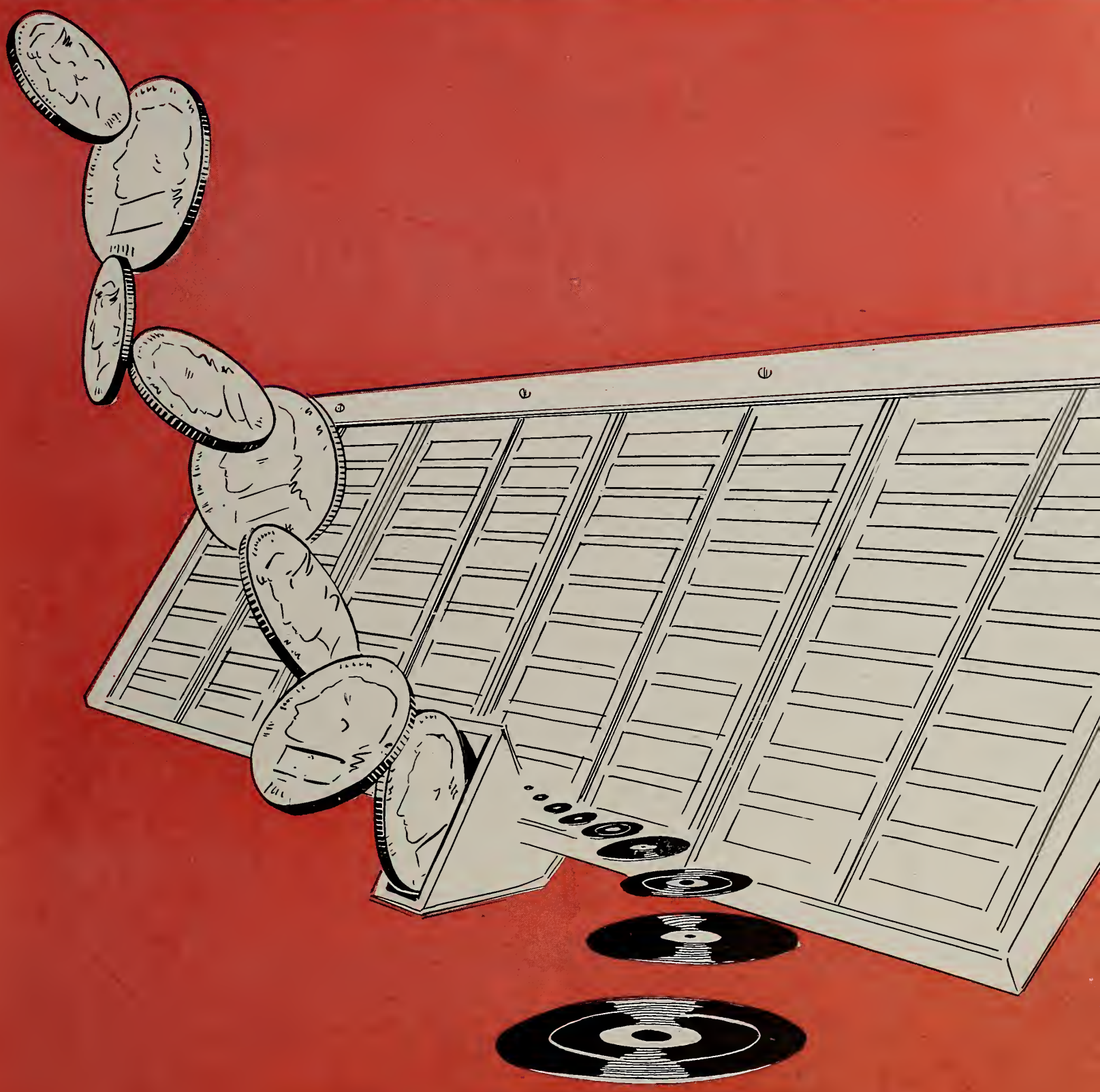


THE CASH BO

VOLUME 13

SEPTEMBER 13, 1952 (MOA CONVENTION SPECIAL)

NU



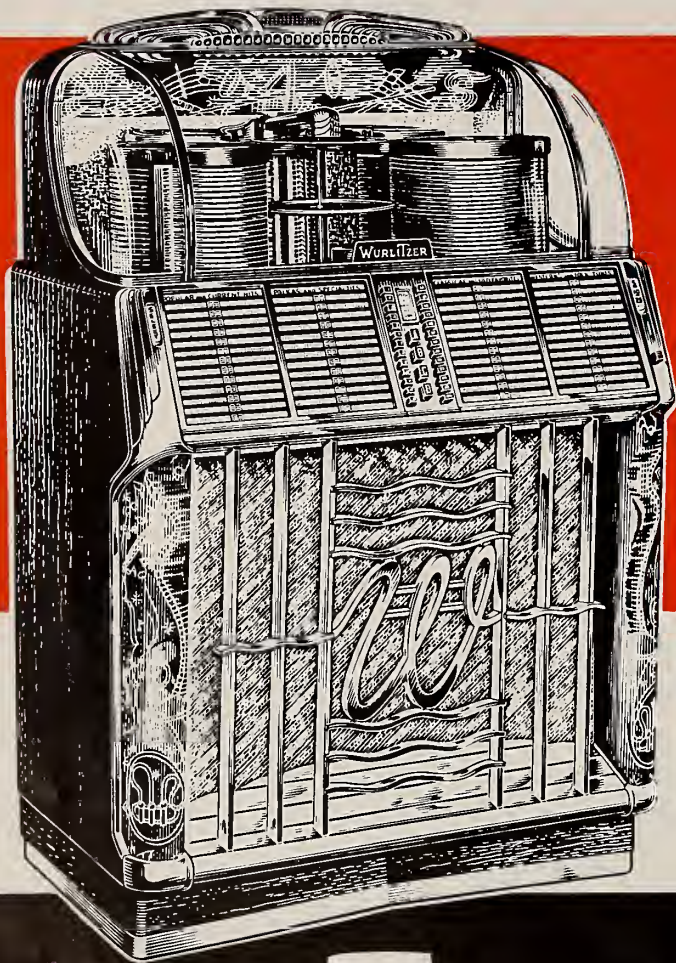
THE GREATEST MUSIC ACCEPTANCE IN ALL HISTORY!
**OVER 8730 JUKE BOX PLAYS EVERY MINUTE
OF EVERY DAY IN THE U.S.A.**

Plays

104

tunes

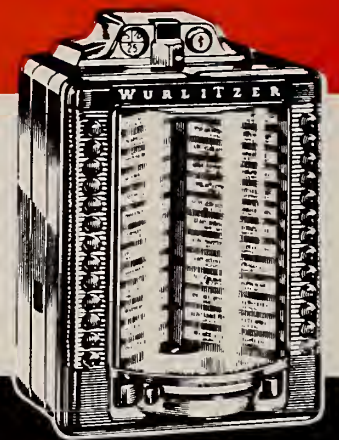
WURLITZER FIFTEEN HUNDRED



The Phonograph that Lifts
the Lid on Operator Profits
is the Answer to the Question

**Why Buy Two When
One Will Do?**

**NO OTHER WALL BOX LIKE IT
Shows 104 Tune Titles
on Rotating Pages
Single Button Selection**



Plays

45 and 78

**RPM
RECORDS
INTERMIXED**

SEE YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company, North Tonawanda, New York



The Cash Box

September 13, 1952

Volume 13

Number 51

PUBLISHED EVERY WEEK BY

The Cash Box Publishing Co., Inc.

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

(All Phones: JUDson 6-2640)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH

LOS ANGELES OFFICE

6399 Wilshire Blvd., Los Angeles 48, Cal.

(All Phones: WEBster 3-0347)

LEO SIMON

EXECUTIVE STAFF

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director

BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Associate Editor and Music Editor

NORMAN ORLECK, Associate Music Editor

MARTY OSTROW, Research

A. ARTESE, Office Manager

B. SUBSONS, Circulation

POPSIE, Staff Photographer

BRUNO DUTKOWSKY, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

"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 Box*. "*The Confidential Price Lists*" report each week's 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 Confidential Price Lists*" are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." They are an integral part of *The Cash Box* and appear in each week's issue. "*The Confidential Price Lists*" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "*The Confidential Price Lists*" are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members 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. Entire business transactions and legal cases are based upon the quotations appearing in "*The Confidential Price Lists*."

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

ENTIRE CONTENTS COPYRIGHTED 1952 by The Cash Box Publishing Co., Inc. No reproduction in part or whole allowed without written permission from the publishers.

THIRD ANNUAL MOA MUSIC OPERATORS OF AMERICA MEET UNDER WAY

The third annual Convention of MOA (Music Operators of America) gets under way at the Congress Hotel, September 11 to 13.

Each year of its existence, MOA has made giant steps in furthering the music machine industry—both for the individual operator as well as the industry as a whole. The third annual Convention will point this out graphically.

MOA, it will be recalled, was formed as a result of a meeting in 1948 in *The Cash Box* suite at the Bismarck Hotel. *The Cash Box* called the juke box leaders together (who at that time were attending a CMI Convention) for the purpose of combating national legislation, and only national legislation, which would affect the automatic music machine industry.

Since that initial meeting in 1948, MOA has gradually grown in stature—simply because it followed its original concept and used its coordinated strength to take issue on national legislation. Together with the Automatic Phonograph Manufacturers' Association, and with the assistance of the outstanding record manufacturers, MOA was instrumental in gaining a tremendous victory by having the recent Bryson Bill halted in the Sub-Committee of the Judiciary.

It is a recognized fact that this ASCAP sponsored bill, similar to several other bills offered in past years, will surely come up again, either closely resembling the present bill or with changes made to eliminate some of the obvious errors of judgment contained in the Bryson Bill. Whatever it may be, MOA must be ready and girded with suf-

ficient strength to once again take up the cudgels.

Other problems of a national nature will no doubt come up at this MOA meet. The matter of dime play. The record situation—where a few questions confronting the nation's music operators must be solved . . . one of these is bound to be "Why aren't the recording companies giving the juke box operators greater quantities of 45 rpm records?"

Another subject sure to be brought to the forefront is the important matter of public relations.

The operators of the nation will once again have the opportunity to meet and discuss amongst themselves, their own particular problems. Meetings of this kind broaden the viewpoint of the individual coinman. They will visit the exhibits of the recording companies and talk with the leading artists who give them their hit records.

But no convention consists of complete sobriety. Operators (and many will be in Chicago with their families) will find plenty of time to relax and have themselves a load of fun—climaxed by the banquet on Friday night, where the greatest talent in the world will be on display.

Yes, operators of juke boxes will find it well worth their while to be on hand for the third annual MOA Convention. Music Operators of America has made steady strides in its efforts to make the life of the individual music operator more secure and profitable—and as each year passes, we here at *The Cash Box* look for more and greater progress.

Greatest Music Acceptance In All History:

OVER 8730 JUKE BOX PLAYS EVERY MINUTE OF EVERY DAY IN THE U.S.A.

Never Before In History Has Popular Music Achieved Such Tremendous Acceptance. As America Continues To Grow, So Does American Music Continue To Win New Friends Throughout The Entire World.

The editorial which appeared here (August 23, 1952 issue) and which showed that there are 4,576,000 juke box plays each year caused a great stir thruout the entire music world.

Many have since used this editorial to prove to all that popular music is more popular than ever.

And that Americans have not lost their love of popular music in any fashion whatsoever.

Since then many have written to this publication asking that more statistics of like nature be brought to the fore.

The headline here, showing that there are over 8,730 juke box plays every minute of every day in the U.S.A., is part of this statistical program.

This is based on the extreme conservative 160 plays per week enjoyed by the 550,000 juke boxes in the U.S.A. (The national average income per juke box is about \$8 per week, or 160 nickel plays per week.)

By very simple multiplication this mean 88,000,000 plays per week. And by just as simple arithmetical division it comes to 8,730 juke box plays per minute. Every minute of every day for 655 days of each year thruout the entire U.S.A.

But, enough of figures, and the arithmetic used to bring about the stimulating statistics contained here.

The big, impressive and outstanding fact remains that these figures prove Americans are playing and listening to more music than ever before in all America's musical history.

America's popular music, which has invaded every nation on earth, cutting thru the iron curtain like it was nothing but cheese, has become more popular than ever as the nation's population continues to grow.

The fact remains that any in the field who despaired of America's music continuing to grow in popularity and in acceptance had best think twice over the figures herein presented.

There never has been, at any time in American history, such a great acceptance of popular music as there is of the music being played by the nation's 550,000 juke boxes.

Perhaps the music cycle has somewhat turned so that vocalists seem to be more popular than bands and also that TV is continuing to bring about a new musical conception.

Whatever happens in this regard, or whatever the stage, night club floor, theatre, radio or TV accomplish in the future, one thing that does remain staunchly factual is that the popularity of the juke box rendition of popular music is growing with leaps and bounds.

Today the juke box is part and parcel of any retailer's fixtures. He realizes that this musical paragon helps to stimulate and maintain his business for him at all times.

And as the songs of the nation sing out from the 550,000 juke boxes on locations everywhere in the U.S.A., at the rate of 8,730 juke box plays per minute, song writers, arrangers, orchestras, vocalists, and all others connected with the business of purveying music in its divers forms, are bound to enjoy prosperity.

The voice that is singing 8,730 times each minute of every day should never be stilled.

It should, if anything, be encouraged by the entire music industry including such organizations as ASCAP, so that the members of such organizations will be assured a medium to convey their musical expressions to the entire nation at a goodly profit to themselves.

BMI SONG HITS THAT RANG THE BELL IN

(January to date)



AUF WIEDERSEH'N, SWEETHEART	Hill & Range
HALF AS MUCH	Acuff-Rose
BOTCH-A-ME	Ludlow
YOU BELONG TO ME	Ridgeway
I WENT TO YOUR WEDDING	Hill & Range
VANESSA	Meridian
JAMBALAYA	Acuff-Rose
HERE IN MY HEART	Mellin
I'M YOURS	Algonquin
KISS OF FIRE	Duchess
A GUY IS A GUY	Ludlow
BLACKSMITH BLUES	Hill & Range
ANY TIME	Hill & Range
CRY	Mellin
PLEASE, MR. SUN	Weiss & Barry
TELL ME WHY	Signet
SLOW POKE	Ridgeway
BERMUDA	Goday
IT'S NO SIN	Algonquin
BECAUSE OF YOU	BMI
COLD, COLD HEART	Acuff-Rose

You are Cordially Invited to the
BMI MUSIC HALL
 Room 374
 Congress Hotel
 MOA Convention for
 THE CAVALCADE OF SONG HITS • 1952

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

TOP "PICK" ▲ **I WENT TO YOUR WEDDING** (Hill & Range) — Patti Page (Mer.) has another "smash." *Billboard* rates disc a top "PICK" and "a striking piece of material." *Cash Box* believes it "can outsell and overshadow her phenomenal waxing of TENNESSEE WALTZ," and names it SLEEPER OF THE WEEK. *Variety* says, "this is a money platter." Steve Gibson's Red Caps (Vic.) originated the tune.

★ ★ ★ ★ ★

"DISK OF THE WEEK" ▲ **TAKE ME IN YOUR ARMS AND HOLD ME** (Hill & Range) — Les Paul and Mary Ford (Cap.) continue their blaze of hits. *Cash Box* names it "DISK OF THE WEEK."

★ ★ ★ ★ ★

"EXCELS" ▲ **YOU'RE MY DESTINY** (Wemar) — "A brilliant performance is most capably presented by Alan Dale (Coral)," reports *Cash Box* for its "DISK OF THE WEEK."

★ ★ ★ ★ ★

"BEST BET" ▲ **HESITATION** (Mellin) — *Billboard* nominates Hugo Winterhalter's (Vic.) newest instrumental as "PICK" of the week. *Cash Box* rates it a "BEST BET."

★ ★ ★ ★ ★

NOVELTY "PICK" ▲ **TOO OLD TO CUT THE MUSTARD** (Acuff-Rose) — Surprise novelty of the year, teaming Rosemary Clooney and film star Marlene Dietrich (Col.), comes out as a top *Billboard* "PICK." *Cash Box* rates it "very good."

★ ★ ★ ★ ★

GRADE "A" ▲ **YOU COULD MAKE ME SMILE AGAIN** (Park Lane) — Tony Bennett (Col.) rolls out a grade-A ballad for a *Cash Box* "DISK OF THE WEEK." *Billboard* regards it "excellent."

★ ★ ★ ★ ★

BILLBOARD "PICK" ▲ **WHEN SWALLOWS SAY GOODBYE** (Hill & Range) [*non-exclusive BMI*] — The "Auf Wiederseh'n" girl, Vera Lynn (Lon.) comes up with a strong follow-up in this *Billboard* "PICK."

★ ★ ★ ★ ★

GOING OVER ▲ **SAY YOU'LL WAIT FOR ME** (Hollis) — A string of platters, including Al Martino (Cap.), Bill Hayes (MGM), Dolores Gray-Sy Oliver (Dec.) and Sarah Vaughan (Col.) are putting this tune over. *Cash Box* gives the nod and a "BEST BET" to Hayes.

★ ★ ★ ★ ★

BIGGER THAN EVER ▲ **JUNGLE FANTASY** (Duchess) — Deejays are backing this Noro Morales hit instrumental of four years ago, now out in a new release by Percy Faith (Col.). Faith's version is likely to make the tune bigger than ever.

★ ★ ★ ★ ★

SHOWS STRONG ▲ **YOU LIKE** (Gale & Gayles) — "Cute novelty with a Latin beat," is *Variety's* report of Guy Lombardo's (Dec.) waxing. Ditty shows strong possibilities through discs by Helen O'Connell (Cap.) and Eileen Barton (Coral).

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N. Y.

New York • Chicago
 Hollywood • Toronto
 Montreal

Welcome To The Third Music Operators of America Meet and Convention

By

GEORGE A. MILLER

National President



MAY I TAKE THIS MEANS TO WELCOME ALL THOSE WHO ARE ATTENDING THE THIRD MOA CONVENTION AND TO ESPECIALLY THANK THOSE WHO HAVE TAKEN PART THROUGH EXHIBITS, FINANCIAL ASSISTANCE, AND OTHER MEANS OF MAKING THE CONVENTION A SUCCESSFUL ONE.

Credit for the success of the MOA Convention is attributed to the trade papers, manufacturers of phonographs, record manufacturers, needle companies, and all others who are in attendance.

In behalf of the officers, members, and myself, I wish to especially thank the trade papers for the amount of space and advertising that was contributed to MOA to bring about another all music convention. It would have been an utter impossibility to reach music operators in all parts of the nation without the cooperation of the press and the publicity that was so generously contributed by all trade papers associated with the music industry.

To the record manufacturers we are highly appreciative of the part they are playing at the MOA Convention through their exhibits and the presentation of the many fine artists who take part in the floor show and who are present in the exhibit rooms to meet and greet the music operators and their guests. This part of the program has added color and dignity to all of our conventions, past and present.

A great amount of appreciation goes to the Automatic Phonograph Manufacturers' Association for their financial support and

cooperation during convention time. The financial assistance rendered by the manufacturers' association assures a successful MOA meeting. The luncheon sponsored by the Automatic Phonograph Manufacturers' Association on Thursday, September 11th, goes a long way toward cementing the friendship and understanding between the two groups. There can be no better public relations than through such mediums.

The writer wishes to pay tribute to all of the committee members, and especially to Ray Cunliffe, Phil Levin, and Hirsh de La Viez who handled the arrangements for exhibit space, reservations, and entertainment.

We are grateful to the many speakers representing the entire industry from the standpoint of public relations, record companies, manufacturers, and others who will speak or have spoken to the operators at the time of this publication.

A special tribute goes to all the officers, the MOA legal counselor, and the operators of the nation who are attending the convention because without their presence and cooperation, there could be no convention.

From all appearances the curtain will go down on the third annual convention as a successful one, and all those who attended gained greater knowledge and better understanding of what constitutes a good business known as the automatic phonograph business.

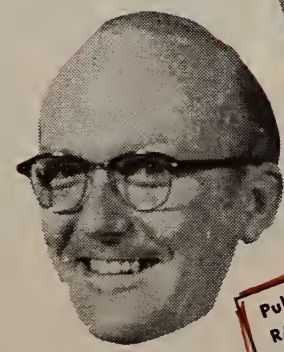
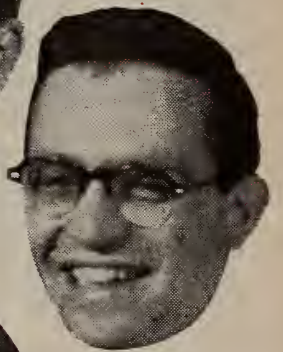
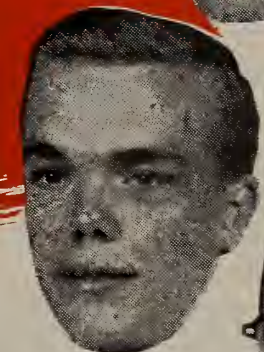
The Greatest Record of the Year

TRYING

by THE HILLTOPPERS

featuring Jimmie Sacca

DOT RECORD 15018



DOT DISTRIBUTORS COAST TO COAST

ALLEN DIST. CO.
420 Broad St., Richmond, Va.
ARISTOCRAT DIST. CO., INC.
750 E. 49th St., Chicago 15, Ill.
ARTIST RECORD DIST.
Seattle, Washington
B. G. RECORD SERVICE
1132 N. W. Glison, Portland, Ore.
BENART DIST. CO.
327 Frankfort Ave., Cleveland, O.
BIG STATE DIST. CO.
137 Glass St., Dallas, Tex.
CENTRAL RECORD SALES CO.
4528 West Pico, Los Angeles, Calif.
CHATTON DIST. CO.
1921 Grove St., Oakland, Calif.
COSNAT DIST. CORP.
278 Halsey St., Newark, N. J.
COSNAT DIST. CORP.
1031 Spring Garden St., Phila., Pa.
COSNAT DIST. CORP.
315 W. 47th St., New York 19, N. Y.

COASTLINE DIST. CO.
535 Fourth Ave., So., Nashville, Tenn.
GRAMOPHONE ENTERPRISES
Oklahoma City, Okla.
HIT RECORDS DIST.
1043 Central Ave., Cincinnati, O.
INDIANA STATE DIST. CO.
505 E. Washington, Indianapolis, Ind.
LIEBERMAN MUSIC CO.
257 Plymouth St., Minneapolis, Minn.
M. B. KRUPP
309 S. Santa Fe St., El Paso, Tex.
MALLORY DISTRIBUTING CO.
630 Barron St., New Orleans, La.
MANGOLD DIST. CO.
215 S. Eutaw St., Baltimore, Md.
MANGOLD DIST. CO.
913 S. Clarkson St., Charlotte, N. C.
JAMES H. MARTIN
2641 N. North Ave., Chicago, Ill.
MUSIC SALES CO.
1117 Union Ave., Memphis, Tenn.

MUSIC SUPPLIERS OF NEW ENGLAND
1312 Tremont St., Boston, Mass.
PAN AMERICAN DIST. CO.
1228 E. Commerce, San Antonio, Tex.
PAN AMERICAN DIST. CO.
2820 N. W. 7th St., Miami, Fla.
PAN AMERICAN DIST. CO.
90 W. Riverside Ave., Jacksonville, Fla.
PAN AMERICAN DIST. CO.
3731 Woodward, Detroit, Mich.
ROBERTS RECORD DIST. CO.
1518 Pine St., St. Louis, Mo.
ROBERTS DIST. CORP.
1618 Main St., Kansas City, Mo.
RECORDER SUPPLIES
Vancouver, B. C.
SOUTHLAND DIST. CO.
441 Edgewood S. E., Atlanta, Ga.
SOUTH COAST DIST. CO.
314 E. 11th St., Houston, Tex.
LOU SOWA RECORDS, INC.
1628 Fifth Ave., Pittsburgh 19, Pa.

Published by:
RANDY SMITH MUSIC CO.
4000 Brush Hill Rd.
Nashville, Tennessee

PHONE: 880-881

Dot RECORDS • • • GALLATIN, TENNESSEE

Sole Selling Agent:
KEYS MUSIC, INC.
146 West 54 St.
New York City, N. Y.



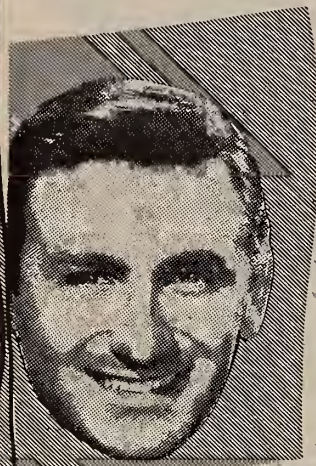
★★★★
EXTRA

★★★★
FLASH

Trade Talk

BREAKING FOR A NATION-WIDE HIT!!!

THE COMBINATION OF VOICE AND TUNE EVERYONE IS RAVING ABOUT . . .



Alan DEAN
Singer -

"LUNA ROSSA"

backed with
"I'LL FORGET YOU"
MGM 11269 (K-11269)

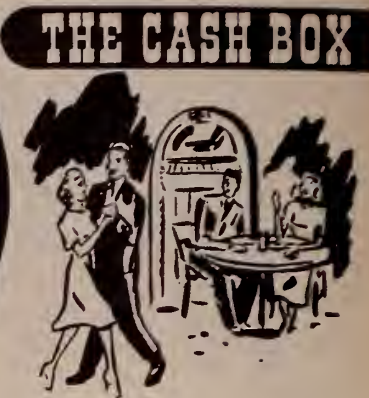
GREETINGS TO THE M.O.A.
Thanks fellas for your help

Leo

Yes! M-G-M Means **MIGHTY GOOD MUSIC**

THE NATION'S
TOP TEN
PLUS
THE NEXT
15
JUKE BOX TUNES

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



AL—Aladdin	CR—Coral	CODE	MO—Modern	5E—Seger
AP—Apollo	DA—Dana		OR—Oriole	5IT—Sittin' In
AT—Atlantic	DE—Decca		PE—Peacock	5P—Specialty
BU—Bullet	DY—Derby		PR—Prestige	TE—Tempo
CA—Capitol	FE—Federal		RA—Rainbow	TN—Tennessee
CH—Chess	4 Star—Four Star		RE—Regent	UN—United
CO—Columbia	IN—Intro		SA—Savoy	VI—Victor

- | | | |
|-----------|--|-----------|
| 1 | AUF WIEDERSEH'N SWEETHEART
VERA LYNN
CA-2166 (F-2166)—Sharkey
CO-39776 (4-39776)—Champ Butler
CR-60773 (9-60773)—Ames Brothers
DE-28271 (9-28271)—Guy Lombardo O. | 1 |
| 2 | WISH YOU WERE HERE
EDDIE FISHER
CA-2154 (F-2154)—Jane Froman
DE-28308 (9-28308)—Guy Lombardo | 3 |
| 3 | HALF AS MUCH
ROSEMARY CLOONEY
CO-39710 (4-39710)—Rosemary Clooney
CO-20879 (4-20879)—Curley Williams
DE-28271 (9-28271)—Guy Lombardo O. | 2 |
| 4 | BOTCH-A-ME
ROSEMARY CLOONEY
CO-39767 (4-39767)—Rosemary Clooney | 4 |
| 5 | HIGH NOON
FRANKIE LAINE
CA-2120 (F-2120)—Tex Ritter
CO-39770 (4-39770)—Frankie Laine
KI-15194 (45-15194)—Billy Keith | 8 |
| 6 | DELICADO
PERCY FAITH
LO-1151—Edmundo Ros O.
CA-2040 (F-2040)—Stan Kenton O.
CO-39708 (4-39708)—Percy Faith O.
CR-60729 (9-60729)—Laurindo Almeida
DE-28044 (9-28044)—Waldyr Azevedo O.
DE-28179 (9-28179)—Guy Lombardo O. | 5 |
| 7 | YOU BELONG TO ME
JO STAFFORD
CA-2165 (F-2165)—Dean Martin
CO-39811 (4-39811)—Jo Stafford
ME-5399 (5899x45)—Patti Page | 10 |
| 8 | HERE IN MY HEART
AL MARTINO
BBS-101 (45x101)—Al Martino
CO-39745 (4-39745)—Tony Bennett
CR-60746 (9-60746)—Alan Dale | 7 |
| 9 | WALKIN' MY BABY BACK HOME
JOHNNIE RAY
AP-1088—Dean Martin
CA-2130 (F-2130)—Nat "King" Cole
CO-39750 (4-39750)—Johnnie Ray | 6 |
| 10 | SOMEWHERE ALONG THE WAY
NAT "KING" COLE
CA-2069 (F-2069)—Nat "King" Cole
CO-39695 (4-39695)—Tony Bennett
DE-28222 (9-28222)—Gene Ammons O. | — |

11) MAYBE. 12) I'M YOURS. 13) LUNA ROSSA. 14) VANESSA. 15) JAMBALAYA. 16) SUGARBU5H. 17) KISS OF FIRE. 18) SHOULD I. 19) HAVE A GOOD TIME. 20) I WENT TO YOUR WEDDING. 21) MEET MR. CALLAGHAN. 22) BLUE TANGO. 23) INDIAN LOVE CALL. 24) ALL OF ME. 25) LOVER.



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

1. YOU BELONG TO MEJo Stafford (Columbia)
2. WISH YOU WERE HEREEddie Fisher (RCA Victor)
3. AUF WIEDERSEH'N SWEET-HEARTVera Lynn (London)
4. BOTCH-A-MERosemary Clooney (Columbia)
5. I WENT TO YOUR WEDDING... Patti Page (Mercury)
6. HALF AS MUCHRosemary Clooney (Columbia)
7. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
8. HIGH NOONFrankie Laine (Columbia)
9. LUNA ROSSAAlan Dean (MGM)
10. JAMBALAYAJo Stafford (Columbia)

Peter Potter (KNXT-Los Angeles) last week kicked off a new program that could be the first step toward a new era of video broadcasting in the L.A. area. It is a disk jockey show with several features of Potter's past programs, including Juke Box Jury. What makes it unusual is that, while the starting time is set for 11 p.m., no closing time is scheduled. The station will continue to beam the program as long as there is any entertainment to offer and enough sponsors to pay for it. The first few shows will probably only run an hour and a half or two hours. But eventually the broadcast time might well be extended to five or six hours, and perhaps even turn into an all-night affair. Guests on the opener included Jack "Laughing Boy" Smith, Mrs. Gordon MacRae, and Mrs. Gene Nelson. . . . Radio station WWDC-Washington, has attracted to itself more than one-fourth of the out-of-the-home radio audience in the Washington area, according to a survey conducted by The Pulse, Inc. for the month of July, 1952. The survey was the third conducted in the Washington area since July, 1951 and covers the listening hours from 6 a.m. to 12 Midnight for the entire week.

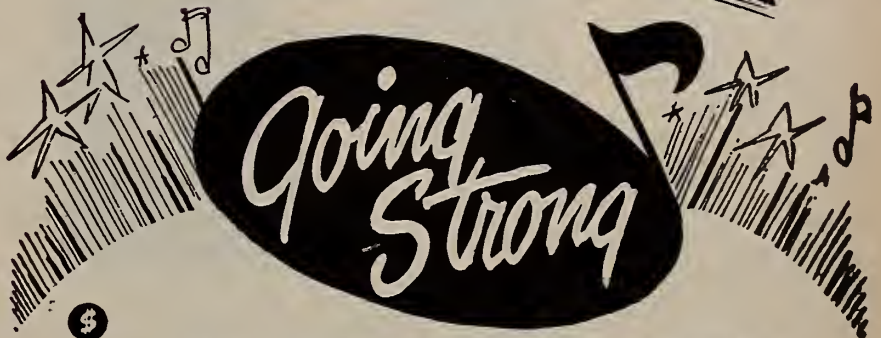
Leo Underhill (WCKY-Cincinnati) has three hours daily on the 50,000 watter. Indications that Underhill is fast becoming one of the most important jockeys in Cincinnati are underlined by the fier put out by the station supporting Leo's importance. . . . On September 1st Bud Wilson moved from KBR, Manchester, to WKXL, Concord, N. H., the CBS outlet in the capitol city. Wilson will be in charge of the "wake-up" shift beginning at 6:30 a.m. Along with the platter spinning, Bud will carry on with play by play sports. . . . Bill Randle (WERE-Cleveland) received 67,000 letters in response to a competition he ran asking listeners to choose their favorite among the various recorded versions of "High Noon." The Frankie Laine Columbia disk nosed out Bill Hayes' MGM record, with the other versions also getting many votes. . . . Mike Woloson has switched from WSCR, Scranton, Penna. to WNOR, Norfolk, Va. . . . Barry Kaye, all night deejay heard from coast to coast on WCAU-Philadelphia, left Atlantic City September 1st and resumed broadcasting from the new CBS studios in Philadelphia. Kaye had been conducting his program all summer long from the world famous steel pier on the boardwalk in Atlantic City, N. J. Among the many stars who appeared



LEO UNDERHILL (WCKY-Cincinnati)

as Barry's guests were Les Paul and Mary Ford; Johnny Ray; Four Lads; Al Martino; Jackie Leonard; Tony Martin; Jane Russell; Ralph Flanagan; Stan Kenton; Tony Pastor; Myron Cohn; Kay Armen; Blue Barron; Billy May; Ink Spots; Clark Dennis; Bill Darnel; Sunny Gale; Frank Stevens; Art Mooney; Alan Dean; and Patti Page.

Al Burns, an old hand at deejay chores with experience gained at WMEX, WORL, and WHDH, now moves over to WHEE-Boston, Mass. Burns writes "Your magazine has been invaluable in the preparation of my shows. I use your 10th Anniversary issue to prepare my morning show "Music Of Yesterdays," and your list of the top fifty is used exclusively in my other show, "The Music Mart." . . . Norman Furman, new general manager of WHEE, is going all out to give the people of Boston good listenable popular music. The music is smooth and easy to listen to during the morning and the afternoon portions, and picks up tempo as the day wears on, finally breaking loose on the Sabby Lewis Show at night. The formula is aimed at the homemakers, mornings, with memory songs taken from the 1940 favorites. The semi-house wife and teenage audience in the afternoon is reached with pops, and the returning workers at dinnertime are treated to jazz and swing. . . . Gene Davis moves over from WDOK, Cleveland, to WAKR, Akron, Ohio where he will get lots more airtime, not to mention dollars. . . . Ken Malden (WBMS-Boston) writes the station is now located in the Hotel Shelton overlooking the Charles River.



... 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.

WEEK OF SEPTEMBER 6

- Wish You Were Here / The Hand Of Fate
Eddie Fisher20-4830 (47-4830)*
- I Went To Your Wedding / The Boogie Woogie Flying Cloud
Hank Snow20-4909 (47-4909)*
- Because You're Mine / The Song Angels Sing
Mario Lanza10-3914 (49-3914)*
- I Laughed At Love / Father Time
Sunny Gale20-4789 (47-4789)*
- Vanessa / Somewhere Along The Way
Hugo Winterhalter20-4691 (47-4691)*
- I'm Yours / Just A Little Lovin'
Eddie Fisher20-4680 (47-4680)*
- Maybe / Watermelon Weather
Perry Como and Eddie Fisher20-4744 (47-4744)*
- A Mighty Pretty Waltz / Two-Faced Clock
Pee Wee King20-4883 (47-4883)*
- Hot Lips / Hotter Than A Pistol
Spike Jones20-4875 (47-4875)*
- A Full Time Job / Shepherd Of My Heart
Eddy Arnold20-4787 (47-4787)*
- Sweethearts Holiday / My Love And Devotion
Perry Como20-4877 (47-4877)*
- Got You On My Mind / One Mint Julep
Buddy Morrow20-4868 (47-4868)*
- Doodletown Fifers / Azure-Te
Sauter-Finegan Orch.20-4866 (47-4866)*
- Lady's Man / Married By The Bible, Divorced By The Law
Hank Snow20-4733 (47-4733)*
- Night Train / Vereda Tropical
Buddy Morrow20-4693 (47-4693)*

* 45 rpm cot. nos.



RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓒ VERY GOOD	ⓒ MEDIOCRE

THE FREDDY COLE TRIO
(Topper 204)

B "THE JOKE IS ON ME" (2:37) Starting off in the music biz just the way his brother Nat did, is the Freddy Cole trio. Here the Freddy Cole trio takes a pretty tune with a slow tempo and comes up with a fine rendition. Fred has many of the fine qualities that Nat's voice contains.

C "NO CRAZY KIDS" (2:35) The trio takes a jump number full of rhythm for a ride. The R&B type rendition shows the versatility of the crew.

TENNESSEE ERNIE & ELLA MAE MORSE
(Capitol 2215; F-2215)

B "I'M HOG-TIED OVER YOU" (2:32) Cliffie Stone's ork gives a Western lilt to a fast bouncer that Tennessee Ernie and Ella Mae Morse do so well on. The cute lyrics and fine harmony by the duo make this side a standout.

B "FALSE HEARTED GIRL" (2:15) Another bouncer featuring the thrush and the warbler makes for some more fine listening. The artists go well together and dig up some fine fun on this deck. Ork credits again go on Stone and the lads.

HARRY JAMES ORCHESTRA & TONI HARPER
(Columbia 39846; 4-39846)

B+ "THE MELANCHOLY TRUMPET" (2:33) The soft voice of little Toni Harper comes out with a precision built rendition of a slow pretty tune. Harry James' trumpeting is as grand as ever on this lovely side. The combination has an exciting waxing here.

C+ "GOIN' HOME" (2:57) Jud Conlon's Rhythmaires pipe the vocal on this deck as Harry and his horn give the backing. Bouncer is big in the R&B field.

JACK RIVERS & NEIL LEVANG
(J R Ranch 1428)

C+ "MY DREAMS ARE GETTING BETTER ALL THE TIME" (2:42) Jack Rivers comes up with an ok presentation of a fine oldie. Guitar is featured throughout as Jane Tucker dishes up the smooth vocal presentation.

C "ROSETTA" (2:37) Neil Levang joins Jack Rivers on this lid to go through a fast bouncer full of plucking guitar strings. The instrumental is an interesting one.

STAN KENTON ORCHESTRA
(Capitol 2214; F-2214)

B "STARDUST" (2:55) Stan Kenton and his always interesting orchestra take an old Carmichael pop classic and run through it in their distinctive and captivating style. The different arrangement features a great deal of grand pianoing.

C+ "BEEHIVE" (3:03) With the brass blasting throughout and solo take-offs by the boys, some more grand listening is socked out by Stan Kenton and the crew to the tempo of a moderate beat jump.

THE CASH BOX DISK OF THE WEEK

"COMES A-LONG A-LOVE" (2:20)
"THREE LETTERS" (2:34)

KAY STARR
(Capitol 2213; F-2213)



KAY STARR

● The "Wheel Of Fortune" spins around and points Kay Starr's way once again. The thrush has two top flight sides that seem destined to reach out and cover all of the pop

charts. One lid tagged "Comes A-Long A-Love" is a lively and rhythmic jump number that Kay runs through in the same lively fashion that she presented "Bonaparte's Retreat." The tune is bound to make the boxes rock. The other deck is a slow heart breaking number that the songstress sells with her distinct styling. Labeled "Three Letters," the tune gets a talking introduction and breaks into an inspired zestful reading. Harold Mooney's ork shows its ability to adapt itself equally well to slow or fast numbers as can be heard on these two sides. The orking is terrific. We look for both decks to break for lids to make a great deal of noise in the very near future.

LU ANN SIMMS
(Columbia 39841; 4-39841)

B "WHEN IT'S JUST ABOUT SEPTEMBER" (2:45) A slow item is given a pretty voiced reading by Lu Ann Simms in her smooth and whispering manner. Fine lyrics to this sentimental piece are very appealing.

C+ "PUPPY LOVE" (2:50) As on the top deck, some fine instrumental support is dished up for the thrush by the very capable Percy Faith and his ork as she sings another slow and pretty ballad in a similar style.

HAL KIPLING
(Jubilee 6015)

C "MOTHER NATURE" (2:25) A moderate beat story type song is sent forth by Hal Kipling as he gets grand support from Jerry Jerome's ork and vocal assistance from the Jack Allison singers.

C+ "THE BASKETBALL SONG" (2:25) Hal leads the group through a rousing and inspiring basketball song that may go big when the season starts. The bouncing team type song is persuasively performed by the group.

BOB ANTHONY
(Derby 900)

B "ANGELA" (2:55) A lovely low voiced presentation of a fine tune with a pretty melody and fitting lyrics is portrayed by Bob Anthony. The soft vocal is backed by the Laurie Sisters and Buddy Kosters ork.

C+ "WHOLESALE" (2:25) Bob and the crew run through a cute number with a Latin rhythm and come up with an ok side. Lyrics are not very comprehensible as the group sounds muffled.

RICKY VALLO
(MGM 11315; K-11315)

B+ "FORGIVE AND FORGET" (2:48) A full and colorful voice steps forth to present a pretty ballad. Ricky Vallo is the artist who comes up with this inviting and expressive reading set to the background of Leroy Holmes capable orking.

B "AS SURE AS THERE'S A HEAVEN" (2:50) Ricky demonstrates a more powerful voice on this deck in his delivery of another slow number. The Holmes ork gets credit again for the fine support of the good voiced lad.

THE CASH BOX 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.

- ★ "MIGHTY LONESOME FEELIN'"... June Valli... RCA Victor 20-4900; 47-4900
- ★ "BECAUSE YOU'RE MINE"..... Nat "King" Cole..... Capitol 2212; F-2212
- ★ "APRIL IN PARIS"..... Sauter-Finegan Orch. RCA Victor 20-4927; 47-4927
- ★ "ALONE TOGETHER"..... Margaret Whiting..... Capitol 2217; F-2217
- ★ "FORGIVE AND FORGET"..... Ricky Vallo..... MGM 11315; K-11315
- ★ "THE MELANCHOLY TRUMPET".... Harry James & Toni Harper Columbia 39846; 4-39846

VAUGHN MONROE
(RCA Victor 20-4942; 47-4942)

B "A MAN'S BEST FRIEND IS HIS HORSE" (2:13) From the film "Toughest Man in Arizona" comes this happy go lucky bouncer done with a slight western twang by Vaughn Monroe. Vaughn's voice gets some fine backing from the group.

B "YOU'LL NEVER GET AWAY" (2:15) Z. G. Talent plays the part of the girl in this novelty that bounces with joy. Vaughn takes the lead through this fine and funny number while being backed by his Moon Maids.

JUDY LYNN
(Coral 60827; 9-60827)

B "I'VE BEEN KISSED BEFORE" (3:09) Thrush Judy Lynn lends her crystal clear voice to the melody of a number from the movie "Affair in Trinidad" and comes up with a potent reading. The artist's agreeable style is inviting.

C+ "I CRIED FOR YOU" (2:46) Ray Bloch's ork dishes up the backing once again for the chirp as she pipes a grand old number in smooth fashion. The slow piece gets fine choral support from the Sweetland Singers.

NORM HOAGY ORCHESTRA
(Listen 1433)

C+ "IF YOU WOULD ONLY BE MINE" (2:47) A slow waltz tempo is the beat set for Sally King in which she sings the pretty lyrics and melody in her soft and sweet manner. Norm Hoagy and his boys dish up the wonderful instrumental support.

C "GEORGIA" (2:37) The grand Hoagy Carmichael oldie is treated to a fine bouncing instrumental by Norm Hoagy and the crew. Arrangement has fine rhythm and effects.

MILLS BROTHERS
(Decca 28384; 9-28384)

B "THE GLOW-WORM" (2:49) The Mills Brothers continue breathing new zest into old material and come up with a grand side. The lyrics to this side are wonderful and the artists get a pleasant backing from Hal McIntyre and the ork.

C+ "AFTER ALL" (3:07) A lovely slow number is displayed by the brothers in their warm and feelingful manner. The harmony by the combo is very inviting, and the backing by Hal and the crew is very melodic.

TOMMY TUCKER ORCHESTRA
(MGM 11320; K-11320)

B "I DON'T WANT TO SET THE WORLD ON FIRE" (2:47) Tommy Tucker and his orchestra remake the grand oldie which was his biggest success in the past. The grand standard sounds as fine as ever as it is vocally treated by Karen Rich and The Voices Four.

B "I LOVE YOU" (2:48) A tick tock introduces a lovely slow number which has been Tommy's theme song through the years. A very tender reading of the lovely ballad is portrayed by the Trio as the ork backs fittingly.



A NEW SUPER-SONG-TEAM
 Together for the First Time!

**DON
 CORNELL**

and

**TERESA
 BREWER**

Melodize on two great new songs

**YOU'LL
 NEVER
 GET AWAY**

**THE
 HOOKEY
 SONG**

Coral 60829 (78 RPM)
 and 9-60829 (45 RPM)

CORAL RECORDS
 America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, Inc.)

RECORD REVIEWS

- **A** DISK & SLEEPER
- **G** GOOD
- **B** EXCELLENT
- **C** FAIR
- **B** VERY GOOD
- **D** MEDIOCRE

SAUTER-FINEGAN ORCHESTRA
(RCA Victor 20-4927; 47-4927)

B+ "APRIL IN PARIS" (2:57) After making a fine start with their record of the "Doodletown Fifers," the Sauter-Finegan ork lends its fullness to a grand oldie and delivers it in a thoroughly lush fashion. High girls chant in background adds color to side.

C+ "MOONLIGHT ON THE GANGES" (2:46) A steady beat and a general soft and subdued sound creates a fine effect on this bouncer. Ork has a fine technique.

JERRY GRAY ORCHESTRA
(Decca 28383; 9-28383)

C+ "ANCHORS AWEIGH" (2:12) A fast moving version of a great theme of the United States Navy is treated to a fine vocal by the Skylarks. Jerry Gray's ork belts out a solid rhythm for this grand jump.

C+ "ON, BRAVE OLD ARMY TEAM" (2:28) This time the West Point football song is the meat for the artists. A rousing rah rah type of presentation of this tune makes for good listening. The Skylarks blend well with the Gray ork.

MARGARET WHITING
(Capitol 2217; F-2217)

B+ "ALONE TOGETHER" (2:06) A light Latin backing and lush and beautiful orking by Lou Busch and his boys sets the mood for Margaret Whiting's romantic and impressive reading of a fine ballad.

B "OUTSIDE OF HEAVEN" (2:15) Maggie's voice sounds ultra-lovely as she sings with tenderness and depth a lovely ballad with sentimental type lyrics. Lou Busch again offers the fine and fitting support.

CONNIE BOSWELL & ARTIE SHAW
(Decca 28377; 9-28377)

C+ "WHERE THERE'S SMOKE THERE'S FIRE" (3:06) Artie Shaw and his Gramercy Five set the pace for a slow and colorful reading by Connie Boswell of a grand oldie. Crying voice by Connie is matched with the riding clarinet of Artie throughout the entire number.

C+ "MY LITTLE NEST OF HEAVENLY BLUE" (3:07) Set to a serenade from the operetta "Frasquita" are the cute lyrics and jumpy beat that makes this number pleasant on the ear. Connie and Artie do another interesting job on this deck.

TED HEATH ORCHESTRA & LITA ROZA
(London 1251; 45-1251)

C+ "MEET ME ON THE CORNER" (2:40) A good jump number gets a full orking from Ted Heath and his orchestra as thrush Lita Roza sings the cute words in an interesting manner. Number has a pleasing aire about it.

C+ "BLACKPOOL BOUNCE" (3:00) Ted and his crew help themselves to a heap of fun as they bounce through this cute piece. A light hearted reading by Lita to the backing of clapping hands makes this number pleasant listening.

THE CASH BOX

SLEEPER OF THE WEEK

"YOU'LL NEVER GET AWAY" (2:40)

"THE HOOKEY SONG" (2:36)

DON CORNELL & TERESA BREWER

(Coral 60829; 9-60829)



DON CORNELL



TERESA BREWER

C A sensational duo may be in the making as one might easily discover by listening to a great new novelty called "You'll Never Get Away" by Don Cornell and Teresa Brewer. Don who hit big with his "I'm Yours" and "I'll Walk Alone" and Tessie with her "Gonna Get Along Without Ya" lend their voices to a cutie which is bound to make everyone sing along with

them. The number is very enjoyable and features fun throughout. Terry's chirp voice and Don's vocal fullness blend perfectly together. The very fast reading is really a gay one. Jack Pleis ork sets the fitting jumpy beat. Flip is another cutie that the artists to well on. Keep on eye on the top lid, you're gonna hear it frequently.

NAT "KING" COLE
(Capitol 2212; F-2212)

B+ "BECAUSE YOU'RE MINE" (3:08) Nat Cole gives his soft and warm styled reading of the lovely title song from the flick "Because You're Mine." This colorful rendition may be the one to happen.

B "I'M NEVER SATISFIED" (2:11) Nelson Riddle's ork again backs the songster but this time on a happy fast moving jump number. The lyrics are fine and Nat's way of putting over a song is just grand.

GEORGE SHEARING QUINTET
(MGM 11316; K-11316)

B "LOVE" (2:48) A George Shearing fashioning of a rhythmic Latin number is projected with a great deal of appeal, while Teddi King stands out with a fine tender voiced vocal.

C "IT'S EASY TO REMEMBER" (2:39) Teddi chirps a grand old Rogers and Hart number as the show-casing for this slow jump is perfectly set up by the Shearing Quintet.

THE STARGAZERS
(London 1250; 45-1250)

C+ "SUGARBUSH" (2:49) A pleasant exhibition of harmony and vocal unity is presented by the Stargazers as they lilt through a fine bouncer with the aid of Nat Temple's ork as backing support.

C+ "THE DAY OF JUBILO" (2:47) Another bouncer, this time a rousing one with a jubilee flavor is expressed by the Stargazers. Fine coverage but a bit too late.

CINDY LORD
(MGM 11313; K-11313)

B "MY LOVE, MY LIFE" (2:49) Cindy Lord sings the lovely ballad from the current film "What Price Glory" with a load of feeling and depth. Her impressive reading is fittingly showcased by Joe Lipman's ork.

C+ "MIGHTY LONESOME FEELING" (2:59) A skillful reading of another lovely romantic item is demonstrated by Cindy. The sentimental flavoring in her voice is very inviting.

JUNE VALLI
(RCA Victor 20-4900; 47-4900)

B+ "MIGHTY LONESOME FEELING" (3:03) June Valli follows her hit "Strange Sensation" with a deep and tearful vocal presentation of a lovely slow ballad. The rendition is wonderful as is the orking by Harry Salter and his boys.

B "TABOO" (3:00) A lush and beaty opening introduces a fine voiced delivery of an exciting number with a Latin flavoring. The Salter ork plays the fitting back for June's impressive vocal.

FRANK PETTY TRIO
(MGM 11305; K-11305)

C+ "ST. LOUIS BLUES" (2:39) A slick instrumental is creditably belted out by the Frank Petty Trio to the tempo of a fast boogie beat. Mike Di Napoli plays the vigorous piano backing that is heard throughout.

C+ "CONGRATULATE ME" (2:35) Frank Petty vocalizes to the backing of Mike Di Napoli on the piano once again. The cute bouncer has a fine and interesting sound.

ART LUND
(Coral 60834; 9-60834)

B "CINCINNATI DING DONG" (2:33) A very cute novelty number is sent out by Art Lund to the backing of Chinese sounding music as played by the ork of Leroy Holmes. The number is different and interesting and could happen.

C+ "THE RIVER" (3:22) Art gives a pop treatment to a slow tune currently making a lot of noise in the rhythm and blues field. The heart boken lover slowly walks to the river to drown himself in this emotional number.

BARBARA RUICK & CARLETON CARPENTER
(MGM 11314; K-11314)

C+ "WHEN YOU'RE WALKING IN THE RAIN" (2:41) Barbara Ruick and Carleton Carpenter join their young voices on a cute bouncer that has a light and gay aire to it. Some fine ork support is sent forth to back the vocalists by Skip Martin's ork.

C+ "NO TWO PEOPLE" (2:39) Babs and Carleton do a tune from the film "Hans Christian Anderson" and come up with another fine job. The light bouncing love song is very pleasant on the ear. Skip and the crew do their usual fine job of backing.

LEE LAWRENCE
(London 1228; 45-1228)

B "ONLY YOU WILL EVER KNOW" (2:45) A fine clear voiced reading is attractively rhapsodized by Lee Lawrence in his tender yet strong voiced manner. A lush and pretty backing for the slow number comes from the instruments of Roland Shaw's men.

C+ "TONIGHT BELOVED" (2:39) Lee shows a more powerful voice on this deck as he reads the fine lyrics to this appealing ballad. Roland Shaw's ork direction is once again grade A.

JOHNNY MERCER & BILLY MAY
(Capitol 2218; F-2218)

B "HELLO OUT THERE, HELLO" (2:51) It's good to hear Johnny Mercer again as he sings in his inviting style, a cute and light bouncer. The good sound of the backing comes from the stylized backing of Billy May and the ork.

C+ "MEMPHIS IN JUNE" (2:56) Here the artists team once again to fashion a Hoagy Carmichael oldie. The tune is still wonderful and gets a fine going over from the lads.

TRUDY RICHARDS
(Decca 28389; 9-28389)

B "I'M NEVER SATISFIED" (2:17) Thrush Trudy Richards lends her happy voice to a cute and bouncy novelty with a fine jump to it. She gets some fitting support on the vocal end from Ray Charles Singers and his ork.

C+ "SOME FOLKS DO AND SOME FOLKS DON'T" (2:30) The chirp offers a zestful reading on this bouncer. Her treatment is full of oomph and really makes the lyrics and melody come across.

ROUND THE WAX CIRCLE

NEW YORK:

NEW YORK—The New York music world will be well in view at the MOA convention this week. Every major will have an exhibit and every independent of any importance will be represented. . . . Lee Wiley, one of the great artists of our time, has cut two albums for Columbia, one of Irving Berlin



BIBI JOHNS

tunes, the other of Vincent Youmans tunes. . . . Bibi Johns late of Sweden and now on the Victor label looks like a fine bet for stardom. Her first release is "Someone To Kiss Your Tears Away." . . . Wally Schuster tells this one: He called Jimmy Hilliard's secretary for an appointment to show the A & R head some songs. Each time Jimmy was tied up or out of town. Finally, in desperation Wally cried "You know, my songs are getting old." Came this classic rejoinder from Jimmy's girl Friday, "Well, there's nothing like standards." . . . "Bim Bam Baby" by Frank Sinatra looks good. . . . Bernice Parks had two mighty entertaining interviews with djs this week, one with Art Ford, the other with Carl Ide. . . . Dave Miller has signed Irving Shiffrin, prominent press agent to handle promotion for Essex Records and the campaign for the diskery's new singer Dick Lee. . . . Sid Ascher is doing a column on personalities and

Paul Brown one on records for TV Day. . . . Miriam and Herb Abramson of Atlantic Records became the parents of a baby boy on August 28. . . . Les Paul and Mary Ford left for Europe this week for their opening at the Palladium September 15. They'll be back in N. Y. for the Ed Sullivan show on October 5. . . . Frankie Vayl scheduled for 4 Rainbow sides with a big orch backing.

CHICAGO:

CHICAGO—Dave Miller, noted Country Music disc jockey at WAAT, Newark, N. J., now doing TV appearances in Chicago on WENR-TV and WBKB. Dave was chosen from among several hundred who were auditioned for these Chi TV shots. . . . Received a letter from Jilla Webb. Advises she has cut two new sides for MGM. Claims MGM quite excited about the tunes. . . . Heard from Cee Davidson, former ork leader of the Chez Paree. Cee will open in Las Vegas on October 1 for an indefinite stay. . . . Les Paul's version of "Meet Mr. Callaghan" clicking on Capitol. . . . Rainy Labor Day ruined many plans. Lew Simpkins of United Record Co. and George and Ernie Leaner of United Record Distributors had been planning an outdoor picnic for many weeks. At the last moment, all the food and drinks had to be carried back to the cars and the picnic became an indoor luncheon. . . . Big premier to be held at the Chicago Theatre, Friday, Sept. 5 for "Somebody Loves Me." Betty Hutton, star of the movie, with an album of songs from the pic, will be on hand. As well as Blossom Seeley and Benny Fields, about whom the movie was written. . . . Rosemary Clooney, currently holding forth at the Chicago, tells us she is quite thrilled with the prospect of being Mistress of Ceremonies on a telethon for the Cerebral Palsy Fund, out of Louisville, Ky., on September 13.



JILLA WEBB

of Louisville, Ky., on September 13.

LOS ANGELES:

LOS ANGELES—The excitement here this past week can be attributed to the forthcoming Music Operators of America Third Annual Convention at the Congress Hotel in Chicago. . . . Most of the guys and gals who, at first, said, "We're too busy to attend in person," dashed out at the last moment, as they (most suddenly) realized the importance of this big national meeting of all the nation's automatic music operators. . . . But, that's the way it is out here in (hot and) sunny California. . . . Everyone gets the "idea" at the last second. Then there's a dash for planes and trains to get to Chicago. And hear what's what. . . . Larry Mead of Vita Records didn't say he would, or would not, be in Chicago, but, somehow, everyone has a hunch that Larry will pop up at the Congress Hotel at the last moment, and leave gorgeous Pasadena in the lurch for a few days. . . . Leo Messner wasn't sure, and didn't know, and maybe yes, and maybe no, but, whatever does happen, Leo is mucho interested in what's going on in Chicago and how his Aladdin Records are faring there. So even if he doesn't attend in person you can betcha he'll be on long distance phones constantly. . . . Art Rupe of Specialty, may be there, and may not be there (at the Congress Hotel in Chicago) but, you people who are there, will probably be able to tell if he does or does not show up. . . . Lew Chudd was practically "on the way" when we last talked with him. Hope that Lew made up his mind (especially with the hits he's got and that great artist of his Slim Whitman) to be in Chicago and talk things over with the country's music operators. . . . Johnny Anz of Vogue Records had every intention of getting out to Chicago. And meeting with the juke box ops. Johnny has some great disks on the way and, there's no doubt, much of his pressings are going to start hitting juke boxes 'round and about the nation. . . . Quite a delegation of music operators, jobbers and distributors are on their way. And will be reading these notes when they arrive in Chicago. . . . Enjoy yourselves. . . . But do come home without those red rimmed eyes.



SLIM WHITMAN

without those red rimmed eyes.

America's Fastest Selling Records

DECCA PRESENTS

The **Curtain Call** SERIES

GREAT songs . . . great performers . . . great memories. Hear Sophie Tucker, last of the red hot mamas, sing *Some Of These Days* . . . hear Eddie Cantor bring back the glamor of another day with *Makin' Whoopee* . . . listen to Bing launch a career with *Where The Blue Of The Night*. Hear the Mills Brothers hit the musical bullseye with *Tiger Rag* . . . the Andrews Sisters' rocking version of *Bei Mir Bist Du Schon*. Thrill again to Jimmy Durante with *Inka Dinka Doo* and let Ted Lewis work his magic with *When My Baby Smiles At Me*. Call these great stars back again to sing your all-time favorites. Everywhere there's long and thunderous applause for "Curtain Call."

BY PLACING THESE GREAT COINCATCHERS NOW,
YOU CAN ASSURE MORE REPEAT PLAYS!

BING CROSBY

- | | |
|-----------------------------|----------|
| I SURRENDER DEAR | ★DU-1504 |
| WHERE THE BLUE OF THE NIGHT | ★★1-704 |
| MEETS THE GOLD OF THE DAY | |

ANDREWS SISTERS

- | | |
|-----------------------|----------|
| BEI MIR BIST DU SCHON | ★DU-1505 |
| IN APPLE BLOSSOM TIME | ★★1-705 |

INK SPOTS

- | | |
|------------------|----------|
| IF I DIDN'T CARE | ★DU-1506 |
| DO I WORRY? | ★★1-706 |

MILLS BROTHERS

- | | |
|------------|----------|
| TIGER RAG | ★DU-1507 |
| PAPER DOLL | ★★1-707 |

TED LEWIS

- | | |
|---------------------------------|----------|
| WHEN MY BABY SMILES AT ME | ★DU-1500 |
| WEAR A HAT WITH A SILVER LINING | ★★1-700 |

EDDIE CANTOR

- | | |
|--------------------------------|----------|
| NOW'S THE TIME TO FALL IN LOVE | ★DU-1501 |
| MAKIN' WHOOPÉE | ★★1-701 |

JIMMY DURANTE

- | | |
|--------------------------------|----------|
| START OFF EACH DAY WITH A SONG | ★DU-1502 |
| INKA DINKA DOO | ★★1-702 |

SOPHIE TUCKER

- | | |
|----------------------|----------|
| SOME OF THESE DAYS | ★DU-1503 |
| LIFE BEGINS AT FORTY | ★★1-703 |

★Deccalite®—78 RPM Record
(unbreakable under normal use)
Price, each \$1.00
★★45 RPM Record Price, each 95¢
Prices plus tax



CAPITOL COMPLETES TEN YEARS OF HIT MAKING

Ten short years ago Capitol Records was formed. Just another record company among hundreds that start out every year with the odds against success stacked against them. Not many in the platter trade were optimistic about the chances for survival by the infant brought into the world by Buddy DeSylva, Johnny Mercer, and Glenn Wallichs. However, Capitol was an instantaneous success with the very first release a click, Ella Mae Morse and Freddie Slack waxed the now famous "Cow Cow Boogie" and together with others like Johnny Mercer's "Strip Polka" and "I Lost My Sugar In Salt Lake City"; Ella Mae Morse's "Mr. Five By Five," and "Elks Parade" by Bobby Sherwood, the newly formed diskery grossed a total sales figure of \$915,913. This was a fabulous start, but from that point on sales mounted until in 1948 Capitol Records' sales figures were \$16,862,450.

Capitol's first year saw the opening of three branch offices, one in Hollywood, one in Chicago and the third in New York City. By 1947 the record company had opened a total of 29 sales offices and in 1948 this had been increased to a grand total of 45 wholesale outlets. 1948 also saw the extension of its activities to foreign countries. In 1950 Capitol, under contracts with companies in Canada, Mexico, South America and the principal European countries, furnished master records for pressing and distribution on a royalty basis. In 1951 distribution of its products internationally had been broadened to provide for pressing and selling in Japan, Australia and New Zealand.

Aware of the factors that helped in the rise to its present eminent position in the music industry, Capitol does not hesitate to give full credit to the juke box industry for the part it played. The past ten years saw the music machine industry spread throughout the country until it became a major source of entertainment for 100,000,000 people. Every town and hamlet had its juke box and often operators had to travel twenty or thirty miles to outlying areas to service them. 550,000 machines played the dual role of purchaser and salesman for the record company. According to a survey sponsored by Capitol Records among its retail outlets, close to fifty percent of sales were stimulated by juke box hearings. That in addition to the actual purchases made by the operator. And so, in its tenth year of business Capitol goes to the MOA convention arm in arm with the industry that has become the largest single user of records in the world.

Capitol Records had its greatest year in 1948 while the record industry as a whole was suffering a drastic decline in sales. Sales amounted to \$16,862,450. However, the general slack

that had invaded the record business caught up with Capitol the next year, and the figure for 1949 was \$11,496,399. That proved to be the low water mark, for the following years saw the firm do an about face with sales again climbing to close to thirteen and one-half million dollars.

Many careers has been started on the Capitol label. Among them are Ella Mae Morse and Freddie Slack whose famous "Cow Cow Boogie" was the first record released by the newly formed company in 1942. 1943 saw the launching of such careers as Jo Stafford, King Cole, Peggy Lee, Stan Ken-

ton and Margaret Whiting. Among the latest artists to suddenly shoot into prominence via the Capitol disk are the fabulous Les Paul and Mary Ford who in less than four years have become two of the company's best selling artists.

Not content with the success already achieved, Capitol opened a new and highly lucrative field with the introduction of "Bozo" the Capitol clown. Today, children's record sales total millions annually. Allan Livingston, who was brought into the firm for the express purpose of a children's library was completely without recording experience. However, Livingston, now Capitol's A & R chief, had a freshness of approach and definite ideas as to how the problem should be dealt with. He concentrated on funny sounds and situations that need not necessarily make sense to the adult. Deciding that talking animals were a natural medium it followed logically that the circus was the proper setting for the animals. From that point, a circus setting naturally brought in a clown. Thus was born the fabulous "Bozo" whose fame has become as widespread as Mickey Mouse and Bugs Bunny. After an expenditure of \$100,000 and ten months of planning, in which every radio actor in town was auditioned by Livingston for the voices of the animals, the session was set. Pinto Colvig, an ex-clown was selected for the role of Bozo and Billy May handled the musical assignment. The actual recording was a complicated affair that took more than seven hours. The rest is history. "Bozo at the Circus" became the biggest selling item in the children's field. Seven other "Bozo" albums followed and the total sales are in the millions. In addition to the highly profitable record sales Capitol found itself with a new source of income through the exploitation of the Bozo name on items such as clothing, toys, dolls, games, and books.

The past decade has been a momentous one in the history of the record business. The industry that was once believed dead with the advent of radio took on new life with the advancement of the automatic phonograph, the introduction of the long player record, the technical improvements in the quality and tone of the record; the phenomenal growth of the juke box industry, and the growth and influence of the disk jockey on the buying public. All these factors, plus the know how accumulated through the years by the diskery executives of the Glenn Wallichs type, brought the record business to the status of a major industry. The next ten years should see even greater advances.

Some Stars Born On Capitol Label



Les Paul & Mary Ford



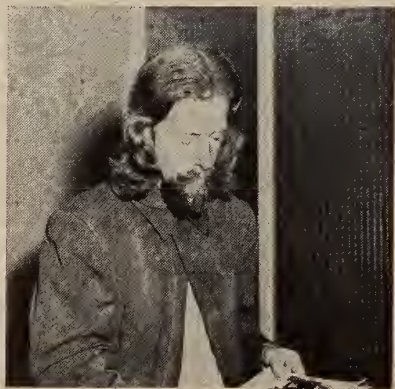
Nat "King" Cole Trio



Jo Stafford & Pied Pipers



Kay Starr



Eden Ahbez



Ella Mae Morse

8 Big Names 6 Smash Records

... CAPITOL SCORES AGAIN with 8 Top Artists on One Release!

Nat "King" COLE



"I'm Never Satisfied"
and
"Because You're Mine"
Record No. 2212

Kay STARR



"Three Letters"
and
"Comes A-Long A-Love"
Record No. 2213

Stan KENTON



"Stardust"
and "Beehive"
Record No. 2214

Johnny MERCER Billy MAY



"Hello Out There, Hello"
and
"Memphis in June"
Record No. 2218

Tennessee ERNIE Ella Mae MORSE



"I'm Hog-Tied Over You"
and
"False Hearted Girl"
Record No. 2215

Margaret WHITING



"Outside Of Heaven"
and
"Alone Together"
Record No. 2217

PLUS

Another FIRST from Capitol

8 TOP POPS

8 selections from the release above,
all combined in one SOCKO
Long-Play Album available
at the Same Time as the Singles!

33 1/3 • Long Playing Album H-9109



Juke Boxes Play An Invaluable Part In Determining The Public's Musical Tastes And Buying Habits

By GLENN WALLICHS
President, Capitol Records, Inc.



GLENN WALLICHS

Capitol and *Cash Box* are a good deal like a couple of youngsters that grew up together. Ten years ago Bill Gersh had an idea about a new trade paper market, and Johnny Mercer, Buddy DeSylva, and I had a few new notions about record-making. We

brought them into a world that was changing by the second. By ignoring the hazards we both moved straight ahead.

The birthdays and the anniversaries are about the only chances you get to take a moment for reflection. Looking back now, it's a pleasure to note how *Cash Box* was quick to recognize and report Capitol's rising star, and how Capitol was the first record company to acknowledge the *Cash Box* role by advertising in it.

Today *Cash Box* is the voice of a big, sprawling industry that operates half a million juke boxes, a vital part of the bigger and more sprawling music business. The machine itself has been here quite a while—back in 1890 an outfit called the Automatic Exhibition Company was putting out coin controlled phonographs that you listened to with earphones.

It took enterprising business men to join the thirties' boom in popular music with some remarkable combinations of cabinet-making and electric gadgetry. Their coin machines appeared in ice cream parlors, bowling alleys and every other public recreation spot. They matched and helped the growth of the dance bands and disc jockeys.

Capitol appreciated immediately the significance of the operator market and became one of the first record com-

panies to provide a sample service. We're proud, too, that we're the first record company to become an associate member of the Machine Operators Association.

The importance of coin machines to the record industry is clear enough; they're essential to the making of hits, and hits are the rockets that keep us moving. The machines are, in a sense, our biggest single customer.

Equally valuable, of course, is their promotional impact. A short while ago we asked record dealers everywhere, through a questionnaire in one of our Capitol publications, how they estimated the forces that nudge their customers into buying discs. They agreed that close to half their sales were stimulated by coin box hearings.

There are wide implications to that poll. For one thing, it shows that the boxes cover big areas of musical taste. New technical developments have emphasized this finding. Better pickup, better surfaces, 45 rpm discs, and machines with enormous capacities are providing natural sounding selections for every preference.

In short, we've all come of age. The size of our audience and the variety of our offerings are at an unprecedented high. That makes it particularly gratifying to think back over our happy youth together, and to plan, too, for the years ahead.

Interests of Ops And Disk Mfrs. Are The Same

By LLOYD W. DUNN
V. P., Capitol Records, Inc.

Operators and record manufacturers have almost the same interests and objectives, when you stop to think of it. Both have to guess the public taste in music, make it available on records, and hope that the public will buy.

Oh, yes . . . and both have to make a profit. In other words, neither one of us can be wrong more than part of the time!

In some ways the operators life is a bit more complex, because he must think of public taste in relation to *specific locations*. The smart operator knows his spots and tosses in just the right balance of pops, polkas and such that keep the coins clinking.

And the manufacturer must supply these assorted sounds for operators. For in addition to comprising a substantial market, the "boxes" offer an important exploitation force for record manufacturers.

It all suggests that record manufacturers and juke box operators work closer together in these common interests. That's just what we're trying to do at Capitol. Every Thursday, Capitol's repertoire department plays the proposed current releases for the sales and promotion executives. It's a joint meeting, with no holds barred and no feelings hurt—much. One of the comments most often heard from the sales force is "It's pretty—but how will it sound on the boxes?" Full many are the lovely intros, with fluttering flutes and throbbing cellos that the sales department urges the repertoire boys to cut out in order to start with the chorus, for the box trade. (In fact one embittered member of repertoire has threatened to start in the *middle* of the chorus with forty-eight open trumpets, guaranteed to be heard over chattering customers and clattering dishes. It might be a smash—who knows?

Of course, not all records can be designed for juke boxes. And that's where a record salesman can be genuinely helpful . . . in pre-selecting those records on the release that are particularly suitable for juke box play. It is our fond hope that Capitol salesmen know operators needs sufficiently well to select records for each operators specific needs, by locations, thus saving our customers time and money.

As we look back through ten years of Capitol history, it's gratifying to see the steady increase in operator business. In that time we hope we've learned a lot about how to supply records for juke boxes and how best to serve the men who operate them. As someone once said, "Good judgment comes from experience, and experience from poor judgment." Capitol has made it's share of mistakes, but out of it has come a relationship with operators throughout the country that we, at Capitol, prize highly. Among the operators are our best customers—and best friends. We're looking forward to another decade of working and profiting together.



standardize on

PERMO POINTS

the complete coin needle line!

PERMO, INC. CHICAGO 26, ILLINOIS
MANUFACTURERS OF "FIDELITONE",
"PERMO-POINTS" AND "PERMO" PRODUCTS

Tenth Anniversary



SCRANTON, Pa.—The entire city of Scranton turned out to greet the Capitol party on its tenth anniversary. The Capitol plant was opened to the public and a steady stream of visitors saw how records were made. Above Glenn Wallichs (center) is being welcomed by city officials.

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

"HOW HIGH THE MOON"

Thanks
and Best Wishes
**MUSIC OPERATORS
OF AMERICA**
You've been wonderful

"TIGER RAG"

"SMOKE RINGS"

"I'M CONFESSING"

Congratulations

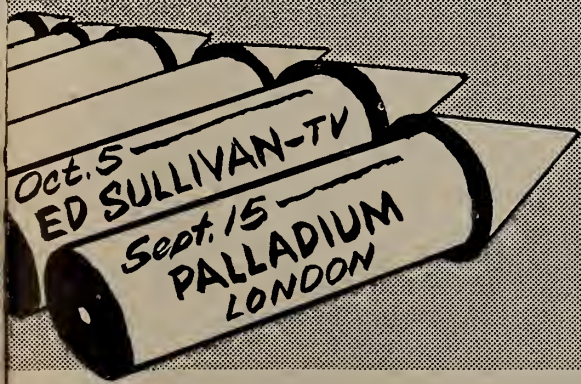


**WATCH
THIS ONE!**

"MEET MR. CALLAGHAN"
"TAKE ME IN YOUR ARMS"

"... artists continue to have the magic touch
in this latest double hit release ..."

—The CASH BOX
DISK OF THE WEEK



LES PAUL
and
MARY FORD

Personal Direction:
East Coast—GRAY GORDON

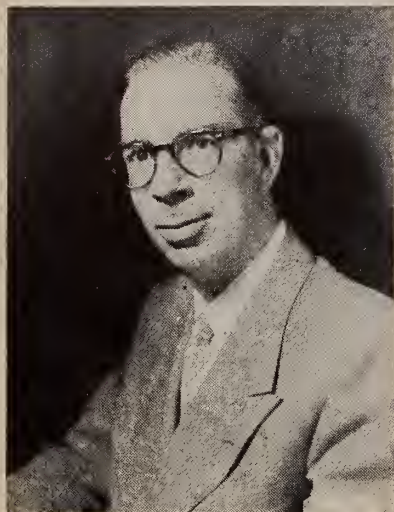
West Coast—MEL SHAUER

MANAGEMENT
GENERAL ARTISTS CORPORATION
NEW YORK CINCINNATI CHICAGO DALLAS BEVERLY HILLS LONDON

No Hit Record Reaches Full Potential Without The Support of Ops

By WILLIAM H. FOWLER

Acting General Manager, Capitol Records Distributing Corp.



WILLIAM H. FOWLER

This has been said so many times in so many different ways by so many different people, that the real meaning behind the words has been almost lost.

With the MOA now a solid reality, backed by the memberships of most

all the important coin machine operators in the country, it is a good time to review in just what ways and how important the MOA and its members are to the record industry.

It can certainly be said that hits are sometimes made by exploitation on the machines alone, but this is the exception rather than the rule. More often hits are made by box plays in combination with radio and TV performances and trade paper promotion, particularly in the case of new artists.

It can be said without qualification however, that every hit record is built up to its maximum potential only if it gets the full support of the operators throughout the country. Concentrated air play can and sometimes does give a false build up and creates a synthetic dealer and consumer demand for a new tune, but no tune, no record, can ever hit the top and stay there unless it makes the grade and gets nation-wide promotion through box play.

While this support from the operators is all-important, they cannot be expected to completely fill their boxes with new tunes by new artists since a high portion of the slots in every machine must carry records that guarantee heavy plays to meet today's high costs and taxes.

For this reason the industry services performed by the operators are really limited to two. The test sampling of new material that seems to have box potential and the saturation type of box coverage on tunes that have shown their strength with the public and are on the way to the top. The first is always a gamble but turns up the sleepers and keeps the whole music industry fresh for continued growth. The second is the solid bread and butter of the business without which there would be no steady revenue for anyone to count on.

To round out this picture, let's consider what record manufacturers and distributors can and should do to ease the load of the operators. Near the top of the list certainly is the need for a steady release of good new tunes well performed by artists with strong coin machine followings. Also near the top in priority is the responsibility of the record manufacturers to supply good records that will wear well with a minimum loss of quality on repeated heavy play.

From the distribution standpoint the most important thing is to maintain sufficient stocks to give immediate delivery on the hot numbers, or if shortages do occasionally develop, to see that all operators get their fair share of shipments received.

Convenient location of the distributors' warehouse, preferably near those of competitive labels, adequate parking, prompt counter service, comfortable show rooms, and good listening equipment are also important along with intelligent suggestions of new possibilities and phone and personal sales calls at times convenient to the customers.

The list is almost endless and while no company can maintain perfection in all things at all times, for the past 10 years Capitol has been consistently trying to better its quality and service. Major steps have been taken during the past year toward these ends and the program will be continued through the coming year.

The Line "Great For The Boxes" Includes The Best Music Of All Types

By ALAN LIVINGSTON

Vice-President in Charge of Artists & Repertoire, Capitol Records, Inc.



ALAN LIVINGSTON

There's a line in the music business that goes, "Great for the boxes!" An Artists and Repertoire man may hear it from an agent trying to peddle a new voice to a record company. The song plugger pushing an unrecorded number recites the words with deep feeling. Promotion men may be passing on a compliment to the producer of the disc.

Wherever it comes from, the expression, "Great for the boxes," indicates the esteem the music business has for the coin machines. To a record company they represent an estimated 15% of single record sales. To the artist, the publisher, the writer—and the record company again—they are essential in making the big hits.

For those of us involved in the creation of records, the question as to what is or is not coin box material is of great importance. What actually is, "Great for the boxes"? There's a strong tendency to think of juke box material exclusively as a raucous sound mounted on a driving beat. Without belittling barrelhouse, all operators know they have had great success with tunes such as "Blue Tango"; artists like Nat Cole.

The technical advances in the sound systems and in the selection machin-

ery of the coin boxes have, it seems to me, left the thinking of many people in the music business years behind. From the title strips on the multi-selection boxes it is easy to see that many operators are programming the best music of all types, including the light classics, to catch the tastes of as wide a public as possible. This kind of programming, to us, makes the best kind of sense. We know the record buyer who demands a particular version of "Chitlins, Corn Pone, and Possum Stew" may also walk out of the store with the latest rendition of "Claire de Lune."

In the music business there is also considerable discussion of artists with "juke box acceptance." Undoubtedly there are always artists who, after a few high flying platters, find their new disc on the machines immediately after release. Les Paul and Mary Ford, Kay Starr, Joe "Fingers" Carr are believed to have "acceptance," but it should be remembered that Stan Kenton, Jan Garber and the Boston Pops—of all the unlikely combos—have had highly successful coin machine records. One point is obvious. Anyone with a hit has acceptance.

Some titles do make eye catching copy for strips, and many operators have, in these cases, pushed a disc that received little play elsewhere.

What all this proves is simply that a coin machine hit may come from anywhere. Coin machines have themselves become an American institution at home in the family drug store, restaurant, and drive-in, as well as the cocktail lounge. There are people in the music business who think of the coin box as a device for supplying entertainment only for "the boys in the back room." Nothing could be farther from the truth. If the coins that spin the platters are a little sticky these days, it's more often from mayonnaise, than from beer.

The operator today is in much the same position as artists and repertoire people in the record companies. We are both trying to present to the public the kind of music it wants to hear.

Tribute To Beauty



LOS ANGELES—Filmdom's Marilyn Monroe sits in with hornblowers Mickey Rooney and Ray Anthony at a party kicking off Ray's opening at the Hollywood Palladium. The popular bandsman has a new record on Capitol appropriately titled "Marilyn."

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

SEE
OUR SPECIAL M.O.A. PACKAGE DEALS OF
MILLER
COIN MACHINE
NEEDLES
Room 305
MOA Show, Congress Hotel,
Chicago, Sept. 11, 12, 13, '52

•

M. A. MILLER MFG. CO.
 (((NEW ADDRESS)))
4th and CHURCH STS.
LIBERTYVILLE, ILL.

•

Manufacturers of the World's Largest Line of Play Back and Recording Needles—Reliable For Over 35 Yrs.

Greetings
M.O.A. and



on your
Tenth
Anniversary



Al Martino

Thanks for making them HITS . . .

"HERE IN MY HEART"
"TAKE MY HEART"

and NOW!!

"SAY YOU'LL WAIT FOR ME"

backed with

"I'VE NEVER SEEN"

Capitol 2185

Just concluded smash engagement MICHIGAN STATE FAIR

Personal Mgt.
JOE PICCOLA
—**JAMES CERES**

Public Relations
FRANK LAW

Record Promotion
KAPPI JORDAN

GENERAL ARTISTS CORPORATION
NEW YORK CINCINNATI CHICAGO DALLAS BEVERLY HILLS LONDON

BRINGING SMILES TO THE NATIONS OPERATORS

YOU COULD MAKE ME SMILE AGAIN

TONY BENNETT

Columbia 39815

SUNNY GALE

RCA Victor 20-4901

TOMMY DORSEY

Decca 28366

VINNIE de CAMPO

Coral 60568

Best Wishes M. O. A. for a Happy Convention Time
Tony Wilson

PARK LANE MUSIC CORP.

1619 Broadway, New York 19

Co-Stars



NEW YORK—Dick Lee, Essex Records' new singing star, plugged his first records "Infatuation" and "Eternally" during the Paul Whiteman American Broadcasting System network "Teen Club" show broadcast from New York on Labor Day over WJZ-ABC. Junie Keegan, regular performer with the Whiteman show, and who conducted it with Dick Lee, is shown above with the young singer.

Devon Records Formed In Philadelphia; To Concentrate On Pop Market

PHILADELPHIA, PA.—A new entry in the popular recording field was organized in Philadelphia with the establishment of Devon Records, Inc., bringing together the resources and talents of four men who have already wide attention in the industry.

The new company, which will specialize in the popular record field and set up a nation-wide group of distributors for its line under the Devon label, was formed by Melvin R. Korn, Larry Pleet, Moose Charlap and Robert Ira Goldy.

Korn, who was associated in an executive capacity with J. M. Korn Advertising Agency, and Pleet, an executive of the Yorkshire Worsted Mills, were responsible for producing the top-selling "Sin" record of the Four Aces last year. Korn will be president of Devon Records, in charge of sales and promotion, and Pleet is secretary of the corporation.

Charlap, who has attracted attention in song-writing circles with "Here Is My Heart," "Balboa," "The Purtiest Little Tree" and others, is vice-president of Devon Records and will be in charge of artists and repertoire. Goldy, an attorney and counselor for many performers, was instrumental in arranging for the appearances of the Marlowe Twins, twin piano team, on the Milton Berle, Sam Levinson and other network television shows this past season. He will serve as general counsel and treasurer for the new record company.

The Devon records will be non-breakable and set at the 78 R.P.M. speed, with the other speeds to be adopted later. The initial releases have been recorded in New York City and will be released shortly upon completion of a chain of record distribution across the country. The home offices of Devon Records, Inc., are in the Bankers Securities Building in Philadelphia.

Korn explained that the new record company will incorporate many new ideas in the production and distribution of the releases. The initial records will feature new material and new names, with new instrumental and vocal sounds featured.

Prima Denies Band Breakup

NEW YORK—Louis Prima has denied as untrue the rumor that he is breaking up his band.

"My band has been one of the top grossers in its country-wide tour this season. We have contracts to appear at the New York Paramount, college proms and other one-night dates, far into next year. These facts make the rumor that much harder for me to understand," said Prima.

"My vocalist, Keely Smith, and I have been booked into several night clubs to do a comedy-singing double. But why this should start a rumor that I am discontinuing my band is beyond me.

"I'm not throwing hundreds of thousands of dollars out the window. That's what the band engagements will bring in this year.

"This rumor has spread so far and popped up in so many places, it convinces me that it must be malicious in origin. If anyone tells you I'm breaking up my band, the answer is: 'Man, what a crazy fabrication!'"

Taking Off . . .

The MRT Record Hit "FOREVERMORE"

b/w

"TAKE IT OFF"

by

vocalist-arranger-composer pianist-conductor

DENNY VAUGHAN

MRT RECORD 777

MRT RECORD SALES CO.

800 Union St., Brooklyn 15, N. Y.
(Phone: STagg 9-0555)

A Double Hit

"COMMON FOLKS" plus "I WAS THE LAST ONE TO KNOW"

ROBERTA LEE—DECCA #28362

AMERICAN MUSIC, INC.

1576 B'way N. Y. • 9109 Sunset Blvd Hollywood
CO 5-7880 CR 1-5254

THE NEW SOCK NOVELTY!

TWO-FACED CLOCK

ROBBINS MUSIC CORPORATION

"HAVE A GOOD TIME"
by Tony Bennett Columbia 39764

Greetings Music Operators of America

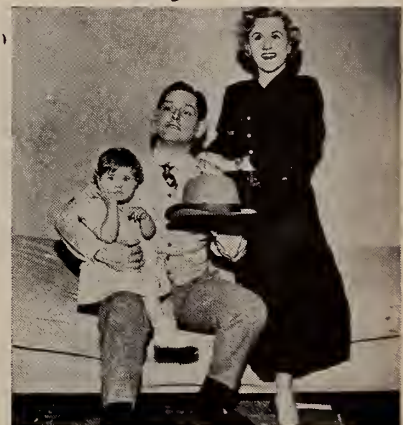
from

DANA RECORDS

Leaders in The POLKA Field

WALTER DANA
(President)

Family Portrait



LOS ANGELES, CALIF.—Margaret Whiting, husband Lou Busch, and daughter pose for an "in days gone by" photo. Idea for the portrait came from the fabulous success Lou has attained as Joe "Fingers" Carr, the ragtime pianist. Lou's first release "Ragtime Melody" in his now accepted piano styling was started as a gag, but his ever mounting popularity and increasing sales have convinced him it is no joke. Maggi's latest release is "Alone Together" backed with "Outside Of Heaven" on the Capitol label. Musical backdrop is provided by Lou.

many thanks
for every spin—



perry como

my love and
devotion

sweethearts
holiday

maybe

WITH EDDIE FISHER

watermelon
weather

WITH EDDIE FISHER



RCA VICTOR Records



Direction—
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

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



**" OPERATORS PICK...
DANCE WITH A DOLLY
WITH A HOLE IN HER
STOCKIN' "**
by
BILL "ROCK THE JOINT" HALEY

b/w "ROCKIN' CHAIR ON THE MOON"
ESSEX 305

Manufactured & Distributed by
PALDA RECORD CO. • 8406 LYONS AVE., PHILADELPHIA 42, PA. • BELGRADE 2-6250

The HALE You Say

—by natt hale—

It stands to reason, it seems, that each new season in any business is generally greeted with unbounced optimism and manifold expressions of good tidings. It just doesn't appear cricket to go around saying: "The mink ranch industry is going to the dogs," or "Guess this'll be the last year when there'll be anything doing in the chicken business." Somehow, such remarks are greeted with open disdain and the remarker is regarded, in most creditable circles as an unmitigated schlemiel.

Therefore, we believe we will continue our good standing amongst the recording gentry when we give full voice to our personal opinion that the coming Fall season of the record business, with its affiliated branches of the juke box operators and the retail segment, shapes up as probably the most prosperous and tidy season in many a year.

Far be it from us to allow ourselves to fall into the "schmo" class!

Our optimistic bent, however, goes beyond the mere fear of a derogatory classification. Based on the better-than-average Summer season which most record manufacturers, distributors, ops and dealers have enjoyed, one might naturally assume that the Fall and Winter periods augurs well for the industry. But it even goes further than that.

The public has now become educated . . .

This is a subject which is, indeed, very close to our auricle-and-ventricle assembly, and will, therefore, be the subjecta majora of this treatise.

One of the common foibles of the disc jockey and promotion men elements is the status quo of our old buddy, Mr. John Q. Public, as regards his hitherto poor listening habits. The deejays and the p.m.'s have known, for years, that John Q. has been exposed to some pretty mediocre slop, insofar as some record programs go. And, as some record programs go, better they should went. After a lengthy siege of some "light novelty" (courteous, huh?) recordings had monopolized the airwaves, it came to pass that some more progressive deejays saw fit to put an end to the twentieth century version of the torture rack (radio dial) and relieve dear old John-Que of having to listen to such drivel. Moreover, it was time that the public was getting educated to the finer things.

Such as be-bop!



NATT HALE

The progressive jockeys were small in number, evidently, and were consistently outvoted by their less courageous—and less-educated—colleagues. Moreover, the disc manufacturers, the juke operators and the retail dealers weren't cooperating. Primarily, of course, because John-Que wasn't taking to the "education." At any rate, the peepul just weren't throwing their dimes into the boxes to listen to Rocket Shipp and his Atom Bums' recording of 'Up and Atom.' Nor were they subscribing to the course by purchasing the saucer-shaped record across the counters. So, that era passed. . . .

Came "the Big Voice."

Actually, this era is still with us, probably because some of the artistes do possess genuine talent. Yet, it can be said that all of the male counterparts of a young Chaliapin are hopelessly being overshadowed these days by a new, evil sound—something almost novel to the present-day generation of record fanciers:

Good music!

Yep—with the advent of musicians, arrangers, top-flight conductors, etc. to the ranks of the Artists & Repertoire staffs, it soon became apparent that all of the past eras of experimentation, "new sounds", half-fast tempos and quadruple echoes would remain as such—in the past. And now, the public is ready to be educated!

Oddly enough, the Frankenstein monster of television hasn't proved to be the death knell of the phonograph record industry. Paradoxically, it appears that T.V. might well be considered the saving grace of the business. More of the folks are staying home or close to the hearth of the local pub to watch their favorite comics or that movie they missed sixteen years ago. In any event, be it as it may, a vast number of new record collectors and juke-box devotees has arisen to support the great wax museums which press and distribute the magic platters of our business.

The greatest improvement immediately evident, however, is the calibre and context of the records themselves. Today it isn't uncommon to hear full (but full) orchestras of say, forty pieces, giving forth with straight, un-gimmicked, beauteous versions of songs in the popular vein. The forty musicians oftimes include masters of such as the oboe, clavier, triangle, finger cymbals and harpsichord—but it all makes for good music.

So, maybe the public is truly becoming educated. . . . And, being "hip" now, it sure does look good for the coming season, ain't it?

There's only one frightening thought to consider —

It's just about time for a new era of something or other.

Well—That's how it goes!

Greetings - MUSIC OPS. OF AMERICA -
YOU'RE ACES WITH US...



**THE
FOUR
ACES**

Current
"SHOULD I"
Decca 28323

HERB KESSLER
Personal Manager



DECCA
RECORDS

We're looking forward to meeting and greeting you at the **SHOW**



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

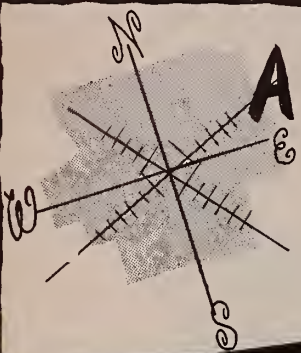
GREETINGS TO THE M.O.A.

Thanks fellas for your help



A NATION-WIDE HIT

THE VOICE and TUNE
EVERYONE
IS RAVING ABOUT



ALAN DEAN
singing
LUNA ROSSA

b/w
"I'LL FORGET YOU"
MGM 11269-78 rpm • K 11269-45 rpm

HANK WILLIAMS
JAMBALAYA
and
WINDOW SHOPPING
MGM 11283-78 rpm • K 11283-45 rpm

BILLY ECKSTINE
STRANGE SENSATION
and
HAVE A GOOD TIME
MGM 11291-78 rpm • K 11291-45 rpm

BILL FARRELL
A SINNER KISSED AN ANGEL
and
MARIA, MIA
MGM 11310-78 rpm • K 11310-45 rpm

FRAN WARREN
WISH YOU WERE HERE
and
WHAT IS THIS THING CALLED LOVE
MGM 11270-78 rpm • K 11270-45 rpm

PETER TODD
MEET MISTER CALLAGHAN
and
WHISTLEWOOD
MGM 30640-78 rpm • K 30640-45 rpm

BILL HAYES
HIGH NOON
and
PADAM-PADAM
MGM 11266-78 rpm • K 11266-45 rpm

BARBARA RUICK
SERENADE TO A LEMONADE
and
DELISHIOUS
MGM 11279-78 rpm • K 11279-45 rpm

DAVID ROSE
VANESSA
and
ALL THE THINGS YOU ARE
MGM 30619-78 rpm • K 30619-45 rpm

THE FOUR HORSEMEN
INDIAN LOVE CALL
and
SAN ANTONIO ROSE
MGM 11300-78 rpm • K 11300-45 rpm

GEORGE SHEARING
FIVE O'CLOCK WHISTLE
and
SIMPLICITY
MGM 11282-78 rpm • K 11282-45 rpm

DEALERS! OPERATORS! DISC JOCKEYS!
EVERYONE IS PLAYING THE...

ALAN DEAN
recording of
LUNA ROSSA

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE NEW YORK 36, N. Y.

YES! M-G-M MEANS MIGHTY GOOD MUSIC

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 September 6 without any changes on the part of THE CASH BOX.

Larry Gentile
WJBK—Detroit, Mich.

- You Belong To Me (D. Martin)
- Jambalaya (Jo Stafford)
- Trying (Johnny Desmond)
- High Noon (Frankie Laine)
- Wish You Were Here (Warren)
- Sugarbush (Dav-Laine)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- One Mint Julep (B. Morrow)
- Botch-A-Me (R. Clooney)
- Half As Much (R. Clooney)

Sid Dickler
WMCK—Pittsburgh, Pa.

- Maybe (Como-Fisher)
- Half As Much (R. Clooney)
- Sugarbush (Day-Loine)
- Roseanne (Vic Damone)
- You're My Destiny (A. Dale)
- Trying (Hilltoppers)
- I Laughed At Love (S. Gale)
- Once In A While (Patti Page)
- Forevermore (D. Vaughan)
- Somewhere Along The Way (Not "King" Cole)

Gary Lesters
WVNI—Newark, N. J.

- Botch-A-Me (R. Clooney)
- Half As Much (R. Clooney)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- You Belong To Me (Stafford)
- Have A Good Time (Bennett)
- Wish You Were Here (Fisher)
- Luna Rossa (Alan Dean)
- Strange Sensation (J. Valli)
- Lover (Lee-Jenkins)
- Kiss Of Fire (G. Gibbs)

Ed Bartell
KQV—Pittsburgh, Pa.

- Auf Wiederseh'n Sweetheart (Chomp Butler)
- Here In My Heart (Martino)
- Smoke Rings (Paul-Ford)
- So Madly In Love (G. Gibbs)
- Should I (Four Aces)
- You Belong To Me (Stafford)
- Bim Bam Baby (F. Sinatra)
- I'm Through With Love (Solo)
- You Intrigue Me (C. Butler)
- Take Me In Your Arms And Hold Me (Paul-Ford)

Jay Trompeter
WIND—Chicago, Ill.

- You Belong To Me (D. Martin)
- High Noon (Frankie Laine)
- Wish You Were Here (Fisher)
- Botch-A-Me (R. Clooney)
- Sugarbush (Laine-Day)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Jambalaya (Jo Stafford)
- Indian Love Call (Whitman)
- I Went To Your Wedding (Patti Page)
- You Intrigue Me (B. Parks)

Norman Hall
WBNI—Boonville, Ind.

- Should I (Four Aces)
- You Belong To Me (P. Page)
- Somewhere Along The Way (Not "King" Cole)
- Maybe (Como-Fisher)
- High Noon (Frankie Laine)
- Wish You Were Here (Fisher)
- Lover (Lee-Jenkins)
- Have A Good Time (Bennett)
- Walkin' To Missouri (Kaye)
- Under The "I Love You" Tree (Lorry Raine)

Chuck Norman
WIL—St. Louis, Mo.

- Wish You Were Here (Fisher)
- You Belong To Me (Stafford)
- Half As Much (R. Clooney)
- Vanessa H. Winterhalter
- Walkin' To Missouri (S. Kaye)
- I'm Through With Love (Sunny Gole)
- Got You On My Mind (Buddy Morrow)
- High Noon (Frankie Laine)
- Strange Sensation (J. Valli)
- String Along (Ames Bros.)

Bill Ruff
KOLO—Reno, Nev.

- Half As Much (R. Clooney)
- Botch-A-Me (R. Clooney)
- Walkin' In The Sunshine (Frank Sinatra)
- Should I (Four Aces)
- I Should Care (R. Flanagan)
- Smoke Rings (Paul-Ford)
- Tenderly (R. Clooney)
- Meet Mr. Callaghan (Paul-Ford)
- Tennessee Newsboy (Sinatra)
- Who's Excited (Les Brown)

"Brownie" Seals
KSTA—Coleman, Tex.

- Auf Wiederseh'n Sweetheart (Eddy Howard)
- Half As Much (R. Clooney)
- Botch-A-Me (R. Clooney)
- Here In My Heart (Damane)
- Delicado (Percy Faith)
- Walkin' My Baby Back Home (Not "King" Cole)
- Kiss Of Fire (G. Gibbs)
- I'm Yours (Eddie Fisher)
- Maybe (Como-Fisher)
- High Noon (Frankie Laine)

Ray Schreiner
WRNL—Richmond, Va.

- Sugarbush (Day-Loine)
- Once In A While (P. Page)
- Rock Of Gibraltar (F. Laine)
- Rhode Island Red Head (Teresa Brewer)
- You'll Never Walk Alone (Fred Waring)
- Wish You Were Here (Fisher)
- Half As Much (R. Clooney)
- I Understand (Four Aces)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- You Intrigue Me (C. Butler)

Dick Partridge
WAAA—Attleboro, Mass.

- You Belong To Me (Stafford)
- Luna Rossa (Alan Dean)
- Jambalaya (Jo Stafford)
- Feet Up (Guy Mitchell)
- Should I (Four Aces)
- Wish You Were Here (Fisher)
- I'll Sisi Ya In Boyia (Crosby-Andrews Sisters)
- Meet Mr. Callaghan (Paul-Ford)
- My Love And Devotion (Perry Como)
- Blue Tango (Tony Boovar)

Ira Cook
KECA—Hollywood, Calif.

- Wish You Were Here (Fisher)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Botch-A-Me (R. Clooney)
- Vanessa (Hugo Winterhalter)
- High Noon (Frankie Laine)
- Once In A While (P. Page)
- When I Fall In Love (D. Day)
- Zing A Little Zong (Crosby-Wyman)
- Feet Up (Guy Mitchell)
- Just One Of Those Things (Lee-Jenkins)

Eddie Gallaher
WTOP—Washington, D. C.

- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Wish You Were Here (Fisher)
- Botch-A-Me (R. Clooney)
- You Belong To Me (Stafford)
- Walkin' My Baby Back Home (Johnnie Ray)
- Somewhere Along The Way (Not "King" Cole)
- Blue Tango (L. Anderson)
- Half As Much (R. Clooney)
- Here In My Heart (Martino)
- Once In A While (Patti Page)

Don McLeod
WJBK—Detroit, Mich.

- Mademoiselle (Eddy Howard)
- Jambalaya (Neal Hefti-Frances Wayne)
- You Like (Eileen Barton)
- Somewhere Along The Way (Not "King" Cole)
- This Is The Beginning Of The End (Don Cornell)
- Trying (Johnny Desmond)
- Strange Sensation (J. Valli)
- Kay's Lament (Kay Starr)
- Half As Much (R. Clooney)
- Vanessa (H. Winterhalter)

Lou Barile
WKAL—Rome, N. Y.

- You Belong To Me (Stafford)
- Here In My Heart (Martino)
- Once In A While (Patti Page)
- Wish You Were Here (Fisher)
- I'm Yours (Eddie Fisher)
- Botch-A-Me (R. Clooney)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Take My Heart (Toni Arden)
- I Went To Your Wedding (Patti Page)
- Walkin' My Baby Back Home (Johnnie Ray)

Buddy Deane
WITH—Baltimore, Md.

- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Half As Much (R. Clooney)
- Wish You Were Here (Fisher)
- Botch-A-Me (R. Clooney)
- You Belong To Me (Stafford)
- Here In My Heart (Martino)
- I Went To Your Wedding (Patti Page)
- String Along (Ames Bros.)
- Too Old To Cut The Mustard (Clooney-Dietrich)
- Hand Of Fate (Eddie Fisher)

John Wisley
WSAV—Savannah, Ga.

- I Went To Your Wedding (Patti Page)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Somewhere Along The Way (Not "King" Cole)
- High Noon (Frankie Laine)
- Lover (Lee-Jenkins)
- Here In My Heart (Martino)
- You Belong To Me (P. Page)
- Maybe (Como-Fisher)
- Doodletown Fifers (Sauter-Finegan)
- Adios (Gisele MacKenzie)

Paul Flanagan
WTRY—Troy, N. Y.

- Meet Mr. Callaghan (Harry Grove Trio)
- You Belong To Me (Stafford)
- I Went To Your Wedding (Patti Page)
- Wish You Were Here (Fisher)
- Feet Up (Guy Mitchell)
- High Noon (Bill Hayes)
- Botch-A-Me (R. Clooney)
- Half As Much (R. Clooney)
- Somewhere Along The Way (Not "King" Cole)
- Auf Wiederseh'n Sweetheart (Vera Lynn)

Ross Smitherman
WHBS—Huntsville, Ala.

- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Wish You Were Here (Fisher)
- Botch-A-Me (R. Clooney)
- Somewhere Along The Way (Not "King" Cole)
- Sweetheart's Holiday (Como)
- I Don't Want To Take A Chance (Eddy Howard)
- I Laughed At Love (S. Gale)
- Lover (Lee-Jenkins)
- Rosanne (Vic Damone)
- Blow Out The Candle (Tani-Jan Arden)

Gene Davis
WDOK—Cleveland, Ohio

- Luna Rossa (Alan Dean)
- Auf Wiederseh'n Sweetheart (Vera Lynn)
- Kay's Lament (Kay Starr)
- Mighty Pretty Waltz (Jerri Southern)
- Meet Mr. Callaghan (Paul-Ford)
- Tingo Tango (Poul Bruno)
- Lonely Wine (Bill Darnell)
- My Thrill (Alan Dale)
- Jambalaya (Neal Hefti-Frances Wayne)
- Mademoiselle (E. Howard)

Bob Perry
WLAW—Boston, Mass.

- Wish You Were Here (Fisher)
- You Belong To Me (Stafford)
- I Laughed At Love (S. Gale)
- I Don't Want To Take A Chance (Eddy Howard)
- Half As Much (R. Clooney)
- Meet Mr. Callaghan (Paul-Ford)
- I Went To Your Wedding (Patti Page)
- Luna Rossa (Alan Dean)
- Zing A Little Zong (Crosby-Wyman)
- Botch-A-Me (R. Clooney)

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 September 6 without any changes on the part of THE CASH BOX.

Bud Wilson

WKXL—Concord, N. H.

1. Auf Wiederseh'n Sweetheart (Vera Lynn)
2. Once In A While (P. Page)
3. The Hand Of Fate (Fisher)
4. The Homing Waltz (V. Lynn)
5. Botch-A-Me (R. Clooney)
6. Half As Much (R. Clooney)
7. Here In My Heart (Martina)
8. Maybe (Como-Fisher)
9. Strange Sensation (J. Valli)
10. High Noon (Frankie Laine)

Bob Chambers

WEBC—Tampa, Fla.

1. Kay's Lament (Kay Starr)
2. Should I (Four Aces)
3. Wish You Were Here (Fisher)
4. You Belong To Me (Stafford)
5. Take My Heart (Vic Damone)
6. Auf Wiederseh'n Sweetheart (Vera Lynn)
7. Hesitation (H. Winterhalter)
8. Stompin' At The Savoy (Woody Herman)
9. Possess Me (Tony Bavaar)
10. Tennessee Newsboy (Sinatra)

Bill Silbert

WABD—New York, N. Y.

1. Somewhere Along The Way (Nat "King" Cole)
2. Vanessa H. Winterhalter
3. Have A Good Time (Bennett)
4. Luna Rossa (Alan Dean)
5. Should I (Four Aces)
6. Half As Much (R. Clooney)
7. Feet Up (Guy Mitchell)
8. Yo Ho And Off We Go (Richard Hayes)
9. Early Autumn (W. Herman)
10. Trying (J. Desmond)

Bud Brees

WPEN—Philadelphia, Pa.

1. I Went To Your Wedding (Patti Page)
2. Wish You Were Here (Fisher)
3. Possess Me (Tony Bavaar)
4. Auf Wiederseh'n Sweetheart (Vera Lynn)
5. Luna Rossa (Alan Dean)
6. You Intrigue Me (B. Parks)
7. Half As Much (R. Clooney)
8. Should I (Four Aces)
9. In The Good Old Summertime (Paul-Ford)
10. Adios (Gisele MacKenzie)

Lee Morris

WSB—Atlanta, Ga.

1. Here In My Heart (Martina)
2. Half As Much (R. Clooney)
3. Walkin' My Baby Back Home (Johnnie Ray)
4. You Belong To Me (Stafford)
5. Auf Wiederseh'n Sweetheart (Vera Lynn)
6. Luna Rossa (Alan Dean)
7. My Love And Devotion (Doris Day)
8. Vanessa (H. Winterhalter)
9. Maybe (Como-Fisher)
10. Wish You Were Here (Fisher)

Pete Ward

WCCM—Lawrence, Mass.

1. You Belong To Me (Stafford)
2. Luna Rossa (Alan Dean)
3. I Went To Your Wedding (Patti Page)
4. After You (Stan Kenton)
5. Wish You Were Here (Fisher)
6. Auf Wiederseh'n Sweetheart (Vera Lynn)
7. Say You'll Wait For Me (Al Martino)
8. The Hand Of Fate (E. Fisher)
9. Jambalaya (Ja Stafford)
10. Meet Mr. Callaghan (Harry Grave Tria)

Ken Malden

WBMS—Boston, Mass.

1. You Belong To Me (Stafford)
2. Somewhere Along The Way (Nat "King" Cole)
3. Time To Go (Sarah Vaughan)
4. Vanessa (H. Winterhalter)
5. Please Be Kind (Lily Ann Carol)
6. Stompin' At The Savoy (Woody Herman)
7. Moonlight In Vermont (Johnny Smith)
8. My Girl (Frank Sinatra)
9. Indian Love Call (Whitman)
10. Long Ago Last Night (Ja Mooney)

Robin Seymour

WKMH—Dearborn, Mich.

1. Somewhere Along The Way (Nat "King" Cole)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. You Belong To Me (Stafford)
4. You Like (Eileen Barton)
5. Love And Devotion (Jenkins)
6. Have A Good Time (Bennett)
7. I'm Through With Love (Solo)
8. Should I (Four Aces)
9. Mademoiselle (E. Howard)
10. Jambalaya (Jo Stafford)

Lee Sumnor

KSIG—Crowley, La.

1. Jambalaya (J. Stafford)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Botch-A-Me (R. Clooney)
4. Indian Love Call (Whitman)
5. High Noon (Frankie Laine)
6. Delicado (Percy Faith)
7. Kiss Of Fire (G. Gibbs)
8. All Of Me (Johnnie Ray)
9. Walkin' My Baby Back Home (Johnnie Ray)
10. Here In My Heart (Martina)

Howard Miller

WIND—Chicago, Ill.

1. I Went To Your Wedding (Patti Page)
2. You Belong To Me (Stafford)
3. Feet Up (Guy Mitchell)
4. Intuition (Dick Lee)
5. High Noon (Frankie Laine)
6. Trying (Hilltoppers)
7. Botch-A-Me (R. Clooney)
8. Sugarbush (Laine-Day)
9. String Along (Ames Bros.)
10. Somewhere Along The Way (Nat "King" Cole)

Ed Perry

KFRE—Fresno, Calif.

1. Somewhere Along The Way (Nat "King" Cole)
2. Wish You Were Here (Fisher)
3. Delicado (Percy Faith)
4. Vanessa (H. Winterhalter)
5. Half As Much (R. Clooney)
6. Lover (Lee-Jenkins)
7. Too Old To Cut The Mustard (Clooney-Dietrich)
8. Jamaican Rhumba (P. Faith)
9. Maybe (Como-Fisher)
10. Doodletown Fifer (Sauter-Finegan)

Larry Wilson

WNOE—New Orleans, La.

1. You Belong To Me (P. Page)
2. Jambalaya (Jo Stafford)
3. Til' The End Of The World (Bing Crosby)
4. Bim Bam Baby (F. Sinatra)
5. Adios (Gisele MacKenzie)
6. Wish You Were Here (Fisher)
7. You Like (Eileen Barton)
8. I Love You So (Henry Jerome Orch.)
9. Somewhere Along The Way (Nat "King" Cole)
10. Have A Good Time (Bennett)

Marty Hogan

WCFL—Chicago, Ill.

1. You Belong To Me (D. Martin)
2. Luna Rossa (Frank Sinatra)
3. Half As Much (R. Clooney)
4. Walkin' My Baby Back Home (Dean Martin)
5. Lover (Lee-Jenkins)
6. Tennessee Newsboy (Sinatra)
7. Zing A Little Zong (Crosby-Wyman)
8. Mighty Pretty Waltz (Jeri Southern)
9. Vanessa (Hugo Winterhalter)
10. Auf Wiederseh'n Sweetheart (Eddy Howard)

Red Munro

WTMA—Charleston, S. C.

1. Azure-Te (Sauter-Finegan)
2. Slaughter On 10th Avenue (Ray Anthony)
3. Mighty Pretty Waltz (Jeri Southern)
4. Jamaican Rhumba (P. Faith)
5. Half As Much (R. Clooney)
6. Just One Of Those Things (Lee-Jenkins)
7. Doodletown Fifers (Sauter-Finegan)
8. Maybe (Como-Fisher)
9. Walkin' My Baby Back Home (Nat "King" Cole)
10. Take Me In Your Arms And Hold Me (Paul-Ford)

Dick Coleman

WCMB—Baltimore, Md.

1. You Belong To Me (Stafford)
2. Wish You Were Here (Fisher)
3. Here In My Heart (Martina)
4. Botch-A-Me (R. Clooney)
5. Vanessa (Hugo Winterhalter)
6. Somewhere Along The Way (Nat "King" Cole)
7. Auf Wiederseh'n Sweetheart (Vera Lynn)
8. Half As Much (R. Clooney)
9. I'm Yours (Eddie Fisher)
10. Hand Of Fate (Eddie Fisher)

Ray Drury

WSPR—Springfield, Mass.

1. Botch-A-Me (R. Clooney)
2. Plink Plank, Plunk (Owen Bradley)
3. High Noon (Frankie Laine)
4. Rosanne (Vic Damone)
5. Kay's Lament (Kay Starr)
6. Luna Rossa (Alan Dean)
7. Jambalaya (Jo Stafford)
8. Rock Of Gibraltar (F. Laine)
9. Indian Love Call (Whitman)
10. A Girl, A Fella, A Beach Umbrella (Blue Barron)

Tiny Markle

WAVZ—New Haven, Conn.

1. High Noon (Frankie Laine)
2. I Laughed At Love (S. Gale)
3. Take My Heart (Martina)
4. Luna Rossa (Alan Dean)
5. You Belong To Me (Stafford)
6. Indian Love Call (Whitman)
7. Possess Me (Tony Bavaar)
8. I Went To Your Wedding (Patti Page)
9. Feet Up (Guy Mitchell)
10. Auf Wiederseh'n Sweetheart (Vera Lynn)

Chuck Thompson

WFOR—Hattiesburg, Miss.

1. Jambalaya (Jo Stafford)
2. Should I (Four Aces)
3. You Belong To Me (Stafford)
4. Kay's Lament (Kay Starr)
5. Love Where Are You Now (Patti Page)
6. Everything You Said Came True (Mary Small)
7. You're The Cream In My Coffee (Jerry Wald)
8. Snow In Lovers Lane (Laine)
9. Mistakes (Squadronaires)
10. Naughty Waltz (A. Stevens)

Roger Nash

WJMR—New Orleans, La.

1. Meet Mr. Callaghan (Paul-Ford)
2. You Belong To Me (Stafford)
3. Botch-A-Me (R. Clooney)
4. Because You're Mine (Lanza)
5. Auf Wiederseh'n Sweetheart (Vera Lynn)
6. Takes Two To Tango (Pearl Bailey)
7. Adios (Gisele MacKenzie)
8. High Noon (Frankie Laine)
9. Some Folks Do (Eileen Barton)
10. All Of Me (Johnnie Ray)

Earle Pudney

WGY—Schenectady, N. Y.

1. Somewhere Along The Way (Nat "King" Cole)
2. Botch-A-Me (R. Clooney)
3. Zing A Little Zong (Crosby-Wyman)
4. Maybe (Como-Fisher)
5. Roseanne (Vic Damone)
6. Vanessa (Hugo Winterhalter)
7. My Love And Devotion (Perry Como)
8. You Belong To Me (Stafford)
9. In The Good Old Summertime (Paul-Ford)
10. Roses Of Yesterday (Bennett)

Tal Hood

WFGM—Fitchburg, Mass.

1. Jambalaya (Jo Stafford)
2. Meet Mr. Callaghan (Peter Todd)
3. Wish You Were Here (Fisher)
4. Too Old To Cut The Mustard (Clooney-Dietrich)
5. Auf Wiederseh'n Sweetheart (Vera Lynn)
6. Feet Up (Guy Mitchell)
7. I Went To Your Wedding (Patti Page)
8. String Along (Ames Bros.)
9. Adios (Gisele MacKenzie)
10. Takes Two To Tango (Pearl Bailey)

IT'S A HIT...
"AS SURE AS THERE'S
A HEAVEN"!!!



M-G-M's NEW
Singing
Star . . .

Ricky Vallo

sings...

Original Sock Version of . . .

"AS SURE AS THERE'S A HEAVEN"

and

"FORGIVE & FORGET"

MGM 11315; K11315 (45 RPM)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 35 N. Y.

Personal Mgt.
EDDIE WHITE
1619 Broadway, N. Y.

Best Wishes M. O. A.

THANKS for TOP PLAYS in the Nation's Music Machines . . .

"AUF WIEDERSEH'N SWEETHEART"
 "I WENT TO YOUR WEDDING"
 "Take Me In Your Arms and Hold Me"
 "FAITH CAN MOVE MOUNTAINS"

Hill and Range Songs, Inc.

New York • Beverly Hills • Chicago • Nashville

NEWS that's UP-TO-THE-MINUTE
 REVIEWS of the LATEST RECORDS
 CHARTS compiled EVERY WEEK
 ADS from LEADING RECORD FIRMS,
 ARTISTS and PUBLISHERS

Every Week In

THE CASH BOX

ALL FOR ONLY \$15. PER YEAR

(52 ISSUES)

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

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our
 Check Please Send us A Bill

FIRM NAME

ADDRESS

CITY..... ZONE..... STATE.....

Individual's Name

THE CASH BOX DISC HITS BOX SCORE

The Nation's TOP 50

Comprising 100 Selections

AL—Aladdin AP—Apolle AT—Atlantic BU—Bullet CA—Capitol CH—Chess CO—Columbia CR—Coral DA—Dane DE—Decca DY—Derby FE—Federal 4 Star—Four Star IM—Imperial IN—Intro JU—Jubilee KI—King LO—London ME—Mercury MG—MGM MO—Modern NA—National OR—Oriole PE—Peacock PR—Prestige RA—Rainbow RE—Regent SA—Savoy SE—Seeger SIT—Sittin' In SP—Specialty SW—Swingtime TE—Tempe TN—Tennessee UN—United VI—Victor

Sept. 13		Sept. 6		Sept. 13		Sept. 6		Sept. 13		Sept. 6	
1—Auf Wiederseh'n Sweetheart				7—Delicado				CO-39851 (4-39851)—MITCH MILLER O. How Strange			
115.1 129.5				39.8 50.8				DE-28373 (9-28373)—CARMEN CAVALLARO O. Runnin' Wild Boogie			
CA-2143 (F-2143)—LES BAXTER Padam . . . Padam . . .				LO-1151—EDMUNDO ROS O. Baiao				LO-1248 (45x1248)—HARRY GROVE TRIO Intermezzo			
CA-2166 (F-2166)—SHARKEY				CA-2040 (F-2040)—STAN KENTON O. Bags And Baggage				VI-20-4891 (47-4891)—MELACHRINO STRINGS La Rosita			
CO-39776 (4-39776)—CHAMP BUTLER Padam, Padam				CO-39708 (4-39708)—PERCY FAITH O. Festival				13—Sugarbush			
CO-39809 (4-39809)—KEN GRIFFIN Half As Much				CR-60729 (9-60729)—LAURINDO ALMEIDA R'Eco—R'Eco				24.4 20.5			
CR-60773 (9-60773)—AMES BROTHERS Break The Bands That Bind Me				DE-28044 (9-28044)—WALDYR AZEVEDO O. See If You Like It				CO-39693 (4-39693)—F. LAINE & D. DAY How Lovely Cooks The Meat			
DE-28271 (9-28271)—GUY LOMBARDO O. Half As Much				DE-28179 (9-28179)—GUY LOMBARDO O. Kiss Of Fire				DE-28287 (9-28287)—JOSEF MARAIS How Lovely Cooks The Meat			
LO-1227 (45-1227)—VERA LYNN Parting Song				DE-28304 (9-28304)—ETHEL SMITH Poinciana				14—I'm Yours			
ME-5871 (5871x45)—EDDY HOWARD I Don't Want To Take A Chance				MG-11259 (K-11259)—LOS MUSICOS SE-7002—Fred Norman Orch. VI-20-4677 (47-4677)—THREE SUNS Plink, Plank, Plunk!				23.2 32.5			
MG-11278 (K-11278)—DE MARCO SISTERS Watermelon Weather				VI-20-4719 (47-4719)—DINAH SHORE The World has A Promise				CA-2102 (F-2102)—BAXTER & BEAVERS Kiss Of Fire			
VI-20-4777 (47-4777)—BILLY SHEPARD O. The Mask Is Off				VI-10-3919—BOSTON POPS O.				CO-39737 (4-39737)—TONI ARDEN			
2—You Belong To Me				8—Here In My Heart				CR-60690 (9-60690)—DON CORNELL My Mother's Pearls			
74.9 63.5				37.4 56.6				DE-28162 (9-28162)—FOUR ACES I Understand			
CA-2165 (F-2165)—DEAN MARTIN				BBS-101—AL MARTINO I Cried Myself To Sleep				VI-20-4680 (47-4680)—EDDIE FISHER Just A Little Lovin'			
CA-2198 (F-2198)—JAN GARBER O. Tossin' And Turnin'				CO-39745 (4-39745)—TONY BENNETT I'm Lost Again				VI-20-4705 (47-4705)—RALPH FLANAGAN Kiss Of Fire			
CO-39811 (4-39811)—JO STAFFORD				CR-60746 (9-60746)—ALAN DALE I'm Sorry				15—Vanessa			
ME-5899 (45x5899)—PATTI PAGE I Went To Your Wedding				DE-28213 (9-28213)—THE ANDREWS SISTERS DICK HAYMES I'm Sorry				22.2 32.6			
ME-6407 (45x6407)—SUE THOMPSON				ME-5877 (5877x45)—VIC DAMONE Rosanne				MG-30619 (K-30619)—DAVID ROSE All The Things You Are			
MG-11295 (K-11295)—JONI JAMES				VI-20-4691 (47-4691)—HUGO WINTERHALTER O. Somewhere Along The Way				VI-20-4691 (47-4691)—HUGO WINTERHALTER O. Somewhere Along The Way			
VI-20-4893 (47-4893)—FREDDY MARTIN O. Ain't It Grand To Be Dead				9—Somewhere Along the Way				16—Luna Rossa			
				28.4 28.8				20.6 15.8			
3—Botch-A-Me				CA-2069 (F-2069)—NAT "KING" COLE What Does It Take?				CA-2168 (F-2168)—VOICES OF SCHUMANN April In Paris			
74.7 62.5				CO-39695 (4-39695)—TONY BENNETT Sleepless				CO-39787 (4-39787)—FRANK SINATRA Tennessee Newsboy			
CO-39767 (4-39767)—ROSEMARY CLOONEY On The First Warm Day				DE-28141 (9-28141)—JERRY GRAY O. Pittsburgh, Pa.				LO-1229 (45-1229)—LEE LAWRENCE Esmeralda			
4—Wish You Were Here				DE-28222 (9-28222)—GENE AMMONS O. Beezy				MG-11269 (K-11269)—ALAN DEAN I'll Forget You			
71.9 62.8				VI-20-4691 (47-4691)—HUGO WINTERHALTER Vanessa				VI-20-4836 (47-4836)—TONY MARTIN Some Day			
DE-28308 (9-28308)—GUY LOMBARDO O. Honey Tonk Sweetheart				10—Jambalaya				VI-10-3804—EZIO PINZA Anema E Core (Until)			
MG-11270 (K11270)—FRAN WARREN What Is This Thing Called Love?				28.3 14.7				17—Blue Tango			
VI-20-4830 (47-4830)—EDDIE FISHER The Hand Of Fate				CO-39838 (4-39838)—JO STAFFORD Early Autumn				19.5 25.5			
5—Half As Much				CR-60816 (9-60816)—N. HEFTI & F. WAYNE Two Faced Clock				CA-1966 (F-1966)—LES BAXTER Please, Mr. Sun			
60.9 81.7				DE-28341 (9-28341)—REX ALLEN DE-28367 (9-28367)—CAMARATA Mademoiselle				DE-27875 (9-27875)—LEROY ANDERSON Belle Of The Ball			
CO-39710 (4-39710)—ROSEMARY CLOONEY Poor Whelp-Poor-Will				MG-11283 (K-11283)—HANK WILLIAMS				DE-28031 (9-28031)—GUY LOMBARDO At Last; At Last			
CO-20879 (4-20879)—CURLEY WILLIAMS				11—Walkin' My Baby Back Home				ME-5790—DICK HAYMAN For 5-ntimental Reasons			
CO-39809 (4-39809)—KEN GRIFFIN Auf Wiederseh'n Sweetheart				28.2 40.8				ME-5817 (5817x45)—XAVIER CUGAT O. Jungle Flute			
ME-6366 (6366x45)—KEN MARVIN				AP-1088—DEAN MARTIN Oh! Marie				VI-20-4518 (47-4518)—HUGO WINTERHALTER O. The Gypsy Trail			
MG-11202 (K-11202)—HANK WILLIAMS				CA-2130 (F-2130)—NAT "KING" COLE Funny				VI-20-4541 (47-4541)—FRANKIE CARLE			
DE-28271 (9-28271)—GUY LOMBARDO O. Auf Wiederseh'n Sweetheart				CO-39750 (4-39750)—JOHNNIE RAY Give Me Time				VI-20-4872 (47-4872)—TONY BAVAR Possess Me			
6—High Noon				DE-28277 (9-28277)—GUY LOMBARDO O. Once In A While				18—Maybe			
55.4 33.3				SE-7002—BERNICE PARKS				18.5 31.2			
CA-2120 (F-2120)—TEX RITTER Go On! Get Out!				12—Meet Mister Callaghan				VI-20-4744 (47-4744)—COMO & FISHER Watermelon Weather			
CO-39770 (4-39770)—FRANKIE LAINE Rock Of Gibraltar				26.3 4.6				19—Too Old To Cut The Mustard			
LO-1232 (45-1232)—LITA ROZA Love, Where Are You Now?				CA-2193 (F-2193)—LES PAUL Take Me In Your Arms				16.8 8.4			
MG-11266 (K11266)—BILL HAYES Padam . . . Padam . . .				CO-39812 (4-39812)—CLOONEY & DIETRICH Good For Nothing							

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

Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.
 • The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

Comprising
100
Selections

	Sept. 13	Sept. 6		Sept. 13	Sept. 6
DE-46387 (9-46387)— TUBB & FOLEY DICK TODD <i>Waiting In The Lobby Of Your Heart</i>			27—I Laughed At Love	9.6	2.4
JE-28314 (9-28314)— DICK TODD <i>Waiting In The Lobby Of Your Heart</i>			VI-20-4789 (47-4789)— SUNNY GALE <i>Father Time</i>		
ME-6348 (6348x45)— CARLISLE BROTHERS VI-20-4290 (47-4290)— HOMER & JETHRO			28—Lover	9.4	9.0
20—Should I	14.9	8.5	CA-1600 (F-1600)— LES PAUL & MARY FORD <i>Brazil</i>		
DE-28323 (9-28323)— FOUR ACES <i>There's Only Tonight</i>			DE-28215 (9-28215)— PEGGY LEE <i>You Go To My Head</i>		
21—Rock Of Gibraltar	14.2	8.9	29—String Along	9.1	3.3
CO-39770 (4-39770)— FRANKIE LAINE <i>High Noon</i>			CR-60804 (9-60804)— AMES BROTHERS <i>Absence Makes The Heart Grow Fonder</i>		
22—Take Me In Your Arms And Hold Me	13.8	—	30—My Love And Devotion	8.9	—
CA-2193 (F-2193)— LES PAUL & MARY FORD <i>Meet Mr. Callaghan</i>			CO-39817 (4-39817)— DORIS DAY <i>Make It Soon</i>		
23—Indian Love Call	13.4	10.3	VI-20-4877 (47-4877)— PERRY COMO <i>Sweethearts Holiday</i>		
CO-39245 (4-39245)— FRED LOWERY			31—Have A Good Time	8.2	12.3
DE-28076 (9-28076)— ARMSTRONG & JENKINS O. <i>Jeannine</i>			CO-39764 (4-39764)— TONY BENNETT <i>Please My Love</i>		
DE-27955 (9-27955)— FRIML			32—Smoke Rings	8.1	—
IM-8156 (45x8156)— SLIM WHITMAN <i>China Doll</i>			CA-2123 (F-2123)— LES PAUL & MARY FORD <i>In The Good Old Summertime</i>		
VI-10-3786— ROBERTA PETERS & R. MERRILL <i>So In Love</i>			33—Once In A While	6.5	4.1
MG-11300 (K-11300)— FOUR HORSEMEN <i>Son Antonio Rose</i>			DE-28277 (9-28277)— GUY LOMBARDO O. <i>Walkin' My Baby Back Home</i>		
24—Kiss Of Fire	13.3	21.6	DE-28306 (9-28306)— LOUIS ARMSTRONG O. <i>Confessin'</i>		
CA-2102 (F-2102)— BAXTER & BEAVERS <i>I'm Yours</i>			ME-5867 (45x5867)— PATTI PAGE <i>I'm Glad You're Happy</i>		
CO-39737 (4-39737)— TONI ARDEN <i>I'm Yours</i>			VI-420-004— TOMMY DORSEY O. <i>Not So Quiet Please</i>		
CR-60745 (9-60745)— LES BROWN O. <i>I Walked A Little Too Long</i>			34—Hesitation	6.4	4.9
DE-28179 (9-28179)— GUY LOMBARDO O. <i>Delicado</i>			VI-20-4851 (47-4851)— HUGO WINTERHALTER O. <i>Tic-Tac-Toe</i>		
DE-28177 (9-28177)— LOUIS ARMSTRONG O. <i>I'll Walk Alone</i>			MG-11306 (K-11306)— ART MOONEY O.		
LO-1214 (45x1214)— ANNE SHELTON <i>Body And Soul</i>			35—So Madly In Love	6.2	5.3
ME-5823 (5823x45)— GEORGIA GIBBS <i>A Lasting Thing</i>			DE-28251 (9-28251)— DOROTHY COLLINS <i>From The Time You Say Goodbye</i>		
MG-11225 (K11225)— BILLY ECKSTINE <i>Never Like This</i>			ME-5874 (45x5874)— GEORGIA GIBB <i>Make Me Love You</i>		
VI-20-4671 (47-4671)— TONY MARTIN <i>For The Very First Time</i>			VI-20-4759 (47-4759)— JUNE VALL <i>Strange Sensation</i>		
VI-20-4705 (47-4705)— RALPH FLANAGAN <i>I'm Yours</i>			36—Jamaican Rhumba	5.9	5.4
25—I Went To Your Wedding	12.3	5.1	CO-39790 (4-39790)— PERCY FAITH O. <i>Da-Du</i>		
ME-5899 (45x5899)— PATTI PAGE <i>You Belong To Me</i>			ME-5887 (45-5887)— HOLLYWOOD SYMPHONY O. <i>Banjo And Fiddle</i>		
VI-20-4835 (47-4835)— STEVE GIBSON			37—All Of Me	5.7	15.1
26—Strange Sensation	12.2	7.9	CA-1793 (F-1793)— BILLY MAY <i>Lean Baby</i>		
MG-11291 (K-11291)— BILLY ECKSTINE			CO-39788 (4-39788)— JOHNNIE RAY <i>A Sinner Am I</i>		
VI-20-4759 (47-4759)— JUNE VALL			DE-28335 (9-28335)— FRANK SINATRA <i>There Goes My Heart</i>		
			ME-5892 (45x5892)— FRANKIE LAINE <i>South Of The Border</i>		
			ME-8941 (45x8941)— ILLINOIS JACQUET		
			38—Take My Heart	5.6	3.6
			CA-2122 (F-2122)— AL MARTINO <i>I Never Cared</i>		
			CO-39768 (4-39768)— TONI ARDEN <i>Tell Your Tale, Nightingale</i>		
			VI-20-4784 (47-4784)— DENNIS DAY <i>Siren of the Sea</i>		
			39—Feet Up (Pat Him On The Po-Po)	5.5	4.8
			CO-39822 (4-39822)— GUY MITCHELL <i>Jenny Kissed Me</i>		
			40—It's A Blue World	5.4	—
			CA-2152 (F-2152)— FOUR FRESHMEN <i>Tuxedo Junction</i>		
			41—Adios	5.3	—
			42—Sweethearts Holiday	5.2	—
			43—Kay's Lament	5.1	9.1
			44—I'll Walk Alone	4.5	4.4
			45—One Mint Julep	4.3	—
			46—Hand Of Fate	3.7	5.0
			47—Fool, Fool, Fool	3.6	7.2
			48—A Sinner Am I	3.5	—
			49—Be Anything (But Be Mine)	2.2	4.5
			50—Lonely Wine	1.6	4.3

One Stop Service Continues To Grow

CHICAGO—Growth of the one-stop record service for music operators is surprising many experts in the record sales field.

The fact remains that the average juke box operator has been wasting much time attempting to get the records he requires for his machines.

The average operator reports that it takes a complete day's time to get his records and that this means one full day wasted.

When he enters the average city, where the record distributors make their headquarters in his state, it means chasing from one part of the town to the next, from the majors to the indies, until he has the records he wants.

The one-stops have solved this time-waster for him. He is now able, by paying a few cents more per disk, to obtain all the records he requires in one place.

"The time saved alone," one well known operator stated, "is worth every cent extra we pay."

"Furthermore," he claims, "where I now buy just a couple of some of the numbers I want to test on my locations, when I purchased direct from the distributors, they wanted me to buy much larger quantities and frowned on single record purchases."

In California there are more one-stop services than ever before. Some still get 5c above wholesale per disk. Some get as much as 16c above per disk.

Thruout the entire midwest area, more and more one-stop music services are coming into being.

These men have a most complete knowledge of almost every label being pressed and keep close tabs on juke box demands.

The continued growth of the one-stops gives promise to bring about an entirely new type of record sales, it is believed by many in the field.

YOU CAN'T RESIST...

Wild Grapes

by **Bernice Parks**

b/w
"COOL SATURDAY NIGHT"
with FRED NORMAN ORK
Seger #7004

Going Strong
"YOU INTRIGUE ME"
Seger #7003

Order from nearest distributor

FRUMKIN SALES, Chicago
MARNELL DIST., Phila.
BROOKE DIST., Miami
MILLNER SALES, St. Louis
CADET DIST., Detroit
BENART DIST., Cleveland
STANDARD DIST., Pittsburgh
CALIFORNIA RECORD DIST., Los Angeles
BARNETT DIST., Baltimore
GRAMAPHONE ENT., New Orleans
GRAMAPHONE ENT., Dallas
GRAMAPHONE ENT., Houston
GRAMAPHONE ENT., Oklahoma City
HIT RECORD DIST., Cincinnati
F & F DIST., Charlotte
MUTUAL DIST. CO., Boston

SOUTHLAND DIST., Atlanta
NORMAN WILSON CO., Kansas City, Mo.



Seeger RECORDS ★★★★★
1650 B'way, N. Y. JU 6-1733-4



PROUDLY PRESENTS

BOB KEENE

his clarinet
and
Orchestra



EASY TO REMEMBER

IT AIN'T NECESSARILY SO

VOGUE 1009 78 rpm • 45-1009 45 rpm



CASH BOX — BEST BET

ARTIE WAYNE

sings

THE LAST DANCE

I AIN'T-A GONNA GRIEVE

VOGUE 1007 78 rpm • 45-1007 45 rpm.

BREAKING FAST!

JERRY WALLACE

singing

MISERABLE BLUES THERE'LL BE SOME CHANGES MADE

VOGUE 1006 78 rpm • 45-1006 45 rpm



"Fashions in Music"

CROSS ROADS OF THE WORLD • HOLLYWOOD 28, CALIFORNIA

Columbia Overwhelms Disk Biz With Hits

NEW YORK—One of the phenomena of the record business today is undeniably Mitch Miller. And one of the most substantial tests of his work is the fact that almost every major artist on the Columbia label has clicked with a hot platter since the beginning of the year.

There was Doris Day with "A Guy Is A Guy." Almost all of Johnnie Ray's disks following his sensational smash, "Cry." Guy Mitchell had "Pittsburgh Pennsylvania," Frankie Laine "The Gandy Dancers' Ball." Percy Faith scored with the instrumental hit "Delicado" while Rosemary Clooney soared with a sleeper "Half As Much." Jo Stafford and Frankie Laine teamed to create quite a stir over a "Hambone" and then there was Tony Bennett, a consistent member of any hit circle.

It was a hot summer for Columbia as it maintained its policy of more hits with fewer releases. And now the diskery is off again in the early Fall platter sweepstakes.

Jo Stafford's ballad performance of "You Belong To Me" has that disk at the top of the heap, while her Cajundialect novelty "Jambalaya" is climbing rapidly.

Rosemary Clooney has no less than three hot disks going at the moment. "Half As Much," which blossomed to hit status over the summer months is still high on the popularity charts. Up there with it is "Botch-A-Me." And Mitch Miller is entitled to a bow for teaming Rosemary with Marlene Dietrich for "Too Old To Cut The Mustard."

Frankie Laine and Doris Day are best-sellers with their "Sugar Bush" duet and Laine's solo effort on "High Noon" has made this disk a smash.

Johnnie Ray continues to populate the popularity charts with each new release he records. At the moment Johnnie is represented by "Walkin' My Baby Back Home" and "All Of Me" with his latest "Faith Can Move Mountains" scheduled for a push.

Guy Mitchell and Tony Bennett are also in there pitching, Guy with the novelty "Feet Up" and Tony with "Have A Good Time." Then there's the Toni Arden-Champ Butler platter. Teamed for the first time, Toni and Champ seem to have clicked with "Remembering," a slow starter but one which is definitely on the rise.

In the instrumental and band department, Percy Faith and Sammy Kaye hold forth with additional popularity list laurels. Faith's "Delicado" seems to go on and on, having been a consistent seller for almost half a year. His "Jamaican Rhumba" figures to join the band wagon at any moment. Kaye is represented with his Swing and Sway disking of a new waxing "Walkin' To Missouri."

Current figures seem to substantiate Columbia's few releases policy. Dealer and juke box operator thinking seems to bear out the fact that sheer number of releases doesn't make money. It's the hit-ting average that counts.

ART LOWRY... (I'VE GOT THE CUTEST LITTLE O-MY-O)

DOWN BY THE O-HI-O

HAS WHAT ALL BIG HITS ARE MADE OF... Columbia 39821

No. 1 SONG OF AMERICA

by the writers of "TENNESSE WALTZ", and "SLOW POKE"
PEE WEE KING, REDD STEWART, CHILTON PRICE

★
FREDDY MARTIN
VICTOR
20-4893

★
PATTI PAGE
MERCURY
5899

★
JO STAFFORD
COLUMBIA
39811

★
JONI JAMES
MGM
11295

★
DEAN MARTIN
CAPITOL
2165

★
HELEN FOSTER
and
THE ROVER BOYS
REPUBLIC
7013

★
SUE THOMPSON
MERCURY
6407

★
ENOCH LIGHT
PROM
1018

★
TAMARA HAYES
VICTOR
20-4943

"YOU BELONG TO ME"

★
KEN GRIFFIN
COLUMBIA
39857

★
GRADY MARTIN
and
SLEWFOOT 5
DECCA
28388

★
JAN GARBER
CAPITOL
2198

★
BUDDY LUCAS
JUBILEE
5094

Archie Levington
ALTON MUSIC CO.
Woods Bldg. Chicago

Sole Selling Agent
KEYS MUSIC, INC.
146 W. 54th St. New York

Charlie Adams
RIDGEWAY MUSIC, INC.
6087 Sunset Blvd. Hollywood

BEST WISHES MOA

RIDGEWAY OFFICES: Hollywood, New York, Chicago, Louisville, Nashville, Dallas



THANKS FELLAS
DICK LEE
SEE YOU AT THE SHOW

Current ESSEX Hit!

"INFATUATION"
and
"ETERNALLY"

Essex #306

Direction:
MCA

Vaughn Monroe Entertains



PITTSBURGH, PA.—Vaughn Monroe gave a party for the disk jockeys in the area when he appeared at Bill Green's Terraced Gardens in Pittsburgh last month. During the shindig, Vaughn taped several interviews with the djs present. From left to right are: "Chuck" Wilson, WBVP, Beaver Falls, Pa.; Jeff Chido, WBVP; Joe Smith, WARD, Johnstown, Pa.; Bill Green; Vaughn Monroe; Sid Dickler, WMCK, Pittsburgh (and also Green's publicity director); Bill Trosene, Pittsburgh Press Record Reviewer; and Jim Shannon, KQV, Pittsburgh.

**Standard Songs
are MONEY MAKERS!**

**"MOONLIGHT ON
THE GANGES"**

SAUTER-FINEGAN—Victor
THE CHORDETTES—

Columbia

CHARLIE SPIVAK—London


Pub. by HARMS, INC.

MUSIC PUBLISHERS HOLDING CORP.

NEW YORK, N. Y.

WELCOME MUSIC OPERATORS OF AMERICA

MEET US IN ROOM 311

The Voice of Music 

ACQUAVIVA

and his Orchestra
introduces . . .
A NEW TREND
IN
AMERICAN
MUSIC

•
Current
Smash
M-G-M
Release . .



"CURTAIN TIME"

and

"MY LOVE, MY LOVE"

MGM 30668 (78 rpm)—K30668 (45 rpm)

AQV Music Publishing Co.

Best Wishes
M.O.A.
See you at
the show

•
Record Promotion
KAPPI
JORDAN

•
Watch for his first album
"MUSIC FOR YOUR MIDNIGHT MOODS"

GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36 N. Y.



The Big 3

1. ROCK ME ALL NIGHT LONG
THE RAVENS
8291

2. MY SONG
b/w
HALF AS MUCH
DINAH WASHINGTON
8294

3. CALL OPERATOR No. 210
b/w
BABY BABY BLUES
JOHNNY OTIS ORCH.
featuring MEL WALKER
8289

THE CASH BOX



The much heralded concert tour of Billy Eckstine and George Shearing will start at Los Angeles, California, on September 12. This will be the third consecutive year these two MGM record stars have toured the country together. The boys will do a three month stint of one-nighters that will take them all through the United States and parts of Canada. . . . Sam Evans, Blues Jass Expert at WGN-Chicago, and "Kicking The Blues Around" columnist for The Cash Box, visited the Gotham last week and was busy saying hello to old friends and making new ones. Sam was accompanied by his mother and two daughters, who came along for a "holiday."

Excelsior Records, Los Angeles, Calif., has announced its entry into the rhythm and blues field with two Preston Love releases on the Spin label. They are "Strange Land Blues" backed with "Cryin' For My Baby" and "Kissin' Boogie" backed with "Jumpin' For Charles." . . . Bob Weinstock, head of Prestige Records, spent his vacation meeting disk jockies and hopping planes to promote his new R&B label "PAR." . . . The Milt Buckner Trio has been booked into the Times Square Supper Club, Rochester, New York. Buckner, former Hampton pianist, will play the organ. . . . The Billy Shaw office has just signed the Red Rodney group.

Atlantic's Mr. and Mrs. Prexy (The Herb Abramsons) announced the arrival of their new "Label" last Friday morning. The latest release is a rollicking boy named Robert Harry. . . . Slim Gaillard, that man who can play any instrument, and does, opens at The Birdland September 23 for an indefinite run. . . . Carlton Coleman went into The Showboat in Philadelphia for two weeks. He just finished cutting two sides for Savoy. . . . Sonny Stitt (Prestige) out of the Gene Ammons Combo (Decca) to front his own ork. . . . Ben DeCosta has lined up a thirty day run of one-nighters with the package consisting of Arthur Prysock-Joan Shaw-Peppermint Harris-Varetta Dillard and Bill Hutchins with the Blues Express Orchestra.

Atlantic Records getting a tremendous reaction on Joe Morris' "Bald Head Woman," featuring the robust blues singer Billy Mitchell. Juke box plays getting the bows for sales on this one as the earthy lyric is considered a bit too salty for airplay. . . . Jazz At The Philharmonic tour starting September 12 will feature a battle of the drums by artists Buddy Rich and Gene Krupa. . . . Bill Davis goes back to the Blue Note, Chicago, for his second repeat in six months. . . . Nipsey Russell (WLIB-New York) devoted his entire morning hour to "The Ruth Brown Story" last week, spinning all her disks chronologically from "So Long" to "Daddy Daddy."



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 LAWDY, MISS CLAWDY
Lloyd Price
(Specialty) | MARY JO
Four Blazes
(United) | YOU KNOW
I LOVE YOU
B. B. King
(R.P.M.) |
| 2 GOIN' HOME
Fats Domino
(Imperial) | JUKE
Little Walter
(Checker) | MY SONG
Johnny Ace
(Duke) |
| 3 MY SONG
Johnny Ace
(Duke) | TING-A-LING
The Clovers
(Atlantic) | JUKE
Little Walter
(Checker) |
| 4 HAVE MERCY, BABY
The Dominoes
(Federal) | MY SONG
Johnny Ace
(Duke) | MY DING A LING
Dave Bartholemew
(King) |
| 5 I'M GONNA PLAY
THE HONKY TONKS
Marie Adams
(Peacock) | I'M GONNA PLAY
THE HONKY TONKS
Marie Adams
(Peacock) | BESIDE YOU
The Swallows
(King) |
| 6 BESIDE YOU
The Swallows
(King) | GOIN' HOME
Fats Domino
(Imperial) | POOR POOR ME
Fats Domino
(Imperial) |
| 7 DADDY DADDY
Ruth Brown
(Atlantic) | LAWDY, MISS CLAWDY
Lloyd Price
(Specialty) | SITTIN' HERE
DRINKIN'
Christine Kittrell
(Tennessee) |
| 8 FUNNY
Nat "King" Cole
(Capitol) | MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern) | DADDY DADDY
Ruth Brown
(Atlantic) |
| 9 I'LL DROWN IN
MY TEARS
Sonny Thompson
(King) | HAVE MERCY, BABY
The Dominoes
(Federal) | EASY EASY BABY
Varetta Dillard
(Savoy) |
| 10 ONE MINT JULEP
The Clovers
(Atlantic) | CALL OPERATOR 210
Floyd Dixon
(Aladdin) | MARY JO
Four Blazes
(United) |



- | | | |
|---|---|--|
| 1 MY SONG
Johnny Ace
(Duke) | MY SONG
Johnny Ace
(Duke) | JUKE
Little Walter
(Checker) |
| 2 GOIN' HOME
Fats Domino
(Imperial) | TING-A-LING
The Clovers
(Atlantic) | MARY JO
Four Blazes
(United) |
| 3 TING-A-LING
The Clovers
(Atlantic) | JUKE
Little Walter
(Checker) | MY SONG
Johnny Ace
(Duke) |
| 4 MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern) | LAWDY, MISS CLAWDY
Lloyd Price
(Specialty) | TING-A-LING
The Clovers
(Atlantic) |
| 5 LAWDY, MISS CLAWDY
Lloyd Price
(Specialty) | CALL OPERATOR 210
Floyd Dixon
(Aladdin) | LAWDY, MISS CLAWDY
Lloyd Price
(Specialty) |
| 6 DADDY DADDY
Ruth Brown
(Atlantic) | POOR POOR ME
Fats Domino
(Imperial) | CALL OPERATOR 210
Floyd Dixon
(Aladdin) |
| 7 HAVE MERCY, BABY
The Dominoes
(Federal) | I'M GONNA PLAY
THE HONKY TONKS
Marie Adams
(Peacock) | PLEASE HAVE MERCY
Muddy Waters
(Chess) |
| 8 DOUBLE DEALING
DADDY
Dinah Washington
(Mercury) | MARY JO
Four Blazes
(United) | HAVE MERCY, BABY
The Dominoes
(Federal) |
| 9 SPARROW'S
FLIGHT # 2
Johnny Sparrow
(Gotham) | HAVE MERCY, BABY
The Dominoes
(Federal) | SADDLE MY PONY
Howlin' Wolf
(Chess) |
| 10 DRIFTING
Lynn Hope
(Aladdin) | MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern) | NIGHT AND DAY
Roy Milton
(Specialty) |

HOT

in
DALLAS

in
LOS ANGELES

in
ST. LOUIS

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.

<p>1 JUKE <i>Little Walter (Checker)</i></p>	<p>DADDY DADDY <i>Ruth Brown (Atlantic)</i></p>	<p>MY SONG <i>Johnny Ace (Duke)</i></p>
<p>2 BESIDE YOU <i>The Swallows (King)</i></p>	<p>LAWDY, MISS CLAWDY <i>Lloyd Price (Specialty)</i></p>	<p>JUKE <i>Little Walter (Checker)</i></p>
<p>3 TING-A-LING <i>The Clovers (Atlantic)</i></p>	<p>MARY JO <i>Four Blazes (United)</i></p>	<p>NIGHT AND DAY <i>Roy Milton (Specialty)</i></p>
<p>4 YOU KNOW I LOVE YOU <i>B. B. King (RPM)</i></p>	<p>HAVE MERCY, BABY <i>The Dominoes (Federal)</i></p>	<p>FOOL, FOOL, FOOL <i>Koy Starr (Capitol)</i></p>
<p>5 SITTING HERE DRINKIN' <i>Christine Kittrell (Tennessee)</i></p>	<p>I'M A SENTIMENTAL FOOL <i>The Marylanders (Jubilee)</i></p>	<p>CUPID DOLL <i>Lloyd Glenn (Swing Time)</i></p>
<p>6 MARY JO <i>Four Blazes (United)</i></p>	<p>THE RIVER <i>Little Caesar (Recorded In Hollywood)</i></p>	<p>TING-A-LING <i>The Clovers (Atlantic)</i></p>
<p>7 MY SONG <i>Johnny Ace (Duke)</i></p>	<p>I'LL DROWN IN MY TEARS <i>Sonny Thompson (King)</i></p>	<p>LONELY MONDAY <i>Tommy Dean (States)</i></p>
<p>8 DADDY DADDY <i>Ruth Brown (Atlantic)</i></p>	<p>MY SONG <i>Johnny Ace (Duke)</i> <i>Dinah Washington (Mercury)</i></p>	<p>MY HEART'S DESIRE <i>Jimmy Lee & Artis (Modern)</i></p>
<p>9 DON'T YOU CRY <i>Joe Turner (Atlantic)</i></p>	<p>EARTHQUAKE <i>Joe Houston (Imperial)</i></p>	<p>DADDY DADDY <i>Ruth Brown (Atlantic)</i></p>
<p>10 POOR POOR ME <i>Fats Domino (Imperial)</i></p>	<p>TING-A-LING <i>The Clovers (Atlantic)</i></p>	<p>FLYING SAUCERS <i>Solid Senders (Specialty)</i></p>

in
HOUSTON

in
SAN FRANCISCO

in
NEWARK

<p>1 BESIDE YOU <i>The Swallows (King)</i></p>	<p>YOU KNOW I LOVE YOU <i>B. B. King (R.P.M.)</i></p>	<p>GOIN' HOME <i>Fats Domino (Imperial)</i></p>
<p>2 TING-A-LING <i>The Clovers (Atlantic)</i></p>	<p>TING-A-LING <i>The Clovers (Atlantic)</i></p>	<p>EASY EASY BABY <i>Varetta Dillard (Savoy)</i></p>
<p>3 MARY JO <i>Four Blazes (United)</i></p>	<p>IF YOU EVER LEARN TO LOVE ME <i>Lionel Hampton (Decca)</i></p>	<p>LAWDY, MISS CLAWDY <i>Lloyd Price (Specialty)</i></p>
<p>4 MY SONG <i>Johnny Ace (Duke)</i></p>	<p>LOVE, LOVE, LOVE <i>The Dominoes (Federal)</i></p>	<p>DADDY DADDY <i>Ruth Brown (Atlantic)</i></p>
<p>5 DADDY DADDY <i>Ruth Brown (Atlantic)</i></p>	<p>NIGHT AND DAY <i>Roy Milton (Specialty)</i></p>	<p>MY SONG <i>Johnny Ace (Duke)</i></p>
<p>6 WITHOUT MY LOVE <i>Charles Brown (Aladdin)</i></p>	<p>MY SONG <i>Johnny Ace (Duke)</i></p>	<p>MY HEART'S DESIRE <i>Jimmy Lee & Artis (Modern)</i></p>
<p>7 POOR POOR ME <i>Fats Domino (Imperial)</i></p>	<p>TRYING <i>Todd Rhodes (King)</i></p>	<p>CALL OPERATOR 210 <i>Floyd Dixon (Aladdin)</i></p>
<p>8 HAVE MERCY, BABY <i>The Dominoes (Federal)</i></p>	<p>I'LL DROWN IN MY TEARS <i>Sonny Thompson (King)</i></p>	<p>TING-A-LING <i>The Clovers (Atlantic)</i></p>
<p>9 EASY, EASY BABY <i>Varetta Dillard (Savoy)</i></p>	<p>MARY JO <i>Four Blazes (United)</i></p>	<p>JUKE <i>Little Walter (Checker)</i></p>
<p>10 LAWDY, MISS CLAWDY <i>Lloyd Price (Specialty)</i></p>	<p>JUKE <i>Little Walter (Checker)</i></p>	<p>I'M GONNA PLAY THE HONKY TONKS <i>Marie Adams (Peacock)</i></p>

LOOK-a


THESE CRAZY OKEH HITS

HADDA BROOKS

I WENT TO YOUR WEDDING

MY SONG

78 rpm 6910 * 45 rpm 4-6910




TITUS TURNER

PLEASE BABY

JAMBALAYA

78 rpm 6907 * 45 rpm 4-6907




The Treniers

ROCKING ON SUNDAY NIGHT

CHEATIN' ON ME

78 rpm 6904 * 45 rpm 4-6904




CHUCK WILLIS

CALDONIA

MY STORY

78 rpm 6905 * 45 rpm 4-6905




Larry Darnell


BETTER BE ON MY WAY

WHAT'S ON YOUR MIND

78 rpm 6902 * 45 rpm 4-6902



OKeh a product of

Columbia  **Records, Inc.**

Trade Marks "Columbia," "Masterworks," "OK," Reg. U. S. Pat. Off. Marcos Registrados.

JAZZ 'N BLUES REVIEWS

⊙ A DISK & SLEEPER	⊙ G GOOD
⊙ B EXCELLENT	⊙ C FAIR
⊙ B VERY GOOD	⊙ D MEDIOCRE

THE CASH BOX

★ AWARD O' THE WEEK ★

"YOU BELONG TO ME" (2:39)

"BIG BERTHA" (2:42)

BUDDY LUCAS

(Jubilee 5094)



BUDDY LUCAS

● The lovely "You Belong To Me," current sensational pop success, has been treated to its first instrumental reading by Buddy Lucas and His Band of Tomorrow. The tal-

ented artist blows a tender and mellow six in a manner destined to make any listener stop and take notice. Lucas' emotional saxing of the slow romantic ballad will no doubt win him many new plaudits and push this platter into the actively spun diskings. Use of the Celesta in the backing strikes the proper note for the beautiful melody. This one is a must for ops. The lower lid is a moderate-quick jump which acts as a musical showcase for the Lucas sax. Lucas runs through the big bounce with a spirited and infectious treatment resulting in stimulating side.

DUKE BAYOU

(Apollo 440)

⊙ "DOOMED" (2:30) Duke Bayou & His Mystic Six work over a slow tempo blues rhythmically. A solid vocal lends color to the etching.

⊙ "RUB A LITTLE BOOGIE" (2:15) The under portion is a change of pace with the group banging out the quickbeat boogie in lively style.

ST. PETER'S GOSPEL SINGERS

(Calvary 306)

⊙ "OUR FATHER" (2:42) The St. Peter's Gospel Singers, with a deep voiced lead, harmonize on a slow spiritual.

⊙ "LET'S TALK ABOUT JESUS" (2:40) The tune that is one of the biggest religious numbers of the year is given a potent spin by the St. Peter's group.

THE CASH BOX

Jazz 'n Blues

SLEEPER OF THE WEEK

"TRUE LOVE" (2:43)

"LOOK A THERE LOOK A THERE" (2:40)

TAMPA RED

(RCA Victor 20-4898)

● Tampa Red comes up with an exciting rendition of a slow blues that we think will make quite a bit of noise in the blues field before very long. Titled "True Love," it is a steady beat item, dramatically arranged and sold with oomph by the smooth singing chanter. Tampa Red's low down treatment is solidly backed by the musical aggregation featuring a tidy bit of saxing. We

look for this side to break fast for the winning circle and ops should get with it. The under portion is a moderate bounce, done in a lively manner by the artist. Red handles the cute lyrics in appealing fashion, enhanced with some spirited choral chanting. This is a good deck and should win its share of plays, but we think the upper lid is THE one.

JOE LOCO

(Tico 129)

⊙ "LOVE FOR SALE" (2:43) A stirring slow mambo beat instrumental in dance tempo is potently waxed by Joe Loco and his Trio. Loco's excellent pianoing is standout.

⊙ "I MAY BE WRONG" (2:42). Flip is a fast Latin mambo excitingly done by the group.

FLORENCE WRIGHT O.

(Svovoy 860)

⊙ "MY BLUE HEAVEN" (2:39) The Florence Wright Ork with Miss Wright on the vocal chorus project the lovely slow oldie with much feeling. Hal Singer does an effective job on the sax and Julian Gould helps round out the side with a top flight job on the organ.

⊙ "I WENT TO YOUR WEDDING" (2:44) The Florence Wright interpretation of the beautiful pop plug tune is a warm and pleasant one.

JOE LOCO

(Tico 10-115)

⊙ "MUCHO SWING" (2:39) Joe Loco gives his usual fine reading to a quick tempo mambo instrumental. The use of piano, bass, Conga and Claves produce an interesting and exhilarating effect.

⊙ "TENDERLY" (2:41) Loco's arrangement has a quick beat background with slow instrumentation. An interesting disk is the final result.

HADDA BROOKS

(Okeh 6910)

⊙ "MY SONG" (2:55) Hadda Brooks' rendition of the slow blues, currently going "big" in the "hot" charts, is well done but too late to figure very strongly in the sales.

⊙ "I WENT TO YOUR WEDDING" (3:06) Miss Brooks has the best in material on this end. Her tender treatment of the pop biggie makes this a lovely side to hear and should catch some of the chips.

MAXWELL DAVIS

(Aladdin 3142)

⊙ "BLUE TANGO" (2:53) Maxwell Davis, with a rhythm accompaniment, beats out a smooth instrumental adaptation of the Leroy Anderson lovely.

⊙ "THE GLORY OF LOVE" (2:10) Flip is another slow oldie acting as a showcase for the Davis sax. Orking is soft and subdued.

RAY AGEЕ

(Recorded in Hollywood)

⊙ "TROUBLES BRING ME DOWN" (2:44) Ray Agee chants a slow blues with a low down vocal.

⊙ "MY POOR HEART" (2:39) A similar item is sold dramatically by the deep voiced blues singer. Soft orking sets the mood.

DAVE BARTHOLOMEW

(King 4559)

⊙ "MOTHER KNOWS BEST" (2:35) Dave Bartholomew sings a moderate blues in a potent manner. Musical backing is strong, resulting in an ok lid.

⊙ "THE GOLDEN RULE" (2:54) Bartholomew dishes up a similar tempo bounce with zest.

DANNY "RUN JOE" TAYLOR

(Coral 65097)

⊙ "I'VE BEEN DOIN' IT TOO" (2:25) A middle tempo rhythmic blues is expressively projected by singer Danny "Run Joe" Taylor.

⊙ "SITTIN' HERE THINKIN'" (2:38) The under platter has Taylor selling a slow blues with low down treatment. Orking is potent with the guitar lending a haunting effect.

RED CALLENDER FOURSLETTE

(RCA Victor 20-4908)

⊙ "LONESOME REBECCA" (2:40) The Red Callender Fourtette work together with a telling effect as they produce a fascinating slow blues instrumental.

⊙ "BLUES FOR J.T." Slow mood music is the fine instrumental eaching spun by the Fourette.

JIMMY LEWIS

(RCA Victor 20-4899)

⊙ "CHERRY WINE" (2:30) Jimmy Lewis sings a moderate-quick beat item smoothly as he is strongly assisted by the musical aggregation.

⊙ "DARK AND LONELY ROOM" (2:45) Flip is a slow number with Lewis piping in a pop flavor. Backdrop is done softly.

MELVIN SMITH

(RCA Victor 20-4907)

⊙ "BABY I'LL BE THERE" (2:25) Melvin Smith handles a slow blues in ok style.

⊙ "I'M OUT OF MY MIND" (2:26) Smith comes up with a change of pace and gives a shouty reading to the fast beat rhythmic bounce.

THE ROCKINIERS

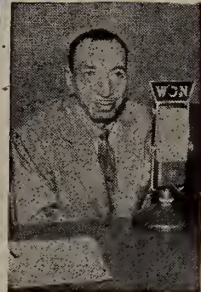
(Swing Time 299)

⊙ "HE'S MY ROCK" (2:44) The Rockiniers drive out a middle tempo rhythmic handclapping spiritual in jubilee style.

⊙ "LET'S GO BACK TO MY FATHER'S PRAYING GROUND" (2:41) The group chants a slow inspirational side.

Kickin' The Blues Around

with Sam Evans



Newest independent to enter the recording field is Spin label operated by song writer-composer Otis Rene and bandleader Preston Love. Ready for distribution are the firm's first four sides: "Cry For My Baby," b/w "Strange Land Blues," featuring Love's orchestra and the Four Flames; plus "Kissin' Boogie," b/w "Jumping For Charles." Love's combo is featured on the latter sides and Johnny Otis authored the sides. Love at one time worked with Lionel Hampton and the Johnny Otis orchestras and is one of the top flight sax men and musicians in the country today. Otis Rene, who years ago studied at the University of Illinois, School of Pharmacy, helped write the great favorite of years back "Sleepy Time Down South" plus many other popular songs of the past ten years.

Louis Jordan is looking about for the right vehicle to play a Broadway stage engagement. Performer would like to produce and star in something on the order of "Shuffle Along." . . . While visiting in N. Y. C. recently spent a very interesting early morning with the highly controversial Barry Gray. After hearing about this man for several years it was at last a pleasure to meet him and hear his side of the various stories that have been circulated about him. His chatty, interview type show is broadcast from Chandler's restaurant, on 44th just off Lexington. While there we had a late nite snack, found the prices reasonable and the food delicious. Our guest this nite was the beautiful Dorothea Towles; lately from Paris, but not too long ago from the southside of Chicago. Barry was most pleasant and a perfect host. His following seems to be legion. I sat in wonder and looked at the man who it is said is earning \$3,500.00 a wk. And brother, if you are earning anywhere near that amount, or anything over fifty bucks, I'll come and stare at you too.

Joe (Mr. Blues) Turner had a S. R. O. opening nite at Kansas City's Orchid Room when he returned home last week. Lots of his success is due to the selling job he regularly does via Atlantic label. . . . "Scat Man" Crothers will be cast in a new role as a supporting actor beginning Oct. 5, on the Colgate Comedy Hour, Sunday from 8:00 to 9:00, on NBC-TV. Successful appearances on past Donald O'Connor shows by the hilarious song and dance man have resulted in the show's writers creating a part for the talented performer. . . . Herb Lance, who has made some good records, is working the El Capitan in Kansas City. . . . Dorothy Dandridge, a perfect beauty in every respect, working at MGM's big Culver City lot on "See How They Run." Story by Mary Elizabeth Vroman, ran last year in Ladies Home Journal. Screen play by Emmet Lavery will stick close to original theme says Sol Fie'ding, who's producing. Able director is Gerald Mayer. Included in cast are: Robert Horton, Harry Belafonte, Phillip Hepburn and Barbara Sanders.

Batman Ortega, sensational Latin American saxophonist, is causing quite a stir with music fans as he gives with his hot licks, a la Hampton, with whom he now works. . . . Frank Sinatra has a good one in "Bim Bam Baby." Tune is clever and the words will move you. Paul Case, of Brill Pan Alley, is pubbing the tune. . . . "Can't Do 60 Anymore" by The Mellow Moods, on Red Robin could easily ride to a nifty net for Joel Turnero and his partner Bobby Robinson. Pair head label, plus the hottest R & B retail shop in Harlem. Expect these boys, any day to go in for the big mail order biz and they should clean up. . . . A newcomer for Capitol is John Arcesi, who tapped Robbin's Music Corp. and Tobey Music Corp., for his first two offerings. Respectively they are "Wild Honey" b/w "Moonlight Brings Memories." . . . For the top dope on what's what in the music and record biz, drop in to Al and Dicks on West 54th St.; The Gateway Rest., in the RKO Bldg.; or The Turf Grill in The Brill Bldg. All of these in N. Y. C. I found a greater concentration of trade people in these spots than in any locations. You can hear more stuff per square yard of ham sandwich than anywhere else in the world.

Gary Romero wishing his Sunny Gale had recorded "My Song," which looks like it's going to rack up big sales in all fields. . . . Jerry Blaine, there is no finer, so very excited, and rightfully so, about Little Sylvia and "I Went To Your Wedding" b/w "Drive Daddy Drive." Buddy Lucas backs the gal all the way on both sides, and then steps out for a beautiful solo ride on "You Belong To Me" b/w "Big Bertha." This is Jubilee's finest effort to date and should certainly lift the mortgage. On Sept. 13 Jerry's son will be 13 years old and the signal for an all out celebration. I'm sure it will be worth a King's Ransom. . . . Don Robey makes hits with his Nightingales as is attested by their latest "Will He Welcome Me There." . . . Paul Brown strolling through Radio City area humming "Have A Good Time." and the kids doing the same cause of the good treatment Tony Bennett has given the tune for Columbia.

Art Mooney standing on the corner of 42nd and Broadway. . . . Billy Shaw walking west on 47th St. enroute to the union offices to explain away a little situation of international complications that one of his artists got into down in Enchillada land. . . . Larry Douglas of the The New York Amsterdam News sipping a light one at the big party given backstage at the Paramount for Louis Armstrong and Gordon Jenkins. Viewed at the same affair were all of the names of show biz who happened to be in town. Police Commissioner Billy Rowe, a friend of years back, looks hale and hearty. . . . Art Ford, top drawer deejay, had a mad shindig for young singer Dick Lee. The affair was garnished with some of the prettiest girls to be found in all of N. Y. C. . . . Jack Walker, a gentleman and a perfect host, plus being a top publicity man, prepared a meal that was fit for a king. Which reminds us that Jack is splitting up his time with Atlantic label and The Billy Shaw office. To do p.a. for both houses.

Bill Cook, one of our favorite deejays, and appraently the favorite of New Yorkers, is running one of the top R & B shows in the area. . . . Chris Forde, of Tuxedo label, is certainly a man of his word. He arrived at my hotel as per arrangement and I am ashamed to say that I just plumb slipped up on it. . . . It has often been said that for a record to sell it must win and hold a listener within the first 20 seconds. This is the case with "Courage To Love" b/w "You Know I Know" by the Five Royals. For my money I'd say the former has the better sales gimmick, but either, or both sides could well be the hit or hits on this new Apollo stamping. . . . Mahalia Jackson, my all time favorite gospel singer, sails for a European tour, soon after her Carnegie Hall date on Oct. 12.

(Sam Evans is the Jass and Blues expert heard nitely on WGN, Chicago's Mutual outlet, and on WBKB-TV.)

On Top!!!

"JUKE"

Sensationally Recorded by...

"LITTLE WALTER"

all CHECKER RECORD #758

NO. 1

in CHICAGO
in MEMPHIS
in DALLAS
in CINCINNATI

No. 2 in ST. LOUIS
No. 4 in NEWARK
No. 10 in NEW ORLEANS

and very soon

NO. 1 ACROSS ALL THE HOT CHARTS

Checker RECORD CO.
750 E. 49th ST. CHICAGO, ILL.

MOA MEMBERS YOU CAN DEPEND ON **Aladdin**

year after year for the finest in
Rhythm & Blues recordings . . .

HERE ARE 4 BIG NEW ONES!

Amos Milburn

"GREYHOUND"

"KISS ME AGAIN" AL 3150

Jimmy Wilson

"IT'S A SIN TO TELL A LIE"

"MISTAKE IN LIFE" AL 3140

Clayton Love

"CHAINED TO YOUR LOVE"

"WHERE I WANT TO BE" AL 3148

Freddie Strong with "Fats" Gaines

"BLUE MOOD"

"GAINES' BOOGIE" AL 3149

CURRENTLY HOT!
Maxwell Davis

"POPSICLE" AL 3143

Calvin Boze

"LOOPED" AL 3147

Floyd Dixon

"THE RIVER" AL 3144

The Five Keys

"HOW LONG" AL 3131

Aladdin RECORDS
For That Magic Touch
Beverly Hills, Calif.

Number One Boy



During his recent two-week stint at the Chicago Theater, where he was the headlined deejay of the Annual Disc Jockey Revue, Howard Miller received about as welcome a surprise as any star could wish for.

Toward the finale of one of the day's final shows, preparing to introduce the headliner, Toni Arden, Miller was interrupted by a horde of teen-agers who marched down the aisle from the rear of the house, bearing banners lettered with such as "Our favorite—Howard Miller," "Our No. 1 Boy—Howard Miller" and "Howard Miller—The Undisputed Candidate." Proceeding to the stage, the gals grouped around the amazed Miller and, with the nervousness so inherent among youngsters, made a speech extolling the virtues of the jockey who was the object of their affection. Thereupon, they presented him with a beautiful plaque containing a solid gold plate, inscribed: "Presented to Howard Miller—America's Top Disc Jockey—on behalf of the Associated Fan Clubs—1952."

Each of the girls in the group is president of some artist's fan club throughout the Midwest (Guy Mitchell, Billy Eckstine, Tony Bennett, Bobby Wayne, Rosemary Clooney, Eddie Fisher, Frankie Laine clubs represented), and this was the first such presentation ever made by the combined organization as such.

Miller, incidentally, currently has over 200 radio shots per week on the air. While at the Chicago Theater, he kicked off his latest show, a four-hour stint over local station WCFL, considered to be the longest disc jockey show in the country under the sponsorship of a single sponsor. The occasion was marked by the theater's invitation to the public to view the initial show, in their daily ads in the local newspapers. So successful was this show, that the Theater requested that the Saturday night stanza emanate from the Chicago each week. The plan is under consideration.

"Sleeper Of The Week"
—The Cash Box
by
JOE
(This Is Happiness)
HOLIDAY
"CUBAN NIGHTINGALE"
b/w
"SERENADA"
Prestige 786 (45x786)
PRESTIGE RECORD CO.
446 W. 50th St. • CI 6-0847 • N. Y.

"FIVE LONG YEARS"
By
EDDIE BOYD
J.O.B.-1007
"FARMERS BLUES"
b/w
"Lonesome Ole Train"
By
JAMES WILLIAMSON
Chance - 1121
CHANCE RECORDS, Inc.
1151 E. 47th St.
CHICAGO, ILL. KENwood 8-4813

Greetings and Thanks M.O.A.
THE CLOVERS
4 Releases—4 HITS IN A ROW
✓ "DON'T YOU KNOW I LOVE YOU"
✓ "FOOL, FOOL, FOOL"
✓ "MINT JULEP"
and NOW . . . "TING-A-LING"
Personal Mgr. LOU KREFETZ • Direction: SHAW ARTISTS CORP. • Exclusively ATLANTIC RECORDS

Neat Balancing Trick



CONCORD, N. H.—A neat balancing trick? Actually it's just part of the opening day celebration for Donn Tibbetts' new deejay show over WFEA-CBS in Manchester, N. H. Donn has planned to continue to use The Cash Box Top Ten Tunes on his "Top Shelf" show.

Victor Unveils New Price And Product Line Developments In Series of Nation-Wide Meetings

NEW YORK—New price and product line developments have been unveiled at a nationwide series of sales meetings by the RCA Victor Record Department. This was disclosed by Paul A. Barkmeier, vice president in charge of the department.

Record distributors, dealers, and their sales personnel, assembled in meetings in principal cities across the country, were given the first complete details on:

1. A new 45-rpm "Extended Play" record, identical in size and design to the previous 7-inch 45-rpm record, but playing up to eight minutes per side to provide "considerably more music for less money."
2. A new low-priced line of 45-rpm and 33 1/3-rpm classical records, offered for the first time under the RCA Victor "Bluebird" label.
3. A "Best-Buy" merchandise program which reveals the company's entire album release schedule for the remainder of the year to aid dealers in sales and inventory planning.
4. A major new line of children's

records, featuring a unique "6 in 1" children's album consisting of records, story book, pictures to color, punch-out puppets and stage, and membership in the RCA Victor "Little Nipper Club."

Presented together with a new merchandising service in the form of a retail sales training program, RCA Victor's 1952 merchandising program is geared to what was described as the biggest potential record market in the history of the music business. Themed on the slogan "Music Is Big Business," the nationwide series of sales meetings was conducted by teams of company executives from August 18 through August 28.

The entire merchandise program will be backed by one of the most extensive advertising and promotional campaigns in the history of the company, Mr. Barkmeier said. A "Triple Difference" theme will be used in all consumer ads, stressing the unique selling points of the company's product: "The World's Greatest Artists," "The World's Truest Sound," and "The World's Finest Quality."



Double "A" Number
Jimmy McCracklin
AND HIS BLUES BLASTERS

with
"MY DAYS ARE LIMITED"
b/w
"SHE'S GONE"
Peacock #1605



HEY, MUSIC OPS!

Here's Another BIG YEAR With The GREATEST In RHYTHM & BLUES



"MY HEART'S DESIRE"

Jimmy Lee and Artis
MOD 870

"YOU KNOW I LOVE YOU"

B. B. King
RPM 363

"BABY DON'T YOU TEAR MY CLOTHES"

Smokey Hogg
MOD 884

"WHAT YOU GOT ON YOUR MIND"

Roscoe Gordon
RPM 365

"BLUE BIRD BLUES"

John Lee Hooker
MOD 886

"LITTLE RICH GIRL"

Jimmy Nelson
RPM 368

"LET'S TALK IT OVER BABY"

Jimmy Lee and Artis
MOD 885

"SHE'S MY BABY"

Jimmy Huff
RPM 366

COMPARE THIS RECORDING WITH OTHERS!



SPECIAL RELEASE

"I WENT TO YOUR WEDDING"

B/W

"MY BLUE HEAVEN"
by **FLORENCE WRIGHT**

SAVOY #860

Two great sides, suitable for both Pop and R.E.B. locations.

VARETTA DILLARD'S GREATEST RECORDING

"THEM THERE EYES"

B/W

"YOU ARE GONE"

SAVOY #859



Still going strong

"EASY EASY BABY"

SAVOY #847

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

I. M. I. Sees Music Promoting World Peace

NEW YORK — The International Music Institute, an American private and non-profit organization with representatives all over the world, is now broadening the scope of its activities—which include the building of a two-way exchange of composers, performers, students and teachers of music between the USA and other countries of the world. The Institute assists in these international exchanges of leaders and specialists, arranges programs, acts as a clearing house for information on all phases of music including the music trades, and as of January, 1953 will publish its own magazine for world distribution.

The American Music Conference has proved that the music industry has the vision to promote music as an end in itself, but the International Music Institute believes it will go still further. It believes it can establish music as a powerful agent in uniting the nations and in cementing the peace of the world.

A grant was discussed with one of the major philanthropic foundations so as more effectively to promote world understanding by means of music, and the answer was: "We could comply with your request if we were convinced that the music merchants and business men who make their living out of music would support the cause . . . since that is the group which would receive direct benefits from such a program."

International Music Institute is approaching members of the music trade as industrial sponsors. Names of sponsors will appear on all brochures and pamphlets which reach music lovers, cultural and educational organizations and institutions, the trades and consumers here and abroad.

THE CASH BOX **BEST SELLING**
SPIRITUAL RECORDS
Listed Alphabetically

- Blessed Be Thy Name
PILGRIM TRAVELLERS
(Specialty)
- He's So Wonderful
SISTER JESSIE MAE RENFRO
(Peacock)
- In The Upper Room
MEHALIA JACKSON
(Apollo)
- If Jesus Goes With Me
ANGELIC GOSPEL SINGERS
(Gotham)
- Precious Memories
THE FIVE BLIND BOYS
(Peacock)
- Stop Right Now
BELLS OF JOY
(Peacock)
- Tell Me Angel
ANGELIC GOSPEL SINGERS
(Gotham)
- This Little Light Of Mine
WARD SINGERS
(Savoy)
- Wading Through Blood And Water
DIXIE HUMMING BIRDS
(Peacock)
- When I Reach My Heavenly Home On High
ORIGINAL GOSPEL HARMONETTES
(Specialty)

Memo to Music Operators of America: Most Smart Operators Use **ATLANTIC!**



RUTH BROWN

"HAVE A GOOD TIME"

Atlantic 973



"TING-A-LING"

Atlantic 969



THE CLOVERS

"BALD HEAD WOMAN"

Atlantic 974



"DON'T YOU CRY"

Atlantic 970



JOE MORRIS



JOE TURNER

ATLANTIC RECORDING CORP.

234 WEST 56th STREET

NEW YORK 19, N. Y.

The Juke Box King!

NIGHT AND DAY (I MISS YOU SO)
by **ROY MILTON**
#438 #438-45

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

Biggest Selling MAMBO line in the East and West

TICO RECORDS
3 Great Records by World's Greatest Latin Swing Pianist

JOE LOCO and Trio

- Best Version Ever Made
- "LOVE FOR SALE" and "I MAY BE WRONG" Tico # 10-129
- Going Strong in R & B
- "LOVER" and "SEPTEMBER IN THE RAIN" Tico # 10-130
- Just Released . . . A Smash
- "BODY and SOUL" and "CUBAN NIGHTINGALE" Tico # 10-138

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

Dist.: A few Territories available.

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

FOR THE FALL "JUBILEE" TOPS THEM ALL!...



RHYTHM & BLUES

THE ORIOLES

5092 See See Rider
Don't Cry Baby

THE MARYLANDERS

5091 Make Me Thrill Again
5079 I'm A Sentimental Fool

BUDDY LUCAS

5094 You Belong to Me
Big Bertha

EDNA McGRIFF-SONNY TIL

5090 Once in a While
I Only Have Eyes for You

EDNA McGRIFF

5089 Pray for a Better World
In a Chapel by the Side of the Road
5087 It's Raining
5073 Heavenly Father

LITTLE SYLVIA

5093 I Went to Your Wedding
Drive Daddy Drive

SONNY TILL

5076 Proud of You

Watch This One

VIOLA WATKINS

5095 Really Real
Paint A Sky for Me



- THE RAY-O-VACS
- THE TOP-NOTES
- THE ENCHANTERS
- BILLY PAUL ...

POPULAR

LOU BARI

6012 Two Faced Clock

HAL KIPLING

6015 Mother Nature

DICK FREITAS

6013 Fiddlesticks
That Wonderful Love

TAD BRUCE

6016 When You Know You're Not Forgotten
Love Letters in the Sand

ALAN GERARD

6011 Toy-Gal
I Love Only You

Watch For

DIXIE BRANDON

6018 My Baby's Coming Home

JACK SWANSON-DOTTIE TRAVIS

6014 Till I Waltz with You Again

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.

Go to the BIGGEST Rhythm & Blues Distributor In Your Territory for the BIGGEST Rhythm & Blues Record Ever Made

"GOODBYE, BABY"

RIH 235

by

Little Caesar

Music by QUE MARTIN

The Same Combination That Made

"The River" A Great Hit!

OPERATORS: WIRE FOR FREE SAMPLES!

RECORDED IN HOLLYWOOD

A California Corporation

4822 SO. AVALON BLVD. LOS ANGELES 11, CALIF.

(PHONE: ADams 1-4221)

Get With—

"GUITAR SHUFFLE"

ST 295

Another Hit by

LOWELL FULSOM

... AND RIDE WITH HIS BRAND NEW

"THE HIGHWAY'S MY HOME"

ST 301

Here's A Cutie—

"CUBA DOLL"

ST 296

by LLOYD GLEN

A Star Is Born—

"HARLEM BLUES"

b/w "I LOVE YOU JUST THE SAME"

ST 305

by LITTLE SON WILLIS

And Just As Great—

"SKIN AND BONES"

ST 306

SWINGTIME RECORD COMPANY

3427 SO. SAN PEDRO ST., LOS ANGELES 11, CALIF.
(PHONE: ADams 1-4189)

RIAA Promises Cooperation To Nation's Operators

By JOHN W. GRIFFIN

Executive Secretary

Record Industry Association of America, Inc.

Events which have taken place in the past several months must have proved to many a skeptic that the phonograph record industry, on all levels, has truly come of age and is now taking its proper place among the major industries of this country. Just a few years ago the Music Operators of America, as it is now constituted, had not been organized. Less than a year ago the Record Industry Association of America held its first official meeting. As time goes by, there is no doubt but what the two organizations will find the need to meet and work out problems which will face the members of both associations.

It is generally believed that the music operators purchase 25 per cent of all records manufactured. This is certainly an important buying group to the manufacturers. More important, however, is the position the operators hold in creating and building hit records.

Both in the spirit of seller to buyer and friend to friend, the Record Industry Association extends its congratulations and best wishes to the

M.O.A. for the success of the third annual convention—a success which seems assured. Coincidental with the M.O.A. convention in Chicago, the R.I.A.A. is now getting into its first major promotional effort—a campaign which, it is hoped, will renew and re-stimulate public interest in phonograph records to the end that all levels and facets of the industry will benefit. It is through such endeavors, for example, that the M.O.A. and the R.I.A.A. can cooperate to their mutual advantage.

Soon after the R.I.A.A. was established, I arranged a meeting with M.O.A.'s national president, George A. Miller. We immediately established a satisfactory working basis for mutual discussions in the future. This meeting with Mr. Miller also gave me the opportunity to grasp quickly why the M.O.A. has made such strides. Under his guidance and leadership, M.O.A. will continue to grow.

In the future, as the R.I.A.A. continues to expand its activities and the M.O.A. continues to grow, there will undoubtedly be further opportunity for both groups to cooperate.

Ella Excels In The Spiritual Dept. Also

NEW YORK—Ella Fitzgerald did something novel when she appeared at the Michigan State Fair on August 31. Ella was featured vocalist with the Detroit Council of Churches which consists of sixty church choirs from all over the mid-west. The program lasted for three hours and Ella proved her ability in the hymn and spiritual department to all those who never guessed she excelled there also.

MR. OPERATOR

May we serve you with the very finest record lines in the country—45's and 78's?

Apollo	Mercer
Blues and Rhythm	New Jazz
Coleman	Peacock
Combo	Prestige
Dee Gee	RPM
Duke	Royal
Flame	Roost
Gotham	Sittin' In
Gospel	States
Hollywood	Swingtime
Jax	Trumpet
	United

UNITED RECORD DISTRIBUTOR CO.

4804-6 S. COTTAGE GROVE AVENUE
CHICAGO 15, ILL. (Oakland 4-8133)

WELCOME EVERYONE TO THE MOA CONVENTION

WE DISTRIBUTE
GOOD TIME JAZZ
TENNESSEE
RAINBOW
TEMPO
WALLIS

RECORDS FOR YOUR EVERY NEED
FRUMKIN SALES CO.

2007 S. MICHIGAN AVE.
CHICAGO, ILL. CALmut 5-1616

WE CARRY A LARGE VARIETY OF LATIN AMERICAN

MEXICAN
SPANISH
FOLK AND SQUARE DANCE
RECORDINGS for the OPERATORS WHO FEATURE LATIN SONGS ON THEIR LOCATIONS

ADVANCE DISTRIBUTING CO.

3257 W. MONTROSE
CHICAGO, ILL. CORnelia 7-2114

Meeting Dates Of Music Operators' Associations

Sept. 8—Amusement Machine Operators' Association of Greater Baltimore

Place: Mandell-Ballow Restaurant, Baltimore, Md.

11-13—Music Operators of America

Place: Congress Hotel, Chicago, Ill.

15—Westchester Operators Guild

Place: American Legion Hall, White Plains, N. Y.

Music Greats Take Bow On Decca "Curtain Call" Disks

Decca has just released a series of records devoted to the great performers of our times and the recorded songs which helped make them famous. It is the music with which some of America's most popular singers have been identified; the songs which were actually milestones in their careers and in show business. This group of disks goes under the name of "Curtain Call"; a series consisting of old songs which were everyone's favorites at one time or another. To introduce this reminiscent series of old tunes, there seems to be no one more likely than the unforgettable Sophie Tucker.

Sophie takes her bow on one of the platters and sings the song which has been a mainstay of her repertoire for decades; the unforgettable "Some Of These Days". This is the rendition of a song which has made audiences laugh and cry for more than four decades. It's a number which the "Last of the Red Hot Mamas" estimates she has sung over 40,000 times. The under side is another great number which the ageless blues shouter sings with vitality. "Life Begins At Forty" is a Yellen-Shapiro song which characterizes the artist herself.

Another great waxing included in this Curtain Call Series is one which features a grand aggregation. Tagged Four Boys and a Guitar when they first started, they took on their own family name and went on to fame as The Mills Brothers. The brothers show the technique that made them famous; the skill of imitating instruments with human voices. With this skill they revived the "Tiger Rag" that immediately brought them popularity. The group shows another of its many gifts on the flip side, the ability to take old songs, songs almost worn out by repetition, and breathe new life into them. "Paper Doll" is the best example of their art of presenting different and exciting interpretations.

Three girls, who've had a truly wonderful career, known as the Andrews Sisters, occupy a spot on the stage during this Curtain Call. The three sisters who lied about their age so that they could perform on the stage, give their rendition of an old song which made them stars. "Bei Mir Bist Du Schon" was the song that made people realize that this unknown trio had qualities which made it outstanding. They showed a rare feeling for the swing idiom; their fresh and exciting song treatment; an unerring precision for and unity of vocal harmony which distinguished them from any other unit. In a short time the girls sold over 350,000 copies of "Bei Mir", which was a tremendous figure in those days. For quite a while the sisters were known as hot singers developed in the swing era; unsurpassed in the field of Jazz. Then in 1940 they recorded the sweet and tender "In Apple Blossom Time", the other side of this curtain call performance and established themselves as top performers in the smooth and straight-forward style of song delivery. Ever since the girls have been favorites.

The incomparable voices of the Ink Spots stand out impressively in this review of all time greats. The lads who made their first appearance at the New York Paramount as porters back stage, and who couldn't seem to get ahead in the music biz with their jumping hot type of jive song delivery, were finally discovered by an artist-representative while singing their now classical "If I Didn't Care" and pushing their mops across the floor. Within a year the artists, who got their name from the blots made by the pen with which they signed their own contract,

came up with another overwhelming success in their "Do I Worry". Although the Ink Spots have recorded scores of platters for Decca, they have never done anything more appealing than the two songs coupled here. With the bell like voice of Bill Kenny, the bass talking of the late "Hoppy" Jones, and the grand rhythm by the other lads, a quartet was formed that will go down in music history.

Another grand pairing of songs that fits perfectly into this series are two which are well recognized as the theme songs of a gent who was born on the lower East side of New York and worked his way to fame the hard way. Jimmy Durante is the artist who started his show business career by playing the piano at neighborhood dances for the phenomenal sum of 75c a night. The songs are "Start Off Each Day With A Song" and "Inka Dinka Doo". A pair which young and old are equally familiar with. Schnozzola had a tough struggle in show life and certainly merits a sincere bow.

A fine performance by one of the hardest perennials of the music world is that presented by the favorite Ted Lewis. The upper lid is his theme song "When My Baby Smiles At Me", a song of which he was one of the composers and the song which started Ted on his long career of High Hat and Clarinet happiness. The strutting, mock-melodramatic stage attitude of the artist can easily be visualized as he utters the words of the tune entitled "Wear A Hat With A Silver Lining" on the other side of this platter; a song which is another trade mark of a grand life in the show world.

A song about the famous hat which he won in a crap game. Ted's bow brings back pleasant memories.

If any singer has become a classic in his day, an international artist appealing to everyone, that singer is Bing Crosby. His voice is probably the one that has been heard by more people than that of any other human being that ever lived. He has won an Academy Award for his serious acting, and has thrilled audiences all over the world. On this curtain call Bing sings two songs about which nothing need be said. They are definitely classics of the popular song. "Where The Blue Of The Night Meets The Gold Of The Day" and "I Surrender Dear" are the two heart warming tunes which the groaner puts across with such grace.

To top off almost an hour of reminiscent listening by some of the greatest artists is a sterling showing by a little guy who many think is the greatest star of them all. Another product of that great source of show business material, the lower East side, Eddie Cantor has thrilled many, many millions with the spinning of his saucer eyes, the zippiness of his inviting voice, and the happiness of his dancing feet. During the twenties and early thirties when life in America was a gay and wholesome adventure, Banjo Eyes rocked the world with two of the happiest songs of all time. "Mr. Show-business" steps out once again to receive some thankful applause for his great life in the music world. He takes his deep and gratifying bow by singing "Now's The Time To Fall In Love" and "Makin' Whoopee".

You'll Be Knocked For A Loop When You Hear These
2 GREAT TUNES

"LOOPED"

On These Outstanding Records

VICTOR—
Melvin Smith
IMPERIAL—
Tommy Ridgley
DOT—
Wally Mercer
ALADDIN—
Calvin Boze

"ONE LOVELY NIGHT"

with

Tony Russo
on
CADILLAC
Records

CRESTWOOD MUSIC PUBLICATIONS

1585 BROADWAY

NEW YORK 19, N. Y.

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS

Popular

STEVE LAWRENCE
SUDDEN FEAR
ALWAYS LOVE ME
15199 and 45-15199
MINE AND MINE ALONE
ALL MY LOVE BELONGS TO YOU
15190 and 45-15190

ROYE GOODRICH
JUNGLE DRUMS
TO YOU
15197 and 45-15197

Folk/Western

MOON MULLICAN
JAMBALAYA
A MIGHTY PRETTY WALTZ
1106 and 45-1106

EDDIE SMITH
THE PREACHER AND THE BEAR
SNOW DEER
1095 and 45-1095

YORK BROS.
2 SIDES TO EVERY STORY
TWIRLY WHIRLY
1092 and 45-1092

Rhythm/Blues

THE SWALLOWS
BESIDE YOU
YOU LEFT ME
4525 and 45-4525

SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG-CLANG-CLANG
4527 and 45-4527
LET'S CALL IT A DAY
BLUES MAMBO
4541 and 45-4541

EARL BOSTIC
MOON GLOW
AIN'T MISBEHAVIN'
4550 and 45-4550

Federal

THE DOMINOES
HAVE MERCY, BABY
DEEP SEA BLUES
12068 and 45-12068

THE ROYALS
MOONRISE
FIFTH STREET BLUES
12088 and 45-12088

JIMMY WITHERSPOON
FOOLISH PRAYER
TWO LITTLE GIRLS
12095 and 45-12095

DISTRIBUTED BY

King
RECORDS
INC.
1540 Brewster Ave.
Cincinnati 14, Ohio

Greetings

M. O. A. On Your 3rd Annual Convention From
"MR. PERSONALITY"
 OF AMERICAN FOLK SONGS

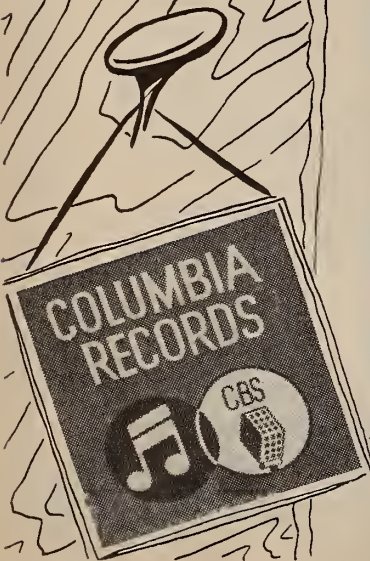
"LITTLE"
JIMMY DICKENS



Current Columbia Hit
"WAITRESS, WAITRESS"
 and
"THEY DON'T KNOW AT ALL"
 Columbia 20976

Going Strong
"HOT DIGGITY DOG"
 and
"LOLA LEE"
 COLUMBIA 20930
"I'm Little But I'm Loud"
 Columbia 20769
"A-Sleepin' At The Foot Of The Bed"
 Columbia 20644
"Take An Old Cold Tater"
 Columbia 20548

Featured STAR of
GRAND OLE OPRY and WSM-TV
 Exclusive Management
DEWEY MOUSSON
 WSM, Nashville, Tenn.



FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

BULLSEYE of the WEEK

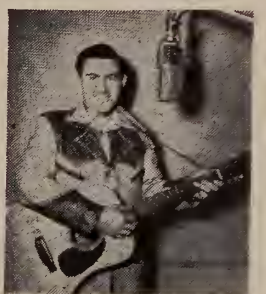
"YOU WIN AGAIN" (2:41)
"SETTIN' THE WOODS ON FIRE" (2:37)
HANK WILLIAMS
 (MGM 11318)



HANK WILLIAMS

● Hank Williams, whose last composition was the wild cajun number "Jambalaya," comes up with another that is destined to be a hit and which could also overflow into pop and r&b. Titled, "You Win Again," Hank switches the mood and tempo by dishing up a slow romantic ballad that has the melody and feeling to carry it to the top. Light string backing supports and the result is a Grade-A deck. Flip-side is a moderate quick beat with cute lyrics and Williams presents the number with zest as he waxes a happy side. Ops have a definite money maker on either end of this release. We think both sides will make noise.

"BACK STREET AFFAIR" (2:40)
"I'LL ALWAYS TAKE CARE OF YOU" (2:20)
WEBB PIERCE
 (Decca 28369)



WEBB PIERCE

● Webb Pierce unfolds a story filled with pathos and despair as the plaintive voiced warbler spins the piece entitled "Back Street Affair." The slow beat ditty is softly presented and appealingly sung by the chanter who projects the mood of the number with warmth and understanding, as the instrumentalists provide a subdued backdrop for the tear-jerker. Lower lid is a similar item waxed by the artist in the same tender and pleasurable manner. The hauntingly done top deck is our choice to bring the coins into the jukes.

GRADY MARTIN
 (Decca 28388)
"YOU BELONG TO ME" (2:31)
 Grady Martin and His Slew Foot Five lightly wax the present pop favorite. The lovely fox trot is adequately sung by Cecil Bailey.
"I WENT TO YOUR WEDDING" (2:13) The beautiful slow tempo number is soothingly presented by the Grady Martin aggregation.

TEXAS JIM ROBERTSON
 (RCA Victor 20-4906)
"BLUE EYED ELLEN" (2:25)
 A slow sweet number is warbled movingly by Texas Jim Robertson as he presents the romantic lyrics with tenderness. Fem chorus sets up the deep voiced chanter for a potent end.
"LIFE PASSED ME BY" (2:19)
 Robertson tells about his lifetime of sorrow and loneliness. Light string and organ assist.

TEX WILLIAMS
 (RCA Victor 20-4897)
"MIRACLE WALTZ" (2:40)
 Tex Williams comes up with a tender waltz item that could spread to the pop field. His soft reading is given an easy string backing.
"SWEET LITTLE BOOGALIE" (2:40)
 Tex has a moderate beat novelty item on the flip deck and he gives the bounce a lively vocal. The happy side is given a lift by a bit of choral chanting.

ELLIS AND BILL
 (RCA Victor 20-4905)
"MY LITTLE HOME IN WEST VIRGINIA" (3:00) Ellis and Bill, the Green Mountain Boys, belt out a quick beat instrumental with guitar and fiddle.
"SLEEPY EYED JOE" (2:30)
 A similar eyed is well done.

LEFTY FRIZZEL
 (Columbia 20997)
"FOREVER" (2:27) Lefty Frizzel lightly yodels a slow love tune in that inimitable manner of his that assures his followers of a top-flight job any time he has a new release. Easy string backing provides the mood for Frizzel's tender vocal.
"I KNOW YOU'RE LONESOME WHILE WAITING FOR ME" (2:27) A similar item is presented in the warbler's usual capable manner.

DON GIBSON
 (Columbia 20999)
"WE'RE STEPPIN' OUT TONITE" (2:10) A fast beat bounce is given a cute and spright bit of chanting by Don Gibson.
"NO SHOULDER TO CRY ON" (2:37) A change of pace has Gibson selling a slow country lament warmly.

BLACKIE CRAWFORD
 (Coral 64138)
"FALLEN ANGELS" (2:57)
 Blackie Crawford warbles a slow ditty smoothly and comes off with a pleasant side. String backing is softly projected.
"JUMP, JACK, JUMP" (2:34)
 Crawford and The Western Cherokees belt out a lively item with an r&b sound.

EVANGELIST FIDDLIN' JIM LEWIS AN' SONS JIM & JACK RIVERS
 (Listen 1445)
"A BEAUTIFUL LIFE" (2:43)
 A country religious item is given a powerful selling effort by Jack Rivers and Quartet. The slow gospel tune is upped to a fast tempo midway and the fiddling in real country style makes this an effective spiritual waxing.
"THE MEETING IN THE AIR" (2:41) The under portion is a quick tempo inspirational piece with Jack Rivers handling the vocal end.

Thanks for your help - - - and Greetings to

All MOA Men from IMPERIAL RECORDS

ANOTHER TWO-SIDED

HIT

from

SLIM WHITMAN



"BY THE WATERS OF THE MINNETONKA" (2:22)
"AN AMATEUR IN LOVE" (2:45)

SLIM WHITMAN
(Imperial)



SLIM WHITMAN

● Following up his fabulous success with "Indian Love Call," Slim Whitman reaches into the same grab bag and comes up with "By

The Waters Of The Minnetonka" which has been a favorite for many many years. Whitman's individual style, which has won him innumerable plaudits, is again evident in his current release, and his smooth modeling puts this platter in a position to break for a hit. Sound effects are employed effectively together with a solid string backdrop. We look for this disk to do big things for the fast rising singer. The lower lid is a Slim Whitman composition. Slim handles the vocal on the slow romantic ditty with a freshness and appeal that makes it a solid companion piece for the upper lid.

Reprinted from "The Cash Box"
September 6, 1952

"BY THE WATERS OF THE MINNETONKA" "AN AMATEUR IN LOVE"

IMP # 8163
IMP # 8163-45

OTHER SLIM WHITMAN RECORDS SELLING BIG!

And Also Available on 45 RPM

"LOVE SONG OF THE WATERFALL"
"MY LOVE IS GROWING STALE"

IMP # 8134

"BANDERA WALTZ"
"END OF THE WORLD"

IMP # 8144

"COLD EMPTY HANDS"
"IN A HUNDRED YEARS OR MORE"

IMP # 8147

"INDIAN LOVE CALL"
"CHINA DOLL"

IMP # 8156

These Records and all other Imperial Hits Available from the following Imperial Distributors:

- A & I RECORD DISTRIBUTORS
Cincinnati 3, Ohio
- ALLEN DISTRIBUTING CO.
Richmond 20, Va.
- B & G RECORD DISTRIBUTORS
Portland 9, Oregon
- C & C DISTRIBUTING CO.
Seattle 1, Wash.
- CENTRAL RECORD SALES CO.
Los Angeles, Calif.
- CHATTON DISTRIBUTING CO.
Oakland 12, Calif.
- COASTLINE DISTRIBUTORS, INC.
Nashville 10, Tenn.
- DICUS RECORD SUPPLY
Boise, Idaho
- ESSEX RECORD DISTRIBUTORS
Newark 3, New Jersey

- GRAMOPHONE ENTERPRISES
Dallas, Texas
- GRAMOPHONE ENTERPRISES
Houston, Texas
- GRAMOPHONE ENTERPRISES
New Orleans, La.
- GRAMOPHONE ENTERPRISES
Oklahoma City, Okla.
- INDIANA STATE RECORD DISTRIBUTORS
Indianapolis, Indiana
- M. B. KRUPP DISTRIBUTORS
El Paso, Texas
- LOU SOWA RECORD CO.
Pittsburgh, Pa.
- MANGOLD DISTRIBUTING CO.
Baltimore, Maryland
- MANGOLD DISTRIBUTING CO.
Charlotte, North Carolina

- MARNEL DISTRIBUTING CO.
Philadelphia, Pa.
- MERCURY RECORD DISTRIBUTORS
Minneapolis 4, Minn.
- MICROPHONE MUSIC CO.
Honolulu 18, Hawaii
- MUSIC SALES CO.
Memphis, Tenn.
- MUSIC SERVICE CO.
Great Falls, Montana
- OHIO RECORD DISTRIBUTING CO.
Cleveland, Ohio
- PAN AMERICAN DISTRIBUTING CO.
Miami, Florida
- PAN AMERICAN DISTRIBUTING CO.
Jacksonville, Florida
- PAN AMERICAN DISTRIBUTING CO.
Detroit, Michigan

- PAN AMERICAN RECORD SUPPLY CO.
Denver, Colorado
- PORTER DISTRIBUTING CO.
New York, N. Y.
- RECORDS, INC.
Boston, Mass.
- ROBERT'S RECORD DISTRIBUTING CO.
Kansas City, Mo.
- ROBERT'S RECORD DISTRIBUTING CO.
St. Louis, Mo.
- SHERIDAN DISTRIBUTING CO.
Chicago, Ill.
- SOUTHLAND DISTRIBUTING CO.
Atlanta, Georgia
- STANDARD DIST.
Salt Lake City Utah

IMPERIAL RECORD CO., INC.

6425 Hollywood Blvd.

Hollywood 28, Calif.

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

JOHNNIE and JACK and their Tennessee Mountain Boys



Sincere Appreciation
and Thanks to
MUSIC OPERATORS OF AMERICA
You've made HITS of
POISON LOVE
THE HUMMINGBIRD
THREE WAYS OF KNOWING
Current HIT Release

"SLOW
POISON"
and
"HEART
TROUBLE"
RCA VICTOR-20-4765 (47-4765)

Just released
excellent Sacred Pairing
**"SHAKE MY MOTHER'S
HAND FOR ME"**
and
"YOU CAN'T FOOL GOD"
RCA Victor 20-4878

FEATURED STARS WSM
GRAND OLD OPRY &
WSM-TV
Exclusive RCA VICTOR
RECORDS
Management:
JESSE SCHNEIDER
Route 3, OLD HICKORY BLVD.
Nashville, Tenn.
Phone: 2-2577

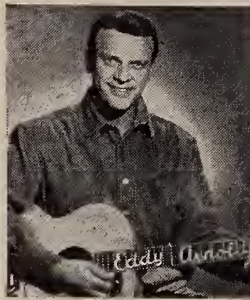
THE CASH BOX FOLK and WESTERN ROUNDUP

A letter from Florida's Governor Fuller Warren contained the following paragraph—and we quote—"Here in the South we have been serious about our folk music for many years, and now all of America is accepting it. We're glad to have 'em join us in this pleasure." These lines follow the Governor's visit to WSM's "Grand Ole Opry" recently and the general acceptance of country song material by all fields.

Webb Pierce (Decca) moves to WSM in Nashville on September 13th. Webb has been associated with KWKH in Shreveport for several years and although he will be missed as a regular in the Louisiana area where he has a strong following, however, he'll pick up a national audience from WSM.

Jimmy Wakely (Capitol) is the latest to release what looks like one of the year's top tunes—"I Went To Your Wedding." Tune is already showing strong via Patti Page's Mercury pop side. Wakely introduced his version on Tennessee Ernie's ABC deejay show now carried on 330 stations.

Joe Nixon of KCUL in Fort Worth begins a contest soon with twenty sponsor merchants co-oping the expense. Winner of the contest will be given an all expense trip to Nashville for a week end with the "Grand Ole Opry." Winner may take a friend and the pair will be accompanied by "Cactus Joe" himself.



EDDY ARNOLD

Tex Ritter (Capitol) was seen by 120,000 people during his first week's showing in London's Harringay Arena. This attendance brought three additional week's to his contract which was originally six. Ritter's Capitol record of "High Noon" is also hitting the hit lists of England.

Paul Howard (Columbia) recently took over the duties of Commercial Manager at KAPK in Minden, La. For the time being Paul has given up his regular entertainment work except for a four hour Saturday night show from Minden's Community House which

is broadcast by KAPK.

Redd Harper who co-starred in the Christian western "Mr. Texas" with Cindy Walker also works in the new Billy Graham color film "Oil Town." Show was shot in Houston, Texas, and Harper sings two of the songs featured in the flicker.

Charlie Adams was recently called upon to jump into Spade Cooley's swimming pool to save daughter Jo Dean. Mishap came during a friendly visit of the two families. Only casualty was Adam's new sports clothes.

Bill Carlisle of The Carlisles (Mercury) is resting at his home in Knoxville, Tenn., after leaving Chattanooga's WDOX after a short engagement. Carlisle expects to set up at an undisclosed station this fall.

Bob Respass of WXLW in Indianapolis doing his shows last week from Radio Center at the 100th Indiana State Fair. Bob did two shows each day and featured numbers of top names in the country field who stopped by for personal interviews. Just before the fair opened WXLW celebrated its 4th Anniversary with their Annual Watermelon Feast. Guests of honor were Phil Harris who was in town for the fair, Indiana's Governor Henry Schricker, Indianapolis Mayor Alex Clark, Congressman Charles Brownson and Maj. General Paxton who is commander of the "Dixie Division" now stationed at Camp Atterbury, Ind. It took 550 watermelons to fill the several thousands present.

Winner of Smiley Burnette's 1952 "Pony Pix" contest was Barbara Bate-man, RFD 1, Washington, Indiana. Barbara was presented with a beautiful pony complete with saddle and bridle. Prizes were presented at Washington's Indiana Theatre managed by A. J. Kalberer.

Hank Williams was given a big homecoming in hometown Greenville, Alabama, August 15th. Over 5,000 people joined in the festivities. Johnny and Jack (RCA Victor) and Kitty Wells (Decca) shared in the entertaining duties which lasted from afternoon into the night. Hank is at present mulling a network shot weekly from Shreveport's KWKH.

A line of thanks from Cash Box's Bob Austin to perfect hosts Murray Nash, Wes and Fred Rose, Randy and Lois Wood, Jim Denny, and frankly, every one who was so nice to him on his recent visit to Nashville.

Little Jimmie Dickens, after spending full days on radio and teevee work, still finds time to run through tunes written by amateurs and help them with suggestions. Many a big tune has been born this way.

Clyde Moody of King Records recorded Billy Hayes' latest country novelty "Landslide of Love," and it will be released about the middle of September.

Ole Rasmussen started something in western music which has won the praise of an Atlanta deejay, Dan Ross of Station WATL, Henry Grady Hotel. "When Ole and his Nebraska Cornhuskers cut Capitol platters of jazz and pop classics giving them a western treatment, they came up with an idea that should gain momentum," Ross said. Dan's fans will sure like Ole and the 'Huskies' doing "Jersey Bounce," scheduled for early release.

Wade Ray's fans will be delighted he has a new release on RCA Victor expected out soon. Every deejay who ever heard his version of the popular folk standard "Bill Bailey," has wanted a record. Fellow artists call it his best song. Wade's "Bill Bailey" and "The Echo Of Your Voice" have been waxed by Victor during a session in Nashville and could be out any day. Numbers are 20-4930 and 47-4930.

Eddy Arnold will head for the West Coast next month and his manager, Colonel Tom Parker, has set dates as follows: Tucson, Sept. 19; Phoenix, Sept. 20; Riverside, Sept. 22-23; Pasadena, Sept. 24; El Monte, Sept. 25; Long Beach, Sept. 26 and San Diego, Sept. 27-28. His next RCA Victor release, expected out any day, is "Smokey The Bear," and "Horace The Horse," Arnold's first record made especially for the kiddies.

Johnny Bond's latest waxing for Columbia Records was shipped to distributors coast to coast this week, and dealer outlets and retail shops will have the record shortly. The titles are "Our Love Isn't Legal," and "I Went To Your Wedding," either one of which could skyrocket in sales during September. Johnny flew back to Nashville for the session which was supervised by Don Law.

Colwell Brothers have gained new fans from every part of the world while performing at the Moral Re-Armament Center, Mackinac Island, Mich. They were invited with the LA delegation, and their songs and music are secondary to other duties. Before they return, in a week or 10 days, would be a good time for Columbia to release at least one of their new records.

Jimmie Davis is completing several business conferences in New York. He was called to the big city because of a Fall recording session for Decca and to complete arrangements for television duties. During the summer he found time for a little fishing and rest, but this was sandwiched between tours that carried him into almost every state in the South and Southwest.

10,000,000 Records Sold In 5 Years Is Hank Williams' Story At MGM

NEW YORK—Hank Williams, in five years with MGM, has etched 35 platters which have sold more than 10,000,000 in aggregate. These have included such pop hits written by the country artist as "Cold, Cold Heart", "Hey, Good Lookin'", "Honky Tonk Blues", "Crazy Heart", and "Love-sick Blues".

That Williams, consistent producer of hits via his prolific pen and pleasing vocal talents, has not lost the magic touch is evident by his most recent success "Jambalaya".

Competitive diskeries no longer wait for the establishment of a Williams release, but jump to cover immediately, even before the signs of success have settled on the latest Williams etching. For instance following closely on the heels of Hank's version of "Jamba-

laya" King covered with Moon Mulligan, Decca with Rex Allen, Columbia with Jo Stafford (which broke open in the pop field to become one of the nation's top sellers), Coral with Neal Hefti-Frances Wayne, and Decca with Snooky Lanson and Tutti Camarata.

Hank has started tunes on the way to success for many other writers. Most recent of these, is the number one hit of the country, "Half As Much", written by C. Williams and waxed by Rosemary Clooney for Columbia.

Williams has just waxed his latest composition for MGM, titled "You Win Again" which is strong in pop potential, and if the past is any indication, the other majors and several indies are sure to cover before many days have gone by.

Malverne Expands Into Ohio And New England

NEW YORK—Malverne Distributors, the Mercury distrib in New York, has taken over the Cleveland, Ohio territory, which was formerly Mercury Distributors at 1735 Chester Ave. This will be in addition to its New York distributorship. It will be known now as Malverne-Ohio and will cover the entire Ohio territory.

In addition to this new office, another will be opened for the New England area. This will be at 735 Connecticut Blvd. in East Hartford, Conn. It will be known as Malverne-New England and serve Massachusetts and Connecticut for Mercury.

Pubs After Country Hits

NEW YORK—The success of many country and western tunes in the pop field has sent publishers scurrying for Nashville.

In order to obtain new material from this latest source, many publishers are sinking goodly sums of money into the purchase of country numbers. Although some are of the opinion that the current fad that turns western material into pop hits might not last, they feel it is of great importance today.

Country tunes that have become pop sensations in recent months are "Half As Much", "Jambalaya", "Too Old To Cut The Mustard", and "You Belong To Me".

Peculiarly enough, it does not seem to work in reverse. Pop pieces that have been cut by western artists have not met with too much success.

HOTTEST FOLK LABEL IN AMERICA

PRESENTS

A NEW HILLBILLY FIND!

JIMMY KINCHEN

"105° Love"

b/w

"More Precious Than The Roses"

IMP # 8164
IMP # 8164-45



Imperial RECORDS

6425 Hollywood Blvd.
HOLLYWOOD 28, CALIF.

LOMBARDI'S "ONE STOP" RECORD SERVICE

TO GET EVERYTHING
YOU NEED
SEE US

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

WE SHIP ANYWHERE AT COST PLUS 5c
PER RECORD

LOMBARDI RECORD SHOP
2827 W. MADISON ST.

AND

CROWN RECORD SHOP
3747 CHICAGO AVE., CHICAGO, ILL.
Sacramento 2-5050

WANTED

New and used 45 rpm Records.
No quantity too large or too
small.

HIGHEST PRICES PAID!!

Write, Wire, Phone

State quantity for sale!

GALGANO DISTRIBUTING CO.

4142 W. Armitage Ave.

Chicago 39, Ill.

(Phone: Dickens 2-7060)

WITH YOU ALL THE WAY—
MOA
America's No. 1 Western Bandleader

PEE WEE KING

featuring REDD STEWART



Latest RCA Victor Hit
"A MIGHTY
PRETTY WALTZ"
and
"TWO FACED
CLOCK"

RCA VICTOR #20-4883 (47-4883)

The writers of
"TENNESSEE WALTZ"
and
"SLOW POKE"
say
Thanks for making
the new Song-Station
"YOU BELONG TO ME"
#1 In America
PEE WEE KING, REDD STEWART,
CHILTON PRICE

On The Air
"THE PEE WEE
KING SHOW"
every Sat. night
NBC Coast to Coast

Representative
ASSOCIATED
BOOKING CORP.
JOE GLASER (Pres.)
New York City, N. Y.

PEE WEE KING
"OLD AMERICAN
BARN DANCE"
Television Series Available
Contact:
KLING TELEVISION
STUDIOS
CHICAGO, ILL.

Best To You . . .
MUSIC OPERATORS OF AMERICA

Webb Pierce

Grand Ole Opry's Newest Star
latest DECCA HIT Release

"BACK STREET AFFAIR"

b/w

"I'LL ALWAYS TAKE CARE OF YOU"

Going Strong

"THAT HEART BELONGS TO ME"

Decca 28091, 9-28091 (45)

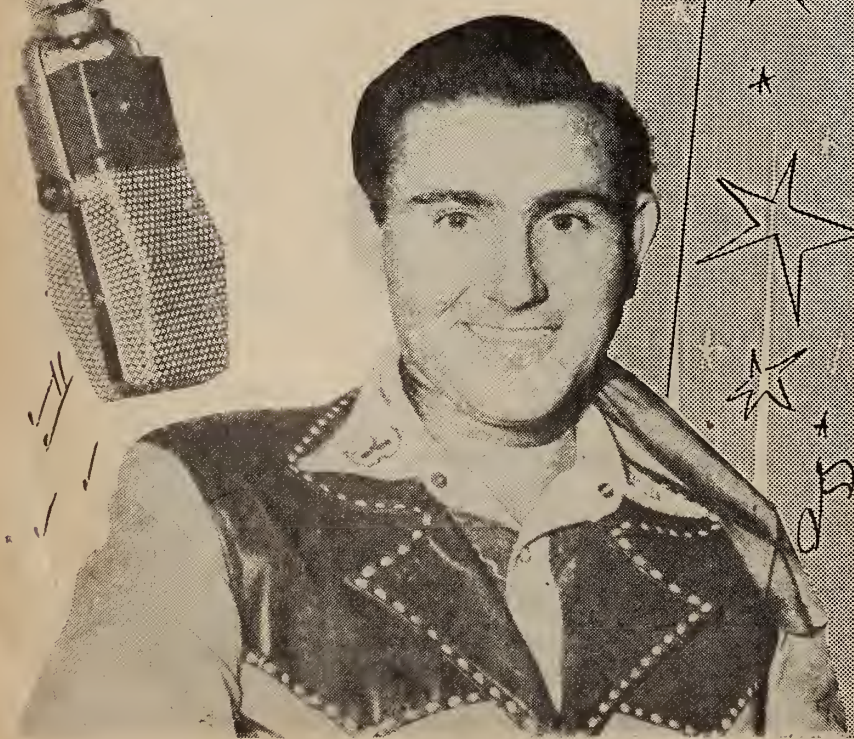
and

"WONDERING"

Decca 46364, 9-46364 ((45))

Direction:
JAMES DENNY

WSM ARTISTS SERVICE BUREAU, NASHVILLE, TENN.



The Payoff



TULSA, O.—KRMG Disc-Jockeys carry out bet on August 15, 1952 through downtown Tulsa, Oklahoma.

During the week of July 21, 1952, D-Js Bill Hyden and Dave Davis were discussing the merits of Gisele MacKenzie's latest Capitol release of 'Adios.' Hyden maintained (on Tulsa Ballroom, 2 to 6 p.m. Monday through Friday) that 'Adios' appeared to have sufficient appeal that with a little push it would pull itself within the Oklahoma Top Twenty by August 15. Davis, although liking the recording, stated Hyden was going a little overboard in his predictions and the bet was made that: should 'Adios' make it by the 15th D-J Davis would exhibit his lost prestige all over Tulsa by lugging Hyden in the pictured sulky. Should 'Adios' fall short of the select twenty by then . . . vice versa. A week early, August 8, the tally showed 'Adios' with a ranking of 13. The official temperature in Tulsa at noon on the 15th was 100 degrees as Dave Davis made good the bet on the three mile jaunt while Bill Hyden added insult to injury by playing 'Adios' repeatedly on the one-hour ride. Injury short-lived because fan interest was high and a rollicking good time was had by all.

Pee Wee King Gets NBC-Tee Vee Show

NEW YORK—Pee Wee King was signed last week by NBC for a series of TV broadcasts to be called "The Pee Wee King Show." King has received the 8 p.m. slot on Saturday nights, which immediately precedes the Grand Old Opry Show from WSM in Nashville. The premiere will take place September 6.

The show will emanate from whatever city the King group happens to be working each Saturday night and the format will be that of a jamboree show with featured artists presenting current folk tunes and comedy. Contrary to the general trend of filmed shows, the Pee Wee King stint will be a live presentation.

THE CASH BOX Reports



HILLBILLY,
FOLK & WESTERN
JUKE BOX TUNES

- 1 IT WASN'T GOD WHO MADE THE HONKY TONK ANGELS
Kitty Wells
(Decca 28232; 9-28232)
- 2 WILD SIDE OF LIFE
Hank Thompson
(Capitol 1942; F-1942)
- 3 WAITING IN THE LOBBY OF YOUR HEART
Hank Thompson
(Capitol 2063; F-2063)
- 4 FULL TIME JOB
Eddy Arnold
(RCA Victor 20-4787; 47-4787)
- 5 ARE YOU TEASING ME
Carl Smith
(Columbia 20922; 4-20922)
- 6 ALMOST
George Morgan
(Columbia 20906; 4-20906)
- 7 JAMBALAYA
Hank Williams
(MGM 11283; K-11283)
- 8 INDIAN LOVE CALL
Slim Whitman
(Imperial 8156)
- 9 LADY'S MAN
Hank Snow
(RCA Victor 20-4733; 47-4733)
- 10 THAT HEART BELONGS TO ME
Webb Pierce
(Decca 28091; 9-28091)

GREETING & THANKS - **M.O.A.**



HANK WILLIAMS

CURRENTLY RIDING HIGH

"HALF as MUCH"

MGM 11202 (78)
K11202 (45)

Zooming TO THE TOP!!!

"Jambalaya"

(ON THE BAYOU)

MGM 11283 (78) K11283 (45)

His Latest — and Indications are HIS GREATEST

"YOU WIN AGAIN"

b/w

"SETTIN' THE WOODS ON FIRE"

MGM 11318 (K-11318)



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

Personal Direction: CLYDE PERDUE 318 No. McDonough St., Montgomery, Ala.

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

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records—City by City

Sept. 13, 1952

New York, N. Y.

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

Chicago, Ill.

1. YOU BELONG TO ME (Jo Stafford)
2. I WENT TO YOUR WEDDING (Patti Page)
3. BOTCH-A-ME (Rosemary Clooney)
4. HIGH NOON (Frankie Laine)
5. JAMBALAYA (Jo Stafford)
6. WISH YOU WERE HERE (Eddie Fisher)
7. HALF AS MUCH (Rosemary Clooney)
8. SUGARBUSH (Laine-Day)
9. MEET MR. CALLAGHAN (Paul & Grove Trio)
10. TRYING (Hilltoppers)

Los Angeles, Calif.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
3. WISH YOU WERE HERE (Eddie Fisher)
4. BOTCH-A-ME (Rosemary Clooney)
5. TAKE ME IN YOUR ARMS AND HOLD ME (Paul-Ford)
6. WALKIN' MY BABY BACK HOME (Ray & Cole)
7. Zing A Little Zong (Crosby-Wyman)
8. I WENT TO YOUR WEDDING (Patti Page)
9. FEET UP (Guy Mitchell)
10. HOTTER THAN A PISTOL (Spike Jones)

Philadelphia, Pa.

1. I WENT TO YOUR WEDDING (Patti Page)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. BOTCH-A-ME (Rosemary Clooney)
4. YOU BELONG TO ME (Jo Stafford)
5. WISH YOU WERE HERE (Eddie Fisher)
6. SUGARBUSH (Laine-Day)
7. STRING ALONG (Ames Brothers)
8. SHOULD I (Four Aces)
9. HALF AS MUCH (Rosemary Clooney)
10. INDIAN LOVE CALL (Slim Whitman)

St. Louis, Mo.

1. FOOL, FOOL, FOOL (Kay Starr)
2. YOU BELONG TO ME (Jo Stafford)
3. HALF AS MUCH (Rosemary Clooney)
4. WALKIN' MY BABY BACK HOME (Ray & Cole)
5. MEMORIES (Joe Pica)
6. WISH YOU WERE HERE (Eddie Fisher)
7. SMOKE RINGS (Paul-Ford)
8. YEARNING (Buccaneers Trio)
9. SHOULD I (Four Aces)
10. TAKE ME IN YOUR ARMS AND HOLD ME (Paul-Ford)

San Francisco, Calif.

1. HALF AS MUCH (Rosemary Clooney)
2. BOTCH-A-ME (Rosemary Clooney)
3. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
4. ANYTIME (Eddie Fisher)
5. HIGH NOON (Frankie Laine)
6. I'M YOURS (Don Cornell)
7. YOU BELONG TO ME (Jo Stafford)
8. TOO OLD TO CUT THE MUSTARD (Clooney-Dietrich)
9. LONG AGO LAST NIGHT (Helen O'Connell)
10. DING DONG BOOGIE (Ella Fitzgerald)

Berwyn, Ill.

1. BOTCH-A-ME (Rosemary Clooney)
2. I WENT TO YOUR WEDDING (Patti Page)
3. JAMBALAYA (Jo Stafford)
4. ZING A LITTLE ZONG (Crosby-Wyman)
5. MAYBE (Como-Fisher)
6. SUGARBUSH (Laine-Day)
7. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
8. HIGH NOON (Frankie Laine)
9. FEET UP (Guy Mitchell)
10. IN THE GOOD OLD SUMMERTIME (Paul-Ford)

Charleston, W. Va.

1. YOU BELONG TO ME (Jo Stafford)
2. DELICADO (Percy Faith)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. FOOL, FOOL, FOOL (Kay Starr)
5. BOTCH-A-ME (Rosemary Clooney)
6. WISH YOU WERE HERE (Eddie Fisher)
7. WALKIN' MY BABY BACK HOME (J. Ray)
8. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
9. MAYBE (Como-Fisher)
10. HIGH NOON (Billy Keith)

Massapequa, N. Y.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. LOVER (Lee-Jenkins)
4. HERE IN MY HEART (Al Martino)
5. CARIOCA (Paul-Ford)
6. DELICADO (Percy Faith)
7. IN THE GOOD OLD SUMMERTIME (Paul-Ford)
8. MAYBE (Como-Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. HALF AS MUCH (Rosemary Clooney)

Chehalis, Wash.

1. HALF AS MUCH (Rosemary Clooney)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. HERE IN MY HEART (Al Martino)
5. I'M YOURS (Fisher-Cornell)
6. LOVER (Lee-Jenkins)
7. DELICADO (Percy Faith)
8. FOOL, FOOL, FOOL (Kay Starr)
9. MAYBE (Como-Fisher)
10. IN THE GOOD OLD SUMMERTIME (Paul-Ford)

Birmingham, Ala.

1. AUF WIEDERSEH'N SWEETHEART (Lynn & Howard)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. HALF AS MUCH (Rosemary Clooney)
4. FOOL, FOOL, FOOL (Kay Starr)
5. BOTCH-A-ME (Rosemary Clooney)
6. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
7. HERE IN MY HEART (Al Martino)
8. I'M YOURS (Don Cornell)
9. WISH YOU WERE HERE (Eddie Fisher)
10. TAKE ME IN YOUR ARMS AND HOLD ME (Paul-Ford)

Richmond, Va.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. DELICADO (Percy Faith)
4. WALKIN' MY BABY BACK HOME (Johnnie Ray)
5. I MAY HATE MYSELF IN THE MORNING (Bette McLaurin)
6. I'M CONFESSIN' (Paul-Ford)
7. HERE IN MY HEART (Tony Bennett)
8. MAYBE (Como-Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. IN THE GOOD OLD SUMMERTIME (Paul-Ford)

Denver, Colo.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. YOU BELONG TO ME (Jo Stafford)
3. WISH YOU WERE HERE (Eddie Fisher)
4. SUGARBUSH (Laine-Day)
5. BOTCH-A-ME (Rosemary Clooney)
6. HALF AS MUCH (Rosemary Clooney)
7. STRING ALONG (Ames Brothers)
8. SHOULD I (Four Aces)
9. I LAUGHED AT LOVE (Sunny Gale)
10. TENNESSEE NEWSBOY (Frank Sinatra)

Omaha, Neb.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. BOTCH-A-ME (Rosemary Clooney)
3. DELICADO (Percy Faith)
4. THIS IS THE BEGINNING OF THE END (Don Cornell)
5. MAYBE (Como-Fisher)
6. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
7. IN THE GOOD OLD SUMMERTIME (Paul & Ford)
8. I WAITED A LITTLE TOO LONG (Kay Starr)
9. ONCE IN A WHILE (Patti Page)
10. HERE IN MY HEART (Al Martino)

Savannah, Ga.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. WALKIN' MY BABY BACK HOME (Johnnie Ray)
4. HERE IN MY HEART (Tony Bennett)
5. MAYBE (Como-Fisher)
6. DELICADO (Percy Faith)
7. BOTCH-A-ME (Rosemary Clooney)
8. KISS OF FIRE (Georgia Gibbs)
9. I'M YOURS (Four Aces)
10. WISH YOU WERE HERE (Eddie Fisher)

Tampa, Fla.

1. BOTCH-A-ME (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. WISH YOU WERE HERE (Eddie Fisher)
4. HALF AS MUCH (Rosemary Clooney)
5. SUGARBUSH (Laine-Day)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como-Fisher)
8. WALKIN' MY BABY BACK HOME (Johnnie Ray)
9. KAY'S LAMENT (Kay Starr)
10. LOVER (Lee-Jenkins)

Cincinnati, Ohio

1. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
2. HALF AS MUCH (Rosemary Clooney)
3. MAYBE (Como-Fisher)
4. YOU BELONG TO ME (Jo Stafford)
5. DELICADO (Percy Faith)
6. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
7. HERE IN MY HEART (Al Martino)
8. BOTCH-A-ME (Rosemary Clooney)
9. WALKIN' MY BABY BACK HOME (Johnnie Ray)
10. LOVER (Lee-Jenkins)

New Orleans, La.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. BOTCH-A-ME (Rosemary Clooney)
3. MAYBE (Como-Fisher)
4. I'M YOURS (Eddie Fisher)
5. HALF AS MUCH (Rosemary Clooney)
6. HERE IN MY HEART (Al Martino)
7. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
8. FAITH (Mantovani)
9. DELICADO (Percy Faith)
10. WISH YOU WERE HERE (Eddie Fisher)

Reno, Nev.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. HALF AS MUCH (Rosemary Clooney)
3. BOTCH-A-ME (Rosemary Clooney)
4. HERE IN MY HEART (Al Martino)
5. DELICADO (Percy Faith)
6. WALKIN' MY BABY BACK HOME (Johnnie Ray)
7. MAYBE (Como-Fisher)
8. WISH YOU WERE HERE (Eddie Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. I'M YOURS (Don Cornell)

Detroit, Mich.

1. WISH YOU WERE HERE (Eddie Fisher)
2. LOVER (Lee-Jenkins)
3. TAKE ME IN YOUR ARMS AND HOLD ME (Paul-Ford)
4. TAKE MY HEART (Al Martino)
5. LITTLE GRASS SHACK (Johnny Maddox)
6. A SINNER AM I (Johnnie Ray)
7. ROCK OF GIBRALTAR (Frankie Laine)
8. DA-DU (Percy Faith)
9. SHOULD I (Four Aces)
10. YOU BELONG TO ME (Jo Stafford)

Kansas City, Mo.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. YOU BELONG TO ME (Jo Stafford)
3. WISH YOU WERE HERE (Eddie Fisher)
4. HALF AS MUCH (Rosemary Clooney)
5. HIGH NOON (Frankie Laine)
6. BOTCH-A-ME (Rosemary Clooney)
7. DELICADO (Percy Faith)
8. HERE IN MY HEART (Al Martino)
9. MEET MR. CALLAGHAN (Harry Grove Trio)
10. SOMEWHERE ALONG THE WAY (Nat "King" Cole)

Indianapolis, Ind.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. HALF AS MUCH (Rosemary Clooney)
3. BOTCH-A-ME (Rosemary Clooney)
4. HERE IN MY HEART (Al Martino)
5. DELICADO (Percy Faith)
6. KISS OF FIRE (Georgia Gibbs)
7. WISH YOU WERE HERE (Eddie Fisher)
8. MAYBE (Como-Fisher)
9. I'M YOURS (Eddie Fisher)
10. WALKIN' MY BABY BACK HOME (Johnnie Ray)

Baltimore, Md.

1. BOTCH-A-ME (Rosemary Clooney)
2. WISH YOU WERE HERE (Eddie Fisher)
3. YOU BELONG TO ME (Jo Stafford)
4. HALF AS MUCH (Rosemary Clooney)
5. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
6. HIGH NOON (Frankie Laine)
7. SUGARBUSH (Laine-Day)
8. MEET MR. CALLAGHAN (Grove Trio & Paul)
9. MAYBE (Como-Fisher)
10. SMOKE RINGS (Paul-Ford)

Houston, Tex.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. YOU BELONG TO ME (Jo Stafford)
3. WISH YOU WERE HERE (Eddie Fisher)
4. BOTCH-A-ME (Rosemary Clooney)
5. SUGARBUSH (Laine-Day)
6. STRING ALONG (Ames Brothers)
7. HALF AS MUCH (Rosemary Clooney)
8. I WENT TO YOUR WEDDING (Patti Page)
9. SHOULD I (Four Aces)
10. FATHER TIME (Sunny Gale)

Why There's An MOA Show

OAKLAND, CALIF.—George A. Miller, president of Music Operators of America, Inc., this city, gave the following interview to a reporter of *The Cash Box*, this past week.

Miller stated, "Of course there are still some people in the music industry, here and there about the country, who want to know, 'Why There's An MOA Show?'"

"I certainly don't blame them for this inquisitiveness. After all," he continued, "we all like to know why certain meetings are called by various organizations, especially before we spend money and time to attend."

"In the case of MOA (Music Operators of America) I believe," George A. Miller said, "that everyone will agree that there is every reason for a national meeting."

"This," he emphasized, "is our third annual meet. It is the third time that the nation's music operators have come together to listen to men from all over the country telling them facts which make this convention one of the most important and most outstanding in all the history of the coin operated music machines industry."

"For example," Miller continued, "there are four very important facts why every single music operator in the nation, either thru his local or state association, or as an independent, should be a member of MOA."

"The first of these," he said, "is the fact for which Music Operators of America was created, and the policy to which it sticks. That is, that there be a national operators' organization to watch out for any destructive national legislation like the last Bryson-Kefauver Bill which appeared before the Subcommittee of the Committee On The Judiciary in the House of Representatives."

"This is the third try, since the end of World War II, that ASCAP, and similar organizations, have tried to get Congress to change the 'Copyright Act of 1909' whereby they can directly tax the nation's juke box operators."

"The successful defense this last time, and the times before, is reason enough, in itself, for every single operator to make the trip to Chicago and be present at the Congress Hotel on September 11, 12 and 13 to hear what is going to happen when the new Congress convenes."

"Fact number two," Miller stated, "is the need for a national, uniform depreciation rate schedule, for all the nation's juke box operators. There has been a great deal of trouble these past months in this regard due to the fact that the tax agencies won't recognize certain depreciation rates which have, for sometime, been in effect thru-out the country."

"There are so many, many different schedules, all dependent upon local tax office interpretation, that the nation's music machine operators are now at the point where they agree MOA must help arrange for a nationally uniform depreciation rate."

"This isn't easy," he stated. "After all," Miller claims, "there must be a meeting arranged with the proper committee in Washington and, in addition, there must be national representation on hand from all the 48 states so that this meeting can be held in the first place."

"What organization is better equipped," he asks, "than Music Operators of America, Inc. to arrange for such a meeting?"

"Then," he said, "there is still another, and an extremely vital and important factor which will be brought up at this third annual meeting of MOA. This is a national public relations program which your publication, *The Cash Box*, has been advocating since 1942."

"Certainly every music operator in the country wants a national public relations program to get under way," he stated, "and this is one time when such a thing can happen."

"Another important factor," Miller stated, "is that the music machines of the nation be completely divorced from any other questionable products. The operators, themselves, have requested this."

"Surely," Miller said, "any music operators who read the above four points of MOA's program, will agree that this is something that is vitally important to their future welfare."

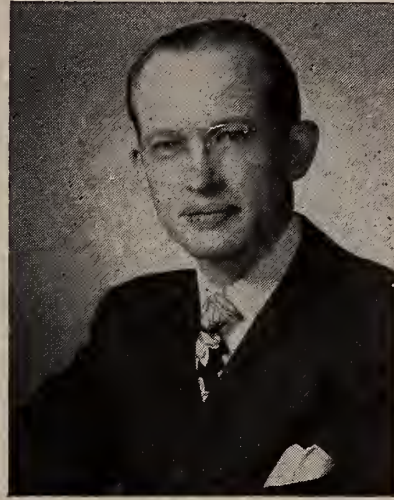
"Surely then," he claimed, "they should attend the forthcoming MOA convention at the Congress Hotel in Chicago on September 11, 12 and 13."

"If only," he stated, "to express themselves at the meetings, especially the 'open forums,' where they can bring their desires and wishes and beliefs to the forefront of all the nation's music machine operators."

"When else in the entire history of the automatic music industry has there been such a marvelous opportunity offered to the operators to put their thoughts into words."

"Believe me," Miller sincerely concluded, "if for no other reason than the fact that this is one time when the music operators of the nation can 'talk out loud' is there every reason, 'Why There's An MOA Show'."

Wurlitzer Executives To Visit MOA Convention



ROBERT H. BEAR

NORTH TONAWANDA, N. Y.—Having been assured of the Automatic

Phonograph Manufacturers Association's support thru a substantial cash contribution, the MOA Convention will be further bolstered by the attendance of the executives of The Rudolph Wurlitzer Company, one of the association's members.

Bob Bear, newly appointed sales manager of Wurlitzer intimated that he and other members of the Wurlitzer organization will be on hand for the MOA show, arriving on Wednesday, September 10. Headquarters will be set up at the Bismarck Hotel, where the Wurlitzer execs, and the many distributors for the firm's automatic music machine attending the show, will get together.

Premiere Showing Of Coin-O's "Bat-O-Mat"

Automatic Baseball Pitching Machine To Be Shown At Congress Hotel, Chicago September 15, 16, and 17

CHICAGO — Frank Roelke and Harry Katz of Coin-O Manufacturing Company, Inc., this city, are busy this week preparing for the world premiere showing of their automatic pitching machine, "Bat-O-Mat."

The showing will be held at the Congress Hotel, September 15, 16 and 17, in the Lincoln Room.

Frank Roelke reported, "There is no longer any doubt of the sensation created by the 'Bat-O-Mat'."

"The automatic pitching machines," he continued, "are proving themselves the greatest money-makers of all time."

"Already," he claims, "they have exceeded anything that has ever appeared in the amusement world. Miniature golf craze never equalled the profits, even at its peak, that are already being earned with the automatic pitcher installations."

Both Roelke and Katz emphasized, "Our 'Bat-O-Mat' is what everyone wanted. This is one unit," they say, "that is precision engineered and that is, therefore, as mechanically perfect as human minds and hands can possibly make any machine."

Harry Katz further stated, "Most important is the fact that operators everywhere know that our 'Bat-O-Mat' is just what they need. This unit is being built by operators for operators who know the operators' problems."

Roelke urges, "We invite everyone from everywhere in the nation to be present at the Congress Hotel on September 15, 16 and 17, to see 'Bat-O-Mat'."

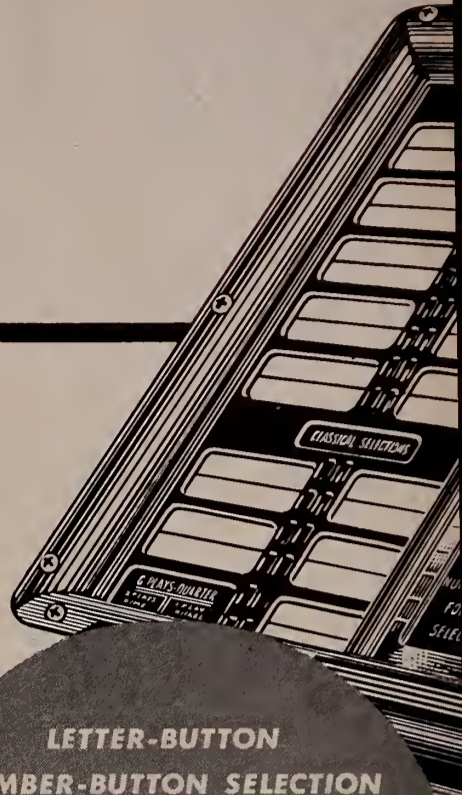
MOA
Visitors
Welcome To
THE CASH BOX
Room 311

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

PROPER

PROGRAMMING

IS SO EASY



LETTER-BUTTON
NUMBER-BUTTON SELECTION

*ONLY 20 BUTTONS
TO SELECT ANY OF
100 SELECTIONS*

with

Select-o-matic

100

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



ONLY SEEBURG HAS THE **Select-o-matic** MECHANISM



THE ONLY MECHANISM THAT PLAYS RECORDS IN THE VERTICAL POSITION



THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

50th ANNIVERSARY

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois

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

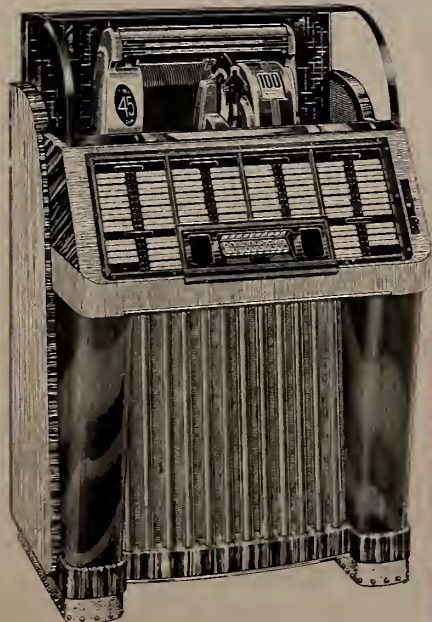


THE Select¹⁰⁰-omatic
SELECTOR PANEL

- THE MOST WIDELY KNOWN MUSICAL SHOWCASE IN THE ENTIRE HISTORY OF COIN-OPERATED MUSIC
- MUSIC PROPERLY DISPLAYED UNDER COLORED CLASSIFICATION HEADINGS FOR FAST REFERENCE AND EASY SELECTION
- WE RECOMMEND THE USE OF WHITE BACKGROUND TITLE STRIPS—PRINTED OR TYPEWRITTEN—FOR UNIFORM DISPLAY, APPEARANCE AND ILLUMINATION

MUSIC SYSTEMS

and only **Select¹⁰⁰-omatic** music systems are completely equipped for:



- REMOTE CONTROL
- SCIENTIFIC SOUND DISTRIBUTION
- AUTOMATIC VOLUME COMPENSATION



NOTHING TO CONVERT! NOTHING TO ADAPT!

100 SELECTIONS

AT THE PHONOGRAPH • ANYWHERE IN THE LOCATION

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

Northern Illinois Music Ops Ready 4th Annual Banquet

CHICAGO—Bob Lindelof of General Music Corporation, Skokie, Ill., and president of the Music Operators of Northern Illinois, reported that "Our Fourth Annual Banquet will be held at the Graemere Hotel, 113 North Homan Avenue, Chicago, on Thursday, October 9. It will start off at 7 P.M. sharp, and is sure to prove one of the most outstanding of all affairs ever held in this area, with attendance sure to break all records. We are doing everything possible to make this Fourth Annual Banquet one of the most memorable in all our history."

Bob Gnarrow, chairman of the Entertainment Committee, advised "At the rate tickets are being purchased, and the way ads are coming in for the souvenir program, it looks like the Fourth Annual affair will be the biggest in all the history of this organization."

"With tickets going so fast", he continued, "we recommend that all who wish to attend, immediately order the number they need so that they will be able to assure themselves of tables."

Many of Chicago's leading music operators, their wives and families have indicated they plan to attend. The close relationship between the Music Operators of Northern Illinois and the Recorded Music Service Association of Chicago is well known thruout this area.

Evans To Show 100 Selection "Century" At MOA Show

CHICAGO—H. C. Evans & Company, this city, will display the Evans "Century", 100 selection automatic phonograph, Model 2045 featuring 45 RPM records at the Parkview Room of the Congress Hotel during the MOA meet.

Les Reick, sales manager of the phonograph division at Evans stated:

"The new machine features what we call the Evans Centuramatic Selector and also the Encore mechanism. The Centuramatic twenty button selector enables the player to select any of the hundred selections by pressing the actual number of the selection rather than by a combination of letters and numbers."

Les continued, "The Encore mechanism permits a certain selection to be repeated if desired without the necessity of having the purchaser scan thruout the entire magazine rack. This is particularly desirable with a hit tune record, as it permits a greater total number of selections to be played in a given number of time, thus adding to the earning capacity of the machine."

Additional features of the Century phonograph include a record popularity feature and a record playing indicator. The basic construction of the mechanism is the same as the famous two side record changer used in all Evans' previous model phonographs.

"By the way," Les added, "production of the 'Jubilee' 40 selection models for both 78 and 45 RPM will still continue. These models will also be on display."

Les concluded, "Delivery of the 100 selection 'Century' will begin shortly. Tentative arrangements have been made for distributor showings in the near future."

Special Sale!

Practically new and rebuilt
STATLER Cigarette Machines,
8 Col., 1 King Size
Capacity Ea. \$50

Supreme Distributors, Inc.
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

America's Finest FISHING EQUIPMENT

Send For Your
FISHING CATALOG
SHEFFIELD SALES

(Formerly: Ace Premium Sales Co.)
3198 MILWAUKEE AVE., CHICAGO, ILL.
(Tel: AVenue 3-9338)

REPLACEMENT PLASTICS and BUBBLER TUBES

For Wurlitzer and Seeburg Phonographs

WRITE FOR LIST OF MANY ITEMS! ALL PRICED EXTREMELY LOW!

We have the best reconditioned phonos in the country—write!

KOEPPEL DISTRIBUTING CO. 629 Tenth Ave., New York 19, N. Y.
(Tel.: Circle 6-8939)

ONE BALLS

WINNERS \$61.50
CITATIONS 29.50
CHAMPIONS 47.50

PHONOGRAPHS

1100 Wurlitzer \$339.50
1015 Wurlitzer 169.50
AMI Model "C" 460.00
Seeburg 146 H 98.50

5-BALLS & ARCADE

Chic Coin TAHITI \$49.50
Chic Coin SUPER HOCKEY 49.50
Exhibit SAMBA 29.50
Genco 1-2-3 29.50
Genco Springtime 144.50
Gottlieb Double Shuffle 64.50
Williams El Paso 32.50
Williams Saratoga 29.50
Gottlieb Selectacard 29.50
Wms. Super World Series 239.50
Wms. Quarterback 49.50
Chicago Coin 4-Player Derby 199.50

T & L DISTRIBUTING CO.

(PHONE: MAIN 8751)

1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO

WELCOME TO CHICAGO MOA Conventioneers

If we can be of
any assistance to you...
please call on us.

RECORDED MUSIC SERVICE ASSOCIATION

2326 SO. MICHIGAN AVE.

CHICAGO, ILLINOIS

(PHONE: DANube 6-6188)

You're MORE than WELCOME!

Come to the MOA Convention, September 11, 12, 13, Congress Hotel, Chicago. Meet the leaders of the automatic music world—operators, distributors, manufacturers, suppliers, music professionals. A wealth of new knowledge and valuable ideas on tap!



knows the score



Conductors of great orchestras must know the score to get the most out of their music. Operators of AMI Model "D" know the score, too. They are well aware that the big take and small upkeep of the AMI gives them the most out of their music.

AMI Incorporated

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

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

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

ATTENTION, MUSIC OPERATORS OF AMERICA . . .

You Are Cordially
Invited to Attend the

PREMIER SHOWING OF EVANS' CENTURY

PHONOGRAPH

MODEL 2045

50 RECORDS

100 SELECTIONS

45 RPM

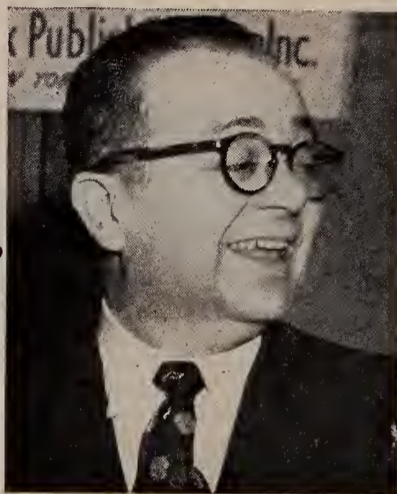
SEPTEMBER
11 - 12 - 13
CONGRESS
HOTEL
CHICAGO

PARKVIEW ROOM
3RD FLOOR

ALSO ON DISPLAY
EVANS' JUBILEE 40/45
20 RECORDS • 40 SELECTIONS
45 RPM
EVANS' JUBILEE 40/78
20 RECORDS • 40 SELECTIONS
45 RPM

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

AMI's FitzGerald Calls Correct Programming Vitaly Important



WM. E. (BILL) FITZGERALD

out having a window display of the fashion modes of the moment to arouse her interest.

"While it is true that the good lady may wind up buying a camisole, a pair of bloomers, a plain linen hanky, or a pair of service-weight hose, such morbid articles of distaff commerce do not spark the impulse needed to bring her up to a sales person in a ready-to-spend mood.

"Chances are she was stopped in her tracks because she spotted some ultra-smart bit of feminine finery that she's seen on the 'Big Payoff' the day before, or read about in one of the women's magazines.

"I believe that the majority of operators", Bill goes on to say, "are well aware of the necessity for putting their best musical foot forward.

"Like most of us, however," he continues, "they probably tend to overlook, or forget, many of the fundamentals, whose strict observation helped us to earn our first dollars.

"They know what should be done," Bill claims, "but with the myriad number of things to do each day have become careless in disregarding, or putting off such important things as proper programming."

Bill FitzGerald urges The Cash Box to continue its "clear-cut articles and editorials" to "help bring back first principles".

He advises The Cash Box in conclusion, "Only by your keeping everlastingly at it, by continuously worrying the subject of better programming with bulldog tenacity, can your worthy objectives be accomplished."

GRAND RAPIDS, MICH.—William E. (Bill) FitzGerald, advertising and sales promotion manager of AMI, Inc., this city, advised this past week that, in his estimation, correct programming was "vitaly important" to all automatic music operators.

Bill wrote The Cash Box, "Your straightforward, common sense discussion of this vitaly important subject is such that one might think display of the merchandise an operator has to sell—MUSIC—would obviously include the top tunes of the day.

"Certainly, no department store, or specialty shop, could expect to entice a woman into their salesrooms with-

GET YOUR SHARE OF THE FORTUNE IN COINS POURED INTO Famous Silver-King's

Mighty King of all Vendors

Silver-Kings Got 'em All



1c CHLOROPHYLL BALL GUM VENDOR TODAY'S SENSATION (Vends 210 count —45c lb.)

1c "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)

5c PISTACHIO or MIXED NUTS (The busiest nickel snatcher)

1c "SUPER-VENDOR"—KING-SIZE BALL GUM (To wake up "sleepy" locations)

1c CANDY BAKED BEANS VENDOR (Fine companion for ball gum machine)

5c SILVER-KING "HOT NUT" (For that "extra-special" spot)

1c "HUNTER" ACTION BALL GUM VENDOR (the kids stampede it)

1c or 5c SILVER-KING NUT VENDORS (Best bet for bars)

2 for 1c SILVER-KING BALL GUM (For quick, quick money)

VENDORS FOR ALL FOREIGN COINS

IMMEDIATE DELIVERY AT BEST DEALERS EVERYWHERE

ANY SPOT'S A HOT SPOT WHERE THERE'S A SILVER-KING

SILVER-KING CORP.

622 Diversey Parkway Chicago 14 Ill.

Williams Introduces New Five-Ball

CHICAGO—Williams Manufacturing Company, this city, introduced a new five-ball this week, "Paratrooper," which according to Sam Stern, executive vice president and general manager, embodies several new and different playing features.

"'Paratrooper' has been out on test for some time now," stated Stern, "and the players have reacted to the new and amazingly different features in a big way. The results were verified when we saw the collection reports, which were far beyond the average."

"One of the playing features which has been responsible for the heavy play is our new 'Jump-Ball,'" reported Stern. Describing this feature, Sam continued, "The first ball in the top hole number 1 scores a half million and jumps to hole number 2, which lights the upper left-hand red thumper bumper and red roll-over button to advance the paratrooper on the back glass. The second ball lights the upper center (yellow) roll-over and the two balls jump forward. A third ball lights the upper right hand (purple) thumper bumper and purple roll-over, and the three balls jump forward. A fourth ball shoots the head ball into 'ball return' for replay."

Other features of "Paratrooper" include: 3 men down the left automatic

Coinman Rides With Pres. Candidate



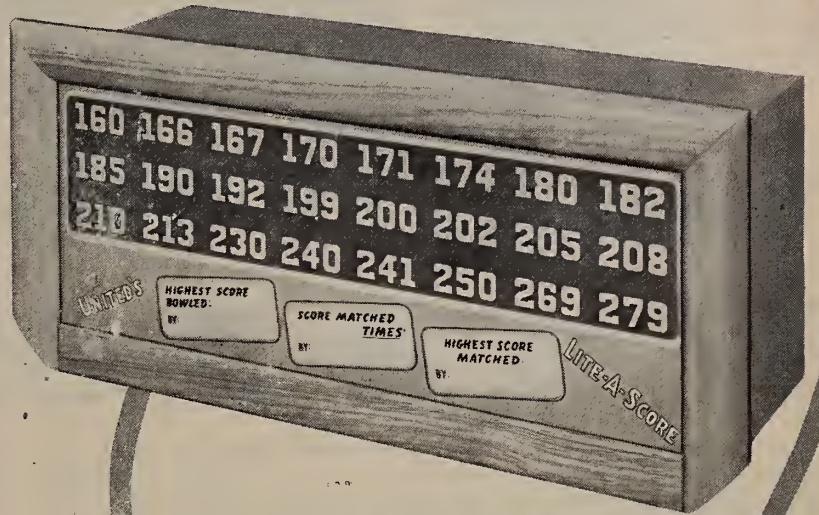
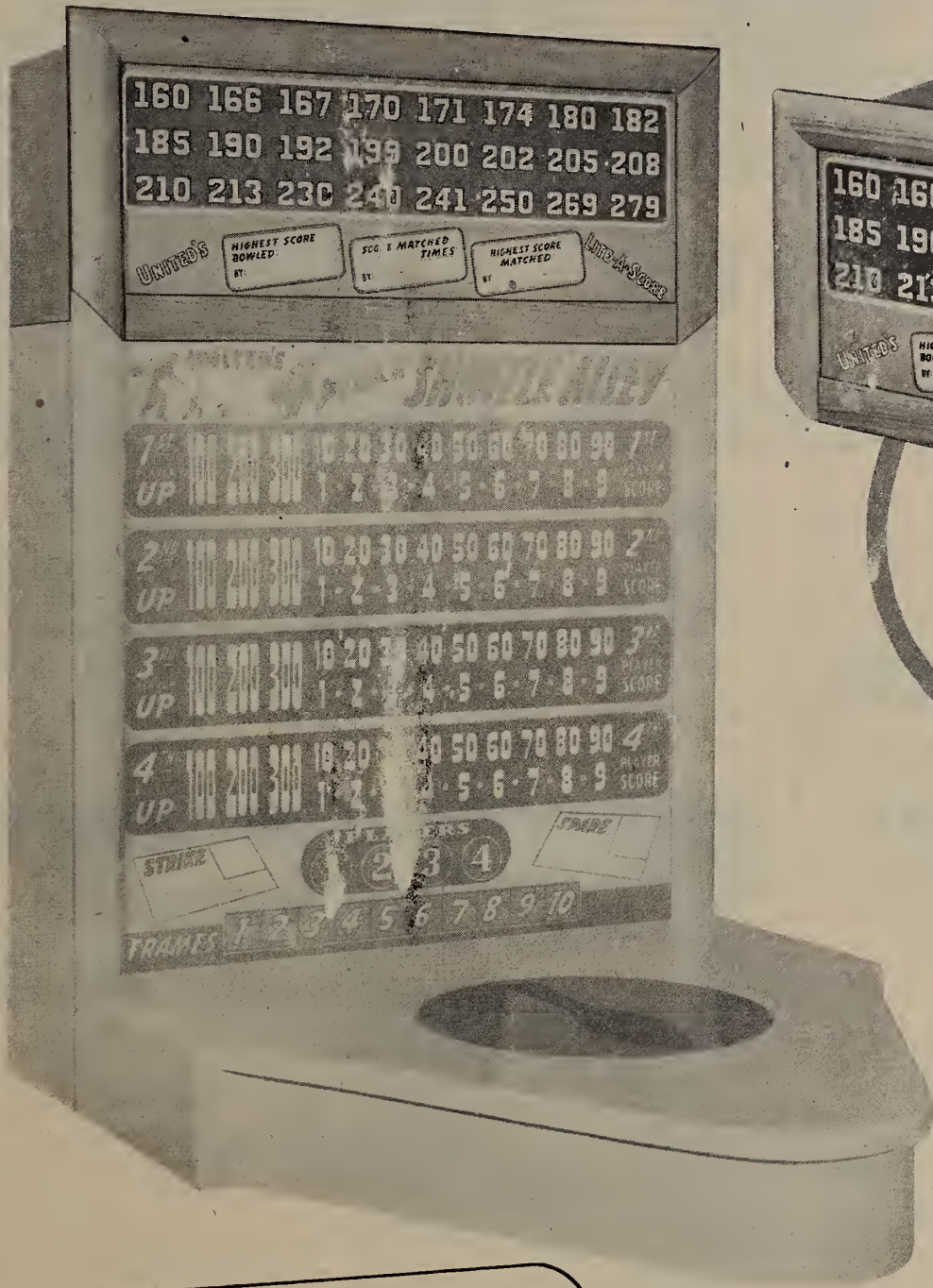
flipper is good for a half million score; 4 men down the right automatic flipper is good for a half million score; when the playfield lights (1 to 6) are knocked out, the 2 side roll-overs, numbers 3 and 4, become "special" and are good for replays; and when all men are down, 3 roll-overs at the bottom are good for replays.

"Paratrooper" is now at all Williams' distributors.

GRAND RAPIDS, MICH.—L. C. "Bill" Miller, Miller-Newmark Distributing Co., AMI phono distributor in this area, pictured above with the Democratic presidential candidate as they ride thru downtown. L to R: Wilson Wyatt, party national committee chairman; John Daly, of the Governor's party; Bill Miller; Sen. Blair Moody, who is hidden behind Governor Stevenson; and G. Mennen Williams, Governor of Michigan.

UNITED'S
LITE-A-SCORE

MAKES OLD SHUFFLE GAMES EARN NEW PROFITS!



DIMENSIONS

APPROX. SIZE 24" x 10" x 9"
SHIPPING WEIGHT, 20 LBS.

- ✓ Variety of Skill-Scores to Match
- ✓ Match Score Changes Each Game
- ✓ Easily and Quickly Installed
- ✓ Stimulates New Interest —Increases Play

**FOR IMMEDIATE DELIVERY
 IN MY TERRITORY**
 Phone
DAVE SIMON
 PLaza 7-5660

*Order Now
 Do it
 at Once!*

DAVE SIMON, INC.

627 TENTH AVENUE • NEW YORK 36, N. Y. • PHONE PLAZA 7-5660

*Write,
Wire
or
Phone*

WORLD PREMIERE SHOWING

BAT-O-MAT

Sensational Automatic Baseball Pitching Machine...

CONGRESS HOTEL, CHICAGO

SEPT. 15, 16, 17, 1952 IN THE LINCOLN ROOM

Built for operators—by operators—who KNOW WHAT OPERATORS NEED—to earn bigger, better, easier and steadier profits—week in and week out. "BAT-O-MAT" is the most sensational new product to ever yet be introduced to America's amusement industries. GREATER THAN MINIATURE GOLF EVER WAS!! EARNS MORE MONEY THAN ANY OTHER AMUSEMENT EVER KNOWN!

Be sure to be in Chicago at the Congress Hotel, September 15, 16 and 17, 1952, in the Lincoln Room to SEE "BAT-O-MAT"—the precision perfect automatic baseball pitcher—the machine that is LEADING THE WAY TO THE BIGGEST PROFITS OF ALL TIME—ABSOLUTELY FABULOUS RETURNS BEING REPORTED—"BAT-O-MAT" is just what you have been waiting for—BE SURE TO SEE IT AT ITS WORLD PREMIERE SHOWING IN CHICAGO.

COIN-O MFG. CO., INC.

3435 N. SHEFFIELD AVE., CHICAGO 13, ILL.
(ALL PHONES: GRaceland 7-3780)

IF YOU WANT BINGO GAMES DON'T PASS UP THIS DEAL!

25 SPOT LITES; 15 A.B.C.; 5 ZINGO—\$12,000.00

ALL MACHINES READY TO GO—CAN ARRANGE TO DELIVER.

ALLAN SALES, INC. 928 MARKET ST. PHONE: WHEELING, W. VA. WH 5472



UPPER MID-WEST MUSINGS

Music Guild Of Nebraska Sets Meet For Sept. 20 & 21

OMAHA, NEB.—The Music Guild of Nebraska, with offices in this city, announced this past week that the date has been set for its quarterly meeting. The Guild will meet on Saturday and Sunday, September 20 and 21, at the Stratton Hotel, Grand Island, Neb.

The program has been arranged to follow the same procedure as previous meets, with the exception that the Board of Directors will conduct a meeting on Saturday night to handle the matter of grievances. The regular business meeting will be held on Sunday afternoon.

C. R. McKee, Mackis Music Service, 117 East Front St., Grand Island, Neb., is handling the reservations, and reports that a large attendance is expected as many of their members, who were unable to attend the MOA meet the week previous, will wish to hear what transpired in Chicago.

The old man weather dealt a crushing blow to the hearts of the State Fair officials of the Minnesota State Fair when he brought cold weather on the Labor Day week-end, which kept the attendance down. . . . Ray Kohner, who besides operating a route, holds a job of county commissioner at Winona, Minn., took some time off to make a trip into the Twin Cities. . . . Harry Julius who has the arcade with the Royal American Shows had quite a write-up in the St. Paul Dispatch newspaper as the millionaire penny-king. . . . While in town picking up supplies and records Mr. and Mrs. Jack Harrison of Crosby, Minn., report that their daughter Janet, had an unfortunate accident and broke her arm. . . . Oscar Winter of La Crosse, Wis., took some time off from his busy route activities to take his wife and family into town to do some shopping. While in town he checked up on the latest coin operated machines and picked up some supplies. . . . Bun Couch and his wife of Grand Fork, N. D., stopped in the Twin Cities on their way home after making an extensive tour of the United States. Bun and the Mrs. have been covering a lot of miles the last year or so and this was their first trip into the Twin Cities in almost two years. . . . Some of the operators who made the trip into the Twin Cities to do some fall shopping after being out on the route all summer were John Czerniak of Duluth; John McMahan of Eau Claire; Ray Benkowski of Cloquet; Bernard Misch of La Crosse; Jim Laraby of Granite Falls; and Frank Betz of St. Cloud, Minn.

Paul Felling of Sauk Center, Minn., finally got most of his threshing down and took some time off to make his trip into the Twin Cities and took his daughter along. . . . Seen here and there picking up supplies and equipment were Stan Woznak of Little Falls; Leo DeMars of Ashland; Gordon Dunn of Moose Lake; Al Eggermont of Marshall; Charles Sersen of St. Cloud; and Frank Coubal of Bloomer, Wis. Making a quick trip into town and out again were Jerry Hardwig of St. Cloud; Ted Heil of Gaylord, Minn.; Mike Illies of Long Prairie, Minn., and Harlan Beach of Alexandria, Minn. . . . Arnold Brevik and his wife made the trip into town just to get away from their business and route activities at Watertown, S. D. Even at that, while Arnold was in town he was busy getting things lined up for his route and candy machine business.

SHUFFLEBOARDS 18-20-22 ft. with new Play Fields. **SPECIAL! WRITE**

Distributors for AMERICAN SHUFFLEBOARD Games & Supplies

Genuine DeLuxe FORMICA TOPS With original silk screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago Coin and Universal Games. In lots of three—\$17.95 each. Write for quantity prices.

PURVEYOR SHUFFLEBOARD CO.
4344-24 N. Western Ave., Chicago 18, Ill.
Phone: JUniper 8-1814

CLOSEOUT!

Seeburg '46	\$99.50
Seeburg '47	139.50
Rock-Ola '49 and '50 (like new)	295.00
Seeburg Wall Boxes (Brand New)	22.50
Packard Wall Boxes	5.95

1/3 Deposit, Balance C. O. D.
WRITE — WIRE — PHONE

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA 23, PA.
PHONE: STEVENSON 2-2903

FLYING SAUCERS? LIGHTS IN THE SKY? We'll Let You in on a Secret!

They're only Reflections from
GOTTLIEB'S NEW Brilliantly Colorful . . .



SKILL-POOL

REPLAYS for
 KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence 1 to 15 POOL-BALL SEQUENCE . . . TARGET,
 MYSTERY ROLL-OVER, When Lit When Lit . . . SKILL, Spelled Out . . .
 HIGH POINT SCORE **SCORE POINTS**
 HIGH SCORE TO 6 MILLION

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

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

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

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

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

D. Gottlieb & Co.
 1140-50 N. Kostner Ave.
 Chicago 51, Illinois

"There is no substitute for Quality!"

Would You...

go to a druggist for information regarding a serious stomach ailment?

Or would you, instead, go to a "specialist" in stomach ailments?

The coin operated entertainment industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesk strippers, vaudeville acrobats, circus tumblers, radio soap operas, etc., etc.?

Advertise where you know your ads will be read by the people you want to reach!

Spend your hard-earned advertising money in the one publication that "specializes" in reaching those very people.

The Cash Box is the one and only weekly magazine that concentrates on this industry—and this industry only.

The Cash Box is the one completely exclusive weekly publication in the one industry in which you are most interested.

You wouldn't stand for money to be wasted in your business! Why stand for wasting your hard-earned advertising money by spending it where you do not reach your complete market?

Think! Advertise in *The Cash Box*—your magazine!

Write For Rates—

THE CASH BOX

26 W. 47th St., New York, N. Y.

"Soda Shoppes" Featured In West Coast Military Bases



AL SILBERMAN

LOS ANGELES, Calif.—Biggest locating job yet done in military installations has been accomplished by Al Silberman of Badger Sales Company, this city.

Using the "Soda Shoppe," 1,000 cup, triple drink dispenser as the wedge, it's reported Silberman has burst into almost every one of the military installations on the west coast as well as into 157 naval vessels.

Some of the installations are: Camp Cooke, Santa Monica, Cal., with 10 of these vendors; Point Mugu, Oxnard,

Calif., with 8; Camp Pendleton, the U. S. Marine base at Oceanside, Cal., with 18 "Soda Shoppes" located there; Marine Air Station at 29 Palms, Calif. with 5 drink dispensers; U. S. Marine Corps Supply Base at Barstow, Calif. with 11 vendors; Naval Air Station at San Diego, Calif. with 6 dispensers; Yuma Air Force Base, Yuma, Ariz. with 4 "Soda Shoppe" vendors; as well as many others, including servicing 157 naval vessels when they pull into port.

In fact, this is only part of the coverage which Al Silberman has arranged for operators thruout this area.

He has also covered all large chains and department stores and various other types of locations.

His concentration on military installations stems from his own long and valorous military career.

At this writing, Al Silberman is arranging a complete set-up in one of the new, large military bases which will not only feature many "Soda Shoppe" drink dispensers, but will also have candy, cigarette, and many other types of vendors spread thruout the base.

He is being visited regularly by officers in charge of such installations for more and still more vending machines.

He claims, "As long as there will be military installations, 'Soda Shoppes' will be the number one vendor in them."

CUE-ETTE



Music Distributors and Operators: Your answer to a better money-maker to fit right along with the route of your juke boxes. A game of skill legal everywhere at a price you can afford to pay. If your distributors cannot supply you write direct.

FISCHER SALES MFG. CO.
 TIPTON, MISSOURI

CANADIAN OPERATORS!



OAK'S
ACORN
 VENDOR

The finest in the vending industry!

- New Brush Housing!
- New Gum Wheel!
- New Mechanism!

Above parts may be bought separately. They fit any Acorn now on location.

These new features make this machine unbeatable. Remember, Acorn will vend confections, charms and any size ball gum. We can also supply you with ball gum, and we carry the most complete line of CHARMS in Canada.

INTERNATIONAL VENDING CO., Ltd.
 940 Gerrard St., East 501 Gladstone
 Toronto, Ont. Ottawa, Ont.
 Hargrave 2179 Ottawa 3-5782

Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in 1 Great Game

- 1 • NEW SUPER-CARDS
PRODUCE SUPER-PROFITS
See this new extra-coins attraction in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES
3, 4, 5-IN-LINE ON MASTER-CARD
3-IN-LINE ON SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400
ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 200
- 5 • MYSTERY "SPOTTEM" FEATURE
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE
ATTRACTS EXTRA COINS EVERY GAME

- 7 • FAMOUS ADVANCING SCORES
GREATEST SCORING APPEAL
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES
3-IN-LINE IN SUPER-CARDS
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS
IN BACKGLASS, CABINET
AND PLAYFIELD
- 11 • ILLUMINATED
PLAYFIELD
- 12 • TROUBLE-FREE
MECHANISM
NATIONAL REJECTOR

ORDER FROM YOUR
BALLY
DISTRIBUTOR
TODAY!



THE
CHAMPION
COIN-OPERATED HORSE
See Back Cover

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

IT'S NEW... IT'S DIFFERENT...

It's THE Coin Machine of Tomorrow!

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

EXCLUSIVE ORIGINAL DESIGN
UP TO 540 RELAYS!
DOZENS OF WINNING COMBINATIONS!
ABSOLUTELY TROUBLE-FREE
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!
SPECIAL SKILL CONTROL
KEEPS 'EM PLAYING! KEEPS 'EM PAYING
FASTEST-PLAYING, BIGGEST PAYING
GAME IN COIN MACHINE HISTORY



**SPACE-SAVING
DESIGN**

Takes only 1/3 the
space of conventional
games. 24" wide, 17"
deep, 64" high.
Write-Wire-Phone,
Today!

GENCO

2621 N. Ashland Ave., Chicago 14, ILL

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

OVERHEAD MODELS . . .

Horsecollar (15-21-50 pts.)
Marvel Score (15-21 pts.) \$125.00 ea.

MARVEL MFG. CO.

WALL MODELS . . .

Horsecollar (15-21-50 pts.)
Marvel Score (15-21 pts.)
\$95.00 each

Terms: 1/3 dep., bal. C.O.D.
or S.D.

2845 W. FULLERTON, CHICAGO 47, ILL.
(Tel.: Dickens 2-2424)

ACCOMPLISHMENT Thru EFFORT

By ALBERT S. DENVER, President
Automatic Music Operators Association of New York

NEW YORK—With the opening of the third annual convention of MOA, we're most happy to note from the advance reports that this year both the attendance and the exhibits will exceed those of any previous year.

To our way of thinking, this denotes great progress. It's only a short five years that MOA has been in existence—but to those of us who have a sincere interest in the advancement and betterment of the lot of the music machine operator, it's been an outstanding five years of ACCOMPLISHMENT.

Accomplishment can only be attained through EFFORT. In the early years of MOA the effort was being made by only a handful of visionary men in the industry. As the years passed, our ranks were increased. At this, our third annual Convention, MOA will report to the attending thousands of music machine operators just what has been accomplished in the way of national problems—and what has to be done to further advance the lot of the many thousands of small business men who operate juke boxes.

The most outstanding example of what can be accomplished by coordinated effort is the victory of the juke box operator in his fight to defeat legislation introduced by Senator Bry-

son, which would have changed the copyright act and imposed a royalty tax of 1c per side for every record played in a juke box. We acknowledge the great fight put up by the Automatic Phonograph Manufacturers' Association and the leading record manufacturers, which together with that of MOA resulted in the shelving of this highly discriminating and unfair bill. MOA, through its experience in fighting previous bills of this kind was able to muster its membership to a degree never before anticipated by any in this industry. Operators of small, as well as large, routes made the trip to Washington to testify. MOA's attorney, Sidney H. Levine, was able to take the stand before the Sub-Committee of the Judiciary and argue the case for the music machine operator. Without the cooperation of MOA, Levine could not have been such a tremendous factor in defeating the Bryson bill.

Yes—it takes effort to accomplish success. MOA can be proud of its members who have worked so hard for its success. There's a great deal of work still to be done. We have every confidence that those problems before us will be solved—because we have men in our ranks who will give every ounce of energy to further the lot of the music machine operator.

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

Kings Amuse. Co. Introduces New Shuffle Game Conversion Unit

BROOKLYN, N. Y.—Kings Amusement Company, this city, introduced a shuffle game conversion unit "Match-The-Wheel."

Kings Amusement Company is headed by three experienced and well known coinmen, the brothers Herman-Arthur, Aaron and Albert. During their approximately twenty-five years in the coin machine business, these men have been associated with all branches of it, manufacturing, distributing and jobbing.

Aware of the great need for a conversion unit for shuffle games for a long while, the Herman brothers developed "Match-The-Wheel." They produced several of these units and placed them on location for tests. Now, they explain, after many months of tests, they are satisfied that the unit will not only stand up mechanically, but add greatly to the games operators' collections.

"Match-The-Wheel" is described as a beautiful colorful unit framed with natural wood of high polish. The enticing playing device is a wheel with 25 numbers and 5 stars. When a coin is inserted, the wheel spins, coming to a stop at which an arrow is pointing. The player endeavors to match the score at which the arrow points. Stars add a bonus. There is space on the board for high score and high score matched. "It takes only a few minutes to attach the unit" said Arthur, "as there are only two wires to attach. Of great importance to the operator, also, is the fact that all materials going into the unit are new parts, factory precisioned. Furthermore, the 'Match-The-Wheel' is exceptionally low priced."

Kings is now in the process of setting up distributors thruout the country, and will make an announcement very shortly to the trade.

N. Y. State Ops Guild To Hold Testimonial Dinner For Carpenter

NEWBURGH, N. Y.—The New York State Operators Guild will hold a testimonial dinner for Russ Carpenter, outgoing president, on Wednesday night, October 1, at the Rhoda Arms, this city.

Members of this association are highly pleased with the progress made during its short span of life, and look for many added constructive measures to be instituted in the future.

It is expected that approximately 175 operators, their wives and guests will attend the Carpenter testimonial, which according to coinmen here is the first time in the history of the coin machine business that a social affair is to take place.

Al Schlesinger, the popular Poughkeepsie operator, will act as toastmaster at the dinner.



Williams JUMPS PROFITS with PARATROOPER



READY TO
CAPTURE
THE CHOICEST
LOCATIONS
EVERYWHERE!

FAST!

SEE THE NEW
"JUMP-BALL"
FEATURE!

HERE'S THAT SMART NEW "JUMP-BALL" PARATROOPER

FIRST BALL IN TOP HOLE NO. 1 SCORES 1/2 MILLION AND JUMPS TO HOLE NO. 2 WHICH LITES UPPER LEFT-HAND RED THUMPER BUMPER AND RED ROLLOVER BUTTON TO ADVANCE PARATROOPER ON BACK GLASS. SECOND BALL LITES UPPER CENTER (YELLOW) THUMPER BUMPER AND YELLOW ROLLOVER AND THE TWO BALLS JUMP FORWARD. A THIRD BALL LITES THE UPPER RIGHT HAND (PURPLE) THUMPER BUMPER AND PURPLE ROLLOVER AND THE THREE BALLS JUMP FORWARD. A FOURTH BALL SHOOTS THE HEAD BALL INTO "BALL RETURN" FOR REPLAY! HERE'S REAL BULLET-LIKE ACTION THAT INCITES STEADY REPEAT PATRONAGE.

★ WHEN 6 PLAYFIELD LITES (1 to 6) ARE KNOCKED OUT, THE 2 SIDE ROLLOVERS NO'S. 3 & 4 BECOME "SPECIAL" AND GOOD FOR REPLAYS!

★ WHEN ALL MEN ARE DOWN 3 ROLLOVERS AT BOTTOM ARE GOOD FOR REPLAYS. A REAL COME-ON!



WATCH YOUR LOCATIONS
START JUMPIN' ...

NEW! NEW! NEW!
3 MEN DOWN THE LEFT AUTOMATIC
FLIPPER GOOD FOR 1/2 MILLION!
4 MEN DOWN THE RIGHT AUTOMATIC
FLIPPER GOOD FOR 1/2 MILLION!

Williams PARATROOPER

IS HEADING YOUR WAY!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST. CHICAGO 24, ILL.

See Your Distributor Now!

Roy Carlson Named Comptroller Of The Rudolph Wurlitzer Company

Succeeds Ralph E. Walline, Who Died Aug. 21

CHICAGO—R. C. Roling, president of The Rudolph Wurlitzer Company, announced this week that Roy W. Carlson, assistant secretary and divisional comptroller of the Company's North Tonawanda, New York Division, has been promoted to the position of Comptroller of the Company, effective at once.

Carlson's office will be in Chicago. He succeeds Ralph E. Walline, who

passed away on August 21. Carlson has resigned his office as assistant secretary.

Roy Carlson joined the North Tonawanda Division of The Rudolph Wurlitzer Company on November 2, 1942 as an auditor, and during the past ten years, thru a series of promotions, had advanced to the position of assistant secretary and North Tonawanda Divisional comptroller.

OHIO'S MOST DEPENDABLE FACTORY JOBBERS OF COIN OPERATED EQUIPMENT

SEEBURG BEAR GUN A-1269, ea.	\$269.50
SPEED BOWLER, ea.	22.50
EXHIBIT DALE GUN, ea.	54.50
CHICAGO COIN PISTOL, ea.	92.50
TURF KINGS, ea.	134.50
CITATIONS, ea.	39.50
FOUR HORSEMEN, ea.	122.50

ALL KINDS OF
BINGO GAMES
Write

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

TAX PROBLEMS?



FOR JUST ABOUT TWO-BITS A WEEK—ONLY \$15 FOR THE WHOLE YEAR YOU NOW GET

THE ANSWER!

READ THIS

That's right! For just about two-bits a week, only \$15 for the full year of 52 weeks' issue of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 14 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry). AND, WHAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems!! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only \$15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for \$15, MAIL TODAY!!

MAIL THIS

THE CASH BOX
26 WEST 47th STREET,
NEW YORK 19, N. Y.

Gentlemen: It sure is worth \$15 a year to get straightened out with my Tax Collector. Enclosed find my check for \$15. Start sending me "The Cash Box" immediately.



FIRM NAME
ADDRESS
CITY ZONE STATE
Individual's Name

THRU THE COIN CHUTE CALIFORNIA CLIPPINGS

With the case before the Federal Court here on O.P.S. assessments of those music operators who had changed over from nickel to dime play now based on the brief written by attorney Harrison W. Call of CMG (California Music Guild) everyone here has their fingers crossed and hopes that the judge will rule favorably on this brief, thereby dismissing the O.P.S. suit in this case which, automatically, means dismissal of all the other O.P.S. suits in this area. Even more important, it will act as a precedent for every area in the nation. It means that ops will then be able to change from 5c to 10c play and have legal precedent behind them for this action. . . . Very interesting is that little dog that dashes into Paul Laymon's showrooms about the same time every afternoon and barks at the Bally "Champion" horse on display there. "One of these days," as Charley Daniels opined, "that horse may suddenly start up (after someone drops a dime in it) and that little dog," Charley believes, "is going to jump right out of his skin."

Who knows what gives formica tops a beautiful polish? . . . Charley Robinson reminiscing the other day remembered back some years ago, when sitting in McGovern's Liberty Inn in Chicago with a bunch of buys along with one of the best linguists in the coinbiz, Mike Carpin of Reading, Pa., that the boys decided to walk out on Mike and left him there with "one of those tabs" that comes from the strippers drinking triple (?) brandies. . . . Jack Gutshall now operating up around Corona and hard at work building up a very fine music route while, at the same time, planning to put out ciggie machines. Jack in conference with Aubrey Stemler of Electro regarding how many (and how much) ciggy vendors would be placed. . . . Hear that Bill Wolf is doing a good job operating music outside of San Diego. . . . Al Bettelman of Charley Robinson's has gone in for those extra long cigars. Has also turned out to be quite a bartender. Al keeps his bar in the refrigerator and is always ready, willing and able to serve at the drop of a hat. With the help of Fred Gaunt, of course.

While Jean and Dolores Minthorne were sunning themselves at Malibu the guys and gals at Minthorne Music were busier than busy this past week. Hank Tronick not only had the responsibility of the service school's success, but, to also get deliveries of new Seeburg phonos to all of their many customers. Nels Nelson and George Mahlun were on the phones constantly. Ed Whisler dropped around for a few moments prior to leaving for Phoenix. In short, everyone was doing something, and all busier than bees. . . . Henry Van Stelton claims that he'll remain in Compton with amusement only. But, if mechanic leaves, Henry plans to sell out. . . . Plenty here grinding their teeth over that 3½% sales tax on the total selling price. It costs ops here puhenty. . . . There's an automatic pitching machine on the way into L.A. from the east. Originally was built in Italy. . . . May sound screwy, but, you may soon see a leading chain of banks as well as a leading chain of drug stores featuring ciggy and drink vendors. . . . The Pomona Fair will see plenty of horses for the kiddies to ride.

One of the very worst practises: That of music ops buying used records for use in brand new juke boxes. "Only territory in the nation where such a thing can happen," distribs claim. . . . Nick Carter talking things over with a bunch of the boys from Fresno who dropped in to see about some new AMI "D-80's" being delivered quick like. And Ed Ratajack, AMI regional rep., phones from Chicago while all is busier than busy. . . . George Regas who operates in San Diego is a Prof. of Trigonometry. Graduate of M.I.T. and Wayne Universities. Left Detroit for his health and is now happy operating music. . . . Drive on for new members by John A. Bowers' Wholesale Delivery Drivers and Salesmen's Union, 848, AFL. . . . Right down on Pico in a tiny grocery store sales of Arabic Records are one of the big items. . . . J. Bryant Herrin of Auto Photo building himself new offices and showrooms as well as new factory for speedy production.

Bill Luenhagen doing a very fine business in new records. As he stated, "We must hit a minimum of 10,000 per month to clear the nut." . . . Ed Wilkes and Jimmy Wilkins showing Bally's new "Sunshine Park." . . . Al Silberman has done a terrific selling job with the new "Soda Shoppe" drink dispensers. . . . Many attribute that tremor in L.A. to the "Laymon Vitamins." They certainly are big enough to cause an explosion. Have you, too, tried them yet? . . . Sammy Ricklin not only gives phonos to worthy causes, but, even helps lift them up on the trucks. . . . Bootlegging of games goes on and on and on, ad infinitum. . . . Fresno music ops plenty steamed. Will fight to the last cent to not pay O.P.S. assessments. Claim they turned in their increase from 5c to 10c play only because they were told this would not have any effect at all on their increased coin play. Instead, O.P.S. turned right around, and slapped two-thirds of increase on them as assessment. . . . The Laymon's keep that Wurliitzer playing away all day, featuring a mixture of just about every type of record manufactured. . . . By the way, leading juke box distribs here are testing those 7 inch 78 rpm platters. . . . Lyn Brown very busy trying to cover all customers here in L.A. and keep all 8 states he represents happy with deliveries of Exhibit's "Super Twin Rotation." . . . R. A. (Bob) Smith trying his best, via longdistance phone calls, to get the men here those "Atomic Jet" rides for the locations already waiting for them. . . . Abe Chapman on a diet. Now eats one big steak for lunch. Black Coffee. That's all. But, that hasn't held down the old Chapman pep, vim and vigor in the least.

WATCH ROCK-OLA

ROCK-OLA MANUFACTURING CORPORATION
800 NO. KEDZIE AVE., CHICAGO 51, ILL.

California Music Ops Setting Used Records Into Phonos

Unsound Programming Loses Biz And Injures Industry As A Whole

LOS ANGELES, CALIF.—One of the saddest discoveries for any music man is to learn that there are juke box operators thruout this state featuring used records in their phonos.

The fact that phonos today range over \$1,000 each in price, and a complete set-up of records costs only about \$35 to fill the phono, is even more shocking, when all factors are taken into consideration.

Distributors of music equipment here are plenty upset. They have been constantly at war attempting to halt any of the operators from loading machines with records which have long since stopped playing good music.

Let it be known that this is not the case as far as the outstanding operators are concerned.

It is the small minority who believe that all that is necessary to earn money with a music machine is to simply plug it in to an electrical outlet and let the coins flow into the cash box.

This minority causes the headaches for all other ops. People who come upon machines featuring worn records and listen to favorite tunes, report they sound no different than cats scratching against sandpaper.

Yet, here in California, for some reason or other, sales of used records

to juke box ops featuring the new and expensive machines, has become big business.

Much more concentration is required by juke box leaders thruout this state to halt this practise which will, in the long run, cause the public to lose taste for all juke boxes, not just the few who are making this a regular practise.

Vendors To Feature Red Feather Message

NEW YORK—One hundred million Red Feather messages on vending machines, matches and cups . . . that is the National Automatic Merchandising Association's goal in its special program for the benefit of the nation's Community Chest and United Fund campaigns this fall.

As a community service, vending machine operators all over the country will display the Red Feather symbol of community health and welfare services on merchandise and machines. The familiar slogans that remind con-

Add New Life to Your Old Shuffle Alleys



Greatest MATCHING Shuffle Alley CONVERSION UNIT

ONLY

\$42.50

COMPLETE IMMEDIATE DELIVERY

Phone — Wire — Write Today
Send 1/3 Deposit With Order, Balance C. O. D.

KINGS AMUSEMENT COMPANY

1505 Coney Island Ave., Brooklyn 30, N. Y.

ESplanade 7-0787

OTHER FEATURES

- ★ 25 numbers to match—5 stars
- ★ Multi-colored silk-screened Wheel and Back-board with space for High Score Bowled and Highest Score Matched
- ★ Stunning polished cabinet
- ★ Fool-proof operation; fully location tested
- ★ All factory precision parts
- ★ Lowest price

DISTRIBUTOR TERRITORY AVAILABLE

- ★ Coin Spins Colorful Wheel — Arrow Stops At Number To Match
- ★ Remarkable Play Stimulator — New Action Principle Commands Attention
- ★ Installed In Minutes On Location — Only Two Wires To Attach

tributors that "everybody benefits" when "everybody gives" and urges them to "give the united way," to "give enough for all Red Feather services" will be predominantly displayed.

In 1950, the first year of this highly successful promotional effort in behalf of the nation's voluntary health and welfare services, approximately 63

million community welfare messages appeared on machines, matches and cups throughout America. This year, with the Association urging its members to display the Red Feather material well in advance of the actual campaigns and in every town in which they operate, the 100 million messages goal is sure to be reached.

Chicago Coin's 6 PLAYER 10th FRAME BOWLER



**"JUST LIKE"
REGULATION BOWLING**

**A STRIKE IN THE 10th FRAME
GIVES PLAYER 2 EXTRA SHOTS.**

**A SPARE IN THE 10th FRAME
GIVES PLAYER 1 EXTRA SHOT.**

**NO MORE
"ONE-SIDED" SCORES**

**GAME IS COMPETITIVE
'TIL LAST PUCK IS THROWN.**

**SIZE
8 FT. x 2 FT.**

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

Still In Production On The 1st "MATCH BOWLER"

Chicago Coin's 6 PLAYER MATCH BOWLER

Featuring Sensational "2 WAY" Scoring

CHICAGO COIN MACHINE COMPANY 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

THRU THE COIN CHUTE EASTERN FLASHES

The outdoor season ended as it begun—with devastating rain storms over the Labor Day week-end. It's been an unusually tough summer for arcade owners and operators with equipment in shore and resort areas. Offhand, we'd say that there weren't three or four good week-ends. However, operators in the city tell us that a fast check has shown them that their equipment in bars and restaurants here received a pretty good play during the past week-end. While the rains kept many away from beaches and resorts, they looked for their entertainment in their neighborhood spots.

Joe Young and Abe Lipsky, Young Distributing, start their service school sessions for operators and their mechanics on Saturday morning 9:30, September 6, and will continue with them every Saturday morning. Young's customers will be schooled in the mechanism of the new Wurlitzer model 1500. On hand to start the weekly sessions off was Joe Hrdlicka of the Wurlitzer Company, and he was assisted by Henry Slavin, Young's head service man. "We cannot stress too strenuously the importance of attending these sessions" stated Young. "There's nothing mysterious about the Wurlitzer 1500, but as it is a new machine there are several things that have to be explained. Once the mechanic or operator knows these mechanical matters, there's never any reason why they cannot be adjusted simply. In many instances in the past, operators have phoned us to make a call and service a machine. If the operator had attended one of our service classes, he'd be able to adjust the trouble himself in a matter of minutes, thereby saving himself considerable money as his machine would be working instead of having to wait until one of our boys could get to the location." . . . Joe Young, by the way, celebrated a birthday on Tuesday, Sept. 2. . . . Mac Pol'ay (the most handsome and most eligible bachelor) drives his convertible with the top down. Wonder how he keeps the women from climbing all over the car! . . . Never a dull moment over at Koepfel Distributing Co. Harry Koepfel's daughter, Gilda, flying in from California, was grounded in Chicago overnight. Meanwhile Harry awaited her arrival at the airport in N. Y. It was about 3 AM when he was notified that the plane wasn't arriving until the next day. Everything eventually turned out Okay, except that Hymie, who was on vacation, had to come down to the office to fill in for the exhausted Harry.

Barney (Shugy) Sugerman, Runyon Sales Co., who is national distributor for a new space ship machine "Meteor Rocket", rushes his floor sample out West, and it's another day before he is able to take a machine from an order to set up on his floor. Shugy and partner Abe Green, plus several of the Runyon staff, will be attending the MOA Convention in Chicago. Shugy, however, will not arrive on opening day as he's driving his son, Nate, up to Bucknell University, where the boy begins his college career. . . . Manny Landsberg, New Orleans, La., op., visits Nat Cohn on coinrow. Cohn, by the way, plans on attending the MOA show to visit with ops and distribs handling his "Atomic Jet" space ship ride. . . . Mike Munves doing exceptionally well with Exhibits "Super Twin Rotation", which, Mike states, is being demanded more and more each day. "The more we sell" says Mike "the more the operators want." . . . The big one at Albert Sales, according to Al Simon is ChiCoin's "Tenth Frame Bowler". . . . Dave Lowy, Dave Lowy & Company, back from his vacation, and rarin' to go. . . . The New York State Operators Guild will hold a testimonial dinner on October 1, at the Rhoda Arms, Newburgh, N. Y., honoring Russ Carpenter, the outgoing pres. Al Schlesinger will act as toastmaster. . . . Many of the city's music operators, as well as those connected with the music and recording industry will attend the Harry Rosen-UJA testimonial dinner at the Belmont Plaza Hotel on Tuesday night, September 9, and then rush off the next day to the MOA Convention. . . . Jimmy Sherry, the popular music op, may have the next singing sensation, if we're to take his word. He'll show his talent at the Harry Rosen dinner.

THRU THE COIN CHUTE BAY AREA ITEMS

Lots of action throughout the Bay Area as music ops got ready to leave for the MOA show in Chicago. George A. Miller of Oakland entraining on the City of San Francisco with quite a gang of the guys and gals. . . . Mr. and Mrs. Joe Silla (Junior is staying home this year). . . . Larry Marvin, Clem Stetson, and many others. . . . Ray F. Jones of the Jones Boys (Jonesland) on his way and promised Johnny Ruggiero, who edits the "Jonesland Journal" for the firm, that he would bring back some really interesting news. With "Mac" McMurty busier than a bee, the boys at R. F. Jones Co. in San Francisco busy planning a real music programming idea for local music ops. . . . Sam Tessler of the Oakland Tessler's is now all hepped up over dime play, provided of course, that O. P. S. gives in. . . . DeLos Osborn and "Rosey" Rosenberg over at Emarcy discussing sales of new Wurlitzers. The boys are far behind in deliveries. Tim Crummitt back to Kansas City for a short visit. . . . Walt Huber, with that famed "green thumb" of his, is getting his showrooms to look like "the clinging vine type." And Mrs. Huber just loves it. . . . Eddie and Peggy Smith, both looking terrific, drop around to say "hello" to visitors from Chicago, Mr. and Mrs. Bill Gersh at the Mark Hopkins. . . . Something to remember: Lunch with George A. Miller atop the County Jail in Oakland with Lt. McMillan and Capt. Terry as hosts. . . . Calif. Music Guild suspended all dues for the next 90 days for Bakersfield's music ops, due to that terrible earthquake which caused much equip't damage. In fact, members of the CMG even going so far as to offer financial help to fellow members in Bakersfield who need it. . . . Sour note is fact that direct sales already being made to locations in Bakersfield area. . . . Phil Weinberg of Bally comes through San Francisco to visit with the Jones Boys and talk "Champion" and "Sunshine Park."

**WATCH FOR OUR
Announcement
on
THE SENSATIONAL
Space Ship
"METEOR
ROCKET"
National Distributors**

**RUNYON
SALES COMPANY**
Factory Representatives for AMI Inc.
Bally Mfg. Co., J. H. Keeney & Co., Inc.
Perma Inc.

593 10th Ave., New York 18, N.Y., LO 4-1880
123 W. Runyon St. Newark 8, N.J., BI 3-8777

**WANTED
TO BUY
Highest Prices Paid**

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

WIRE — PHONE — WRITE

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

THRU THE COIN CHUTE CHICAGO CHATTER

This is the week many of the nation's music ops have been waiting for . . . the MOA (Music Operators of America) 3rd annual convention. Seems like just about everybody from everywhere in the country is in town. Started to arrive the latter part of last week and have been scooting about the Windy City, visiting the big coinfactories and taking in the nite spots as well as seeing the sights, awaiting the opening of the MOA show at the Congress Hotel on Thursday, Sept. 11. . . . Almost everyone of the mfrs here has arranged special setups for the music ops. . . . Sam Stern of Williams Mfg. Co. advising that, "Our 'Starlite Room' is at the disposal of MOA's conventioners." . . . Williams has just introduced a new five-ball, "Paratrooper," by the way, which looks very good. . . . Much interest in the dinner the phono mfrs are giving for all assn. leaders prior to the opening of the MOA convention.

From current discussions seems like George A. Miller of Oakland, Calif., who heads MOA, will be re-elected to again head this organization. George has done a very marvelous job. . . . Some of the old timers among the phono ops who are in town may want to drop into the Mil-Arms tavern and see some of the very oldest of the phonos. That's at the corner of Milwaukee and Armitage. . . . Frank Mencuri took himself a week's vacation to help move the family from their home in LaGrange to their new home in Elmwood Park. "Now," says Frank, "I could really enjoy a vacation." . . . "But," as Art Weinand at Exhibit says, "we're much, much too busy. Frank has to be on the job all day long." . . . Frank Roelke and Harry Katz mucho excited about their premiere showing of their automatic pitching machine, "Bat-O-Mat." Showing immediately follows the MOA meet. Will be at the Congress Hotel's Lincoln Room, Sept. 15, 16 and 17. . . . Doc Brandon, wife and son, were in town from Anderson, Ind., this past week. Doc's family much amazed at the size of the factories.

Johnny Casola was scheduled "to get the paddle" this past Wednesday (Sept. 3) over at United with "Big Swede" Hellstrom wielding this weighty hunka wood (which always happens at any birthday at United)—but a slipped disc kept Johnny from getting the paddling of his life. By the way, Johnny claims he just reached the 21 year mark. . . . With those gin champs on the way in from Florida, Willie Blatt, Willie Levy, et al, Herb Oettinger brushing up on his game . . . to retain the "championship." . . . Bill DeSelm spent the Labor Day weekend, it was just learned, playing golf. When asked about his score, he pleaded, "Please just don't mention it." (Confidentially: 'way but 'way above a hundred). . . . "Gran'pa" Ray Riehl has become one of United's speediest conversationalists: "Hello—goodbye." . . . Harold Burt of Silver King Vendors announced this week that since materials somewhat eased up they are now in full contract production of their "Cup-O-Coffee" dispensers at the rate of 20 machines per day.

Paul Huebsch advises that the firm's Keeney "21" TV receiving set now going like hot cakes since the firm has met all competitive prices. Paul invites the music boys over to the Keeney plant. . . . Joe Abraham of Lake City Amusement, Cleveland, phoned this past week to ask, "When are most of the boys gonna be in Chicago?" When told, Joe stated that he'd be in town, too. "Gotta order some more of those 'Sunshine Parks' from Bally," he said. . . . LeRoy Mintz of Miller Needles telling everyone about the firm's new big plant at 4th and Church Streets in Libertyville. LeRoy also claims that the needle package deals which the firm arranged for the MOA convention are "really terrific." . . . Harold Klein spent the weekend with Herman Paster in Herman's summer place at Brainerd, Minn. . . . Alvin Gottlieb reports that sales of the firm's newest fiveball, "Skill-Pool," up and above all expectations, with orders simply coming in at a really clickeroo rate. "It's a honey," is the way Alvin puts it. . . . Roy Monroe of Monroe Coin Machine Exch., Cleveland, has been on the long-distance phone constantly with Ed Levin of ChiCoin for more "10th Framers."

Ray Moloney popped into his offices at the Bally factory this past week looking hale and hearty. . . . Jack Nelson got the kick of his life when Sam Taran phoned all the way from Miami to advise that he had just become the Grandpa of a gorgeous little girl and ordered 10 more Bally "Champions," "so that my little granddaughter will have something to ride when she starts growing up." . . . Ed Levin of ChiCoin reminds us, "Not only '10th Frame Bowler,' but, also our 'Six Player Match Bowler' going great." . . . Bill O'Donnell answering call after call for more "Palm Beach" just as the last one leaves the factory. It's all "Sunshine Park" from now on, Bill tells telephoners. . . . Lew Gensburg thrilled with some of the letters he's received from ops telling him that Genco's "400" doing very swell on many locations. Lew claims that "400" will go on for a long time bringing in moolah for smart ops.

Art Weinand of Exhibit just advised that Bob Newell and his Western States Distributors, Salt Lake City, Utah, have been named Exhibit's distrib in that area. . . . Hear that Virgil (Chris) Christopher has purchased a brand new home right on the ocean, just a few miles this side of Balteemoah, which is one of the most outstanding 'round that town. Invited some of the guys and gals from Chicago to c'mon out an' enjoy the ocean breezes. . . . Herb Perkins of Purveyor, who has a reputation for being one of the best golfers in Chi's coinbiz, took honors in the golf tourney at Tam O'Shanter. Herb claims the reason was because he kept dreaming of how many of those new American "Bank Shots" he'd sell and it pepped him up to the point where his drives were averaging over 200 yards. . . . Ben Coven intro'd a sheet called, "Coven News" wherein Ben expresses himself as follows, "Service means elbow grease plus common sense." (Ain't bad at all, at all, Ben). Handsome Dave Bender is "Editor-In-Chief" and planning 'way ahead. . . . The boys won't say "yes" and won't say "no," but, rumor has it that Capt. Tom Callaghan at Bally is searching for a record player to greet visitors with the new hit tune, "Meet Mr. Callaghan," as they come up the stairs.

We're taking space here to proudly greet one of the industry's great leaders. A brand new advertiser in The Cash Box. A firm that pioneered multi-selectivity and has been leading ever since. J. P. Seeburg Corp. of Chicago. Whose first double-page in two colors appears in this issue. . . . Hear from Bill Fitzgerald of AMI who agrees with us that better programming means bigger profits for all music ops. . . . Eddie Ginsberg advises that Phil Greenberg and his very beautiful wife out of danger. Both very seriously hurt in that Pennsy Turnpike smashup. . . . All regional men in conference with J. Raymond Bacon over at Rock-Ola as Ray Bacon releases the following short statement to the press, "Just watch Rock-Ola." But, won't give any more details, about what to watch for.

ELECTRO NAILS DOWN LOCATIONS FOR YOU!

. . . and sells more cigarettes!

It's easier to sell locations and keep them sold with ELECTRO. Modern console styling, low enough to fit in those up-front locations, means more sales by ELECTRO. Operators report volume up 10% and more. ELECTRO'S smooth, silent delivery assures satisfied locations . . . with less service calls for operators. More locations every day are asking for "that good looking low electric job". Make sure you nail down these locations with ELECTRO.

ELECTRO carries king-size as well as regular cigarettes with no adjustment of columns . . . ELECTRO will vend cigarettes at three different prices at the same time!



Bill Bye

ELECTRO REPRESENTATIVE
1401 NO. 28TH ST., KANSAS CITY
Tel. Finley 5441 • Dréxel 5936



Geo. George

SAVE MONEY! SMASH GO PRICES!!

BIGGEST CLOSEOUT IN OUR HISTORY



Roy Monroe

R C A 25c Radio	\$ 22.50	United A B C	225.00
4 Col. Postage Stamp Vendors	18.00	United Bolero	339.50
Shipman 2 Col. Stamp Vendors	18.00	United Leader	325.00
Packard Wall Boxes	9.75	Coney Island	365.00
Mills Candy Vendor 5 Col.	65.00	Spot Light	395.00
Mercury Athletic Scale (Brand New)	69.50	Bright Spot	375.00
Wms. Deluxe World Series	275.00	Bright Lights	290.00
Chicago Coin King Pin	150.00		
Dale Gun	69.50		
Keeney Air Raider	110.00		
Evans Super Bomber	125.00		
Mutoscope Card Vendors	39.50		
Chicago Coin 4 Player Derby	Write		
Keeney Submarine	95.00		

NOW DELIVERING!

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

MONROE COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO
(Tel.: Superior 1-4600)

Keep Your Eyes On Keeney

J. H. Keeney & CO. INC.
2400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

COVEN distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE
10 CENTS PER WORD

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 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

WANT

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNion 1-7500

WANT—Wurlitzer Model 1250's; Seeburg M100B's 45 R.P.M. Will pay cash or trade Williams Horse Feathers and Chicago Coin 4 Player Derbies. Write, wire or phone. BUSH DIST. CO., 286 N. W. TWENTY-NINTH ST., MIAMI 37, FLA. Tel.: 3-4623.

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

WANT—Late Solotone Master Entertainers; Hobby Horses; Shufflecades; Star Series; Heavy Hitters; 10th Innings; Ball and Tab Gum Vendors, Northwestern '49 preferred. E. LIEBMAN, 12 BABY POINT RD., TORONTO 9, ONT., CANADA.

WANT — AMI, C or D, 40 selection hideaways; Wall Boxes. Seeburg M-100's (78 and 45); 147M; 146M; Wurlitzer 1400; 1450; 1250; 1217; 1017. Very latest amusement machines; Scales; Adaptors; Speakers. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2648.

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

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., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay \$40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13 ILL.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Seeburg Shoot The Bear Guns. Any quantity. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRYANT 9-6677.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100s. Quote lowest prices or will trade New Turf Kings in original crates. Write, Wire Phone: C. A. ROBINSON Co., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUNKirk 3-1810).

WANT—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: LIncoln 9-3996.

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

WANT—800 and 1015's. All you have. LAREDO EXPORTING CO., LAREDO, TEXAS. Tel: 672-723.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Will pay top price for AMI Model B; Bally Coney Islands; Bally Bright Lights; Bright Spots. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

WANT—We buy dealers' surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. IS. N. Y. Tel.: Tilden 4-9040.

WANT—Seeburg Bear Guns. Cash or Trade. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., N., MINNEAPOLIS, MINNESOTA.

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price \$49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Williams Jalopies and Sea Jockeys at low prices. Like new, ready for location. Write us for any of your requirements on music machines, pin balls or games. Give details first letter. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. Tel.: BI 8-3524.

FOR SALE—Wire, 2300 Lengths, silk covered with male plug attached—6 ft. lengths—4c each. Write for quantity prices. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

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

FOR SALE—Write us for the lowest prices on the finest reconditioned used phonographs: 100 Seeburgs 78'-45'—Wurlitzer 1100's, 1015's. Export trade invited. WINTERS DISTRIBUTING CO., 1715 HARBOR AVENUE, BALTIMORE 13, MD. Tel.: LEXington 8820. Wurlitzer distributors Maryland and District of Columbia.

FOR SALE—Citations \$39.50; Champions \$59.50; Shuffleboard supplies; new scoring unit wall type \$79.50; used scoring unit \$59.50; Climate Adjuster \$19.50; Bingo and Arcade Equipment write. MERIT INDUSTRIES, 542 W. 63 ST., CHICAGO, ILL. Tel.: ENglewood 4-9202, ENglewood 4-9204.

FOR SALE—Knockout \$79.50; Bowling Champ \$49.50; Buccaneer \$49.50; Canasta like new \$39.50; Champion One Ball \$49.50; College Daze \$60; Control Tower \$125; Dallas \$45; Universal 5 Star \$129.50; Flying Saucers \$69.50; Four Horsemen \$115; Gin Rummy \$70; Harvest Time \$49.50; Hayburner \$195; Genco Hit & Run \$85; Humpty Dumpty \$29.50; Just 21 \$39.50; Lady Robin Hood \$29.50; 49 Majors \$35; Oklahoma \$60; Thing \$39.50; Triple Action \$29.50; Tri-Score \$80. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel: Superior 1-4600.

FOR SALE—Sacrifice: Fighting Irish \$60; Football \$40; Thing \$40; South Pacific \$50; Double Action \$95; Springtime \$135; College Daze \$65; Tri-Score \$50; Pin-Bowler \$95; Lucky Inning \$35; Gold Cup \$20; Citation \$35; Champion \$45; Turf King \$125. J. ROSENFELD CO., 3220 OLIVE STREET, ST. LOUIS, MO. Tel.: OLive 2800.

FOR SALE—Operators of Arcades, Bowling Alleys, Skating Rinks, etc. Group Type Shuffle Game—can be used for Group Operation on ticket or cash plan. Write for full particulars and photo. DAVE LOWY & CO., 580 TENTH AVE., NEW YORK, N. Y. Tel: CHickering 4-5100.

FOR SALE — Reconditioned Wurlitzers: 1250's \$500; 1100's \$350; 1015's \$225; 1080's \$200. Seeburgs 146M \$187; 147M \$225; 148ML \$325; Wall Boxes 3W2-L56 \$18.50; W1-L56 \$15 less tubes. Packard Manhattan's \$169.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Seeburg Hideaway H 246 M, \$89.50; Seeburg Hideaway M \$59.50; one brand new Chicago Coin 4 Player Derby \$395. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVENUE, PORTLAND 5, ORE. Tel.: ATwater 7565.

FOR SALE—The old reliable Massengill and Darlingtonian coin operator pool tables. All sizes complete with accessories. Write for information and we will enclose our Bargain Sheet on used equipment. We will buy late one balls; Bingo games; Williams tables; arcades and recent shuffle alleys. DARLINGTON MUSIC COMPANY, 132 NORTH MAIN STREET, DARLINGTON, S. C. Tel: 500.

FOR SALE—Bingo Games: Five Stars \$150; A.B.C. \$235; Bolero \$395; Leaders \$350; Brite Lites \$310; Brite Spot \$450; Spot Lites \$375; Coney Island \$375; Atlantic City \$475; County Fair \$225; Steeple Chase \$250; Hayburners \$225; Spark Plug \$250; Sea Jockey \$275. Jumbo Pins: Turf Kings \$125; Winners \$85; Citations \$35; Photo Finish \$50; Gold Cups \$35. One-Half deposit, balance sight draft. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, O.

FOR SALE—Bally's Spot Lites, thoroughly reconditioned, immediate delivery \$400 per unit. Send \$100 deposit and shipping instructions. Balance C.O.D. SHELDON SALES INC., 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: LIncoln 9106.

FOR SALE — Coney Islands \$450; ABC Bingo \$275; Zingo \$325; Total Rolls \$50; High Rolls \$75; 3020 Wall Boxes \$39; Grand Award Pin \$40; One Two Three \$50; Barnacle Bill \$40; Ballerina \$35; W1L56 Wall Boxes \$14. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

FOR SALE—15 Wise Owl Quizzettes \$5 ea.; 1 Pop Up \$10; 1 Shipman Select-A-Bar (like new with stand) \$15; 1 H246M Seeburg Hideaway \$175; 13 3WT-L56 Seeburg Wall boxes \$44.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

FOR SALE—Will sell, trade, or buy all types of coin operated equipment; Pin Games; Shuffle Alleys; Music Boxes; Guns, Etc., with operators in Pennsylvania. RUGINIS NOVELTY COMPANY, 329 East Seventh Street, Mount Carmel, Pennsylvania. Tel.: 31.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. **HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: BLuemound 8-7600.**

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. **UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.**

FOR SALE—Spot Lites \$450; Bright Lites \$340; Coney Island \$375; A.B.C. \$215; Zingo \$250; Flying Saucer \$75; Tri-Score \$50; Bally Big Inning \$100; Star Series \$75. **ALLAN SALES, INC., 928 MARKET STREET, WHEELING, WEST VIRGINIA.**

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 AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.**

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. **WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.**

FOR SALE—Ready for location—College Daze \$75; Fighting Irish \$75; Football \$65; Freshie \$65; Hits and Runs \$99; Majors 49 \$40; Phoenix \$39.50; St. Louis 50; Stop & Go \$99.50; Tahiti \$75; Utah \$60; Silver Bullets \$100; Hayburner \$215. **AMUSEMENT ARCADE CO., 419-9th ST, N.W., WASHINGTON, D. C.**

FOR SALE—Phonographs with famous Davis six point guarantee: Seeburg Hideaway Specials H148M \$219; H147M \$169; H246M \$159; H146M \$129; 1941 R C Special \$50; Wurlitzer 1080 \$159. **DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N. Y.**

FOR SALE—Futuritys \$247.50; Spot Lites \$359.50; Coney Islands \$325; Turf Kings \$145; Crossroads (floor samples) \$175; Williams Slug Fest \$135; Williams Sportsman (new) \$115; Genco Double Action \$75; United Steeplechases (floor samples) \$250; Old Hilltops \$225; Quarterbacks \$50; Genco Shuffle Targets \$49.50; Genco Rip Snorters \$40. **NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: CAnal 8318.**

FOR SALE—Coney Island \$390; A.B.C. \$215; Spot Lights \$425; Atlantic City—write, Skee Alleys \$65; Universal Supers \$60; Shuffle Alleys \$15; Five Stars \$145. **ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: CAn. 6-0293.**

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. **SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.**

FOR SALE—Reconditioned, guaranteed perfect, all types and models of bingo games, Bally Futurity and Bally Turf King. **REDD DISTRIBUTING COMPANY, INC., Exclusive Distributors for Bally, United, Keeney and Exhibit, 298 LINCOLN STREET, ALLSTON, MASS. Tel.: AL-4040.**

FOR SALE—New Wms. Horse Feathers \$250; Used Keeney 2 player League Bowler Rebound \$75; United ABC clean \$225; Spot Lite upright amusement game formerly \$395; now \$49.50 each; Knockout \$75; Nifty \$110; Double Action \$125; Rag Mop \$115; Like New Exhibit 6 Shooters \$150; Hayburners \$225; Things \$35; Playballs \$35; Tri-Score \$50; Sweetheart \$75; College Daze \$75; Wms. Harvey \$125; Keeney 4 Player Rebound \$175; Gottlieb Rockette \$125; World Series \$75; Genco Springtime \$125; Gottlieb Four Horseman \$100. **K. C. SPECIALTY CO., JACK KAUFMAN, 410 MARKET STREET, PHILA. 6, PA. Tel: MArket 7-6865 or 7-6391.**

FOR SALE—Pingames & Alleys—over 100 games to choose from. Priced right, clean and ready for shipment. Also direct factory distributor for AMI—Gottlieb—United—Bally—Keeney—Genco and others. **TARAN DISTRIBUTING, INC., 90 RIVERSIDE AVENUE, JACKSONVILLE, FLORIDA. Tel.: 6-1551.**

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. **TARAN DISTRIBUTING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. TEL.: 3-7648.**

FOR SALE—Seeburgs—Bear Gun \$275; 100 selection Model A \$725; 46M \$175; 46 HW \$145; Tear Drop Speaker \$17; Bally Hi Rolls \$75; Six Shooter \$175; AMI Model B—\$395; Universal Winner \$95; Photo Finish \$65; Gold Cup—Entrys \$25; will trade for Exhibit Pony Amusement and Turf Kings. **STANLEY AMUSEMENT CO., 5225 SO. TACOMA, WASHINGTON. Tel: RIVERSIDE 1604.**

FOR SALE—Bally's Atlantic City \$500 each. One-half deposit with balance C.O.D. **FRENCHY AMUSEMENT CO., 7624 N.E. 2nd AVE., MIAMI, FLA.**

CLASSIFIED ADVERTISING SECTION

FOR SALE—Coin Operated Pool Tables. 3½' x 7'. Patented—Feature returns Q-Ball and Scratch Balls. Q-Ball and other balls same size. Price \$585 f.o.b. Pensacola, Florida. **F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., 911 GERVAIS ST., COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.**

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, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).**

FOR SALE—5 Genco Score Boards \$85; Hayburners \$200; Bright Lights \$225; Champions \$135; Dale Guns \$49. **SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: UNiversity 6900.**

FOR SALE—United Steeplechase \$295; Coney Island \$245; Touchdown \$245; Williams Spark Plug \$250; Hayburner \$245; Sea Jockey \$245. Write for low prices on pins, bingos, arcade games. **LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.**

FOR SALE—Champions \$49.50; Winners \$89.50; Turf Kings \$139.50; Williams Sweetheart \$74.50; Chicago Coin Pin Bowler \$79.50; Gottliebs Knockout \$79.50; Four Horsemen \$94.50; Triplets \$109.50; United Skee Alley \$69.50. **MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA., Tel.: 22-894.**

FOR SALE—New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peanut Machines \$12; 120 Wurlitzer Wall Boxes \$3; Citations \$55; Bally Rapid Fire \$75; Bowlette \$40. **MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.**

FOR SALE—1 Seeburg Chicken Sam Gun rebuilt with target \$95; 1 Chicago Coin Ace Bowler 2 Player \$75; 1 Harvest Time \$60; 1 Hayburner clean \$225; 1 New Evans Constellation Phonograph model 135, floor sample, write. **AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.**

FOR SALE—Route—60 post-war phonographs; 100 wall boxes; 25 Pin Ball Tables. All on location in the heart of the Texas Oil Fields. **DAVIS MUSIC COMPANY, SNYDER, TEXAS.**

FOR SALE—Packard Boxes (late serial numbers) \$7.50 ea.; Seeburg Hide-A-Ways, Model 146 \$95 ea.; Packard Hide-A-Ways (like new) \$50 ea.; Bally Citations \$25 ea.; Photo Finishes \$49.50 ea.; 3025 Wurlitzer Boxes \$10 ea.; 3031 Wurlitzer Boxes \$6 ea.; Rockola Hide-A-Ways \$60 ea.; Wurlitzer 750's \$50 ea.; Quizzers \$65 ea. **GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel: MArket 1-3967.**

FOR SALE—Wildwest \$135; Cyclone \$135; Control Tower \$90; Madison Square Garden \$95; Nifty \$90; Rockettes \$90; Punchy \$90; Double Feature \$85; Knockout \$75; King Pin \$75; Bowling Champ \$60; Football \$45; St. Louis \$35; Utah \$45. **ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON STREET, CHARLESTON, WEST VIRGINIA. Tel.: 3-0311.**

FOR SALE—New and used Scales. Send for our special price list on new Scales and bargain list on used ones. **SPARKS SPECIALTY CO., SOPERTON, GA.**

FOR SALE—Beat this if you can. Every phonograph rebuilt and renewed ready for location. Wurlitzer 750 \$79.50; Rock-Ola 1422 blonde refinished \$109; Seeburg 146 \$139; Aireon Motors \$4.95; 3-6 and 10 Amp plug fuses \$4.00 hundred. 1/3 with order, balance C. O. D. **GAY-COIN DISTRIBUTORS, INC., 4866 WOODWARD AVE., DETROIT 1, MICH.**

FOR SALE—Clean ready for location: Wurlitzer 1080's \$150; Seeburg 5c wireless wall box \$7.50; Packard wall box \$7.50. **CAIN-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.**

FOR SALE—New and used phonographs and games by distributors of world's finest (Wurlitzer phonograph). For service and quality phone or write: **COVEN DISTRIBUTING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.**

FOR SALE—Best buy in town—10 Super Rock-Ola Phonos \$50 ea.; 3 Master Rock-Ola Phonos \$50 ea.; 1 Brite Lights Table \$300; 1 Spot Lite \$400; 1 Exhibit Strike Twin Bowler \$50; 1 Universal Super Twin \$50; 3 Wurlitzer Remote Control 5c Wall Boxes, good condition, like new, \$10 ea. All machines clean merchandise, good condition, just off locations. 1/3 Deposit. Balance C.O.D. Write, wire, phone **LEE NOVELTY CO., ROBERT EHRHARDT SR., 1004 SPRING ST., SHREVEPORT LA. Tel.: 2-4545 or 3-3625.**

FOR SALE—Chicago Coin Hit Parades \$125; Model 1422 Rock-Ola \$75; Genco Shuffle Target \$125. **A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.**

FOR SALE—Universal Winners, \$59.50; Bally Champions \$42.50; Bally Turf Kings \$123.50; Genco 5-ball Springtime \$150; Williams 5-ball Quarterback \$48.50. All machines cleaned and checked, A-1 shape. **T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MAn 8751.**

CLASSIFIED ADVERTISING SECTION

FOR SALE—Packard Wall Boxes \$10 each; Used Rock-Olas; Seeburgs; Wurlitzers; etc. New Smokeshop Cigarette Machines priced right. One Balls; Turf Kings, new, in original crates; used Turf Kings; Citation; priced right. Also Mechanical Horses. Liberal trade-ins. **EASTERN VENDING SALES CO., INC., 940-42 LINDEN AVENUE, BALTIMORE 1, MARYLAND.**

FOR SALE—Phonograph records direct from our routes. We welcome complete inspection of our stock. Continuous supply at all times. **RELIABLE COIN MACHINE CO., 184-199 WINDOR STREET, HARTFORD, CONN.**

FOR SALE—Chicoin Bowling Alleys \$55; Seeburg Guns \$75; Lite League \$49.50; DeLuxe Bowler \$34.50; and many other values. **COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.**

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

FOR SALE—Rock-Ola 1424 Walnut Hideaway \$140; Wall Boxes 1530, clean \$15; Bar Brackets \$4; 1525 5-10-25c Wall bar boxes \$5; Gottlieb Bowlette \$39.50. **WATERBURY AMUSEMENT MACHINE CO., 453 WEST MAIN ST., WATERBURY 35, CONN.**

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. **COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIVERSIDE 4131.**

FOR SALE—115 New and used wall boxes \$100 at Thermopolis, Wyoming. "Radio" **JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.**

FOR SALE—Perfect condition, like new: Coney Islands (latest improved model with 5 contacts) \$375; Leaders \$325; Hot Rods \$60; Turf Kings \$165; Citations \$35; Various Flipper Pins, write. 1/3 deposit, balance C.O.D. **W. E. KEENEY MFG. CO., 5231 S. KEDZIE AVE., CHICAGO, ILL. Tel.: HEMLOCK 4-3844.**

FOR SALE—Wurlitzer 1100 \$349; Seeburg 148ML \$265; 146S \$115. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned. Write: **CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.**

FOR SALE—Special Limited Offer—Ten new Shipman Triple Column Postage Stamp Machines plus 100,000 Free Stamp Folders—all for \$395. Victory Folders \$6 for 10,000; Shipman Folders \$10 for 20,000. Mail Check To—**SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST., MIAMI, FLORIDA.**

FOR SALE—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; 10 Seeburg 100A—78 \$675. Plus \$10 for crating. Many others—write for list. **YOUNG DISTRIBUTING CO., 599 TENTH AVE., N. Y. C., N. Y. Tel.: CHICKERING 4-5050.**

FOR SALE—Double Action \$129.50; Tri Score \$64.50; South Pacific \$69.50; Mercury \$60; Carnival \$25; Tahiti \$62.50; Baby Face \$24.50; Aquacade \$30; Triplets \$135; Knockout \$79.50. Write for our list of used pins and music. **MILLER NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel: 9-8632—5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel: TYLER 8-2230.**

FOR SALE—Had you some good equipment to sell—phonographs, pinballs, bowlers, etc.—how would you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? **EDWARDS DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.**

FOR SALE—Twin Shufflecade \$100; Trophy Bowl, Super Twin Bowler, Double Header, Goalee \$35 ea. **MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY, N. Y.**

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-2640; The Cash Box, Chicago, Ill., DEARBORN 2-0045; The Cash Box, Los Angeles, Calif., WEBSTER 3-0347.

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—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

13th Year of Publication
727th Consecutive Week's Issue

How To Use "The Confidential Price Lists"

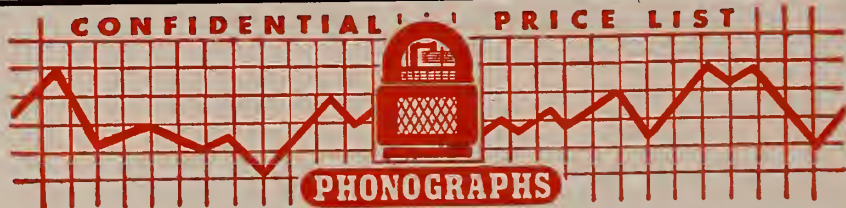
[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true 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



WURLITZER

4. 24	29.50	39.00
4. 600R	39.50	50.00
4. 600 K	49.50	69.50
4. 500A	49.00	69.50
4. 500K	35.00	59.50
4. 41 (Counter)	24.50	50.00
6. 51 (Counter)	30.00	45.00
4. 61 (Counter)	24.50	50.00
4. 71 (Counter)	59.50	75.00
6. 81 (Counter)	49.50	75.00
4. 700	49.50	89.50
4. 750M	50.00	79.50
4. 750E	69.50	94.50
4. 780M Colonial	49.50	99.50
4. 780E	79.00	89.50
4. 800	50.00	98.00
1. 850	59.50	79.50
4. 950	59.00	99.50
4* 1015	125.00	225.00
4. 1017 Hideaway	99.50	225.00
2* 1100	295.00	375.00
4* 1080	125.00	200.00
4. 1250	369.50	500.00
6. 300 Adapter	10.00	15.00
6. 320 Wireless Wall Box	3.50	5.00
6. 310 Wall Box 30 Wire	4.50	5.00
4. 320 2 Wire Wall Box	4.00	5.00
6. 332 2 Wire Bar Box	5.00	9.50
6. 331 2 Wire Bar Box	5.00	10.00
6. 304 2 Wire Stepper	3.50	5.00
6. Wireless Strollers	19.50	25.00
6. 430 Speaker Club with 10, 25c Box	69.50	75.00
6. 420 Speaker Cabinet	40.00	49.50
2. 3031 Wall Box	6.00	9.95
4. 3045 Wall Box	9.95	20.00
4* 3020 Wall Box	22.50	40.00
4. 3025	10.00	24.50
4. 2140 Wall Box	20.50	24.50
4. 219 Stepper	22.50	35.00
4. 100 Wall Box 5c 30 Wire	3.50	5.00
6. 100 Wall Box 10c 30 Wire	12.50	17.50
6. 111 Bar Box	3.00	10.00
4. 120 Wall Box 5c Wire	3.00	4.50
6. 305 Impulse Rec.	2.50	10.00
6. 350 WIs Speaker	17.50	29.50
6. 115 Wall Box Wire 5c Wireless	5.00	7.50
6. 135 Step Receiver	14.50	19.50
6. 145 Imp. Step Fast	4.50	7.50
6. 306 Music Transmit	7.50	9.50
6. 130 Adapter	15.00	19.50
6. 580 Speaker	25.00	49.50
6. 123 Wall Box 5/10/25 Wireless	9.00	15.00
6. 125 Wall Box 5/10/25 Wire	2.50	6.00

SEEBURG

4. Plaza	25.00	39.50
6. Royale	25.00	39.50
4. Regal	39.50	49.00
4. Regal RC	39.50	49.00
4. Gem	29.50	44.00
4. Classic	49.00	60.00
4. Classic RC	49.00	60.00
6. Maestro	44.00	65.00
4. Mayfair	44.00	59.50
4. Mayfair RC	44.00	59.50
6. Melody King	49.50	79.50
6. Crown	39.50	59.50
6. Crown RC	49.50	79.50
6. Concert Grand	39.50	59.50
4. Colonel	29.50	49.00
4. Colonel RC	29.50	49.00
6. Concert Master	49.50	69.50
6. Concert Master RC	59.50	89.00
6. Cadet	35.00	65.00
4. Cadet RC	39.50	65.00
4. Major	39.50	59.00
4. Major RC	39.50	59.50
4. Envoy	39.50	59.00
4. Envoy RC	39.50	59.00
4. Vogue	39.00	59.50
6. Vogue RC	49.50	69.50
6. Casino	35.00	59.50
6. Casino RC	49.50	79.50
6. Commander	39.50	59.50
6. Commander RC	50.00	69.00
4. Hi-Tone 9800	39.50	60.00
4. Hi-Tone 9800 RC	45.00	60.00
4. Hi-Tone 8800	49.50	59.00
4. Hi-Tone 8800 RC	49.50	59.00
4. Hi-Tone 8200	49.50	59.00
4. Hi-Tone 8200 RC	45.00	59.00
2* 146S	95.00	139.00
4* 146M	110.00	187.00
4. 147S	120.00	149.00
4. 147M	135.00	225.00
4. 148S	249.00	350.00
4. 148M	265.00	300.00
2* 148ML	245.00	325.00
4* M-100-78	599.50	725.00
6. Remote Speak Organ	7.50	17.50
6. Multi Selector 12 Rec.	12.50	35.00
6. Melody Parade Bar	4.50	6.00
6. 5c Wallomatic Wireless	3.00	8.50
6. 5c Baromatic Wireless	4.50	5.00
6. 5c Wallomatic 3 Wire	2.00	8.00
6. 30 Wire Wall Box	2.00	9.50
6. 5, 10, 25c Baromatic Wire	3.00	6.95
4. 5, 10, 25c Wallomatic 3 Wire	7.50	9.95
4. 5, 10, 25c Baromatic Wireless	6.95	9.00
6. 5, 10, 25c Wallomatic Wireless	8.50	17.50

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit is GUARANTEED

AS LONG AS you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

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

1* 3W2 Wall-a-Matic	11.95	18.50
1* WIL-56 Wall Box 5c	5.00	15.00
4. 3W5-L-56 Wall Box		
5, 10, 25c	34.50	44.50
2. W4L-56	29.50	37.00
4. W6L-56-5/10/25		
Wireless	30.00	49.50
6. Tear Drop Speaker	12.50	17.50

ROCK-OLA

6. Imperial 20	24.50	49.50
6. Imperial 16	25.00	49.50
6. Windsor	29.50	40.00
6. Monarch	25.00	49.50
6. Std. Dial-A-Tone	39.50	40.00
4. '40 Super Rockolite	39.50	49.50
6. Counter '39	19.50	49.50
4. '39 Standard	39.50	69.00
4. '39 DeLuxe	39.50	65.00
4. '40 Master Rockolite	39.50	59.50
6. '40 Counter	39.50	49.50
6. '40 Counter with Std.	49.50	54.50
4. '41 Premier	49.50	69.50
6. Wall Box	4.00	9.50
6. Bar Box	4.00	9.50
6. Spectravox '41	15.00	29.50
6. Glamour Tone Column	30.00	35.00
6. Modern Tone Column	32.50	40.00
4. Playmaster & Spectra-		
vox	49.50	69.00
4. Playmaster '46	69.00	79.50
6. Playboy	25.00	30.00
4. Commando	30.00	49.50
4* 1422 Phono ('46)	75.00	150.00
4. 1424 Phono (Hideaway)	140.00	169.00
2. 1426 Phono ('47)	119.00	165.00
4. 1432 (Rocket '51)	419.00	495.00
4. Magic Glo (1428)	295.00	325.00
6. 1501 Wall Box	3.00	7.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

BUCKLEY

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

PACKARD

2* Pla Mor Wall & Bar Box	5.95	12.50
---------------------------	------	-------

4. Manhattan	89.00	169.50
4. Model 7 Phono	74.50	119.50
4. Hideaway Model 400	64.50	95.00
4. 1000 Speaker	29.50	49.50
6. Willow Adaptor	14.50	29.50
6. Chestnut Adaptor	15.00	25.00
6. Cedar Adaptor	15.00	29.50
6. Poplar Adaptor	15.00	27.50
6. Maple Adaptor	15.00	30.00
6. Juniper Adaptor	15.00	27.50
6. Elm Adaptor	15.00	25.00
6. Pine Adaptor	15.00	25.00
6. Beach Adaptor	15.00	27.50
6. Spruce Adaptor	17.50	29.50
6. Ash Adaptor	15.00	25.00
6. Walnut Adaptor	17.50	25.00
6. Lily Adaptor	10.00	12.50
6. Violet Speaker	10.00	15.00
6. Orchid Speaker	19.50	22.50

MILLS

6. Do Ri Mi	25.00	59.50
4. Panoram	150.00	225.00
4. Throne of Music	25.00	69.50
4. Empress	29.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
6. Panoram Peek (Con)	195.00	295.00
6. Conv. for Panoram		
Peek	10.00	29.50
4. Constellation	125.00	175.00

A M I

6. Hi-Boy (302)	49.50	55.00
4. Singing Towers (201)	39.50	99.50
6. Streamliner 5, 10, 25	39.50	79.50
6. Top Flight	25.00	39.50
4. Singing Towers (301)	49.50	99.50
4. Model A '46	250.00	350.00
4. Model B '48	395.00	450.00
1. Model C	460.00	525.00

AIREON

4. Super DeLuxe ('46)	49.00	60.00
4. Blonde Bomber	89.50	129.50
4. Fiesta	50.00	79.50
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	64.50	159.00
4. '49 Coronet 100	125.00	169.50

MISCELLANEOUS

4. Chicago Coin Hit		
Parade	100.00	150.00
4. Ristaurat	65.00	79.50
4. Williams Music Mite	90.00	145.00

6. Ginger (Wm 10/47)	10.00	15.00
4. Gin Rummy	64.50	89.50
4. Gizmo (Wm 8/48)	30.00	45.00
4. Glamour	24.50	129.50
2* Gold Cup (B '48)	20.00	55.00
6. Gold Mine	29.50	49.50
4. Golden Gloves (CC 7/49)	84.00	100.00
4. Gondola	19.50	39.50
4. Grand Award (CC 1/49)	40.00	60.00
4. Happy-Go-Lucky	159.50	199.50
4. Harvest Moon (Got 12/48)	49.00	69.50
2. Harvest Time (Ge 9/50)	50.00	95.00
7. Harvey (Wm)	125.00	175.00
4. Hawaii (Un 8/47)	20.00	29.50
2* Hayburner (Wm 7/51)	195.00	245.00
6. Hi Ride	15.00	25.00
4. Hit Parade	29.50	39.50
4. Hit & Runs (Ge 5/51)	75.00	129.50
4. Hit 'N' Run (Got 4/52)	190.00	275.00
4. Holiday (CC 12/48)	25.00	49.50
4. Holiday (Ke 12/51)	365.00	400.00
4. Hot Rods (B '49)	54.50	69.50
4. Humpty Dumpty		
(Got 10/47)	25.00	49.50
4. Jack 'N Jill (Got 4/48)	29.50	49.50
2. Jalopy (Wm 9/51)	230.00	319.50
4. Jamhoree	29.50	39.50
4. Jeanie (Ex 7/50)	79.50	119.50
4. Jockey Special (B '47)	25.00	45.00
1. Joker (Got 11/50)	115.00	149.50
4. Judy (Ex 7/50)	95.00	119.50
2. Just 21 (Got 1/50)	39.50	60.00
4. K. C. Jones	62.50	89.50
4. Kilroy (CC 1/47)	10.00	16.50
4. King Arthur (Got 10/49)	79.00	119.50
4. King Cole (Got 5/48)	28.50	72.50
4. King Pin (CC)	150.00	175.00
2* Knockout (Got 1/51)	75.00	100.00
1. Lady Rohin Hood		
(Got 1/48)	29.50	39.50
4* Leaders (Un)	289.50	350.00
4. Leap Year	25.00	39.50
4. Line Up	25.50	34.50
4. Lite-A-Line (K 6/51)	139.50	175.00
4. Lucky Inning (Wm 5/50)	35.00	79.50
4. Lucky Star (Got 5/47)	29.50	50.00
4. Mad. Sq. Garden		
(Got 6/50)	100.00	139.50
6. Magic	28.50	54.50
6. Maisie (Got 3/47)	14.50	25.50
2. Majors '49 (CC 2/49)	35.00	59.50
4. Major League Baseball	39.50	59.50
4. Manhattan (Un 2/48)	25.00	34.50
4. Majorettes (Wm 4/52)	180.00	269.50
4. Mardi Gras	25.00	45.00
4. Marjorie (Got 7/47)	14.50	29.50
4. Maryland (Wm 4/49)	39.50	75.00
4. Merry Widow	24.50	39.50
4. Melody (B 47)	20.00	49.50
1. Mercury (Ge)	60.00	80.00
4. Mermaid (Got 6/51)	125.00	199.50
6. Metro	17.50	27.50
6. Miami Beach	15.95	19.50
2. Minstrel Man (Got 3/51)	130.00	175.00
4. Monterey (Un 5/48)	29.50	40.00
4. Moon Glow (Un 12/49)	35.00	50.00
4. Morocco	25.00	49.50
4. Nevada (Un 10/47)	15.00	29.50
4. Niagara	185.00	225.00
4* Nifty (Wm 12/50)	90.00	115.00
6. Nudgy (B 47)	25.00	39.50
4. Oasis	90.00	99.50
2. Oklahoma (Un 6/49)	60.00	85.00
4. Old Faithful (Got 1/50)	95.00	130.50
4. Olympics (Wm)	195.00	210.00
1. One Two Three	34.50	50.00
6. Opportunity	14.50	19.50
4. Paradise (Un 7/48)	24.50	49.50
4. Phoenix	29.50	49.50
4. Photo Finish	49.50	65.00
6. Pimlico	15.00	32.50
4. Pin Bowler (CC 7/50)	79.50	129.50
4. Pinch Hitter (Un 5/49)	24.50	55.00
4. Pinky (Wm 10/50)	99.50	125.00
6. Pin Up Girl	15.00	29.50
4. Play Ball (CC 1/51)	35.00	60.00
4. Play Boy (CC 5/47)	35.00	95.00
4. Playland (Ex 8/50)	75.00	124.50
4. Playtime (Ex)	40.00	69.50
4. Puddin Head	40.00	55.00
4. Punchy (CC 11/50)	90.00	115.00
4. Quarterback (Wm)	49.50	84.50
4. Quartet (Got 2/52)	165.00	190.00
2. Rag Mop (Wm 11/50)	95.00	149.00
4. Rainbow (Wm 9/48)	37.50	45.00
4. Ramona (Un 2/49)	29.50	59.00
4. Rancho (B '48)	39.50	49.00
6. Record Time	22.50	59.50
4. Red Shoes (Un 12/50)	90.00	129.50
6. Repeater	17.50	29.50
6. Rio (Un 12/46)	15.00	20.00
4. Rip Snorter (Ge)	40.00	85.00
6. Riviera	14.50	25.00
4. Rocket (Ge 5/50)	79.50	139.50
4. Rockettes (Got 8/50)	100.00	139.50
4. Rondevo (Un 5/48)	25.00	39.50
4. Rose Bowl (Got 10/51)	150.00	199.50
4. Round Up (Got 11/48)	45.00	64.50
4. St. Louis (Wm 2/49)	39.50	65.00
1. Sally (CC 10/48)	29.50	54.50

4. Samha	24.50	59.50
4. Saratoga (Wm 10/48)	49.50	60.00
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50
4. Screwball	15.00	39.50
6. Sea Hawk	15.00	22.00
2. Sea Jockeys (Wm 12/51)	245.00	275.00
6. Sea Isle (CC 11/47)	14.50	19.50
4. Select-A-Card (Got 4/50)	25.00	65.00
4. Serenade (Un 12/48)	17.50	39.50
4. Shanghai (CC 4/48)	29.50	49.50
4. Shantytown	79.50	99.50
4* Sharpshooter (Ge)	79.50	99.50
4. Shoo Shoo (Wm 2/51)	99.50	129.50
6. Shooting Stars	19.50	35.00
4. Short Stop	25.00	45.00
4. Show Boat (Un 1/49)	29.50	49.50
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	23.50	29.50
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
4. Slugfest (Wm 3/52)	135.00	190.00
6. Slugger	14.50	19.50
6. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
2. South Pacific (Ge 3/50)	50.00	100.00
6. South Paw	15.00	19.50
2. Spark Plugs (Wm 10/51)	220.00	285.00
4. Special Entry (B '49)	20.00	50.00
6. Speed Ball	14.50	32.50
6. Speed Demon	15.00	29.50
4. Speedway (Wm 9/48)	39.00	59.50
6. Spellbound (CC 5/46)	10.00	14.50
4. Spinball (CC 5/48)	29.50	49.50
4. Spot Bowler (Got 10/50)	115.00	139.50
1* Spot-Lite (B 1/52)	349.50	450.00
6. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
2. Springtime (Ge)	125.00	175.00
6. Stage Door Canteen	10.00	25.00
6. Stars	15.00	19.50
6. Stardust (Un 5-48)	25.00	45.00
2* Steeple Chase (Un 2/52)	250.00	325.00
6. Step Up	10.00	14.50
1. Stop & Go (Ge 3/51)	90.00	125.00
4. Stormy (Wm 1/48)	29.50	49.50
6. Stratoliner	14.50	17.50
6. Streamliner	10.00	14.50
4. Summerline (Un 9/48)	29.50	49.50
6. Sun Beam	19.50	29.50
4. Sunny (Wm 12/47)	25.00	49.50
4. Supercharger	19.50	24.50
4. Super Hockey	45.00	74.00
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
4. Surf Queen (B '46)	10.00	19.50
6. Suspense (Wm 2/46)	29.50	49.50
4. Swanee	44.50	65.00
4. Sweetheart (Wm 7/50)	74.50	115.00
3. Tahiti (CC 10/49)	62.50	90.00
4. Tally Ho	15.00	39.50
4. Tampico (Un 7/49)	64.50	89.50
6. Target Skill	12.50	19.50
4. Telecard (Got 1/49)	49.50	65.00
4. Temptation	25.00	59.50
4. Tennessee (Wm 2/48)	29.50	49.50
1* Thing (CC 2/51)	35.00	95.00
4. Three Feathers	35.00	75.00
4. Three Four Five		
(Un 10/51)	240.00	325.00
4. Three Musketeers		
(Got 7/49)	49.50	85.00
4. Thrill (CC 9/48)	25.00	39.00
6. Topic	10.00	17.50
6. Tornado (Wm 4/47)	12.50	17.50
4. Touchdown (Un)	245.00	285.00
6. Towers	12.50	15.00
4. Trade Winds	27.50	49.50
4. Treasure Chest	14.50	30.00
4. Trigger	109.50	135.00
4. Trinidad (CC 3/48)	20.00	49.50
1. Triple Action	29.50	44.50
2. Triplets (Got 7/50)	94.50	135.00
4* Tri-Score (Ge 1/51)	50.00	90.00
4. Trophy (B '48)	50.00	100.00
6. Tropicana (Un 1/48)	10.00	34.50
4. Tucson (Wm 1/49)	50.00	80.00
4. Tumbleweed	72.50	104.50
6. Turf Champ	24.50	39.50
4* Turf King (B 6/50)	119.50	175.00
4. Utah (Un 8/49)	49.50	94.50
4. Vanities	10.00	25.00
4. Victory Special (B 46)	19.50	49.50
4. Virginia (Wm 3/48)	29.50	45.00
4. Watch My Line		
(Got 9/51)	85.00	150.00
6. West Wind	15.00	19.50
6. Wild Fire	19.50	

CONFIDENTIAL PRICE LIST



ROLL DOWNS

4. Bing-A-Roll	69.50	75.00	4. Genco Total Roll	39.50	69.50
6. Bonus Roll	25.00	49.50	4* Hy-Roll	44.50	75.00
6. Buccaneer	49.50	64.50	4. Pro-Score	39.50	45.00
6. Champion Roll	15.00	29.50	4. Singapore	10.00	39.50
4. ChiCoin Roll Down	19.50	49.50	6. Super Score	35.00	49.50
4. Genco Advance Roll	39.50	69.50	4. Super Triangle	25.00	35.00

CONFIDENTIAL PRICE LIST



SHUFFLES - REBOUNDS

4. Bally Shuffle-Line	99.50	145.00	4. Keeney Duck Pins	75.00	125.00
4. Bally Hook Bowler	135.00	175.00	1. Keeney DeLuxe League Bowler	295.00	329.00
4. Bally Baseball	59.50	89.50	4. Keeney Big League Bowl	175.00	225.00
4. Bally Shuffle Champ	15.00	75.00	4. Keeney 4-Way Bowl	170.00	225.00
4. Bally Shuffle-Bowler	24.50	39.00	4. Keeney 6-Player	225.00	275.00
1. Bally Speed Bowler	22.50	49.50	4. Rock-Ola Shuffle Jungle	24.50	75.00
4. California Shuffle Pins	25.00	40.00	4. Rock-Ola Shuffle-Lane	24.50	49.50
4. ChiCoin Bango	15.00	49.50	4. Univ. Deluxe Twin	125.00	200.00
1* ChiCoin Bowling Alley	40.00	55.00	4. Un. Dbl. Shuffle	49.50	79.50
2. Chicoin Alley w/con.	35.00	79.50	4* United Shuffle Alley	15.00	44.50
4. ChiCoin Ace Bowl	70.00	110.00	4. Un. Shuffle w/con.	25.00	45.00
4. ChiCoin Bowl Classic	70.00	115.00	4. Un. Shuffle Alley Exp.	25.00	59.50
4. ChiCoin Horseshoes	90.00	125.00	4. Un. 2-play Express	75.00	169.50
4. ChiCoin Rebound	35.00	45.00	4. Un. Sin Rebound	89.50	129.50
4. ChiCoin Pin Lite Bowler	125.00	149.50	4. Un. Twin Rebound	120.00	195.00
4. ChiCoin Baseball	25.00	95.00	4. United Slugger	70.00	105.00
4. ChiCoin Trophy	35.00	125.00	4* United Skee Alley	65.00	110.00
4. ChiCoin 6 Player	250.00	295.00	4. Un. 4-Player	195.00	235.00
4. Exhibit Strike	45.00	89.50	4. Un. 5-Player	245.00	285.00
4* Genco Shuffle Target	89.50	125.00	4. Un. 6-Player	265.00	295.00
4. Genco Bowling League	24.50	45.00	4. Un. Shuffle-Cade	145.00	189.50
4. Genco Baseball	44.50	79.50	4. Un. Twin Shuffle Cade	100.00	185.00
1. Gottlieb Bowlette	39.50	69.00	2* Univ. Super Twin	35.00	69.00
4. Keeney ABC Bowler	25.00	60.00	4. Universal Twin Bowler	39.50	65.00
4. Keeney Bowling Champ	50.00	95.00	4. Univ. HiScore Bowler	120.00	160.00
4. Keeney Line Up	22.50	34.50	4. Williams DeLuxe Bowler	29.50	49.50
4. Keeney King Pin	45.00	85.00	4. Williams Twin Shuffle	22.50	35.00
4. Keeney Pin Boy	24.50	39.50	4. Williams Single Bowler	25.00	28.50
4. Keeney Ten Pins	24.50	45.00	2* Williams Dbl. Head	35.00	75.00
4. Keeney Lucky Strike	35.00	75.00			
4. Keeney Dbl. Bowler	50.00	100.00			
1. Keeney League Bowl	150.00	185.00			

CONFIDENTIAL PRICE LIST



ARCADE EQUIPMENT

6. Allite Strike 'N Spares	39.50	149.50	6. Keeney Anti Aircraft Br.	15.00	25.00
4. Boomerang	45.00	85.00	4. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Big Inning	100.00	185.00	4. Keeney Sub Gun	49.50	125.00
4. Bally Bowler	175.00	189.50	4. Keeney Texas Leaguer	40.00	50.00
4. Bally Convoy	47.50	125.00	4. Kirk Night Bomber	75.00	150.00
4. Bally Defender	95.00	125.00	4. Lite League	49.50	75.00
6. Bally Eagle Eye	39.50	49.50	4. Mutoscope Ace Bombers	95.00	150.00
4. Bally Heavy Hitter	42.50	69.50	4. Muto. Atomic Bomber	95.00	125.00
6. Bally King Pin	35.00	45.00	4. Mutoscope Dr. Mobile	95.00	150.00
6. Bally Lucky Strike	45.00	79.50	4. Mutos. Fly. Saucers	100.00	150.00
4. Bally Rapid Fire	75.00	125.00	4. Mutos. Photo. (Pre-War)	195.00	350.00
4. Bally Sky Battle	49.50	125.00	4. Mutoscope Sky Fighter	85.00	125.00
4. Bally Torpedo	49.50	95.00	4. Mutoscope Voice-o-Graph	515.00	535.00
4. Bally Undersea Raider	85.00	95.00	6. QT Pool Table	89.50	100.00
6. Bank Ball	59.50	150.00	4* Quizzer	65.00	110.00
6. Buckley DeLuxe Dig.	119.50	149.50	6. Rockola Ten Pins HD	25.00	49.50
6. Buckley Treas Is Dig	95.00	110.00	4. Rockola World Series	69.50	75.00
1. Champion Hockey	50.00	75.00	6. Scientific Baseball	49.50	75.00
1. ChiCoin Basketball Champ	179.50	275.00	6. Scientific Basketball	59.50	75.00
4. ChiCoin 4 Player Derby	279.50	350.00	4. Scientific Batting Pr.	45.00	85.00
2* ChiCoin Goalee	35.00	125.00	4. Scientific Pitch 'Em	140.00	185.00
2. CiCoin Hockey	54.50	79.50	4* Seeburg Bear Gun	239.50	299.50
1. Chi Midget Skee	199.50	229.50	1* Seeburg Chicken Sam	95.00	150.00
1. ChiCoin Pistol	100.00	125.00	4. Seeburg Shoot the Chute	49.50	75.00
6. ChiCoin Roll-A-Score	39.50	75.00	6. Skee Barrel Roll	25.00	49.50
4. Edelo Pool Table	49.50	75.00	6. Skill Jump	25.00	39.50
4. Evans Bat-A-Score	100.00	275.00	6. Super Torpedo	25.00	79.50
4. Evans Super Bomber	50.00	125.00	4. Supreme Bolascor	40.00	100.00
4. Evans Play Ball	65.00	75.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Ten Strike '46	69.50	99.50	6. Supreme Skill Roll	20.00	69.50
6. Evans Tommy Gun	49.50	100.00	4. Supreme Rocket Buster	45.00	75.00
3* Exhibit Dale Gun	49.00	94.50	6. Tail Gunner	49.50	89.50
4. Exhibit Gun Patrol	190.00	235.00	4. Telequiz	80.00	185.00
4. Exhibit Jet Gun	195.00	275.00	2. Un. Team Hockey	70.00	95.00
1. Exhibit Pony Express	290.00	385.00	6. Warner Voice Record	49.50	69.50
6. Exhibit Rotary Mdsr.	175.00	275.00	4. Western Baseball '39	40.00	85.00
4. Exhibit Silver Bullets	100.00	175.00	4. Western Baseball '40	60.00	85.00
2. Exhibit Six Shooter	125.00	195.00	6. Whizz	15.00	29.50
6. Exhibit Merchantman Roll Ch Digger	85.00	99.50	4. Wilcox-Gay Recordio	120.00	174.50
4. Exhibit Vitalizer	75.00	95.00	4. Williams All Stars	49.50	109.50
4. Genco Glider	30.00	39.50	6. Williams Box Score	39.50	65.00
6. Genco Play Ball	29.50	65.00	4. Williams Star Series	75.00	125.00
6. Groetchen Met. Typer	79.50	149.50	4* Williams Super World Series	225.00	275.00
1. Jack Rabbit	55.00	109.50	4. Williams Quarterback	50.00	110.00
4. Keeney Air Raider	110.00	125.00	4. Wurlitzer Skeeball	115.00	150.00

CONFIDENTIAL PRICE LIST



VENDORS

CIGARETTE MACHINES

4. DuGrenier "W" (9 col.)	\$ 69.50-\$ 89.50
4. DuGrenier "S" (7 col.)	69.50- 85.00
4. DuGrenier "S" (9 col.)	69.50- 85.00
1. Du Grenier Champion (9 col.)	85.00- 97.50
1. DuGrenier Champion (11 col.)	97.50- 125.00
4. Eastern Electric C-8	150.00- 189.50
4. Lehigh PX (10 col.)	89.50- 149.50
4. Lehigh King Size	125.00- 145.00
4. National 750	85.00- 95.00
4. National 950	85.00- 145.00
4. National 930	85.00- 130.00
4. National 9-A (9 col.)	100.00- 125.00
4. National Electric	119.50- 139.50
4. Rowe Imperial (6 col.)	69.50- 95.00
4. Rowe Imperial (8 col.)	65.00- 95.00
4. Rowe Royal (6 col.)	79.50- 100.00
1. Rowe Royal (8 col.)	95.00- 130.00
4. Rowe Royal (10 col.)	95.00- 140.00
4. Rowe President (8 col.)	100.00- 145.00
1. Rowe President (10 col.)	115.00- 155.00
4. Rowe Crusader (10 col.)	125.00- 155.00
4. Rowe Electric (8 col.)	125.00- 150.00
4. Uneeda "A" (6 col.)	45.00- 60.00
4. Uneeda "A" (8 col.)	49.50- 70.00
4. Uneeda "A" (9 col.)	59.50- 95.00
4. Uneeda "E" (8 col.)	79.50- 95.00
4. Uneeda "E" (9 col.)	79.50- 95.00
4. Uneeda "E" (12 col.)	65.00- 85.00
4. Uneeda "E" (15 col.)	75.00- 95.00
4. Uneeda 500 (7 col.)	85.00- 130.00
4. Uneeda 500 (9 col.)	79.50- 110.00
4. Uneeda 500 (15 col.)	75.00- 115.00
4. Uneeda Monarch (12 col.)	79.50- 135.00

HOT COFFEE

7. Andico Cafe Petit, 200 cups	\$300.00	\$400.00
7. Bert Mills Coffee Bar, 200 cups	175.00	225.00
7. Bert Mills Coffee Bar, 600 cups	200.00	250.00
7. Bert Mills Coffee Bar, 500 cups	300.00	375.00

7. Rot-O-Mat Comb. Hot Coffee-Choc., 600 cups	250.00	300.00
7. U-Select-It Hot Coffee, 600 cups	375.00	400.00

CARBONATED DRINK

7. Colespa 1950 Hermetic, 600 cups, 3 drinks	\$300.00	\$350.00
7. Colespa 1951 Hermetic, 600 cups, 3 drinks	400.00	475.00
7. Drink-O-Mat, single 5c, 1000 cups	200.00	300.00
7. Drink-O-Mat, 3 Unit, 5c, 1000 cups	325.00	400.00
7. Drink-O-Mat, 4 Unit, 5c, 1000 cups	400.00	450.00
7. Lyons Model 1400, 5c single	350.00	400.00
7. Lyons Model 1400-2F	500.00	600.00
7. Lyons Model 500, 5c single	225.00	275.00
7. Mills Automatic Fountain, 400 cups	150.00	250.00
7. Mills Automatic Fountain, 400 cups, without changemaker	100.00	175.00
7. Soda Shoppe	900.00	950.00
7. Spacarb single 5c, 1000 cups	135.00	175.00
7. Spacarb 3 Unit 5c, 1000 cups	400.00	550.00
7. Spacarb 4 Unit 5c, 1000 cups	600.00	650.00
7. SuperVend 3-Way, 600 cups	200.00	250.00

NON-CARBONATED DRINK

7. American Simplex, 5c, 200 cups	\$100.00	\$150.00
7. Refreshomat, 5c, 10c, 300 cups	250.	300.00

CAN DRINK

7. Juice-Bar, 6 sel., 600 cans	\$325.00	\$450.00
7. Refresher, 3 sel., 300 cans	425.00	500.00

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

AMI, INC.	
Model D-40 Phonograph	\$795.00
Model D-80 Phonograph	925.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50
BALLY MFG. CO	
Futurity	\$ 735.00
The Champion (Mech. Horse)	1,195.00
Palm Beach	665.00
CHICAGO COIN	
Big Hit	\$295.00
Band Box (New Model)	229.50
6 Player Match Bowler	575.00
10th Frame Bowler	575.00
COIN-O MFG. CO.	
Pitch-O-Matic (Automatic Baseball Pitcher)	\$1,295.00
H. C. EVANS & CO.	
Century Phono 100/45	\$1,050.00
Jubilee Phono 40/45	825.00
Jubilee 40/78	795.00
THE EXHIBIT SUPPLY CO.	
Big Bronco	\$997.50
Silent Salesman (Card Vendor)	79.50
Super Twin Rotation	695.00
GENCO MFG. & SALES CO.	
"400"	\$495.00
D. GOTTLIEB & CO.	
Happy Days	\$329.50
INTERNATIONAL MUTO. CORP.	
Photomat '52	\$1,900.00
J. H. KEENEY & CO., INC.	
Electric Cigarette Vendor	\$284.50
Coin Changer Model	304.50

MARVEL MFG. CO.	
Overhead Scoreboard for Shuffleboards	\$125.00
Wall Type Scoreboards for Shuffleboards	95.00

ROCK-OLA MFG. CORP.	
Super Rocket '52-50 Phonograph (Model 1434)	\$945.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

NATE SCHNELLER INC. (NASCO)	
Atomic Jet (Kiddie Ride)	\$995.00

UNITED MFG. CO.	
Six Player Super Shuffle Alley	\$535.00
Stars	625.00
Star 6-Player Shuffle Alley 8 ft.	565.00

WICO CORP.	
Major Leaguer (Automatic Baseball Pitcher)	\$997.50

WILLIAMS MFG. CO.	
Long Beach	\$535.00

THE RUDOLPH WURLITZER CO.	
Model "1400" Phonograph	



"Super TWIN ROTATION"

THE ELECTRONIC SENSATION!

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

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

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

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today — be the first to offer this terrific money-maker in your area.

- ADVANCE AUTOMATIC SALES CO. 1350 Howard St. • SAN FRANCISCO 3, CALIF.
- ALBERTA VENDING MACHINES, LTD. 107 Seventh Ave., E. • CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO. 221 Ninth St. • DES MOINES, IOWA
- BIRMINGHAM VENDING CO. 540 Second Ave., No. • BIRMINGHAM, ALA.
- BORDER SUNSHINE NOVELTY CO. 2919 N. Fourth St. • ALBUQUERQUE, N. M.
- LYN BROWN CO. 1909 West Pico Blvd. • LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO. 286 N. W. 29th St. • MIAMI, FLA.
- BUSH DISTRIBUTING CO. 40 Riverside Ave. • JACKSONVILLE, FLA.
- CLEVELAND COIN MACHINE EXCHANGE 2021 Prospect Ave. • CLEVELAND, OHIO
- COPELAND DISTRIBUTORS 900 N. Western • OKLAHOMA CITY, OKLA.
- EMPIRE COIN MACHINE EXCHANGE 1014 Milwaukee Ave. • CHICAGO 22, ILL.
- FIRST DISTRIBUTORS 1750 W. North Ave. • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO. 2814 Main St. • DALLAS, TEXAS
- GENERAL VENDING SALES CORP. 245 W. Biddle St. • BALTIMORE 1, MD.
- GINSBERG MUSIC CO. ROSWELL, NEW MEXICO
- T. B. HOLLIDAY CO. 727 Main St. • COLUMBIA, S.C.
- LIEBERMAN MUSIC CO. 257 Plymouth Ave., No. • MINNEAPOLIS, MINN.
- MILLER-NEMARK CO. 42 Fairbanks St., N.W. • GRAND RAPIDS, MICH.
- MODERN DISTRIBUTING CO. 3222 Tejon St. • DENVER, COLO.
- MIKE MUNVES CORP. 577 Tenth Ave. • NEW YORK, N. Y.
- PHILADELPHIA COIN MACHINE EXCH. 844 N. Broad St. • PHILADELPHIA, PA.
- REDD DISTRIBUTING CO. INC. 298 Lincoln St. • ALLSTON, MASS.
- REDD DISTRIBUTING CO. INC. 811 Union St. • WEST SPRINGFIELD, MASS.
- A. P. SAUVE & SON CO. 7525 Grand River Ave. • DETROIT 4, MICH.
- SOUTHERN AUTOMATIC MUSIC CO. 735 So. Brook St. • LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO. 240 Jefferson St. • LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO. 3011 E. Maumee Ave. • FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO. 129 W North St. • INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO. 1000 Broadway • CINCINNATI, OHIO
- UNI-CON DISTRIBUTING CO. 3410 Main St. • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC. 513 E. Central • WICHITA, KAN.
- UNIVERSITY COIN MACH. EXCH. 852 N. High St. • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO. 585 Grant St., S.E. • ATLANTA, GA.
- W. B. DISTRIBUTING CO. 1012 Market St. • ST. LOUIS, MO.
- WESTERN DISTRIBUTORS 1226 S. W. 16th St. • PORTLAND, ORE.
- WESTERN DISTRIBUTORS 3126 Elliott Ave. • SEATTLE, WASH.
- WESTERN STATES DISTRIBUTORS 156 E. Third South • SALT LAKE CITY, UTAH



EVERYBODY'S DOING IT!
 ... playing "SUPER TWIN ROTATION," that is. Operators, locations and players are unanimous in their praise for this amazing new game.

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

EXHIBIT SUPPLY

4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS
 ESTABLISHED 1901

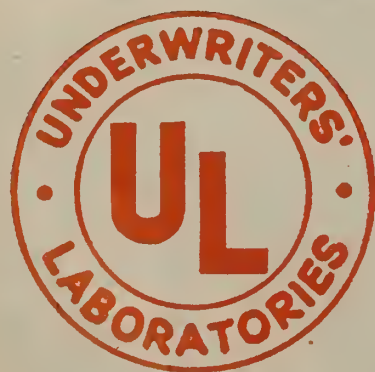
BIG BRONCO

... PEAK SEASON NOW
UNDER WAY!!!

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

"BIG BRONCO"

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



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

EXHIBIT SUPPLY

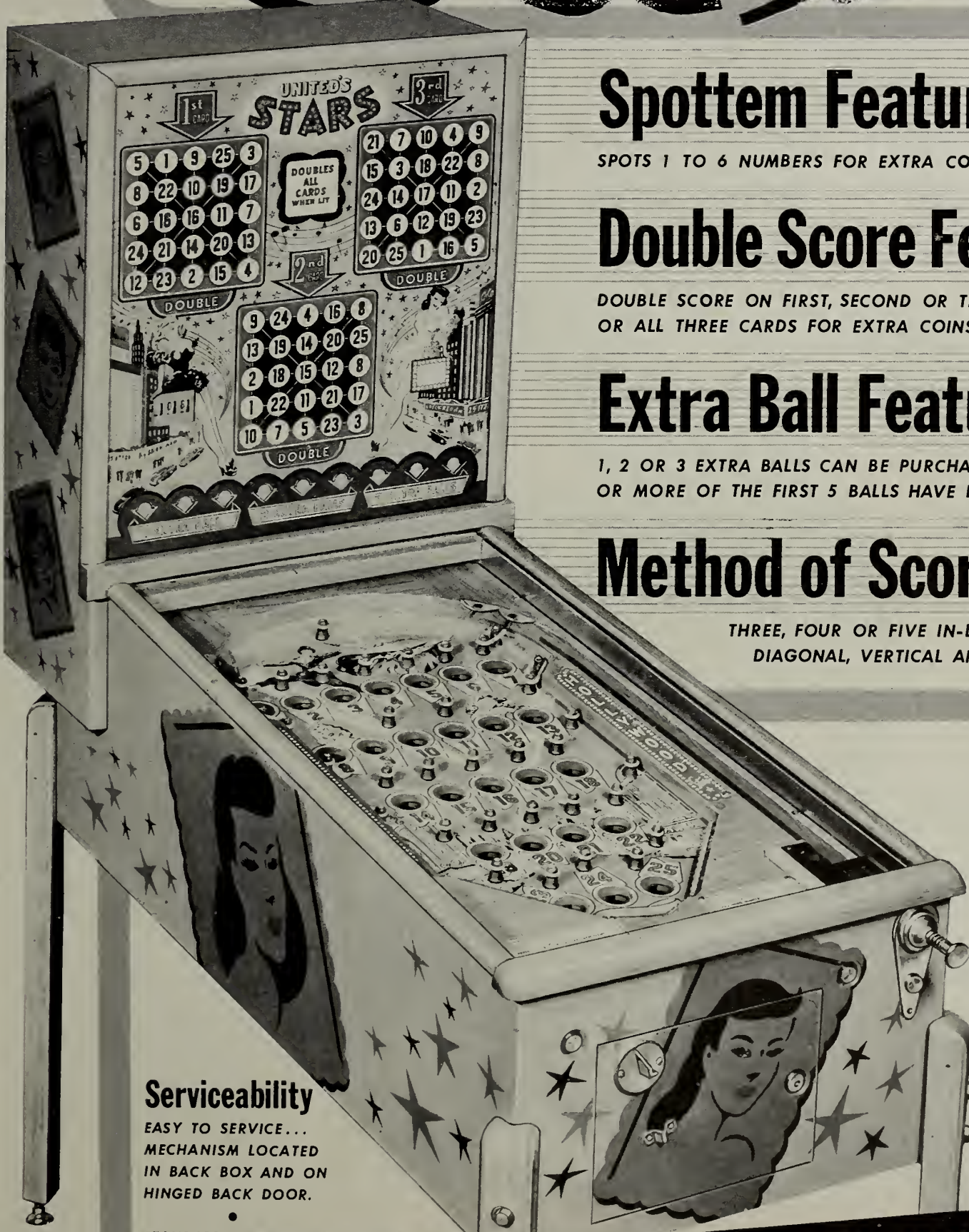
4218-4230 W. LAKE STREET
CHICAGO 24, ILLINOIS



ESTABLISHED
1901

UNITED'S

STARS



Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature

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

Extra Ball Feature

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

Method of Scoring

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

Serviceability

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

STANDARD PINBALL CABINET SIZE.

SEE
YOUR
DISTRIBUTOR

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

Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

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

10¢
A RIDE



RETRACTABLE CASTERS FOR EASY MOVING

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

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A. C.

RIDE
THE CHAMPION
10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

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

PALM BEACH
See Page 58