

"THE OLD PEP AND GO"

Every American youngster, who engaged in athletics in high school and, especially, in college, can remember the coaches yell, "C'mon, guys . . . the old pep and go."

To this day at athletic events everywhere the same cry of "the old pep and go" is heard. The same yell to get action. To pep up the team. To get 'em to "go". To do things. To score.

And if ever an industry needed "the old pep and go" it's the coin machines industry right at this minute.

For some years now, ever since the end of World War II, distribs have found it much easier to sit at their desks and long distance phone to ops here and there thruout their territories in an effort to get business.

Operators have adopted the same tactics. The methods of the fat and lazy and easily satisfied. The average op, as has been related on these pages just a short while ago, knows less than 50 per cent of his location owners. Many large ops personally know less than 5 per cent of their locations today.

This has all been the result of the war period. Let-the-other-guy-do-it sort of business. It's the laziness which has been brought into this field by demands of storekeepers, because of the fact that coin operated equipment has been

able to help them stay in business, show a profit, as well as stimulate sales of their own products.

But, a business slideoff has come into being. It has effected many businesses from coast to coast. It won't be of long duration. But, while it's here, it is giving operators and distributors fair warning for tomorrow. For some years from today.

Yes, the coin operated machines will right itself as all retail business gets back into action. This will come along as more and more billions of dollars are poured into the defense work industries of the nation. This will probably happen sometime this forthcoming third quarter, according to the nation's economic experts and, most definitely will become extremely apparent in the fourth quarter, when many consumer merchandise shortages will become glaringly noticeable everywhere.

In the meantime, here's the chance for the sellers and the buyers to show up with "the old pep and go".

Operators should get out among their locations and get action going again. Become more intimately acquainted with the needs of these retailers. Not just "leave it to Joe", but, get out there themselves. Listen. Talk it over. Get that "old pep and go" going again.

The same for the many, many distribs who have been sitting at their desks and talking over phones to make sales. The time has come when they have to get out in their territories. Actually see what's doing with their customers. Get out to locations with these customers. Listen to storekeepers. Help operators stimulate location action. Trade in what's old against what's new. Show the ops the way.

There's nothing that has ever equalled it, "the old pep and go".

It's needed badly in this industry. Needed right this very minute. It's up to the distribs and ops to get "the old pep and go" going again.

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THE CASH BOX covers the coin operated machines
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as well as coin operated amusement equipment; in all
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THE CASH BOX IS RECOGNIZED by various asso-
ciations of coin machine operators throughout the
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"THE CONFIDENTIAL PRICE LISTS"

"*The Confidential Price Lists*" are the one and only
officially recognized price guide of all new and used
machines in the United States. "*The Confidential Price
Lists*" are an exclusive, copyrighted feature of *The Cash
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low and high prices for all new and used coin operated
machines, regardless of age, listing all market changes,
and continually adding on all the new equipment as this
equipment is announced to the industry. "*The Confid-
ential Price Lists*" are recognized by many cities and
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of the coin operated machines industry". They are an
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cially used in the settlement of estates, for buying, sell-
ing and trading of all coin operated equipment, and are
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of the coin operated machines industry. They have been
legally recognized in courts throughout the United States
and Canada. "*The Confidential Price Lists*" have been
acclaimed by the coin operated machines industry. En-
tire business transactions and legal cases are based
upon the quotations appearing in "*The Confidential
Price Lists*".

NEW GAMES ERA

Trade Foresees New Type Games Resulting from Present Requirements of Almost All Territories. Games Will Probably Feature More Novelty Entertainment is General Belief. All Hope New Type Games Will Appear on Market Soon.

The most active and, therefore, the most interesting division of the entire coin operated machines industry, is the automatic amusement games field.

Whereas vending machines continue along with improvements here and there in their mechanism and the simplification of sales delivery; and whereas musical instruments also become more simplified and easier to use; the fact remains that both these type machines continue to do the same job, that of either selling merchandise, or music, year after year.

But, the games field is different. It changes as quickly as mercury. It is the chameleon of the industry.

One day operators are howling for just one type machine and, without any warning whatsoever, manufacturers have to speedily retool and get into production on an entirely new type game that someone introduced on the market, and that clicked with loud and resounding reverberations everywhere in the nation.

One day it's counter games. The next it's pinball games. The following it's electric eye guns. And then it's something else.

But, whatever it is, it's a speedy and interesting and nerve wracking pace, that the operators, jobbers, distributors, suppliers and manufacturers in this division of the field must keep up, week after week, year after year.

Patents are few and far between. The "idea" is what counts. And all engaged

in the coin operated amusements business realize that, "It's new ideas that keep this business going ahead at top speed."

Today there's many a question being asked of leaders in the field by the operators everywhere in the nation.

All want to know, "What's new? What's coming?"

And all realize that the time for "something entirely, new, entirely different," is here.

The Johnson Act may have done the coin operated amusements field the greatest favor anyone ever did for it. It opened the way for an entirely new type games era. An era which is sure to prove greater, bigger and certainly more profitable, than anything which has ever happened to this business in the past.

This is, then, the time when all look forward, most eagerly, to this new games era.

There is no doubt that such an era is here. There is also no earthly doubt that someone, somewhere, in attic or cellar, has developed something that is going to supplement equipment that has been on the market in the coin operated amusement games business.

This has happened time and again in the past.

It is well known that the greatest ideas which have ever been originated in this business were developed in basements and attics and barns of little operators, who were forced, by mother necessity, to make whatever they had, do them.

These men popped up with the new ideas. They then brought these ideas to the leading manufacturers, or these ideas came to the attention of the leading factories and, before long, with the engineers of these firms refining the new ideas, entirely, new, better, different, in fact, revolutionary, and bigger moneymaking games, were born.

There is, then, no doubt that such new ideas are working right this very minute somewhere in the hinterlands of the nation.

These small ops have made them work. Are making these old, but revamped machines, pay off again and again, and these games have revived play wherever they have been placed.

But, with great modesty, these men do not think that they've "done very much, just made the play come back". So the idea remains hidden, lies dormant, until some manufacturer's representative, or some outstanding coinman, bumps into it, accidentally.

Naturally, all in the coin operated amusement field, hope that this will be "very soon".

Someone, tho, is going to pop with the new type game.

The game that will be so new and different in play principle, that it will not clash with any laws now in existence.

This has happened in the past—it will happen again — and soon — for many are driving in this direction—and someone is sure to come thru with the game that will herald the new amusement games era.

The Nation's TOP TEN Juke Box Tunes



The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

Record Companies Listed Alphabetically
45 rpm numbers in parenthesis

| CODE | | |
|-------------|------------------|----------------|
| AB—Abbey | DY—Derby | PE—Peacock |
| AL—Aladdin | 4 Star—Four Star | PR—Prestige |
| AP—Apollo | FE—Federal | RA—Rainbow |
| AT—Atlantic | IN—Intro | RE—Regent |
| BU—Bullet | JU—Jubilee | RG—Regal |
| CA—Capitol | KI—King | SA—Savoy |
| CH—Chess | LO—London | SIT—Sittin' In |
| CO—Columbia | ME—Mercury | SP—Specialty |
| CR—Coral | MG—MGM | TE—Tempo |
| DA—Dana | MO—Modern | TW—Tower |
| DE—Decca | NA—National | VI—Victor |
| | OR—Orlale | |

| | | Pos. Last Week |
|-----------|---|----------------|
| 1 | TOO YOUNG NAT "KING" COLE CA-1449 (F-1449)—King Cole CO-39271 (4-39271)—Toni Arden CR-60393 (9-60393)—Denny Vaughn DE-27569 (9-27569)—Patty Andrews | 1 |
| 2 | JEZEBEL FRANKIE LAINE CO-39267 (4-39267)—Frankie Laine ME-5622—Allen Greene | 3 |
| 3 | HOW HIGH THE MOON LES PAUL & MARY FORD CA-1451 (F-1451)—Les Paul & Mary Ford CO-39145—Erroll Garner | 2 |
| 4 | SOUND OFF VAUGHN MONROE CO-39413 (4-39413)—DePaur's Inf. Ch. DE-27054 (9-27054)—Jerry Gray | 5 |
| 5 | ON TOP OF OLD SMOKY THE WEAVERS & TERRY GILKYSON CO-39328—Burl Ives CR-60436 (9-60436)—George Cates O. DE-27515 (9-27515)—Weavers & Terry Gilkyson | 4 |
| 6 | ROSE, ROSE, I LOVE YOU FRANKIE LAINE CA-1532 (F-1532)—Lou Elio Robertson CO-39367 (4-39367)—Frankie Laine CO-39420 (4-39420)—Miss Hue Lee CR-60484—Mitchell Trio | 6 |
| 7 | MISTER AND MISSISSIPPI PATTI PAGE CA-1521 (F-1521)—Tennessee Ernie CO-39371 (4-39371)—Gene Autry DE-27259 (9-27259)—Mills Bros. | 8 |
| 8 | MY TRULY, TRULY FAIR GUY MITCHELL & MITCH MILLER—VIC DAMONE CA-1583 (F-1583)—Ray Anthony CO-39415 (4-39415)—Guy Mitchell CR-60514 (9-60514)—Georgie Ald DE-27630 (9-27630)—Russ Morgan | 10 |
| 9 | MOCKIN' BIRD HILL LES PAUL & MARY FORD—PATTI PAGE CA-1373 (F-1373)—Les Paul & Mary Ford CR-64061 (9-64061)—Pinetoppers DE-27444 (9-27444)—Russ Morgan LO-851 (30296)—Marlin Sisters | 7 |
| 10 | I APOLOGIZE BILLY ECKSTINE CO-39189 (9-39189)—Champ Butler DE-27484 (9-27484)—Don Cherry LO-964 (45-964)—Anita O'Day | 9 |

This week's New Releases ...on RCA Victor

RELEASE # 51-27

POPULAR

| |
|--|
| BOB DEWEY and his Orchestra When I'm Gone Piano Roll Boogie 20-4190 (47-4190) * |
| FREDDY MARTIN and his Orchestra Mystery Record 20-4193 (47-4193) * |
| VAUGHN MONROE and his Orchestra Everlasting Red Sails In The Sunset 20-4194 (47-4194) * |
| PEREZ PRADO and his Orchestra The Syncopated Clock Mambo Broadway Mambo 20-4196 (47-4196) * |

COUNTRY

| |
|---|
| PEE WEE KING and his Golden West Cowboys Slow Poke Whisper Waltz 21-0489 (48-0489) * |
|---|

WESTERN

| |
|---|
| DALE EVANS and ROY ROGERS Snow On The Mountain Strawberry Tears 21-0490 (47-0490) * |
|---|

BLUES

| |
|--|
| TAMPA RED Since Baby's Been Gone Pretty Baby Blues 22-0136 (50-0136) * |
|--|

RHYTHM

| |
|--|
| JOHN GREER and his Rhythm Rockers Big Rock How Can You Forget 22-0137 (50-0137) * |
|--|

* 45 rpm cat. nos.



\$ indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

| |
|--|
| The Loveliest Night Of The Year Mario Lanza 10-3300—(49-3300) * |
| Sweet Violets Dinah Shore 20-4174 (47-4174) * |
| I'm In Love Again Henri Rene and His Orchestra with April Stevens 28-4148—(47-4148) * |
| Sound Off Marry, Marry Me Vaughn Monroe 20-4113—(47-4113) * |
| I Get Ideas Tony Martin 20-4141—(47-4141) * |
| Because For You Alone Mario Lanza 10-3207—(49-3207) * |
| On Top Of Old Smoky Shall We Dance Vaughn Monroe 20-4114—(47-4114) * |
| Vesti La Giubba Mario Lanza 10-3228—(49-3228) * |
| I Wanna Play House With You Eddy Arnold 21-0476—(48-0476) * |
| Be My Love Mario Lanza 10-1561—(49-1561) * |
| Mister And Mississippi Dennis Day 20-4140—(47-4140) * |
| Tell Me (You Will Love Me Forever) Tony Martin 20-4169—(47-4169) * |
| What Is A Boy Jan Peerce 10-3425—(49-3425) * |
| Cryin' Heart Blues Johnny and Jack 21-0478 (48-0478) * |
| There's A Big Blue Cloud (Next to Heaven) Perry Como |
| There's No Boat Like A Rowboat Perry Como and Fontane Sisters 20-4158—(47-4158) * |

11) UNLESS. 12) PRETTY EYED BABY. 13) THE LOVELIEST NIGHT OF THE YEAR. 14) WHEN YOU & I WERE YOUNG MAGGIE BLUES. 15) IF. 16) I'M IN LOVE AGAIN. 17) BE MY LOVE. 18) I GET IDEAS. 19) THESE THINGS I OFFER YOU. 20) SPARROW IN THE TREE TOP. 21) BECAUSE OF RAIN. 22) WANG WANG BLUES. 23) BECAUSE OF YOU. 24) BEAUTIFUL BROWN EYES. 25) DOWN THE TRAIL OF ACHIN' HEARTS.

The stars who make the hits are on **RCA VICTOR Records** RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN FEB MAR APRIL MAY JUNE Swings JULY AUG SEPT OCT NOV DEC '45

THE CASH BOX

Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"SHANGHAI" (2:32)
"NEVER AGAIN" (2:53)
HARRY BABBITT
 (Coral 60521; 9-60521)

● A novelty that can't help but click gets a grand rendition from Harry Babbitt with the Modernaires and George Cate's orchestra providing the backing. This tune has a terrific future and Harry certainly helps it along. The lower half too makes for first rate listening. Ops would be wise to tune in.

"GIVE ME A GIRL AND A WALTZ (2:15)
"HAPPY TAVERN SCOTTISCHE" (2:31)
GEORGIE'S TAVERN BAND
 (Decca 45142)

● A happy tune that keeps you listening for more shows upon the top played by Georgie's Tavern Band. Lee Sweetland comes through with a vocal right in the spirit of the thing which gives this a lot of sleeper potential. The second half is an instrumental. Ops oughta keep an eye on the first side.

"WORRY BIRD" (2:40)
"OUT OF THE NIGHT" (3:00)
JOHNNY HARTMAN
 (RCA Victor 22-0132)

● A young man with a great future shows what he can do on both sides of this platter. The first half is a novelty which he handles lightly with the help of Norman Leyden's orchestra. The lower half is an exciting ballad in Latin American tempo and it too sounds grand. This disk makes evident right at the start that both novelties and ballads are right up Johnny's alley.

"WONDER WHY" (2:48)
"DARK IS THE NIGHT" (2:38)
VAUGHN MONROE ORCH
 (RCA Victor 20-4180; 47-4180)

● Two tunes from "Rich Young & Pretty" which have been recorded on almost every label, get an excellent rendition here by Vaughn Monroe. Vaughn lends his rich voice to both of these numbers in appealing style and his efforts may very well insure the songs' stepping out. Ops shouldn't miss this.

"L'AMOUR TOUJOURS" (2:49)
"WE NEVER TALK MUCH" (2:39)
JANE POWELL
 (MGM 30383; K30383)

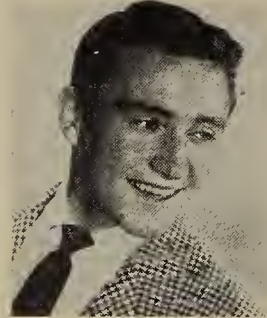
● Jane Powell has a couple of cute ditties to work with on the upper level. On each end she gets an instrumental backing from David Rose and his orchestra. Both tunes have a listenable set of lyrics which Jane delivers in very accomplished style. Ops have a good bet here.

"BODY AND SOUL" 2:42)
"RUMPUS ROOM" (2:59)
BUDDY DE FRANCO ORCH
 (MGM 11007; K11007)

● Buddy De Franco puts his clarinet to work on two numbers and sends them out of this world. The first side is a terrific standard on which Buddy really lets go with the orchestra backing him up. The lower half is a jumpy thing in a faster vein which Buddy also does well. These sides make for good listening.

DISK OF THE WEEK

"I LOVE THE SUNSHINE OF YOUR SMILE" (2:57)
"MORNINGSIDE OF THE MOUNTAIN" (2:54)
MERV GRIFFIN & HUGO WINTERHALTER ORCH
 (RCA Victor 20-4181; 47-4181)



MERV GRIFFIN



HUGO WINTERHALTER

● Merv Griffin, who still records with Freddy Martin, makes an auspicious debut here out on his own. Taking a tune in the current martial vein, Merv gives it a vigorous going over in march tempo and Hugo Winterhalter backs him up with his usual fine musical setting. Ops have a great bet on this side with a tune that could run away and a singer who knows what to do with it. With a chorus to help out also, this one has the ap-

peal of an exciting march and yet has a warm quality which keeps you listening. The lower end too is a worthwhile item on which Merv takes off with a beautiful ballad which has been showing strength. Here too Hugo Winterhalter does a top notch backing and gives this side a distinction all its own. The one that looks like it has terrific potential, however, is the top deck. Ops should tune in fast.

"AFRAID" (2:48)
"SUGAR COATED LIES" (2:53)
BLUE BARRON ORCH
 (MGM 11009; K11009)

● A pleasant ballad is tossed around on the top deck by Blue Barron and his boys. Johnny Goodfellow and the Blue Notes come through on the vocal in slow, dreamy style. The lower half is in the western vein and gets a vocal from Slim Harris. Ops might take a peek.

"THINGS ARE DIFFERENT THAN THEY USED TO BE" (3:04)
"PEOPLE CHANGE, SO DOES LOVE" (2:58)
DICK DEARBORN
 (Pyramid 222)

● Two ballads, written by Elmo Russ, who also provides an organ backing on these sides, are offered by Dick Dearborn. Dick has a good voice and shows it off as he goes through these slow numbers. Ops who are in the market for filler items, might take a look at this one.

"GOOD MORNING MR. ECHO" (2:34)
"RIVER ROAD TWO STEP" (2:22)
MARGARET WHITING
 (Capitol 1702; F-1702)

● A novelty with echos all over the place gets another top notch vocal, this time from Margaret Whiting. Accompanied by Lou Busch and his orchestra, Maggie makes this real nice to listen to. The bottom half is a dance which is also well done with a chorus to help out. Ops might tune in.

"I CAN SEE YOU" (2:43)
"LEO THE LION" (2:37)
WOODY HERMAN ORCH
 (MGM 11008; K11008)

● Woody Herman and his orchestra give out with a ballad on the top deck that's good to hear. Dolly Houston delivers the vocal in easy going style. The lower end is an instrumental which the boys in the band really throw themselves into. Ops oughta take a listen.

"WHO AM I" (2:45)
"I'M TRUSTING IN YOU" (2:18)
MARLIN SISTERS
 (Coral 60523; 9-60523)

● The Marlin Sisters make with the harmony on both ends of this disk. The first side is a ballad on which the girls try a change of pace and then go back to a slow tempo. The lower end is a cute thing which they do with verve to the accompaniment of a guitar backing. Ops will do ok with this.

"OUT OF BREATH" (3:10)
"PLEASE DON'T CRY" (2:46)
MARTHA TILTON
 (Coral 60522; 9-60522)

● A novelty that looks as though it may go gets a slow run through on the upper level from Martha Tilton. With the help of the Modernaires and George Cates' orchestra, Martha does ok with the wonderful lyrics of the tune. The second side is in folk style and Martha and the Modernaires again give it a go. Ops might take a peek.

"YOU FOR ME" (2:34)
"THE WANG WANG BLUES" (2:48)
RALPH FLANAGAN ORCH
 (RCA Victor 20-4182; 47-4182)

● A disk with some spelling gimmicks is tossed around on the upper half by Ralph Flanagan and his crew. With the band doubling between the instrumentals and the vocal, they do a good job in getting this one across. The lower end finds the Singing Winds going to town on a vocal of the oldie which is currently being revived. Ops will do well to take a look.

"MURDER HE SAYS" (3:07)
"IT'S OH SO QUIET" (2:58)
BETTY HUTTON
 (RCA Victor 20-4179; 47-4179)

● Betty Hutton takes an old success of hers and gives out with it again on the upper half. With Pete Rugolo's orchestra doing the backing, Betty is her dynamic self on this platter. The lower end is another novelty in that mad Hutton vein. Ops will do ok with this.

"MAYBE IT'S BECAUSE" (2:49)
"THE SONG IS ENDED" (2:39)
ART MOONEY ORCH
 (MGM 11015; K11015)

● A pleasant ballad is dished out here by Art Mooney and his band. Alan Foster does a dreamy job on the vocal while the chorus backs him up. The bottom half is a wonderful standard with Alan again coming through with the lyrics. Ops oughta take a look at this.

"THE FLYING HORSE" (2:58)
"TENDERLY" (2:58)
DAVID ROSE
 (MGM 30384; K30384)

● David Rose offers two instrumentals in his usual wonderful manner. The first side is an original composition which makes for exciting listening while the second side is a lovely oldie which gets a flowing rendition. This is an easy disk to listen to.

BEST BETS

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

- ★ "THE END OF A LOVE AFFAIR" Margaret Whiting Capitol 1585; F-1585
- ★ "JUG OF WINE" Tony Fontane Mercury 5660; 5600x45
- ★ "WORRY BIRD"
- ★ "OUT OF THE NIGHT" Johnny Hartman RCA Victor 22-0132
- ★ "WONDER WHY" Vaughn Monroe RCA Victor 20-4180; 47-4180

ROUND THE WAX CIRCLE

NEW YORK:

Although business has been much better than expected, the majors are starting to cut down their number of releases for the summer. . . . This will give those disks which are released a better chance to be worked on. . . . Mitch Miller, Terry Southard, and George Hayes met with the Automatic Music



RICHARD HAYES

Operators' Association at their general quarterly meeting last Tuesday answering questions of ops and pledging Columbia's cooperation. . . . Watch for a new set up of indie record distribution in Chicago. . . . Savoy Records came up with the first rhythm and blues version of "Come On-A My House" done by Bert Keyes and the Eddie Coombs Quintet. Getting it out in record time, the disk was cut on Sunday and shipped to distribbers on Monday. . . . Initial orders on the Robin Hood waxing of "Come On-A My House" have surpassed those of "Oh Babe." Both Jimmie Martin of Chicago and Cosnat of New York took 5,000 and have reordered. . . . As a result of consistent pounding in the Boston area on the London release of "Love Me Forever" and "Whisper While You Waltz" by Primo Scala, London Records had to cable for more pressings. . . . A recent recording session of Ralph Flanagan had about ten minutes to go when the crew came up with a number that had been in the books for some time but hadn't been waxed. Came off well on the first take and "You For Me" looks like a winner. . . . Ralph Curtis, Brooklyn ballad singer, for years on the networks with choral groups, is now out on his own. A recording session is planned in the fall. . . . Ella Fitzgerald had a big opening at Cafe Society. Tony Colucci tells us he has been doing very well with recording artist talent and will follow with the Weavers and Erroll Garner. . . . Is it true that distributors Scott Cross and Marnel in Philadelphia are merging? . . . Ralph Young just cut some sides at Victor with Irving Fields. . . . Starting sometime in August, Bud Brees, balladeer, will start his own midnight dj show from a N. Y. spot. . . . George Simon has just published a Tony Martin Song Folio. . . . Carlos Gastel who guides such top names as King Cole, Peggy Lee, etc., in from the west coast. . . . Djs are turning over the Richard Hayes disk of "Come On-A My House" and featuring "Go, Go, Go, Go."

CHICAGO:

Juke box ops association's big dinner-meet brought out many of the record distribbers to the Como Inn. All of them happy to meet with the music ops and discuss new tunes. . . . Claire Manogian (Kay Armen's sister) and quite a looker herself drops in to plug Kay's Armenian folk tune on King, "Come On-A My House," on which Kay does an outstanding job. Claire tells us she does a bit of chirping herself. . . . Jeri Southern's "I'm In Love Again" is going places according to the deejays 'round our town. . . . Jack Rooklyn, well known Australian music op, in Chicago this past week with some stories about APRA (Australian Performing Rights Assn.) which made music ops who listened to him plenty hot under the collar. . . . Mrs. Gillette, well known juke box op in this man's town, celebrated her 15th anniversary in the juke box biz last week by taking out all her many employees for one grand evening. . . . Ralph Marterie is reported to have waxed a dance version of "Castle Rock" for Mercury which is already grabbing sales. The tune's terrific on a Mercury rhythm and blues disk by Johnny Hodges. Hear that Dick (Two Ton) Baker wrote lyrics for it that should zip it into the top vocal class. . . . Happiest song-boy 'round town is Chick Kardale now that "Seventeen" has clicked like mad in its Noo Yawk premiere. Chick claims, "There'll be a zillion recordings." . . . Lee Egalnick is back in the distributing biz. Has a cross deal with Gotham and features his own Premium label. . . . Juke box ops golf tourney takes place at Glen Eagle C.C. on July 12. That's at 123rd Street and Bell Road. . . . Nat (King) Cole simply wowing 'em at the Chi Theatre. His "Too Young" a click everytime he sings it. . . . Al Morgan continues on at the Oriental blithely pummeling the 88's and getting a big hand for his "Jealous Heart." . . . Dick Jurgens going great. . . . Billy Bishop, Jerry Gray, Griff Williams, and other bands getting ready for that big 4th of July business. . . . Party for Max Miller, great jazz pianist, at the Seven Stairs this past Thursday, crowded.



NAT "KING" COLE

LOS ANGELES:

The transfer of William H. Fowler, VP of Capitol, to New York marks a turning point in that diskery's policy of concentrating all activities on the west coast. It's rumored that other departments may eventually head east also, starting possibly with purchasing. . . . Specialty has a great new disk out in



BENNY STRONG

Roy Milton's "I Have News For You." . . . Kitty Kallen, who plans to be married next September, has been winning new friends for herself all up and down the coast. She's doing a wonderful job at the Ambassador. . . . Tony Martin back in town after his tour of eastern niteries. Hear he wowed 'em at The Riviera on the Hudson shores. . . . Evelyn Knight very excited about her waxing of "Good Luck, Good Health, God Bless You." . . . Champ Butler has done his best job to date on "Them There Eyes." He really belts it across. . . . Dave Rose due to fly to England to conduct the orchestra during Red Skelton's stay at the Palladium. . . . Benny Strong signed for a four week go at the Palladium right here. . . . Harry James crew set for a takeoff throughout the northern states and Canada. . . . We hear that Tony Pastor and

his band haven't been resigned by Columbia. . . . William Saroyan, who now turns out to be a songwriter too with a smash going in "Come On-A My House," says the ditty was written in 1939 as he and Ross Bagdasarian were driving along in a car. It was just one of many others which they made up on the way and promptly forgot. Saroyan promises further tunes on traditional Armenian musical themes. . . . A new band is being touted, that formed by Bob Keene, former clarinetist with Artie Shaw's band. With a 17 piece band, Keene makes his debut at the Rendezvous Ballroom in Balboa Beach. . . . Frankie Laine garnered a record breaking \$6,000 at the Senator Ballroom in Seattle for one night (Sunday, June 24). 3,000 paying customers were on hand. Frankie is really hot these days with three disks going strong, "Jezebel", "Rose, Rose I Love You" and "Pretty Eyed Baby" in which he teams up with Jo Stafford.

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"POWDER BLUE"

By Gladys Shelly and Paul McCrane

Recorded By

- DON CHERRY** Decca
- FRANKIE CARLE** RCA-Victor
- MARTHA TILTON**
- and
- HARRY BABBITT** Coral
- JOHNNY CORVO** Clipper

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THE CASH BOX

Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"JUG OF WINE" (2:48)

"LOSING YOU" (2:51)

TONY FONTANE
(Mercury 5660; 5560x45)

● Baritone Tony Fontane has a cute ditty, in the folk song vein, working for him on the upper level. Tony bounces through this item in a lively fashion and makes it a thing for ops to keep their eyes on. The bottom deck is a pleasant ballad done in a convincing style by Tony, who is accompanied on both ends by the Smith Brothers. We like the top side.

"DEADLY WEAPON" (2:18)

"I'M IN LOVE AGAIN" (3:00)

EDDY HOWARD
(Mercury 5663; 5663x45)

● Here is a novelty dished out by Eddy Howard and his boys. With clapping and whistling and a good beat Eddy works his way through some clever lyrics and comes out with an item that should go big in the boxes. Flip is a soft, slow number that Eddy presents in a pleasing manner. Ops should tune in.

"I'M IN LOVE AGAIN" (2:56)

"YOU'RE THE CAUSE OF IT ALL" (2:49)

JERI SOUTHERN
(Sharp 32)

● Here is another version of a soft sentimental ballad as dished out by throaty Jeri Southern. The orchestra sets the mood for Jeri's suggestive whispering. The under half is a slow rhumba featuring some fine piano playing and a smooth vocal delivery by Jeri. Ops might take a listen.

"THE OLD ORGAN GRINDER" (2:58)

"WHY GO HOME" (3:00)

TEDDY PHILLIPS ORCHESTRA
(Sharp 31)

● Teddy Phillips and his orchestra turn out a pleasant sounding waltz on the first side. Vocal and instrumental backing helps create the effect of a hurdy gurdy. The other side is a novelty with refreshing lyrics and a good beat. Ops looking for this type item, have a good one here.

"YES YOU WERE RIGHT" (2:53)

"I WILL NEVER CHANGE" (2:59)

ANNE SHELTON
(London 929)

● Assisted by the Johnston Brothers and Bob Farnon and his orchestra, Anne Shelton breezes through a light thing with a nice beat. The under side is a good ballad that gets an interesting treatment from Anne and some fine harmonizing from the George Mitchell Choir. Our nod is to the top end.

SLEEPER OF THE WEEK

"LOVE ME FOREVER" (2:59)

"WHISPER WHILE YOU WALTZ" (3:01)

PRIMO SCALA
(London 929)

● Primo Scala has come up with a tune and arrangement that should waltz its way to lots of juke box play. He offers a wonderful rendition of a catchy waltz that has a very definite beat to it throughout the number. The Accordion Band dishes out some fine instrumental backing and interlude, while the Keynotes deliver the lyrics in an equally attractive manner. The en-

tire effect is one which should make music ops take notice now. The lower end of this platter is another waltz that features the same artists to good advantage. This tune is mostly instrumental, but the boys make it an earful of listening pleasure. Ops won't want to miss the merry waltz of nickels the top side should bring.

"HOW MANY TIMES" (2:55)

"BACOA" (3:05)

LES BAXTER ORCHESTRA
(Capitol 1596; F-1596)

● An attractive ballad is made even better by the wonderful vocalizing of Dick Beavers on the first side. Les Baxter and his crew offer an equally fine orchestration and arrangement that helps carry this tune through. The bottom deck offers an exciting choral rendition of a good sounding mambo. Ops can't afford to miss the first side.

"IN THE COOL, COOL, COOL OF EVENING" (2:55)

"BONNE NUIT" (3:05)

DEAN MARTIN
(Capitol 1703; F-1703)

● Dean Martin warbles his way through a light ballad that has some good lyrics to offer. He gets a good orchestrational backing that helps put the number over. The lower level is a slow ballad with a pleasant tune that Dean delivers in his typical style. Ops oughta lend an ear.

"YOU'RE LAUGHING WHILE I'M CRYING OVER YOU" (2:39)

"IF THE MOON SHOULD TELL ALL IT KNEW" (2:41)

MONTE CAESAR
(Pyramid 197)

● Top side features Monte Caesar on the vocal of a slow sentimental ballad. Elmo Russ dishes out an organ backing for Monte's version of this tune. The other end is a fair novelty number done in a listenable manner. Ops have good filler material here.

"COME ON-A MY HOUSE" (2:41)

"GO GO GO GO" (2:48)

RICHARD HAYES
(Mercury 5671; 5671x45)

● Richard Hayes offers another version of a cute ditty that is in the process of taking off for tremendous play. Backed beautifully by George Bassman and his orchestra, Richard bounces through this novelty in wonderful style. The bottom half finds the same artists with a lively samba that has possibilities. Ops have a sure one on the top side.

"THERE'S A BIG BLUE CLOUD" (3:12)

"THESE THINGS I OFFER YOU" (2:45)

DICK HAYMES
(Decca 27644; 9-27644)

● Here are two beautiful ballads, that are sure shots, done in that typical manner of Dick Haymes. Both ends are slow things that get dreamy vocals by Dick and fine orchestral backings from Victor Young. Ops knowing the following this crooner has will listen in.

"I'VE GOT THAT LONESOME FEELING" (2:51)

"NOW I LAY ME DOWN TO DREAM" (2:30)

GENE WILLIAMS
(King 15108)

● The top half of this waxing features Gene Williams in a jumpy number that has a good beat and bounce to it. A fine backing helps Gene along on this side. In contrast, the flip presents a sentimental ballad that shows Gene to good advantage. Ops have strong filler material here.

"MY MAGIC HEART" (2:06)

"SO FAR, SO GOOD" (2:58)

PEGGY LEE
(Capitol 1586; F-1586)

● The charming voice of chirp Peggy Lee goes through a pretty ballad on the upper level. Assisted by Billy May and his orchestra, Peggy gives this fine tune a good going over. The lower level is a pleasing thing done in a faster tempo and getting an equally fine treatment from Peggy. Ops oughta tune in.

"I WISH THAT I HAD NEVER SEEN SUNSHINE" (2:40)

"JOSEPHINE" (1:55)

LES PAUL & MARY FORD
(Capitol 6311; F-6311)

● Producing some good harmony with herself, Mary Ford spins through a pretty tune on the upper deck as Les Paul makes with the guitar. This is a slow number that gets a good backing from Les. The lower side features some wonderful electric guitar playing on a cute jump tune. Ops can't miss with this duo.

"THE END OF A LOVE AFFAIR" (3:00)

"EVERLASTING" (3:12)

MARGARET WHITING
(Capitol 1585; F-1585)

● Here is an excellent ballad presented in a beautiful manner by chirp Margaret Whiting. Tune, lyrics and backing by Lou Busch and his orchestra blend to make this a number that could easily take off. Flip finds another ballad done with a very meaningful interpretation by Margaret. We give our nod to the top deck.

"GOOD LUCK, GOOD HEALTH, GOD BLESS YOU" (2:39)

"EVERYONE IS WELCOME IN THE HOUSE OF THE LORD" (2:46)

KITTY KALLEN, RICHARD HAYES
(Mercury 5661; 5661x45)

● Kitty Kallen and Richard Hayes combine to offer some fine harmony on a pleasant ballad. Assisting the duo is Jimmy Carroll's orchestra and the singing of a choral group. The under side is another soft tune handled in good style by the same combo. Ops oughta look at both ends.

"CHOO CHOO SAMBA" (2:48)

"POCO LOCO" (2:38)

EDMUNDO ROS
(London 1040)

● Top side offers a fast samba as done by Edmundo Ros and his crew, who keep turning out good Latin American music. This end is an instrumental that features some fine piano playing. The lower half is a fast rhumba with cute lyrics that makes for good listening. Ops in the right locations have a sure one here.

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 30 without any changes on the part of THE CASH BOX.

Dick Wright

WMUR—Manchester, N. H.

1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. MISTER AND MISSISSIPPI (Dennis Day)
5. UNLESS (Eddie Fisher)
6. ROSE, ROSE I LOVE YOU (Gordan Jenkins)
7. SEPTEMBER SONG (Stan Kentan)
8. I GET IDEAS (Peggy Lee)
9. I'M IN LOVE AGAIN (April Stevens)
10. HOW HIGH THE MOON (Paul-Fard)

Chuck Thompson

WFOR—Hattiesburg, Miss.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Paul-Fard)
3. IF (Perry Cama)
4. SOUND OFF (Vaughn Manrae)
5. I APOLOGIZE (Tony Martin)
6. BE MY LOVE (Maria Lanza)
7. JEZEBEL (Frankie Laine)
8. BEAUTIFUL BROWN EYES (Del & Dan)
9. ON TOP OF OLD SMOKEY (The Weavers)
10. PRETTY EYED BABY (Al Trace)

Clarence Hamann

WJMR—New Orleans, La.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. I'M IN LOVE AGAIN (April Stevens)
3. I'M GLAD I GAVE IT UP FOR YOU (Desmond-Lewis)
4. I GET IDEAS (Tany Martin)
5. I WON'T CRY ANYMORE (Tany Bennett)
6. UNLESS (Les Baxter)
7. TOO YOUNG (Nat King Cole)
8. HOW HIGH THE MOON (Paul-Fard)
9. BLACK BALL FERRY LINE (Percy Faith)
10. SWEET VIOLETS (Dinah Shore)

John Wrisley

WFGM—Fitchburg, Mass.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. I'M IN LOVE AGAIN (April Stevens)
3. JEZEBEL (Frankie Laine)
4. THESE THINGS I OFFER YOU (Sarah Vaughn)
5. HOW HIGH THE MOON (Paul-Fard)
6. UNLESS (Eddie Fisher)
7. THERE'S A BIG BLUE CLOUD (Perry Cama)
8. WANG WANG BLUES (Ames Brothers)
9. TOO YOUNG (Nat King Cole)
10. ANY TIME AT ALL (Fran Warren)

Bob Anthony

KRMG—Tulsa, Okla.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Paul-Ford)
3. JEZEBEL (Frankie Laine)
4. ON TOP OF OLD SMOKEY (The Weavers)
5. SOUND OFF (Vaughn Manrae)
6. MOCKIN' BIRD HILL (Paul-Fard)
7. ROSE, ROSE I LOVE YOU (Frankie Laine)
8. MISTER AND MISSISSIPPI (Dennis Day)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. RED SAILS IN THE SUNSET (Nat King Cole)

Ed Penney

WTAO—Cambridge, Mass.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. THESE THINGS I OFFER YOU (Sarah Vaughn)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. WANG WANG BLUES (Ames Brothers)
5. JEZEBEL (Frankie Laine)
6. TOO YOUNG (Nat King Cole)
7. SHANGHAI (Billy Williams)
8. VANITY (Dan Cherry)
9. MORNINGSIDE OF THE MOUNTAIN (Tammy Edwards)
10. I'M IN LOVE AGAIN (April Stevens)

Howard Miller

WIND—Chicago, Ill.

1. JEZEBEL (Frankie Laine)
2. MISTER AND MISSISSIPPI (Patti Page)
3. MY TRULY, TRULY FAIR (Vic Damane)
4. TOO YOUNG (Nat King Cole)
5. MORNINGSIDE OF THE MOUNTAIN (Paul Westan)
6. ROSE, ROSE I LOVE YOU (Buddy Marrow)
7. I'M IN LOVE AGAIN (Jeri Southern)
8. COME ON-A MY HOUSE (Rosemary Clooney)
9. HOW LONG IS FOREVER (Bobby Wayne)
10. EVERTRUE, EVERMORE (Patti Page)

Eddie Hubbard

WIND—Chicago, Ill.

1. SOUND OFF (Vaughn Manrae)
2. MORNINGSIDE OF THE MOUNTAIN (Paul Westan)
3. TOO YOUNG (Nat King Cole)
4. MY TRULY, TRULY FAIR (Vic Damane)
5. JEZEBEL (Frankie Laine)
6. I'M IN LOVE AGAIN (April Stevens)
7. LOVELIEST NIGHT OF THE YEAR (Maria Lanza)
8. MISTER AND MISSISSIPPI (Patti Page)
9. ROSE, ROSE I LOVE YOU (Frankie Laine)
10. GOOD MORNING, MISTER ECHO (Georgia Gibbs)

Dave Kean

WTSA—Brattleboro, Vt.

1. TOO YOUNG (Nat King Cole)
2. MY TRULY, TRULY FAIR (Guy Mitchell)
3. ON TOP OF OLD SMOKEY (The Weavers)
4. MOCKIN' BIRD HILL (Paul-Fard)
5. BEAUTIFUL BROWN EYES (Rosemary Clooney)
6. IT IS NO SECRET (Hayes-Kallen)
7. BE MY LOVE (Maria Lanza)
8. BECAUSE OF YOU (Les Baxter)
9. LONELY LITTLE ROBIN (Mindy Carisan)
10. LOVELIEST NIGHT OF THE YEAR (Maria Lanza)

Harry Light

WARD—Johnstown, Pa.

1. TOO YOUNG (Nat King Cole)
2. I APOLOGIZE (Billy Eckstine)
3. ON TOP OF OLD SMOKEY (Burl Ives)
4. MOCKIN' BIRD HILL (Patti Page)
5. JEZEBEL (Frankie Laine)
6. HOW HIGH THE MOON (Paul-Fard)
7. LOVELIEST NIGHT OF THE YEAR (Maria Lanza)
8. BECAUSE OF RAIN (Nat King Cole)
9. UNLESS (Eddie Fisher)
10. THESE THINGS I OFFER YOU (Sarah Vaughn)

Gene Whitaker

WREV—Reidsville, N. C.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Paul-Ford)
3. I APOLOGIZE (Billy Eckstine)
4. I'M IN LOVE AGAIN (April Stevens)
5. MISTER AND MISSISSIPPI (Dennis Day)
6. VANITY (Dan Cherry)
7. JEZEBEL (Frankie Laine)
8. THESE THINGS I OFFER YOU (Patti Page)
9. MY LIFE'S DESIRE (Bab Eberly)
10. I'M A FOOL TO LOVE YOU (Frank Sinatra)

Brad Phillips

WINS—New York, N. Y.

1. MY TRULY, TRULY FAIR (Vic Damane)
2. LOVE ME (Frank Sinatra)
3. UNLESS (Guy Mitchell)
4. TOO YOUNG (Nat King Cole)
5. I APOLOGIZE (Billy Eckstine)
6. THESE THINGS I OFFER YOU (Dick Haymes)
7. TELL ME (Alan Dale)
8. BECAUSE OF YOU (Tany Bennett)
9. THERE'S NO BOAT LIKE A ROWBOAT (Perry Cama)
10. SHANGHAI (Bing Crosby)

Robin Seymour

WKMH—Dearborne, Mich.

1. TOO YOUNG (Nat King Cole)
2. I GET IDEAS (Tany Martin)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. MISTER AND MISSISSIPPI (Dennis Day)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. I'M IN LOVE AGAIN (April Stevens)
7. SHANGHAI (Billy Williams)
8. JEZEBEL (Frankie Laine)
9. HOW HIGH THE MOON (Paul-Fard)
10. SWEET VIOLETS (Dinah Shore)

Ray Schreiner

WRNL—Richmond, Va.

1. HOW HIGH THE MOON (Paul-Fard)
2. TOO YOUNG (Nat King Cole)
3. ON TOP OF OLD SMOKEY (The Weavers)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE I LOVE YOU (Frankie Laine)
6. DOWN THE TRAIL OF ACHING HEARTS (Patti Page)
7. MISTER AND MISSISSIPPI (Tennessee Ernie)
8. OLD SOLDIERS (Vaughn Manrae)
9. BE MY LOVE (Maria Lanza)
10. SOUND OFF (Vaughn Manrae)

Ira Cook

KECA—Hollywood, Cal.

1. MISTER AND MISSISSIPPI (Dennis Day)
2. BECAUSE OF RAIN (Ella Fitzgerald)
3. NO BOAT LIKE A ROWBOAT (Perry Cama)
4. I'M IN LOVE AGAIN (Andrews Sisters)
5. I GET IDEAS (Tany Martin)
6. TOO YOUNG (Nat King Cole)
7. BECAUSE OF YOU (Jan Peerce)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. COOK'S TOUR (Ray Anthony)
10. SHANGHAI (Billy Williams)

Eddie Gallaher

WTOP—Washington, D. C.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Paul-Fard)
3. JEZEBEL (Frankie Laine)
4. ON TOP OF OLD SMOKEY (The Weavers)
5. MOCKIN' BIRD HILL (Patti Page)
6. SOUND OFF (Vaughn Manrae)
7. MISTER AND MISSISSIPPI (Patti Page)
8. LOVELIEST NIGHT OF THE YEAR (Maria Lanza)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. ROSE, ROSE I LOVE YOU (Frankie Laine)



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Capitol
Entertainment

BREAKING FOR A SMASH
 THE NEW HIT BY
Les Paul • Mary Ford

"I WISH I HAD NEVER SEEN SUNSHINE"
 Backed by
"JOSEPHINE"
 1592 - F 1592 (45 rpm)

—buy these for comers!

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|-------------------------------------|------|-------|
| | 78 | 45 |
| "GOOD MORNING, MR. ECHO" | | |
| "RIVER ROAD TWO-STEP" | | |
| Margaret Whiting | 1702 | F1702 |
| "I LOVE THE SUNSHINE OF YOUR SMILE" | | |
| "SENTIMENTAL FOOL" | | |
| 4 Knights | 1587 | F1587 |
| "COME ON-A MY HOUSE" | | |
| "HOLD ME, HOLD ME, HOLD ME" | | |
| Kay Starr | 1710 | F1710 |

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JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

JULY 7, 1951

New York, N. Y.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. HOW HIGH THE MOON
(Les Paul & Mary Ford)
4. SOUND OFF (Vaughn Monroe)
5. ON TOP OF OLD SMOKY (Weavers)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. MISTER & MISSISSIPPI (Patti Page)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. I APOLOGIZE (Billy Eckstine)

Savannah, Georgia

1. TOO YOUNG (Nat "King" Cole)
2. I APOLOGIZE (Billy Eckstine)
3. HOW HIGH THE MOON
(Les Paul & Mary Ford)
4. IF (Perry Como)
5. ON TOP OF OLD SMOKY (Weavers)
6. THE STRANGE LITTLE GIRL (Eddy Howard)
7. MY TRULY, TRULY FAIR (Vic Damone)
8. UNLESS (Guy Mitchell)
9. JEZEBEL (Frankie Laine)
10. SOUND OFF (Vaughn Monroe)

Opelousas, Louisiana

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON
(Les Paul & Mary Ford)
3. ON TOP OF OLD SMOKY (Weavers)
4. MISTER & MISSISSIPPI (Patti Page)
5. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
6. WALKIN' WITH THE BLUES (Les Paul)
7. IF (Dean Martin)
8. SOUND OFF (Vaughn Monroe)
9. WHEN YOU & I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
10. UNLESS (Gordan Jenkins)

Miami, Fla.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. MOCKIN' BIRD HILL (Patti Page)
5. MISTER AND MISSISSIPPI (Patti Page)
6. SOUND OFF (Vaughn Monroe)
7. JEZEBEL (Frankie Laine)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)
9. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
10. THE LOVELIEST NIGHT OF THE YEAR
(Mario Lanza)

Omaha, Nebr.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. ON TOP OF OLD SMOKY (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. TOO YOUNG (Nat "King" Cole)
5. IF (Perry Como)
6. I APOLOGIZE (Billy Eckstine)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
9. BE MY LOVE (Mario Lanza)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Denver, Colo.

1. TOO YOUNG (Nat "King" Cole)
2. ON TOP OF OLD SMOKY (The Weavers)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. IF (Perry Como)
5. I APOLOGIZE (Billy Eckstine)
6. SOUND OFF (Vaughn Monroe)
7. STRANGE LITTLE GIRL (Eddy Howard)
8. DOWN THE TRAIL OF ACHIN' HEARTS
(Patti Page)
9. UNLESS (Guy Mitchell)
10. JEZEBEL (Frankie Laine)

Chicago, Ill.

1. SOUND OFF (Vaughn Monroe)
2. TOO YOUNG (Nat "King" Cole)
3. JEZEBEL (Frankie Laine)
4. MY TRULY, TRULY FAIR (Vic Damone)
5. MISTER & MISSISSIPPI (Patti Page)
6. I'M IN LOVE AGAIN (April Stevens)
7. HOW HIGH THE MOON
(Les Paul & Mary Ford)
8. ON TOP OF OLD SMOKY (Weavers)
9. I GET IDEAS (Tony Martin)
10. BECAUSE OF YOU (Tony Bennett)

Carthage, N. Y.

1. HOW HIGH THE MOON
(Les Paul & Mary Ford)
2. TOO YOUNG (Nat "King" Cole)
3. LOVELIEST NIGHT OF THE YEAR
(Mario Lanza)
4. ON TOP OF OLD SMOKY (Burl Ives)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. MISTER & MISSISSIPPI (Dennis Day)
7. SOUND OFF (Vaughn Monroe)
8. WHEN YOU & I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
9. MOCKIN' BIRD HILL (Patti Page)
10. I APOLOGIZE (Champ Butler)

Portland, Ore.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. SOUND OFF (Vaughn Monroe)
5. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
6. JEZEBEL (Frankie Laine)
7. I APOLOGIZE (Billy Eckstine)
8. IF (Perry Como)
9. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
10. BE MY LOVE (Mario Lanza)

Spokane, Wash.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. MISTER AND MISSISSIPPI (Patti Page)
3. JEZEBEL (Frankie Laine)
4. SOUND OFF (Vaughn Monroe)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. ON TOP OF OLD SMOKY (The Weavers)
7. TOO YOUNG (Nat "King" Cole)
8. BE MY LOVE (Mario Lanza)
9. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Cincinnati, Ohio

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat "King" Cole)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. ON TOP OF OLD SMOKY (The Weavers)
5. MISTER AND MISSISSIPPI (Patti Page)
6. SOUND OFF (Vaughn Monroe)
7. MY TRULY, MY FAIR (Guy Mitchell)
8. UNLESS (Eddie Fisher)
9. PRETTY EYED BABY (Al Trace)
10. WANG, WANG BLUES (Ames Bros.)

Pittsburgh, Pa.

1. ON TOP OF OLD SMOKY (The Weavers)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. TOO YOUNG (Nat "King" Cole)
4. SOUND OFF (Vaughn Monroe)
5. MOCKIN' BIRD HILL (Patti Page)
6. JEZEBEL (Frankie Laine)
7. SYNCOPATED CLOCK (Three Suns)
8. MISTER AND MISSISSIPPI (Patti Page)
9. PRETTY EYED BABY (Jane Turzey)
10. ROSE, ROSE, I LOVE YOU (Gordan Jenkins)

Los Angeles, Cal.

1. MISTER AND MISSISSIPPI (Dennis Day)
2. MY TRULY, TRULY FAIR (Vic Damone)
3. TOO YOUNG (Nat "King" Cole)
4. HOW HIGH THE MOON (Les Paul & M. Ford)
5. JEZEBEL (Frankie Laine)
6. ON TOP OF OLD SMOKY (The Weavers)
7. I APOLOGIZE (Billy Eckstine)
8. UNLESS (Guy Mitchell)
9. I GET IDEAS (Tony Martin)
10. THE LOVELIEST NIGHT OF THE YEAR
(Mario Lanza)

Albuquerque, N. M.

1. JEZEBEL (Frankie Laine)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. TOO YOUNG (Nat "King" Cole)
4. I APOLOGIZE (Billy Eckstine)
5. MISTER & MISSISSIPPI (Dennis Day)
6. SOUND OFF (Vaughn Monroe)
7. HOW HIGH THE MOON
(Les Paul & Mary Ford)
8. ON TOP OF OLD SMOKY (George Cates)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. WOULD I LOVE YOU (Gordan Jenkins)

Boston, Mass.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. JEZEBEL (Frankie Laine)
4. ON TOP OF OLD SMOKY (The Weavers)
5. SOUND OFF (Vaughn Monroe)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
8. MISTER AND MISSISSIPPI (Patti Page)
9. I APOLOGIZE (Billy Eckstine)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

San Antonio, Texas

1. ON TOP OF OLD SMOKY (The Weavers)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. TOO YOUNG (Nat "King" Cole)
4. SPARROW IN THE TREE TOP
(Crosby-Andrews Sisters)
5. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Whiting-Wakely)
6. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
7. ROSE, ROSE, I LOVE YOU (Frankie Laine)
8. IF (Perry Como)
9. I APOLOGIZE (Billy Eckstine)
10. JEZEBEL (Frankie Laine)

Tulsa, Okla.

1. TOO YOUNG (Nat "King" Cole)
2. I APOLOGIZE (Billy Eckstine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. IF (Perry Como)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. THE STRANGE LITTLE GIRL (Eddy Howard)
8. UNLESS (Eddie Fisher)
9. SOUND OFF (Vaughn Monroe)
10. OLD SOLDIERS NEVER DIE (Vaughn Monroe)

Detroit, Mich.

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat "King" Cole)
3. SOUND OFF (Vaughn Monroe)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. MISTER AND MISSISSIPPI (Patti Page)
6. HOW HIGH THE MOON (Les Paul & M. Ford)
7. ON TOP OF OLD SMOKY (The Weavers)
8. I'M IN LOVE AGAIN (Henri Rene-A. Stevens)
9. PRETTY EYED BABY (Al Trace)
10. WANG, WANG BLUES (Ames Brothers)

Shoals, Indiana

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. HOW HIGH THE MOON
(Les Paul & Mary Ford)
4. ROSE, ROSE I LOVE YOU (Frankie Laine)
5. MY TRULY, TRULY FAIR (Freddy Martin)
6. SOUND OFF (Vaughn Monroe)
7. MISTER & MISSISSIPPI (Patti Page)
8. DOWN THE TRAIL OF ACHIN' HEARTS
(Patti Page)
9. I WANT TO BE WITH YOU ALWAYS
(Andrews Sisters)
10. WHEN YOU & I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)

Meadville, Pa.

1. HOW HIGH THE MOON
(Les Paul & Mary Ford)
2. ON TOP OF OLD SMOKEY (Weavers)
3. SOUND OFF (Vaughn Monroe)
4. TOO YOUNG (Nat "King" Cole)
5. JEZEBEL (Frankie Laine)
6. LOVELIEST NIGHT OF THE YEAR
(Mario Lanza)
7. MISTER & MISSISSIPPI (Dennis Day)
8. UNLESS (Eddie Fisher)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

Baltimore, Md.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. TOO YOUNG (Nat "King" Cole)
3. ON TOP OF OLD SMOKY (The Weavers)
4. JEZEBEL (Frankie Laine)
5. SOUND OFF (Vaughn Monroe)
6. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
7. I APOLOGIZE (Billy Eckstine)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)
9. WHEN YOU AND I WERE YOUNG MAGGIE
BLUES (Bing & Gary Crosby)
10. IF (Perry Como)

San Francisco, Cal.

1. SOUND OFF (Vaughn Monroe)
2. ON TOP OF OLD SMOKY (The Weavers)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. THE LOVELIEST NIGHT OF THE YEAR
(Mario Lanza)
5. I'M IN LOVE AGAIN (H. Rene-A. Stevens)
6. UNLESS (Eddie Fisher)
7. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
8. BECAUSE (Mario Lanza)
9. JEZEBEL (Frankie Laine)
10. MISTER AND MISSISSIPPI (Dennis Day)

Cleveland, Ohio

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. JEZEBEL (Frankie Laine)
5. MOCKIN' BIRD HILL (Patti Page)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. I APOLOGIZE (Billy Eckstine)
8. UNLESS (Eddie Fisher)
9. MISTER AND MISSISSIPPI (Patti Page)
10. SOUND OFF (Vaughn Monroe)

Seattle, Wash.

1. TOO YOUNG (Nat "King" Cole)
2. IF (Perry Como)
3. I APOLOGIZE (Billy Eckstine)
4. ON TOP OF OLD SMOKY (The Weavers)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. STRANGE LITTLE GIRL (Eddy Howard)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. SOUND OFF (Vaughn Monroe)
9. JEZEBEL (Frankie Laine)
10. WOULD I LOVE YOU? (Patti Page)

THE CASH BOX

Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 30 without any changes on the part of THE CASH BOX.

Jay McMaster

WMEX—Boston, Mass.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. BECAUSE OF YOU (Tony Bennett)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. SHANGHAI (Billy Williams)
5. VANITY (Don Cherry)
6. ANYTIME AT ALL (Fran Warren)
7. DREAM (Schumann Choir)
8. MORNINGSIDE OF THE MOUNTAIN (Tommy Edwards)
9. THESE THINGS I OFFER YOU (Patti Page)
10. WANG WANG BLUES (Ames Brothers)

Bob Harris

WVNJ—Newark, N. J.

1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. HOW HIGH THE MOON (Paul-Ford)
4. I APOLOGIZE (Billy Eckstine)
5. MY TRULY, TRULY FAIR (Vic Damone)
6. I GET IDEAS (Tony Martin)
7. COME ON-A MY HOUSE (Rosemary Clooney)
8. I'M A FOOL TO WANT YOU (Frank Sinatra)
9. MAGGIE BLUES (Bing & Gary Crosby)
10. WANG WANG BLUES (Ames Brothers)

Earl Pudney

WG—Schenectady, N. Y.

1. JEZEBEL (Frankie Laine)
2. ROSE, ROSE I LOVE YOU (Buddy Morrow)
3. TOO YOUNG (Nat King Cole)
4. MISTER AND MISSISSIPPI (Patti Page)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. PRETTY EYED BABY (Stafford-Laine)
7. GOOD MORNING, MISTER ECHO (Jane Turzy)
8. SHANGHAI (Doris Day)
9. GONE FISHIN' (Crosby-Armstrong)
10. SEPTEMBER SONG (Stan Kenton)

Mort Nusbaum

WHAM—Rochester, N. Y.

1. I GET IDEAS (Tony Martin)
2. TOO YOUNG (Nat King Cole)
3. JEZEBEL (Frankie Laine)
4. IF YOU HAVEN'T GOT A SWEETHEART (Doris Day)
5. FAITHFULLY YOURS (Tony Martin)
6. THERE'S NO BOAT LIKE A ROWBOAT (Perry Como)
7. GOTTA FIND SOMEBODY TO LOVE (Mindy Carson)
8. THE WONDROUS WORD (Percy Faith)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. FRANCESCA (Xavier Cugat)

Bob Watson

WSB—Atlanta, Ga.

1. MORNINGSIDE OF THE MOUNTAIN (Paul Weston)
2. POWDER BLUE (Don Cherry)
3. PRETTY EYED BABY (Billy Williams)
4. MY TRULY, TRULY FAIR (Vic Damone)
5. WHY CRY (Lorry Raine)
6. OUT OF THE NIGHT (Johnny Hartman)
7. ALLENTOWN JAIL (Jo Stafford)
8. TOO YOUNG (Nat King Cole)
9. MAMA WILL BARK (Sinatra-Dagmar)
10. MISTER AND MISSISSIPPI (Patti Page)

Don Larkin

WAAT—Newark, N. J.

1. I WANT TO BE WITH YOU ALWAYS (Lefty Frizzell)
2. RHUMBA BOOGIE (Hank Snow)
3. HOWLIN' AT THE MOON (Hank Williams)
4. LET'S LIVE A LITTLE (Carl Smith)
5. I CAN'T HELP IT (Hank Williams)
6. MISTER AND MISSISSIPPI (Tennessee Ernie)
7. COLD, COLD HEART (Hank Williams)
8. I WANNA PLAY HOUSE WITH YOU (Eddie Arnold)
9. TENNESSEE HILLBILLY GHOST (George Morgan)
10. SICK, SOBER AND SORRY (Montana Slim)

Larry Gentile

WJBK—Detroit, Mich.

1. I GET IDEAS (Tony Martin)
2. HOW HIGH THE MOON (Paul-Ford)
3. TOO YOUNG (Denny Vaughn)
4. UNLESS (Eddie Fisher)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. JEZEBEL (Frankie Laine)
7. ROSE, ROSE I LOVE YOU (Buddy Morrow)
8. I'M IN LOVE AGAIN (April Stevens)
9. THERE'S NO BOAT LIKE A ROWBOAT (Perry Como)
10. SWEET VIOLETS (Dinah Shore)

Bob Martin

WMUR—Manchester, N. H.

1. BECAUSE OF RAIN (Ella Fitzgerald)
2. I APOLOGIZE (Billy Eckstine)
3. ALONE TOGETHER (Dizzy & Strings)
4. TOO YOUNG (Nat King Cole)
5. THESE THINGS I OFFER YOU (Sarah Vaughan)
6. SEPTEMBER SONG (Stan Kenton)
7. YESTERDAYS (Stan Getz)
8. I'LL REMEMBER APRIL (June Christy)
9. DYNA FLOW (Stan Kenton)
10. GONE FISHIN' (Crosby-Armstrong)

Bob Corley

WQXI—Atlanta, Ga.

1. TOO YOUNG (Patti Andrews)
2. MY TRULY, TRULY FAIR (Freddy Martin)
3. HOW HIGH THE MOON (Paul-Ford)
4. LOVELIEST NIGHT OF THE YEAR (Fred Waring)
5. ROSE, ROSE I LOVE YOU (Frankie Laine)
6. UNLESS (Guy Mitchell)
7. I'M IN LOVE AGAIN (April Stevens)
8. ON TOP OF OLD SMOKEY (The Weavers)
9. MISTER AND MISSISSIPPI (Dennis Day)
10. BECAUSE OF YOU (Johnny Desmond)

Bud Wendell

WJMO—Cleveland, Ohio

1. TOO YOUNG (Nat King Cole)
2. MY TRULY, TRULY FAIR (Guy Mitchell)
3. ON TOP OF OLD SMOKEY (The Weavers)
4. ROSE, ROSE I LOVE YOU (Frankie Laine)
5. JEZEBEL (Frankie Laine)
6. WHAT IS A BOY? (Jan Peerce)
7. I'M IN LOVE AGAIN (April Stevens)
8. SOUND OFF (Vaughn Monroe)
9. DOWN THE TRAIL OF ACHING HEARTS (Patti Page)
10. EVERTRUE, EVERMORE (Patti Page)

Buddy Deane

WITH—Baltimore, Md.

1. TOO YOUNG (Nat King Cole)
2. SWEET VIOLETS (Dinah Shore)
3. THESE THINGS I OFFER YOU (Ray Anthony)
4. ON TOP OF OLD SMOKEY (The Weavers)
5. I'M A FOOL TO WANT YOU (Frank Sinatra)
6. ROSE, ROSE I LOVE YOU (Buddy Morrow)
7. SOUND OFF (Vaughn Monroe)
8. HOW HIGH THE MOON (Paul-Ford)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. RHUMBA BOOGIE (Fontaine Sisters)

Herb Dexter

WPEN—Philadelphia, Pa.

1. GONE FISHIN' (Crosby-Armstrong)
2. POWDER BLUE (Don Cherry)
3. MARY THE PRAIRIE AND I (Bill Darnel)
4. SHANGHAI (Billy Williams)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. I'M A FOOL TO WANT YOU (Frank Sinatra)
7. ANY TIME AT ALL (Fran Warren)
8. TOO YOUNG (Toni Arden)
9. WANG WANG BLUES (Ames Brothers)
10. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)

David Walshak

KCTI—Gonzales, Texas

1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. WANG WANG BLUES (Ames Brothers)
4. HOW HIGH THE MOON (Paul-Ford)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. THESE THINGS I OFFER YOU (Ray Anthony)
7. MISTER AND MISSISSIPPI (Dennis Day)
8. UNLESS (Bill Snyder)
9. ON TOP OF OLD SMOKEY (Percy Faith)
10. SOMEBODY (Jo Stafford)

Dave Rodman

WEIM—Fitchburg, Mass.

1. THESE THINGS I OFFER YOU (Sarah Vaughan)
2. SHANGHAI (Doris Day)
3. GOOD MORNING, MISTER ECHO (Jane Turzy)
4. I'M IN LOVE AGAIN (April Stevens)
5. TOO YOUNG (Nat King Cole)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. COME ON-A MY HOUSE (Rosemary Clooney)
8. THEM THERE EYES (Champ Butler)
9. ANY TIME AT ALL (Fran Warren)
10. WANG WANG BLUES (Ames Brothers)

Dick Outlaw

WILM—Wilmington, Del.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Paul-Ford)
3. IF (Billy Eckstine)
4. JEZEBEL (Frankie Laine)
5. MISTER AND MISSISSIPPI (Patti Page)
6. SOUND OFF (Vaughn Monroe)
7. UNLESS (Guy Mitchell)
8. MOCKIN' BIRD HILL (Paul-Ford)
9. PRETTY EYED BABY (Stafford-Laine)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

Ed Bonner

KXOK—St. Louis, Mo.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. SOUND OFF (Vaughn Monroe)
3. MISTER AND MISSISSIPPI (Patti Page)
4. TOO YOUNG (Nat King Cole)
5. JEZEBEL (Frankie Laine)
6. UNLESS (Guy Mitchell)
7. HOW HIGH THE MOON (Paul-Ford)
8. GONE FISHIN' (Crosby-Armstrong)
9. SHANGHAI (Doris Day)
10. I GET IDEAS (Tony Martin)

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

"SLEEPER OF THE WEEK"

COME ON-A MY HOUSE (Duchess) — Billboard gives the Rosemary Clooney (Col. 39467) version a resounding "PICK," citing it as "an exciting performance . . . rousing, live sound . . . a sock item." Cash Box headlines it "Sleeper of the Week" and says, "just about the best side Rosemary Clooney has turned out." Variety hails it "one of the brightest novelties in recent months." Co-authored by William Saroyan, tune was started off by Kay Armen (King 14001) whose version is equally flavorful. Other top releases are by Richard Hayes (Mer. 5671) and Louis Prima (Robin Hood 111).

* * * * *

"EXCELLENT"

I WISH I HAD NEVER SEEN SUNSHINE (Peer) — A strong "excellent" rating is given by Billboard to Les and Mary Paul (Cap. 1592) for "a sock follow-up dinking to the team's previous hits. Could be a big one."

* * * * *

RIISING DITTY

I LIKE THE SUNSHINE OF YOUR SMILE (Johnstone-Monte) — Another "sunshine" ditty that has what it takes. Four Knights (Cap. 1587) and Merv Griffin (Vic. 20-4181) should rise with this number.

* * * * *

FETCHING TUNE

ROSE OF THE MOUNTAIN (Hill & Range) — Rosemary Clooney (Col. 39467) rates an "excellent" from Billboard. Review claims, "Thrush and small combo get off a fetching hillbilly, with yodel effects and double-dubbed vocal." Louella Robertson-Wanderers (Cap. 1559) version commands attention.

* * * * *

TOP RATE

EVEN AS YOU AND I (Spitzer) — Ella Fitzgerald and the Sy Oliver Orch. (Dec. 27634) come through with a slow ballad in top-rate style. Cash Box considers it best suited to ops. Billboard lists it in the "good" category.

* * * * *

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Music Men "In The Pink" On The Green



TOP TO BOTTOM—(Left To Right)

- 1) HOWARD S. RICHMOND, BOB SADOFF, GENE GOODMAN.
- 2) GEORGE DALIN, MAC CLARK, WARREN BROWN, JACK GALES.
- 3) ART WEEMS, KELLY CAMARATA, JERRY WEXLER, DICK LYONS.
- 4) MARVIN FISHER, MACK GOLDMAN, PERRY COMO, HARRY WEINSTEIN, HARRY GARFIELD.
- 5) CY MANNES, HARRY MYERSON, (P. C.) EDDIE WÖLPIN, MACK DAVID.
- 6) DEE BELLINE, EDDIE GALLAHER, (P. C.) JACK SPINA, MITCHEL AYRES.

TOP TO BOTTOM—(Left To Right)

- 1) MICKY ADDY, MANIE SACKS, ANDY FABRIZIO, BOB MILLER, ROCCO VOCCO. (TOP ROW) DEAN MARTIN, PERRY COMO, ED SULLIVAN, FRANK STREFAI.
- 2) LOU COMITO, LARRY STOCK, (P. C.) LEE FINBURGH, MICKEY GARLOCK.
- 3) PERRY COMO WITH HIS AWARD FROM MUSIC MEN.
- 4) JULIE STEARNS, DAVE DREYER, (P. C.) NORMAN FOLEY, MURRAY BAKER.
- 5) DAN COLLINS, HENRI ONORATI, SAM LANDAU, BOB McCLUSKY.

TOP TO BOTTOM—(Left To Right)

- 1) GEORGE PAXTON, MARTIN BLOCK, NICK KENNY, HARRY LINK.
- 2) BERNIE SCHERER, GEORGE GILBERT, (P. C.) LEO DISTON, DAVE KUPPERMAN.
- 3) HARRY SANTLY, LARRY TAYLOR, (P. C.) MURRAY LUTH, MICKY GLASS.
- 4) CHARLEY ROSS, GEORGE FURNESS, (P. C.) BOBBY MELLIN.
- 5) JERRY JOHNSON, LOU DREYER, (P. C.) JACK JOHNSTONE, LOU DEL GUERCIO.
- 6) JACK BREGMAN, BERNIE WOODS, SAMMY KAYE, CORK O'KEEFE.

At 3rd Annual Perry Como Golf Tourney



TROPHY WINNERS

TOP—LEFT TO RIGHT

- 1) PERRY with MITCH AYRES—winner of 1st prize in guest division.
- 2) PERRY with JACK JOHNSTONE—winner of 2nd prize in publishers' division.
- 3) PERRY with GEORGE GILBERT—winner of putting contest.
- 4) PERRY with SAMMY KAYE—winner of 1st prize in publishers' division.
- 5) PERRY with LCU DEL GUERCIO—winner of 2nd prize in guest division (also low gross for tourney).

CENTER—PERRY with LEE FINBURGH—2nd prize winner nearest to pin.

BOTTOM—LEFT TO RIGHT

- 1) SAMMY KAYE, PERRY and JACK JOHNSTONE—1st and 2nd prize winners.
- 2) PERRY with MANIE SACKS—winner in guest division nearest to pin.
- 3) PERRY with LARRY STOCK—3rd place winner in publishers' division.
- 4) PERRY with MANIE SACKS and ED SULLIVAN admiring Como's trophy.
- 5) PERRY is given his trophy on behalf of the music men by the committee who handled the entire affair: MURRAY LUTH, JACK SPINA, and MICKY ADDY.

Relaxing At Dinner — While The Divots Are Being Replaced



(Photos by "Popsic")

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THE CASH BOX NAMM SHOW ISSUE

(Dated July 21, 1951)

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THE CASH BOX

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Capitol Shifts Fowler To New York To Head National Sales

NEW YORK—Coinciding with its ninth anniversary, Capitol Records last week began a shift of its sales emphasis to the east. William H. Fowler, vice president, will head up the New York office as general sales manager of the firm.

Following the recent visit of Glen Wallich, president, to eastern distribution centers, it was decided at a company confab held in Hollywood last week to place further emphasis on east coast operations.

Indicative of the fact that this may be only the first in a series of eastern moves was the announcement that James P. Gordon, personnel director, will transfer his office to Scranton, Pa., leaving on the west coast his newly appointed assistant, Robert H. McDonald. This presupposes an eventual shift of purchasing and other duties which come under Gordon's supervision to the east.

Floyd Bittaker, who was offered the post which Fowler took over but had to turn it down because illness in his family prevented his moving to New York, will take the position of vice president of the western division of Capitol.

In other executive changes, Hal Cook assumes the title of Director of Sales Promotion, Advertising and Publicity while Dick Linke becomes National Publicity Manager.

The transfer of Fowler to New York will necessitate a new set up in Capitol's facilities here. It has not yet been decided whether new offices will combine all New York functions or whether Fowler will maintain separate offices in the city.

Capitol is currently being represented in New York by increased A & R activity also. Last Friday Herb Dexter, who just arrived from the west coast, and Paul Cavanaugh, Eastern A & R head, recorded Helen O'Connell and Bob Eberle for their initial disk together in a number of years.

Other top name Capitol artists currently in the east include Peggy Lee, Mel Torme, Dean Martin, and the Ray Anthony orchestra among others.

Paul Barry Out of E. H. Morris

NEW YORK—It was disclosed this week that Paul Barry is no longer with E. H. Morris after a seven years' stint with the firm. His last position was that of general professional manager.

It is expected that Sidney Kornheiser, who is in charge of the coast office, will take over Barry's spot in N. Y.

Kassner Ad Infinitum

NEW YORK—The new Kassner-Robbins firm this week took over two more catalogues, Charles Ross Music and Town & Country which were owned by Charles Ross and songwriter Buddy Kaye. Ross goes over to Robbins as general professional manager.

Mel Torme Opens At Versailles



NEW YORK—At Mel Torme's opening at the Versailles, Mel's fellow artists showed up to dig his vocal styling. Left to right are Margaret Whiting, Mel, Gloria DeHaven, who recently finished a stint at the Versailles, and Buddy Rich. Mel and Peggy Lee begin the Chesterfield Supper Club summer replacement show on July 2.

Scott-Crosse & Marnel Merge

PHILADELPHIA — The Scott-Crosse Record Department and Marnel Distributing Co. record distributors, this week announced the merger of their firms under the title of Marnel Distributing Co. to operate at 1622 Fairmount Avenue in this city.

Martin and Nelson Verbit will actively conduct the affairs of the new company which is entering into a broader phase as distributors.

The merger, it was explained, will provide increased capitalization, important economies in operation and greater facilities for intensive sales and promotion.

Mitchell Receives Letter From Wales Fans Via Pres. Truman

NEW YORK — Guy Mitchell received a letter from his fans in Cardiff, Wales, this week the roundabout way. The girls, who emphasized they were not bobby soxers, didn't know how to get in touch with Guy and so they addressed their letter to President Truman, U.S.A. saying they were sure the President would know how to reach him. The President did. He forwarded the letter to the State Department who in turn sent it along to Columbia Records who then passed it on to the girls' favorite singer.



WALTER WINCHELL
June 29, 1951
says "A new ditty-dandy that beguiles this tune-hunter is

"THESE THINGS I OFFER YOU

(for A Lifetime)"
by Morty Nevins, Benjamin & Weiss

- Recorded by
- * AMES BROS.
Coral
- RAY ANTHONY
Capitol
- PHIL BRITO
M-G-M
- TAMARA HAYES
Decca
- DICK HAYMES
with Victor Young Ork.
Decca
- PATTI PAGE
Mercury
- THREE SUNS
RCA Victor
- SARAH VAUGHAN
with Percy Faith Ork.
Columbia

* listed alphabetically

Published By
VALANDO MUSIC CORP
MIKE SUKIN, Gen. Prof. Mgr.
1619 BROADWAY NEW YORK, N. Y.

OPS - DJ's . . .
ARE GOING WILD ABOUT —

CLIFF AYERS

Singing

"I'LL WAIT FOR YOU"

Backed With

"IT'S YOU! IT'S YOU! IT'S YOU!"
JUBILEE RECORD #4060

A TERRIFIC JUKE BOX NATURAL!
LOAD UP FOR REAL HEAVY PLAY!!

Jubilee RECORD CO. INC.
315 W. 47TH ST., NEW YORK, N. Y.

A GREAT NAME IN MUSIC
JOE MOONEY
"LONG AGO LAST NIGHT" and
"CRAZY SHE CALLS ME" # 2003

EASTERN DISTRIBUTORS
COSNAT DIST., 315 W. 47th St., N. Y.

Carousel RECORDS
1650 BROADWAY NEW YORK 19, N. Y.

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THE COUNTRY'S HOTTEST RHYTHM & BLUES HIT!

NORMAN GRANTZ'

Mercury Special

"CASTLE ROCK"

JOHNNY HODGES & ORCH.

MERCURY 8944

Coupled With

"JEEP'S BLUES"



MERCURY RECORDS, CHICAGO, ILL., MERCURY RECORDS OF CANADA, LTD., TORONTO, CAN.

Cool Evening



Les Brown and his vocalist, Lucy Ann Polk, had one evening in New York after completing their three week Capitol Theater date and before starting on their cross country tour. Les and the band spent it at Coral's recording studio cutting "In The Cool, Cool, Cool Of The Evening" backed by "If You Turn Me Down." Lucy Ann is featured on the vocal on both sides.

Zenith Offers Special Deal To Ops On New "Show Boat" Album

NEW YORK—Going all out on what is expected to be one of their largest selling albums, Zenith, the New York distributor for MGM Records is offering a special deal to operators on the new "Show Boat" score in both 45 and 78 rpm.

In cooperation with local juke box distributors, the entire "Show Boat" album on 45 rpm is being made available to coin machine operators at the special price of \$1.96. This covers the cost of the records only. Normally the album would sell for \$2.18. Coin machine operators will be able to purchase this album at the special price providing they agree to put the album box in the machine along with the four records. Title strips will be available to ops without charge.

This program was originally worked out by Dick Cowitt of Zenith with Harry Parkoff of Atlantic, New York, coin machine distributors, and will be available either through Atlantic or directly through Zenith.

Another program is being planned for ops who have 78 rpm machines. Albums of "Show Boat" in this speed will be available directly through Zenith at the special price of \$2.20. Although this is slightly higher than the cost price of individual records, it is still less than the regular price of the album which is \$2.43.

Singles from the album can only be purchased in this manner and ops will be asked to cooperate by inserting miniature album covers similar to the 45 rpm box.

Rumors Have Kapp Going To Major Disk Firms After Release From Decca Post

NEW YORK—In the wake of Dave Kapp's long heralded release from A & R duties at Decca came rumors this week that had him moving over to almost every other diskery in the business. Most persistent was the rumor that RCA Victor had approached Kapp with an offer. Another rumor was that E. R. Lewis, president of London Records, an old associate of Kapp in the founding of Decca, would have some offer for him when he arrived in this country next month.

Kapp's exit from Decca, although not unexpected, nevertheless came suddenly last Friday in a statement from Milton Rackmil, president of Decca, that Kapp's contract was terminated. Actually the contract has two and a half more years to run and although Decca is trying to make some settlement with him, Kapp is insisting on full payment which last year amounted to some \$50,000.

Several artists, on hearing of Kapp's dismissal, expressed keen disappointment and at least one, Gordon Jenkins, asked to be released from his contract. However it is likely that Jenkins and Decca will reach an agreement.

Mortimer Palitz takes over Kapp's position as pop A & R head with the rest of the A & R picture remaining the same. Western and rhythm and blues will still be headed by Paul Cohen and classical by Simon Rady. All A & R department heads continue to report to Leonard Schneider.

Luis Arcaraz Introduced To U. S. Music World At Ruth Poll Party

NEW YORK—At a party attended by officials of the Mexican Embassy, Luis Arcaraz, RCA Victor recording artist in Mexico, was introduced to the American music world by Ruth Poll, who published "Because of Rain," and also wrote it together with Nat "King" Cole and Bill Harrington.

Arcaraz who heads one of Mexico's most popular orchestras and recently recorded "Because of Rain" on Victor's International label, was flown up especially for the occasion.

Among those who attended the party, given in Miss Poll's studio, were Mariano Rivera Conde, A & R chief of RCA Victor Mexicana; Frank Amaru, sales manager of the International Division of Victor; and Herman Diaz, Jr. A & R head of the International Division of Victor.

STEAMROLLING IN!!!

LOUIS PRIMA'S

sensational version of

"COME ON-A MY HOUSE"

backed with the terrific calypso

"BRING FORTH DE-LIGHT"

ROBIN HOOD #111

Available NOW—At Your Nearest Distributor

ROBIN HOOD RECORDS 1619 BROADWAY
NEW YORK, N. Y.

We Want Warren!



NEW YORK—Object of all the male attention above is Fran Warren, surrounded by a group of leading New York deejays. Scene was the RCA Exhibition Hall, where the thrush hosted a party for Manhattan platter spinners before leaving for an engagement at the Mocambo in Hollywood. L. to r. above: Al Trilling, WNEW, Jack Lacey, WINS, Max Cole, WOV, Leonard Feather, WMGM, Bill Edwards, WOV, Bob Haymes, WNEW, Brad Phillips, WINS, Bob Hambley, WNJR, Newark and Wayne Howell, WNBC. The boys are currently spinning Fran's "January, February, March" and "Any Time At All."

Music Merchants Prepare To Meet In Chicago At NAMM Convention

CHICAGO — The nation's Music Merchants descend en masse upon the Palmer House in Chicago for the 1951 Music Industry Trade Show & Convention July 16-19 with one eye cocked at pretty high inventories on their shelves back home, and the other eye cocked at government material allocations, credit regulations, and the threat of some possible shortages.

Ray Erlandson, NAMM president, doesn't expect the buying at this golden anniversary show to come up to the all-time record purchases which were made at the 1950 Show in Chicago, but he still expects it to be very good. Looking for a slight falling-off in sales, he gave two reasons for this trend:

- 1—Most dealers are carrying a good inventory right now, and most could not afford to invest in a heavy buying of stock, and
- 2—At the 1950 market, held just after the outbreak of the Korean hostilities, many dealers broke out in "scare buying" loading up on products in anticipation of shortages which did not develop.

William Gard, executive secretary of the NAMM, reported that business has been good on the retail level during last Fall and Winter, with a good January but a "spotty" February. March dollar volume was high, but the unit volume was off.

Gard also pointed out that buying reached an all-time high last year because many dealers had let their stocks drop very low in anticipation of removal of the excise tax on musical instruments.

As recent as May of this year, some dealers reported their sales up as high as 40 per cent, Gard reported. However, reports from the Midwest and east were less encouraging, with dealers indicating that sales were off up to 10 per cent of their May 1950 figures.

From the manufacturers' viewpoint, industry leaders said that many firms are anticipating further reductions in material allocations in the third and fourth quarters, and are urging dealers to stock up now to offset possible product shortages. Piano and band instrument manufacturers, users of iron, steel, copper, brass, and aluminum, would be most affected.

There have been no complete conversion of manufacturing facilities to defense and military products as yet, but band instrument firms report that the military is taking from 15 to 20 per cent of their total production.

Cook Pays Tribute To "Musical G. I. Joe"

HOLLYWOOD, FLA.—Men-of-music who are currently in the service of Uncle Sam are not going to be forgotten. . . if Ira Cook has any say-so for during his weekly Saturday morning show over KECA, "Beach Party", he will devote a period to the music waxed by noted musicians now in the service. The artistry of Andre Previn, Vic Damone, Eddy Fisher, and many others will be aired during Cook's campaign to keep the names of musicians now in uniform before the public so they won't be forgotten.

Cosnat Opens Phila. Branch

NEW YORK—Jerry Blaine, president of Cosnat Distributing, leading New York distributor of independent labels, announced the opening of a Philadelphia branch at 1031 Spring Garden Street. Harry Chipetz, formerly of Scott Cross, will take over as head of the branch.

Moving Up To THE TOP on all Rhythm & Blues Charts



DINAH WASHINGTON

"I WON'T CRY ANYMORE"

MERCURY 8211



MERCURY RECORDS, CHICAGO, ILL., MERCURY RECORDS OF CANADA, LTD., TORONTO, CAN.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

Meeting Dates Of Music Operators' Associations

- July
- 1—Nebraska Automatic Phonograph Operators' Association
Place: Cornhuskers Hotel, Lincoln, Neb.
 - 2—Illinois Amusement Association
Place: 208 North Madison St., Rockford, Ill.
 - 3—Music Operators' Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.
 - 5—Phonograph Merchants' Association
Place: Hotel Hollenden, Cleveland, Ohio
 - 5—Washington Music Guild
Place: Hotel 2400, Washington, D. C.
 - 8—South Dakota Phonograph Association
Place: Sioux Falls, S. D.
 - 9—Wisconsin Phonograph Operators' Association
Place: Eau Claire, Wis.
 - 10—Automatic Phonograph Owners Association
Place: Sheraton-Gibson Hotel, Cincinnati, Ohio
 - 10—California Music Guild
Place: 311 Club, Oakland, Cal.
 - 11—Music Merchants' Guild
Place: Narragansett Hotel, Providence, R. I.
 - 12—Illinois Recorded Music Association
Place: Glen Eagles Country Club, Chicago, Ill.
 - 12—Michigan Automatic Phonograph Owners' Association
Place: Maccabees Building, Detroit, Mich.
 - 17—Music Operators' Association Of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.
 - 18—Westchester Operators' Guild
Place: Moose Hall, White Plains, N. Y.

HOT

in HARLEM on CHICAGO'S South Side in NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

| | | |
|---|--|--|
| 1 SIXTY MINUTE MAN Dominoes (Federal 12022) | TOO YOUNG King Cole (Capitol 1449) | SIXTY MINUTE MAN Dominoes (Federal 12022) |
| 2 I WON'T CRY ANYMORE Dinah Washington (Mercury 8211) | ROCKET 88 Jackie Brenston (Chess 1458) | BLUE AND LONESOME King Perry (Specialty) |
| 3 SLEEP Earl Bostic (King) | CHICA BOO Lloyd Glenn (Swingtime) | TRA LA LA Dave Bartholemew (Decca) Griffin Brothers (Dot) |
| 4 TOO YOUNG Nat "King" Cole (Capitol 1449) | DON'T YOU KNOW I LOVE YOU? Clovers (Atlantic) | TEND TO YOUR BUSINESS James Wayne (Sittin' In) |
| 5 CASTLE ROCK Johnny Hodges (Mercury) | CASTLE ROCK Johnny Hodges (Mercury) | ROCKET 88 Jackie Brenston (Chess 1458) |
| 6 THESE THINGS I OFFER YOU Sarah Vaughan (Columbia 39370) | WEAK MINDED BLUES Louis Jordan (Decca 27547) | TOO YOUNG Nat "King" Cole (Capitol 1449) |
| 7 DON'T YOU KNOW I LOVE YOU? Clovers (Atlantic) | SIXTY MINUTE MAN Dominoes (Federal 12022) | I'LL ALWAYS BE IN LOVE WITH YOU Charles Brown (Aladdin) |
| 8 CHICA BOO Lloyd Glenn (Swingtime) | TEND TO YOUR BUSINESS James Wayne (Sittin' In) | HOW HIGH THE MOON Les Paul & Mary Ford (Capitol 1451) |
| 9 HOW HIGH THE MOON Les Paul & Mary Ford (Capitol 1451) | HOW HIGH THE MOON Les Paul & Mary Ford (Capitol 1451) | STACKED DECK Billy Wright (Savoy) |
| 10 I APOLOGIZE Billy Eckstine (MGM 10903) | DO SOMETHING FOR ME Dominoes (Federal) | T-99 Jimmy Nelson R.P.M. |

ATLANTIC'S NEW HITS

- **"I KNOW"**
#941 Ruth Brown
- **"I HOPE YOU'RE SATISFIED"**
#942 Joe Morris-Laurie Tate
GOING STRONG!
- **"DON'T YOU KNOW I LOVE YOU"**
#934 The Clovers
- **"CHAINS OF LOVE"**
#939 Joe Turner
- **"SHOULDN'T I KNOW"**
#938 The Cardinals

ATLANTIC RECORDS
301 West 54th Street, New York, N. Y.

2 HITS—BACK TO BACK
GRIFFIN BROS. ORK.
sensational new release
"TRA-LA-LA"
"HOPPIN'"
DOT # 1060

Dot
RECORDS, Inc.
GALLATIN, TENN. Tel. Gallatin 880

APOLLO Biggest Blues Tune of a Decade!
"EYESIGHT TO THE BLIND"
by THE LARKS
Apollo #427

APOLLO RECORDS, INC.
457 W. 45 St. N. Y.

THE SOCK NOVELTY!
WANG WANG BLUES
ROBBINS MUSIC CORPORATION

HOT

in DALLAS in LOS ANGELES in OTHER CITIES

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- 1 CHAINS OF LOVE
Joe Turner
(Atlantic)
- 2 SIXTY MINUTE MAN
The Dominoes
(Federal 12022)
- 3 WHAT A FOOL I WAS
Percy Mayfield
(Specialty)
- 4 I'VE BEEN LOST
Little Willie Littlefield
(Modern)
- 5 TEND TO YOUR BUSINESS
James Wayne
(Sittin' In)
- 6 BLUE AND LONESOME
King Perry
(Specialty)
- 7 I'M WAITING JUST FOR YOU
Lucky Millinder
(King)
- 8 ROCKET 88
Jackie Brenston
(Chess 1458)
- 9 WEAK MINDED BLUES
Louis Jordan
(Decca 27547)
- 10 TIME CHANGES THINGS
Little Son Jackson
(Imperial)

- MIAMI, FLA.
1. Tend To Your Business (James Wayne)
 2. Rocket 88 (Jackie Brenston)
 3. Sixty Minute Man (Dominoes)
 4. You'd Better Change Your Ways (Clarence Jolly)
 5. How How The Moon (Les Paul & Mary Ford)
 6. Hot Rod (Julian Dash)
 7. Black Night (Charles Brown)
 8. Cool Water (Four Tunes)
 9. Don't You Know I Love You (Clovers)
 10. Too Young (Nat "King" Cole)
- SAVANNAH, GA.
1. Sixty Minute Man (Dominoes)
 2. Rocket 88 (Jackie Brenston)
 3. Stacked Deck (Billy Wright)
 4. Black Night (Charles Brown)
 5. Too Young (Nat "King" Cole)
 6. These Things I Offer You (Sarah Vaughan)
 7. Tremblin' (Wynonie Harris)
 8. My Love, My Desire (Joe Morris)
 9. Tend To Your Business (James Wayne)
 10. I'm Waiting Just For You (Lucky Millinder)
- NEWARK, N. J.
1. Sixty Minute Man (Dominoes)
 2. Black Night (Charles Brown)
 3. Lost Love (Percy Mayfield)
 4. Too Young (Nat "King" Cole)
 5. Let's Rock Awhile (Amos Milburn)
 6. Rock Little Daddy (Eunice Davis)
 7. Numbers Blues (Roy Milton)
 8. I Will Wait (Four Buddies)
 9. Money Blues (Camille Howard)
 10. Rockin' And Rollin' (Little Son Jackson)
- ALBUQUERQUE, N. M.
1. Rocket 88 (Jackie Brenston)
 2. Black Night (Charles Brown)
 3. Blue & Lonesome (King Perry)
 4. Tend To Your Business (James Wayne)
 5. I've Been Lost (Little Willie Littlefield)
 6. Weak Minded Blues (Louis Jordan)
 7. Is My Pop In There (Louis Jordan)
 8. Wrong Woman Blues (Ray Brown)
 9. I'll Wait For You (Ruth Brown)
 10. What I Fool I Was (Percy Mayfield)
- OAKLAND, CAL.
1. Waiting Just For You (Lucky Millinder)
 2. Castle Rock (Johnny Hodges)
 3. "T" 99 Blues (Jimmy Nelson)
 4. I'll Always Be In Love With You (Charles Brown)
 5. Sixty Minute Man (Dominoes)
 6. Sleep (Earl Bostic)
 7. Bloodshot Eyes (Wynonie Harris)
 8. What A Fool I Was (Percy Mayfield)
 9. One Sweet Letter (Joe Liggins)
 10. Will You Be Mine (Swallows)
- TEND TO YOUR BUSINESS
James Wayne
(Sittin' In)
- DON'T YOU KNOW I LOVE YOU?
The Clovers
(Atlantic)
- STACKED DECK
Billy Wright
(Savoy)
- POPPA STOPPA
Pee Wee Crayton
(Modern)
- I'M WAITING JUST FOR YOU
Lucky Millinder
(King)
- ROCKET 88
Jackie Brenston
(Chess)
- ONE MONKEY DON'T STOP THE SHOW
Stick McGhee
(Atlantic)
- WRONG WOMAN BLUES
Roy Brown
(DeLuxe)
- I'D RATHER DRINK MUDDY WATER
Grant Jones
(Decca)
- CHICA-BOO
Lloyd Glenn
(Swingtime)

Bridal Shower for Connie Haines



PORTLAND, OREGON—Connie Haines, whose wedding to Major Robert De Haven is set for early September, was given a bridal shower of household equipment at the Home Show in Portland, Oregon. Connie, whose latest Coral disk is "Too Many Hearts", is pictured on the dias with Mayor Dorothy Lee of Portland (left) and Governor Douglas McKay of Oregon (right). Among the gifts she received were the usual kitchenware plus a refrigerator, stove and equipment amounting to some \$4,000.

M-G-M RECORDS

MARION MORGAN
Sings
LONELY LITTLE ROBIN
SO THIS IS PARADISE
Available 2 Record Speeds
78 RPM 45 RPM
MGM 10999 MGM K10999

THE GREATEST NAME IN ENTERTAINMENT

One Word—GREAT!
"WONDROUS WORD"
Recorded by
KEN CARSON
on Bibletone Record # 770
A "Cash Box" — "BEST BET"

BIBLETONE RECORDS, INC.
New York 3, N. Y.

More JACK With JOLLY
Sensational New Blues Singer
CLARENCE JOLLY
"I NEED YOU BABY"
"YOU'D BETTER CHANGE YOUR WAYS"
on Sittin' In Record #605

SITTIN' IN RECORDS, 733 11th AVE., NEW YORK, N. Y.

New Moneymaking Releases!

I HAVE NEWS FOR YOU
backed by
T-TOWN TWIST
by ROY MILTON #407
LOVER'S PRAYER
backed by
THE WASHBOARD SPECIAL
by JIMMY LIGGINS #406

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

The ONLY COLORED VERSION on the market of the NATION'S #1 HIT!

SAVOY 193

"COME ON-A MY HOUSE"
backed by
"PERHAPS"
another HIT by BERT KEYES with the EDDIE COOMBS QUINTETTE

SAVOY RECORD CO., INC.
58 Market St., Newark 1, N.J.

Standard Songs are MONEY MAKERS!

"I COVER THE WATERFRONT"
Recorded by
SARAH VAUGHAN—M-G-M
ERROLL GARNER—Columbia
BILLIE HOLIDAY—Columbia

Pub. by: HARMS, Inc.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

NUMBER

9

is for the
9th Anniversary
Issue of
The Cash Box
(Dated July 21)
Combined with the

**NAMM
CONVENTION ISSUE**

Where you are
assured of
REAL RESULTS.

GOES TO PRESS:
THURSDAY, JULY 12

Send Your Ad To

THE CASH BOX
EMPIRE STATE BUILDING,
NEW YORK 1, N. Y.
(PHONE: LOnacre 4-5321)

32 W. RANDOLPH STREET,
CHICAGO 1, ILL.
(PHONE: DEarborn 2-0045)

6363 WILSHIRE BOULEVARD
LOS ANGELES 48, CAL.
(PHONE: WEbster 3-0347)

Columbia Execs Push Hit Created By Juke Box Ops

NEW YORK—Indicative of the renewed interest which Columbia officials are showing in juke box operators is the elation which they have been displaying at the hit making ability ops have demonstrated by sending Tony Bennett's "Because Of You" into the smash class.

Below is a letter which Paul Wexler, national sales manager of Columbia, recently sent out:
Dear Operator:

We've been working on "Jezebel," "Rose, Rose, I Love You," "My Truly, Truly Fair," "Wide Open Spaces" and a few other top numbers when, lo! and behold! . . . music operators brought another hit to our attention. . . . Tony Bennett's "Because Of You."

Since first release operators tells us that this record has been getting top plays. In fact, Harry Sisskind, a Brooklyn operator who was one of the first to report it, predicts Bennett's "Because Of You" to be a smash hit.

Here's a sure-fire release for all your locations . . . one that operators discovered and made themselves!

Remington Inaugurates New Pontiac Label to Sell LP Disks At 79c

NEW YORK—Don H. Gabor, president of Remington Records, announced that beginning next Friday, the third anniversary of LP records, his firm would inaugurate a new label, Pontiac Records, to sell LPs at 79c.

Remington once before startled the music industry when it reduced LPs last year by more than 50%.

Remington's Pontiac label will offer the lowest priced 33 1/3 LP records in the history of music, Gabor said. Similar records on competitive labels, he claimed, sell for as much as \$4.95.

The new records are black, 10-inch, break resistant, vinyl plastic, high fidelity, factory guaranteed. They contain 8 standard songs—25 minutes of music—packaged in hard cover, multi colored jackets.

The Pontiac disks, which are 10c less than the normal price for standard shellac disks, are being manufactured in Remington's Webster, Mass., factory.

The new label starts off with 24 LP records, all recorded in the United States and using famous artists who are not, however, identified on the label because of contractual relations with higher priced record labels.

Trade discounts on Pontiac records, it was announced, will be the same as those offered by major record companies.

Prestige Adds R & B Line to Its Jazz Series

NEW YORK—Prestige Record announces that it is starting a new series of records designed especially for the rhythm and blues market. Up to now, Prestige has concentrated on the jazz market releasing records on all three speeds. The jazz series will be continued and the company's 28 distributors will handle the new line as well.

The new series will be launched with the first disk due in mid-July by the Cabineers, a vocal quartet which Prestige has signed to an exclusive recording contract. Also due to be released is a new Gene Ammons record titled "Gene Ammons' Boogie" backed by "Echo Chamber Blues."

THE CASH BOX
Jazz 'n Blues Reviews
★ AWARD O' THE WEEK ★

"JUST ONE MORE DRINK" (2:55)
"AIN'T NOTHIN' SHAKING" 2:55)

AMOS MILBURN
(Aladdin 3093)



AMOS MILBURN

● After a wonderful piano introduction, Amos Milburn goes to work on the lyrics of a tune called "Just One More Drink" and turns

in a superb job. Doing this number in a very subdued vein, Amos makes it one of his best efforts to date which should insure its popularity for a long time. This is a certain coin catcher and ops oughta get aboard. Backed up by a lone-some sounding guitar, Amos wends his way through this number in real easy style making you hope it could go on and on. The lower half is another exciting piece, with a driving vocal and instrumentals to match. It too is gonna get a share of the play. Here's a great bet for ops. It can't be passed up.

"TAKE ME, I'M YOURS" (2:42)

"WHY SHOULD I CRY" (2:44)

LONNIE JOHNSON
(King 4459)

● Here are a couple of listenable sides from Lonnie Johnson. Both ends are done in his accomplished style and make for good slow disk fare. The upper half is a ballad while the lower end is a blues number with some good backing to go along. Ops oughta tune in.

"YOU SEE ME SMILING" (2:43)

"A HEP CAT'S ADVICE" (2:55)

ELMORE NIXON
(Peacock 1572)

● Elmore Nixon displays his versatility with a couple of sides in different styles. The top half is a slow crying blues number. The under half is a jivy item with a driving vocal. Each are done equally well by Elmore and each deserve ops' attention.

"NO MORE CRYING BLUES" (3:13)

"CATCH 'EM YOUNG, TREAT 'EM ROUGH, TELL 'EM NOTHIN'" (2:48)

MABEL SCOTT
(Coral 65057)

● Mabel Scott combines piano playing and vocalizing to good advantage on this platter. First she offers a slow, steady thing and then a novelty on which she is helped out by some fine instrumentals. This one should hold up in the machines.

"I HAVE NEWS FOR YOU" (2:26)

"T-TOWN JUMP" (2:46)

ROY MILTON
(Specialty 407)

● Roy Milton is at it again, turning out those sides which gather so much coin in the boxes. The top side features a blues number in a soft vein while the lower end is an instrumental that goes wild. Both sides are tailor made for ops.

"I NEED YOU BABY" (2:43)

"YOU'D BETTER CHANGE YOUR WAYS" (2:52)

CLARENCE JOLLY
(Sittin' In 605)

● In a good combination of music and vocalizing, Clarence Jolly has a disk here which is due for a lot of play. Both ends are blues numbers with a low down air which Clarence knows how to belt across. Ops won't want to miss either side.

"ALL NITE LONG" (2:42)

"NEW LOVE" (2:57)

JOHNNY OTIS ORCH.
(Savoy 788)

● Johnny Otis and his band have two different types of numbers to offer. The top deck is a jumpy thing with a vocal by Johnny and some terrific backing. The lower half is a slow blues item with a good drive. Here also Johnny comes through on the vocal. This is a natural for the boxes.

"CARRY ME BACK TO THE LONE PRAIRIE" (2:35)

"MAY THAT DAY NEVER COME" (2:58)

FOUR TUNES
(RCA Victor 22-0131; 48-0131)

● Following up their success with "Cool Water," the Four Tunes have another oldie in the same vein. Offered in the form of a vocal solo with the group in the background, this side makes for mighty pleasant listening. The lower half is a ballad also done in a light, soft way. Ops know what these boys can do with a song.

"BLOODSHOT EYES" (2:40)

"CONFESSIN' THE BLUES" (2:45)

WYNONIE HARRIS
(King 4461)

● Wynonie Harris gives out with a hoarse rendition of a ditty with a beat on the upper level. Beating it home, Wynonie runs through the clever lyrics as though he meant them. The second side is a country blues number right up his alley. This is right for ops.

THE CASH BOX

"Folk" and "Western" Record Reviews



"CHEROKEE BOOGIE" (2:56)

"LOVE IS THE LIGHT THAT LEADS ME HOME" 2:33)

MOON MULLICAN

(King 965)



MOON MULLICAN

● Moon Mullican has a disk here which is bound to be a winner. The top deck, labeled "Cherokee Boogie" is a driving number with a terrific

amount of appeal which should be hitting it up in the juke boxes for months to come. Ops who go along with it are gonna have a lot of coin to count. Moon gets a honky piano backing which really sets the side off and he follows through with a fascinating set of lyrics. This is a natural for the machines. The lower end too has a lot to offer. This one too has the honky tonk piano again and a steady vocal from Moon. Ops are gonna have a fine time with this disk for either side could come through. From here it looks like the top deck first.

"BOOGIE WOOGIE BLUES" (2:24)
"YOU HAVE FORGOTTEN MY NAME" (2:40)

BOBBY SOOTS
(Mercury 6331)

● A driving vocal with a beat is delivered on the upper half by Bobby Soots. Bobby makes this side an exciting thing as he runs through it with gusto. The bottom half is a slow one with an emphatic vocal from Bobby. This is a good item for ops to listen to.

"ALONE IN A TAVERN" (2:32)
"DRIFTING TEXAS SAND" (2:20)

EDDIE KIRK
(Capitol 1591; F-1591)

● Eddie Kirk delivers a couple of ballads on this disk in his very attractive voice. The first one has a good story to tell and the second is a sort of yodelling thing with a lot of echoes running through. Ops who want some first rate material oughta get with this.

"ONE MORE RIDE" (2:47)
"THE MYSTERY OF NUMBER FIVE" (2:45)

HANK SNOW
(RCA Victor 20-4097; 47-4097)

● Hank Snow and his Rainbow Ranch Boys are at it again with two numbers that should hit it up high. The first side is a fast one with a good story while the second side is a pleasant ballad on which Hank gets some listenable backing. Ops won't want to pass this up.

"SOMEHOW TONIGHT" (2:48)
"JIMMY BROWN, THE NEWSBOY" (2:41)

LESTER FLATT & EARL SCRUGGS
(Columbia 20830)

● Two hillbilly numbers are dished out here by Lester Flatt and Earl Scruggs. Both get some listenable vocals and excellent backing as the Foggy Mountain Boys go to town. These sides will hold their own in the boxes and ops oughta tune in.

"WHY DO YOU PUNISH ME" (2:25)
"GLADIOLA WALTZ" (2:20)

BILL BOYD
(RCA Victor 21-0482; 48-0482)

● Bill Boyd and his orchestra have a ballad on the top deck which he sings in fine style. Getting some good backing from the boys in the band, Bill gives this a real chance. The bottom half is an instrumental waltz in a flowing rhythm. Ops will do ok with it.

"LIFE'S BEEN SO BEAUTIFUL" (2:40)
"PLEASE EXCUSE MY MANNERS" (2:39)

NEAL BURRIS
(King 967)

● Neal Burris has two different types of numbers on this disk and he does both of them well. The first side is a ballad with a honky tonk piano setting the pace. The lower half is a cute novelty with a good set of lyrics. Ops won't go wrong with this one.

"CANDY COATED LIES" (2:56)
"ANOTHER WORLD AGO" (2:54)

"SKEETS" YANEY
(MGM 11011; K11011)

● A very infectious melody is sent our way on the upper half by "Skeets" Yaney. He does this in wonderful manner and makes it a disk which customers are gonna want to hear more than once. On the lower end, "Skeets" teams up with Evelyn Wilson for a ballad which also is good to hear. Ops will want to look into this.

"I MARRIED THE GIRL" (2:42)
"LET ME HOLD YOU WHEN YOU'RE BLUE" (2:26)

EDDIE DEAN
(Capito 1590; F-1590)

● A couple of ballads get a working over from Eddie Dean. The top half is a slow easy side while the flip also is a pleasant item with some fine guitar work. Eddie makes these tunes sound like good bets and ops would be wise to take a listen.



"Ops can get on the right track with this MGM express as it takes off for lots of play throughout the country." **THE CASH BOX**

HE SINGS LIKE A Whistle



**JOE
(CANNON BALL)
LEWIS**

Singing

**TRAIN
WHISTLE
NIGHTMARE**

coupled with . . .

"TRUST ME AGAIN"

MGM
10994



Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS—LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

| | |
|------------------|----------------|
| AB—Abbey | LO—London |
| AL—Aladdin | ME—Mercury |
| AP—Apollo | MG—MGM |
| AT—Atlantic | MO—Modern |
| BU—Bullet | NA—National |
| CA—Capitol | OR—Oriole |
| CR—Chess | PE—Peacock |
| CO—Columbia | PR—Prestige |
| CR—Coral | RA—Rainbow |
| DA—Dana | RE—Regent |
| DE—Decca | RG—Regal |
| DY—Derby | SA—Savoy |
| 4 Star—Four Star | SIT—Sittin' In |
| FE—Federal | SP—Specialty |
| IN—Intro | TE—Tempo |
| JU—Jubilee | TW—Tower |
| KI—King | VI—Victor |

45 rpm numbers in parenthesis

July 7 June 30

1—TOO YOUNG 121.2 111.5

- CA-1449 (F-1449)—KING COLE
That's My Girl
- CO-39271 (4-39271)—TONI ARDEN
Too Late Now
- CR-60393 (9-60393)—DENNY VAUGHN
I Love The Way You Say Goodnight
- DE-27569 (9-27569)—PATTY ANDREWS
Gotta Find Somebody To Love
- DE-27366 (9-27366)—VICTOR YOUNG
Be My Love
- ME-5599 (5599x45)—RICHARD HAYES
Shenandoah Waltz
- MG-10920 (K10920)—JOHNNY DESMOND
I Fell
- VI-20-4105 (47-4105)—FRAN ALLISON
Lies

2—HOW HIGH THE MOON 94.4 96.4

- CA-1451 (F-1451)—LES PAUL & MARY FORD
Walkin' & Whistlin' Blues
- CO-39145—ERROLL GARNER
Poor Butterfly
- DE-24513 (9-24513)—LIONEL HAMPTON O.
- MG-30303 (K30303)—DAVID ROSE
- 3—JEZEBEL 85.4 65.0
- CO-39267 (4-39267)—FRANKIE LAINE
Rose, Rose, I Love You
- ME-5622—ALLEN GREENE
The Miracle
- ME-5620—ALEXANDER BROS.
Pennsylvania Dutch

4—ON TOP OF OLD SMOKY 83.3 94.2

- CO-39328—BURL IVES
Syncopated Clock
- CR-60436 (9-60436)—GEORGE CATES
Syncopated Clock
- DE-27515 (9-27515)—WEAVERS
Across The Wide Missouri
- IN-6014—TERREA LEA
- LO-1028 (45-1028)—JOSH WHITE
Black Girl
- ME-5612 (5612 x 45)—GEORGE SIRAYO O.
Do You Dig John Peel

July 7 June 30

5—SOUND OFF 62.9 61.0

- CO-39413 (4-39413)—DePAUR'S INF. CH.
Ugly Woman
- DE-27054 (9-27054)—JERRY GRAY
- DE-27608 (9-27608)—JERRY GRAY
Circus
- VI-20-4113 (47-4113)—VAUGHN MONROE
Oh Marry, Marry Me

6—MY TRULY, TRULY FAIR 48.2 60.1

- CA-1583 (F-1583)—RAY ANTHONY
Pretty Eyed Baby
- CO-39415 (4-39415)—GUY MITCHELL
Who Knows Love
- CR-60514 (9-60514)—GEORGIE AULD
Sentimental Fool
- DE-27630 (9-27630)—RUSS MORGAN
I Am Free
- LO-1050 (45-1050)—DICK JAMES
Happy Valley
- ME-5646 (5646x45)—VIC DAMONE
My Life's Desire

7—MISTER AND MISSISSIPPI 47.5 41.9

- MG-10984 (K10984)—ART MOONEY
The World Is Mine
- VI-20-4159 (47-4159)—FREDDY MARTIN
The Good Humor Man
- CA-1521 (F-1521)—TENNESSEE ERNIE
- CO-39371 (4-39371)—GENE AUTRY
How Long Is Forever
- DE-27579 (9-27579)—MILLS BROS.
I'm A Fool To Want You
- ME-5647 (5647x45)—REX ALLEN
Lonely Little Robin

8—MOCKIN' BIRD HILL 46.8 59.9

- ME-5645 (5645x45)—PATTI PAGE
- VI-20-4140 (47-4140)—DENNIS DAY
Trinket Of Shiny Gold
- CA-1373 (F-1373)—LES PAUL
Chicken Reel
- CR-64061 (9-64061)—PINETOPPERS
- DE-27444 (9-27444)—RUSS MORGAN
Flying Eagle Polka
- LO-851 (30296)—MARLIN SISTERS
Girl I Left Behind
- ME-5552 (5552x45)—TINY HILL
If You've Got The Money
- ME-5595 (5595x45)—PATTI PAGE
I Love You Because
- VI-21-0396 (48-0396)—BRITT & ALLEN

9—ROSE, ROSE, I LOVE YOU 43.9 41.2

- CA-1532 (F-1532)—LOU ELLA ROBERTSON
The Letter
- CO-39367 (4-39367)—FRANKIE LAINE
Jezebel
- CO-39420 (4-39420)—MISS HUE LEE
An Autumn Melody
- CR-60484—MITCHELL TRIO
Easy Come, Easy Go
- DE-27594 (9-27594)—GORDON JENKINS
Unless
- LO-1029 (45-1029)—BENNY LEE
Wimmin'
- MG-10978 (K-10978)—ART LUND
I Like The Wide Open Spaces
- VI-20-4135 (47-4135)—BUDDY MORROW O.
After I Say I'm Sorry

10—THE LOVELIEST NIGHT OF THE YEAR 41.9 37.5

- CA-1408 (F-1408)—HELEN O'CONNELL
Arthur Murray Taught Me Dancing
- CO-39192 (4-39192)—PERCY FAITH
You Are The One
- DE-27507 (9-27507)—FRED WARING
Tulips And Heather
- DE-27583 (9-27583)—ETHEL SMITH
Syncopated Clock
- LO-937 (45-937)—ANNE SHELTON
Love Me, My Love
- MG-30352 (K30352)—ANN BLYTH

July 7 June 30

11—I GET IDEAS 25.8 10.3

- VI-10-3300—MARIO LANZA
La Donna E Mobile
- CA-1573 (F-1573)—PEGGY LEE
Tonight You Belong to Me
- VI-20-4141 (47-4141)—TONY MARTIN
Tahiti My Island

12—UNLESS 25.5 25.5

- CA-1493 (F-1493)—LES BAXTER
Because Of You
- CO-39331 (4-39331)—GUY MITCHELL
Beggar In Love
- CR-60478 (9-60478)—HERB JEFFRIES
Old Soldiers Never Die
- DE-27594 (9-27594)—GORDON JENKINS
Rose, Rose, I Love You
- LO-1075 (45-1075)—BILL SNYDER
My Dearest
- VI-20-4120 (47-4120)—EDDIE FISHER
I Have No Heart

13—I APOLOGIZE 23.8 32.7

- CO-39189 (4-39189)—CHAMP BUTLER
There'll Be Mournin'
- DE-27484 (9-27484)—DON CHERRY
Bring Back The Thrill
- LO-964 (45-964)—ANITA O'DAY
You Took Advantage Of Me
- ME-8209 (8209x45)—DINAH WASHINGTON
My Heart Cries For You
- MG-10903 (K10903)—BILLY ECKSTINE
Bring Back The Thrill
- VI-20-4056 (47-4056)—TONY MARTIN
Would I Love You?

14—PRETTY-EYED BABY 21.3 19.2

- CA-1583 (F-1583)—RAY ANTHONY
- CO-39388 (4-39388)—LAINE & STAFFORD
That's The One For Me
- DE-27479 (9-27479)—JANE TURZEY
I Cried Myself To Sleep
- KI-15107—GENE WILLIAMS
- ME-5609 (5609x45)—AL TRACE
That's The One For Me
- MG-10967 (K10967)—BILLY WILLIAMS
You Made Me Love You

15—I'M IN LOVE AGAIN 20.0 15.1

- DE-27635 (9-27635)—ANDREWS SISTERS—GORDON JENKINS
It Never Entered My Mind
- ME-5663 (5663x45)—EDDY HOWARD
A Woman Is A Deadly Weapon
- VI-20-4148 (47-4148)—HENRI RENE—APRIL STEVENS
Roller Coaster

16—SYNCOPATED CLOCK 17.3 20.7

- CA-984 (F-984)—LOUIS CASTELLUCCI
- CO-39328 (4-39328)—PERCY FAITH O.
On Top Of Old Smoky
- CO-39386 (4-39386)—KEN GRIFFIN
- CR-60436 (9-60436)—GEORGE CATES
On Top Of Old Smoky
- DE-27563 (9-27563)—FRED WARING O.
Serenata
- DE-27583 (9-27583)—ETHEL SMITH
The Loveliest Night Of The Year
- DE-40201 (9-40201)—LEROY ANDERSON
Waltzing Cat
- ME-5607 (5607 x 45)—TONY FONTANE
No One But You
- MG-30353 (K30353)—DAVID ROSE
Mask Waltz
- NA-9152—EILEEN BARTON
Lock The Barn Door
- VI-20-4090 (47-4090)—THREE SUNS
March Of The Cards

17—BECAUSE OF RAIN 12.6 8.2

- CA-1501 (F-1501)—NAT "KING" COLE
Sang Of Delilah

July 7 June 30

18—WHAT IS A BOY? 11.9 10.0

- DE-27602 (9-27602)—ELLA FITZGERALD
Chesapeake & Ohio
- ME-5648 (5648x45)—CLYDE McCOY
St. Louis Blues
- VI-10-3425—JAN PEERCE
Because Of You

19—THESE THINGS I OFFER YOU 11.2 12.5

- DE-27644 (9-27644)—DICK HAYMES
There's A Big Blue Cloud

20—BECAUSE OF YOU 10.9 11.8

- CA-1493 (F-1493)—LES BAXTER
Unless
- CO-39362 (4-39362)—TONY BENNETT
I Won't Cry Anymore
- CR-60440 (9-60440)—BOB CROSBY O.
Nine-Twenty Special
- ME-5643 (5643x45)—RAY BARBER
Girls We Never Did Wed
- MG-10947 (K10947)—JOHNNY DESMOND
Andiamo
- VI-10-3425—JAN PEERCE
What Is A Boy?

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—BE MY LOVE 10.5 11.9

22—HELLO YOUNG LOVERS 9.8 15.5

23—MY LIFE'S DESIRE 9.6 7.5

24—WANG, WANG BLUES 8.9 —

25—TOM'S TUNE 8.8 11.2

26—OLD SOLDIERS NEVER DIE 8.3 15.3

27—EVER TRUE—EVER MORE 8.1 11.3

28—SHANGHAI 7.9 —

29—GOOD MORNING MR. ECHO 7.1 —

30—SEPTEMBER SONG 6.6 5.7

31—TELL ME 6.3 —

32—WHEN YOU & I WERE YOUNG MAGGIE BLUES 6.1 9.6

33—STRANGE LITTLE GIRL 5.7 10.9

34—GONE FISHIN' 5.6 9.4

35—LONELY LITTLE ROBIN 5.5 5.1

36—SWEET VIOLETS 5.2 —

37—DOWN THE TRAIL OF ACHIN' HEARTS 5.1 7.0

38—MY RESISTANCE IS LOW 4.9 —

39—I WHISTLE A HAPPY TUNE 4.4 6.3

40—I LIKE THE WIDE OPEN SPACES 3.9 6.8

CHICAGO MUSIC OPERATORS HAVE FUN

Over 125 Ops, Dealers, Suppliers, Manufacturers' Representatives Present At Biggest Open Meeting Of Year. Several MOA Execs Fly In For Party. Big Golf Tournament Set For July 12 At Glen Eagle Country Club. Meet Enjoyed By All.

CHICAGO—(Editor's Note: This is a follow-up to the story which appeared in "The Cash Box" last week, June 30, 1951 issue, Page 22).

Over 125 members of the music business here attended what turned out to be one of the most enjoyable meetings yet held by any juke box operators' association.

This was the big open dinner-meet of the Recorded Music Service Assn., here, arranged for the trade by two very energetic officers of the organization, Ray B. Cunliffe and Phil Levin, at Como Inn, Fri., June 23.

Most impressive to all who attended was the fact that this was a "no business—all food and fun meeting." No long-winded speeches. The ops got together and listened to the fact that July 12 would be considered "Juke Box Day" for the entire organization, capped by a big golf tourney at the Glen Eagle Country Club, 123rd Street and Bell Road, this city.

Furthermore, even tho there were present important members of MOA: George A. Miller from Oakland, Calif., president of Music Operators of America and head of the California Music Guild; Hirsh de LaViez, Washington, D. C., treasurer of MOA; Sidney H. Levine, counsellor for the New York music operators' association; Irving Ackerman, counsellor for the Detroit and Michigan operators' associations, and Harrison W. Call, legal counsellor for the California Music Guild, none of these noted juke box leaders took away attention from the enjoyment of this big dinner-meeting.

Also present were the leading juke box firms: Len Micon represented World-Wide, distrib for Rock-Ola; Mac Brier and Harold Saul represented Coven Distributing, distrib for Wurlitzer; Mike Spagnola of Automatic Phono along with Ed. Ratajack of AMI, Inc., were present for AMI; Morrie Ginsberg of Atlas represented Seeburg; Les Rieck of H. C. Evans & Co. was present for the Evans' phono.

Many record firms sent their representatives. Natt Hale of Columbia; Rocky Rolf of RCA-Victor; Milt Salstone of Mercury; Jimmy Martin of London; Mr. and Mrs. Art Sheridan who represent many of the indie labels in the rhythm and blues field; and many, many others.

Among those present as *The Cash Box* reporter glanced over the tables in the Como Inn were: Bob Gnarrow, A. Raymond, E. A. Holstein, Jerry Frazin, Martin Fryer, Joe Mahoney and Earl Kies, Art Velasquez, Al Dettling, B. Bondioli, Otto Menconi, Bill Mahrohn, Joe Fillitti, Louis Arpaia, Sam Vanchieri, Ollie Hebert, Arnold A. Fochs, Frank Popko, Sam Mided, Dan Palaggi, S. Weinstein, M. Montelione, Mike Detzek, E. Gilligan, Roy Dudleston, Mike Galgano, Henry Lonie, Ches Erickson, Tom Viviano,

Mrs. M. Gilette, Dan Gaines, A. H. Hansen, M. L. Jones, J. Jones, John Kakes, C. Venturoni, Paul Golden, Fred Johannesen, Roy Bomquist, Frank Padula, Pete Keros, J. Nomden, S. Oomens, T. Christiakes, L. Feldman.

Also present were: J. Paschke, Phil Weisman, Charley Leathers, Roy Milioni, Charley Hoffman, Pete Robinson, M. J. Proffitt, Earl Dobbler, J. Horvath, Rudolph Kit, Julius Mohill, W. E. Wolfe, L. Miska, M. Santacaterina, Angelo Angeliri, Terry Shea, J. W. Henderson, Eli Henderson, Charley Wilmoth, Vic Ostergren, Joe Peskin, Bill Nyland, Bill Wood, W. E. McCulloch.

From out of town: Lou Casola, Rockford, Ill.; C. L. Pierce, Brodhead, Wis.; Doug Opitz, Milwaukee, Wis.; Irving M. Goff, Madison, Wis.; Staley L. Wraight, Brodhead, Wis.; Lou Glass, Madison, Wis.; Jerry J. Jacomet, Milwaukee, Wis.; Ken Kulow, Milwaukee, Wis.; Boyd C. Lukens, East Chicago, Ind.; Herman E. Walborn, E. Chicago, Ind.; John Legette, Gary, Ind.; John Testo, Gary, Ind.; Frank J. Witecki, Gary, Ind.; John Vanrek, Hammond, Ind.; Pete Montos, Peoria, Ill.

Among the distributors were: Charley Pieri and Clayton Nemeroff and Howie Freer.

Also on hand: Bill Hemminger and M. A. Miller of M. A. Miller Mfg. Co., Jensen Distributors, Permo needle representatives and many others.

Pinball Machines Used To Train U. S. Sailors. Saves Countless Lives And Millions Of Dollars.

RICHMOND, VA.—Once again, as during World War II, the armed forces are discovering that the pinball machine is most important in instructing combat troops.

The Richmond Times-Dispatch of June 28, reports that Naval Research Centers are using pinball machines to give answers to 700 different questions, all in relation to naval training. The pinball machines are installed in recreation rooms and centers of sailor gatherings. The pinball machines, turned teacher, are loaded with similar light-flashing devices and bell ringings. After a group of 10 questions has been asked and the answers punched by the sailor then the score is totaled.

The machines are reported by Naval Commander Robert A. Noe to be saving the Navy countless lives and an estimated \$15,000,000 a year in money.

Wurgler Gifted By Wurlitzer Distrib-Sales Organization

Birthday — 14th Wurlitzer Anniversary — 6 Years As General Sales Manager Occasions Silver Gift

NO. TONAWANDA, N. Y.—Ed R. Wurgler, general sales manager of the phonograph division of The Rudolph Wurlitzer Company, was the recipient today of a beautifully engraved Revere bowl in sterling silver. The gift, presented jointly by the Wurlitzer distributor and sales organization, was made on the occasion of Ed's birthday to celebrate his 14 years with the Wurlitzer organization and to honor the fact that during the last six of them he has carried the title of General Sales Manager.

The bowl was presented by Ray C. Haimbaugh, vice president and manager of the North Tonawanda Division on behalf of the distributors. In making the presentation Mr. Haimbaugh said, "It is with a great deal of pleasure and pride that I make this presentation on behalf of the Wurlitzer phonograph distributors and the Wurlitzer phonograph sales organization. We have been co-workers for many years and I know the efforts which you have put forth to build up the fine distributor organization which we have today and to make the phonograph trade conscious of Wurlitzer's place in the industry. Your outstanding efforts and the loyalty which you have shown, not only to your immediate associates but to the company as a whole, is represented by this token of their friendship and affection."

The bowl carries an inscription which reads, "To Ed Wurgler from the Wurlitzer Distributors and Sales Organization with Esteem and Ap-

preciation—June 22, 1951." Below this engraving were listed the names of the donors which included all Wurlitzer distributors and personnel of the sales and advertising departments. Engraved names of the donors include:

Carl Angott, Joe Ash, John Balk, Bob Bear, Al Bergman, John Bilotta, F. A. Blalock, C. B. Brady, Pete Brandt, Ted Bush, Joe Cacioppo Jr., Earl Cain, John Caillouette, Gladys Campbell, Ben Coven, Tim Crummett, Speck Cruze, Shorty Clup, Len Goldstein, Rhona Hamann, Joe Hart, Howard Hold, Joe Hrdlicka, Harry Jacobs Jr., Wes Knudsen, Bill Landsheft, Paul Laymon, Harold Lieberman, Bill Mashek, Lowell Matthews, Mildred Miller, Ken O'Connor, A. D. Palmer Jr., Ron Pepple, Si Redd, M. H. Rosenberg, Mike Savio, Gary Sinclair, Lou Singer, Rusty Smith, Joe Steele, Ben Sterling Jr., Max Waters, Herb Wedewen, Jerry White, B. H. Williams, Raymond Williams, Buster Williams, Charlie Winters, and Joe Young.

The presentation was made to Wurgler at his home where he is recuperating from an attack of pneumonia suffered in Memphis, Tenn., during a recent business trip. He was confined in the Methodist Hospital of that city for six days prior to his return home and will require a recuperative period before returning to his full-time duties.

Presentation of the cup to Ed Wurgler by Ray Haimbaugh is pictured on the front cover of this issue.

"The Cash Box" Story On O'Conor Statement "Pinball Machines Not Gambling Devices" Brings High Praise From Dallas Ops

CHICAGO—A wire received by *The Cash Box* offices here, this past week, was symbolical of a great many which this publication has received in the past.

This wire thanked this publication for its speedy, scoop reporting of a very important national event: the statement of Senator Herbert R. O'Conor (D., Md.), who now heads the Senate Crime Investigating Committee, and his report on pinball games.

The wire was from Walbox Sales Company, Dallas, Texas. It reads:

"THANKS A MILLION, BILL, FOR YOUR SPLENDID ARTICLE IN JUNE 23 ISSUE OF 'THE CASH BOX' REGARDING SENATE CRIM INVESTIGATING COMMITTEE'S FINDING ON PINBALL GAMES NOT BEING GAMBLING

DEVICES. ALL OPERATORS IN TEXAS JOIN US IN PRAISING YOUR UNTIRING EFFORTS IN BEHALF OF COIN MACHINE INDUSTRY." SIGNED: WALBOX SALES COMPANY, DALLAS, TEXAS.

(Editor's Note: The complete story to which this wire refers can be found on page 26 of the June 23, 1951 issue of "The Cash Box." Senator Herbert R. O'Conor, in his Crime Investigating Committee report, stated: "... last amendment, however, was drawn with great care to avoid curbing the manufacture of amusement-type pinball machines—the kind that are to be found throughout the country since these are not generally considered as gambling devices and have not been found to lend themselves to exploitation by criminal organizations.")



In a whirl?

Are you dizzy trying to figure what record speed and size to hold to?

Small wonder, for the problem of what operators should do about records is today a matter of some concern.

It need not be, however, for the man who operates

AMI Model "C" juke boxes (or Models "B" or "A").

He owns equipment that is readily converted to 45 r.p.m. play

—or reconverted to 78 r.p.m.—all at modest cost.

He can play it safe, right now and in the future,

at whichever speed the records turn!




Incorporated

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

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

FRUSTRATION
SEZ:



"Better Than People Races"
SEE PAGE 27

WILL
TRADE . . .
BRAND NEW
TURF KINGS
(in original crates)
FOR . . .
MUSIC, CIGARETTE,
or ANY OTHER COIN
MACHINE EQUIPMENT
Write—Wire—Phone

**RUNYON
SALES COMPANY**
Factory Representatives for AMI Inc.
Bally Mfg. Co., J. H. Keeney & Co., Inc.
Permo Inc., Super Vend Sales Corp.
593 10th Ave., New York 18, N.Y., LO 4-1880
123 W. Runyon St., Newark 8, N.J., BI 3-8777
354 S. Warren St., Trenton, N. J., TR 5-6593

NPA URGES MFRS SEEK SUBSTITUTES FOR 550 CRITICAL MATERIALS

Issues Booklet "List Of Basic Materials And Alternates". Lists To Be Used As Procurement Guide

WASHINGTON — NPA announced publication of a four-page pamphlet, "List of Basic Materials and Alternates," which classifies approximately 550 materials according to present availability.

The list is planned as a procurement and substitution guide for all business.

Materials are listed in three groupings: 1) Materials in very short supply; 2) Materials in tight supply; and 3) Materials in fair supply.

The pamphlet says of the current materials situation, "The fulfillment of requirements for both defense and civilian needs already has put a heavy strain on supplies of a number of key materials."

The pamphlet further states, "Certain alloy metals, including cobalt and tungsten, are in very short supply.

"Steel, in spite of capacity production and increased facilities, is becoming critical."

There are 33 metals listed as in

"very short supply." Among these are lead, copper, aluminum, tin, tungsten, die blocks, wire, etc.

There are 24 metals listed as in "tight supply." There are 6 metals listed as in "fair supply."

Chemicals, lumber and plastics, are also listed in the three groups in their own divisions. Miscellaneous metals and metal products as well as chemicals and chemical products and textiles, leathers and bristles are also listed.

Manufacturers are urged by the National Production Authority to obtain copies of this four page pamphlet, "List of Basic Materials and Alternates," from regional NPA offices or from: *Superintendent of Documents, Government Printing Office, Washington 25, D.C.*

Surprising to many will be the fact, contained in the pamphlet, that many of the substitutes and alternates which are being used, especially plastics, are becoming more difficult to obtain and are now considered "critical."

Western Germany's Coinmen Make Steady Progress

BRAUNSCHWEIG, GERMANY—The Automaten-Market, foremost coin machine trade journal in Western Germany reported that coinmen in that country were having problems of their own.

After World War II the industry started to gain momentum, altho they had to contend with the issuance of new coins. They report that they have overcome this problem at this time, but due to increased costs, many operators have discontinued the operation of automatic games at 5-Pfenning in favor of the 10-Pfenning game. They are now requesting the coinage of a 25-Pfenning piece.

When German manufacturers resumed production after the war they erroneously used, at first, their pre-war costs of production as a basis of pricing new equipment. They soon discovered that the average costs had increased 100% or more. Many speculators entered this phase of the business, but soon were weeded out as the more experienced firms took the lead.

At this time new difficulties are being presented in the form of materials shortages. As elsewhere in non-communist countries, Western Germany is faced with government restrictions and allocations of materials, as manufacture of important items is being given preference over coin operated equipment.

Exhibit Offers Ops Last Chance To Share In "Golden Anniversary Celebration



FRANK MENCURI

CHICAGO—Frank Mencuri, sales manager of Exhibit Supply Company, advises that this is the last chance for operators to take advantage of the firm's big "Golden Anniversary Celebration" featuring the "Exhibit Dale Gun Patrol."

Frank reported, "This has been the biggest birthday celebration we have ever enjoyed. Because of this we are giving operators one more chance to get in on 'Gun Patrol.'"

"All they have to do," Frank said, "is to contact their nearest Exhibit distributor and let their distributor tell them all about our Golden Anni-

versary Celebration on 'Gun Patrol.'" Mencuri also stated that the Exhibit plant has been busy at work filling orders every day for the "Gun Patrols."

He reminded some of those who have been waiting, "We are trying our best to fill all orders just as fast as we can. We're getting larger and larger numbers of 'Gun Patrols' out of the factory each day."

This 50th Anniversary celebration was planned in advance by the firm's executives and clicked with the trade.

It started with the very first day of June and has continued thruout the month.

This last announcement by the firm offers operators a "last chance" to get in on their "Golden Anniversary Celebration" featuring their new "Gun Patrol."

Many at the Exhibit factory believe that June will prove one of the biggest banner sales months in their history.

The **9**th ANNIVERSARY
Issue of
THE CASH BOX
GOES TO PRESS
Thurs.—July 12

SEND YOUR AD IN NOW!

You reach . . .
BUYERS
and
SELLERS
instead of Lookers
thru
THE CASH BOX

It's a proven fact—If you're looking to sell—or buy—equipment for either wholesale purposes or for operating . . . *The Cash Box* is where your advertising gets the action!

Publication Office
EMPIRE STATE BLDG.
NEW YORK, N. Y.

CHICAGO
32 W. RANDOLPH ST.

LOS ANGELES
6363 WILSHIRE BLVD.

Williams

HAYBURNERS

the new racing riot!

A
COMPLETELY
DIFFERENT
5-BALL!

NOW ON DISPLAY
AT YOUR
DISTRIBUTOR



**CREATORS OF DEPENDABLE
PLAY APPEAL!**

4242 W. Fillmore St., Chicago 24, Illinois

"They're Off" Shouts Williams Mfg. Co. As New Pinball "Hayburners" Is Introduced

Horse Race Pinball Being Shipped After Tests In Eleven Territories Clix Big. Firm Reports Orders Set New Sales Record.

CHICAGO—After extensive and secret tests in eleven different territories (which first brought the game to the attention of this publication) Williams Manufacturing Company, this city, agreed to release official information regarding its very unique and entertaining horse race pinball game.

The game is called "Hayburners." Which, as all horsemen know, means the same as "oat eaters," or just plain horses.

The six horses featured on the backboard of the game are extremely comical and very entertaining in themselves.

Such names as "Uncle Milty," "Frustration," "Tizzy Liz," etc., are featured. Comical jockeys, one with a beard, and another riding his horse backwards, is featured, to give some idea of the entertaining back glass.

Not only is the game highly entertaining but very, very interesting from the standpoint that the game itself picks the horse for the player.

The player can, with one, two, three, or up to five balls, cross the finish line, and score with the horse chosen by the flasher.

In short, as the coin is inserted (and, by the way, this is a larger sized cabinet, about the same size as Wil-

liams' "World Series" games) a flasher goes into action, and when it stops, the player's horse is chosen for him.

It is then up to the player to push that horse across the finish line. The player can do this with one, two, three, or up to five balls.

At the same time, if the player doesn't like the horse chosen, he can try for a rollover skill play which will change the horse for him. He has the choice of any of six horses in this race, dependent on his playing skill.

The game is also unique in the fact that it was very intensively tested in eleven different territories in the nation.

Word of these tests reached this publication sometime ago. But, even tho the reports were remarkable, the firm asked that they be kept confidential, until officially completed, and announcement of "Hayburners" could then be made to all the trade.

The game has all the intrigue of some of the old time racing games that were built, except that it is the type of machine which can be classed as strictly entertainment, in every regard.

The flasher method of choosing the horse for the player comes on the insertion of the first coin. No extra coins are required to change the horse, only skill shooting on the player's part is then needed.

At the same time, of course, the player can change the horse by going over the rollover switches even without wanting to and, in this way, start to play a new horse, while playing the one he is most interested in.

The game is very fast. Sometimes finishing with one ball. In some cases the players have averaged only three balls to complete the game.

In general, tho, the "Hayburners" game has proved itself one of the most unique pinball games ever yet built.

It has at the same time, proved itself a tremendous moneymaker.

LOUIE LONGSHOT SEZ:



"I'D RATHER PLAY THAN RIDE"
SEE PAGE 27

New York Music Ops Hold Big General Meeting

NEW YORK—One of the largest gathering of music operators took place on Tuesday, June 26, when the Automatic Music Operators Association held its quarterly general meeting at the Henry Hudson Hotel, in this city.

Very few members were missing when Al Denver, president, opened the business meet, and all agreed it was one of the most interesting and constructive meetings ever held by the organization.

A delegation representing the Westchester Music Guild, headed by Carl Pavesi, president, and A. Wein, attorney, were on hand to listen in.

Another guest was Mitch Miller, recording director for Columbia Records, who addressed the gathering and remained to answer individual questions. Mitch informed the ops that his firm is open to suggestions from the juke box operators, and will cooperate 100%.

The feature talk of the evening was made by Sidney Levine, association attorney, who spoke on the ASCAP problem. Sidney, who is probably the foremost expert on this type of legislation, related previous attempts to pass legislation which would impose a royalty fee on music operators for the use of copyrighted music, and explained the current problem.

It was announced that regular weekly meetings of the Board of Directors were being discontinued during the summer months, but will be reinstated the first week of September.

First Distributors To Expand

CHICAGO—Wally Finke and Joe Kline of First Distributors, this city, reported this past week that the firm was completing expansion plans which would make it one of the nation's largest distributors.

Finke said, "We have been expanding right along, but this time we plan to really enlarge our quarters to the point where we won't again be hampered for needed space to handle the much larger volume of business which we are now doing."

"We also think," Finke said, "that the time has come, because of the great out of town business we have, in addition to our local business, that we must arrange for a much larger repair department, storage space, as well as new working arrangements."

The firm has attained a front rank spot with the sales of huge quantities of premiums thruout the country.

New lines are being added regularly to the firm's present stock. Purchase and sales of used games is one of the biggest divisions of the firm's business.

Representing some of the leading manufacturers the firm is in position to handle more expanding operator business, both Kline and Finke report.

DALLAS DOINGS

It has been several weeks since this reporter has been around but we all have to take vacation and it just happened to be my time. However, I came back loaded with news and stuff. . . . A lot of you guys may remember B. J. Jackson, formerly a mechanic with Blue Bonnet Music Company. Well we are happy to tell you that B. J. has sort of stepped out on his own and bought out the J. W. Booth Company in Longview, Texas. B. J. has approximately 48 pieces of equipment and hopes to add more as the time goes on. All in the same breath we want to tell you about Mr. and Mrs. B. J.'s twin boys, born several weeks ago. Congratulations on both counts you two and do come back to Dallas and see all your friends. . . . I think the Williams boys should keep Tommy Chatten in Dallas, 'cause every time he leaves something happens. Tommy was in Vernon last week and had to be hospitalized for ptomaine poisoning. The dear boy had to remain in the Vernon Hospital for one week—such luck. . . . Chatted with Bill O'Connell of the S. H. Lynch Company and his luck had been just about the same. Bill's four children had the mumps and his wife had a strep throat all at the same time. Bill says that after playing nursemaid for two weeks, he is completely versed on the mumps and strep throat. . . . Jimmy Garret drove an empty truck in from Longview and left with a load of 1400's. . . . R. B. Williams tells me the 5-player shuffle alley is still going great. . . . Several weeks ago, I gave you all the dope on Lester Godwin's move to 4116 Live Oak. But did I tell you about the complete shop Les has set up for refinishing, repairs etc? Les had two fine mechanics that know every piece of coin operated equipment and they are really turning out some fine work. . . . Joe Steele, Steele Distributing Company of Houston, looking things over in Dallas. . . . The Commercial Music Branch Office in San Antonio has just been completely remodeled and redecorated in a very fine way. Commercial extends an invitation to all you ops to come in and look over the new deal.

The Wichita Novelty is expanding again. They recently bought out Herb Brown of the Northwest Texas Novelty Company. . . . Pano Karr in from San Angelo. . . . Ditto Ray Barnes of Palestine and having one fine time at the Bachelor's Club with Herb Rippa. . . . We are extremely happy over the appointment of Paul Peters as manager of Capital's Houston office. Paul was formerly with Herb Rippa and more recently worked out of Capital's Dallas office. Congrats Paul, and the best of luck. . . . Same goes to Steve Poncio formerly with Macy's Distributing of Houston, Texas. Steve ventured out on his own to set up the United Record Distributing Company in Houston. . . . J. T. Stewart is finding fishing at its best at Caddo Lake and J. T. recently returned from a short siesta in Galveston. . . . C. C. Ormond dropped in to see us, returning from a week in Colorado. . . . Chatted with Ed Mahone in Marshall and learned that Ed will be in Big D before long.

This is the last column to be written by yours truly and it makes me most unhappy to leave all my wonderful friends in Texas. However, duty calls, and I will be hearing of you at Delta Music Sales in New Orleans. . . . I want all you guys and dolls to know that it has been a sincere pleasure writing about you and knowing each and every one of you. The column will continue with a new reporter whom I am sure you will all come to know and appreciate. Believe me kids, it has been one great big load of fun.

REMOVAL NOTICE —

Double - U - Sales CORPORATION

NOW IN NEW QUARTERS

AT

1101 N. CATHEDRAL ST. (Corner Chase St.)

BALTIMORE 1, MD.

Phones—Saratoga 4770-71-72

Approximately 20,000 square feet will be devoted to serving you better for all of your coin machine needs, including new and used equipment, parts and service.

Exclusive Factory Distributors

Maryland, Delaware, Virginia and District of Columbia

FOR

UNITED MFG. CO.—CHICAGO COIN—GENCO

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX



77

ANNIVERSARY ISSUE

(Dated: July 21, 1951)

GOES TO PRESS: JULY 12, 1951

9

The Cash Box will celebrate its 9th Birthday with its July 21, 1951 issue . . . BUT . . . it will be much more than just a 9th Anniversary Issue . . . this is the ONE BIG ISSUE that the entire industry has been looking forward to for many, many months.

Everyone recalls the 8th Anniversary Issue of *The Cash Box* and the many who were sorry that they didn't participate with larger advertisements.

This is, then, the one time during the entire year when operators, jobbers, distributors, manufacturers, suppliers, and all allied to the coin operated machines industry in any fashion whatsoever, can advertise in an issue that will be treasured by every coin machine man in the nation.

The 9th Anniversary Issue of *The Cash Box* is

MORE THAN JUST ANOTHER BIRTHDAY CELEBRATION.

It is something that is undefinable in the fact that so many, many people, everywhere in this great nation (as well as in many foreign countries) look forward to this issue that brings a most complete listing of all new and used machines. Discusses all the outstanding events of the year. Answers many, many problems and questions. It is an issue that is WITHOUT PARALLEL for the great services it renders to the entire industry.

This is the one time during the year . . . the 9th Anniversary Issue of *The Cash Box* . . . when everyone, in any fashion whatsoever connected with the coin machines industry, is urged to take advantage of the advertising space which is offered at the most economical rate in all coin machines

history.

To insure yourself the best possible position for that big annual issue . . . the 9th Anniversary Issue of *The Cash Box* . . . write, wire, phone or call today at any of *The Cash Box* offices listed below . . . reservation for your advertising space NOW will assure you the finest position!

THE CASH BOX

EMPIRE STATE BLDG., NEW YORK 1, N. Y.
(PHONE: LOngacre 4-5321)

32 W. RANDOLPH STREET, CHICAGO 1, ILL.
(PHONE: DEarborn 2-0045)

6363 WILSHIRE BLVD., LOS ANGELES 48, CAL.
(PHONE: WEbster 3-0347)

BIG INCOME

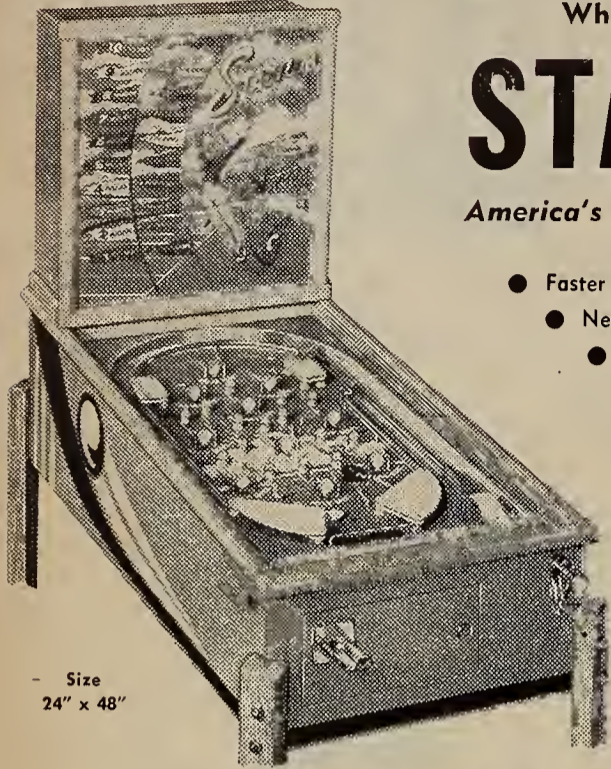
When You Operate

STADIUM

America's Finest Novelty Game

- Faster Than Ordinary Games
- New 4-Step Tilt Feature
- New Scoring Ball Traps
- New Plastic Whip Springs
- Competitive or Free Play

... and many other exclusive features that make STADIUM the fastest profit-maker in the field. See your distributor or write direct.



Size 24" x 48"

COMO MANUFACTURING CORP.
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS



EASTERN FLASHES

Regardless of the extremely hot and humid weather, and no actual reports of a general increase in collections, operators here whom we've met seem to be feeling chipper, and are looking toward the rest of the year with greater optimism than they've shown for the past many months. There's no accounting for the feeling, except that they evidently feel that business appears to be improving. Same feeling prevails among the distributors, with sales in both games and music (new and used) keeping a steady pace, and in some instances quite a bit of activity apparent.

Sol and Murry Wohlman, games operators over a period of many years, report business has never been as good as now. "In addition to earning money" smiles Solly, "we're able to conduct our operating business in a more relaxed manner than years ago. We've also been able to take several vacations during the year, something we've never been able to arrange previously. I'm leaving soon for a two week rest, and when I return, Murry will go away" Murry chimes in with "Think I'll take a month off and visit in New Orleans." . . . Mort Weinberger, Southern Automatic Music Co., Louisville, Ky., visiting in town and being guided about by Jack Mitnick, regional representative for AMI. Jack, by the way, in car trouble. While traveling thru North Carolina about two weeks ago had his car stolen. This week he had a call from the North Carolina State Troopers that his car was found, and if he wanted they would return the hub-cap, which is about all that remains. Seems that the car was stolen by four boys, who used it in several stick-ups. Their adventures came to a sudden termination when they wrecked the car, killing one, with the rest going to the hospital. Now Mitnick must get himself a new car, and regardless of insurance, it'll cost him plenty. . . . Meanwhile, Mitnick happy as a lark, looking forward to the marriage of his daughter, Beverly ("Buddy" to all in the trade) on August 19.

Almost the entire membership of the Automatic Music Operators Association turned out for their quarterly meeting on Tuesday, June 26 at the Henry Hudson Hotel. Meet was conducted by Al Denver, president, and Sidney Levine gave the members a comprehensive report on the ASCAP situation, as well as the history of similar attempts by this group to force a license fee on music ops. A group of officials of the Westchester Operators Guild, headed by president Carl Pavesi and attorney A. Wein, were guests at this gathering. Mitch Miller, recording director for Columbia Records told the members of his company's willingness to give music ops every cooperation. . . . Joe Young, Young Distributing Company, very pleased over the manner in which the new Wurlitzer 1400 and 1450 phonos have been received locally. Joe has the Wurlitzer Conversion Unit for Dime play, and states he's ready when the local ops are. . . . Dave Lowy, Dave Lowy & Company, preparing to take his family to the country for the summer. Dave will ride up for week-ends. Meanwhile, he's plenty busy with Genco's "Shuffle Target." . . . Al Rodstein, Banner Specialty, Philadelphia, Pa., celebrates the arrival of his third—a boy. . . . Fred Beman, Beman Sales, Gloversville, N. Y., sends to his Senator, explaining the economical problems of juke box ops, and appeals to him to cast a vote against the Kefauver Bill S. 1553. . . . Willie Aronson, one of the newest, but one of the most aggressive games ops, plans to take a short vacation in a week or so. . . . Nat Cohn's new quarters now being dolled up. If no hitches in materials and labor, should be ready for an opening shortly.

Myron (Shugy) Sugerman, Runyon Sales Co., tells us his young son, Myron, working in the Newark, N. J. office during his summer vacation. However, Shugy will pull him away for a week or so and take him with his missus for a trip to Minneapolis and Chicago next week. . . . Al Simon, Albert Simon, Inc., reports that sales of ChiCoin's new shuffle game "Horse-Shoes" picking up wonderfully during past week. . . . Mike Munves and entire staff rushing to get out orders by Friday, June 29, so that equipment is delivered to customers for the Fourth of July. . . . Harry and Hymie Koepfel point to a load of finely crated used phonos being shipped and smile "These orders practically clean us out of equipment."

IF YOU DON'T USE IT . . . SELL IT

GET CASH FOR YOUR OLD MACHINES

There are coin machine buyers who want and need your used machines. An ad this size in The Cash Box casts you only \$28 and reaches all the real, banafide coin machine buyers—the kind of people who want your used machines. List the

used machines you have on hand and mail to us today. We'll make up an attractive ad without charge. Write now, enclose check for \$28 to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

WANTED TO BUY for CASH on the LINE!

MR. OPERATOR: Don't lose money with poor locations. Pull out of bad spots and turn machines into cash.
MR. DISTRIBUTOR: Reduce your inventory. Change into cash now.

Wurlitzer-Seeburg-Rockola
Phonographs & Wallboxes
New & Used

| | | |
|--|-------------------------------------|--------------------------------------|
| 5 BALLS and 1 BALLS New & Used | ARCADE MACHINES New & Used | SHUFFLE MACHINES New & Used |
|--|-------------------------------------|--------------------------------------|

Write The CASH BOX Box 172
Empire State Bldg., N. Y. 1

THE BIG



The Biggest "9" of all time is the 9th Anniversary Issue of The Cash Box. The one, big annual issue where every advertiser KNOWS he'll get the MOST COMPLETE COVERAGE of THE COIN MACHINE INDUSTRY.

Dated JULY 21

GOES . THURS—
TO
PRESS • JULY 12

SEND YOUR AD IN NOW!

THE CASH BOX

EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

A Reminder To The . . .

EASTERN FOLK

The
BIG

GOES TO
PRESS

THURSDAY

JULY 12

SEND YOUR AD IN NOW TO
JOE ORLECK

THE CASH BOX,



th
ANNIVERSARY
ISSUE
of
THE CASH BOX

EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

COL. SALTENPEPPER SEZ:



"MO' FUN THAN TH' DERBY"
SEE PAGE 27

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



CHICAGO CHATTER

The answer to a lot of the yakitty-yak 'round and about is the remark made by Jack Nelson, Bally sales manager, "This is the time when the cream comes to the top." . . . Joe Abraham of Lake City, Cleveland, phones to advise that he's now arranged for the social opening of his new building sometime late in August, when Joe hopes it'll be completed. . . . Real golf bug—Roy McGinnis of Keeney. Even carries a set of golf sticks in his car (in addition to the set he has in the locker over at Mid-City) just in case, while driving about, he comes across a golf course . . . Louis Arpaia of Austin Music advises that this is the publication for him (Thanks Louis) . . . Mike Spagnola complaining about his golf game. But Mike complains every summer. Then goes and beats everyone he plays.

Quite a gang of out of town notables attended the music ops' dinner-meeting: George A. Miller of Oakland, Calif., Hirsh de LaViez of Washington, D. C., legal counsellors: Irving Ackerman of Detroit; Sidney H. Levine of New York and Harrison W. Call of Oakland, Cal. In addition to Doug Opitz who heads the Milwaukee music ops, Clinton S. Pierce (Your Honor, the Mayor of Brodhead, Wis.) who heads Wisconsin state music ops and guys from all about these parts. It was one of the most outstanding dinners ever held. No long winded speeches. Fine meal served by the Como Inn. Lots of fun. Talk about "Juke Box Day" which will lead off with the music ops' golf tourney, at Glen Eagle, C. C. on July 12. . . . Just in case you have some idea of what switch from 5c to 10c means—Ohio Bell Tele. Co., now asking for toll pay stations to be changed to 10c, admits it means over \$21 Millions to the firm. . . . Frank Mencuri and Ford Sebastian over at Exhibit are about two of the happiest guys in the country. Tremendous 50th Anniversary celebration of the firm went away over the top. More "Gun Patrols" to be seen from coast to coast. Even more still on order. Because of the grand reception given their Golden Anniversary by the nation's ops Exhibit is giving everyone a "last chance" to get in.

NPA is urging all mfrs. to seek substitutes for 550 different materials. What a headache that is . . . Thanks sincerely to Fred Barber and George Wrenn of Dallas, Tex. for their tremendously complimentary wire regarding our editorials. . . . By the way, in just two more issues, this publication will be celebrating its Ninth Anniversary Issue. Hope everyone of this column's readers will be present with an outstanding ad for that one big annual issue. . . . Happy Birthday This Week To: Frank Mencuri of Exhibit Supply, July 3; and to Sidney H. Levine, counsellor for the New York music ops, July 4. . . . Vic Comforte shocked by death of Morris Hankin. Morris will be missed by a great, great many in the coinbiz. Vic called us to tell us how hard the news hit him when he read it here in this past week's issue.

Lou Koren in Miami also back in the hotel biz. Lou will have the North Shore next year, in case you plan to enjoy Miami sometime this coming Fall and Winter. . . . Harry Williams knocked 'em off their pins with his latest, "Hayburners". (Know what a 'Hayburner' is?) The game's very, very much on the "big hit" side of the fence. Those who tested it (and it was tested in eleven territories) all hepped up over it. Most comical horses and jockeys ever seen on any backboard, and really third dimensional. Its got terrific play appeal. . . . Sam Stern of Williams hears, during a phone conversation this past week that, "Its sticky and muggy outside". Says Sam, "Think I'll stay put, and even sleep, in this air conditioned office". His office is most beautiful and completely air conditioned. . . . Thanks Marvin Roth for your subscription. Its on the way to your Air Force Base in the Canal Zone. . . . Congratulations to David Gottlieb on his Silver Wedding Anniversary. Over 250 people at the reception at the Drake Hotel's Walton Room with an even bigger affair in the Drake's big ballroom right afterward.

Never saw Ray Moloney in a sport shirt before, but, the one he was wearing week ago Sunday, looked terrific. How that man can dress. . . . Talk about old timers. Bumped smack into Paul Fliegelman. Remember him? Was partners with Nate Robbins and Leo Berman in the first popular priced, small sized pinball game. That was in 1930. It was called, "Bingo." . . . Biz Opportunity ad in local newspaper offers tavern for sale with the appendage, "Pinball game pays the overhead." . . . Ben Coven a very busy guy this past week. Ben wants one-balls. . . . Talk about ingenuity. Arcade on S. State St. changes peek machines from front to rear room. Price from 5c to 10c. Result? The peeks are jammed all day and all nite. . . . Wally Finke of First Distribs, who with Internal Revenue Dept. for about five years, brings up a question that's a puzzler. . . . By the way you premium sellers: What about the 20% resale tax on premiums? We would like to know whether the ops using premiums are, or are not, supposed to pay the 20%?

Vince Shay asks Bill Gersh to be his golf partner at the music ops' outing. Claims both will beat the pants off Roy McGinnis. Even with their hands tied behind them. Then Vince rushes right back up to cool Wisconsin. . . . Len Micon at World Wide looks very swell and says, "I feel fine." . . . Hear that Phil Levin that handsome, grey haired sec'ty of the music ops assn., shoots golf away down low in the 80's. Sometimes in the 70's. . . . Thanks a million to Lou Casola and all the boys up round Rockford for the very beautiful things they're saying about "The Cash Box. It's most appreciated. . . . Howie Freer handling Empire Coin's biz while Gil Kitt away. . . . Vic Weiss of Allied Coin busy getting himself organized at his new address with partner Billy Knapp working right alongside. Vic had his share of headaches this past week. On June 17 burglars broke into the new spot. After boarding up his windows Vic started to drive home, all pooped, Sure 'nuf, a car crashed into his. The driver had fallen asleep. . . . Someone said Eddie Ginsberg was passing out some C-Notes last week.

Clayton Nemeroff and Charlie Pieri have only one answer to anyone who asks, "How's business?" Fine, they say, and Clayton adds, "It should never get worse." . . . Lou Casola in town over at United in confab with Bill DeSelm. . . . Norwood Veatch of St. Louis pops into town hollering for more of United's "A-B-C" games. . . . Lyn Durant just back from Hot Springs. Springier than ever. . . . Carl Knipple very busy over at Como rushing out more Stadiums and also very busy with war work. . . . Like Bill O'Donnell, Herb Jones, George Jenkins, Jack Nelson, Earl, Dan and Ray Moloney predicted "Bright Lights" is sure brightening up lots of ops' lives. . . . "Did you see my uncle?" Art Weinand, Phil Weinberg and Ralph Nicholson gabbing away at Bally. . . . Art Garvey wires in from Boston, "The beans up here taste better."

WANTED

BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

. . . . ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

Give Full Details to . . .

Box No. 150

c/o The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

Let Us Arrange a

FREE DEMONSTRATION

of the Keeney Deluxe Electric

CIGARETTE VENDOR

★ For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: ● 432 pack capacity ★ Easy loading with swing-up top ● 3-way match vending ● Alternate front and rear column vending ★ Quick price changes ● Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.



SALE! SALE! SALE!

TURF KINGS

New and used Write Bally Champions and Citations Music Mite, New—surprising price Write 25 Rock-Ola '46 and '47 10 Wurlitzer 1015 8 Seeburg 46M and 47M

Lake City Amusement Co. 4533 Payne Ave., Cleveland 3, Ohio (Phone: HEnderson 1-7577)

"ODDS" BODKIN SEZ:



FOR A SURE THING SEE PAGE 27

AN OPERATOR ASKS:

“What do I get for my \$15 a year?”

That was the most moot question we've yet received, after all these years, "What do I get for my \$15 a year?"

This was a new operator. A young operator. One who wrote us he had just started in the coin machine business. He wanted to know what he would get for his \$15 a year when he subscribed to *The Cash Box*.

Frankly, it's the kind of question we like. Why? Because it would take pages and pages to tell him. And, we want to find out, whether we could do it in one easy-to-understand, single-page letter.

Here's what we wrote:

The Cash Box is the one and only publication in this industry (in the entire history of this industry) which has completely, exclusively and solely devoted itself to this industry, and this industry only.

"It is the one and only weekly magazine which has won consistent week-after-week acclaim from all who are engaged in the industry.

"It is the one magazine which, in its nine years of existence, can produce more letters of praise (unsolicited, spontaneous praise, approval and commendation) than can any other publication in the industry today.

The Cash Box is the one and only magazine that tells the operator where, when and how he stands—financially—week after week. *The Confidential Price Lists* which are an integral part of *The Cash Box* report, just as does the Stock Exchange, the week's changing quotations for all types of coin operated machines. (So good that another publication copied the idea, or at least, tried to.)

The Cash Box does much more. *The Cash Box* talks the operator's own language. *The Cash Box* lives, dreams, sleeps, works and KNOWS the operators, their business, and what they need. *The Cash Box* has, therefore, been accepted as the 'official organ' of one operators association after the other thruout the industry.

The Cash Box editorials have been read right into the minutes of operators' associations everywhere in the nation. *The Cash Box* is respected, admired and constantly quoted by the nation's operators. They call it, 'Our magazine.'

"In fact, *The Cash Box* has dozens of letters where operator after operator has written, *The Cash Box* is the 'Bible of the industry.'

"All that we ask you, Mr. Operator, and all that we ask any operator anywhere in the world, is to read four issues of *The Cash Box*. If you don't then think that *The Cash Box* is the BEST magazine for YOU, then write and tell us so and we'll REFUND YOUR SUBSCRIPTION MONEY IN FULL.

"You can't lose. You can gain knowledge of this industry that is of the utmost and vital importance to you when you subscribe to *The Cash Box*.

"Yes, sir, what you get for your \$15 a year is 52 weeks' issues of the most important, most vital information, ever published for the benefit and interest of any industry's subscribers.

"And, since you just CAN'T LOSE, send your check for \$15 today. If, after four issues, you feel, in any fashion whatsoever, that *The Cash Box* is not the magazine for you, then say so immediately and GET YOUR MONEY BACK IN FULL."



TEAR OUT AND MAIL TODAY TO . . .

THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

Gentlemen: Enclosed find my check for \$15 subscription to *The Cash Box* for One Full Year, 52 Weeks' Issues. If, after 4 issues, for any reason whatsoever, I do not think *The Cash Box* is the "best operators' magazine" it is understood you will refund my money in full.

Name

Firm

Address

City Zone State



CALIFORNIA CLIPPINGS

Johnny Hawley, whose name appeared in the Associated Press story last week, being congratulated by all for his statement on dime play. While the story carried his prediction that all phonos thruout the country will be on dime play in ninety days, it would be most welcome if the trend caught hold and dime play was universal by the end of the year. Operators in other areas thruout the country are high in their praise of Hawley, stating that this type of publicity prepares the public for the eventual switch over. While some still hesitate to make the change, even they admit it will have to come—if not now, eventually. The four for a quarter play idea is well liked, as it will give the player only one record less for his money, but at a dime for the first record, operators look for a great many additional quarters. Many operators here believe that the public, becoming more and more accustomed to increases in practically all commodities and services, will not object at all to the dime, four for a quarter. Music operators here taking the experience of other operators elsewhere, figure their collections are bound to increase, if not the first few weeks, immediately after that, when the habit prevails to play the juke box. Collection reports in San Diego, and elsewhere, prove that collections jump anywhere from 15% to 65%.

* * * * *

Paul and Lucille Laymon showing music ops the Wurlitzer conversion items: Coin Denomination Plates, Brackets, Stop Plates, Instruction Sheets and Decals for the changeover to dime-quarter phono play. Paul reports continued lively action on the Wurlitzer phono line, as well as Como's "Stadium" pinball and Bally's "Bright Lights". . . Oh, to be with Laymon's Charlie Daniels, who is traveling liesurely thruout the Northwest. . . United's "5-Player Shuffle" and its "ABC" game continues to get a good play, according to Lyn Brown. . . Johnny Hawley busier than ever with the demand for his dime converter for juke boxes increasing tremendously. . . Bud Parr and Fred Gaunt of General Music report Genco's new "Shuffle Target" getting a big play from local ops, as is Rock-Ola's "Rocket '51-50" phono. . . Over at Jack Simon's Sicking, Exhibit's "Pony Express" and "Gun Patrol" keeps them busy—both demonstrating to ops., and selling them the equipment for location. . . Phil Robinson hustling around seeing that ChiCoin's "Horseshoes" shuffle game getting to ops who have expressed their approval in a big way. . . Tom Wall, California Games Co., getting ready to leave for a hunting and fishing vacation in Idaho. . . Charley Fisher, Inglewood op, informed that he and several other ops in this area testing dime phono play. On a basis of 10c for 1 play, 4 for a quarter, collections show an increase of a minimum of 25% to a high of 100%, he states.

MINNEAPOLIS, MINN.

There were quite a number of operators in the Twin Cities this past week, which can be attributed to two things—operators evidently were getting lined up for the 4th of July business and the tourist trade, which is on the upswing in this area; and also to attend the Wurlitzer Service School sessions held by Lieberman Music Co. (Story and picture elsewhere in this issue). . . Seen around town were Leo DeMars of Ashland, Wis., who made a quick trip here to pick up supplies for his route, and F. E. Donaldson of Taunton, who was in town for the same purpose. . . Also seen around buying were Bruce Ruffing and his wife from Wells; Paul Zenke of Sparta, Wis.; and Art Hagness of Grand Forks, N. D. . . Ed LaBlanc of St. Cloud seen making the rounds. . . Dick Grant, well known op from Seaton, in town and tells us that his father is in the Miller Hospital in St. Paul, recovering from a stroke.

Bun Couch of Grand Forks, N. D. is on a vacation in Michigan at this time. . . Eldon J. Straiger of Hebron, N. D., up in Canada, fishing to his heart's content. . . Seen around town picking up supplies and equipment for their routes were: Lyle Kesting of Bellingham; Harold Paterson of Bethel; Chet La Deux of Virginia; and Bob Proper of Pine River. . . Mr. and Mrs. Walter Hugelback, Iowa, made a quick trip into town on business.

Double-U-Sales Moves To New Large Quarters

BALTIMORE, MD. — Double-U-Sales Corporation, one of Baltimore's leading distributing and wholesaling firms, moves on Monday, July 2, to new and large quarters at 1101 Cathedral Street, at the corner of Chase Street.

Headed by the popular Sam Weissman and Harry Rosenberg, this firm has made considerable progress since its inception.

The new quarters will give Double-U-Sales approximately 20,000 square feet of space to house its offices, showrooms and parts and supplies department. In addition a large parking space is available directly opposite this building.

The firm at present is exclusive factory distributors for Maryland, Delaware, Virginia and the District of Columbia for United Manufacturing Company; Chicago Coin Machine Company, and Genco. They also are active in wholesaling used equipment.

Lieberman Runs Service School In Minneapolis

MINNEAPOLIS, MINN. — Harold Lieberman, Lieberman Music Company, this city, played host to a large number of music operators from Minnesota, Wisconsin, North Dakota and South Dakota, who were on hand to partake in the service sessions on the new Wurlitzer phonos 1400 and 1450.

Joe Hrdlicka, engineer from the Rudolph Wurlitzer conducted the demonstrations.

Among the operators and mechanics present were: Edward Schwab and Duane Adams of Webber's Music Service, Blue Earth; Earl MacFarland, Minneapolis; Earl Housouer and William Housouer, Grand Forks; Joe Engel, Pine City; Duane Knutson, Fertile; Kay Keister, Frontenac; Elgin McDaniel and Phil Hertile, Wadena; Richard Olson, Minneapolis; John Czerniak, Roger Czerniak and Donald Tarnowski, Duluth; Ben Weis, Bemidji; Ed Kubes, New Prague; Bob Cross, Jackson; Don Hanson and Bob Waters, St. Paul; and Jeff Kreisel of St. Paul.

Also: Charles Kopacek, La Crosse, Wis.; Darlow Maxwell and Tony

LAST CHANCE

TO SHARE IN EXHIBIT'S GOLDEN ANNIVERSARY CELEBRATION (1901-1951)

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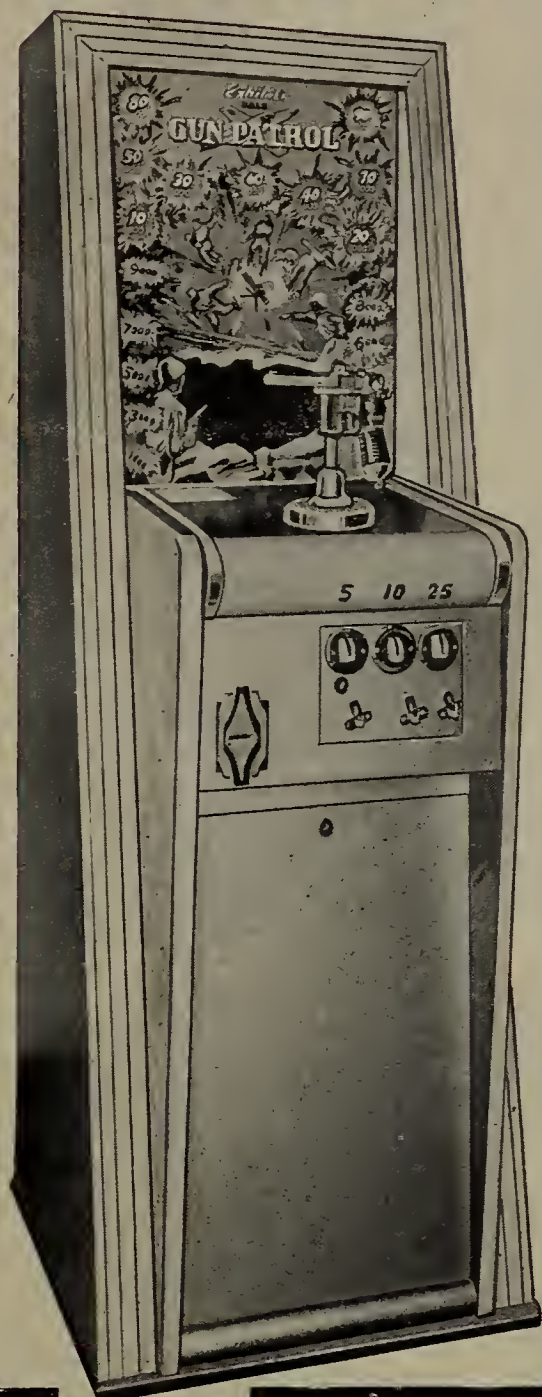


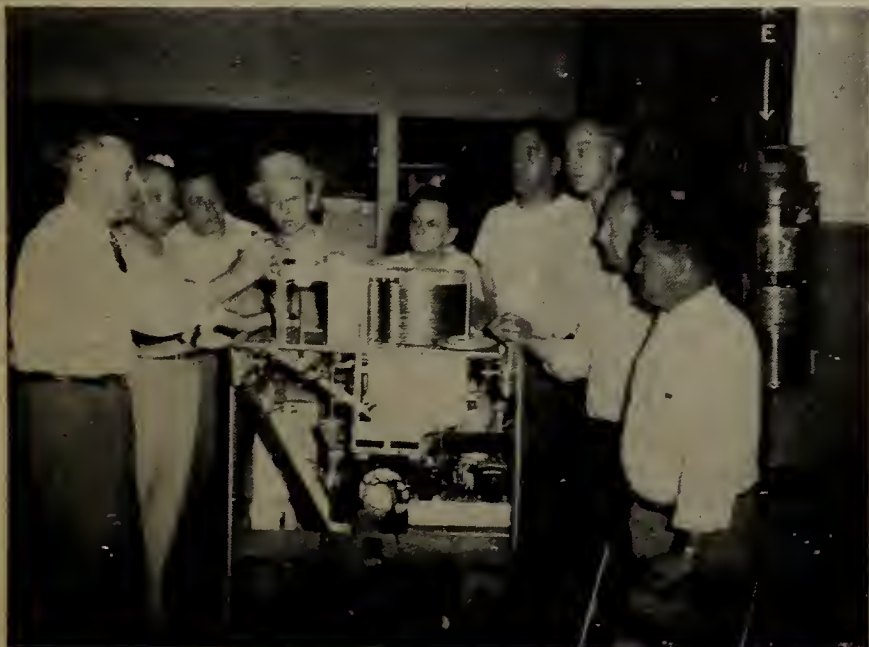
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Ratchford, Huron, S. D.; Glen Bischell, Chippewa Falls, Wis.; Bob Agneau, Dickinson, N. D.; Jack Weisbrod, La Crosse, Wis.; Don Sieg and Lawrence Sieg, Augusta, Wis.; and Paul Zenke, Sparta, Wis.

Pictured below is Joe Hrdlicka (left) pointing out some of the features to a group of interested music ops.



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CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE
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Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 8c per word. Please count words carefully.

CLASSIFIED DISPLAY—Rate 75c per agate line (\$10.50 per column inch). No outside borders. Only light faced type used.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, Empire State Building, New York 1, N. Y.

WANT

WANT—Used records—Polkas, Rumbas and Billy Eckstines' only. State price. C & L MUSIC CO., 11 BAYBERRY ROAD, FRANKLIN SQUARE, L. I., N. Y.

WANT — Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CI 6-8939.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your list. AMERICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TRavis 8858.

WANT—Photomatics, Voice-O-Graphs, ChiCoin Basketball Champs, Seeburg Bear Guns, Evans Tommy Guns, Skyfighters, Chi-Coin Midget Skee Balls, Pitch 'Em and Bat 'Ems, Exhibit Dale Guns, ChiCoin Pistols and all other Arcade Equipment. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel: BRyant 9-6677.

WANT—One or a hundred phonos and games of all kinds. Cash waiting. Will buy your complete route of music or games. Also want: tubes, parts, supplies of all kinds. Write, Wire, Phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: Dunkirk 3-1810).

WANT—Phonographs, pre-war and latest models. State price wanted, mechanical condition, appearance, quantity you have, and when ready to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT — All post-war games, phonographs, wall boxes, scales, arcade. All hideaways, speakers, adaptors, motors, Wurlitzer and Seeburg step-pers, etc. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT—Will buy used phonograph records made before 1940; any quantity or dealers stock. Will pay \$15 to \$30 per hundred. Some labels are Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; Q. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT—For Cash: Gottlieb's Just 21. Any quantity; United Shuffle Express; Seeburg Bear Guns; Seeburg M-100's. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN.

WANT—4 Player Bowlers; 5 Player Bowlers; or Shuffle Cades. Cash or Trade. MERIT COIN MACHINE EXCHANGE (subsidiary of Merit Industries), 542 W. 63rd ST., CHICAGO 21, ILL. Tel.: ENGLEwood 4-9202 and 04.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT—By Operator: Bally One-Balls: Citation, Champion, Turf King. Also late 5-balls and post-war phonographs. All machines must be A-1 and ready for location. ACTIVE AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. Tel.: 2310.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid. We pay freight. Write immediately. USED RECORD EXCHANGE. Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues or race. Not lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT — United two-player Shuffle Alley Express; United Shuffle Skills; Universal Twin Bowlers. Can use unlimited quantity. Phone, wire: RITEWAY SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N. Y. Tel.: Judson 6-1865.

WANT—Your used Juke Box records and new records. Will buy dealer's inventory and surplus store stock. Unlimited quantity. Top prices paid. We pay freight. HARMEL MUSIC CO., 4378 BEDFORD AVE., BROOKLYN 29, N. Y. Tel.: Nightingale 8-6400.

WANT—Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 5 PARKHURST ST., NEWARK 2, N. J.

WANT—1 Back Glass for Keeney Super Bonus Bell, Twin Model; Seeburg Bear Guns; 2 Player United Shuffle Alley, must be 20-30 scoring and Rebound models only; Groetchen Metal Typer. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

WANT—Will pay highest prices for Bally Triumph. Any condition as long as you have all parts. No lot too large or too small. J. DE LUCA, 8031 ST. GERARD ST., MONTREAL, QUE., CANADA.

WANT—Mills Panorams, must be complete, cash or trade. Also FOR SALE—American 12 Ft. cushion shuffleboards, Keeney Four Way Bowler Conversions. Write for special prices. MONARCH COIN MACHINE, INC., 1545 N. FAIRFIELD AVE., CHICAGO, ILL. Tel.: ARmitage 6-1434.

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—Bally Shuffle Bowler \$29; Bally Speed Bowler \$59; Bally Shuffle Champ \$95; Chicago Coin Bowling Alley \$39; Chicago Coin Classic \$90; Chicago Coin Trophy \$95; Universal Super Twin Bowler \$95; United Shuffle Alley Express \$95; United Twin Rebound \$195. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N. Y.

FOR SALE—40 Selection AMI Model "C"; 100 Selection Seeburg 1949 or 1950 Model. Write. Dale Guns, Shuffleboards; Shuffle Alleys, twins or singles; Pin Balls, Roll Down games. We deliver free in Wisconsin, also help new operators start routes. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Genuine parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE — Louisiana Operators; Factory rebuilt and new Slots, Winter Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for prices. LOUISIANA COIN MACHINE CO., BOX 861, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—Turf Kings: Two brand new, four used less than three weeks, write for prices. Also Kentuckys, Champions, Lexingtons, Citations and Photo Finish. Will trade one for several Heavy Hitters. SYSTEM AMUSEMENT CO., 810 WEST SECOND AVE., SPOKANE 4, WASH. Tel.: RI 4745.

FOR SALE—Moved—must unload: Q.T. Pool Table \$100; Edelman Pool Table \$50; Super Bomber \$50; Evans Playball \$75; Williams Star Series \$100; Bally Shuffle-Bowler \$25; United Super Alley \$25; Chicago Coin Bango \$15; United Standard \$15; United Skee Alley \$125; Bally Speed Bowler \$75; Bally Shuffle Champ Rebound \$125; Bowlette \$39.50; New Chicago Coin Playball \$100; New Chicago Coin Thing \$150; New United 2 Player Hockey \$125; New Williams Big League Alley \$150. K. C. VENDING CO., 410 MARKET ST., PHILADELPHIA 24, PA.

FOR SALE—1 Manley Pop Corn Machine—Model 49-Pl. Includes supplies such as paper bags, cartons, oil and approximately 100 lbs. of corn. Lists for \$650. Floor sample, sale at \$495; Jungle Joe photo electric Pistol with animated target, a real buy at \$99.50; 1 floor sample Universal Shuffle Tournament, a four player bowling attachment for use on any shuffleboard \$149.50; 1 Six Gun ABT Rifle Sport Shooting Gallery, complete with brand new compressor and new air pressure valve, write for price; Bang-A-Fittys, post-war skeeball, free ball feature, new in crates \$195. BUSH DISTRIBUTING CO., 286 N.W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for \$48 today plus your first 40 word ad to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y. (Phone: LOnacre 4-5321).

FOR SALE—Bally Shuffle Champ \$100; Genco Bowling League \$35; Bally Draw Bell \$130; Mills new original Blue Bells \$300. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE — 4 Wurlitzer 600's \$50; 3 Seeburg Hitone's \$50; Seeburg Hideaway Pre-war and Post-war; 50 Packard Wall Boxes \$12. DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO. Tel.: 87515.

FOR SALE—Bally Big Inning, Star Series, Howard Metal Typer refinished, \$149.50 each. All Star Hockey, Evans late Ten Strike \$64.50. Alabama Operators: Bell Machines, like now. Direct Positive Photo Booth with double Unit Camera, less than half price, \$350. S. & W. MUSIC CO., ANNISTON, ALA.

FOR SALE—Hard-to-get Parts and Supplies. We have stock on hand. Let us know your needs. Our prices are right. We also have complete stock of used games and phonographs of all kinds. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE—Guaranteed used phonographs, all makes; Pinball machines; Bowling Alley. These machines are perfect, the price is right. Write for literature. F. A. B. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA.; 1019 BARONNE STREET, NEW ORLEANS, LA.; 911 GERVAIS STREET, COLUMBIA, S. C.

FOR SALE — 8 Brand New Double Column Kleenex Vendors with stands \$40 ea.; 6 Ristaurat Music Boxes \$95 ea. Arcade Equipment: Boomerang \$45; Heavy Hitter \$65; Panorams \$250; Pitchem & Battem \$225; Quizzers with Film \$125; Sires Brush Up \$75; Exhibit Dale Gun \$95; Atomic Bomber \$150; Silver Bullets \$195; Standard Metal Typer \$925. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOWER 1-6715.

FOR SALE—5 Seeburg M-100's in perfect condition \$789 ea.; 1 heavy gauge canvas tent 40'x80' \$429; 12 Juice Mixers, 10 gal. each, monel metal, 1/4 hp. motor, ice cooled 2 faucets \$99.50; WANT — Bally's Eurekas and Attention. AMERICAN AMUSEMENT CO.; 628 MONTGOMERY ST., SYRACUSE, N. Y.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVE., DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Bally Bowling Champs \$109.50; Bally Speed Bowlers \$79.50; United Single original, ready to go, \$29.50; United Shuffle Alley Express Single \$79.50; Keeney Four Player \$269.50; Keeney Conversions for Shuffleboards, write. Rock-Ola Rockets, write for terrific trade-in allowances. Wurlitzer 750-E \$89.50; Wurlitzer 1015's \$219.50; Seeburg 146 Hideaway, refinished like new \$199.50. All above machines—Crating \$5. extra. Premiums at lowest prices—write and compare our prices with all others. DAN SAVAGE NOVELTY CO., BELLOIT, WIS.

FOR SALE—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. 25 Rock-Ola '46 and '47; 10 Wurlitzer 1015; 8 Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, O. Tel.: HENDERSON 1-7577.

CLASSIFIED ADVERTISING SECTION

Here's What You Can Get For Only 92¢ A Week

1 A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (52 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE \$3.20 PER WEEK OR \$166.40 FOR THE ENTIRE YEAR OF 52 WEEKS . . . PLUS . . .

2 A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 52 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS \$15.00 WHICH ADDS UP TO THE GRAND TOTAL OF . . .

3 \$181.40 . . . ALL THIS FOR ONLY \$48 . . . OR 92c PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX" . . .

4 IF YOU ALREADY HAVE A \$15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE \$48 AND YOU WILL BE BILLED FOR THE DIFFERENCE ONLY.



THE CASH BOX EMPIRE STATE BLDG. NEW YORK 1, N. Y.

Enclosed Find My First 40 Word Classified Ad Plus My Check For \$48.

Bill Me For The Difference Due From My \$15 Subscription. Enclosed Find My First 40 Word Classified Ad.

Form with fields for Name, Address, City, State, Firm, and Jobber/Manufacturer.

FOR SALE—Selling out—Diggers, Rotaries, Arcade equipment, Iron Claws, Electro-Hoists, Exhibit merchantmen, Eries for Carnivals hand operated, replacement parts supplies. What will you have? NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

FOR SALE—Clean—ready for location: Wurlitzer Model 1100's \$375; Wurlitzer Model 1080-A's \$275; Rock-Ola Model 1428's \$395; Seeburg Model M-100's, write. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel: 42-8216.

FOR SALE—Arcade Equipment: Periscope, Foot-Ease, Hockey, Lite League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Ray Guns. Guaranteed fully reconditioned. Parts, supplies for ray guns. Amplifiers, motors, rifles repaired. COINEX CORPORATION, 1346 W. ROSCOE ST., CHICAGO 13, ILL. Tel.: GRaceland 2-0317.

FOR SALE—Fighting Irish \$185; 4 Horsemen \$185; Sharp Shooter \$125; Select-A-Card \$150; Telecard \$125; College Daze \$125; Sweetheart \$175; Pin Bowler \$175; One-Two-Three \$95; Tahiti \$95; Nifty \$185; Just 21 \$100; Wisconsin \$65; South Pacific \$125; Trade Winds \$60; Mardi Gras \$50; Williams Quarterback \$100. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE—Photo Finish \$195; Citations \$150; New American Scales \$95; New Pin Game Lifts \$49.50. Will trade any of the above merchandise for 100 record Seeburg. 1/3 down. GOLDEN GATE NOV-ELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

MISCELLANEOUS

NOTICE—We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept trades. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAgnolia 3931.

NOTICE—We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Change to dime play. Hawley Converter Kit for old style and new style Packard boxes. Lots of 25, \$1 each; Samples \$1.25. Contains new glass, dime bushings, parts for rejector. Kits also available for other five-cent boxes. Specify your needs. J. R. HAWLEY DISTRIBUTING Co., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

THIS WEEK'S USED MACHINE QUOTATIONS

How To Use "The Confidential Price Lists"

FOREWORD: 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, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it 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 reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory. METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

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

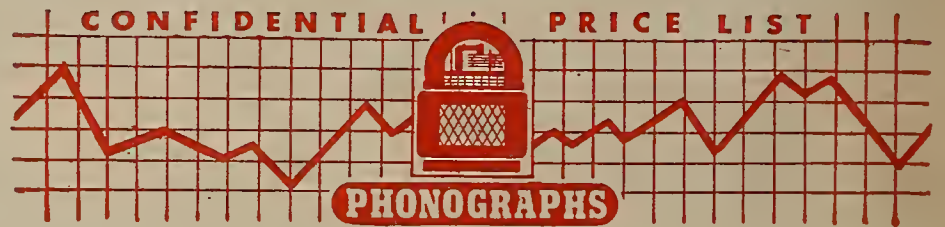


Table with columns for WURLITZER and SEEBURG, listing various models and their prices.

Table listing various electronic components like Wallomatic, Baromatic, and Wall Boxes with prices.

ROCK-OLA

Table listing Rock-Ola record players and speakers with prices.

PACKARD

Table listing Packard record players and speakers with prices.

MILLS

Table listing Mills record players and speakers with prices.

AMI

Table listing AMI record players and speakers with prices.

BUCKLEY

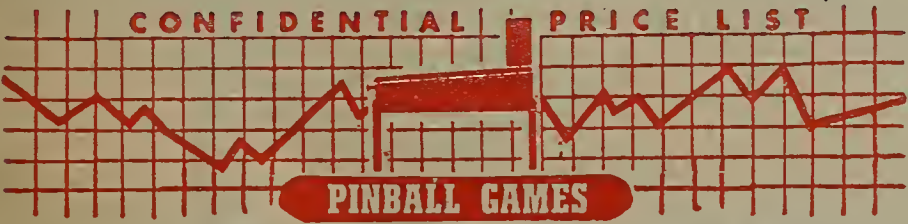
Table listing Buckley record players and speakers with prices.

AIREON

Table listing Aireon record players and speakers with prices.

Large table listing various records and their prices, including titles like Flamingo, Floating Power, Flying Saucers, etc.

Large table listing various records and their prices, including titles like Rocket, Rockettes, Rondevo, etc.



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.

Table listing various pinball games and their prices.

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UNITED'S
5 Player Shuffle-Alley

5 Player SHUFFLE ALLEY

| | | | | | | | | | | | | |
|--------------------|-----|-----|-----|----|----|----|----|----|----|----|----|----|
| 1 st UP | 100 | 200 | 300 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 2 nd UP | 100 | 200 | 300 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 3 rd UP | 100 | 200 | 300 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 4 th UP | 100 | 200 | 300 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 5 th UP | 100 | 200 | 300 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

STRIKE **1 2 3 4 5** SPARE
 PLAYERS
 FRAMES 1 2 3 4 5 6 7 8 9 10



1 to 5 Players Can Play

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete
 Bowling-Team
 Competition**

**Greater Appeal...
 Increased Earnings**

SIZES: 8 FT. x 2 FT.
 9 FT. x 2 FT.

**FEATURES INCLUDE
 DISAPPEARING PINS
 20-30 SCORING AND
 FAST REBOUND ACTION
 EASY TO SERVICE
 MECHANISM**

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



Fastest 5-Ball Game in Years!

Bally®

BRIGHT LIGHTS



EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections . . . a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hurry!

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

Bally®

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS