The talents of two of America's leading arrangers, Ed Sauter and Bill Finegan have been united behind what promises to be an outstanding musical aggregation, the Sauter-Finegan band. Sauter, formerly with Benny Goodman, was responsible for many of the Swing King's most famous arrangements. Finegan has written countless arrangements for Tommy Dorsey, Glenn Miller and other top bands during the past ten years. Recording for RCA Victor, the new band has a hit in its first release, "Doodletown Fifers".
The New 1953 Rock-Ola Phonograph

This You'll Want to See!

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800 North Kedzie Avenue, Chicago 51, Illinois
The Cash Box

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MARTY ARTESE

1951 U.S. Births Exceeded 3,800,000. Estimated Births for 1952 May Set New Record of Over 3,900,000. This Means Almost 4 Million New Customers for Kiddie Coinbanks Every 2 Years Continuing as Customers for 10 More Years.

For a few years now the development, manufacture and continued growth of business for the coin operated horses, being featured in outstanding merchandising organizations throughout the nation to attract attention to their cowboy gear for juniors, was skeptically surveyed by many in this field.

Today skepticism is no longer an issue. The actual issue today is whether this location, or that, or the other location, will bring in better returns from the horses.

Thousands of these coin operated horses are now located in indoor as well as outdoor locations.

Each and every day more and more horses are being placed on location.

Each and every operator is suddenly discovering that they are in a lucrative business. That they are dealing with outstanding firms wherein the matter of percentage of commission being paid isn’t as important as the product itself, the servicing of the product, and what it means to the merchandising policies of the organizations where the horse is located.

The kiddies are mobbing the horses. And, this time, it isn’t for pennies. It’s big business. It’s 10¢ per ride. Dimes add up to dollars very quickly.

Beginning with the age of two, and continuing on to the age of twelve, the kiddies want to “ride the horses.”

Mothers shopping in their favorite supermarkets are putting dimes in the horses, while the kiddies come all dressed in their cowboy gear, to ride while mother shops.

Drug stores, large and small department stores, gas stations, chain stores, and dozens on dozens of locations never before so intensively exploited by the coin operated amusement industry, are now probing themselves tremendously lucrative spots for coin operated kidsie amusements.

The industry didn’t stop at coin operated horses. Manufacturers quickly scented the possibilities. Now rocket rides and sky rides, and every type of “out of this world” kiddie ship, is being developed and manufactured and these, too, are proving extremely lucrative.

What absolutely fascinates the manufacturers building these products are the reports from Uncle Sam showing a record birth rate in 1951 of over 3,800,000 children.

And the further fact, as Uncle Sam estimates, that even this record will be topped in 1952 by something like 3,900,000 births.

That means millions of new customers every year for the coin operated kiddie rides which the manufacturers are producing.

This tremendously lucrative market has driven outstanding and far visioned merchandisers in other industries into the kiddie field.

These men are manufacturing every sort of toy, gimmick and gadget for children, to grab part of this tremendous market.

Now the coin operated machines manufacturers all over the world, whether by long思索 and study, or by long thought and study, also plunged into this field. They are cashing in with the kiddies (on dimes not pennies) giving the kiddies just what they want.

Mothers and fathers will always spend that extra dime or two to see their children get a thrill “controlling and driving” a rocket ship with its flashing lights, grinning noise, thrilling jiggles.

The horses continue to be just as thrilling to the kids.

Today, kids dressed in the latest cowboy gear, swing up into the saddle and get going on a wildly imaginative ride across plain and mountain, bumping with the bucking, slowing and speeding the horse’s mechanism, yawning and shouting and shooting off their six guns and, most important of all, most thoroly enjoying every second of the ride.

It’s a great business catering to the kiddies. And a fine business, too, because it brings so much clean fun and so much pleasure.

It’s a business that is growing with leaps and bounds. A business that the fathers and mothers of America are continuing to make even more profitable as the birth rate records smash over each other year after year.
THE CASH BOX
Page 4 (EDITORIAL) September 27, 1952

Record Firms Spread GOODWILL At MOA Conventions

The convention of the Music Operators’ of America, held last week in Chicago, showed once and for all—to those few who had still to be shown—the interdependence of the record and juke box industries.

Here was a convention of juke box operators. And yet a great deal of exhibit space, speeches and events were devoted to and conducted by record people.

But it’s nothing to wonder at, nothing to marvel at. It’s all very logical.

The juke box operator in America is collectively the greatest purchaser of popular records there is. And not only does he buy, but also as long as the product he has bought remains on his machines, he is during all that time promoting it—for it is being heard by everyone in the location whether he has paid his coin to hear it or not.

It is no wonder then that the record firms, from the largest majors to the smallest independents, should flock to an MOA convention. For where else could they meet at one clip so many of the nation’s top operators, so many of the men who buy their records not in ones and twos but in amounts that quickly add up?

The MOA convention, in each of its three occasions so far, has shown how wholeheartedly two groups in divergent fields—and yet with one very basic interest in common—can cooperate. Here was the executive body of the Music Operators of America conducting its business with its membership, strengthening its organization, preparing itself for the struggles ahead and the problems it will have to face—and at the same time the record companies were reaching this membership with their exhibits on the floor, with their artists spreading measureless good will as they met with the operators and performed for them at the great banquet.

Even if no record were ever sold at these MOA conventions, even if there were not one order taken, the public relations job accomplished by the record companies at these meets would be worth all the effort involved. But of course records are sold, either directly or indirectly, as a result of these conventions; artists are remembered when purchasing time comes around; small labels are no longer non-entities which operators never heard of.

The results of a record firm’s attendance at an MOA convention can be measured in terms of dollars and cents, but more than that it should be measured in terms of future development. For no diskery, large or small, lives for today alone. When current records are no longer selling, new ones must take their place. And the hard core of the purchasing of these new records will be made by the nation’s operators.

An MOA convention then is just as important to the record company as it is to the MOA membership. It’s only once a year that the record firm can meet so many operators at one time. It’s only once a year that the diskery’s message can be gotten across to an assembled group of operators.

At these meetings the record firm creates untold amounts of interest and goodwill for its product. The results are evidenced in the way of purchases the rest of the year around.
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. YOU BELONG TO ME Jo Stafford (Columbia)
2. WISH YOU WERE HERE Eddie Fisher (RCA Victor)
3. I WENT TO YOUR WEDDING Patti Page (Mercury)
4. AUF WIEDERSEH'N SWEET-HEART Vera Lynn (London)
5. HALF AS MUCH Rosemary Clooney (Columbia)
6. SOMEWHERE ALONG THE WAY Not "King" Cole (Capitol)
7. BOTCH-A-ME Rosemary Clooney (Columbia)
8. MEET MR. CALLAGHAN Les Paul & Mary Ford (Capitol)
9. JAMBALAYA Jo Stafford (Columbia)
10. LUNA ROSSA Alan Dean (MGM)

A. Lee McGreery, manager of the Court Hotel, Washington, D. C., was robbed at gunpoint this morning, but with the aid of Station WWDC the suspect and the suspect's tip were arrested. McGreery had been Robbed of $10,000, but lost only a few dollars in cash. The gun was a .38-caliber revolver. WWDC's news director, Ralph Burton, said the station paid $5 for every name turned in by members of the public who knew the suspect and $5 for the best tip of the week. Ex-police officer Jack Rowzie, WWDC's all night deejay on "Night Beat" put it on the air. That made McGreery $30 richer. An hour later the gunman was nabbed. The hotel was not damaged, and the suspect and relayed the information to Rowzie. That made McGreery $1 more to the good. WWDC decided McGreery's tip were the best of the week and gave that an additional $5. So—instead of being out $7, after getting his stolen money back, he was up to $7 to the good.

Jack Lacy (WINS-New York) will air all the songs that have broken into the top ten juke box tunes from January 1 through September 20, as compiled by The Cash Box. . . . Received a form letter on the official stationery of the Governor of Florida and signed by Governor Fuller Warren. quote . . . I'm a fan of folk music and realized a great ambition recently when I had a front row seat at the famous "Grand Ole Opyr," Just like my friend Conway Twitty, I'm so glad to be there." Here in the south we have been serious about our folk music for many years, and now all of America is accepting it. We're glad to have you join us in this venture. . . . Robin Busse (WWTH-Port Huron, Mich.) is beginning a new series of programs from a studio he built into his home. The series will be strictly jazz and Bob reports that he is having a hard job getting service from the indies. He is also keeping a scrapbook of autographed photographs of his listeners. . . . Jubilee Records' new singing find, Frank Campana is going like wild fire in the New England area—especially in Boston where the disk jockey is spinning his wax around the dial and around the clock. Alan Dary single-handedly pulled over 1000 letters requesting autographed pictures of Frank. Dary works out of WQBE-Boston. . . . Brad Phillips (WINS-New York) writes that I feel that I have arrived in this business now that I have appeared on the cover of the Bible of the Record Industry, The Cashbox. . . . Ray Honaker, formerly with WSAP-Portsmouth, Va., has joined WOKE-Oak Ridge, Tenn. Bill Herbert's old man of WOKE, writes that he is interested in getting some improved service from the record companies.

Don Tibbetts (WFEA-CBS-Manchester, N. H.) was in New York Monday September 9 with his girl vocal trio known as The Harmonettes. The teenaged girls were appearing on the Godfrey Talent Scout Show, coast to coast on radio and TV. Donn said the girls, although they did not win the show, gained tremendously through the appearance. It was a wonderful showcase to spotlight the girls' style and appearance. Donn, who is the personal manager of the vocal threesome, said that The Harmonettes were planning a new series of engagements with one of New England's top bands, Ted Harbert's Oke. On the Godfrey show Donn's wife, Janie, appeared as the Talent Scout. Had Godfrey been looking for the prettiest talent scout, Janie would have won hands down. . . . Wally Douglas, program director, sales manager, credit manager, copy writer, news director, sports director, announcer and disk jockey on WBOA-Norton, Va., writes that he has been able to introduce pop music into what has heretofore been almost exclusively "country" areas. Wal- ly's home and was more news from the big town. Another rave on "Know Your Disk Jockey" editorial comes from Bill Galvin (WKX-Oxfordham, Mass.). Bill closes with the suggestion "Please send ten pretty copies to every record plugger in the country."

"It's What's in THE CASH BOX That Counts"
Eartha Kitt & Alice Ghostley

"MONOTONOUS" (3:45) Eartha Kitt, one of the stars of Leonard Silvers' 

"New Faces of 1962," does a phenomenal job on the song which she made famous in the show. The thrush has a 

thrusting voice and does a great job on this novelty.

BOSTON BEGURNE" (2:55) Alice Ghostley lends her high and

Crystal clear voice to a cute comedy number which she did in the "New 

Faces" musical. Rhumba tempo number is fine.

Bill Haley

DANCE WITH THE DOLLY" (2:45) A great oldie gets a fresh 

and different going over from Bill Haley and the Saddlemen as they 

jump through this happy tune to the backing of grand guitarring.

ROCKING CHAIR ON THE MOON" (2:53) Bill and the boy 

team Billing to a terrific number set to a slow bounce beat. Songs 

mumbling in the background adds zip to the item.

Paul Darnay

Havana Heaven" (Beverly 4700)

THE TAKES TWO TO TANGO" (2:38) A current couter in the 

pop field gets Fran Warren's wonder ful 

style. The cute chorus tempo 

novelty has color added to it by the 

chorus and Ralph Burns' ork. Fran 

sounds good.

SETTIN' THE WOODS ON FIRE" (2:36) Fran hops through a 

cute bounce from the 

western catalog of tunes. The novelty is very cute 

and gets a zesty reading.

Bobby Briggs

(AC 20-4933; 47-4953)

JES" (2:57) A driving introduc tion presents Bobby Briggs' 

low and well rounded rendition of a slow ballad. The fine list of the How ard 

Briggs ork sets off the artist's 

voice to full advantage.

AGLOW" (2:55) Bobby follows another unusual type of opening 

with a similar reading of a slow ballad. The Howard Briggs ork 

raves out and covers the vocalist's reading.

Toni Martin

(AC 20-4944; 47-4944)

FORGIVE AND FORGET" (3:38) The ever powerful and 

expressive voice of Toni Martin gets a great deal of feeling and emotion as he sings a lovely ballad. The sentimental 

number is beautifully backed by the Hugo Winterhalter ork.

DON'T TEMPT ME" (3:10) An unusual type of number that 

fits Tony's voice very appropriately, is the material that that vocalist 

chants in his grand manner. The fitting music of the very able Henri 

Bene ork backs the crooner.

Carmen Cavalaro

(Decca 28403; 9-28403)

MILEUGUEN" (2:45) The fleet fingers of Carmen Cavalaro grasp 

the keys of the piano and come up with a fine rendition of a 

classical number known to all pop music lovers. The grand technique makes the number 

a success.

ENNIT'S" (2:39) A rhythm opening sets the mood for Carmen 

and is continued with speed and 

fascinating number. The wild rendi tion of this Latin beat piece is captiv 

ating.
MIGHTY GOOD MUSIC
Billy Eckstine
EARLY AUTUMN
and
BECAUSE YOU'RE MINE

(FROM M-G-M TECHNOLOGICAL MUSICAL "BECAUSE YOU' RE MINE")

MGM 11307 78 rpm—K11293 45 rpm

The Cash Box, Music
Page 7
September 27, 1952

NEW YORK:

Last week the music business centered in Chicago as the third MCA convention was held. Every major diskery was represented by some artist and many of New York’s music trade showed up. . . . Hutton’s restaurant will take over the former Connie’s Restaurant, music trends hangout, and it is reported that dj chores will be handled by Henry Morgan. . . . Jackie Joyner spent Friday night Oct. 16th at the Red Rover, Sept. 24, enjoying Mary Small headed for the Roxy. . . . Seger Records has rushed out “Sinner and Saint” by Bernie Parks as the backing for “Wild Grapes.” Originally scheduled for the release was a blue number which will now be held for a later date. Jimmy Martin is now handling the Scepter line for the west. . . . The first pressings of the London recording “You Made a Woman, You Made a Man” by W. C. Handy, have been sold out. . . . Several new recording outfits are being discussed by the various studios, including Jimmy Young’s, whose latest is “Remembering,” the proud pappy of a baby girl. . . . Ricky Valvo’s MGM recording of “As Sure As There’s A Heaven and A Hell” by the Monarch Strings, has been\n
of the Week in Baltimore. . . . Frank Campana on the Jubilee label looks like a good find. . . . Elliott Bower, formerly in the Buddy Deane department, new label, takes over in the Columbia spotlight on October 1. . . . Danny Sutton has been signed by King, and Dewey Bergstrom is scheduled to cut this month with a thirty-piece band. . . . Bobbie McClure looks as though she has another Derby hit in “My Heart Belong To Only You,” currently touring with the Ink Spots in Canada.

CHICAGO:

Music ops everywhere in town still talking about the MCA meet . . . all complimented members of MCA and Phil Ray (Camden) for the work they had done to help set up reservations, etc. . . . the entire meet was arranged in less than two months’ time . . . but this MCA affair, George A. Miller said, “Will be all set up before we leave town and this will give us an entire year to work on the nation’s music operators to be present.” . . . Paul Cowen, dj, formerly of WMOF, New York, is readying an announcement of transfer to larger station with much enthusiasm. . . . Many here still talking about the Centre of Dick Lee which should make Dave Miller and a real push. . . . Bernice Parks wowed the boys with face, voice and personality. Art Seger, they say, did himself a world of good bringing the gal to town. . . . Hal Cook certainly did a marvelous job for the Four Freshmen, he’s a real go-getter. . . . Roger’s new chauffeur won’t go wrong with Lou Boro, of Leslie Distracts, New York. The guy drives (and dances) but like a class act. . . . It’s a pity the way that Arnold Shaw works and works and works—and then works some more. . . . That pic of Bud Resmondo and Joni James will be remembered by both. Bud’s on the way to a clicker. . . . Ever Dan Palagiri (the widely known manager) regards the turn at just terrific. . . . Two of the “biggest” guys at the show: Cy House of King . . . and Dick (Two-To) Baker. . . . Johnny (Desmo) Desmond turned up to visit with the boys at Coral and said that he’s on his way to Noo Yawk where he’ll appear on the Celebrity TV show as well as cut some wax. . . . Hot combo: Nate Hillis and Howard Miller. . . . Only one thing we can say about the rest of the boys—they were all gentlemen—and in every sense of the word. . . . Bob Cole, Archie Levington, Irwin Barg, and many other of Chi’s music fraternity, around and in the trade, are quite happy to have the new RCA-Victor setup. Paul Barkmeier to be given lots of grand applause.

LOS ANGELES:

There’s solid satisfaction in reporting that John Dolphin and Franklin Kott have come up with a solid smash on the Recorded in Hollywood label via Little Caesar. . . . John, whom we’ve found to be one of the most delightful and cooperative people to do business with in this business, had predicted just this sort of reception for Little Caesar’s first disc, “The River,” and he had a lot of company in this opinion among the top labels, the hit machine. . . . While The “River” is rolling along nicely and the label will come out way ahead on the publishing deal, which already has a Coral record out by Art Lund, it’s “Goodbye, Baby” that hit in a hurry where it counts most, over the sales counters and in the jukeboxeries of the country. It has zoomed up to the top of the hot charts in L. A., it’s bound to wind up thereabouts cross-country in a few weeks, the record company has been pouring out the copies into the Recorded in Hollywood office by phone, wire and letter. . . . Now the question is: do we take just a little of the “I knew it was going to happen” position on this one, forgive us, but we did join John Dolphin in his enthusiasm when he put out a public notice to his disc jockey and got us a fresh request from his CBS eye ball box. . . . The brand new label will be known as Alden.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS!”
NAK "KING" COLE
(Capitol 2210; F-2230)

"FAITH CAN MOVE MOUNTAINS" (3:08) Nak "King" Cole gives his own stylish rendition to a lovely ballad with very meaningful lyrics. His soft and appealing reading makes the side a real standout. Nelson Riddle’s arr. and the chorus add a great deal to the lid.

"THE AGNES WALTZ" (2:04) A very appealing waltz number with a great oldie. The lead of another fine going over from Frankie and the lads. The piano solo stands out and makes the side some good listening material.

FRANKIE CARLE ORCHESTRA
(RCA Victor 20-4928; 47-4928)

"MADEMOISELLE" (2:43) Frankie Carle strikes the piano in a very expressive manner as his boys back him in a very pretty arrangement. This number should get its share.

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GUY LOMBARDO ORCHESTRA
(Decca 28811; 9-28811)

"I Went To Your Wedding" (3:05) A beautiful number currently making its bid for the top seat in the record derby gets the always pleasant Guy Lombardo treatment. The pleasurable dance music set to waltz tempo featured Kenny Gardner on the vocal.

"ONCE UPON A TIME" (2:45) Guy and the ork, with Kenny Gardner doing the counting chores, cover another lovely ballad high on the hit parade listings.

HENRI RENE ORCHESTRA
(RCA 20-4945; 47-4945)

"I'M NEVER SATISFIED" (2:38) A fast moving boomer set to a polka tempo gets an inspired reading from Les Diming. Henri Rene sets up a great backing for the thrush's very exciting reading.

"VINCE" (2:55) A fine instrumental jump rendition of a current pop blip is socked out by the music of Ted Heath and the ork. Stylish is fine but coverage is a bit too late.

"A WILD FLOWER" (2:55) Henri and his wonderful ork back Les Diming on another bouncing novelty done in a multiple voice manner. Lou's happy voice is fine on the ear.

RAY McKINSTRY
(United 128)

"HORSE STACCATO SWING" (2:05) Something different has been accomplished by the record industry. Ray McKinstry plays all the instruments on a fast moving rendition of a hit. It is nothing like imitating an orchestra is a credit to Ray. The side is grand too.

"DINAH" (2:13) Another one man orchestra rendition of another great oldie is set to an interesting slow drag tempo and then picked up to a fast mover. This is a fine side too.

THE PINETOPPERS
(Coral 60830; 9-60830)

"MY LITTLE GIRL" (2:38) A cute rendition of a fine oldie, a piece flavored with a bit of that ever loving western twang, is picked up by the grand music of the Pinetoppers as the vocal end of the polka number is done by Eddie and Sally.

"TENNESSEE WALTZ" (2:35) The Pinetoppers work over another folk type number in an interesting manner. The slow waltz with a lush lilt is charted by the Dixie Sisters.

TED HEATH ORCHESTRA
(London 1256; 1256 x 45)

"VANESSA" (2:55) A fine instrumental jump rendition of a current pop blip is socked out by the music of Ted Heath and the ork. Stylish is fine but coverage is a bit too late.

"EARLY AUTUMN" (3:05) Lita Roza expresses herself on a pretty ballad with a blues type sound. The slow and colorful reading is tender and warm. Ted Heath and his ork back the thrush very fittingly.

BOB EBERLY
(Capitol 2219; F-2239)

"BACK STREET AFFAIR" (2:25) A smooth moderate beat number with an organ backing, is the material Bob Eberly sings. The fine ork support comes from the Les Baxter crew.

"WHEN I DREAM" (2:46) Bob lends his low and polished voice to a very touching slow sentimental number. Lush ork credits again go to Les Baxter and his boys.

ROSEMARY CLOONEY

"WHO KISSED ME LAST NIGHT?" (2:50)

"BLUE IN THE NIGHT" (3:25)

JOHN ARCESI
(Capitol 2206; F-2206)

"WILD HONEY" (3:00) The new and invading voice of John Arcesi shines bright as he puts a great deal of feeling into this slow ballad. Lloyd Shaffer's ork backs the artist on this pretty number. The tenor of the tender reading is polished.

BLUE BARRON ORCHESTRA
(MGM 11312; K-11312)

"THE WHISPERING SERENADE" (2:29) Blue Barron sets fitting for his showing of the wonderful voices of Betty Clark and the Blue Tones as they read a warm tango number. The harmony is fine.

"I'VE BEEN KISSED BEFORE" (2:34) Betty and the Blue Tones blend their voices on the hit tune from the flick "Affair In Trinidad" and come up with a pretty rendition of a light lilt.

STANLEY BLACK
(London 1244; 1244 x 45)

"LA ESTRELLITA" (2:30) Stanley Black takes a lovely, slow rhumba for a ride over the keyboard of the piano and comes up with a pretty side. Stanley is backed by the fine instrumentation of the members of the Caribbean Carnival ork.

"TANGO" (2:30) The pianist Stanley Black plays a romantic air for a fine ride on the keyboard. The smooth and fine fingering creates a very attractive sound.

LEROY HOLMES ORCHESTRA
(MGM 11311; K-11311)

"THE RUBY AND THE PEARL" (2:47) Leroy Holmes ork takes a lovely tune from the flick "Thunder In The East" and gives it a slow and melodious instrumentation. The fine arrangement breaks into a bounce that adds color to the side.

"SOME JAZZ" (2:45) Some fine jazz music, just fitting for bounce music lovers, is run through by Leroy and the crew. This fine oldie has the same wonderful taste with a bit of new freshness added.

LAWRENCE DUCHOW & RED RAVEN ORCHESTRA
(RCA Victor 20-4825; 47-4825)

"TULIP SERENADE" (2:35) Lawrence Duchow's arrangement stands out impressively as a pretty waltz number is presented with the fitting backing of the Red Raven ork. The vocal is fine and should be a treat for waltz lovers.

"DUTCHE GARDEN" (2:40) A happy, light, bouncing schottisch gets a very pleasing going over by the artists. The number has a pretty melody and is very pleasingly arranged.

JIMMY YOUNG
(Capitol 2220; F-2220)

"MADEMOISELLE" (2:58) A pretty and romantic reading of an inviting tune set to the soft music of violins in the backing is wonder- fully done by Jimmy Young with ork credits going to Ron Goodwin and the boys.

"SO MANY TIMES" (3:08) Jimmy Young goes for some vocal control as he comes forth with his interpretation of another soft, slow "DHAG" (2:38): It is getting a fitting lush backing from the Good- win ork.

EMILIO REYES ORCHESTRA
(MGM 11319; K-11319)

"BLACK PEARL" (2:46) A rhythmic and captivating mambo full of sock is boiled out in the true Latin American feeling by Emilio Reyes and his ork. The stirring instrumental makes this number a romancer.

"AMORCITO CORAZON" (2:45) Irma Rodriguez lends her vocal talent to the rhumba as Emilio and the ork supply the rhythmic backing. Latin reading is very appealing.
CAMERA CLIX AT MOA CONVENTION

1) Jane Turzy and Lou Levy.
2) Sid Parnes and Frances Wayne.
3) Bernice Parks, Bill Gersh, Art Seger.
4) Gail Carter and Ed Okel.
5) Mary Gillette and Shim Weiner.

1) Mike Conner, Howard Miller, Syd Goldberg.
2) The Four Aces and Dave Miller.
3) Natt Hale, Howard Miller.
5) Art Lipton, several Canadian operators, and Jane Turzy.
6) Mayor Clinton S. Pierce, Lawrence DuChow, Bill Gersh.

1) Bernice Parks and A. D. Palmer.
2) Bud Brandon, Joni James.
3) Hy Reiter and Arnold Shaw.
4) Dave Kapp shaking hands with Johnnie Ray as Mitch Miller looks on. This picture taken in BMI room.
The big news in Boston is the formal opening of Audrey Schwartz's new record shop "The Flying Disc." Decor was done up by album artist Bert Golub, and Cecil Breen of Records Incorporated, Boston distributor, helped prep the affair. Extra added attraction is the deejay show which will be aired nightly from the premises. . . . Mr. Sad Head and the Billy Ford Orchestra, whose new RCA Victor release "Mumbles Blues" and "Butcher Boy" look like two hot items, are packages in Charles Brown and Shirley Haven on a one-nighter tour that starts in Longview, Texas, on September 5 and runs through October 23 when they appear in Little Rock, Ark. The tour is promoted by Howard Lewis, Ralph Weinberg picks up the group from October 27 to November 18 for an array of dates that will take the package through the southeastern states.

Irv Marcus, sales manager of Peacock and Duke Records, left for a fast trip through the middle west and east coast states. Marcus, after completing his trip, will shoot back to New York to see that the lid be nailed on the "My Song" bootleggers stays nailed on. . . . Essex Distributors have moved into new and larger quarters. The new address is 114 Springfield Avenue, Newark, New Jersey. Joe Cohen, president, is getting ready for bigger than ever business. . . . Blanche Callaway (Blanche Callaway Assoc.), who handles the business affairs of Ruth Brown, is expecting to become an aunt any hour now. Blanche's famous brother, Cab, is abroad currently but she'll handle the cigar dispensing for him. . . . Ruth Brown is scheduled for all fall that she and Willis "Gator Tail" Jackson had to fly from New York last Friday after a recording session, in order to make the opening for their week in Boston's Hi Hat Club. Ruth dressed for her opening number aboard the plane.

The Clovers western tour is reported to be an overwhelming success. They are hitting percentages on most of their dates. Lou Krefetz, manager, just returned to New York visiting with the group. . . . Fats Domino and Lloyd Price are two of the hottest and newest of the Billy Shaw stars. Fats Domino will work the Ralph Weinberg territory from September 16 through October 4. . . . Buddy Luckn and Edna McGriff (Jubilee Record Company luminaries) are booked from October 31 to November 30. Buddy Luckn's version of "I Went Your Wedding" is tremendous. . . . Lowell Fulsom is giving up his band. He will join up with Joe Morris and his Blues Cavalcade, Little Lurline Tate, and blues singer Doc Willie Jones for what should be a sensational package.

"It's What's in THE CASH BOX That Counts"
### The Cash Box, Music November 8, 1952

**Top Ten Tunes Noting Heaviest Play, Compiled from Reports Submitted Weekly to The Cash Box, By Loading Music Operators in Dallas, Los Angeles and Other Cities Listed.**

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<tr>
<th>No.</th>
<th>Artist</th>
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<th>Label</th>
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<tr>
<td>1</td>
<td>Juke</td>
<td>Little Walter (Checker)</td>
<td>Savoy</td>
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<tr>
<td>2</td>
<td>Beside You</td>
<td>The Swallows (King)</td>
<td>RPM</td>
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<tr>
<td>3</td>
<td>You Know I Love You</td>
<td>B.B. King (RPM)</td>
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<td>4</td>
<td>Ling-A-Ling</td>
<td>The Clovers (Atlantic)</td>
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<td>5</td>
<td>Daddy Daddy</td>
<td>Ruth Brown (Atlantic)</td>
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<td>6</td>
<td>Sittin' Here</td>
<td>Drinkin' (Christina Kittrell)</td>
<td>Tennessee</td>
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<td>7</td>
<td>Don't You Cry</td>
<td>Joe Turner (Atlantic)</td>
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<td>8</td>
<td>Poor Poor Me</td>
<td>Fats Domino (Imperial)</td>
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<td>9</td>
<td>Mary Jo</td>
<td>Four Blues (Unltd)</td>
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<td>10</td>
<td>Lawdy, Miss Clawdy</td>
<td>Lloyd Price (Specialty)</td>
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**in RICHMOND in SAN FRANCISCO in NEWARK**

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<td>Lawdy, Miss Clawdy</td>
<td>Lloyd Price (Specialty)</td>
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<td>3</td>
<td>My Heart's Desire</td>
<td>Jimmy Lee &amp; Artis (Modern)</td>
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<td>4</td>
<td>Poor Poor Me</td>
<td>Fats Domino (Imperial)</td>
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<td>5</td>
<td>You Know I Know</td>
<td>The &quot;Five&quot; Royals (Apollo)</td>
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<tr>
<td>6</td>
<td>Oooh-Oooh-Oooh</td>
<td>Lloyd Price (Specialty)</td>
<td></td>
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<tr>
<td>7</td>
<td>Easy, Easy Baby</td>
<td>Varetta Dillard (Savoy)</td>
<td></td>
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<tr>
<td>8</td>
<td>You Know I Love You</td>
<td>B.B. King (RPM)</td>
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<tr>
<td>9</td>
<td>I'm Gonna Play The Tonks</td>
<td>Martin Adams (Peacock)</td>
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**Best Selling Spiritual Records Listed Alphabetically**

- Blessed Be Thy Name
- Pilgrim Travellers
- (Specialty)
- He's So Wonderful
- Sister Jessie Mae Renfro (Peacock)
- In The Upper Room
- Meahlia Jackson (Apollo)
- If Jesus Goes With Me
- Angelic Gospel Singers (Gomahan)
- Stop Right Now
- Bells of Joy (Peacock)
- Tell Me Angel
- Angelic Gospel Singers (Gomahan)
- This Little Light Of Mine
- Ward Singers
- Wading Through Blood And Water
- Dixie Humming Birds (Peacock)
- When I Reach My Heavenly Home On High
- Original Gospel Harmonettes (Specialty)
- Will He Welcome Me There
- Sensational Nightingales (Peacock)

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**New York**

- My Man
  - Josephine "Jo" Adams
  - Scored Again
  - On Peacock
  - "He's My Man" ("Alone"
  - Peacock 1604
  - And
  - "My Song"
  - Peacock 1610
  - "Sweet Talking Daddy"

---

**Savoy Hits that Sell!!**

- "Them There Eyes"
  - Savoy #859 - Varetta Dillard
- "Easy, Easy, Baby"
  - Savoy #847 - Varetta Dillard
- "I Went To Your Wedding"
  - Savoy #860 - Florence Wright
- "Back-Biter"
  - "Wine Cooler"
  - Savoy #857 - T.J. Fowler
- "Frog-Hop"
- "Indian Love Call"
  - Savoy #861 - Hall Singer
- "This Little Light Of Mine"
  - Savoy #403 - Ward Singers

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**Another Hit from Checker**

- "Everyday I Have The Blues"
- Checker #742

**Peacock Records, Inc.**

- 4104 Lyndale
- Houston, Texas

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**It's A Hit!!**

- Ruth Brown's
- "Daddy Daddy"
  - Atlantic 2973

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**Atlantic Recording Corp.**

- 38 Market St., Newark, N.J.

---

"It's What's in THE CASH BOX That Counts"
AMOS MILBURN (Aladdin 3150)

"GREYHOUND" (3:07) Amos Milburn waxes an exciting fast moving side against a background of sound effects simulating the sounds of a bus moving along. Milburn's manner of delivery suggests the turning of wheels. The musical backing is in the mood of the piece.

"KISS ME AGAIN" (1:57) Flip is another quick tempo item projected in the Milburn style. It is a fitting companion piece for the upper lid, thus giving ops two solid ends.

BIG BOY CRUDUP (RCA Victor 20-4935)

"SECOND MAN BLUES" (2:59) Big Boy Crudup delivers a slow tempo blues with cute lyrics in selling fashion.

"DO IT IF YOU WANT TO" (2:45) The lower lid is a fast beat item chanted by Crudup. Strings back the artist on both decks.

FREDDIE MITCHELL (Derby 790)

"COLD HEAT" (2:38) Freddie Mitchell gets off a driving rocker with his sax sending forth a stream of white hot notes.

"MAFEER A HOP" (2:40) Another exciting jump side with the orchestra taking over a heavier bit of the action. The Mitchell sax gets in some mighty licks.

MR. SAD HEAD (RCA Victor 20-4938)

"NUMBLES BLUES" (2:53) Mr. Sad Head sings a rhythmic quick bounce with zest as Billy Ford and his orchestra provide a solid instrumental backdrop.

"BUTCHER BOY" (2:38) The artists get together on a similar piece with humorous lyrics.

CLAYTON LOVE (Aladdin 3150)

"WHERE I WANT TO BE" (2:00) Clayton Love chants an engaging Latin tempo tune with Ray Hill and his orchestra setting up the singer smoothly.

"CHAINED TO YOUR LOVE" (3:05) The upper portion is a slow tempo blues romantically sung by Love.

FREDDIE STRONG (Aladdin 3149)

"GAINES' BOOGIE" (2:45) Gat Strong responds to a driving blues on the upper lid, titled "Everything Happens To Me," with a feelingful vocal that stops the patron and makes him listen. Hopkin's expressive chanting of the haunting melody and his own stylized delivery make the side a natural. Accompanying himself with a solid exhibition of guitar strumming, the chanter provides a backing that lifts this etching from the ranks of the ordinary release. We look for this disk to make noise. The lower lid is a change of pace. The tempo is fast and the blues shouter waxes an exciting side. Ops should grab this platter as it is made to order for the R & B boxes.

JIMMY JAMES 0. (Stitch 1634)

"SLOW MOTION BOOGIE" (2:58) The Jimmy James orchestra blasts out a moderate boogie beat with contagious spirit. Chiefly in evidence is a run of torrid saxing that will really send the patrons.

"FULTON STREET HOP" (2:57) Another rhythmic rocker of moderate tempo excitingly done by the aggregation.

MICKI WILLIAMS (RCA Victor 20-4934)

"ONE HUNDRED YEARS FROM TODAY" (3:08) Fem trumpeter Mick Williams projects a tender reading of a slow item. The Howard Biggs orchestra sets up the charm of a tune with a full musical backing.

"DO YOU FEEL ABOUT ME" (2:50) The second side is a quick moving romantic number feelingfully sung by Micki.
Wesley and Fred Rose much in evidence at the M. O. A. convention, last week here in Chi. Both men glad-handing to all and right. Their outfit, Acuff-Rose, is riding on clouds these days with one good hit after another coming out of their Nashville shop. Latest addition to their contemporary reading list is R. Murray Nash to head up publicity. First release is out this week. . . . The fabulous Bowie Richmond, boy wonder of the record field, opens a trading session a few doors from the Acuff-Rose spot on Franklin Road in Nashville. . . . Bass and Ike Berman, of Apollo, are planning a double hit from the M. O. A. show, as pair formerly had 500 boxes in N. Y. C. and today are one of the leading independents in manufacturing. They were pleased with all they saw and heard. . . . Bob Austin and the boys, both from the main plant of The Cash Box, came in for the event and spent most of their time gathering news items seeing old friends.

Dave Kapp, RCA Victor talent, playing host in company's spacious and well stocked 4th floor suite. The man says that in a few months they are going to do something about their position in the R & B field. If this happens it would mark some new jobs on the 32nd floor in Radio City. . . . Hugo Winterhalter, beyond a doubt one of the best in the game, is also the best listener. The man sat at a luncheon table in the famed Pompelian Room, of the Congress Hotel, for two hours and said nary a word. But why should you talk when you can turn out such great music. . . . Hirsch De La Vie, he has The Miami Vice and the Washington, D. C., area, containing with Chevas Boral, in his lust suite. As third vice president he's in for another term and will bring much to our industry. . . . Yernic Stern, one of the best known people on Broadway, not only because of his 'Hit Parade," but he's a nice guy, couldn't make the show, but sent Stanley Spass to any hole for him.

Dick "Two Ton" Baker, the Music Maker, filled the entire premises rented by Coral records. . . . Mahalia Jackson and Ernie Leonoar, table mates at the convention banquet. . . . Columbia Records had a big room with a big window seat reserved, almost to overflowing. Natt Hall, Columbia's man, kept the stuff from flowing down into Michigan Blvd. . . . Art Sheridan, Chance Records owner, and Specialty, Aladiny and Savoy distrib., on hand for each spinning session, have learned lots from the interesting talk given by Mitch Miller, on the choosing of tunes to be recorded. . . . Don Forman playing host in a swank room, while a big Seeburg was loaded with 100 Capitol discs, and spinning all of the latest including: "Stardust" b/w "BeeHive," by Stan Kenton; "Mormons In June" b/w "Hello Out There, Hello," by Johnny Mercer; "While We're Young," by Nat "King" Cole and Frances Payne's introduction to the label with "Night and Day" b/w "Tweet, Tweet, Tweeheart." . . . Lou Simpkins, the United Record boss, visiting from room to room. His recent session with Tab Smith should be in dealers' hands in about a week.

Leonard Chess stopping in The Cash Box suite prior to departing southward. "I Have The Blues," the latest big thing to happen on Checker. . . . Johhnie Ray had the visiting firemen bowling in their Cryker-chiefs when he sang at the show. Bernie Lang, his manager, watching the Top 50, to see how the royalties are coming in. . . . Cy House, the King man, was the biggest and gayest of all conventioners. . . . Dave Miller, what a white banger he is, flew in with his young Dick Lee. Here's a kid that has about as much personality to go a long way. The Four Acers, species as usual, came to meet operators and spread good will. They did. . . . Howard Green, he keeps Chi's WIND in the black, took time off between his many radio shows to come in and say hello. . . . Saxie Dowell, the former Hal Kemp stalwart, mixing with old friends and watching for new releases to be used on his 5 times a week day show over WGN.

"Now, Now, I Know" penned by Erasieck and Dahl, published by Premium, reached the top of the loggers and the biggest thing of all recorded by one Mr. Freddy Cole. This young man happens to be the kid brother of Nat King Cole, and if the records go as fast as the song is selling, Mr. Cole will be the talk of the town. . . . I'd say that the younger sounds just like Nat did when he started years back. Freddy Cole will bear watching. . . . I reported a few weeks ago about the Congress which is reproduced below about the story of how the men went to Rock Me All Night long tell Johnny Otis To Burn The Candle Low because Dinah is singing My Song and if you have any trouble at All Call Operator 210-Stop signed-Mother Treber Dahn." If you can dig that signature you're in the right. . . . Rocky Rolf was doing lots of sales promotion for RCA Victor. . . . Dinah Shore is getting plenty of airing on her "Blues In Advance," as Mrs. and Mr. Kemp, retailer and operator From Cleveland, were asking: "Why don't we see the many of the majors listed in The Hot Charts?"

Ervin Berg, midwest for Robbins, Feist and Miller Publishing houses, hosted about 300 members of the trade, a nite or so ago, for the preview of M-G-M's "Because You're Mine" starring Mario Lanza. Technicolorick Nick is picking up a new song, excellent sung by Mario and some rib tickling antics by a hard shelled Army sergeant, who underneath it all is a pushover for the girls. The song is "Little Little Love Song." The main song of the pic is "Because You're Mine." . . . Eddie Heller pens about The 5 Crowns opening good in the east on Rainbow label with "You're My Inspiration." This deserves both a listen and a look. The Gale with his pretty Lerry Haine send greetings from Nashville. Chip just cut "Underneath The Where You Said 'I Love You." . . . Newcomers on the R & B scene is Jerrie McDonald, out of St. Louis. He won the latest "Honeymoon" tear talent award and is now working the El Capitan Lounge in Kansas City, with prospects of teaming with the Orioles for a tour. The getting of the works by one artist for length of a decade show is becoming increasingly popular. Ruth Brown heads the list of popular artists being used in this way. . . . We note the ever increasing R & B tempo that is coming in more and more of the top tunes. Heard a rather staid and oftentimes somber singer, the other night, give a lively swing with loud overtones of a 'gone' tenor sax. Sounded like James Moody, Tab Smith or some of the boys backing Percy Mayfield, Paul Gayton or Little Sylvia. Wherever the tenor was, he added a new and punchy lift to the recording.

(Sam Evans is the Jazz and Blues export heard nightly on WGN, Chicago's Mutual outlet, and on WEEG-TV.)
JUBILEE TOPS
In Rhythm & Blues
With Those WIFIS!

THE ORIOLES
“SEE SEE RIDER”
“DON’T CRY BABY”

LITTLE SYLVIA
“Drive Daddy Drive”
“I Went To Your Wedding”

BUDDY LUCAS
“YOU BELONG TO ME”

THE MARYLANDERS
“MAKE ME THRILL AGAIN”

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

HOT COUNTRY BLUES

Rufus Beacham Orch.
Ray Charles

JIMMY JAMES ORK.
“Fulton Street Hop”
“Don’t You Know”

ROLY POLY (inst.)

“The Little Buddy Tico & "You Proceeding..."

NEW YORK—The fine print gets the once over as Jack Walker inks contract with Billy Shaw of the Shaw Artists Corp. Walker, who also heads the promotion-publicity department for Atlantic Records, joined the Shaw Artists staff last Monday as its head of Public Relations and Publicity. When the proceedings with apparent satisfaction are Mrs. Lee Shaw, the agency's Veep and Mrs. George Shearing, wife of the famed pianist whose booking is directed by the Shaw agency.

THE OROLES

“SEE SEE RIDER”

“DON’T CRY BABY”

5092

LITTLE SYLVIA

“Drive Daddy Drive”

“I Went To Your Wedding”

5093

BUDDY LUCAS

“YOU BELONG TO ME”

5094

THE MARYLANDERS

“MAKE ME THRILL AGAIN”

5091

Breaking — Big

VIOLA WATKINS

“REALLY REAL”

Jubilee # 3095

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

“Sleeper Of The Week” — The Cash Box

by JOE

(This Is Happiness)

HOLIDAY

“CUBAN NIGHTINGALE”

b/w “SERENADA”

PRODUCER: 786 (45/786)

PRESTIGE RECORD CO.
466 W. 50th St. • Cl 6-0847 • N. Y.

“Love for Sale”

TICO RECORDS
A Great Record by the World's Greatest Latin Swing Pianist

JOE LOCO and Trio

• Best Version Ever Made

“Love For Sale” # 2-10-129 • “TENDERLY” # 2-10-113

“Going Strong” in R & B

“LOVER” and “SEPTEMBER IN THE RAIN”

Just Released... A Smash

“BODY and SOUL” and “CUBAN NIGHTINGALE”

TICO # 10-130

“BILLY LOCO and Trio"

TICO RECORDING CO.
143 W. 41st St., N. Y.
(LA 4-0457)

It’s What’s in THE CASH BOX That Counts!
Musical Pharmacist

McCluskey Becomes Sales Mgr. of R & B And C & W For Victor

NEW YORK—Bob McCluskey, for the past 14 months promotion manager of the record division for RCA Victor, took over this week as sales manager of both the Rhythm and Blues and Country and Western departments. This post was recently vacated by Al Miller who has taken over the West Coast A & R position left open by Henri Rene, who comes to New York to assist Dave Kapp.

Bernie Miller, for the past year in publicity for Victor, takes on Bob McCluskey's job as promotion manager. Although no decision has been made for replacement in publicity, it is reported that the department may be integrated within the advertising and promotion departments.

WSM Top Net Feeder Outside of Hollywood And New York

NASHVILLE, TENN.—Nashville's WSM began full CBS network origination of "Aunt Jemima's Home Folks Show" on Monday, September 8th. This brings station's network total feeders to 29 each week which is more than any other independent station in the U. S. outside of Hollywood and New York.

Show features Owen Bradley directing musical activities from the keyboard with Nashville country artists rotating each week. Ernest Tubb, Tommy Sneesbe, Red Foley and Parsons Young are taking the first four weeks in that order. WSM announcer, Louie Buck, handles the mike duties. Show carries ten minutes each day Monday through Friday plugging the title brand of milling products.

Meeting Dates Of Music Operators' Associations

Sept. 22—Amusement Mach. Operators' Assn. of Greater Baltimore Place: Mandell-Ballow Restaurant, Baltimore

Oct. 9—Music Operators of Northern Illinois Place: Graemere Hotel, Chicago

13—Wisconsin Phonograph Operators' Association Place: Hilltop Inn, Rhinelander

"It's What's in THE CASH BOX That Counts"
Hank Williams (M-G-M) signed with a network sponsor to do a 30-minute mid-western net show from KWKh in Shreveport on their "Louisiana Hay-ride" opus. Duties start Sept. 21 when KWKh is planning a just completed Home Celebration. Hank was at station prior to his Nashville "Grand Ole Opry" stay.

News from Country Jocks: Fran Shea of WREB in Holyoke, Mass., signed with Air Force and expecting departure papers momentarily. Nashville's WSIX Roy Smith just back from two weeks national guard training at Ft. McPherson, Troy Ferguson's No Victor recording of "No Woman, No Wedding Bell For Me" pre-war, just back from two years in Okinawa service. Ray Scott has returned to his old spots at WZIF in Covington, Ky., after 16 months of USAAF service.

Red "Mr. Texas" Harper has just signed to do Capitol sacred sides. The singer is currently making television appearances in Texas.

Red Foley (Decca) will be host to Smiley Burnett's "Red Foley and the Grand Ole Opry" show from Sept. 20. From Nashville Smiley is scheduled for Tennessee and Arkansas personalis until October 2.

Dixie, who does the record spinning on KRMG in Tulsa, recently wound up among the top ten stations in sales for sponsor Olsen Rugs. Country selected 82 stations for promotion using top mail stations in U. S.

Ann Jones (King) booked into the Riverside of Portlatch, Idaho, September 20. Ann shares the country world with America's Joe Lane and Pat Mason. Maddox Brothers and Rose (Columbia) have joined KWKH in Shreveport on a regular basis. With Ross Valley they give the KWKH Valley Stations an all-Billboard change; WVOP in Vidalia, Ga., changing to 1,000 and 970 dial Sept. 21—Robert R. Smith has also just moved to WVOP from a Savannah outlet. WLTX in Huntsville, Ala., is operated for WLS, WABC, and WOR by Robert Forsberg, who spins country wax at KWSc in Pullman, Washington, also does a daily half hour broadcast with his band from the stage of local Cordova Theatre, Contract on this air continues for a year.

Jimmy Wakely (Capitol) soon to begin a weekly 60-minute, 12-station CBS network show from Hollywood, Britton-Myles is backing up the check and has tabbed the show "Hollywood Barn Dance."

Norman Phelps and his Virginia Rogues are doing a 30-minute live show under d. J. Art Burnett's eye from WLS, Chicago. Joe Norman and brothers Willie and Earl were hosts to Clyde Moody (King) recently while Moody was doing two days at local drive-in theatre. A roasted oyster leg feast was enjoyed by all at the Phelps' Farmwood Farm.

D. J. Notes: Eddie Parker has returned to his Knoxville WKGN spots after vacationing in New York and Canada and reports that the highlight of trip was lunch with Johnny Ray in Toronto. Jack Cook (WONK-Columbia, S. C.) recently hosted Billy Brown (Columbia) on his show—artist currently stationed at nearby Ft. Jackson. "Foreman" Jerry Cleman (WDEV-Waterbury, Vt.) initiating a new C & W morning spot "Cactus Joe" Nixon (KCUK-Pl. Wyo) reports a smaller market but good results. In the South by Johnny Standley of Horace Heldt show, Jimmie Skinner (Capitol) starting a new Saturday afternoon over hour hour broadcast from Cincinnati. Records over WONK in Los Oilfield, "Cousin Len" Johnson jockeying 23/4 hours each AM on WAVA in Avon, Illinois. Bill Prickett carrying six hours of county records each day from KVAH in Warrenton, Ore. and Half Hill Pringle's second year at the helm of "Ranch House Jamboree," a three-hour wax retreat from KATT in San Luis Obispo, Calif.

Vindian, California's Rhythm City Program sponsored "Harvest Queen Show" from five to record type. Show was carried by Glen Howard and his Desert Stars for Golden State Bakers and given to people of San Joaquin Valley personalis. McDowell Starkey will be doing the spinning.

BONNIE LEE
(Black Mountain 122)

"KISS OF FIRE" (2:37) Cute voiced thrill, Bonnie Lee, sings the fast moving pop hit fetchingly. Jack and Carl Barrett's Black Mel. Band provides the musical setting.

"I DON'T WANNA BE A QUEEN JUST NOW" (2:34) The under portion is a middle tempo romantic ditty sung in that infectious key by the feint chanters.

CHARLIE ADAMS
(Decca 26297)

"BEFORE YOU SAY I DO" (2:48) Charlie Adams warbles a slow romantic weeper variety.

"B & T BOOGIE" (2:17) Adams sings one of his own tunes on this deck. A moderate boogie beat with a big bounce, the country artist gives it a lively reading and comes through with a happy side.

LITTLE JIMMY DICKENS
(Columbia 20905)

"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN" (2:38) Little Jimmy Dickens dishes out his interpretation of the religious-political piece. Chorus and strings fill out the background.

"BROTHER DO YOU TAKE TIME TO PRAY" (2:40) Fils is a slow bluesy item sung with tenderness and feeling.

JIMMY BALLARD
(King 1118)

"I WANT a BOWLEGGED WOMAN" (2:52) A moderate bounce is humorously delivered by Jimmy Ballard and comes out as a pleasing item. Mr. Ballard.

"SHE'S GOT SOMETHING" (2:10) The reverse end is a quick tempo swing in driving style by the western chanteur. The lyrics are slightly shaded with a humorous and surprising ending.

JIMMIE OSBORNE
(King 1177)

"AUTOMOBILE BABY" (2:28) Jimmie Osborne chants a quick beat ditty comparing a woman to an automotive object. Jimmie's style is adequately supported by strings.

"MAMA DON'T AGREE" (2:13) A cute moderate tempo piece is engagingly handled by Jimmy on the under portion.

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(King 1118)

"I WANT a BOWLEGGED WOMAN" (2:52) A moderate bounce is humorously delivered by Jimmy Ballard and comes out as a pleasing item. Mr. Ballard.

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SONS OF THE PIONEERS
(RCA Victor 20-4937)

"LETS PRETEND" (2:41) The Pioneers, with a deep voiced lead, blend their voices on a slow romantic tune.

"THE EVERLASTING HILLS OF OKLAHOMA" (2:55) The group presents a slow dramatic side in moving fashion. The melody is mellow and lovely and comes out the better end.

SKEEPS MCDONALD
(Capitol 2216)

"DON'T LET THE STARS GET IN YOUR EYES" (2:59) Skeeps McDonald, in his nasal and highly polished manner of delivery, does a top 'top 10' hit. Strings set the proper background and the final result is a contender for honors.

"BIG FAMILY TROUBLE" (2:47) Skeeps sings a tune of his own composition in his own styled fashion and comes off with a cute side.
Select-o-matic

100 Selections anywhere in the location

100 Selections at the Phonograph

THE WORLD'S FIRST COMMERCIAL MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR PLAYING 45 R.P.M. RECORDS

Seeburg

50th ANNIVERSARY

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. Seeburg Corporation
Chicago, Ill.

ONLY SEEBURG HAS THE
Select-o-matic MECHANISM
MILLER RE-ELECTED MOA PREXY

Overwhelming Vote Re-Elects Geo. A. Miller to Serve 2 Years as President of MOA and to Handle New Office of Business Manager for 2 Years. Sidney H. Levine Again Named MOA Legal Counsel. Many New Officers and Board Members Elected. First Committees Named. Miller Plans to Divide U. S. into 8 Regions for Pinpoint Coverage of All Music Ops. 2 Public Relations Programs Presented. One Will Be Used, Miller Says.

Newly Elected Officers, Board of Directors and Committees for Music Operators of America, Inc.

GEORGE A. MILLER, Oakland, Calif., President & Business Manager (2 Year Term)
CLINTON S. PIERCE, Brookline, Wis., 1st Vice-President (2 Year Term)
ALBERT S. DENVER, New York, N. Y., 2nd Vice-President (2 Year Term)
HISIKI DE LAVIEZ, Washington, D. C., 3rd Vice-President (2 Year Term)
RAYMOND CUNLIFFE, Chicago, Ill., Treasurer (2 Year Term)
LES MONTTOWN, Pocata, Idaho, Secretary (1 Year Term)
TOM WITHEROW, Idaho, Tex., Sergeant-At-Arms (1 Year Term)
SIDNEY H. LEVINE, New York, N. Y., Legal Counselor (2 Year Term)

BOARD OF DIRECTORS
MORRIS GOLDMAN, Detroit, Mich. (1 Year Term)
JERRY WITZ, Omaha, Neb. (1 Year Term)
HARRY SNODGRASS, Albuquerque, N. M. (2 Year Term)

BUDGET & WAYS AND MEANS COMMITTEE
WIS ELSTER, Fresno, Calif., Chairman
LESLIE TOLSANO, New Haven, Conn.
PHIL LEVIN, Chicago, Ill.
HERSH DE LAVIEZ, Washington, D. C.

LEGISLATIVE COMMITTEE
ALBERT S. DENVER, New York, N. Y., Chairman
HOWARD ELLEMS, El Paso, Tex.
HISIKI DE LAVIEZ, Washington, D. C.
BEN GINSBERG, Rensselaer, N. Y.

LEGAL ADVISORY COMMITTEE
IRVING ACKERMAN, Detroit, Mich.

CHICAGO—George A. Miller of Oakland, Calif., was overwhelmingly re-elected president of Music Operators of America, Inc., on the very first ballet at the elections which took place the last morning of the MOA Convention (Saturday, Sept. 13).

Not only was Miller re-elected to the presidency of the Music Operators of America, Inc., but, instead of the usual one year term, Miller was honored with a two year term and, at the same time, named business manager of MOA for a like two year period.

Elections of other officers followed and, as listed on this page, some were elected for two year terms and others for one year terms. It will be noted that the men were chosen from all over the nation.

Sidney H. Levine of New York City, who has been MOA’s legal counselor from the start was also unanimously re-elected to this post.

Placed on MOA’s Legal Advisory Committee with attorney Levine was attorney Irving C. Ackerman of the Detroit and Michigan Phonograph Owners Assn.

The first committees were appointed on Sunday morning and afternoon in the Presidential Suite of the Congress Hotel here which was occupied all during the convention by George A. Miller and the exes of MOA.

Two national public relations programs were heard by the officers and members of MOA. One of these will eventually be chosen, according to George A. Miller, as the forthcoming public relations program for MOA.

Another very outstanding development is the plan of George A. Miller to divide the nation into eight regional sections whereby MOA will be able to pinpoint the nation’s music operators with speakers as well as with advice and literature from MOA headquarters.

In this fashion, operators who reside in any certain region, will be able to arrange for individual meetings during the year to listen to the speakers who will be named by George A. Miller as he sets up this regional program.

George A. Miller and leading officers of MOA remained over until Tuesday of this past week in an effort to set convention dates and hotel for the next year.

“This time,” Miller said, “instead of attempting to put together so tremendous a meeting in about two months, we shall be able to plan it for a full year, work ahead for twelve months, and without any doubt,” he concluded, “make our next annual convention the most outstanding ever seen in all the history of the industry.”

MEET WITH PHONO MFRS. ASSN. RECALLED

One of the interesting highlights of the elections as well as the discussions which followed was the praise heaped upon the Phonograph Manufacturers’ Association by all who attended the MOA Convention.

This marvelous offer of cooperation by the manufacturers’ association, all stated, has tremendously helped to increase interest and was sure to bring about greater membership of all the nation’s automatic music operators in MOA.

“Another thing,” as one well known operator stated, “the fact that the manufacturers have offered us such outstanding cooperation, and have joined with us to help make the automatic music industry the most outstanding in all our history, has given new meaning and greater heart to all of us as to just how great our industry really is.”

“This,” he concluded, “means a new and greater era for all the nation’s music operators and certainly a more prosperous one.”

Report By The Editor: “A DREAM COME TRUE”

It seems but yesterday when our publisher, Bill Gersh, dashed around the City of Chicago, the day prior to the opening of the CMI convention about four years ago, and gathered together everyone of the music operators’ association leaders he could find to attend a meeting in The Cash Box’s suite of rooms at the Bismark Hotel.

That evening, in this suite of rooms, Bill made a most outstanding speech to the large assemblage, logically showing the need for a national group to help protect this industry from destructive legislative attempts in Washington.

George A. Miller of Oakland, Calif., was named as the man believed should head the operator’s group. It was attorney Sidney H. Levine of New York, and some of the others who were present, who suggested his name: “Music Operators of America.”

And the very next day, at the Sherman Hotel, while the convention was in progress, a meeting was officially held and there came into being what is today known as “Music Operators of America, Inc.”

It was a thrill for this editor to hear of the overwhelming vote re-electing George A. Miller to the presidency of MOA for a period of two years.

It was even a greater thrill to note how the manufacturers had banded together giving the operators’ association executive and to help MOA both financially and practically.

It certainly must have been a thrill to our publisher, Bill Gersh, who attended the luncheon, and was prominently present at the MOA convention, to realize that the “dream” he had, about bringing together the nation’s automatic music industry as a national force against destructive national legislation had, at long last, come into being.

Truly this is a dream come true.
The Cash Box Camera Goes to the —

MOA Convention

MOA's execs on the rostrum at the Friday night banquet. (I to r): Al Denver, N. Y.; Ray Cunliffe, Chicago; President George A. Miller, Oakland; Congressman George P. Miller, Calif.; Mrs. Congressman Miller; Les Montooth, Peoria, Ill.; and Clinton S. Pierce, Brodhead, Wis.

TOP TO BOTTOM

1) Congressman George P. Miller addresses operators and members of music industry.  
2) Dave Bender, Coven Distributing Co., wearing RCA souvenir gadget.  
3) Jake Friedman, Atlanta, Ga., Mrs. Bill' Gersh. (It's permissible, Mrs. Friedman—Bill staged the picture.)  
4) Two southern gentlemen, Clarence Camp, Memphis, Tenn., and Harry Hurvich, Birmingham, Ala.

LEFT—TOP TO BOTTOM

1) Bill Gersh flanked by Al Denver, president of the N. Y. Ops Assn. (I) and Sidney Levine, attorney for the N. Y. group and chief counsel for MOA.  
2) Fletch Blalock, Wurlitzer distrib in N. O. and Ga., and Bob Bean, Wurlitzer sales manager surround Mrs. Bill Gersh.  
3) Mid-Western ops get together. (I to r): Harold Scott, Gordon Stout, Bernard Stout, Mike Imig and Norman Gefke.  
4) The Rock-Ola table at the banquet. David C. Rockola, second from right, tearing into a salad.  
5) Distrib from Virginia, Sab. (I to r): Dan Hawley, Roanoke; Frank Page, Roanoke; and Ken O'Connor, Richmond.

RIGHT—TOP TO BOTTOM

1) Ray Cunliffe and George A. Miller pose prettily, with Mrs. Bill Gersh.  
2) Dave Rosen, Philadelphia distrib for AMI, with John Haddock, president of the photo manufacturing company.  
3) Detroit ops and distrib.  
5) Three reel old-timers in the coin biz with Mrs. Gersh. (I to r): Willie (Little Napoleon) Blatt, Miami; Jack Mittnick, regional rep for AMI; and Leo Weinberger, head of Southern Automatic Co., Louisville.

TOP TO BOTTOM

1) Harold Lieberman of Minneapolis gets together with Joe Mongone of Miami.  
2) Mary Gillette, owner of one of the largest music machine operations in Chicago snapped with Bill Gersh.  
4) Mrs. Bill Gersh cuddles up with Joe Abraham of Lake City Amusement Co., Cleveland, Ohio.
All music operators seem to like AMI ads with their interesting angles, down-to-earth language, fresh and simple ideas that seem to echo the thoughts and feelings of operators, location and music patron alike. Now we invite you—the operator—to take a crack at this fascinating ad-writing opportunity. Write an ad about the AMI juke box, about its simplicity, dependability, economy, playability, or some special feature that appeals to you. Draw a crude sketch of your idea—the skill behind the artwork doesn’t count—then put in your headline and a paragraph which tells your thought simply and as effectively as possible.

**PRIZES**

1st Prize . . . . An AMI "D" 80
2nd Prize . . . . AMI Hideaway
3rd Prize . . . . $250.00 Cash

Next 25 Prizes . . . An AMI Amivox Extension Speaker

Contract closes Nov. 15, 1952. The decision of the judges is final. All entries become property of AMI Incorporated. In case of ties, duplicate prizes will be awarded. You write your ad, or as many as you wish to enter, on sheets of paper 8½ x 11 in. or larger. Get regular entry blanks and a special book of helpful ideas FREE from your nearest AMI distributor. Distributors, their employees and AMI personnel are not eligible for prizes. All music operators, their employees and families are. Send your entries before Nov. 16 to Advertising Dept. AMI Incorporated, 1500 Union Ave., S.E., Grand Rapids, Mich. All ads will be judged on the basis of sincerity, originality and idea content, and NOT on professional skill of execution.

Grab a pencil and turn adman right now. Dash off your ad ideas with dash and daring—don’t tighten up, just put down what comes into your mind. Make a separate layout or sketch for each ad—the more entries you submit the greater your chance of winning a valuable, useful prize. Do it now—sometimes, in advertising, the spur of the moment inspiration is the best of all.

AMI Incorporated

General Offices and Factory:
1500 Union Avenue, S.E., Grand Rapids 2, Michigan
Trade Agrees All Shows Same Week Best

Original Suggestion by THE CASH BOX “All Shows Same Week Same City” Meets Complete and Enthusiastic Approval of All Attending MOA and NAMA Shows. Hope All Mfrs of All Types of Equipment Will Show Same Week Same City in 1953

CHICAGO—Operators, jobbers, distributors and manufacturers from this city, as well as from all over the nation, new agree with The Cash Box suggestion last year, that all shows be held the same week and in the same city. This was definitely proved during MOA and NAMA conventions.

The MOA (Music Operators of America, Inc.) show started the latter part of last week (Thurs., Fri., Sat., Sept. 11, 12, 13) and the NAMA (National Automatic Merchandising Assn.) show started the very next day, Sunday, Sept. 14, (not the same week) crowds who were planning to attend the NAMA show came in two and three days earlier to also be present at the MOA show.

The fact remains, as has been stated by members of both shows, is that all routes are tremendously diversified these days.

The average operator is more interested in the location than just in the machine in that location.

This unique and singular interest in the location has brought about greatly diversified operations, with the operator who is in the location, operating practically all the equipment in that place.

That being the case today the operator wants to save time, effort and money and at the same time, the manufacturing and distributing exhibitor wants to do the same.

All four shows to be held same week and in the same city.

The trade was very much impressed with this first attempt to hold shows the same week and in the same city.

Leaders stated that they sincerely hoped that manufacturers of all types of equipment would plan their shows in 1953 to be held the same week and in the same city.

“We can cover 'em all this way,” was one leader's statement, “if we can show we didn’t miss anything and also, most important,” he concluded, “know that we aren't to come back to Chicago, or any other city, the next month or two months afterwards.”

Bally Mfg. Plant
On Two Game Production Schedule

CHICAGO—As reported here last week the Music Operators of Northern Illinois' 4th annual banquet to be held at the Graemere Park hotel, Thursday, October 9, 1952, is a complete sellout due to the demand from column, music and record drapery.

Bill Nyland of Western Automatic Music Corporation reported this week, “We have been forced to add more tables exceeding the limit of the number of tables the Graemere had offered us.

“'But,' he continued, "we will be able to seat everyone comfortably and all will be able to see the big show which is being planned by Bob Cinaron of A.B.C. Music Service Corp.

All the phone directories, Coven (Wurlitzer), World Wide (Rock-Ola), Atlas (Western Automatic Phone) (AMI) and Empire Coin (Evans), are attending.

Leading record directories, such as: Decca, Capitol, RCA-Victor, Coral, Mercury, King, MGM, and others, are also sending large representatives.

Chicago and Indiana music ops, in addition to the complete attendance of the Northern Illinois ops, their wives and friends, are expected to Jam the fourth annual affair.

It is believed here that this will prove the biggest and most outstanding year of the four annual affairs.

Chicago's Board of Education Asks
Help of Music Ops

CHICAGO—The Board of Education here has asked the judge box ops of this city to supply various schools with juke boxes for entertainment of the students.

Francis B. McKee, director of the Social Centers Section, says that the judge box ops will tremendously help the Board of Education here, in both its elementary and high schools to arrange for a program of entertainment via, the judge boxes which will make the schools both more pleasant and interesting for the students.

Gyms of the various schools will be used, and McKee hopes, the ops will donate the juke boxes, so that the students will find their schools much more interesting, both during the day light, and especially, during those times when they feature various dancing parties during the evenings, so that they will remain off of the streets and out of objectionable places.

Juke box ops here like Bob Guarro, Phil Levin, Ray Cunlin and Bob Lindelof have already indicated their desire to be of help to Chicago's Board of Education in this Social Centers effort.

Bill Gersh, publisher of The Cash Box, who was asked to handle donations of juke boxes for the operators here, is arranging for the placement of these free phones for the first six schools listed, with about schools in all to also be furnished with juke boxes eventually, as this program gets under way.

Aaron Goldman
Re-elected Pres. Of NAMA
All Other Present Officers Also Re-elected

CHICAGO—At the conclusion of the convention held by NAMA in Chicago this week the present officers of the organization were re-elected for 1953.

"The men re-elected were: Aaron Goldman, president; I. H. Hoosten, 1st vice-president; John T. Fiersen, 2nd vice-president and William S. Fishman, treasurer.

The following new directors were elected: Maurice Heffern; D. C. Lets and Richard Wood. Also re-elected as directors were; J. H. Houston and Darve J. Davidson.

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Millie Lynch Of United Mfg. Dies

CHICAGO — Millie Lynch, well known to all who have visited at United Manufacturing Company, this city, and one of the oldest employees of the firm, passed away at 6 A.M., Thursday, September 18, 1952.

Details of her passing weren't yet made known as this publication went to press.

All who visited at United remember Millie. Those who were in this city this past week attending the conventions, and who had met Millie over the years, were shocked and saddened.

"It's What's in THE CASH BOX That Counts"
Ride The CHAMPION
by Bally
GREATEST MONEY-MAKER
IN THE ENTIRE AMUSEMENT INDUSTRY!

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

10¢ A RIDE

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

CHAMPION is a registered trademark

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

www.americanradiohistory.com
CHICAGO—Canadian jude box ops squared their shoulders, ground their teeth, thrust out their jaws, and replied to U. S. ops questioning them:

"We'll fight to our last cent, and go out of the automatic music business if necessary, but", they adamantly stated, "we will never allow CAPCA (small brother of America's ASCAP) to "Crucify The Music Of Canada's Poor'."

In all the years of the great Canadian Dominion there has never been such a combination on the part of any trade group not to allow an individual organization to obtain takings from all the peoples of Canada as there is from Canada's automatic music operators.

"We're free men", one of the most noted of these music operators said, "and, though we will fight to the last, not be forced to pay tribute to one individual organization."

"The last time those people", another Canadian operator stated, "attempted to extract tribute from us, we fought them (at that time they used the name: Performing Right Society of Canada, Ltd.), right up to the Privy Council in London, England. "The Privy Council granted us our rights. Told them that they, perfectly, definitely, could not tax us on top of all the taxation, which is in effect on all music, and they lost the case."

He now reports, they now have changed their name to 'Composers, Authors and Publishers of Canada, Ltd.' (which is only the small brother of America's ASCAP (American Society of Composers, Authors and Publishers) and are trying, once again under this new mask, to force us to pay them a royalty beyond all reason.

"There are other folk the Canadian music operators who attended the MOA (Music Operators of America, Inc.) convention at the Congress Hotel here stated.

"We, as has already been said in the Supreme Court of Canada in Ottawa, but, Canada's operators are not idle.

Other operators often elected from the box operators of the Dominion to come together to "defend the rights of free men", in this battle of taxation and tribute which is, they state: "Most definitely against the principle and the laws of this great Dominion."

Further information on this pending case can be had from Geoffy, from the Canadian Music Association, of Phonovision Distributing Co., 124 Dundas St., West, Toronto, Ont., Canada.

Cleveland Music Assn Re-elects Cohen Pres.

CLEVELAND, O. — Jack Cohen, who has held the office of president of the Music Operators Mechanics Association for eight consecutive years, was once again re-elected president at the annual election meet of this organization.

Other officers elected were: James Ross, vice president and Sanford Levine, secretary-treasurer.

The new Board Members are: Edward Kenny, Joseph Solomon, Nathan Pearlman, Hymen Silverstein, Henry Hig, and Harvey Norton. James Burke was named "honorary" member of the board. President Cohen appointed Arnold Lief, Charles Camilla and Charles Metro as temporary members of the board.

Kansas State Music Ops To Form Assn.

EMPORIA, KAN. — Music operators in the state of Kansas, under the leadership of D. R. Puckle (temporary president), will meet for their 1st regular meeting, at Emporia, on September 28, at the Broadway Hotel, this city.

It is reported that there are approximately 100 operating firms in the state. Sixty operators are reported ready to join, and the other forty are expected to come along in short order.

CHICAGO.—Whereas in years gone by cino machine operators came to conventions to see what the manufacturers of vending machines had to offer, and, many times, the manufacturers of the automatic machines 'stole the show', this past NAMA convention at the Palmer House here most definitely proved that, today, merchandising, and not the machine, dominates the convention.

It's rather queer, but the 'accessories after the fact', that is, the merchandising which came after the machines were born, is the dominating factors of the NAMA convention.

Vendor opa point with poster-pigeon-crease pride to the fact that Camela, Luckies, Chesterfields, Shell Baccy, Capstan, Old Golds, Cola-Cola, Pepsi-Cola, Royal Crown, and others are the most popular brands of merchandising are "displaying at this show."

Few, if any, point with any sort of pride to the fact that it was the vending machines that came first, and not the merchandising peoples.

Even manufacturers of machines were noted whispering out of the side of their mouths and pointing with their eyes to the display of cigarettes, cigars, colas, candies, nubs, etc.

Three floors of exhibits, including many private suites, were busy being visited by operators, their families and mechanics (most of the operators from the Midwest area) with sprinklings of men from the rest of the country.

The operators paid a $10 registration fee, which is along the lines of what NAMA has been charging in an effort to eliminate "nightcreeps."

But, the old timers of the industry who dropped around to see "what's what" knew one exhibitor or another, and judging were passed around very freely, getting these boys in without any charge.

In the main part of the exhibition, the fourth floor, where the new equipment was shown, most impressive was the fact that the manufacturer's have learned to stick to the type of machines most popular with the ops as well as with the public—drink dispensers and cigarette vendories.

Competition was keen. Salesmen reported that operators ranging from booth to booth, asked lots of questions, did no, or little, buying.

Whether it was the $10 entrance fee for the ops, or whether it was the generosity of the merchandising exhibitors, ops, their wives, kids, mechanics, and all others loaded up with free samples.

The salesmen began to "put on the heat", in an effort to make their trips here pay off, buying remained dull, the op crowd remained big.

The crowd who had returned over from the MOA (Music Operators of America) meet, saw what they wanted to see Sunday, when the NAMA show first opened, and the larger majority left for home early Monday.

It's a very sad commentary on the ingenuous developments of the vending machine manufacturers when they, themselves, point to the products featured in their machines with such outstanding pride, instead of to their own machines.

"Do these manufacturers (and especially the operators of vending machines) think for a moment," as one noted coin machine distributor asked, "that these big national brands would be displaying here if it weren't for the hard and willing work of the boys who manufacture the machines and, especially the boys who operate them, and popularized them with the public?"

The vendor manufacturer created a market so outstanding that The Wall Street Journal claims that a big percentage of sales of many products are in vending machines.

Sad, sad, but true, that those who attended the last NAMA convention seemed to forget that it was the machine, and not the product, that started the industry.

"It's What's In THE CASH BOX That Counts"
FLYING SAUCERS? LIGHTS IN THE SKY? We’ll Let You in on a Secret! They’re only Reflections from GOTTLIBE’S NEW Brilliantly Colorful...

Plant Expansion Plan Is Initiated By AMI, Inc.

GRAND RAPIDS, Mich.—The success of the phonographs produced by AMI, Inc., has been increasing with each year. The overwhelming popularity of the current model “D,” and the continuous demand by music operators for added machines has made it necessary that the manufacturing firm plan for additional facilities.

John Haddock, president, announced this week that a $500,000 plant expansion program designed to increase manufacturing facilities by 50 percent is contemplated.

Work will be started on raising steel for a new structure, adjacent to the existing plant, by the end of the year or as soon thereafter as the steel is available. It is expected that the additional plant will be completed by the end of June, 1953.

“Coinbiz Top Public Servant Today” Says Vince Shay

CHICAGO—Vince Shay, with Empire Coin Machine Exchange, this city, one man in the coinbiz who has run the most complete gamut of the industry, stated this past week:

“The coin operated machines industry is away ahead of any other industry serving the public today.”

To substantiate his statement, Vince pointed to the machines which are today attracting kiddies, as well as their parents, and which are featured with dime coin chutes.

He then switched over to the automatic music business and said:

“Has ever before in all the history of popular music seen anything like the statement published in this past week’s issue of ‘The Cash Box’ that the there are over 8,730 plays every minute of every day (365 days per year) in the United States alone?”

Then, he switched back to the scale business and said:

“Never before in all the history of the industry have scales been acclaimed as such ‘sure-fire-gold-bond investments’ as they are today.”

He then turned about and pointed to the Auto-Photo machine, which the firm distributes, and asked:

“When did people like the Woolworth Stores, Balaban & Katz Theaters, and other like firms, come in to see a distributor in this industry to discuss placement of machines?”

He concluded, “Yes, never before in all the history of the industry, and I’ve been in it for about 40 years, has there been such tremendous acceptance of coin operated machines.

“Everyone in the field has the entire world of profits before him if he’s intelligent enough to recognize this fact.”

‘It’s What’s in THE CASH BOX That Counts’

WILLIAM DE MENT

D. Gottlieb & Co.

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

“There is no substitute for Quality!”

WATCH FOR OUR Announcement on THE SENSATIONAL Space Ship

“METEOR ROCKET” National Distributors

RUYON SALES COMPANY
Factory Representatives for AMI Inc.
Perma Inc.
593 10th Ave., New York 18, N.Y., LD 4-1800
123 W. Runyon St., Newark 8, N.J., BI 3-8777

CLOSEOUT!

Seeburg ‘46 $99.50
Seeburg ‘47 139.50
Rock-Ola ‘49 and ’50
(like new) 295.00
Seeburg Wall Boxes
(Brand New) 22.50
Packard Wall Boxes 5.95
1/2 Deposit, Balance C.O.D.
WRITE — PHONE

DAVID ROSEN
855 N. Broad Street, Phila. 22, Pa.
PHONE: STEVENS 4-2900

PHOTO: BILL WRIGHT

“FLYING SAUCERS? LIGHTS IN THE SKY? We’ll Let You in on a Secret! They’re only Reflections from GOTTLIBE’S NEW Brilliantly Colorful…”

SKILL-POOL!

REPLAYS for KICK-OUT HOLE When Lit by K-K-i-L Sequence 1 to 15 POOL-BALL SEQUENCE . TARGET,
MYSTERY ROLL-OVER, When Lit HIGH POINT SCORE,
HIGH SCORE TO 6 MILLION

FLASHING CENTER "BACK-UP" ILLUMINATION! All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

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

COMPLETED SKILL SEQUENCE Increases Kick-Out Hole Scoring Values up to 400,000

EACH ROLL-OVER BUTTON SPOTS 9 POOL BALLS, When Lit

"CUE" for PROFITS— ORDER FROM YOUR DISTRIBUTOR NOW!

"It’s What’s in THE CASH BOX That Counts"
The Cash Box Camera goes to the

MOA CONVENTION

LEFT—TOP TO BOTTOM

1) Ben and Trudy Coven demonstrate the apex of cannibal bliss for the camera man.

2) Another married couple, Mr. and Mrs. Joe Silla, Oakland, Calif., get themselves into the kissing act.

3) Mike Spagnola, AMI distrib in Chicago, John Haddock, president of AMI, and Sid Levine, attorney for MOA, take off a few moments to rest up.

4) Bert Davidson and Sherman Pate of Perma, talk things over with John Haddock.

5) Vince Shay demonstrates the Evans' "Century" to Mel and Pauline Missmer of Allentown, Pa.

6) Among those seated at this AMI table during the banquet were Walt Huber, Nick Carter, Mike Spagnola, Ed Ratajacek and Bill FitzGerald.

RIGHT—TOP TO BOTTOM

1) At another AMI table we see Jack Mitich, regional rep for the phone firm, and Mr. and Mrs. Sam Taran of Miami, Fla.

2) Bill Gerah and Bob Lindelof, president of the Northern Illinois Music Ops Assn.

3) A group of AMI distris pictured with the model "D" phone.

4) Al Pierz, branch manager, and Clarence W. Cuker, field service engineer, of National Rejectors, Inc., at their display.

5) Nate Feinstein, Atlas Music, Bob Dunlap, Seeburg regional rep, with Bob Gnarro, ABC Music Service, one of Chit's largest music ops.

6) The Evans' 100 record phone gets the attention of headman Dick Hood, Art Weinand of Exhibit Supply, Joe Mangone, Miami, Fla. (distri) and Les Rieck, Evans' sales manager.

CALIFORNIA CLIPPINGS

The NAMA Show in Chicago drew its share of attendance from these parts, with Badger Sales' Al Silberman, Dan Stewart and Nick Carter among the local folk traveling East for it. Al has become identified out here as "Mr. Vending" when it comes to sales, particularly to military installations, while Nick always does a big job on the FX cigarette machines, as well as the AMI phonograph. Dan Stewart will will linger in Chicago for that all-important showing of the new Rock-Olas phonograph, which the local grapevine has already tabbed as a worthy entry in the multiple play sweepstakes. . . . Game-wise, the product drawing a bulk of comment past week up and down the street is Gottschalk's "Bill Pool," with W. R. Happe, Jr., and Jack Simon among the folks singing its praises. Jack Simon's secretary, Celie Padua, almost back to her normal peppy self after a slight illness. . . . Jack also praised Bally's "Palm Beach" and Exhibit's "Twin Rotation" as being hot items these days.

Paul and Lucille Laymon were of the mind to visit Chicago for the MOA and NAMA conventions, but rush of his kept them glued to the home-front. With deliveries of Wurlitzer's model 1500 phone stepped up, the Laymon's make it their business to see that all the music ops having back orders are taken care of. Bally also shipping some fine new games in, which the ops going for in a big way. Bouncing effusively along as usual was Exhibit's Lyn Brown, real happy with the reception given "Twin Rotation" on sales and locations. . . . With Phil Robinson of Chicago Coin, it's also good news the way that firm's "Tenth Frame" and "Match-A-SCORE" bowlers are continuing in such heavy demand. . . . Over at Charlie Robinson's, Al Beutel and Fred Gaunt were keeping out of mischief by doing an all-around good job on United's games and other new and used equipment. . . . While we're inclined to view Bill Leuenhagen's as the record center of his business, you're always sure to witness a few game and music transactions while visiting his place.

After a vacation at their Malibu Beach home, Dolores and Jean Minthorne are back at their offices daily greeting their old and new customers. Seeburg shoppers for the week included the Bringas Bros., of L. A., Dean Brown of Glendale, George Kohler, Dan Vaughn and Orville Kindig of Long Beach, Lee Walker, Tom Workman and Walt Schinkel of San Diego, among others. As Dolores puts it, "Vacationing is great, but there's no substitute for the thrill of selling another Seeburg."


UPPER MID-WEST MUSINGS

It seems as if the fishing bug has gotten Al Klammer of St. Paul. Al had no sooner returned from a fishing trip at Nipigon, Canada, where he really caught some whopping Northerns when he took off for Lake Big Winipigoch for some more fishing. . . Delbert Grasseich of the Western Novelty Company, Great Falls, Mont., and some of the South Dakota operators, who made the trip to the twin cities, were: Floyd Caron and Roy Foster of Sioux Falls; and Ralph Myers of Mitchell.

See here and there picking up supplies and equipment for their routes were Andrew Markfelder of Staples, Minn.; Tom Kady of Grand Forks, N. D.; Oscar Englund of Alexandria, Minn.; August Ouzo of Rochester, Minn.; Charlie Sensen of St. Paul, Minn., and John McMahon of Eau Claire, Wis. . . . Fred Norberg of the C & N Sales Company was a welcome visitor to the twin cities after being absent for quite a long time as his son, Clayton, is the one who usually makes the trip to the twin cities for the business. . . . Nell operating in town or going out, were: John Galipe of Menomonie, Wis.; Don Boiler of Baldwin, Wis.; Gordon Dunn of Moose Lake, Minn.; Kelly Diekrist of Chaska, Minn.; V. R. Middles of Bismarck, N. D.; Stun Woznak of Little Falls, Minn.; Kap Kister of Frontenac, Minn.; and Joe Bloeker of Junction City, Wis.
Op Thanked For Donation Of Juke Boxes To Hospital

ROBERT E. (BOB) LINDELOF

DIXON, ILL.—Probably the most thrilling, heartwarming and fascinating letter ever sent to any juke box operator was mailed from the Dixon State Hospital for the mentally crippled to Robert E. Lindelof of General Music Company, Dixon, Ill., by Dr. Charles K. Bush, Superintendent of this noted mental hospital.

The letter read as follows:

Dear Mr. Lindelof:

As you know, we picked up the two juke boxes which you donated to the Dixon State Hospital and brought them out to the Institution last week. Yours was one of the most wonderful donations ever received by this Hospital.

Music is probably the most appreciated form of entertainment that our patients receive. The juke boxes, aside from their practical means of affording continued playing of records, offer a colorful means of presenting the music to the patients. Our patients, especially in the younger categories, feel that they are being given a musical treat, similar to that enjoyed by normal young people outside the Institution, when they are able to listen and dance to music from juke boxes.

I assure you that hundreds of our patients will enjoy many happy hours of entertainment because you have made this generous donation. Please accept my sincere thanks.

Very truly yours,
Charles K. Bush, M.D.
Superintendent

Op Buys Music Route

BINGHAMTON, N. Y. — Bob Charles, president of Binghamton Amusement Company, this city, announced that it has been expanding its operating activities over the past months.

Latest route the firm purchased was that of Tri-Cities Amusement Company, which consisted of a majority of music machines and a small amount of games.

Vendor "Price List" To Be Expanded

CHICAGO—In view of the fact that so many of the vending machine men who attended the NAMA convention at the Palmer House here this past week have asked that The Cash Box arrange for, "more complete 'Price Lists' of all vending machines," the editor of this publication has agreed that such will be the case in the very near-future.

These ops asked, "Why don't you people at The Cash Box arrange to bring us as complete and detailed prices of all vending machines as you do of all other types of equipment?" "We depend on your lists," they stated, "and since we, and all of the officials and tax agencies with whom we come in contact, also depend on your lists, we believe that the time has, at last, arrived when you should list every type of new and used vending machine, so that we will be able to 'prove price' as well as 'prove depreciation' and obtain 'correct trade-in valuation.'"
SAVE MONEY!
SMASH GO PRICES!!
BIGGEST CLOSEOUT IN OUR HISTORY

Gen. George

RCA 25c Radio $ 2.20
6 Col. Package Stamps Vendors $ 18.00
Shipman 2 Col. Stamp Vendor $ 18.00
Packard Wall Boxes 9.75
Wills Candy Vendor 5 Col. 6.50
Mercury Athletic Scale (Bread New) 69.50
Wm. Deluxe World Series Plates 275.00
Chicago Cas King Pins 150.00
Dole Gnu 69.50
Chicago Case 4 Player Dice 11.00
Baseline Xmas 31.00

NOW DELIVERING!
CHICAGO COIN 10th FRAME
6 PLAYER MATCH BOWLERS
BIG HIT 5 BALL PIN GAME

MONROE
COIN MACHINE EXCHANGE, INC.
2425 PAYNE AVENUE, CLEVELAND 14, OHIO
(216) 389-2449

Keep Your Eyes
On Keeney

Music Oop Sponsors Boys’ BB
Team That Wins Michigan Title

The TAC and J & C Amusement Companies baseball playoff game was postponed because of rain so that leaves us with another week of guessing as to who will emerge the champions. . . . Johnnie Pecora spread his bread into our lives Monday morning, looking tired and haggard after a night of pacing the hospital corridor awaiting the arrival of Johnnie Pecora, Jr., who arrived at 7:15 A.M. Mrs. Pecora was doing fine and congratulating the players. Joe Durante in the midst of his end-of-term exams at Tulane U. . . . W. I. Kirkland in from Jackson, Miss., and buying new phones. . . . In Hattiesburg, Miss., is getting back into his old routine of making Nola every week. Also in from Hattiesburg, Miss., Mr. Gamble of the G & S Amusement Company, as well as the boys from Davis Amusement Company. . . . Evelyn Johnson of Peacock records dashing in and out of town in one day’s time. Typical of Evelyn is a trip of 300 miles in this run. . . . Johnnie’s Dad, Mrs. Conant, is in the Company, Bogalusa, making a quick trip to the city then back home. . . . We just heard via the Grape Vine that Paul and Jeanne Grace of the Big State Distributing Company had a new baby. The birth was terrific news to all of us who know Paul and Jeanne. Heartiest congratulations.

Mr. Daniels of Capital Music Company, Jackson, Miss., L. D.ing that he was unable to make New Orleans this week. . . . Ditto H. A. Mahabir of Columbus, Miss. . . . John McDonald is now covering F. A. B.’s Florida territory with K. E. Stewart in Mississippi and Louisiana, and Milly Schaefer is really beating the golf coast highways doing a fine job of selling. . . . The Bob Dupavre are the proud possessors of a female Deutschand named “Rusty.” Bob says she is only two months old and likes the boys. Mr. M. A. Moore of the TAC Amusement Company, in the midst of his end-of-term exams at Tulane U. . . . M. O. A. meet in Chicago, then on to his Atlanta and Columbus offices. . . . Maurice Evans of the Bob Dupavre Distributing Co., Miss., at Mele of Hammond, La., both seen in F. A. B. Distributing. . . . Two Boys, Duke and Tamer, seem to be marching at Kolb’s recently. . . . TAC Amusement Company putting up 100 record phonographs on location. . . . M. M. B. of the Mallory Distributing Company, enjoying the rhythm and jazz record business by taking on derby and dot record lines.

"It’s What’s in THE CASH BOX That Counts"

EASTERN FLASHES

Commities who returned from the MOA (Music Operators of America) Convention in Atlantic City had a convivial time. A dinner was held in Chicago, where they were very well pleased with what they saw and learned. However, once again they brought up the matter of “All Conventions Same Week.” The committee from Atlantic City thought it was a good idea when those operating several types of equipment had to attend conventions at all different periods. They are hoping that when plans are made for these conventions, in addition to music and vendors, amusement games, and that instead of running as they did the year, they will be held at exactly the same dates— even though officials of these groups wish to hold them at several hotels.

At Denver, Nash Gordon and Dorothy Wolk now working full blast in preparation for the National Music Operators Association’s 13th Annual Banquet, which takes place on Saturday night, November 1. A souvenir journal is now available at the local winter show, and as usual will be grabbed in large quantities... Herman and Sudie Perin, now natives of Miami, Fl., join the grandparent’s club. Their daughter Muriel (now Mrs. Howard Schewitz) gave birth to a new baby girl, and names her, Judy Schewitz. Another new arrival, Ben Becker, Bally’s regional representative, “I didn’t suffer my heart attack because those Brooklyn Bums started to lose”... Gertrude Brown and Howard Purdy of Paramount Vending Co., Benson, N. Y., visit along coinrow... Another visitor was Sam Solway of Canada... Dave Lowy, Dave Lowy & Company, tells us he and Sam Waldor of New York, N. Y., are planning a trip to New Foundland, Canada, to visit W. J. Cashin on biz. While they hope to take in some fishing and hunting... Hymie Rosenberg re-institutes the Midwest Branch of the MOA, and states help is always needed in the field... Joe Young and Abe Lipsky, Young Distributing, really on the boat in the South. Are doing very well in their territories. Their machines don’t stay around long before they’re sent out to fill backlogged orders.

Music operators, as well as all wholesale firms along coinrow, were shocked and saddened by the death of Morris Salsberg, 31-year old member of the parts department for Atlantic-New York Corp., Seeburg dists here. Morris died on Saturday, Sept. 19, of a heart attack. A New York City man, Harry Rosen and Meyer Parkoff, attended the funeral on Monday... In Edelmann’s back from his summer vacation at Seacoast Lake, N. H., and reports the rush of the past many months for arcade equip has slowed up a bit, and he’s mighty thankful. He’s able now to concentrate on Exhibit’s “Super Pin Machine” (which he feels is doing very well in the country)... Runyon Sales Co., from the MOA Convention and special meet of XML photo dists held in Chicago. We wish Runyon all good luck in his time also to line up a number of the country’s leading dists for his “Meteor Rocket” kiddie ride... Al Simon, Albert Simon Co., tells us he still has need and is looking for a good Coin-Op’s “10th Frame Bowler” to install... Harry and Hymie Koeppel, Koeppel Distributing Co., doing a rushing biz on reconditioned phones, particularly export. New, in addition to filling orders, they have engaged a new mechanic to keep going at a fast pace buying equipment... Al Beckin and Bob Lattman, truly a handsome pair as they make the rounds.

Murray Weiner, Weiner Sales, distribs for Eastern Electric’s cig vendor, away attending the NAMA Show in Chicago, leaving brother Bill alone in the New York office... Al Denver elected as 2nd vp of MOA; Sid Levine as chief counciller. Congrats... Expect Bob Charles, Binghamton Amuse. Co., Binghamton, N. Y., as a visitor any day now... Jim Shep’s 17th-annual Kiddie ride day is still planned and to be held Nov 30th... Duval Sales makes a fast one-day flight to Chicago where he closed quite a deal for his “Atomic Jet” kiddie ride... Harry Wasserman, local kiddie show owner, figuring out how to “get even” on Perry Loewengrub for a recent practical joke.

DEARBORN, Mich. — There are many ways in which coin machine in- dividuals and firms contribute to the welfare of the state, the country, and the nation, and young people are just as much a part of this welfare as any other group... Take the case of Ed Grodzicki, owner of the E & A Music Company, this city. Ed sponsored, financed and managed a baseball team composed of boys around the 15-year-old bracket. This team called the “Green Hornets” captured the “Midget” championship of the state of Michigan, giving the town of Dearborn the title for the first time in its history. The result was: that local newspapers carried the story and ran a picture of the ball team (shown above). While Grodzicki may not have been seeking any glory for the wonderful spirit he showed in working with those boys, not only he, but the entire coin machine industry benefits tremendously.

Ed Grodzicki is shown in the above picture with the boys. He’s the adult at the top, extreme right.

(Ed. note: This is the type of public relations that many more coin firms should engage in. One of the country’s most serious problems is that of juvenile delinquency. Cooperation on the part of our industry can do much to assist in developing our boys into better and more healthy citizens.)
One hectic week gone and, before anyone could rest, another one under way as the MOA show, and this past week, the NAMM show, was upon us. Maurice Silverstein, publisher of the Chicago Sun-Times, and Robert A. Miller, president of the Chicago Sun-Times, have arranged a schedule of activities to keep visitors interested.

The MOA show, which was held at the Wisconsin Hotel in Chicago, was attended by thousands of people from all over the United States and Canada. The show featured the latest in musical instruments, and the visitors were able to try out the instruments for themselves. The show was a great success, and the organizers were pleased with the turnout.

The NAMM show, which took place in Los Angeles, was also a success. The show featured the latest in musical instruments and accessories, and the visitors were able to try out the instruments for themselves. The show was a great success, and the organizers were pleased with the turnout.

The organizers of both shows are planning to hold similar shows in the future, and they hope that these shows will continue to attract a large number of visitors.

The MOA and NAMM shows are just two of the many shows that take place throughout the year. These shows are a great way to learn about the latest in musical instruments and accessories, and they are a great opportunity for musicians to try out new instruments and accessories for themselves.

The organizers of these shows are always looking for ways to improve the shows, and they are always looking for new ideas and suggestions. If you have any ideas or suggestions for improving these shows, please let us know.

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For sale—Wurlitzer 1100 $349; Seeburg 149MI $265; 1468 $115. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned. Write: CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

For Sale—Special Limited Offer—Ten new Shipman Triple Column Postage Stamp Machines plus 100-000 Free Stamp Folders—all for $395. Victory Foldes $6 for 10-000. Shipman Foldes $10 for 20,000. Mail Check To—SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th St., MIAMI, FLORIDA.


For Sale—The old reliable Massengill and Darlington coin operator pool tables. All sizes complete with accessories. Write for information and we will enclose our Bargain Sheet on used equipment. We will buy late one balls; Bingo games; Williams tables; arcades and vintage shuffle alleys. DARLINGTON MUSIC COMPANY, 132 NORTH MAIN STREET, DARLINGTON, S. C. Tel: 506.


For Sale—Ready for location—College Daze $75; Fighting Irish $75; Football $65; Freshie $65; Hits and Runs $99; Majors $49 $40; Phoenix $39.50; St. Louis 50; Stop & Go $99.50; Tahiti $75; Utah $60; Bullet $100; Hayburner $215. AMUSEMENT ARCADE CO., 419 ST, N.W., WASHINGTON, D. C.

For Sale—Seeburg 100 A $719; Seeburg 147 $149; Packard Manhattan $110; 5000 records—used $5 ea. AMERICAN VENDING CO., 615-10th AVENUE, NEW YORK CITY, NEW YORK.

For Sale—Perfect condition, like new: Coney Island (latest improved model with 5 contacts) $3175; Leaders $325; Hot Rods $60; Turf Kings $165; Citations $55; Various Flippers, etc. Write 1/3 deposit, balance C.O.D. W. E. KEENEY MFG. CO., 521 S. KEDZIE AVE., CHICAGO, IL. HEmlock 4-3844.

For Sale—United Steeplechase $295; Coney Island $245; Touchdown $45; Williams Spark Plug $250; Hammer $245; Jockey $245. Write for low prices on pins, keno, arcade games, etc. HIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

For Sale—Empresses; Thrones; ’39 and ’40 Standards and Defaxes; Classics; WIL56 Wall Boxes; 600’s; Counter Models; Waiting HiBoy Seebox; Location Machines; Pinballs, Southside Vending, 306 S. SYCAMORE ST., PETERSBURG, VA. Tel: 349.

Notice! You can safely send deposits to advertisers in "The Cash Box"!

Your Deposit is GUARANTEED!

As long as you are a paid up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", where the advertiser requires that you must send a deposit in order to arrange the machine advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". This is "The Cash Box" guarantee. Our name is the exclusive and original feature of "The Cash Box" only. Should you later receive your deposit in fraudulent manner immediately write...

THE CASH BOX
26 West 47th Street, New York 19, N. Y.
This Issue Marks The 677th CONSECUTIVE WEEK'S PUBLICATION

(Beginning 14th Year)

of "THE CONFIDENTIAL PRICE LISTS"

With last week's issue of The Cash Box, "The Confidential Price Lists" concluded its 13th year of unbroken, week-after-week publication. This week it starts its 14th year, bringing the coin machine industry 677 weeks of continual and consistent publication.

Many may wonder how come "13 years of publication" when The Cash Box is only 10 years old?

The answer is simple enough. Prior to the introduction of The Cash Box, the publisher was engaged in the advertising agency business. Among his clients were practically all the jobbers, distributors and manufacturers engaged in the coin machine industry in the New York area—and also many, many more wholesalers and manufacturers all over the country.

As a means of expediting the arrangement of ads featuring used equipment, it was necessary that a study be made of the prices appearing the previous week. Your publisher arranged a method of compiling these prices, so that the lowest and the highest prices could be noted at a glance.

The idea was an immediate success. Requests from firms throughout the country soon were being received in goodly numbers.

When The Cash Box was conceived in June of 1942, "The Confidential Price Lists" (which were also known at that time as "The C.M.I.—Coin Machine Industry—Blue Book") became part and parcel, as well as the outstanding feature of this publication.

However, while the historical background of "The Confidential Price Lists" is interesting, the important fact is that for thirteen complete years they have been of great service to the industry. Over this period (677 weeks) "The Confidential Price Lists" have been distributed throughout the trade, and have listed the equipment being bought and sold in the used market. It has served to keep the industry informed of values, of depreciation, of buying, selling and trading prices.

It is therefore, very satisfying and certainly heart warming to the staff at The Cash Box to know that these listings have been accepted throughout the industry over this long period, and have been considered so dependable that they've been used, in addition to selling, buying and trading, but also for adjudication of estates, for loans, for depreciation rates, and official acceptance in the government agencies of local, state and federal levels in arriving at fair and equitable tax matters.

Year by year, these listings have been constantly improved. Originally the lists contained only pin ball games—now they include all equipment operated with a coin.

Just a few short months ago, "The Confidential Price Lists" were embellished, enhanced and strengthened by the monthly feature "End-Of-The Month Inventory Issue", which most definitely filled a tremendous and vital need of those in the coin machine industry.
"THE CONFIDENTIAL PRICE LISTS"

The Cash Box, Page 38 • END OF MONTH ISSUE • September 27, 1952

THIS WEEK’S USED MACHINE QUOTATIONS

14th Year of Publication 677th Consecutive Week’s Issue

How To Use The "Confidential Price Lists"

[Also Known As the “C. M. I. (Coin Machine Industry) BLUE BOOK”]

FOREWARD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter “The Confidential Price Lists” can only feature the market prices as they are quoted. The “Confidential Price Lists” acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists,” rather than show no price, relay the last known quotations for such equipment so that the subscriber, or at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it is worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Some equipment offered by outstanding firms, having a reputation for shipping completely conditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. “The Confidential Price Lists” report the quotation exactly as it is made and depends on the subscriber to make average adjustments to fit the peculiarities of his territory.

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

EXPLANATION

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

★ Great Activity

——TOTAL NO. TOTAL VALUE——

PHONOGRAHS (Cont.)

6. Casino RC 49.50 79.50
7. Commander 39.50 59.50
8. Commander RC 50.00 69.50
9. Hi-Tone 9000 RC 45.00 60.50
10. Hi-Tone 9000 45.00 60.00
11. Hi-Tone 8000 RC 49.50 59.00
12. Hi-Tone 8000 49.50 59.00
13. Hi-Tone 7800 RC 45.00 59.50
14. Hi-Tone 7800 45.00 59.00
15. 1465 98.50 139.00
16. 1465L 112.00 149.00
17. 1475 135.00 225.00
18. 1475L 150.00 250.00
19. 1483L 265.00 300.00
20. 1483L 260.00 325.00
21. 1483L 259.00 325.00
22. Remote Speak Organ 7.50 17.50
23. Multi Selector 12 Rec. 42.50 55.00
24. Melody Parlor Base 4.50 6.00
25. 5c Wallomatic Wireless 3.00 8.50
26. 5c Monosonic Wireless 4.50 5.00
27. 5c Wallomatic 3 Wire 2.00 8.00
28. 3c Wire Wall Box 2.00 9.50

——TOTAL NO. TOTAL VALUE——

ROCK-OLA

6. Imperial 20 24.50 49.50
7. Imperial 16 25.00 49.50
8. Wallomatic A 25.50 49.50
9. Monarch 25.00 49.50
10. Wall 35.00 59.00
11. 40 Standard 39.00 65.00
12. 99 Deluxe 37.50 65.00
13. 50 Master Rockola 39.50 59.50
14. 50E Rockola 39.50 59.50
15. 50E Rockola 39.50 59.50
16. 40 Counter with Std. 49.50 54.00
17. 54 Premier 59.00 89.00
18. Wall Box 14.50 9.50
19. Bar Box 4.00 9.50
20. Spectravox ‘41 39.50 59.50
21. Glamour Tone Column 30.00 35.00
22. Modern Tone Column 32.00 40.00
23. Wallomatic Junior 13.50 29.50
24. Playmaster ‘46 69.00 79.50
25. Playboy 30.00 49.50
26. 1422 Phonograph (‘46) 75.00 150.00
27. 1424 Phonograph (‘47) 140.00 190.00
28. 1426 Phonograph (‘47) 119.00 165.00
29. 1482 (Rocket ‘51) 449.00 695.00
30. Magic Gator (‘25) 295.00 325.00
31. 1501 Wall Box 3.00 7.50
32. 1502 Bar Box 5.00 7.50
33. 1503 Wall Box 12.50 15.00
34. 1504 Bar Box 8.50 17.50
35. 1510 Bar Box 15.00 22.50
36. 1525 Wall Box 5.00 15.00
37. 1526 Bar Box 15.00 19.50
38. 1530 Wall Box 13.50 22.50
39. 1805 Organ Speaker 24.50 29.00

BUCKLEY

6. Wall & Bar Box O.S. 3.00 5.00
7. Wall Bar Box N.S. 7.00 17.50

PACKARD

2. Pla Moe Wall & Bar Box 4.50 10.00
3. Manhattan 80.00 169.50
4. Model 7 Phonograph 71.50 119.50
5. Hi-Way Model 600 64.50 95.00
6. 1000 Speaker 29.50 49.50
7. Willow Adaptor 14.50 29.50
8. Chestnut Adaptor 15.00 25.00
9. Cedar Adaptor 15.00 29.50
10. Peep Adaptor 15.00 27.50
11. Melody Adaptor 15.00 30.00
12. Juniper Adaptor 15.00 27.50
13. Elm Ad. Hi-Tone 9000 14.50 27.00
14. Pine Adaptor 15.00 25.00
15. Beach Adaptor 15.00 25.00
16. Spray Adaptor 17.50 29.50
17. Ash Adaptor 15.00 25.00
18. Wallace Adaptor 15.00 25.00
19. Lily Adaptor 10.00 12.50
20. Violet Speaker 10.00 15.00
21. Orchid Speaker 19.50 22.50

MILLs

6. Do Ri Mi 25.00 59.50
7. Panorama Wall Box 150.00 225.00
8. Throne of Music 25.00 49.50
9. Emperor 25.00 49.50
10. Panorama 10 Wall Box 5.00 8.50
11. Panorama Peek (Coin) 195.00 295.00
12. Komet, for Panorama 10c 10.00 29.50
13. Constellation 125.00 175.00

——TOTAL NO. TOTAL VALUE——

——TOTAL NO. TOTAL VALUE——
### NUMBER OF EACH MACHINE OWNED

**VALUE OF MACHINES HERE TO DATE**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Value in Dollars</th>
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<tbody>
<tr>
<td><strong>Total No.</strong></td>
<td><strong>Total Value</strong></td>
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<tr>
<td><strong>AM I</strong></td>
<td><strong>AM I</strong></td>
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<td><strong>AIREON</strong></td>
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<td><strong>MISCELLANEOUS</strong></td>
<td><strong>MISCELLANEOUS</strong></td>
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<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
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Manufacturers and dates of game's release listed. (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keene; (Un) Unknown.

**PHONOGRAPH (Cont.)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<td><strong>AM I</strong></td>
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<td><strong>AIREON</strong></td>
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</tr>
<tr>
<td><strong>MISCELLANEOUS</strong></td>
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</tr>
<tr>
<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
</tr>
</tbody>
</table>

**PINGLEBALL GAMES (Cont.)**

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM I</strong></td>
<td><strong>AM I</strong></td>
</tr>
<tr>
<td><strong>AIREON</strong></td>
<td><strong>AIREON</strong></td>
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</tbody>
</table>

**FINISHING OFF PRICE LIST**

The Cash Box, Page 39 • END OF MONTH INVENTORY ISSUE • September 27, 1952
### Number of Each Machine Owned

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juke Box</td>
<td>10.00</td>
</tr>
<tr>
<td>Record Player</td>
<td>20.00</td>
</tr>
<tr>
<td>Valve Machine</td>
<td>30.00</td>
</tr>
<tr>
<td>Radio</td>
<td>40.00</td>
</tr>
</tbody>
</table>

**Note:** Figures are approximate and vary between machines.

### PINBALL Machines

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>65.00</td>
</tr>
<tr>
<td>Williams</td>
<td>75.00</td>
</tr>
<tr>
<td>Supreme</td>
<td>85.00</td>
</tr>
</tbody>
</table>

**Note:** Exact pricing depends on condition and model.

### SHUFFLEBOARDS

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
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</tr>
<tr>
<td>Williams</td>
<td>75.00</td>
</tr>
<tr>
<td>Supreme</td>
<td>85.00</td>
</tr>
</tbody>
</table>

**Note:** Pricing varies based on size and condition.

### ARCADE Machines

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Type</th>
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</tr>
</thead>
<tbody>
<tr>
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<tr>
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**Note:** Specific models and conditions affect value.

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<table>
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<tr>
<th>Machine Type</th>
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<tr>
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</table>

**Note:** Pricing includes various models and editions.

### SHUFFLEBOARDS (Cont.)

<table>
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<tr>
<th>Machine Type</th>
<th>Price</th>
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</thead>
<tbody>
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**Note:** Includes details on specific models and conditions.

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**The Cash Box** Page 40 - END OF MONTH INVENTORY ISSUE - September 27, 1952

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### Pinball Machines

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**Note:** Pricing includes various models and editions.

### Shuffleboards

<table>
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### Arcade Machines

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**Note:** Specific models and conditions affect value.
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 file. This is your standing as of September, 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"."

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- GENERAL VENDING SALES CORP. 241 W. Third St. * CLEVELAND, OHIO
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- HERNES MUSIC CO. 1828 Main St. * COLUMBUS, OHIO
- LIEBERMAN MUSIC CORP. 1041 W. Sixth St. * CLEVELAND, OHIO
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- M. DINERSON. 1041 W. Sixth St. * CLEVELAND, OHIO
- MIKE MONTIE CORP. 1041 W. Sixth St. * CLEVELAND, OHIO
- MIKE MONTIE CORP. 1041 W. Sixth St. * CLEVELAND, OHIO
- MILLER-MEIRLEY CORP. 47 North St., 3rd Floor. * BOSTON, MASS.
- MODERN DISTRIBUTING CO. 3250 South St. * PHILADELPHIA, PA.
- MIKE MONTIE CORP. 1041 W. Sixth St. * CLEVELAND, OHIO
- PHILADELPHIA COIN MACHINE EXCH. 101 N. Broad St. * PHILADELPHIA, PA
- REDD DISTRIBUTING CO., INC. 330 South St. * ALLENTOWN, PA.
- REDD DISTRIBUTING CO. INC. 610 North St. * WILLIAMSBURG, PA.
- REDD DISTRIBUTING CO. INC. 610 North St. * WILLIAMSBURG, PA.
- REDD DISTRIBUTING CO. INC. 610 North St. * WILLIAMSBURG, PA.
- SOUTHERN AUTOMATIC MUSIC CO. 124 N. Main St. * DETROIT, MICH.
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- SOUTHERN AUTOMATIC MUSIC CO. 124 N. Main St. * DETROIT, MICH.
- UNIVERSITY COIN MACH. EXCH. 520 S. Main St. * COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO. 1122 North St. * DETROIT, MICH.
- UNIVERSITY COIN MACH. EXCH. 520 S. Main St. * COLUMBUS, OHIO
- F. CAMERON CORT. 1122 North St. * DETROIT, MICH.
- WESTERN DISTRIBUTORS 2506 14th Ave., 3rd Floor. * CHICAGO, ILLINOIS
- WESTERN DISTRIBUTORS 2506 14th Ave., 3rd Floor. * CHICAGO, ILLINOIS
- WESTERN DISTRIBUTORS 2506 14th Ave., 3rd Floor. * CHICAGO, ILLINOIS
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EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

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PLAYER WRITES NAME ON BACK-Glass

JUMBO DISAPPEARING PINS
• FAST REBOUND ACTION
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REGULAR "IN-LINE" SCORES
PLUS ADVANCING SUPER-SCORES

POPULAR EXTRA- BALLS FEATURE
More Fun! More Profits!

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SEE PAGE 27

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