goin' On." . . Mrs. Cab Callaway (Nudie) and maybe just in time to say hello to the newest offering that's due any minute. Wanted to make it in time for her birthday party 8/25, but that nite we will be in Pittsburgh, "Suitcase" was on the third music publishers and their pluggers to only learn that their newest tune just broke loose and I mean big real big, out in Big Rapids, Mich. . . It will be a wonderful and exciting time and I do look forward with extreme pleasure to seeing many old friends and the chance to at least say hello face to face, for the first time to the many friends whom I haven't the pleasure of knowing other than thru the mail.

"It's What's In THE CASH BOX That Counts"
Franklin Road seems to be building up as "Publisher's Row" in Nashville. Latest addition to this address is Frank Kelton with his Kenny Music (BMI) and Tennessee Music (ASCAP) office. Kelton moved from his Madison location just before leaving for New York last week to set up new promotional activities for both firms.

Murty Licklider (Corin) is doing a country disc jockey show daily from WLCI in Ashland, Ohio. Licklider, who was a lively and popular disc jockey in various parts of the world, has started moving from his old activities for new ones.

Clarence Kneeland recently typed an account of his giving a pint of blood when the Bloodmobile came to Webster County. R. L. and publicized that fact by using the tape on one of his shows from WEBI. Many of his listeners showed up for their first contribution saying that they didn't know it could be completed so quickly and with so little bother. Congratulations to a very enterprising country record spinner for this novel idea!

Bill Amos, high-ranking deejay of KFWB in Hollywood is the latest of the record spinners to come up with a record dealing with this novel idea. Bill recently signed with International Sacred Records and has already cut his initial four sides—all sacred songs and done in a folk ballad style.

Philip C. Alarie is expanding his country style disc shows in the New England area. With his audience mostly of French-Canadian descent, he finds interest building around the standard country styles. Much of his programming is done with instruments of the fiddle, reel, quadrille, and hoedown styles. He can always use more records in these styles. If you have any ordinances and want promotion on them in New England address them to Phil at Box 78, Quinebaug, Conn.

WMG began another NBC net origination last Saturday in the 7 to 7:30 spot billed as "The Duke of Paducah and The Flying Goat." Whiteford Frye, "The Duke" does the m. c. honors and show features Moon Mullican (King) and Annie Lou and Danny in the music spots. Jud Collins, wet WSM announces the announcing duties. Show sells Warm Morning heaters for the Locke Stove Co. WSM will also begin a CBS net origination in September on the "Aunt Jemima's Home Folk" that will use local country talent along with a well known "Aunt Jemima" personality being brought in to Nashville.

Eddy Arnold plays the Four States Fair in Texarkana, USA beginning September 12th. This will be his first appearance after his summer replacement job Pepsico Opening the Box 78, Quinebaug, Conn.

Doc Embree leaves KMA in Shenandoah, Iowa to begin with KRNV in Lexington, Nebraska. September 1st. At KRNV Doc will spin country records as well as carrying a live western and folk, and a sacred spot live with his partner as "Doc and Esther." Gary Schroeder, Program Director of the Lexington 25 thousand watter, Very Nice, studios, has acquired him.

Smiley Burnett is busy filming a new Columbia flicker with Gene Autry (Columbia). Predictions are already running high on current production entitled "On Top Of Old Smoky!"

Slim Whitman (Imperial) continues to ride high with his arrangement of "Indian Love Call"—and it's really putting him to work. His appearances are more in demand than ever. Slim's west coast tour set to begin Sept. 25th. Reg. D. Marshall Agency in Los Angeles is handling the Whitman bookings.

* * *

**FOLK and WESTERN ROUNDUP**

**Music**

**pop and WALTZ**

**LONESTAR**

**Top Ten Tunes**

1. PESO SOBRE PESO
2. PENJAMO
3. NUBE GRIS
4. LAS CORONELAS
5. EL PIJO Y LA PULGA
6. ESTRELLITA DEL SUR
7. EL PLEBEYO
8. DOS HORAS DE BALAZOS
9. AMOR QUE MALO ERES
10. MI CAFETAL

**SHERI WOOLEY**

1. "YOU NEVER CAN TELL" (MGM 11308)
2. "A COWBOY HAD TO BE SINGLE" (2:41) A quick tempo tune from the MGM film "Sky Full Of Moon" tells the story of the life of a cowboy. Woolery handles the chorus in a fashion that makes this side a compelling one.

**SUE THOMPSON**

1. "YOU BELONG TO ME" (2:50) The Red Stewart-Pee Wee King slow beat piece that is a pop plug tune is given an expressive vocal lift by small voiced Sue Thompson.

**DONN REYNOLDS**

1. "YOU'RE AN Angel ON THE OUTSIDE" (2:28) The cute voiced throw sings a rhythmical romantic number in smooth fashion.

**JOE WHEELER**

1. "SHUT MY MOUTH WIDE OPEN" (2:42) Joe Wheeler chants a fast beat bounce with cute lyrics in spirited style.

**THE DIAMOND BROTHERS**

1. "SUGAR COATED LEMON" (2:26) George of the Diamond Brothers handles the vocal chorus of a cute fast beat romantic item.

**DONALD DUST ON THE PIANO**

1. "ALL ALONE" (2:38) The under portion is a moderate beat weeper with Reynolds dishing out a plating vocal. Guitar supplies the backing on both decks.

**SUE THOMPSON**

1. "YOU BELONG TO ME" (2:50) The Red Stewart-Pee Wee King slow beat piece that is a pop plug tune is given an expressive vocal lift by small voiced Sue Thompson.

**YOU'RE AN Angel ON THE OUTSIDE" (2:28) The cute voiced throw sings a rhythmical romantic number in smooth fashion.
New York—During the recent NAMM Convention, several top artists got together with record distributors, some for the first time. Above Bernice Parks meets some of the men who help sell and promote her Seger disks. Left to right are: Bob Austin of The Cash Box; Dave Goldman of Seger; Art Freeman of Benart, Cleveland distr; Jack Bergman of Tempo, N. Y. distr; Bernice Parks; Art Seger, president of Seger Records; and Bob Dunbar of Gramaphone Enterprises, Texas distr.

"Down By The Ohio" Set To Be A Three Time Hit

Chicago—After over 30 years of consistent popularity, "Down By The Ohio" is again the choice of Tin Pan Alley's hit-pickers to hit the top. And Columbia's new band sensation, Art Lowry, is taking the spotlight with his outstanding recording of it. "Down By The Ohio" was written by two veteran song writers, Jack Yellen and Abe Olman, in the days when song writers aimed at sheet music sales and when publishers worked on a song for months instead of weeks. 1929 is the year of its birth. Abe Olman had his own publishing company which he sold to join the staff of Fred Kerster, who was making music history, Chicago then had its own tin pan alley and it was noted for its music. In addition to being on the writing staff, Olman managed the Al Capone Chicago professional office and put over some big hits, including his own two-time hit, "Oh Johnny, Oh." Yellen, whose home was in Buffalo, was "hitting" in New York's Tin Pan Alley. World War I cut in on their song writing activities, but late in 1918, Srg. Abe Olman and Buck P.sv. Jack Yellen met in New York's Tin Pan Alley—a couple of song writers itching to write. They got to piano and turned out "I'm Waiting For Ships That Never Come In," that made music history and time hasn't downed it. "Ships" was sensational with just about every top vaudeville act in the country. These acts were continually in touch with Olman and Yellen for more good songs. But these two wise music men figured that it would be difficult to write a ballad to "hit" as big as "Ships" and besides they figured the public would welcome another great duet. So they came up with "Down By The Ohio."

"Down By The Ohio" was introduced by Al Jolson in Sinbad, was featured by Lou Holtz in George White's Scandal of 1929; it was a feature with Sophie Tucker, Eddie Cantor, Margaret Young, Olsen and Johnson, Ted Lewis, and many other headliners too numerous to mention. "Down By The Ohio" reached Hit-dom by way of vaudeville.

Come the year 1940 and the music picture is different. The headlines say "Cain Machines Start New Tune Toward Hitdom." The Andrew Sisters' Decca recording of "Down By The Ohio" starts off for a two-time hit, this time via the Juke boxes.

Now it's 1952 and the Art Lowry Columbia recording starts "Down By The Ohio" off to what may be a world record—a three-time hit.

Meeting Dates of Music Operators' Associations

August 18—Amusement Machine Operators' Association of Greater Baltimore
Place: Mandell-Billow Restaurant, Baltimore, Md.
27—Central States Phonograph Operators' Association
Place: Jefferson Hotel, Peoria, Ill.
Sept. 11-13—Music Operators of America
Place: Congress Hotel, Chicago, Ill.
15—Westchester Operators Guild
Place: American Legion Hall, White Plains, N. Y.

"It's What's in THE CASH BOX That Counts"
New York, N. Y.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. BOTTCH-A-ME (Rosemary Clooney)
3. WISH YOU WERE HERE (Eddie Fisher)
4. HALF AS MUCH (Rosemary Clooney)
5. DELICADO (Perky Faith)
6. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
7. HERE IN MY HEART (Al Martine)
8. WALKIN' MY BABY BACK HOME (Johnnie Ray)
9. HIGH NOON (Frankie Laine)
10. SOMEWHERE ALONG THE WAY (Nat "King" Cole)

Chicago, Ill.

1. BOTTCH-A-ME (Rosemary Clooney)
2. WISH YOU WERE HERE (Eddie Fisher)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. HALF AS MUCH (Rosemary Clooney)
5. SUGARBUSH (Light—Day)
6. MAYBE (Perky Faith)
7. WALKIN' MY BABY BACK HOME (Johnnie Ray)
8. I'M YOURS (Connie & Fish)
9. KAY'S LAMENT (Kay Starr)
10. SMOKE RINGS (Paul—Ford)

Los Angeles, Cal.

1. WALKIN' MY BABY BACK HOME (Johnnie Ray)
2. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
3. BOTTCH-A-ME (Rosemary Clooney)
4. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
5. HALF AS MUCH (Rosemary Clooney)
6. HERE IN MY HEART (Al Martine)
7. SUGARBUSH (Light—Day)
8. MAYBE (Perky Faith)
9. KAY'S LAMENT (Kay Starr)
10. TOO OLD TO CUT THE MUSTARD (Sherman—Chapin)

St. Louis, Mo.

1. FOOL, FOOL, FOOL (Kay Starr)
2. SMOKE RINGS (Paul—Ford)
3. WALKIN' MY BABY BACK HOME (Paul—Ford)
4. YOU BELONG TO ME (Joe Stafford)
5. WITH YOU WERE HERE (Eddie Fisher)
6. SHOULD I (Four Aces)
7. SMOKE RINGS (Paul—Ford)
8. I'M YOURS (Connie & Fish)
9. I'LL WALK ALONE (Don Cornell)

Shoals, Ind.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. WALKIN' MY BABY BACK HOME (Johnnie Ray)
4. HERE IN MY HEART (Tony Bennett)
5. MAYBE (Connie & Fish)
6. DELICADO (Perky Faith)
7. BOTTCH-A-ME (Rosemary Clooney)
8. HIGH NOON (Frankie Laine)
9. I'LL WALK ALONE (Johnnie Ray)
10. WISH YOU WERE HERE (Eddie Fisher)

Wolfsorth, Tex.

1. HERE IN MY HEART (Tony Bennett)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. DELICADO (Perky Faith)
4. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
5. LOVE (Connie & Fish)
6. KISS OF FIRE (George Gibbs)
7. HERE IN MY HEART (Al Martine)
8. I'M YOURS (Connie & Fish)
9. SMOKE RINGS (Paul—Ford)
10. BE ANYTHING (Evelyn O'Connell)

New Orleans, La.

1. BOTTCH-A-ME (Rosemary Clooney)
2. DELICADO (Perky Faith)
3. HERE IN MY HEART (Al Martine)
4. SHOULD I (Four Aces)
5. SMOKE RINGS (Paul—Ford)
6. WISH YOU WERE HERE (Eddie Fisher)
7. SOUTH OF THE BORDER (Paul—Ford)
8. I'LL WALK ALONE (Johnnie Ray)
9. HIGH NOON (Frankie Laine)
10. HALF AS MUCH (Rosemary Clooney)

Kansas City, Mo.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. DELICADO (Perky Faith)
3. MAYBE (Eddie Fisher)
4. HERE IN MY HEART (Al Martine)
5. SHOULD (Four Aces)
6. DELICADO (Perky Faith)
7. IN THE GOOD OLD SUMMERTIME (Paul—Ford)
8. WISH YOU WERE HERE (Eddie Fisher)
9. MAYBE (Eddie Fisher)
10. I LAUGHED AT LOVE (Sunny Gale)

Omaha, Neb.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. DELICADO (Perky Faith)
3. WISH YOU WERE HERE (Eddie Fisher)
4. SMOKE RINGS (Paul—Ford)
5. MAYBE (Eddie Fisher)
6. HIGH NOON (Frankie Laine)
7. I'LL WALK ALONE (Johnnie Ray)
8. WALKIN' MY BABY BACK HOME (Paul—Ford)
9. MAYBE (Connie & Fish)
10. IN THE GOOD OLD SUMMERTIME (Paul—Ford)


1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. MAYBE (Eddie Fisher)
3. HERE IN MY HEART (Al Martine)
4. I MAY HATE MYSELF IN THE MORNIN' (Connie & Fish)
5. I CONFESSIN' (Paul—Ford)
6. MAYBE (Connie & Fish)
7. MAYBE (Connie & Fish)
8. HIGH NOON (Frankie Laine)
9. SMOKE RINGS (Paul—Ford)
10. IN THE GOOD OLD SUMMERTIME (Paul—Ford)

Denver, Colo.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. MAYBE (Connie & Fish)
3. WALKIN' MY BABY BACK HOME (Paul—Ford)
4. HERE IN MY HEART (Al Martine)
5. MAYBE (Connie & Fish)
6. HIGH NOON (Frankie Laine)
7. I'LL WALK ALONE (Johnnie Ray)
8. MAYBE (Connie & Fish)
9. KAY'S LAMENT (Kay Starr)
10. I'LL WALK ALONE (Don Cornell)

Memphis, Tenn.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. LOVE (Connie & Fish)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. MAYBE (Connie & Fish)
5. HERE IN MY HEART (Al Martine)
6. MAYBE (Connie & Fish)
7. KISS OF FIRE (George Gibbs)
8. WISH YOU WERE HERE (Eddie Fisher)
9. I'LL WALK ALONE (Don Cornell)
10. TAKE ME IN YOUR ARMS AND HOLD ME (Paul—Ford)

Baltimore, Md.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. LOVE (Connie & Fish)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. MAYBE (Connie & Fish)
5. HERE IN MY HEART (Al Martine)
6. MAYBE (Connie & Fish)
7. MAYBE (Connie & Fish)
8. MAYBE (Connie & Fish)
9. SMOKE RINGS (Paul—Ford)
10. WALKIN' MY BABY BACK HOME (Johnnie Ray)

Richmond, Va.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. LOVE (Connie & Fish)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. I SHOULD I (Four Aces)
5. SMOKE RINGS (Paul—Ford)
6. SMOKE RINGS (Paul—Ford)
7. I'LL WALK ALONE (Don Cornell)
8. I'LL WALK ALONE (Don Cornell)
9. SMOKE RINGS (Paul—Ford)
10. WALKIN' MY BABY BACK HOME (Johnnie Ray)

Indiana, Ind.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. MAYBE (Connie & Fish)
3. HERE IN MY HEART (Al Martine)
4. SMOKE RINGS (Paul—Ford)
5. HIGH NOON (Frankie Laine)
6. MAYBE (Connie & Fish)
7. MAYBE (Connie & Fish)
8. KAY'S LAMENT (Kay Starr)
9. LOVE (Connie & Fish)
10. I'LL WALK ALONE (Don Cornell)

Tampa, Fla.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. SMOKE RINGS (Paul—Ford)
3. MAYBE (Connie & Fish)
4. SMOKE RINGS (Paul—Ford)
5. SMOKE RINGS (Paul—Ford)
6. I'LL WALK ALONE (Don Cornell)
7. SMOKE RINGS (Paul—Ford)
8. I'LL WALK ALONE (Don Cornell)
9. SMOKE RINGS (Paul—Ford)
10. I'LL WALK ALONE (Don Cornell)

The Cash Box, Music August 30, 1952
NEW YORK—Even with all the excitement in the amusement games field, which is giving the trade a number of the finest machines it’s turned out in years, the juke box division of the coin operated machines industry, continues to boom far ahead of all other fields, including the vending machines business.

All the five manufacturers are hard at work at this time, either with new models on their production lines, or preparing to place new models on the market.

In short, business is booming. As yet, the manufacturers haven’t been able to match the orders which their distributors are shooting in to them.

Many operators who, for some years, overlooked the music business to concentrate on other phases of their industry have made a complete turnabout. They are now eager and even anxious to get into the music automatic picture.

This has brought about many problems for the manufacturers as well as for their distributors.

Regardless of how hard the manufacturers work to like to work their production lines, there is still the problem of controlled materials, and the lack of certain vital parts here and there, which affect the completion of each juke box.

Selectivity has zoomed to top levels, since the multi-selection phonographs have climbed so high with the public.

The five average automatic phonograph manufacturer in an entire new category, it means new tools, new designs, and new production lines.

Today, new juke boxes range from 40 to 104 selections.

One manufacturer, AMI, Inc., has 40 and 80 selection models.

H. C. Evans & Company have 40 and 100 selection models.

Rock-Ola Manufacturing Corporation has a 50 selection model. But, is expected to present an entirely new and different machine some time this fall.

J. P. Seeberg Corporation, the firm that pioneered greater selectivity, is featuring 100 selections in its new model.

The Rudolph Wurlitzer Company, for several months, carried a 104 selection (Model 1500) phonograph capable of playing both 45’s and 78’s intermixed on the same turntables.

There is also an entirely new automatic phonograph expected from one of the Chicago amusement game manufacturers.

In addition to the present operators, much new blood is entering the field.

Distributors are faced with the problem of attempting to supply machines to operators who have been buying from them for sometime now, as well as to take advantage of the lucrative new blood entering the field, and giving a terrific shot-in-the-arm to the entire business.

That’s why, leaders in the field believe this forthcoming Fall season may set new sales marks for all five of the automatic musical instrument manufacturers.

“As long as the manufacturers can match”, one noted automatic music distributor stated, “we get the orders which they are getting today, this Fall season looks like a record burst.”

“It will probably see all old sales marks fall by the wayside, while en-larging our opinion commitment,” this distributor said, “and we are only hoping that our factory maintenance will be such as to allow the production we need at the time we need them.”

“Thou”, he concluded, “has absolutely surprised us at the way the operators are willing to wait for their new models even tho they realize that, in some cases, it will be weeks before we are able to call them in and tell them their machines are waiting for them.”

Empire C. M. Places
“Auto-Photo” Machine
In Leading Chain
Stores And Theatres

CHICAGO—Complimenting The Cash Box on its efforts to bring about a clearer and better understanding of the vital programming needs of the nation’s juke box ops, J. Raymond Bacon, executive vice-president of Rock-Ola Manufacturing Corporation, this city, expressed himself in a letter to The Cash Box regarding his sentiments, as to the fact that better programming means bigger profits for all engaged in the automatic music industry.

“It looks to me”, Bacon wrote, “like you’ve hit the bull’s eye of a very vital subject. There is no question but what the choice and distribution of tunes has a startling effect on what will end up in the cash box.

“In this respect”, he continued, “I think the average retail merchant is way ahead of us. Ask the proprietor of a small dry goods store what size men’s shirt sells the best and he comes up with an immediate answer. He will also tell you the sleeve length with the collar and tell you that 50% of his business is in size 15 with a 33 sleeve.

“Naturally, he has a large stock of these on hand.

“In the large organizations like Marshall Field’s, or Montgomery Ward, they carry this information to great lengths, and have whole staffs of people testing markets to see what item appeals the most, so that they can keep their inventories to a mini-mum and have a more rapid turnover of merchandise on their shelves. Everyone who drives a car these days”, Bacon reminisces, “but how many black ones are on the street?”

He reveals, “The last time I looked at the statistics it ran about 5%, which can be compared to about 50% ten and twelve years ago. Bacon reports, ‘Practically any autom-obile salesman can tell you sales today are predominantly in the green shades, with grey and blue following.”

“Now I know, we are not selling shirts or automobiles”, Bacon opines, “but we still have an item that must be merchandised. The day is just about past when an operator could tell a customer, these are the tones you are going to get and either you like them or I take the machine out.”

“Today the fellow who is putting in the nickels and dimes”, Bacon reminds, “is the one who has a lot to say about the tunes he likes to be played on the juke box. As the number of selections increases, an appeal is made to a wider audience, with the result that more people are interested in hearing more and more music.

“Yet, if what you say is true, that many an operator and distributor hasn’t an idea of the current top requested tunes—then he is snatching money out of the cash box by the handful.

“From the standpoint of knowing his market, from the view of putting the most popular records in the fastest playing locations on the rack, from the standpoint of having a faster inven-tory turnover, which all adds up to money in the bank, it is my opinion that we, in this business, are going to have to be more conscious of what is wanted by the ultimate consumer, instead of just trying to guess that—what we would like to hear is what he would like to hear.”

Bacon concludes his letter with, “Yours truly, sentence: The Cash Box (editorial August 9, 1952 issue) ‘Better Programming—Bigger Profits’ seems to summarize the whole situation.”

Bacon also agreed that the tremendous announcement by Rock-Ola, as reported by The Cash Box each and every week to obtain the top tunes all over the nation, in all divisions of the music field, was something that everyone engaged in the automatic music industry should memorize and keep posted before them at all times.
MOA RECEIVES SIZEABLE CHECK FROM AUTOMATIC PHONOGRAPH MFRS ASSN

OAKLAND, CALIF.—George A. Miller, national president of Music Operators of America (MOA), reported that the organization had received, on August 14, the check from the Automatic Phonograph Manufacturers’ Association, which was contributed to assure the success of the MOA Convention in Chicago at the Congress Hotel, September 11, 12 and 13.

“In a telephone conversation with Mr. R. C. Zöling, president of the Automatic Phonograph Manufacturers’ Association,” reported Miller, “he stated: ‘the manufacturers of automatic phonographs were proud and willing to assist the Music Operators of America with its coming convention and that if there was anything further the manufacturers could do, it would be done for the asking.’”

Miller further stated: “The manufacturers will fight side by side with the music operators’ association against any and all legislation detrimental to our industry, and especially against the change in copyright laws as was proposed in the Brysson Bill.

GEORGE A. MILLER

It is understood another such bill is in the making for the next session of Congress.

Reservations For MOA Show Pouring In From Nation’s Music Ops

CHICAGO — Reservations from Texas, New Mexico, Montana, Nebraska, Utah, New York, California, Florida, Maine, and practically every state in the union are being made by operators for the Congress Hotel here for the coming MOA Convention on September 11-13. Many others have been relayed to the Congress Hotel by the offices of Ray Cunliffe and Phil Levin, who are working day and night.

Committee members for arrangements will start arriving in Chicago between the 3rd and 5th of September to make final preparations so that the MOA Convention will start off with a “bang,” and conclude in the usual manner.

“We wish to impress strongly upon the operators that there will be speakers from within our own industry, as well as speakers from outside the industry, but who will talk on subjects closely related to the success of the automatic music operator,” said Cunliffe.

“It is a proven fact that advertising and publicity make an organization as well as a product,” he continued. “From our present experience, the program of building the good name of the automatic phonograph business is bearing fruit. The general public and all segments are becoming more broadminded and more interested in the Juke box business. Consequently, if the operators support their own program, the automatic phonograph business will be elevated to the degree that no one will doubt its propriety or that it is becoming more essential to all walks of life.”

“It has been the policy of the manufacturers of automatic phonographs for many years not to display its wares at operators’ conventions,” continued Miller. “They show their approval, however, of the MOA Convention through their financial support. The members of the manufacturers’ association further point out that they approve of the manner in which the Music Operators of America operates and compliments the national association and its officers on the splendid job they are doing toward the betterment of the industry as well as on their sound public relations program and the greater understanding that exists between the music operators of the union and the various segments of the industry.”

Miller concluded with: “MOA members and officers are highly appreciative of the financial assistance that has been rendered by the manufacturers’ association and feel that with the understanding that now exists between MOA and the manufacturers, nothing but good can come of it for all parties concerned.”

WANTED!

Chicago Co., 212 E. Wabash Ave., Chicago 1, Ill.

WANTED!

10-20-22 SPECIAL! WRITE SHUFFLEBOARD

AMERICAN


WRITE FOR QUOTE—AMERICAN SHUFFLEBOARD CO.

Genuine Delaware FORMICA TOPS

With original silk screen playing instructions. Get the right price! Complete with cabinet, ring, and instructions. Write for quantity prices. SHUFFLEBOARD CO.

For prices and complete characteristics write Shreve & Gomes.

DOWN GO PRICES!

SPARK PLUGS - .2950
HAYBURNERS - .2470
SEEBURG BEAR GUN (A-1) - .2790
SALLY BALEER SHUFFLE BOWLER - .2400
SPEED BOWLER - .22.50
HANDICAP (Closeout) - .27.00

MANY OTHER GREAT BARGAINS!

WRITE! WRITE! WRITE!

MANY OTHER GREAT BARGAINS!

WRITE! WRITE! WRITE!

AKE CITY AMUSE. CO.

5325 Payne Ave., O.A. Cond., O. (Tel. NE 1-7977)
Dear Mrs. Operator:

Making a happy home for a man whose work keeps him busy at all hours of the day and night is no easy task.

Many an evening that you've planned and worked on to celebrate a birthday, an anniversary or some other special occasion is spoiled at the last minute by a hurry-up call to fix a piece of equipment.

It isn't easy on Mr. Operator either. You may be sure that your husband dislikes such calls as much as you do. You can't blame him—at least not entirely. Perhaps he's been too busy to notice how much more leisure time the operator and his family down the street enjoy.

Chances are when you tell him (and please do it gently) that the man down the street is operating and servicing AMI juke boxes, he'll get the point in a hurry. He'll have more time, too, when he has AMI Model "D"s on his route and, while we wouldn't want you to say we told you, more money as well.

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

AMi Incorporated

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

"It's What's in THE CASH BOX That Counts"
Lyn Brown Named Western Representative For Exhibit Will Cover 8 Western States

Genco’s “400” Brings Ops High Collections

CHICAGO—Visitors to the office of Lew Gensburg, Genco Manufacturing and Sales Company, this city, will find his desk piled high with letters from operators and distributors heaping compliments on the firm for presenting them with "400," its new upright pinball game.

"Of great interest to us naturally" stated Gensburg, "are the letters of praise, but what pleases us beyond words is the continuous ringing of our telephones. Distributors throughout the country, from near and far, keep calling in, placing additional orders, and specifically requesting rapid deliveries. We're running our production lines full capacity, and are shipping as rapidly as is possible."

Gensburg then reached over and took a letter from the pile on his desk. "Just look at this letter," he requested. "It's from an operator from Indiana who has featured the Genco '400' game in his location for several months, and play has been increasing more and more. This particular operator normally has to change games every two months, but not with our '400.'"

America's Finest FISHING EQUIPMENT
Send For Your FISHING CATALOG
SHEFFIELD SALES
(formally: Ace Premium Sales Co.)
3195 MILWAUKEE AVE., CHICAGO, ILL.
(Tell: Avenue 3-9036)

AMERICA'S FINEST MONEY-MAKERS
Exhibit's "BIG BRONCO"
Exhibit's "SUPER TWIN ROTATION"

ROY ROGERS, cowboy star, and Lyn Brown give Exhibit's "Trigger" horse a trial run.

MILLER-NEWMARK DISTRIBUTING COMPANY
42 FAIRBANKS STREET, N. W.
GRAND RAPIDS 2, MICHIGAN
(PHONES: 9-6362 and 9-6047)

ELECTRO-PITCH
FOOL-PROOF MECHANISM

The original baseball pitching Machine designed and engineered to insure trouble-free operation efficiency.

WANTED
A few choice Distributors in large markets. Write—

ROY ROGERS, cowboy star, and Lyn Brown give Exhibit's "Trigger" horse a trial run.

Genco's "400" Brings Ops High Collections

CHICAGO—Visitors to the office of Lew Gensburg, Genco Manufacturing and Sales Company, this city, will find his desk piled high with letters from operators and distributors heaping compliments on the firm for presenting them with "400," its new upright pinball game.

"Of great interest to us naturally" stated Gensburg, "are the letters of praise, but what pleases us beyond words is the continuous ringing of our telephones. Distributors throughout the country, from near and far, keep calling in, placing additional orders, and specifically requesting rapid deliveries. We're running our production lines full capacity, and are shipping as rapidly as is possible."

Gensburg then reached over and took a letter from the pile on his desk. "Just look at this letter," he requested. "It's from an operator from Indiana who has featured the Genco '400' game in his location for several months, and play has been increasing more and more. This particular operator normally has to change games every two months, but not with our '400.'"

America's Finest FISHING EQUIPMENT
Send For Your FISHING CATALOG
SHEFFIELD SALES
(formally: Ace Premium Sales Co.)
3195 MILWAUKEE AVE., CHICAGO, ILL.
(Tell: Avenue 3-9036)

AMERICA'S FINEST MONEY-MAKERS
Exhibit's "BIG BRONCO"
Exhibit's "SUPER TWIN ROTATION"

ROY ROGERS, cowboy star, and Lyn Brown give Exhibit's "Trigger" horse a trial run.
Production Upped On Conat’s “Atomic Jet” Kiddie Ride

NEW YORK—“Since our distributor showings of our ‘Atomic Jet’ space ship coin operated kiddie ride, and our ad to the trade, we have been swamped with orders” stated Nat Cohn, president of Conat Sales Corporation, this city, exclusive national distributors for the machine being manufactured for them by Nate Schneller, Inc. (NASCO) of Philadelphia.

“We naturally anticipated a winner” continued Cohn, “but the overwhelming response in the way of orders was simply astounding. And they all seemed to be in a hurry to get deliveries. In order to handle these orders we have stepped up our production line this week, and have made provisions to extend our manufacturing facilities further. We are hopeful that within the month we’ll be rolling to the extent where our production line will be capable of producing quantities of the ‘Atomic Jet’ machines.”

Fun For All At United’s Picnic

CHICAGO—United Manufacturing Company’s annual picnic, held on Saturday, August 16, at the Village Inn, was an all-day affair which lasted from 10 am to 11 pm, and was attended by employees, their families and friends. Estimated crowd was between 1,500 and 2,000.

There was plenty of refreshments of all kinds. Also door prizes, races for the children and favors for all.

Another of the picnic’s highlights was the dancing in the evening, in the pavilion, to the music supplied by a juke box.

“A very enjoyable day for all who attended”, reported United’s Bill DeSelm, who added, “I believe this was the finest picnic we have had to date”.

“America’s Finest Money-Makers”

Exhibit’s “BIG BRONCO” Exhibit’s “SUPER TWIN ROTATION” ORDER TODAY FROM...

ATLAS MUSIC COMPANY
221 NINTH STREET DES MOINES, IOWA

“MONEY-MAKERS”

Exhibit’s “BIG BRONCO” Exhibit’s “SUPER TWIN ROTATION” ORDER TODAY FROM...

UNIVERSITY COIN MACHINE EXCH.
852 N. HIGH STREET COLUMBUS, OHIO

It’s What’s in THE CASH BOX That Counts”
Welcome Home, Mom . . .

On hand to greet “Mom” was Bob Gnarro, president of one of Chicago’s leading music machine operating firms, A. B. C. Music Service. Bob flew into New York on Friday, met his mother on Saturday, and then stayed in the city for several days before training home to Chicago.

Mrs. Fortuna Gnarro, together with her late husband, were among the first operators of automatic music machines in the Chicago area, conducting the Fortuna Music Company in 1935. When Mr. Gnarro died, the son, Bob, took over, subsequently changing the name of the firm to A. B. C. Music Service. A private office has been built for Mrs. Gnarro, and although it isn’t expected that she will be very active in the business, it will be available for her at any time she wants to make use of it.

Joining with Bob at the New York port to welcome Mrs. Gnarro were some of the New York staff of The Cash Box as well as its photographer. Pictured at the left we see Bob greeting his mother with a big welcome home kiss. Photo below shows Mrs. Gnarro (second from left) with Joe Orlick of The Cash Box on the left and Bob on the right, and at extreme right, a niece of Mrs. Gnarro.

During recent months, A. B. C. Music Service has been extremely active in donating jukeboxes to youth centers, religious organizations, and others interested in combating juvenile delinquency. “Mom has a big heart and now will have the time to devote to this type of charity” says Bob, “and she has assured me that she will step up our efforts in this direction.”

NEW YORK—The “S.S. Vulcania” arrived on Saturday, August 16 from Italy, bringing Mrs. Fortuna Gnarro home from an extended three year stay.

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 GLORE TROTTER
Chi. Coin CHAMPION
Williams MARVEY
LATEST FIVE-BALLS

WIRE — PHONE — WRITE

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

World's Finest
EXHIBIT'S
"Big Bronco"

EXHIBIT'S
"Super Twin Rotation"

ORDER TODAY FROM...

SOUTHERN AUTOMATIC MUSIC CO.
735 S. BROOK ST. 240 JEFFERSON ST. 3011 E. MAUMES AVE.
LOUISVILLE, KY. LEXINGTON, KY. FT. WAYNE, IND.
129 W. NORTH ST. 1000 BROADWAY INDIANAPOLIS, IND. CINCINNATI, OHIO

ROCK-OLA’s SUPER-ROCKET . . . PUTS MONEY IN YOUR POCKET

ROCK-OLA Manufacturing Corporation 300 North Kedzie Avenue • Chicago 51, Illinois

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
GET YOUR SHARE OF THE FORTUNE IN COINS POURED INTO Famous Silver-King's Mighty King of all Vendors Silver-Kings Got 'em All
1c CHOCOLATE BALL GUM VENDOR
1c "HUNTER" ACTION BALL GUM VENDOR
1c SILVER-KING "HOT NUT" (for that "extra-special" spot)
1c "SUPER-VENDOR" KING-SIZE BALL GUM (To wake up sleepy locations)
1c MIXED NUTS (The hardest nickel snatcher)
1c "CHARM KING" BALL GUM (Time-tested and proved)
1c PISTACHIO BALL GUM (Best bet for bonus)
2 for 1c SILVER-KING BALL GUM (For quick, quick money)
VENDORS FOR ALL FOREIGN COINS IMMEDIATE DELIVERY AT BEST DEALERS EVERYWHERE
ANY SPOT'S A HOT SPOT WHERE THERE'S A SILVER-KING
SILVER-KING CORP. 622 Diversey Parkway Chicago 14 Ill.

"Electro-Pitch" Enters BB Derby

PHILADELPHIA, PA.—It took a woman, Mrs. Laura Beck, to visualize the potential market for an automatic baseball robot machine. Several years ago, Mrs. Beck, president of the Electro-Pitch Company, Inc., this city, introduced the firm's "Electro-Pitch" baseball pitching machine, and has been going along quietly and steadily reaching out further and further as more and more people in the coin machine industry have become aware of the potential of operating a "baseball pitching" unit.

"The public loves the opportunity to enjoy and participate in the actual thrill of batting a ball from regulation length," states Mrs. Beck. "We attribute the fast growing interest in out batting range 'Electro-Pitch' and the steady increase in business to the simplicity of the machine, 'Electro-Pitch' can be set up and adjusted in a matter of minutes. It weighs only 160 lbs. The speed of the ball can be regulated from 60 to 90 mph at six-second intervals pitching at any desired distance. The use of the regulation size, safety ball gives the batter all the thrill and the best results for training his eye to the various pitches without the danger, allowing the operator to cater to the professional players, plus the amateur baseball enthusiasts of all ages."

Mrs. Beck looks for an all year around proposition, with the operator in the southern states running continuously.

The firm has established several distributors throughout the country, and is now in the process of appointing others in the areas where they are not at present represented.
THE 2 BOWLING GAMES MOST IN DEMAND!

Chicago Coin's 10th Frame Bowler

"JUST LIKE" REGULATION BOWLING

A STRIKE IN THE 10TH FRAME GIVES PLAYER 2 EXTRA SHOTS.
A SPARE IN THE 10TH FRAME GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

Features
- HIGH SCORE OF THE WIN
- INDIVIDUAL SCORE
- DRUMS
- 7-10 SPLIT PICKUP
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIED
- REBOUND 20-30 SCORING

CHICAGO COIN MACHINE COMPANY

AMERICA'S FINEST MONEY-MAKERS

"BIG BRONCO" (7" LONG TWIN)
"SUPER TWIN ROTATION"

ORDER TODAY FROM...

CLEVELAND COIN MACHINE EXCH.
2021 PROSPECT AVENUE
CLEVELAND, OHIO

MCLOSEOUT!:

Chicago '46 .... $95.00
Chicago '47 .... 130.50
Seven-O 49 and '50
(like new) .... 295.00
Secur-Bow Wall Bases
(Brand New) .... 22.50
Packard Wall Bases
(5) up to date ..... 11.00
(5) current, brand new C. O. D.

DAVID ROSEN
Exclusively at World's Greatest Coin Machine Store
150-16 111th St., Jamaica, L. I.
PHONE: STEVENSON 2-2903

NEW ORLEANS NOTES

Happy's "Tac" softball team beat J & C Amusement and took over the lead in the Wisner League. New was really hustlin' at last Sunday's game and he told us confidentially that he missed a terrific fishing trip just to be on hand and help the boys along. Keep us posted Happy on the future adventures of the Tac softball team. . . . F. A. Blakley and family are vacationing in Hot Springs, Ark. . . . Fred Werther, parts manager at F. A. B. Distributing, returned from two weeks' training with the National Guard at Camp Polk, La. . . . And with Saul Leopold also vacationing, Bob Dupuy, FAB's VP, really has his hands full of work. . . . Bob Tanner reports that Delta Music Sales is really reeling what with Williams' new "Long Beach" and United's "Stars." Both games are going big in Nola and the country. . . . Also vacationing are the H. C. Gascon of Addis, La., who are enroute to California. Mrs. Gascon says she is really looking forward to seeing Hollywood and hopes that she can participate in one of the networks' Dale shows.

Charles Steward of the Southern Amusement Co., Pensacola, says business is terrific. . . . Out of town ops really hit Nola and the beat this week: Carl Daniels, Franklinton, La.; Ray Landry, Gonzales, La.; Charles, Jim and Fred from New Iberia, La.; Macie Lamott, Baton Rouge; and Earl, Slay Music, Hattiesburg, Miss. . . . We took a drive down the gulf coast and found Bally games booming in that area. . . . That should make Mr. "B" very happy . . . Incidentally Mr. "B" (Bouquery to you) attended the All-Star game in Chicago and took the three young Mr. Beanbergs with him. . . . Ralph Bowsher just returned from a Florida vacation . . . Ditto Joe Isaacson and family . . . The New Orleans Novelty Company is operating the automatic Photo Machine in the large Woolworth store on Canal St. . . . Did you ever try to count the horses in Schwemm's? We did and lost count.

SALE EVERY 50 SECONDS

PHOTOMAT*

delivers a 3" x 5" set of 200 fine portraits in less than a minute

Write for Details

*Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION

155-16 111th St., Jamaica, L. I., N. Y.

"It's What's in THE CASH BOX That Counts"
CHICAGO — "Now, anyone can profitably serve a toasted pocket bar-b-que sandwich anywhere there's an electric outlet. That's all that's needed to put into operation the new "Minut-Bun Bar-B-Q-Bar,"" said John Conley, assistant sales manager of Helmco-Lacy, this city.

"This is one of the few times that there has been a product which has been developed on a national basis. Our program is being set up on a national franchise basis.

"At the present time we have 50% of the country lined up with distributors and we could have the balance by the first of the year," he continued.

He also stated, "We have four products available to the minute-bun franchise distributors. They are Bar-B-Q Beef, pork, chicken, and turkey. We also expect to have Bar-B-Q ham in a short time."

Conley went on to say, "The Bar-B-Q-Bun is a complete sandwich making unit which occupies less than two square feet of counter space. This machine toasts the toast, toasts the meat, and toasts the bread."

"Because of the "Toast-Pocket" principle, once the barbecue beef, pork, chicken, turkey, or other filler is inserted, the sandwich won't drip, spill, or break," he said.

The sandwich comes in two sizes; "Most two toddlers to children; or is equipped and two feet of the unit for each to serve 240 sandwiches an hour."

The following distributors were named by the firm:


"By the way," added Conley, "Helmco-Lacy will soon be entering its 28th year of business. It is famous for electric hot cups. We have been a manufacturer for Heinz and Campbell soup products. Our product can be seen on practically every soda fountain, tavern, and restaurant counter in the United States."

Guardian Holds 17th Annual Employee Picnic

CHICAGO — The employees of Guardian Electric Company, this city, held its 17th annual picnic this past week at Fox River Grove, Ill. Miss Connie Stephens, general chairman for the picnic reported "A good time was had by all."

Frank Rowell, president of the firm, joined in with the comment "This year our picnic took on more form and more fun than any previous year."

The featured attractions were: A Western theme was used, with activities such as horse races, bowling, sports, and a barbecue.
EASTERN FLASHES

There's a cigarette vendor location in the city that's causing quite a bit of comment among the operators. When the "Coffee Express" coffee shop was built on the Winthrop Hotel on Lexington Avenue and 17th Street, the owners had the advantage of previous reservations for the vendor cigarette (an Eastern Electric "C-S") by the way) to be spotted in front of the shop, with the vendor front emerging to the street so that buyers of these cigarettes even the day shop was closed. Also outside, as well as inside vending, is common practice in many European cities, this is the first case that's brought to our attention in New York City. Bill and Sandy Weiner Sales Co., Eastern Electric distributors here, tell us that they worked out the original plans with the builder, and that special changes had to be incorporated into the building.

Many in the trade joined in the festivities on Sunday, August 17, when Harry Reiner's (Atlantic Street, New York, and Sanford.) Then all were shocked when they heard that Harry's brother, Abe, died the following day, Monday, August 18. The funeral was held Tuesday, and many of Harry's friends in the trade attended. Joe Mangone, Miami, Fla., and his beautiful wife, Eloise, visit our town for a short vacation. Otto Behrens of the engineering department of Exhibit Supply, spends several days at Mike Munves' demonstrating the firm's "Super Twin Rotation" to the many interested operators. "Otto has been of great help in assisting us to line up considerable orders," states Munve, "and I hope Exhibit can ship these games in the coming months. I've requested for AMI, returns from a trip to Boston Mass., and tells us SI Redd, head of Redd Distributing, out of the office for several days due to a slipped disc. Jack now heads for the mid-west and we'll be gone for a couple of weeks.

Barney (Shug) Singerman, Runyon S. Lee Co., joins his roadman, Irv (Kempy) Kemper, on a trip thru New York State covering their operators.

Word reaches us that Ben Becker, Ball's regional representative, suffers a slight heart attack while covering the Philadelphia territory. Doc forbids Ben to arrive, so Joe has had a driver to take him back to Al Scheininger, Square Amusement Co., Poughkeepsie, N. Y., visits the wholesalers along the way.

Joe Young and Abe Lipsky, Young Distributors, were right in their prediction that with the personnel of Wurlitzer factory back from vacation they would be getting shipments of the new model 1500 phone. "I'm not complaining" smiles Joe, "but certainly could use more hand more of these marvelous phonographs." Joe Darwin, (covered the entire East Coast for Wurlitzer when Homer Golden was up and sales man kept in touch with dealers during this time with a slight stroke.. . . . S. H. Barclay (former owner of Lady Music Co., N. J. with his wife) died in Pacific Palisades, Calif., where they've been living for the past three years. . . Dave Lowry, Dave Lowy & Co., New York, closed in August, but Bob Jacobs and Whitey Druckman kept at fever pitch to supply demand for its shuffle conversion kit "Match-Ne." Harry Keoghe, Keoghe &amp; Company, left for his vacation last Saturday (Aug. 16) but had to turn back almost immediately due to tooth trouble. . . Al Simon, Albert Sales Co., doing a big job with Cliff's latest games. "Operators like the shuffle games â€œ6-Player Match Bowler" and the 10 Frame Bowler" with its 10 frame feature." says Simon.

Joe Fishman and his ever charming wife, Molly, head for a three week tour of the far west. Joe is manager of the Atlantic New Jersey Corp. . . . Not to mention David Sale Co., relieved the manner in which the operator's have taken to his "Atomic Jet" coin operated space ship ride. Since the showings of this machine at his distributors throughout the country, he's been flooded with orders... Arthur Hermann, at the distribs along 10th Ave... Bob Shifer and Dave Stein, Seacoast Distributors, Elizabeth, N. J., covering in metropolitan areas for Rock-Ola, tell us that they're still doing a good selling job, and are looking forward to the big things to happen for them in the fall... We had quite a selling and most enjoyable experience last Saturday, August 17, Bob Guarino of Chicago in meeting the boat which brought his mother, Mrs. Fortunia Guarino, back from Italy.

DALLAS DOINGS

The entire state of Texas is still suffering through the worst heat wave ever to be recorded in its history. For legion this has continues to be good... Over at Commercial Music Company, Ed Wurgler from the Wurlitzer plant is on hand together with Joe Schucka who is conducting a service school. So far a new 1500 model冲洗 and an updated version of the old Nevin's of Dallas at Commercial this week buying the "Star Shuffle" Allele. This year's cameras were very Esslinger and are very commercial also. They say it is going like hot cakes. . . Tommy Chatten is traveling with the games. They have 20 machines out this week and Mike Keonig is in Louisiana. Raymond Willams got a new machine in Chicago on Tuesday.

Jake Moorehead of Arlington in town this week... Also saw A. Buxton of Dallas... Bob De Priest is busy planning a fishing trip to Mexico with his friends . . . Charlie Hunt of the Weiler Sales Company spent the past week with their coin machines and "Bally's Champion," the selling very well... More in the office. Bob Guarino of Chicago at the office for a week at the end of his service trip. He can bet he is at Corpus...
Harry Wiczer of Wico telling us that with the exception of the initial orders on its "Major Leaguer" Baseball Pitching Machine, it will take from 7 to 8 weeks for delivery on this machine. . . . Jack Nelson, Jr. of Logan Distributing Co., mightily happy these days due to tremendous sales of chlorophyll gum. . . . Bob Sigler, president of Silver King Corp., of ball gum machines, reports his factory busy these days filling orders. . . . Lou Gensburg of Genco, receiving some wonderful letters from ops and districts praising its "480" game. Says Lou, "Ops are claiming this game a real top money-maker." . . . Paul Hasebeck reports Kent's going on again next month with a new contract. This past week Paul welcomed a visit from his brother who hails from New Jersey. . . . Robert Koff of Hugh and Harry Katz (Pitch-O-Mat) set to hold premier showing of their automatic pitching machine in mid-September. Place they have chosen is the Crystal Ballroom of the Sheraton Hotel.

Ed Levin of Chicago Coin related that due to the tremendous demand for its "6-Player Match Bowler" game, they were forced to go into another production run this week. "This also holds true of the '6-Player Match Bowler' game," Ed continued. Both games will be available for distribution at the same time. Sam Lewis of this firm currently vacationing in California. . . . Also enjoying a vacation at this time is Roy Monroe of Cleveland. . . .Representatives of the Exchange, Cleveland, O., who has gone up to Canada for a couple of weeks. In the meantime, George George, his associate, is holding down the fort. . . . Herb Perkins of Purveyor called to let us know he has added two men to his shipping dept. They are James Smith and Richard Cupal. . . . Charles Cupal of Purveyor is on a two week vacation and headed straight for California."We are getting ready a new program for the coming fall with our American Bank Shot Shuffleboard Game," Herb concluded.

Bob Gnarro of A.B.C. Music Service Corp. returned to Chicago this week with his mother, Mrs. Fortunata Gnarro, whom he went to New York to greet upon her return from Italy. . . . Robert Schmidt, an operator from Buffalo, N. Y., visited Chicago this week. Here . . . Clem Wittke will shortly announce Wittke's 1953 model automatic pitching machine. "This will be a highly improved trouble free machine," claims Wittke. . . . Joe Abraham of Lake City Amusement Co., happily announced this past week, "Business is actually zooming for us. We've really been busy these past several weeks." . . . Same type report comes from Harry Brandt of Midland Distributions, Houston, Tex. . . . Marshall Rockets, Winchester, Ky.; A. J. Villines, Wilmette, Ill.; Burt Lane, Miami, Fla.; Lloyd Laird, Minneapolis, Minn.; Alfred Bergman, Sheldon Sales, Inc., Buffalo, N. Y.; Sam Hastings, Hastings Distributing Co., Milwaukee, Wis.; Jack Williams, Capitol Sales Co., Denver, Colo.; Harry Aurburn, Premium Dist. Co., Portland, Ore.; Seymour B. Kudlin, Los Angeles, Calif.; J. W. Stark, Wichita, Kan.; Ralph Thorinly, Dallas, Tex.

Sterling Douglas of Ball Gum, Inc., brought to our attention the forming of a subsidiary, Ball Gum of Canada. Elvin D. Angell will be director of production and sales with offices in Chatham, Ont., Canada. "We decided to set up a branch office for Canada because of the tremendous demand for ball gum in that area," Douglas reported. . . . Guardian Electric Co. this past week held its 17th annual picnic for employees at Fox River Grove, Ill. . . . Frank Mercari of Exhibit Supply expressed his regard for Art Weinland in the following manner: "We are pleased and happy that Art has joined our staff. I feel he is just the man we need to help us give our customers the service we feel they are entitled to receive. He fits into our picture just perfectly." Nice praise for a nice guy . . . Gil Kitt of Empire Coin, distributes for Auto-Photo received excellent reports from the Woolworth chain, where they have installed this machine. Among those doing well are the stores on State St. in Chicago, Milwaukee, Wis., and Cleveland, Ohio.

Bob Brandson of Century Music, seen at the Steak House entertaining Dave Kappy of RCA Victor; Dewey Bergman of King Records, and band leaders Al Trace and Teddy Phillips. . . . Ops who visit with Jimmy Johnson at Globe Distributors really get quite a bang out of his specially built radio inter-com system. They can control really some gadget. . . . Wurlitzer's newest distributors met in Chicago this past week to attend Wurlitzer's refresher course held at Coven Distributing Co. Representatives of the following firms attended: T & E Dist. Co., Cincinnati; Brandt Dist. Co., St. Louis, Mo.; Central Music Distributors of Kansas City and Omaha, Neb.; Sandler Dist. Co., Des Moines, Ia.; United, Milwaukee; Lieberman Music Co., Minneapolis, Minn. . . . Les Reick of H. C. Evans & Co., announced his firm will have King corp. manufacturers all the operators at the coming MOA Convention.

Bill Bus on hold its annual picnic-outing this past week and report from Bill Dobslin indicates it was the finest outing of all times. . . . Sam Stein announces very favorable reaction to Williams' "Long Beach." . . . Alvin Gaddis had a lot of fun at the Kappy Dinner. . . . Some of the other ops were very sorry to have to disappointing so many of our friends." . . . J. P. "Midge" Ryan of Bell-O-Matic Corp, in town this week visiting pals at Mills . . . Bally executives John and Bill hear from Philadelphia that their regional representative, Ben Becker, laid low with a heart attack, but happily to learn later that it was just a slight attack, nothing serious. However, Becker had to get someone to drive him home to Brooklyn, N. Y., as his doc forbid any driving. . . . Ray Cudillo and Phil Levin working at top speed doing the thousand and one things they have to do in preparation for the forthcoming MOA Convention being held at the Congress Hotel, September 11 to 15. "I'll be the biggest and greatest of all MOA shows" they state jubilantly.
Bumped into George Warner on the L. A. Row, where he drops in every now and then to check up on the Automatic Games building, which is still up for sale. George is keeping his hand on the coin machine business through an occasional investment, but otherwise he spends most of his time on his car, his property and club activities. . . . Danny Jackson, who headed up the Automatic firm, is spending his time these days at his downtown jewelry store while Sammie Donin, we understand, is back in Oakland with his son-in-law in the siding business following a refrigerator adventure in Los Angeles. . . . That new fellow Jack Simon's making it just about the brightest looking spot on the street, with green and white giving the spot a real sparkle. Jack told us that Abe Chapman hurt his back while helping the boys load a big shipment of "Buccero" horses for Dallas. The Simon emporium had an Exhibit "Super Twin Rotation" on the floor that we tried and found a most fascinating game. Going strong all over, the game holds wide appeal even for folks who never saw a billiard table.

Frank Mencuri of Exhibit Supply was in town making the rounds of places along the Row with Lyn Brown, Exhibit's local rep. . . . Speaking of local reps, Chicago Coin's Phil Robinson, the dean of them all, is on his way to that B'nai B'rith Convention in Seattle, and we wouldn't be surprised if he comes back with a load of orders from stops along the way. . . . In from Salt Lake City for a visit with Jo Ann Lewis and the folks at Dan Stewart's Pico Blvd. Rock-0la headquarters was Isabelle Allred, who heads the office up Cal. Way. Must indeed be a valuable gal as both Dan and Bob Bever were gording down the Salt Lake office in her absence. . . . Chatted with Florid Boyce at the Nickakob and learned that he's really keeping on the go handling all new those AMI phonographs for delivery to Fresno and thereabouts. Nick Carter had just taken a turn at accompanying a batch of the beauties up there, with Floyd on hand to handle one of the plentiful local demands.

Used equipment, games and music, is taking a lively spurt up and down the Row, with reports from Badger Sales, Charlie Robinson's and Paul Laymon's indicating that the boys are starting to stock up now for the action they expect within the next few weeks, what with the vacation period winding up in these parts soon . . . Over at Laymon's, we learned from Charlie Daniels that their used department has been going full blast. This doesn't mean that there's any slack at all in sales of new Wurlitzers and Bally's two very good things, "Palm Beach" and the "Champion" horse. . . . We understand from a number of other jobbers on the street that "Palm Beach" is a big seller over there where.

While cooling off over a lemonade with Charlie and Wurlitzer selling Jim Wilkins, we learned that technician Karol Johnson was heading up to San Francisco for a few days to attend a Wurlitzer service school conducted by Joe Hrdlicka out of the Tonawanda plant. . . . On the Row: Lela Smith from Barstow . . . E. O. Everett of Kingman, Arizona . . . Charlie Cahoon of Long Beach . . . Southgate's Pete Shupp, Lloyd Sanders and Johnny Lantz. . . . Fred Shroyer of Gardena. . . . T. H. Lee and several sons from El Centro. . . . Fred Lohsinger of Needles.
IT'S NEW... IT'S DIFFERENT... IT'S
THE Coin Machine of Tomorrow!

GENCO'S FLASHY,
FANCY, FASCINATING
400
UPRIGHT CONSOLE
BINGO GAME
NOTHING LIKE IT FOR FLASH... FOR CLASS... FOR EXTRA TAKE!

EXCLUSIVE ORIGINAL DESIGN

UP TO 540 REPLAYS!
DOZENS OF WINNING COMBINATIONS!

ABSOLUTELY TROUBLE-FREE!
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!

FASTEST-PLAYING, BIGGEST-PAYING
GAME IN COIN MACHINE HISTORY

SPECIAL SKILL CONTROL
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!
- UP TO 20 REPLAYS for 1 to 6 combinations
- 120 REPLAYS for 1 to 6 in line combination with first coin
- EXTRA BALL for Each EXTRA COIN
- 400 BONUS REPLAYS for perfect game
- UP TO 12 BALLS PER GAME—6 balls on first coin—6 extra balls for 6 EXTRA COINS

ADDS TO THE PLAY—ADDS TO YOUR PAY

GENCO
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

SPACE-SAVING DESIGN!
Takes only ½ the space of conventional games. 24" wide, 17" deep, 64" high.
MAKE "400" YOUR LUCKY NUMBER
WRITE-WIRE-PHONE YOUR GENCO DISTRIBUTOR... TODAY!
WANT—Late Solotone Master Entertainers; Hobby Horaces; Shufflecades; Star Series; Heavy Hitters; 10th Innings; Ball and Tab Gum Venders. E. LIEBMAN, 12 BABY POINT RD., TORONTO 9, ONT., CANADA.

WANT—A M, C or D, 40 selection handways; Wall Boxes. Seeburg M-100's (78 & 45); 147M; 140M; 1217M; 750; 1250; 1217; 1017. Very latest amusement machines; Scales; Adapters; Speakers. Write, stating condition and prices, ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2645.

WANT—Coney Islands; Bright Lights; United's Leader; 100 Record Quality Photographs & Bar boxes & Late Model Phonographs; Chicago Coin, Exhibits. Seeburg Bear Gun; Hobby Horaces. Give best price and quantity in first letter, VALLEY DISTRIBUTORS, 710-12th STREET, SACRAMENTO, CALIFORNIA.

WANT—Need for importation, Holly-LEVEWrit, Second last model, complete and quantity, CARDINAL AMUSEMENT, 3710 Victor Ave., BROADMOOR, 34, QUEBEC, CANADA.

WANTED—Late Model Solotone Master Entertainers and Selective Boxes, RECENT VENDING MACHINES, LITE-CHANGE, 1505 COLUMBUS ST., PHILADELPHIA, PA.

WANT—All types of post-war flipper five ball games, in any quantity. Give us the condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT, 1303 VENICE BOULEVARD, LOS ANGELES 3, CALIF.

WANT—Your used or surplus records. We buy all year round and pay top prices. Write, Wire, Phone: 523-5453, 578-550, 661t Metal, 6L7, 6C7, Metal, will pay $40.00 hundred. Must have minimum quantity, 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13 ILL.

WANT—Wurlitzer Model 1250a; Seeburg N-45 B.R.M. Will pay cash or trade Williams Horse Feathers and Chicago Coin 4 Player Derbys for 4 Player STINGER BUSH DIST, 226 W. TENTH ST., MIAMI 37, FLA. Tel: 3-4623.

WANT—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Address: 400 red box. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

WANT—Used 1423 Rock-Ola, State last price and general condition. SOUTHERN MUSIC DISTRIBUTION, 203 W CENTRAL AVE., ORLANDO, FLA.

WANT—Seeburg Shoot The Bear Guns. Any quantity. Give price and conditions in first letter. MUNYVEX CORP., 577 TENTH AVE., NEW YORK 1, N. Y. Tel: BRYANT 5-6677.

WANT—United Six Players—all models; Chicoin Six Player stationary light-up pin, quote quantity and prices on above. UNITED PLAY MACHINES, INC., 573—TENTH AVE., NEW YORK 1, N. Y. Tel: LONGARE 3-8748.

WANT—$500 and 1015's. All you have. LAREDO EXPORTING CO., LAREDO, TEXAS. Tel: 672-723.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand, TONY SCLAVO, 1217 CALGANO DISTRICT, 4112 W. ARMITAGE, CHICAGO 39, ILL. Tel: Dickson 2-7060.

WANT—Will pay top price for AM Model B; Barry, Coney Islands; Bright Lights, etc. MonoRoc Coin Machine Exchange, INC., 2423 PAYNE AVE., BALTIMORE 8, MD., OHIO. Tel: Superior 1-4600.

WANT—We buy dealers' surplus stocks. Operators we pay the highest prices for new and used recorded records. 5 to 6 months old. Top prices paid for 45 RPM'S. Call or write: W. C. & M. CO., 11 BAYBERD RD., FRANKLIN SQ., L. I. N. Y. Tel: Tilden 4-9904.

WANT—All types Arcade Equipment, pinball, juke box, record players, etc. Quote lowest prices or will trade new for old. C. W. WINCHESTER, 824 W. 5TH ST., Topeka, Kans. Write, Wire Phone: C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 46, CALIF. (Tel: Duirkirk 3-1810).

WANT—Panoramas; Spot Lights; Lite-A-Lines; Five Stars; Coney Islands; Seeburg Unis, B. R. M., 1217M Seeburg, ARCH COIN MACHINE, INC., 2257 NO, LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel: Lincoln 9-3996.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand. Write us at once if interested. We pay over $75.00 per thousand for all records if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 139 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand. Write us at once if interested. We pay over $75.00 per thousand for all records if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 139 W. 66th STREET, NEW YORK CITY, N. Y.
FOR SALE—2 C. C. Thing $95; Bally Carnival $35; Exhibits Gondola $35; Universal Deluxe Twin Boller $125; Gottlieb Barracuda Bill $45; Exhibit Six Shooter $195; Universal $175, Packard Wall Box $25; American Twist Company, 140 E. 2nd St., Salt Lake City, Utah. Tel.: 9-0931.

FOR SALE—Packard Wall Boxes $10 cash. Used Rock-Ola; Seeburg; Worlitzers; etc. New Smokeshop Cigarette Machine; ULT-OMatic; Ouch Ball; Surf Kings, new, in original crates; used Surf Kings; Classic Deluxe right. Also Mechanical Horses, Liberal traditions, Eastern Vending Sales Co., Inc., 940-42 Linden Avenue, Baltimore 1, Baltimore.

FOR SALE—Phonograph records direct from our route. We welcome complete inspection of our stock. Continuous supply at all times. Reliable Coin Machine 1924 Linden Street, Hartford, Conn.

FOR SALE—Chicoco Bowling Alleys $55; Seeburg Guns $75; Li'l 175 Darter $10; Bowling Bowlette $35.50; and many other values. Coin Amusement Games Co., 145 E. 55th St., Chicago 15, I11.

FOR SALE—Seeburg 100 A $719; Seeburg 147 $149; Packard Manhat ton $110; 5000 records—used Seeburg 100A—Cash Vending Co., 615-10 Avenue, New York City, New York.

FOR SALE—Rock-Ola 1424 Walnut Hideaway $110; Wall Boxes 1550, clean $15; Bar Brackets $4; 1525 5-10-25c Wall Box $5; Gottlieb Bowlette $39.50. Waterbury Amusement Machine Co., 453 West Main St., Waterbury 35, Conn.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. Comm. 33, 2130, 250; $250; 403 H St., Dallas, Texas. Tel.: Riverside 4131.

FOR SALE—Special Limited Offer—Ten new Seeburg Triple Column Postage Stamp Machines plus 100- Free Stamp Folders—all for $395. Victory Foldere $6 for 10; $100; Shipman Foldere $10 for 20, 40. Mail Check to Schwartz Distributing Co., 1800 S. W. 17th St., Miami, Florida.

FOR SALE—Just off our route: Worlitzer 1250 and 48 Selection Wall Box $125; Gottlieb Bowlette $45; Seeburg Chicken Sam converted to Swiss Monkey $50. 1/4 deposit order. FRENCH, 76 N. E. 2nd Avenue, Miami, Fla. Tel.: 2-7267.

FOR SALE—Wurlitzer 1100 $849; Seeburg 148ML $265; 1100 $150. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned. C. G. T. E. Machinery Distributors, 1221 Main Street, Buffalo 9, N. Y.

FOR SALE—Wurlitzer 1080 $179.50. Seeburg 1000—875 $49.50. List of many, many others—write for list. Young Distributing Co., 599 Ten Ave., N. Y. C., N. Y. Tel.: Chickering 4-5050.

FOR SALE—Double Action $129.50; Tri Scott $65.50; 5-10th Pacific $60; Carnival $25, Tahiti $62.50; Baby Face $24.50; Aquareen $39; Triplets $15; Knockout $79.50. Write for our list of used pins and machines. Miller New Mark Distributing Co. 42 Fairbanks St., N. W., Grand Rapids, Mich. Tel.: 9-6327.

FOR SALE—RCA 25¢ Coin Radio $225.50; 4 Col. Pastime Stamp Vendor $18; National Candy King $27.50; Shipman 2 Col. Stamp Vendor $16; Acrion Charm Vendor $12; Champion Basket Ball New Wall $29; Pop Up New Wall $20; Packard Wurlitzer New III Chrome $22.50; Chicago Coin Horsecross $90; East ern Deluxe $30. Vendor $85; Mills Candy Vendor 5 Col. $65; AMI Model C Like New $475; AMI Model A Very Clean $30; Wurlitzer 100 Very Clean $49.50; Hurlock 3 Wire 5-Cash Box $15. Write Money to SCHWARTZ COIN MACHINE EXCHANGE, INC., 2423 Payne Ave., Cleveland 14, OHIO, (Tel: Superior 1-4600.)

FOR SALE—Coin Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, La. Tel. Magnolia 3931.

NOTICE—Change to dime play. Haw ley Convector Kit for old style and new style Packard boxes lots of 25, $1 each; Samples $1.25. Contains new glass, dime hushings, parts for repair. Kits also suitable for your other five-cent play machines. Specify your needs. J. B. HAWLEY DISTRIBUTING INC., 617-220 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, (Hudson 6-2640); The Cash Box, Chicago, Ill., Deereburn 2-0041; The Cash Box, Los Angeles, Calif, WElser 3-0347.
**PHONOGRAPH**

**6. 5, 10, 25c Barometric** 3.90 6.95
**5. 10, 25c Wallomatic 3** 7.50 9.95
**4. 5, 10, 25c Barometric** Wireless 6.95 9.00
**5. 10, 25c Wallomatic** Wireless 8.50 11.75
**4* 2W2 Wall-a-matic** 11.95 18.50
**4* 5W5-56 Box 5e** 5.00 13.00
**3W1-56c Box** 5, 10, 25c 34.50 44.50
**W 56-5-65/10/25** Wireless 36.00 49.00
**Tear Drop Speaker** 12.50 17.50

**ROCK-OLA**

**6. Imperial 20** 24.50 49.50
**6. Imperial 16** 25.00 49.50
**5. Monarch** 29.50 49.00
**4. Spectra Tone** 38.50 62.00
**4* 50 Super Rockolite** 39.50 95.00
**4. Counter 39** 19.50 49.50
**4. 29 Special** 25.00 60.00
**4. 39 DeLuxe** 39.50 65.00
**4. 30 Master Rockolite** 39.50 95.00
**4. 50 Counter with Std.** 49.50 54.50
**4* 51 Premier** 49.50 69.50
**4. Wall Box** 9.50 19.50
**6. Bar Box** 4.00 9.50
**14. Bar Box *1** 35.50 29.50
**6. Glamour Tone Column** 30.00 35.00
**4. Modern Tone Column** 32.50 40.00
**4. Playmaster & Speckenzaw** 49.50 69.50
**4. Player No. 16** 69.00 79.50
**4. Playboy** 25.00 30.00
**4* Commando 4-B** 20.00 25.00
**4* 1422 Phono (’26) 75.00 150.00
**4. 1424 Phono (Hideaway) 140.00 250.00
**4. 1262 Phono (’17) 119.00 175.00
**4. 1432 (Rocket ’51) 419.00 495.00
**4. Magic Glo (’42) 495.00 595.00
**4. 1501 Wall Box 3.00 7.50
**4. 1562 Bar Box 5.00 7.50
**4. 1563 Wall Box 12.50 15.00
**4. 1564 Bar Box 8.50 17.50
**4. 1516 Bar Box 15.00 20.00
**4. 1525 Wall Box 15.00 20.00
**4. 1526 Wall Box 15.00 19.50
**4. 1530 Wall Box 15.00 25.00
**4. 1805 Organ Speaker 24.50 29.00

**SBUCKLEY**

**6. Wall & Bar Box O.S. 3.00 5.00
4. Wall Bar Box N.S. 7.00 11.75

**PACKARD**

**1. Phaeton Wall & Bar Box 7.50 12.50
2. Manhattan 8.00 16.50
3. Model 7 Phono 74.50 119.50
4. Hideaway Model 180 64.50 95.00
5. 1000 Speaker 29.50 49.50
6. Willo Adaptor 14.50 25.00
7. Chaumont 15.00 25.00
8. Cedar Adaptor 15.00 29.50
9. Popper Adaptor 15.00 27.50
10. Maple Adaptor 10.50 18.50
11. Juniper Adaptor 15.00 25.00
12. Elm Adaptor 15.00 25.00
13. Pine Adaptor 15.00 25.00
14. Beech Adaptor 15.00 25.00
15. Spruce Adaptor 15.00 25.00
16. Ash Adaptor 15.00 25.00
17. Walnut Adaptor 17.50 25.00
18. Lily Adaptor 10.50 18.50
19. Viole Speaker 10.00 15.00
20. Orchid Speaker 19.50 22.50

**MILLS**

**6. Do RI Mi 25.00 59.50
5. Panorama 150.00 225.00
6. Morgan 58.00 116.00
7. Empress 29.50 69.50
8. Panorama 10 Wall Box 5.00 8.50
9. Panorama Peak (Con.) 195.00 295.00
10. Conv. for Panorama 10.00 29.50
11. Constellation 125.00 175.00
### Phono-Graphs (Cont.)

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A M I</td>
<td></td>
</tr>
<tr>
<td>6. Hi-Boy (302)</td>
<td>44.50</td>
</tr>
<tr>
<td>7. Singing Towers (201)</td>
<td>39.50</td>
</tr>
<tr>
<td>8. Streamliner 5, 10, 25</td>
<td>39.50</td>
</tr>
<tr>
<td>9. Ten Flippers</td>
<td>45.50</td>
</tr>
<tr>
<td>10. Singing Towers (301)</td>
<td>45.50</td>
</tr>
<tr>
<td>11. Model A</td>
<td>35.50</td>
</tr>
<tr>
<td>12. Model B</td>
<td>35.50</td>
</tr>
<tr>
<td>13. Model C</td>
<td>45.00</td>
</tr>
</tbody>
</table>

### Pinball Games (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crazzy Ball (CC 7/48)</td>
<td>29.50</td>
</tr>
<tr>
<td>Crossroads (Got 5/52)</td>
<td>175.00</td>
</tr>
<tr>
<td>Cyclone (Got 5/52)</td>
<td>105.00</td>
</tr>
<tr>
<td>Dallas (Wm 2/49)</td>
<td>46.00</td>
</tr>
<tr>
<td>De Ieer (Wm 11/49)</td>
<td>65.00</td>
</tr>
<tr>
<td>Des Wl Hlthy</td>
<td></td>
</tr>
<tr>
<td>Double Action</td>
<td>35.00</td>
</tr>
<tr>
<td>Dbl. Feature ~ 12/50</td>
<td>89.50</td>
</tr>
<tr>
<td>Dbl. Shuffle (Got 6/49)</td>
<td>60.00</td>
</tr>
<tr>
<td>Dreamy</td>
<td>75.00</td>
</tr>
<tr>
<td>Drum Major</td>
<td>25.00</td>
</tr>
<tr>
<td>Entry (B 87)</td>
<td>25.00</td>
</tr>
<tr>
<td>El Paso (Wm 11/48)</td>
<td>49.50</td>
</tr>
<tr>
<td>Fiesta</td>
<td>15.00</td>
</tr>
<tr>
<td>Fighting Irish (CC9/50)</td>
<td>125.00</td>
</tr>
<tr>
<td>Flying Saucers</td>
<td></td>
</tr>
<tr>
<td>Freightliner (CC9/49)</td>
<td>125.00</td>
</tr>
<tr>
<td>Frightful (Wm 18/47)</td>
<td>15.00</td>
</tr>
<tr>
<td>Frozen Tower</td>
<td>32.50</td>
</tr>
</tbody>
</table>

### Miscellaneous

- 2. Chicago Gold Hit
- 3. Paradise
- 4. Rintomastar
- 5. Hillman Music Mix

**TOTAL NO. TOTAL VALUE**
### PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Coin</td>
<td>Victory</td>
<td>75.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Silver Streak</td>
<td>79.50</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Muscle Car</td>
<td>95.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Bally</td>
<td>75.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Williams</td>
<td>65.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Williams</td>
<td>65.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Williams</td>
<td>79.50</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Williams</td>
<td>79.50</td>
</tr>
</tbody>
</table>

### SHUFFLE REBOUNDS (Cont.)

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>Shuffle</td>
<td>90.00</td>
</tr>
</tbody>
</table>

### ARCADE EQUIPMENT (Cont.)

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>Super</td>
<td>110.00</td>
</tr>
</tbody>
</table>

---

**END OF MONTH INVENTORY ISSUE**

August 30, 1952
This Week's Used Market

**MOST ACTIVE EQUIPMENT**

<table>
<thead>
<tr>
<th>Number of Machines</th>
<th>Trade Name of Machines</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>135.00 ~ 195.00</td>
<td></td>
<td>$1,250.00</td>
</tr>
<tr>
<td>200.00 ~ 295.00</td>
<td></td>
<td>$1,050.00</td>
</tr>
<tr>
<td>300.00 ~ 350.00</td>
<td></td>
<td>$535.00</td>
</tr>
<tr>
<td>400.00 ~ 450.00</td>
<td></td>
<td>$295.00</td>
</tr>
<tr>
<td>500.00 ~ 550.00</td>
<td></td>
<td>$195.00</td>
</tr>
<tr>
<td>600.00 ~ 650.00</td>
<td></td>
<td>$145.00</td>
</tr>
<tr>
<td>700.00 ~ 750.00</td>
<td></td>
<td>$105.00</td>
</tr>
<tr>
<td>800.00 ~ 850.00</td>
<td></td>
<td>$65.00</td>
</tr>
<tr>
<td>900.00 ~ 950.00</td>
<td></td>
<td>$25.00</td>
</tr>
<tr>
<td>1000.00 ~ 1050.00</td>
<td></td>
<td>$15.00</td>
</tr>
<tr>
<td>1100.00 ~ 1150.00</td>
<td></td>
<td>$9.00</td>
</tr>
<tr>
<td>1200.00 ~ 1250.00</td>
<td></td>
<td>$5.00</td>
</tr>
<tr>
<td>1300.00 ~ 1350.00</td>
<td></td>
<td>$1.00</td>
</tr>
</tbody>
</table>

**Most Active Used Machines**

- **Wurlitzer 750M**
- **Wurlitzer 1015**
- **Wurlitzer 1100**
- **Wurlitzer 1080**
- **Wurlitzer 125**
- **Wurlitzer 5020**
- **Wurlizer Box**
- **Seeburg 146M**
- **Seeburg 140M**
- **Seeburg 3W2**
- **Wall-Matic**
- **Seeburg WIL-56**
- **Roc-Ola 1422**
- **Packard Pia Mor Wall & Bar Box**

**Most Active Used Pin Games**

- **Down-A-B.C. (UN 5/31)**
- **Down-Atlantic City**
- **Down-Bolero (UN 1/52)**
- **Down-Bowling Champ**
- **Down-Bright Lights**
- **Down-Bright Spot**
- **Down-Champion (B '48)**
- **Down-Citation (B '48)**
- **Down-Coney Island**
- **Down-Double Action**
- **Down-Double Shuffle**
- **Down-Five Star**
- **Down-Hayburner**
- **Down-Leaders (Un)**
- **Down-Up & Down-Lite-A-Line**
- **Down-Nitty (WM 12/50)**
- **Down-Up & Down-Photo Finish**
- **Down-Up & Down-Rag Mop**
- **Down-St. Louis**
- **Down-Starpusher (Ge)**
- **Down-Spark Plugs**

**Manufacturers New Equipment**

Products listed here are currently in prices, F. O. B. factory.

- **AMF, INC.**
  - Model D-40 Phonograph...
  - Model D-80 Phonograph...
  - Model HS-1M Hideaway...
  - 5c-10c-25c Wall Box (40 Selections)
  - 5c Wall Box (40 Selections)
  - Amivox Speaker...

- **BALLY MFG. CO.**
  - Futurity...
  - The Champion (Mech. Horse)...

- **CHICAGO COIN**
  - Big Hit...
  - Big Box (New Model)...
  - 6 Player Match Bowler...

- **COIN-O MFG. CO.**
  - Pitch-O-Matic (Automatic Baseball Pitcher)...

- **ELECTRO-PITCH CO., INC.**
  - Electro-Pitch (Auto. Baseball Pitcher)...

- **H. C. EVANS & CO.**
  - Century Phonograph...
  - Jubilee Phonograph...

- **THE EXHIBIT SUPPLY CO.**
  - Big Bows...
  - Silent Salesman (Card Vendor)...
  - Super Twin Rotation...

- **GENE & SALES CO.**
  - "100"...

- **INTL. MOTO. CORP.**
  - Photomat 32...

**SAVE THIS WEEK'S ISSUE**

After you have filled out the "End-of-Month Inventory" which appears in conjunction with "The Confidential Price Lists" save this issue of "The Cash Box" and place it in your permanent business files. This is your standing as of August 1952, and will act as absolute proof of your capital machines worth regarding actual valuation for many types of taxation. Remember—it is important that you "save this week's issue of 'The Cash Box'."
There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today — be the first to offer this terrific money-maker in your area.

There are many other "SUPER TWIN ROTATION" locations that are unanimous in their praise for this amazing new game.

PLAY "SUPER TWIN ROTATION"
THE ELECTRONIC SENSATION!

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
4218-30 West Lake Street • Chicago 24, Illinois
Established 1901
JOIN THE THRONGS OF HAPPY OPERATORS CASHING IN WITH...

"BIG BRONCO"

...ONLY HORSE "SAFETY-APPROVED" BY UNDERWRITERS LABORATORIES

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

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

ESTABLISHED 1901
Spottem Feature
SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

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

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

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

Serviceability
EASY TO SERVICE...
MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

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

SEE YOUR DISTRIBUTOR
Ride THE CHAMPION
by Bally
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

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

10¢
A RIDE

RETRACTABLE CASTERS
FOR EASY MOVING
Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of the CHAMPION. Simply loosen key-wrench in caster key-holes... a quick turn and the CHAMPION is up or on smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
A. C.

CHAMPION is a registered trademark

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

Palm Beach
See Page 31