

JULY 19, 1952

NUMBER 43

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OLUME 13

Bill May is surrounded by a bevy of beautiful Conover models who have just voted him bandleader of the year. The girls are having Billy's latest Capitol album autographed by the man him-self. Billy has been garnering a great deal of attention during his tour, as he is in the forefront of those helping to revive interest in bands.

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THE CASH BOX NAN SHORE SUB-Internet 2 1957

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(Dated August 2, 1952)

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July 19, 1952

Number 43 Volume 13

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IMMORTAL DOUBLE-PLAY COMBO **'Tinkers** to Evers to Chance''

"Maybe it's the heat", you might say.... Or, better still, "Maybe because the guy thinks the White Sox have even a little bitty chance to nose out the champion Yankees". . . .

Anyway, whatever you'll say, when you read this headline . . . you young, oldtimers are definitely going to recall the greatest, most sensational and speediest double-play combination (the 'make-it-look-easy trio') that ever existed, as far as modern baseball is concerned.

And that was something, at least when we were a kid, that was on all of our lips all of the time (for like all kids in those days we all believed we, too, were definitely slated for the tops in the majors) everytime we executed even just a kind of a play on

the field. "Atta, boy," they would holler, "that's almost like 'Tinkers to Evers to Chance'".

What a combination that was! What a frightening legend that built up in every kid's mind! What a thing to even dream (even if you ever reached the 'big time' of 'major league baseball') that you would 'even dare' to compare yourself to 'anything even like': "Tinkers to Evers to Chance".

But, that's beside the point.

What's most important, and most out-standing, is the fact that here was perfec-tion in "team play".

Well, you might say, when you reach down to this point, "What is this guy driv-ing at anyway?"

And, you've got a right to ask that ques-tion, 'believe you me, 'cause we're just kinda circlin' about, tryin' out your steam, and your punches, and learnin' 'what you got', before we plunge in and give all we have "on the ball."

The fact of the matter is—we're writin' all this ABOUT 10c PLAY.

We mentioned that immortal double-play combination, not because each and everyone of those great ball players, Tinkers and Evers and Chance, were tremendous and outstanding "stars" in their own right, but, the very reason they went down in baseball history as "immortals", was only because they learned all about "team play".

AND THAT'S WHAT COUNTS-in 10c play-too!

In Cleveland, one progressive operator wanted dime play to get going. He started it all by himself. Even tho he was an outstanding member of the outstanding association there. But, he got no support. And so dime play died.

Today, other guys in Cleveland. Big time guys. Guys who wouldn't even support this one boy, now want dime play.

They realize that maybe the telephone company there wasn't too nuts when it put out dime public phones.

Maybe the tavern guys weren't absolutely mad when they bumped the price of a small glass of beer to 15c. And, maybe, a lot of other business men

in their city, including the shoe-shine boys, weren't as nuts as they tho't they were when

weren't as nuts as they tho't they were when they, too, hiked their prices UP. But, without "team play", without that "Tinkers to Evers to Chance" combination, DIME PLAY WON'T WORK ANYWHERE. There MUST BE 'TEAM PLAY'. There simply must be that "feeling" among the operators in every city, every-where in the nation, where dime play is be-

where in the nation, where dime play is be-ing asked for: FOR 'TEAM PLAY'.

Not just "team play", but, the kind of incentive that pervades the mind to create the kind of team play that made: "Tinkers to Evers to Chance" IMMORTAL in baseball.

Think it over-skeptic.

Come on into territories like the big

Come on into territories like the big bustling, tough - bellied, big - shouldered, rock-hard City of Chicago, AND LEARN FOR YOURSELF ABOUT DIME PLAY! In a quiet sort of humble way, know what you're gonna learn? That TEAM PLAY PAYS OFF. THAT THE IMMORTAL BASEBALL COMBINATION OF "Tinkers to Evers to Chance" WOULD NEVER HAVE BEEN "IMMORTAL" IN THE ANNALS OF BASE-BALL IF THESE THREE GREATS HADN'T LEARNED THAT IT WAS THE "VALUE" OF "TEAM PLAY" THAT WOULD MAKE THEM "GREAT". THEM "GREAT".

THINK IT OVER!!!

Dime play territory is happy!!! Are you?

The Cash Box, Music Page 4 (EDITORIAL) THE NATION'S THE NEXT 15 JUKE BOX TUNES MG---MGM MO---Modern OR---Oriole PE--Peacock PR--Prestige RA---Rainbow -Aladdin SA—Savoy SIT—Sittin' In SP—Specialty TE—Tempo TN—Tennessee UN—United -Coral -Dana AP—Apollo AT—Atlantic BU—Bullet CA—Capitol CH—Chess CODE DA—Decca DY—Derby FE—Federal 4 Star—Four Star JU—Jubilee KI—King LO—London ME—Mercury -Victor Columbia -Intro -Regent Pos. Last Week HERE IN MY HEART **AL MARTINO** BBS-101 (45x101)—Al Martino CO-39745 (4-39745)—Tony Bennett .CR-60746 (9-60746)—Alan Dale DE-28213 (9-28213)—The Andrews Sisters/Dick Haymes ME-5877 (5877x45)—Vic Damone **KISS OF FIRE GEORGIA GIBBS** 2 CO-39737 (4-39737)—Toni Arden DE-28179 (9-28179)—Guy Lombardo O. DE-28177 (9-28177)—Louis Armstrong O. ME-5823 (5823x45)—Georgia Gibbs MG-11225 (K11225)—Billy Eckstine VI-20-4671 (47-4671)—Tony Martin VI-20-4705 (47-4705)—Ralph Flanagan DELICADO **PERCY FAITH** LO-1151—Edmundo Ros O. CA-2040 (F-2040)—5tan 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. VI-204677 (47-4677)—Three Suns VI-20-4719 (47-4719)—Dinah Shore VI-20-4706 (47-4706)—Ralph Flanagan WALKIN' MY BABY BACK HOME JOHNNIE RAY 5 AP-1088—Dean Martin DE-28277 (9-28277)—Guy Lombardo CA-2130 (F-2130)—Nat "King" Cole 5E-7002—Bernice Parks CO-39750 (4-39750)—Johnnie Ray AUF WIEDERSEH'N SWEETHEART VERA LYNN 8 CO-39776 (4-39776)—Champ Butler CR-60773 (9-60773)—Ames Brothers DE-28271 (9-28271)—Guy Lombardo O. LO-1227 (45-1227)—Vera Lynn ME-5871 (5871x45)—Eddy Howard VI-20-4777 (4777)—Billy Shepard O. I'M YOURS **DON CORNELL/EDDIE FISHER** DE-28162 (9-28162)—Four Aces VI-20-4680 (47-4680)—Eddie Fisher VI-20-4705 (47-4705)—Ralph Flanagan CA-2102 (F-2102)—Baxter & Beavers CO-39737 (4-39737)—Toni Arden CR-60690 (9-60690)—Don Cornell **BLUE TANGO LEROY ANDERSON** 7 ME-5817 (5817x45)—Xavier Cugat VI-20-4518 (47-4518)—Hugo Winterhalter CA-1966 (F-1966)—Les Baxter DE-27875 (9-27875)—Leroy Anderson DE-28031 (9-28031)—Guy Lombardo LOVER 9 **PEGGY LEE** CA-1600 (F-1600)-Les Paul & Mary Ford DE-28215 (9-28215)-Peggy Lee MAYBE **COMO-FISHER** VI-20-4744 (47-4744)-Como-Fisher HALF AS MUCH

PRODUCTION VALUES WILL DETERMINE FUTURE HIT SONGS

July 19, 1952

Hit songs have to meet many needs. They must first of all have qualities that can be brought across on records. They must be able to appeal to those who want to listen or those who want to dance. They must be melodic or stimulating or exciting-or arouse some other emotional response.

But hit songs from now on are going to have another need to meet-television's. They will have to contain elements that are visual, that can be portrayed in shows.

Television very likely will soon change our entire conception of hit tunes. Production value will be a dominant factor in the choosing of material. It could even eventually become the overwhelming factor.

There are going to be 2000 new television stations in this country within the next few years. These stations are going to need hours and hours of visual shows to fill up that time day after day, week after week. Some percentage of that time must be devoted to musical shows because not only does that make for good entertainment but more importantly because the public will demand it.

Now it's very clear from the TV shows that have been in existence so far that songs that can be demonstrated make far better television material than those which can't. You can build a production around them, tell a story, reach a solution.

Naturally then, when program directors have to choose the material for their shows, they are going to pick first the songs which they can do the most with. And since television in the future is going to determine to a great extent our popular hits, those hits will be songs with strong production values.

And the same applies not only to songs but to singers. It's apparent that if songs which tell a story are to be the important ones, then singers who can best act out that story will probably be the big ones.

As a matter of fact, we've already seen the beginning of the trend in such singers as Johnnie Ray, who not only sings a song, but acts out all the emotion that goes into it. That is something visual, something which you look at as well as listen to. That's the kind of act which television is going to make use of and develop.

In the next several years, we are going to witness an entire revision of both the type of music we get and the type of singers we listen to. Just as in the early thirties, radio was responsible for the development of an entirely new set of singers such as Bing Crosby and Kate Smith, so will television have its own stars whom the public will take to.

And that means also that records will be using all this new material and all these new artists. For when viewers see a show on TV once, see a singer or watch a production of a song, they will want to listen and look again. The only way they can hear it when they want to will be on records. And the record that best conjures up the production for them will be the one they buy.

The future, then, belongs to the visual aspect of music. How it develops, where it leads to, is still a mystery. But the mystery of it is what makes the future fascinating.





ROSEMARY CLOONEY CO-39710 (4-39710)—Rosemary Clooney ME-6366 (45-6366)—Ken Marvin CO-20879 (4-20879)—Curley Williams - MG-11202 (K11202)—Hank Williams DE-28271 (9-28271)—Guy Lombardo O.

11) I'LL WALK ALONE. 12) WHEEL OF FORTUNE. 13) BE ANYTHING. 14) A GUY IS A GUY. 15) SOMEWHERE ALONG THE WAY. 16) CARIOCA. 17) BOTCH-A-ME. 18) ONCE IN A WHILE. 19) I'M CONFESSIN'. 20) SUGARBUSH. 21) YOU. 22) WATERMELON WEATHER. 23) SMOKE RINGS. 24) BLACKSMITH BLUES. 25) VANESSA.



Bob 'The Robin' Martin treated Eddie Fisher fans in New Hampshire to an inside view of the young singing sensation as he guested with The Robin during his visit to Manchester for the Music Festival. WMUR listeners were treated to loose-tie talk from Eddie and his philosophy on music today. Eddie broke the show up when he donned ear-phones and sang duets with his records. He answered the phone on the air and chatted with his fans. . . . With radio and television commitments already sewed up for the fall and winter season, Mort Nusbaum (WHAM and WHAM-TV-Rochester) will leave on an eight week vacation cruising through Canadian waters on his yacht, appropriately enough named "Tee-Vee." When he returns he will resume his three hour daily disk show on WHAM, as well as seven half hour a week TV shows. * * * * * *

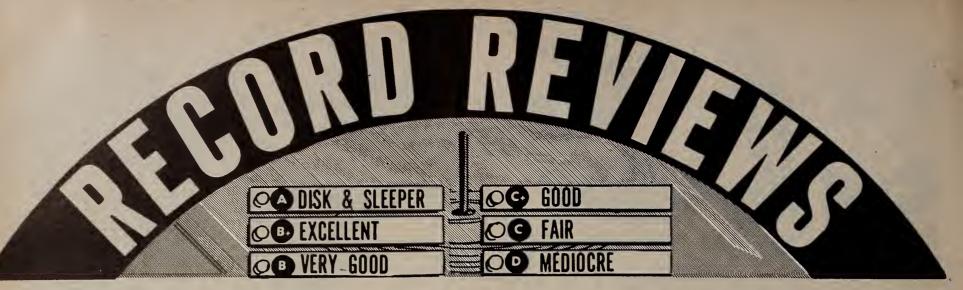


disk show on WHAM, as well as seven half hour a week TV shows.
* * * * * * *
Barry Kaye (WCAU-Philadelphia) packed his 50,000 watts, record gimmicks, and what not and moved to Atlantic City, New Jersey's Steel Pier on the world famous boardwalk. Barry will originate his nationally heard all night show from the boardwalk through Labor Day. Featuring his Pin Point Club with his listeners as members in 45 states and all over Canada, Barry will have the additional advantage of being right on the scene of where the nation's biggest recording stars will be appearing for the summer. Among those slated for guest appearances this summer are Patti Page, Johnny Ray, Stan Kenton, Billy May, The Four Aces, Al Martino, Frank Stevens, Louis Prima, and many more. . . Our roving deejay Don Kimel, with the U. S. Armed forces writes from Germany that the old Tony' Pastor recording of "El Choclo" is getting a big play there since the tune was revived with Georgia Gibbs' "Kiss of Fire.". . . On July 18th the Chicago Theatre will feature its annual disk jockey show. This year's presentation will stage recording artists: Bobby Wayne of Mercury; Toni Arden and Errol Garner Trio of Columbia. Jocks will be Jim Lounsberry of WIND; Jack Eigen of NBC's Chez Paree Show; Fred Reynolds of WGN; free lancer Howard Miller; and perhaps one or two others. The show set scheduled to run through July 31st. . . . Tragedy struck Dick Gilbert, (KTYL-Phoenix) when his wife was killed in a collision with an oncoming car whose driver had fallen asleep at the wheel. As Ruth Wimp, she and Dick formed the singing team of Gilbert and Wimp in the early thirties. As song writers they turned out a number of published tunes, and they also worked together doing interviews for the Louisville Times. . . Mel Fine (WJET-Erie, Penn.) began a new afternoon show on July 7 across the board, "Matinee with Mel."

Earle Pudney, (WGY-Schenectady, N. Y.) was in New York for a visit last week. Ditto Bertha Porter, librarian at WDRC, Hartford, Conn. . . . Atlantic Weekly news letter carried a very flattering profile on Jon Massey of WWDC, Washington, D. C. . . Ernie Simon, Chicago's unpredictable clown prince of gags, has been signed to an exclusive long term contract by WGN-Chicago. The comic will be available to both WGN and WGN-TV and their associated networks Mutual and Dumont. He began a one-hour daily radio series June 30, from 2 to 3 p.m. . . Jack Downey and C. P. Patterson (WONS-Hartford, Conn.) have a song and dance act. As performers they have played many of the Hartford area night spots. The boys have a strong following with the loc ' colleges and have been hired to appear at some of the school functions. . . . Art Brown of WWDC, Washington, D.C., is now packaging stage shows for pre-sentation to the hospitalized servicemen and veterans at Walter Reed and Bethesda Naval Hospital. WWDC will present a one hour live revue the second Tuesday evening of the month at Walter Reed and repeat the same show the fourth Tuesday of the month at Bethesda. . . . David Walshak (KCTI-Gon-zalez-Texas) has a moment of a silent prayer on his 1450 Club each morning. He needs some good recorded hymns. Recording companies please note.



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



BUDDY KAYE QUINTET (MGM 11276; K-11276)

G"THE SUNDAY MONDAY SONG" (2:48) The Buddy Kaye Quintet dishes up some light listening as they bounce through a gay novelty number vocally treated by Ginny Gibson and the Gibson Boys.

G "THE GOODNIGHT SONG" (2:43) A slow number is duoed by Ginny Gibson and Jimmy Saunders as their pretty harmony is smoothly backed by the Kaye Quintet.

THE BANJO KINGS (Good Time Jazz 64)

"STEPHEN FOSTER MEDLEY # 2" (2:43) Some favorite C+ Stephen Foster melodies are strummed out in a fast moving tempo by the jumping banjos of Dick Roberts and

jumping banjos of Dick Roberts and Red Roundtree. "BANJO BOUNCE" (2:34) Banjo lovers are sure to get a kick out of a bouncer composed by Dick Roberts and run through by their tenor and plectrum banjos. Number could get coin in the right spots.

LEROY ANDERSON ORCHESTRA (Decca 28300; 8-28300)

"FIDDLE - FADDLE" (2:54)Leroy Anderson releases another grand oldie that almost everyone has heard at one time or another. The fast moving self-written instrumental is another wonderful job by the ork. Lovely piece could happen.

"A TRUMPETER'S LULLABY" C+ (2:46) The pops-concert ork of Anderson presents another fine piece of listening that features some pretty trumpeting throughout.

TONY MARTIN (RCA Victor 20-4836; 47-4836)

"LUNA ROSSA" (2:41) Tony Martin's voice sounds grand as he chants a pretty ballad in an inviting style. Henri Rene's ork offers the lush support to this pretty number. Tony's disk could be the one to make the tune happen.

B: "SOME DAY" (2:26) The Rene crew provides a lush back on a tune that shows all the power and tenderness that Tony's voice holds. Resounding reading of this grand oldie ballad is wonderful.

PHILIP GREEN ORCHESTRA (MGM 30613; K30613)

"CUBAN NIGHTINGALE" • (2:36) The Cuban Caballeros harmonize on a fast moving Latin tempo item with the wonderful ork support portrayed by Philip Green and his gang.

"PLINK, PLANK, PLUNK" (2:39) A slick fast moving in-strumental is potently delivered by Phil Green and the men on a lovely tune that has a floating feeling. C+ feeling. **BELL SISTERS**

(RCA Victor 20-4844; 47-4844)

(2:32) The dynamic harmony of the mature voices of the Bell Sisters blend zestfully as they chant a terrific fast moving number that uses the melody of the Blue Danube Waltz and gets ork support from Henri Rene.

B "WISE LITTLE ECHO" (2:55) A slow item with echo effects is the pace to which the Bell girls sing a pretty number with a lovely melody as Rene's men again back.

CASH BOX DISK EEK W

"ALL OF ME" (2:06)

"A SINNER AM I"- (2:52)

JOHNNIE RAY

(Columbia 39788; 4-39788)



Johnnie Ray, who is steadily • climbing to the top of the pop derby with his terrific waxing of "Walkin' My Baby Back Home," sends up another disk that's bound in the same direction. The number, tagged "All Of Me," is another side released from the album that Johnnie has recently made. Mr. Emotion belts out this rhythmic oldie jump number with all the feeling and oomph that his voice can garner. The Buddy Cole Quartet supplies the small instrumental backing that sets the vocal off effectively. Flip is a slow tormented type number that Johnnie wrote himself. The artist dishes up a dynamic reading on this deck as he socks out a lot of cries and all of porting background is provided this time by the voices of the Four Lads and Jimmy Carroll's ork.

BING CROSBY (Decca 28303; 9-28303)

(Decca 28303; 9-28303) POINCIANA" (2:51) The won-derful voice of Bing Crosby croons a lovely old Latin beat favor-ite in his own smooth and feelingful fashion with John Scott Trotter and the ork dealing up the accompaniment. B"SYMPHONY" (246) The artist melts through another old appeal-ing number with a great deal of warmth and tenderness while the Trotter men again present a fitting

Trotter men again present a fitting backdrop.

BENNY LEE (London 1238; 45-1238)

B "PRETTY BRIDE" (2:40) Johnny Douglas' ork belts out a full and resounding backing to Benny Lee's fast moving and exciting vocal treatment of a number with a grand melody.

G "CAN YOU WHISTLE, JO-HANNA?" (2:38) Benny has the woodwinds of the Douglas ork provid-ing a whistling sound as he bounces through a cutie with attractive lyrics and a light tune.

And a light tune. BILLY WILLIAMS QUARTET (Mercury 5884; 5884x45) B "WHO KNOWS" (2:48) The Billy Williams Quartet punches out a rhythmic jump item with a lot of zip and zest. Billy's voice is per-fectly showcased by the boys and the Glenn Osser ork. B "IT'S BEST WE SAY GOOD-BYE" (2:45) A pretty ballad with a wonderful tune gives the ar-tists a perfect chance to show their inviting harmony and Billy's grand voice. Full backing is delivered by the Osser men.

ROSEMARY CLOONEY (Columbia 1074; 4-1074)

B "CHICAGO" (3:00) Rosemary Clooney who's rising quickly with her recording of "Botch-A-Me" dishes up a fine and dandy reading of the popular oldie about the Windy City.

G "THERE'S A BROKEN HEART FOR EVERY LIGHT ON BROADWAY" (3:09) Here is an-other piece that comes from the musi-cal "Oh You Beautiful Doll," and the chirp shows warmth and quality in her voice on this slow one.

ACQUAVIVA ORCHESTRA (MGM 30614; K30614)

G "BEYOND THE NEXT HILL" (2:43) Some good music is run through by Acquaviva's ork as a lush instrumental and a pretty melody wed to make good mood music.

G"TILLIE'S TANGO'' (2:40) Acquaviva directs the group in their playing of a lovely tango with a light aire. Arrangement is a creditable one.

LOUIS ARMSTRONG (Decca 28306; 9-28306)

"CONFESSIN'" (2:42) The inimitable voice of Louis Armstrong groans through a slow number that is currently being revived in the pop field. The artist's stylized treatment of the ballad makes this a fine side.

B "ONCE IN A WHILE" (2:35) Satchmo puts loads of oomph into this moderate beat reading of another oldie on the comeback trail. Subdued backing and Louis' tooting makes deck a fine piece of listening.

his emotional feelings as the sup-Keep an eye on the top deck, it's gonna be up there in no time.

JANE FROMAN (Capitol 2154; F-2154)

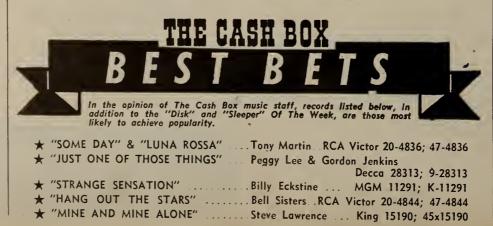
B "WISH YOU WERE HERE" (2:46) A light Latin tempo is the rhythm set for Jane Froman's soft and feautiful treatment of the title tune from the musical "Wish You Were Here." Choral aid and lush back by Sid Feller's crew showcase the star.

"MINE" (2:37) Jane's tender B "MINE" (2.57) build be again voice shows it's feeling once again ly ly with pretty lyrics. on his slow ballad with pretty lyrics. Group harmony and fine arrangement make this side inviting.

PECCY LEE AND GORDON JENKINS ORCHESTRA (Decca 28313; 9-28313)

B: "JUST ONE OF THOSE THINGS" (2:55) Peggy Lee and Gordon Jenkins ork blend their skills o na quick moving oldie that has the same air and quality as their great recording of "Lover." This item could also become a hit.

"I'M GLAD THERE IS YOU" B (3:01) A slow tender reading of a pretty ballad is feelingfully chirped by the thrush. Lovely lyrics and fine tune make for good listening Jen-kins' crew again get ork credits.



OTHE WAX CTK **NEW YORK:**



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CHICAGO:

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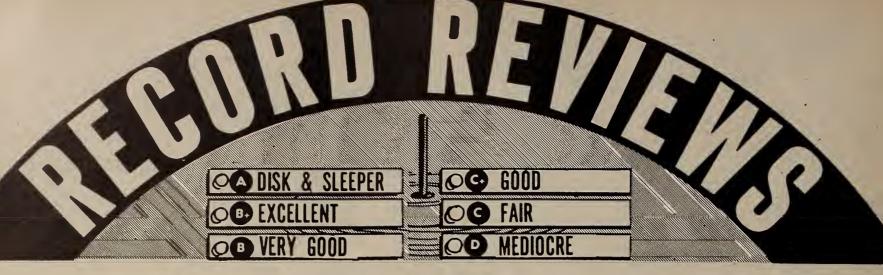
LOS ANGELES: Dropped in at Modern Records to learn that Saul Bihari was out brushing up on his golf game. . . Understand he shoots in the low somethings and is almost ready to take on Perry Como, Don Cherry, Eddy Howard, Bing Crosby, Chicago music op Phil Levin and the other champion drivers and putters in the trade. . . Art and Lee Rupe of Specialty traveling the Southern circuit once again after talent and visiting distributors. . . The label has its first Camille Howard release in some time, both sides strictly instrumental and titled "Song of India Boogie" and "Old Baldy Boogie." . . . A new artist on Specialty is Jesse Belvin, whose first release is "Confusin' Blues" and "Baby, Don't Go." . . . Leo Mesner of Aladdin was getting set to spend the holiday weekend with his daughter Susan but paused to tell us how Floyd Dixon's "Call Operator 210" has rung a bell from Coast to Coast. Al Sherman and Ralph Bass (of King and Fed-



GEORGIA GIBBS
us they've got five big ones in Patti Page's "Once in Awhile," Georgia Gibbs' "So Madly in Love," Richard Hayes' "The Mask Is Off," Eddy Howard's "Auf Wiederseh'n, Sweetheart" and Vic Damone's "Rosanne." . . . Lee was just about to take off for San Diego, where's he picking up their man in that territory and continuing on to Arizona to spend a week in the shade (?) on sales and promotion. . . . Vic Damone in town for a few days before heading for Texas, where he's slated to wind up his military chores in some months.



Page 8



EDMUNDO ROS ORCHESTRA (London 1234; 45-1234)

B "THE CARIOCA" (2:50) Backed by his own ork and the vocal harmony of the Four Guys, Edmundo Ros dishes up a terrific reading of an old favorite currently revived. Number is treated with quick movement and a Latin beat.

"PERFIDIA" (2:46) Edmundo and the boys again sing an oldie which was recently brought back. This number is delivered in a slow Latin tempo and is grand for dancing.

BARBARA RUICK (MGM 11279; K-11279)

G "SERENADE TO A LEMON-ADE" (2:45) Chirp Barbara Ruick offers her whispering interpretation of a slow number about a girl waiting for her date. Torchy delivery and cute lyrics make the side different.

G "DELISHIOUS" (2:38) Skip Martin's ork again supports the thrush on a cute Gershwin oldie that plays on the "ious" word ending and makes for enjoyable listening.

BARRY DOUGLAS (Coral 60797; 9-60797)

'I'M THRILLED WITH LOVE" (2:51) A resounding vocal offer-ing is presented by Barry Douglas as sings a slow romantic ballad with a lush backing and a light Latin beat. **G** "WHEN AM I GONNA SEE YOU AGAIN" (2:42) Barry warbles a gay novely on this deck. The moderate beat number with a light bouncy touch is pleasing.

CHRIS HAMALTON (London 1210; 45-1210)

"TEMPTATION RAG" (2:36) Chris Hamalton's fleet fingers quickly glide over the organ keys in smooth fashion as he pipes out a jumpy fast moving number in grand style.

C "BLUES IN THE NIGHT" (2:45) Organ lovers are sure to go for Chris' rendition of a grand old blues number. Inspired interpretation could make this side a potent one in the right places.

ROBERT Q. LEWIS (MGM 11280; K-11280)

"ZING A LITTLE ZONG" (2:46) B

B A cute ditty from the flick en-titled "Just For You," is given an en-joyable reading by Robert Q. Lewis with ork and vocal aid given by Leroy Holmes and Robert's Quties. If tune builds, Bob's side could get a lot of spins

B "ON A SUNDAY BY THE SEA" (2:39) Robert and the gang run through another gay novely this time from the show "High Button Shoes." Number is done in "Gay 20's" style.

JOHNNY DESMOND

(Coral 60798; 9-60798)

G "ONE WAY HEART" (2:51) Owen Bradley's ork backs a Johnny Desmond sock treatment of a jump item with plenty of rhythm and cute words. Reading is zestful.

"IT'S MEANT TO BE THAT WAY" (2:43) Johnny sounds grand on this deck as he chants a beautiful ballad in wonderful style. Vocal is full and lush backdrop is again portrayed by the Bradley men.

THE CASH BOX FEK SLEEP

"ZING A LITTLE ZONG" (2:32) "THE MAIDEN OF GUADALUPE" (2:38)

BING CROSBY & JANE WYMAN (Decca 28255; 9-28255)

> is presently dished up by Bing Crosby and Jane Wyman on a love-ly little ditty labeled, "Zing A Little Zong." The number, a grand piece Zong." The number, a grand piece of light listening material, comes from the flick "Just For You." Jane harmonizes well with Der Bingle as they sing, laugh, talk, and have all kinds of fun on this side. The hu-morous presentation of this deck provides your spirit with a lift. Jud Conlon's Rhythmaires provides the fitting backdron. The duo offers the fitting backdrop. The duo offers another swell job on a second tune from the same movie. Dave Bar-bour's crew presents the ork sup-port on this cute number with a light Latin beat. We're tickled with the upper lid which is sure to break soon.

HENRY JEROME ORCHESTRA (MGM 11284; K-11284)

G "I'LL SI-SI YA IN BAHIA" (2:42) Henry Jerome and his ork mold the Latin backing for an inter-esting number chanted by Ray De-Meno. Tune comes from movie "Just For You."

B "I LOVE YOU SO" (2:40) Ray shows his vocal talent to much better advantage as he chants a ten-der romantic ballad with soft back provided by the Jerome group.

ARTHUR GODFREY

(Columbia 39792; 4-39792)

¹¹ I LOVE GIRLS" (2:00) Arthur Godfrey, accompanied by Archie Bleyer and his ork, drifts through a comical number with cute lyrics and a delightful presentation. Fast moving item could get its share of coin. "HONEY" (1:45) An oldie fa-vorite is given the Red Head's re-

laxed treatment as he sings and also strums some self accompaniment on the ukulele. Backing is sent through by Remo Palmieri on the guitar and Gene Traxler on the bass.

FRED WARING AND HIS PENNSYLVANIANS

(Decca 28298; 9-28298)

G "PEACE IN THE VALLEY" (3:00) The perfect blending of voices accompanied by a guitar shows all the tenderness and quality that exists in a waxing that's made by Fred Waring and his Pennsylvanians.

B "JUST A CLOSER WALK WITH THEE" (3:20) The War-ing Glee Club wonderfully showcases the fitting tenor voice of Robert Har-ris in his chanting of a short the bird ris in his chanting of a slow touching and most tasteful number.

ETHEL SMITH (Decca 28304; 9-28304)

"POINCIÁNA"

(2:37)B Smith just touches the keys of the organ and produces an incomparable sound. The organist has a Latin beat rhythm background aiding her as she creates eerie wind effects and a fine sound on this beautiful oldie.

G "DELICADO" (2:49) A current Latin beat pop sensation is given the Ethel Smith organ treatment on this side. Organ fans are sure to go for this disk.

BILLY ECKSTINE

BILLY ECKSTINE (MGM 11291; K-11291) "ST RANGE SENSATION" (2:47) The resounding voice of Billy Eckstine warbles the lovely lyr-ics that were set to the wonderful tango entitled "La Cumparsita." The lush backing and tender vocal rendi-tion make this side a strong one.

B "HAVE A GOOD TIME" (2:49) Another lovely ballad is given the stylized treatment of Mr. B. The beautiful lyrics and melody, plus a grand top side could make this waxing happen.

FRANK STEVENS (Gramercy 1002)

• "PLEASE SAY YOU LOVE ME" (2:47) A feelingful vocal is piped by Frank Stevens as he shows the wonderful warmth in his voice by reading this fine romantic ballad.

B "DESIRE DANCES FOR ME" (2:46) A more stirring number is carolled by Frank on this fast moving Latin beat item as the artist's grand voice is supplemented by a girl's distant chant in the background. Ork offers full string support.

BILLY BOWEN (MGM 11271; K-11271)

B (2:50) BROKE MY HEART" (2:50) Billy Bowen and the But-terball Four blend their voices on a pretty, slow number with a pleasing melody. Billy's voice fits well and sounds fine.

GASCAR (2:31) A moderate beat number with a slight bounce is given a good going over by Billy and the boys. Good rhythm is held throughout.

STEVE LAWRENCE (King 15190; 45x15190)

(2:40) The sweet harmony of a choral group tastefully showcases the thrilling voice of young Steve Law-rence in his presentation of a romantic ballad with a pretty tune.

G "ALL MY LOVE BELONGS TO YOU" (2:45) The teen-ager turns in another fine waxing and dishes up a tender vocal on an appealing ballad. Ork backing has familiar

RONNIE ALDRICH ORCHESTRA (London 1235; 45-1235)

G "BUSYBODY" (2:43) Ronnie Aldrich and the ork show fine technique in their backing of the Club-

technique in their backing of the Club-men's vocal interpretation of a bouncy, cute western and pop biggie.
"WHO, WHO, WHO" (2:36) A cute jump number is chanted by the Clubmen as Ronnie and the crew provide grand rhythm and fine back-ing. Group reading is appealing.



BING CROSBY

• The same vocal treatment that made "Wait Til The Sun Shines Nellie" such a great hit in the past

CONNIE HAINES (Coral 60799; 9-60799)

"MISSISSIPPI MUD" (2:50) B As bones clack in the background, Connie Haines delivers a grand old favorite fast moving number with a great deal of kick and rhythm. Owen Bradley's ork showcases the wonder-ful reading. B

"YOU NEARLY LOSE YOUR MIND" (2:36) Connie comes through with another good side this time by chanting a rhythmic moderate beat rhythm and blues type number. Ork credits go to the Bradley men once again.

XAVIER CUGAT ORCHESTRA (Mercury 5885; 5885x45)

G "AFRICAN LAMENT" (2:45) An eerie chant opening introduces Leslie Scott's full voiced reading of a Latin beat piece. The grand Xavier Cugat ork provides the convincing backdrop for the chanter.

"THE RIVER SEINE" (2:16) **B** "THE RIVER SEINE" (2:16) Cugat and the ork set the waltz pace in which Abbe Lane chirps a wonderful French standard. Feeling-ful reading is done both in English and French.

BURL IVES

(Decca 28299; 9-28299) (2:46) The ever pleasant voice of the great folk artist Burl Ives blends with those of the Anita Kerr singers to make warm listening of a folk type tune.

C "THERE'S A MULE UP IN TOMBSTONE, A R I Z O N A '' (2:39) Burl and the Kerr vocalists join in delivering a fast moving folk type novelty with cute lyrics. The artist aptly fits guitar strummin' to his vocalizing.

The Cash Box, Music



The "Cow Cow Boogie" Pair

Page 10



LOS ANGELES—It was a happy get-together for Ella Mae Morse and Freddie Slack at the Crescendo nitery on the Sunset Strip, where the pair of "Cow Cow Boogie" fame (one of Capitol's first great hits) teamed up on recent play date. Both are now back with Capitol and while they haven't yet recorded together, Ella's been well heard from on "The Blacksmith Blues" and her cur-rent "Oakie Boogie."

Harry Belafonte Signs MGM Seven Year **Movie Contract**

NEW YORK-Talented folk balladeer, Harry Belafonte, has just signed a four-figure, seven-year contract with Metro-Goldwyn-Mayer Studios! Hs first picture will be "See How They Run" in which he plays a leading role. Cast as a school teacher in the South, young Belafonte will have an excellent opportunity to display his acting talents as well as his vocal accomplishments.

After seeing the gifted singer's screen test, the West Coast executives

lost no time in expanding his role and including several musical sequences. The top producers at the studio were so impressed with Belafonte's vibrant personality and acting ability that they have decided to go all-out in building Harry into a musical and dramatic star.

S.

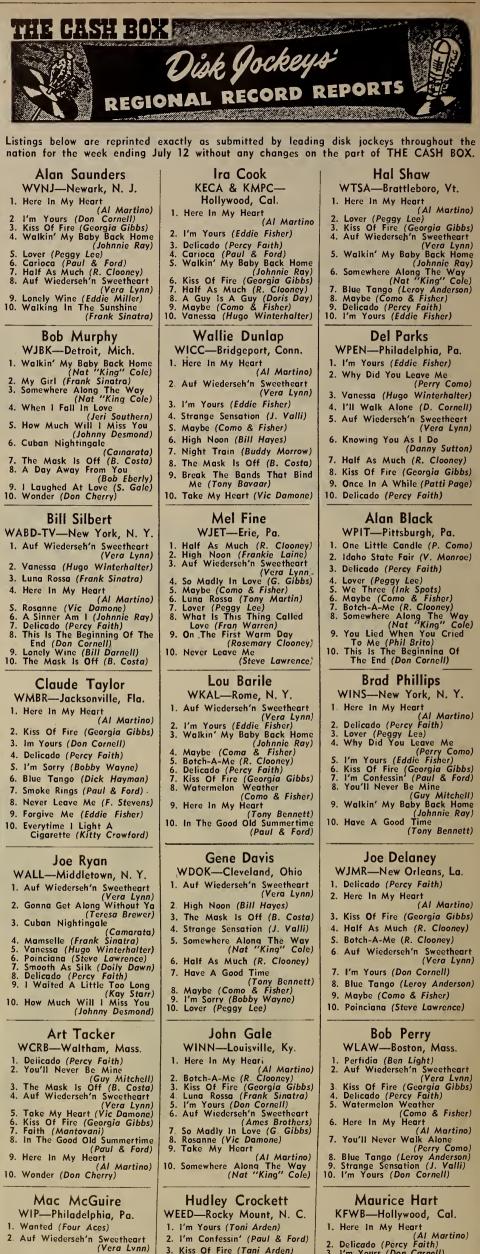
3. Kiss Of Fire (Georgia Gibbs)

Kiss Of Fire (Georgia Gibbs)
 Blue Tango (L. Anderson)
 Gonna Get Along Without Ya (Teresa Brewer)
 Maybe (Como & Fisher)
 A Little Kiss Goodniaht (D. Dav & G. Mitchell)
 Take My Heart (Toni Arden)
 Pittsburgh, Pennsylvania

(Guv Mitchell) 10. Heavenly Father (E. Knight)

Belafonte, who just completed a smash two-week engageemnt in Cleveland will fulfill a series of one-night commitments in New England and will record six more sides for RCA-Victor before flying to the Coast.





 Kiss Of Fire (Tani Araen)
 Here In My Heart (Tony Bennett)
 Watermelon Weather (Coma & Fisher)
 Vanessa (Huaa Wint-rhalter)
 Half As Much (R. Clooney)
 Somewhere Along The Way (Huao Winterhalter)
 Anytime (Edd'e Fisher)
 Walkin' My Baby Back Home (Johnnie Ray) 3. Kiss Of Fire (Tani Arden)

July 19, 1952

1. Here In My Heart (Al Martino) 2. Delicado (Percy Faith) 3. I'm Yours (Don Carnell) 4. Blue Tango (Les Baxter) 5. Kiss Of Fire (Tany Martin) 6. Chocolate Choo Choo (June Barton) 7. To Be Loved By You (Helen Grayco) 8. Padam—Padam (C. Butler) 9. Somewhere Along The Way (Nat "King" Cole) 10. You'll Never Be Mine (Guy Mitchell)



THE GASH BOX Disk Jockeys REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending July 12 without any changes on the part of THE CASH BOX.

Don Bell

- KRNT—Des Moines, Iowa 1. Delicado (Percy Faith) 2. I'm Yours (Eddie Fisher) 3. Kiss Of Fire (Billy Eckstine)

- Half As Much (R. Clooney) Kiss Of Fire (Tony Martin)
- 1'II Walk Alone (J. Froman) 1'II Walk Alone (D. Cornell)
- 8. Here In My Heart (Tony Bennett) 9. Smoke Rings (Paul & Ford) 10. Watermelon Weather (Como & Fisher)

Norman Hall

- WBNL—Boonville, Ind. I'm Yours (Four Aces) Kiss Of Fire (Georgia Gibbs)
- 3. Here In My Heart (Vic Damone)
- Delicado (Dinah Shore) I'll Walk Alone (D. Cornell) Be Anything (Peggy Lee) 5.
- Auf Wiedersch'n Sweetheart (Ames Brothers)
 Sugarbush (Day & Laine)
 Scatterbrain (Ray Anthony)
 My Hero (Four Aces)

Bud Brees

- Bud Brees WPEN—Philadelphia, Pa. 1. Vanessa (Hugo Winterhalter) 2. Auf Wiedersch'n Sweetheart (Vera Lynn) 3. Walkin' My Baby Back Home (Johnnie Ray) 4. Gonna Get Along Without Ya (Teresa Brewer) 5. 1 Waited A Little Too Long (Kay Starr) 6. Why Did You Leave Me (Perry Como) 7. Watermelon Weather (DeMarco Sisters) 8. Never Leave Me (Steve Lawrence) 9. Smooth As Silk (Dolly Dawn) 10. Walkin' My Baby Back Home (Bernice Parks)

Sid Dickler

WMCK-WHOD-

- WMCK-WHOD-Pittsburgh, Pa. 1. Half As Much (R. Clooney) 2. Lover (Peggy Lee) 3. Day Of Jubilo (G. Mitchell) 4. I'll Walk Alone (D. Cornell) 5. Watermelon Weather (Como & Fisher) 6. Somewhere Along The Way (Nat "King" Cole) 7. Merry-Go-Round Broke Down (Mary Small) 8. Once In A While (Patti Page) 9. Love Me My Love (Phil Brito) 10. The Echo Waltz (Buddy Laine)

Jim Brokaw

- WCOP—Boston, Mass. Kiss Of Fire (Georgia Gibbs)
- 2. Here In My Heart (Al Martino)

- Al Martino,
 I'm Yours (Don Cornell)
 Blue Tango (Leroy Anderson)
 Delicado (Percy Faith)
 Auf Wiederseh'n Sweetheart (Vera Lynn)
- 7. Lover (Peggy Lee) 8. Maybe (Como & Fisher) 9. You (Sammy Kaye) 10. Potato Chips (Phil Harris)

Pat Chamburs

- Pat Chamburs WFLA—Tampa, Fla. 1. The Mask Is Off (B. Costa) 2. High Noon (Bill Hayes) 3. Here In My Heart (Al Martino) 4. Poinciana (Steve Lawrence) 5. A Girl, A Fella, A Beach Umbrella (Blue Barron) 6. In The Good Old Summertime (Paul & Ford) 7. Kiss of Fire (Guy Lombardo) 8. Half As Much (R. Clooney) 9. By The Beautiful Sea (Jerry Shard) 10. Walkin' My Baby Back Home (Johnnie Ray)

Dick Coleman

- Dick Coleman WCBM—Baltimore, Md. 1. I'm Yours (Eddie Fisher) 2. Here In My Heart (Al Martino) 3. I'll Walk Alone (D. Cornell) 4. I'm Confessin' (Paul & Ford) 5. Walkin' My Baby Back Home (Johnnie Ray) 6. Half As Much (R. Clooney) 7. Somewhere Alona The Way (Nat "King" Cole) 8. Why Did You Leave Me (Perry Como) 9. Auf Wiedersch'n Sweetheart (Vera Lynn) 10. Kiss Of Fire (Georgia Gibbs)

Pete Ward WARE-Ware, Mass. 1. Auf Wiedersch'n Sweetheart (Vera Lynn) 2. I'm Yours (Don Cornell) 3. Delicado (Percy Faith) 4. Maybe (Como & Fisher) Maybe (Como & Fisher) Take My Heart (Vic Damone) Walkin' My Boby Back Home (Nat "King" Cole) I'm Sorry (Bobby Wayne) In The Good Old Summertime (Paul & Ford) More Or Less (Burt Taylor) Break The Bands That Bind Me (Tony Bavaar)

Earle Pudney

Earle Pudney WGY—Schenectady, N. Y. 1. Here In My Heart (Al Martino) 2. Delicado (Percy Faith) 3. Plink, Plank, Plunk (Owen Bradley) 4. Auf Wiedersch'n Sweetheart (Vera Lynn) 5. Once In a While (P. Page) 6. Half As Much (R. Clooney) 7. I'm Yours (Eddie Fisher) 8. Somewhere Along The Way (Nat "King" Cole) 9. The Mask Is Off (B. Costa) 10. Maybe (Como & Fisher)

Roger Clark

- Roger Clark WNOR—Norfolk, Va. 1. Auf Wiedersch'n Sweetheart (Yera Lynn) 2. Lover (Peggy Lee) 3. This Is The Beginning Of The End (Don Cornell) 4. Zing A Little Zong (Helen O'Connell) 5. Underneath The Where You Said "I Love You" Tree (Lorry Raine) 6. Night Train (Buddy Morrow) 7. Rosanne (Vic Damone) 8. To Be Loved By You (Dinah Shore) 9. In The Good Old Summertime (Paul & Ford) 10. Walkin' My Baby Back Home (Johnnie Ray)

Bill Hyden

KRMG—Tulsa, Okla. 1. Kiss Of Fire (Tony Martin) 2. Here In My Heart (AI Martino)

- (Al Martino) 3. Blue Tango (Leroy Anderson) 4. I'm Yours (Eddie Fisher) 5. Delicado (Percy Faith) 6. I'll Walk Alone (J. Froman) 7. Auf Wiederseh'n Sweetheart (Vera Lynn) 8. Forgive Me (Eddie Fisher) 9. Walkin' My Baby Back Home (Johnnie Ray) 10. A Guy Is A Guy (Doris Day)

Paul Flanagan

- Paul Flanagan WTRY—Trov, N. Y. 1. Auf Wiedersch'n Sweetheart (Vera Lynn) 2. Here In My Heart (Al Martino) 3. I'm Yours (Eddie Fisher) 4. Walkin' My Baby Back Home (Johnnie Ray) 5. Delicado (Percy Faith) 6. I Waited A Little Too Long (Kay Starr) 7. Take My Heart (Al Martino) 8. Botch-A-Me (R. Clooney) 9. Maybe (Como & Fisher) 10. Lover (Peggy Lee)

Bill Reynolds

- Bill Reynolds WSTC--Stamford, Conn. 1. Maybe (Como & Fisher) 2. Forgive Me (Peggy Lee) 3. You'll Never Be Mine (Guy Mitchell) 4. In The Good Old Summertime (Paul & Ford) 5. Be Anything (Champ Butler) 6. Plink, Plank, Plunk (Leroy Anderson) 7. The Hand Of Fate (Eddie Fisher) 8. Poinciana (Steve Lawrence) 9. Here In My Heart (Alan Dale) 10. Blue Tango (Leroy Anderson)

Buddy Deane

Buddy Deane WITH—Baltimore, Md. 1. Here In My Heart (AI Martino) 2. Kiss Of Fire (Georgia Gibbs) 3. Delicado (Percy Faith) 4. Blue Tango (Leroy Anderson) 5. As Time Gees By (Ray Anthony) 6. Auf Wiedersch'n Sweetheart (Eddy Howard) 7. Lover (Peggy Lee) 8. Here In My Heart (Vic Damone) 9. I'm Yours (Don Cornell) 10. Walkin' My Baby Back Home (Johnnie Ray)

Robin Seymour

- Robin Seymour WKMH—Dearborn and Detroit, Mich. 1. Botch-A-Me (R. Clooney) 2. This Is The Beginning Of The End (Don Cornell) 3. Rock Of Gibraltar (Frankie Laine) 4. Strange Sensation (J. Valli) 5. Watermelon Weather (Como & Fisher) 6. Poinciana (Steve Lawrence) 7. Day of Jubilo '(G. Mitchell) 8. Auf Wiedersch'n Sweetheart (Vera Lynn) 9. Vanessa (Hugo Winterhalter) 10. Maybe (Como & Fisher)

Bob Porter

Bob Porter WIND—Chicago, III. 1. Kiss Of Fire (Georgia Gibbs) 2. Maybe (Como & Fisher) 3. Cherokee (Jerry Wald) 4. Auf Wiedersch'n Sweetheart (Eddy Howard) 5. Strange Sensation (J. Valli) 6. Here In My Heart (Al Martino) 7. I'm Yours (Don Cornell) 8. Botch-A-Me (R. Clooney) 9. Somewhere Along The Way (Nat "King" Cole) 10. Penny Whistle Blues (Buddy De Franco)

Ed Bartell

Dave Walshak

KCTI-Gonzales, Tex.

Norm Prescott

2. All Of Me (Johnnie Ray)

Larry Gentile

Joe Deane

l'm Yours (Don Cornell) Delicado (Percy Faith)

5.

The Cash Box, Music

Page 12

July 19, 1952

The Cash Box, Music		Page	14		July 19, 1952
THE CASH B	BOX DISC HI	TS BOX SCORE	and the second		and
Then's	707	50	Best Se	elling K	ecolas
AL-Aladdin CR-	-Coral CODE	NA-National SIT-Sittin' In	 Tunes are listed below in order 	COMPILED BY JACK " of their popularity based on a co	ONE SPOT" TUNNIS
Comprising 1000 Selections APA pollo ATAtlantic BUBullet CACapitol FE CHChess 4 Sta	Dana JU—Jubilee —Decca KI—King —Derby LO—London —Federal ME—Mercury tar—Four Star MG—MGM —Intro MO—Modern	OR—Oriole SP—Specialty PE—Peacock SW—Swingtime PR—Prestige TE—Tempo RA—Rainbow TN—Tennessee RE—Regent UN—United	national survey of thousands of reco ing includes the name of the song, r • The number underneath the titl for the week. If the figure is 67 week, 67.4 were of the tune indica it was evallable.	ord dealers by Jack "One Spot" Tur ecord number, artists, and tune on t e indicates the actual sale per 100 4, it mans that for every 1000 re	nis. Each list- the reverse side. 0 records made cords sold that
July 19 July 12	July 19 July 12 J	July 19 July 12	July 19 July 12	July 19 July 12	July 19 July 12
	8044 (9-28044)	VI-20-4704 (47-4704)	19Carioca 14.2 12.3	26—Forgive Me 8.9 11.9	36—Lady Love 3.9 1.9
I'm Yours	See If You Like It 18179 (9-28179)—GUY LOMBARDO O. Kiss Of Fire	Forgive Me 9	CA-2080 (F-2080)—LES PAUL & MARY FORD I'm Confessin' That I	CR-60718 (9-60718)—GEORGIE AULD A Room With A View	VI-20-4611 (47-4611)— VAUGHN MONROE O. Idaha State Fair
I'm Yours	8304 (9-28304) ETHEL SMITH Poinciana	VI-20-4744 (47-4744)—COMO & FISHER Watermelon Weather	Love You DE-27757 (9-27757)— ANDREWS SISTERS Daddy	MG-11170 (K11170)— TOMMY EDWARDS The Bridge	37—I Remember
CR-60745 (9-60745) LES BROWN O. I Waited A Little Too Long	002—BERNICE PARKS Walkin' My Baby Back Home	10—Walkin' My Baby Back	DE-28216 (9-28216)—COLEMAN HAWKINS Lonely Wine	VI-20-4574 (47-4574)— EDDIE FISHER That's The Chance You Take	When 3.7 7.3 DE-28041 (9-28041)—
DE-28179 (9-28179)—GUY LOMBARDO O. Delicado	0-4677 (47-4677)— THREE SUNS Plink, Plank, Plunk!	Home 39.6 34.6 AP-1088—DEAN MARTIN	ME-8966 (8966x45)- CHICO O'FARRILL O.	27—Pittsburgh, Pennsylvania	LENNY HERMAN O. Would You Dance With A Stranger?
DE-28177 (9-28177)—LOUIS VI-20 ARMSTRONG O. I'll Walk Alone	0-4719 (47-4719)—DINAH SHORE The World has A	. Oh! Marie CA-2130 (F-2130)—NAT "KING" COLE	20—Wheel Of Fortune 13.9 17.7	7.8 3.8 CO-39663 (4-39663)—GUY MITCHELL	VI-20-4618 (47-4618) EDDIE FISHER
LO-1214 (45x1214)— ANNE SHELTON Body And Soul 6—	Promise Blue Tango	Funny CO-39750 (4-39750)— JOHNNIE RAY Give Me Time	CA-1964 (F-1964)—KAY STARR I Wanna Love You CR-60650 (9-60650)—JIMMY	Doll With A Sawdust Heart DE-28142 (9-28142)—	38—Perfidia 3.2 3.2
A Lasting Thing	64.8 74.4 966 (F-1966)—LES BAXTER Please, Mr. Sun	DE-28277 (9-28277)	SCOTT Come What May DE-27967 (9-27967)—ARTHUR	JERRY GRAY O. Somewhere Along The Line	CA-2023 (F-2023)—BEN LIGHT Mistakes CA-2019 (F-2019)—BOB SAVAGE
BILLY ECKSTINE Never Like This	27875 (9-27875)—LEROY ANDERSON Belle Of The Ball 28031 (9-28031)—GUY	SE-7002—BERNICE PARKS Delicado	PRYSOCK 'Till The Stars Fall DE-48280 (9-48280)—HELEN	28—High Noon 7.6 CA-2120 (F-2120)—TEX RITTER	Confetti CO-35962—BENNY GOODMAN
TONY MARTIN For The Very First Time	LOMBARDO At Last; At Last 5790—DICK HAYMAN	28.9 28.2 CA-1600 (F-1600)—LES PAUL &	HUMES All Night Long DY-787—SUNNY GALE &	Ga On! Get Out! CO-39770 (4-39770)— FRANKIE LAINE	CR-60693 (9-60693)— THE MULCAYS Let Me Call You
V1-20-4705 (47-4705)— RALPH FLANAGAN	For Sentimental Reasons 5817 (5817x45)—	MARY FORD Brazil DE-28215 (9-28215)—PEGGY LEE You Go To My Head	EDDIE WILCOX KI-1051 (45-1051)—JIMMY THOMASON Kiamish Choctow	Rock Of Gibraltar LO-1232 (45-1232)—LITA ROZA Love, Where Are You Now?	Sweetheart DE-25483—TONY MARTIN DE-27987 (9-27987)—FOUR
	XAVIER CUGAT O. Jungle Flute 0-4518 (47-4518)—HUGO	12—Half As Much 27.3 24.7	Rose ME-5779 (5779 x 45)-BOBBY WAYNE	MG-11266 (K11266)— BILL HAYES Padam Padam	ACES You Brought Me Love ME-5589—JAN AUGUST
89.7 95.2 BBS-101—AL MARTINO I Cried Myself To Sleep CO-39745 (4-39745)—	WINTERHALTER O. The Gypsy Trail 0-4541 (47-4541)—FRANKIE CARLE	CO-39710 (4-39710)—ROSEMARY CLOONEY Poor Whip-Poor-Will CO-20879 (4-20879)—CURLEY	<i>If I Had The Heart</i> Of A Clown TT-128—JUANITA HALL	29—I'm Confessin' 7.5 8.9	VI-42-0157—GLENN MILLER At Last
TONY BENNETT	-I'll Walk Alone 41.3 51.6	CO-39809 (4-39809) KEN GRIFFIN	A Guy Is A Guy VI-20-4349 (47-4349)—JOHNNY HARTMAN	CA-2080 (F-2080)—LES PAUL & MARY FORD Carioca	39—Just A Little Lovin'
ALAN DALE CA-2 I'm Sorry DE-28213 (9-28213)—	2000 (F-2000)— MARGARET WHITING I Could Write A Book	Auf Weiderseh'n Sweetheart ME-6366 (6366x45)—KEN	VI-20-4520 (47-4520)—BELL SISTERS Poor Whip-Poor Will	DE-28306 (9-28306)— LOUIS ARMSTRONG O. Once In A While	3.1 2.1 CA-1850 (F-1850)— BOB CROSBY O.
THE ANDREWS SISTERS DICK HAYMES I'm Sorry ME-5877 (5877x45)—	With A Song In My	MARVIN MG-11202 (K-11202)—HANK WILLIAMS DE-28271 (9-28171)—GUY	21—Blacksmith Blues 12.5 11.4	30—In The Good Old Summertime 7.3 4.9	Bouquet Of Roses DE-28265 (9-28265)—BING CROSBY & MARTIN
Rosanne VIC DAMONE CO-3	Heart 39654 (F-39654)— BURT TAYLOR Solitude	LOMBARDO O. Auf Wiederseh'n Sweetheart	CA-1922 (F-1922)—ELLA MAE MORSE Love Me Or Leave Me	CA-2123 (F-2123)— LES PAUL & MARY FORD Smoke Rings	Till The End Of The World VI-20-4703 (47-4703)—
CA-2102 (F-2102)-	50659 (9-60659)—	13—A Guy Is A Guy 21.9 24.5 21.9 24.5	DE-27968 (9-27968)—BILL DARNEL Salty Dog Rag MG-11171 (K11171)—ART	DE-24605 (9-24605)— ANDREWS SIS. & DAILEY Take Me Out Ta The Ball Game	RALPH FLANAGAN VI-20-4680 (47-4680)— EDDIE FISHER
BAXTER & BEAVERS Kiss Of Fire CO-39737 (4-39737)— TONI ARDEN	MARY MARTIN	21.9 24.5 CO-39673 (4-39673) DORIS DAY Who, Who, Who DE-28049 (9-28049)	MOONEY You're Not Worth My Tears	31—The Day of Jubilo	I'm Yaurs
CR-60690 (9-60690)-DON	Good Night, Wher- ever You Are 28038 (9-28038)-	ELLA FITZGERALD That Old Feeling TT-128—JUANITA HALL	VI-20-4532 (47-4532)—ELTON BRITT Retreat	6.3 2.5 CO-39753 (4-39753)	40—Oakie Boogie 2.6 2.4 CA-2072 (F-2072)—
DE-28162 (9-28162)—FOUR ACES I Understand	PATTY ANDREWS That's The Chance You Take 8177 (9-28177)—LOUIS	Wheel Of Fortune 14-Botch-A-Me 21.8 15.3	VI-20-4505 (47-4505)— GRANDPA JONES VI-20-4706—RALPH FLANAGAN	You'll Never Be Mine 32—Rock Of	ELLA MAE MORSE Love Ya' Like Mad! CA-2128 (F-2128)—
FISHER	ARMSTRONG O. Kiss Of Fire 5821 (5821x45)—	CO-39767 (4-39767)—ROSEMARY CLOONEY On The First Warm Day	Delicado 22—Vanessa 11.2 8.7	6.2 — CO-39770 (4-39770)—	JACK GUTHRIE
FLANAGAN Kiss Of Fire	RICHARD HAYES Tattletale 11198 (K11198)—	15—Smoke Rings 21.5 14.1 CA-2123 (F-2123—LES PAUL &	VI-20-4691 (47-4691)—HUGO WINTERHALTER O. Somewhere Along The	FRANKIE LAINE High Noon 33-I'm Sorry	41—Busybody 2.4 4.7
/6.9 54./1	LEROY HOLMES You're My Thrili 0-4703 (47-4703)— RALPH FLANAGAN	MARY FORD In The Good Old Summertime	Way 23—Take My Heart	5.6 4.8 CR-60746 (9-60746)—ALAN DALE	42—This Is The Beginning Of
CA-2143 (F-2143)— LES BAXTER Padam Padam CO-39776 (4-39776)—	Just A Little Lovin' Jo-4643 (47-4643)— PETER KING SISTERS Love, Where Are You	16—Watermelon Weather 19.2 14.6	10.9 12.1 CA-2122 (F-2122)—AL MARTINO <i>I Never Cared</i> CO-39768 (4-39768)—TONI	Here In My Heart CR-60754 (9-60754)—ALAN DALE	The End 2.2 3.6
Padam, Padam CO-39809 (4-39809)—	Nowr	DE-28238 (9-28238)—CROSBY & PEGGY LEE Moon Came Up With	ARDEN Tell Your Tale,	Faith DE-28213 (9-28213)—ANDREWS SISTERS & HAYMES Here In My Heart	43—Anytime 2.1 2.8
KEN GRIFFIN Half As Much CR-60773 (9-60773)—AMES	40.6 33.2	A Great Idea MG-11278 (K11278)— DEMARCO SISTERS	Nightingale ME-5877 (5877x45) VIC DAMONE Rosanne	ME-5857 (5857x45)—WAYNE & AUGUST Rutza, Rutza	44—Raminay
DE-28271 (9-28271)—GUY	1191—BOBBY SMITH Skippin' and Hoppin' 2011 (F-2011)—	Auf Weiderseh'n Sweetheart VI-20-4744 (47-4744)—COMO & FISHER	24—You 10.7 15.1 CO-39724 (4-39724)—	ME-5847 (5847x45)—BOBBY WAYNE Saturday Rag	1.9 2.6 45—With A Song In
LOMBARDO O. Half As Much LO-1227 (45-1227)—VERA LYNN CO-3	HELEN O'CONNELL Right Or Wrong 39690 (4-39690)— CHAMP BUTLER	Maybe 17—Sugarbnsh 16.8 17.9	SAMMY KAYE Oh, How I Miss You Tonight	VI-20-4736 (47-4736)—LILY ANN CAROL Please Be Kind	45With A Song in My Heart 1.7 1.4
Parting Song ME-5871 (5871x45)—EDDY HOWARD / Don't Want To CR-6	When I Look Into Your Eyes 60686 (9-60686)—	CO-39693 (4-39693)—F. LAINE & D. DAY How Lovely Cooks	CO-39537 (4-39537)— JANETTE DAVIS Mad About Him, Sad Without Him	34—Once In A While 5.1 12.8 ME-5867 (5867x45)—PATTI	46—I Understand
Taka A Change	JACK HASKELL 28039 (9-28039)— BUDDY STARK	The Meat DE-28287 (9-28287)—JOSEF MARAIS	Without Him DE-28235 (9-28235)—FRED WARING O. It Happened In	PAGE I'm Glad You're Happy	1.6 1.8
Watermelon Weather VI-20-4777 (47-4777)—BILLY SHEPARD O.	Sincere 28142 (9-28142)— LEE-JENKINS Forgive Me	How Lovely Cooks The Meat 18—Somewhere	Monterey MG-11245 (K11245)— TOMMY FURTADO	35—Lonely Wine 4.9 9.2 CA-2106 (F-2106)—	47—Whispering Winds 1.5 —1.0
5—Delicado 76.2 91.6	6002—DOLLY DAWN You're Not Worth My Tears	Along The Way 16.5 15.4 CA-2069 (F-2069)—	Wonder 25—You'll Never Be	Les BAXTER O. Les BAXTER O. Lost In Meditation DE-28216 (9-28216)—COLEMAN	48—Rutza, Rutza
LO-1151—EDMUNDO ROS O. ME- Baiao CA-2040 (F-2040)— ME-	-8270 (8270x45)— WINI BROWN -5815 (5815x45)—	What Does It Take? CO-39695 (4-39695)—	Mine 9.6 8.0 CO-39753 (4-39753)	HAWKINS Carioca DE-28192 (9-28192)—	1.2 1.3
STAN KENTON O. Bags And Baggage CG-39708 (4-39708)— MG- PERCY FAITH O.	EDDY HOWARD O. She Took -11187 (K11187)— ALAN DEAN	TONY BENNETT Sleepless DE-28141 (9-28141) JERRY GRAY O.	GUY MITCHELL The Day of Jubilo CR-60747 (9-60747)— RAY BLOCH O.	BILL SNYDER My Melancholy Baby DE-27994 (9-27994)- BILL DARNEL	49—I Waited A Little Too Long 1.1 7.5
Festival CR-60729 (9-60729)—LAURINDO ALMEIDA	All My Life 20-4576 (47-4576)— DON ESTES	Pittsburgh, Pa. VI-20-4691 (47-4691)—HUGO WINTERHALTER	Never Let Her Go MG-11226 (K11226)— ALAN DEAN	Alane And Foresaken VI-20-4695 (47-4695)— EDDIE MILLER	50—Cry
R'Eco-R'Eca	Everytime I	Vanessa	Do You Care?	l Saturday Rag	-1.0 1.2



From time to time, we derive a peculiar sense of well-being in mingling with the cubist element of the populace-that great majority of the folk whom we describe as "the squares" and/or "the un-hep." This serves a manifold purpose, of course. Primarily, it helps to bring our cranium from above the clouds and brings us back to earth-usually with a profound thud.

But, less profoundly, we seem to derive an almost paranoiac delight in expounding on our personal activities amongst the great, the near-great, the would-be greats-and the never-will-be-heards-ofs. In a sense, it assists us in overcoming a badly-disguised inferiority complex, to have a motley group of



the "earth-people" hanging on the pearls of wisdom which we dispense with all the altruism of a panhandler dishing out peanuts to the pigeons in the park.

It was while we thus engaged, one day recently, that one of these squares posed a query directly to us. Mind you, this particular cube had been buying that musician's publication for lo, these many months now, and was well on the way to being rounded out a bit.

NATT HALE

"What I'd like to know, Natt, is this," he stated. "Why is the music business so unstable?"

Displaying the lantern jaw we had developed through practice before the mirror, we rebuttled: "Unstable! What's unstable about it?" (Clever?)

With utter disregard for the lantern jaw, our antagonist persisted:

"Well, from what I've been reading and hearing about the music bizz, it's becoming mighty hard to keep track of the people. I mean, artists are continually shifting from one label to another. One day some guy's playing with soand-so's band, the next week I hear he's shifted to such-and-such a band. Keeping track of the record people is even tougher. You fellows make a complete circuit of all the labels in the business. That, to me, is a rather unstable industry. Don't you agree?"

This rectangle was becoming rounded off by the minute!

So we endeavored to elucidate.

The record business, we explained, operated in much the same manner as a baseball league. Good, commercial artists are in much the same enviable position as a star ball-player. If an artist is right up there in the big leagues as a record-seller (hitting .350), it's not unusual to have other disc manufacturers making approaches to have him switch. If it should happen that he (or she) makes an auspicious impact on the great American public by virtue of a smash hit on a minor label (minor league-get it?) the offers come pouring in from the "biggies." On the other hand, once a major artist begins to slip, it's just a matter of time until that artist winds up on one of the independent, smaller labels (e.g., "3-Eye League.")

Warming up to the subject, and noting that we had the offending rectangle a trifle decomposed, we continued by pointing out that it did become necessary to make a few changes in the line-up at times. Sometimes, we exercised a bit of ingenuity by combining a number of artists on a particular song, so as to insure a home run. Then again, if we weren't too certain of the merits of a number, we tested it out by assigning it to a lesser performer (bunt) to gauge the public reaction before re-cutting it with an artist of greater stature (slugger).

Further, we emphasized the important functionaries behind 'the scenes. We pointed out the indispensable A. & R. director (manager), the arranger (trainer) and the orchestra background (team). We compared the sales manager to the front-office trader, the promotion man to his counterpart publicity director, etc. All in all, we proved how it did become necessary to make adjustments and relocations constantly for the betterment of the corporate and individual interests. Hence, the changes.

"Now," we nowed-"what's unstable about that?"

To which, our erstwhile offender retorted:

"Nothing, I guess. Except for one thing. I don't understand baseball."

Which immediately transformed him back, once again, to the familiar sixsided variety.

Well-That's how it goes!

Attach This To Your List | Frank Stevens Clicking **Of Record Distributors** And The Lines They Carry

New York City

Page 13

Alpha Distributing Co. 762 Tenth Avenue (Celtic; Decca Irish; Folk Dancer; Folkraft; Polo; Sonart; Standard; Tico; Viennola; Willida) Portem Distributing, Inc. 733 Eleventh Ave.

(Bacchanal; Blue Note; Blues & Rhythm; Century; Dial; Dee Gee; Falcon; HiLo; Imperial; Modern; New Jazz; Pencock; Prestige; Roost; R.P.M.; Regent; Savoy; Sittin' In; Jax; Jade; Specialty; Triumph)

Toronto Canada

Gordon V, Thomson Ltd. 902 Yonge Street (Gavotte; Tempo; Rondo; Varsity; Royale; Four Star)

PLEASE ADD DANA and BROAD-WAY to the following distributors as listed in June 28 issue.

BENART DISTRIBUTING CO. 327 Frankfort Avenue CLEVELAND, O.

COSNAT DISTRIBUTING CORP. 315 W. 47th St. NEW YORK, N. Y.

COSNAT DISTRIBUTING CORP. 1031 Spring Garden St. PHILADELPHIA, PA.

JAMES H. MARTIN, INC. 2614 W. North Avenue CHICAGO, ILL. MUSIC SUPPLIERS OF N.E. Tremont

BOSTON, MASS. MUSIMART OF CANADA 906 St. Alexander St. MONTREAL, CANADA

ONE STOP RECORD SERVICE 2626 Olive St. ST. LOUIS, MO.

POLONIA DISTRIBUTING CO. 3747 Woodward Ave. DETROIT, MICH.

HENRY SCHUNKE 1080 Broadway BUFFALO, N. Y. STANDARD DISTRIBUTING CO. 1731-33 Fifth Ave. PITTSBURGH, PA. SEABOARD DISTRIBUTING CO. 110 Ann Street HARTFORD, CONN. RECORDS INDUSTRIES, LTD. 200 Commissioner St. JOHANNESBURG, SO. AFRICA

Eddy Howard Accepts Phil Levin's Challenge

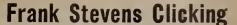
CHICAGO — Eddy Howard took time off from his lolling about and sinking those fifty foot chip shots, long enough to rush a wire to this publication wherein Howard advised: "Accept Challenge of Phil Levin to Beat My Ears Back At Sunken Grove (Bunker Hill) Country Club Tourna-ment July 23 If Como, Cherry And Crosby Are Available As Partners. Best Regards."

When shown this wire, Phil Levin jumped up and down in his office, mak-ing everything on his desk dance and pictures fall from the walls as he yelled:

"Tell that Eddy Howard he better stay on that favorite golf course of his day and night everyday and every night from now on until our associa-tion tournament at Bunker Hill Coun-try Club on July 23.

"Furthermore, you can tell that warbler that he had better learn that it takes more than one club to go around 18 holes at this course and that just chipping ain't goin' to get him nowhere nowhere

"In addition, tell him that, whether Como, Cherry and Crosby show up or not, that I'll still beat his ears back so much he'll blow the game from now on in " now on in." (Editor's Note: Any answer, Ed-dy?)



July 19, 1952



PITTSBURGH - Frank Stevens, PITTSBURGH — Frank Stevens, young Gramercy Record star, is creat-ing a sensation wherever he appears. Frank just closed at Chubby's in Cam-den, N. J., on July 6 and opened the next day at the Copa in Pittsburgh. At the termination of his Copa stint, Frank will go into the 500 Club in Atlantic City on August 9. Steven's latest release is "Please Say You Love Me."

Maurie Hartmann Recovering

NEW YORK—Maurie Hartmann, of Cheerio and Rytvoc Music has just returned home after having been hoshigh the series of the series

associate, is coming in to New York City from Nashville this week to assist in the promotion of one of the firm's current tunes, "Should You Forsake Me," written by Mike and Amedeo Cassone of Rialto Records.



Please mention THE CASH BOX when answering ads

PROBLUES REVERSE

CC GOOD

OG FAIR

OD MEDIOCRE

WEEK*

CLARENCE "GATEMOUTH" BROWN (Peacock 1600)

B "BABY TAKE IT EASY" (2:36) Clarence "Gatemouth" Brown comes up with a shouty vocal of a fast tempo blues that really sells the tune. Orking solidly backs the singer with a strong reading of a wild arrangement.

B "JUST GOT LUCKY" (2:41) A moderate beat item with a low down arrangement is given a powerhouse vocal by Brown, who also ac-companies himself on the guitar. The musical backdrop helps bring in an exciting end.

SOUTHERN WONDERS

(Peacock 1702)

COME ON OVER HERE" (2:46) The Southern Wonders, with R. L. Weaver singing the lead, harmonize on a slow gospel number effectively.

G "WHO IS THAT KNOCKING. (2:55) The group sings a slow inspirational piece that changes tem-po with the vocalizing aggregation swinging into a rhythmic reading. "WHO IS THAT KNOCKING?"

FOUR TUNES

(RCA Victor 20-4828; 47-4828)

B "THEY DON'T UNDER-STAND" (2:45) The Four Tunes softly sing a slow melodic number with warmth and a flowing style. The backing is soft and in the mood of the presentation.

"WHY DID YOU DO THIS TO ME" (3:00) Flip is a slow rhyth-mic blues treated spiritedly by the vocal quartet.

JOHN LEE HOOKER and LITTLE EDDIE KIRKLAND

(Modern 876)

"IT HURTS ME SO" (2:44)B John Lee Hooker and Little Eddie Kirkland combine their voices to come through with an exciting presen-tation of a slow beat blues. Musical backing of organ and strings sets the duo up in strong style.

'I GOT EYES FOR YOU" (2:41) B B The under portion is a moderate fast tempo that John Lee Hooker fractures. The etching is a good one.

KID ORY'S CREOLE JAZZ BAND (Good Time Jazz 65)

G "MARYLAND, MY MARY-LAND" (2:41) Kid Ory's Creole Jazz Band socks out a fast tempo traditional number with the southland rag time rhythm.

• "OH! DIDN'T HE RAMBLE" (2:40) The band takes on an-other traditional tune that starts with a slow beat and changes to a fast jazz treatment. Chorus singing and an effective clarinet bit make this a pleasurable side.

"ONCE IN A WHILE" (2:16) "I ONLY HAVE EYES FOR YOU" (2:35)

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CASH BOX

THE

EDNA McGRIFF-SONNY TIL-BUDDY LUCAS (Jubilee 5090)

• The teaming of a trio of top notch artists results in a pair of torrid sides that can't miss "hitting" with the patrons. Edna McGriff and Sonny Til team for the vocal duet and Buddy Lucas handles the musical backdrop. All three turn in Grade-A performances. The upper deck, titled, "Once In A While," is a slow tempo oldie dramatically ar-

OA DISK & SLEEPER

OB EXCELLENT

OB VERY GOOD

*AWARD

ranged and stirringly delivered by the vocal duo. The Lucas ork provides solid instrumental support, with Buddy getting in some smooth licks on the sax. The undersiding is a moderate beat oldie on which the artists again collaborate to perfection. This deck is equally as good as the top level and both sides could break big.

BOB SCOBEY'S FRISCO BAND (Good Time Jazz 66)

B "DO YOU KNOW WHAT IT MEANS TO MISS NEW OR-LEANS" (2:39) A moderate tempo sentimental tribute to the city of New Orleans is sold in mellow fashion by Bob Scobey's Frisco Band. A solid trumpet solo and ok vocal round out the etching.

B "BLUES MY NAUGHTY SWEETIE GIVE TO ME" (2:43) Flipside is a quick beat south-land jazz blues that is well done.

NATURE BOY BROWN (United 121)

STRICTLY GONE" (2:45) B Nature Boy Brown takes a big bounce, rhythmic item and treats it to a wildish presentation. Orking features the brass section and gets off a solid trumpet solo.

G "HOUSE PARTY GROOVE" (2:25) The under portion is a slow piece tastefully arranged. A rippling piano solo helps put over a good side.



"ON THE SUNNY SIDE OF THE STREET" (2:00) "TAB'S PURPLE HEART" (3:03)

TAB SMITH (King 4546; 45 x 4546)

• Tab Smith goes back about twenty ceives a light musical backdrop Sunny Side Of The Streets," treats it to a scintillating sax arrangement, and comes up with a pulsating horn reading that makes it a must for the boxes. Smith runs through the tuneful moderate beat number with feeling as he gets off some exciting and stirring runs. His soft and mellow rendition re-

years for a lovely oldie, "On The that supports Tab's solid saxing to perfection. The flipside is a slow melodic item, written by Tab, and serves as solid material for his talented horn. Smith's soothing interpretation of the moody piece makes this a good coupling with the top deck. Ops should have a field day with this release. Both sides have what it takes.

ORIGINAL FIVE BLIND BOYS

(Peacock 1701)

"PRECIOUS MEMORIES" (2:44) The Original Five Blind C+ Boys chant a slow gospel number with feeling. The harmony is effective and backs lead Archie Brownlee with good results.

GOD LEADS LITTLE CHIL-DREN" (2:39) The vocal group get together on another slow inspira-tional number, sung with a rhythmic and exciting beat that could best be described as a light jubilee.

DEBBIE ANDREWS

(Mercury 8262; 45 x 8262)

"I LOST YOU" (2:38) A slow blues is dramatically sold by Debbie Andrews. Debbie is assisted by the popular echo chamber, and to-gether with her captivating manner of delivery makes this a top-flight side.

'I AIN'T GOT NOBODY" (2:55) **B** "I AIN"T GOT NOBODY" (2:55) The flipside is a moderate beat oldie that the thrush does well by.

JACKIE DAVIS TRIO

(RCA Victor 20-4831; 47-4831)

G'BUZZ ME BABY" (2:28) The Jackie Davis Trio, with the vocal-izing handled by Jackie, beat out a moderate tempo rhythmic item forcefully.

GOOMBAY" (2:25) The Trio handles an exciting fast beat novelty with a zestful performance. Shouts and wild chanting are worked into the treatment.

THE TOP NOTES

(Jubilee 5088)

"FOR LOVE OF ALL" (2:13) B The Top Notes blend their voices on a slow mellow item and come up with a waxing that plays easy on the ears. The smooth voiced lead and the soft harmonizing of the quartette re-ceives the musical assistance of the Sid Bass ork.

B "MY OLD TIME SWEET-HEART" (2:45) The vocal group gives a smooth reading to a similar beat number and comes up with an-other pleasurable deck.

LITTLE RICHARD

(RCA Victor 20-4772; 47-4772)

"WHY DID YOU LEAVE ME" B (2:28) Little Richard gives a slow item a low down blues reading. Soft piano backing supports the blues shouter.

B "AIN'T NOTHIN' HAPPENIN' " (2:30) A fast beat rocker is taken for a ride by the talented singer. Orking is good.



With the summer doldrums upon us, and most big shows, both TV and radio, off 'til Labor Day; the D.J.'s are having a field day filling in as summer replacements. With the encroachment of TV on the once impregnable fortress of radio, we are seeing more big stations turning to the Disc Jockey type show. The reasons for the success of these shows are many. From the standpoint of management the principal factor is the low cost of putting on a D.J. show. Some shows have been known to mushroom into huge financial bonanzas. At least all are able to pay their own freight. After all, the cost is low. And the record



huge financial bonanzas. At least all are able to pay their own freight. After all, the cost is low. And the record companies will shower you with records. From my crystal ball I'd say lots of the summer replacement D.J. shows will be on the air long after the leaves fall. It's the new trend.... Louis "Satchmo" Armstrong into Chi's Bluenote for the month of July and the joy of Chicagoans, G.O.Pers and The Dems Group consists of Marty Napoleon on piano; Russ Phillips on trombone; Barney Bigard, clarinet; Arvell Shaw thumping the big fiddle; Cosy Cole on drums and little Velma Middleton singing. Opening nite was a sell-out. All of the group were well received by a most responsive audience. Louis' brought down the house

with his ad-libbing and kidding with Velma as they did "Kiss Of Fire" According to the best of information, the richest man in the recording business today, is Cliffie Steward. Among other things he owns a choice slice of the lush business district in Long Island City. Being an old time musician, and a lover of old ballads, most of which cannot now be found, he has his own label and recording company. Cliffie does his own sessions and is the vocal on most of his sides. And they're good too. . . . Now that the Western Union strike is over, Bobby Shad, of Mercury, will keep the big wire service in the black. The A & R man is Morse coding it across the nation—"Call Operator 210".... On a scorching hot day the 38th floor of The Civic Opera Bldg. on the right bank of the Chicago river, can be a cool, pleasant spot for cocktails. Many's the time we have helped rock the main floor auditorium, when the great Jazz concerts have held sway there. But this past week it was for an American opera. An opera of America. Written by an American and sung and played by Americans. Porgy and Bess is in town. The original drama, pathos and comedy of the story "Porgy", written by Du Bose Heyward, is still there. When his wife, Dorothy Hartzell Kuhns, turned the manuscript into the smash Broadway play, it was destined for the "Hall Of Fame" of Broadway hits. But this was only the be-ginning. Into the picture came the late, great, George Gershwin and his brother Ira. After six years of work, the brothers, with the collaboration of Heyward, turned out a new tradition, a "bridge" between the conception of grand opera and so-called "popular" music. Todd Duncan and Ann Brown were magnificent in original principal roles, back in 1935. The Eva Jessye Choir added tremendous vitality to the opera with their spirited and deeply felt numbers. Today, William Warfield, Cab Calloway, Leontyne Price and many new and charming faces and voices, are still singing the memorable and lovable songs of this the first truly great American Opera.

From the moment the curtain rises, to the little noises of a world stirring from a night's sleep; its "Summertime"; through Crown's killing and Porgy's unforgettable "I Got Plenty Of Nothing"; even while Sportin' Life (Cab Calloway) tempts Bess with the high spirits of "There's A Boat Dat's Leaving Soon For New York"; down to the moment that Porgy pushes himself offstage on his goat-cart to search for his woman, singing "O Lord I'm On My Way"; the audience, and you and I and time eternal are held entranced.

SAM EVANS is the Jass & Blues expert heard nitely on WGN, Chicago's Mutual outlet, and on WBKB-TV.

Hennigs Music Acquires Portilla Catalogue

The Frank Hennigs Music Publishing Company announces that it has acquired one-hundred thirty-six Maria Grever songs comprising the entire catalog of the Portilla Music Corporation. Mme Maria Grever is well-known internationally for her songs, among them such hit-parade numbers at "What A Difference A Day Made," "Magic Is The Moonlight," "Ti-Pi-Tin," "Make Love With A Guitar" etc. Only recently Mme Maria Grever was honored as "Woman of the Year" by the government of Mexico. Although more widely known for her songs in the popular field, Mme Grever has had published many semi-classical compositions which are presently being performed all over the world by artists in the classical field.

The Frank Hennigs Music Publishing Company, since acquiring this catalog has had new lyrics set to many of these songs by lyricists Stanley Adams, Al Stillman, Al Gamse, Hans Lengsfelder, etc. With this wealth of new material the Frank Hennigs firm has already made extensive plans for these songs for the fall and has submitted them to the recording companies, radio and television artists. Representing the Portilla Music Corporation in the negotiations was Mr. Charles Grever, president and son of the late Mme Maria Grever, and representing the Frank Hennigs Music Publishing Company was Attorney Bernard Miller of the office of Miller & Miller.

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

Meeting Dates Of Music Operators' Associations

July 17—Progressive Music Guild of South Jersey Place: Walt Whitman Hotel, Camden, N. J.

- -Amusement Machine Opers.' Assn. of Greater Baltimore Place: Mandell-Ballow Restaurant, Baltimore, Md.
- Flace: Mandell-Danow Restaurant, Dani
- 23—Recorded Music Service Association Place: Bunker Hill Country Club, Chicago, Ill.



Biggest Selling MAMBO line in the East and West



LET ME FLY YOUR KITE

Lightnin' Hopkins

8274



Page 16

Rumors are that Oscar Peterson is completely exhausted due to overwork and the possibilities are that he may not open at the Apollo Theatre in Harlem, where he is booked for July 11th.... Rainbow Records has come up with a strong possibility in "You're My Inspiration" waxed by the Five Crowns. The group is managed by Lover Paterson and Eddie Heller is handling promotion. The diskerie shipped 1000 records by truck to Midwest Distributing Co. in Kansas City and St. Louis, but a truck strike froze the delivery and Rainbow had to ship another 1000 by plane to take care of the demand.

The Billy Shaw Agency is opening its third office on August 1. The new office will be in Chicago, 203 N. Wabash, and is to be managed by Bob O'Connor, formerly with the William Morris Agency. Bob is coming out of the service. . . . Ruth Brown, will be out with her new recording the third week in July. The release is being timed to coincide with the impending Music Merchants confab in New York. Titles of the tunes are a closely guarded secret. . . . Mercury Records is planning a terrific summer drive. The company releases by Dinah Washington, Johnny Otis, Mel Walker, The Ravens, Wini Brown, Memphis Slim, Freddie Mitchell, and many others. They have also signed Big Maceo and will release his etching shortly.

Milt Buckner leaves the Lionel Hampton aggregation to form his own organ trio commencing August 5. The group are booked into Gleason's in Cleveland one week later. . . . H. C. Townsley, Dallas, Texas, Mercury distributor, hit upon a terrific promotional stunt. He sent postal cards to all retail stores and juke box operators in his area telling them to call operator 210. Returns were sensational as call after call came through to operator 210. Through arrangements with the local telephone office all such calls were put through to Townsley, who then proceeded to sell the caller on the Johnny Otis-Mel Walker recording of "Call Operator 210". The gimmick was so successful that Mercury picked it up and extended it to Georgia and other territories. . . . "Lips" Paige, who recently signed with King Records, left for Knokes, Belgium, last week. The booking will extend through Labor Day. ... The Clovers-Roscoe Gordon package just broke every record in Texas as they completed a 23 out of 27 day tour on percentage.

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	on CHICAGO'S South Side	in NEW ORLEANS
The Top Ten Tunes Netting Heavie The Cash Box, By Leading Music C	perators In New York City's	orts Submitted Weekly Te Harlem Area; Chicage's
HAVE MERCY, BABY The Dominoes (Federal)	Side, and New Orleans. LAWDY, MISS CLAWDY Lloyd Price (Specialty)	CALL OPERATOR 210 Floyd Dixon (Aloddin)
EXAMPY, MISS CLAWDY Lloyd Price (Specialty)	GOIN' HOME Fots Domino (Imperial)	MARY JO Four Blozes (United)
BESIDE YOU The Swollows (King)	MOODY MOOD FOR LOVE King Pleasure (Prestige)	BELLS ARE RINGING Smiley Lewis (Imperial)
GOIN' HOME Fots Domino (Imperiol)	ONE MINT JULEP The Clovers (Atlontic)	MY HEART'S DESIRE Jimmy Lee & Artis (Modern)
6 MOODY MOOD FOR LOVE King Pleasure (Prestige)	HAVE MERCY, BABY The Dominoes (Federol)	LAWDY, MISS CLAWDY Lloyd Price (Specialty)
MIDDLE OF THE NIGHT The Clovers (Atlantic)	SOMEWHERE ALONG THE WAY Nat "King" Cole (Capital)	GUITAR SHUFFLE Lowell Fulsom (Swingtime)
SOMEWHERE ALONG THE WAY Nat "King" Cole (Capitol)	SO TIRED Roy Milton (Specialty)	MOODY MOOD FOR LOVE King Pleasure (Prestige)
HEAVENLY FATHER Edna McGriff (Jubilee)	MARY JO Four Blazes (United)	DON'T YOU CRY Joe Turner (Atlontic)
THAT'S WHAT YOU'RE DOING TO ME The Dominoes (Federal)	HEAVENLY FATHER Edna McGriff (Jubilee)	HAVE MERCY, BABY The Dominoes (Federal)
SO TIRED Roy Milton (Speciolty)	GUITAR SHUFFLE Lowell Fulsom (Swingtime)	HEAVENLY FATHER Edna McGriff (Jubilee)
in PHILA- DELPHIA	in	in MEMPHIS
LAWDY, MISS CLAWDY Lloyd Price (Specialty)	GOIN' HOME Fots Domino (Imperial)	HAVE MERCY, BABY The Dominoes (Federal)
HAVE MERCY, BABY The Dominoes (Federal)	NIGHT TRAIN Jimmy Forest (United)	LAWDY, MISS CLAWDY Llovd Price (Specialty)
GOIN' HOME Fots Domino (Imperial)	HAVE MERCY, BABY The Dominoes (Federal)	MARY JO Four Blozes (United)
AGED AND MELLOW Little Esther (Federol)	HEAVENLY FATHER Edno McGriff (Jubilee)	ALL IN MY DREAMS Boyd Gilmore (Modern)
SO TIRED Roy Milton (Specialty)	MOCDY MOOD FOR LOVE King Pleosure (Prestige)	GOIN' HOME Fats Domino (Imperial)
B MARY JO Four Blazes (United)	LAWDY, MISS CLAWDY Lloyd Price (Specialty)	MY SONG Johnny Ace (Duke)
JORDAN FOR PRESIDENT Louis Jordon (Decco)	ONE MINT JULEP The Clovers (Atlantic)	HEAVENLY FATHER Edna McGriff (Jubilee)
MOODY MOOD FOR LOVE King Pleasure (Prestige)	THAT'S WHAT YOU'RE DOING TO ME The Dominoes (Federol)	SO TIRED Roy Milton (Specialty)
TING-A-LING The Clovers (Atlontic)	NO MORE DOGGIN' Roscoe Gordon (R.P.M.)	ONE MINT JULEP The Clovers (Atlantic)
IVEL ALWAYS BE IN LOVE WITH YOU Poul Quinchette (Mercury)	MARY JO Four Blazes (United)	I'M GOING TO PLAY THE HONKY TONKS Morie Adoms (Peacock)

July 19, 1952

Please mention THE CASH BOX when answering ads

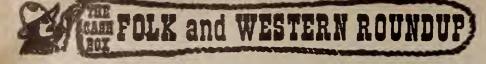
The Cash Box, Music

Page 17

July 19, 1952



Please mention THE CASH BOX when answering ads



"Cuzzin Don" McGraw is getting a big response to the offer of his "Radio Scrapbook". Book is made up of 101 of the poems he writes daily for the local paper—The Tennessee-Virginian. We paged through the book and found the material very worthwhile for any jockeys who may use poem material in their work. McGraw does a daily country d. j. stint on WFHG in Bristol, Virginia.

Bobby Williamson (RCA Victor) met Victor's promo exec, Al Miller, in Cincinnati last week and covered Cincinnati, Knoxville, Charlotte, and Atlanta before spending the week end in Nashville. Trip was introducing Williamson's latest on the label, "There's No Escape".

Dewey Groom recently purchased the "Bob Wills Ranch House" in Dallas. Groom has long been a country music name in that area and is personally managing his new acquisition.

Hawkshaw Hawkins (King) has three weeks of New England dates lined up. Tour was planned after his recent successes around Boston.



WIEL in Elizabethtown, Kentucky broadcasts country music each Saturday afternoon from three to eight PM. The success of the rural tunes called for giving their best time to the coun-try boys, "Cousin Walt" Gaines and Tom Baldwin.

"Little Jody" Rainwater does three hours daily of country records in Crewe, Virginia. Jody would like to have artist's photos for his "Public Scrapbook" which is kept at the station for guests to look through.

Stan Jones of KMHT in Marshall, Texas has just increased his daily air time to five hours. This is almost double his original time and was brought about by popular listener request.

HAWKSHAW HAWKINS

We've had several reports from the East Texas and Louisiana area that Slim Whitman (Imperial) is taking a top spot in that area. Slim makes his regular appearances on KWKH in Shreveport and the Saturday night Louisiana Hayride.

Gene Rehr is the man at the mike for "Pickin' and Singin'" in Pittsburgh from WPGH. Gene reports that he has heard from 41 fan clubs to date and very often obliges with a full period of tunes by a club's honorary president.

WBZ in Boston is building a western and folk-library to back up 37½ hours of country records each week m. c'd. by Jerry and Sky. They're gathering a big country audience up there and will be happy to get records from all sources.

Bill Hutto, recently signed by King Records, was in Cincinnati last week doing his first session for the label. Bill has his army call and will report in thirty days. We hear he put in some outstanding sides for King with first release scheduled soon. Hutto has performed throughout east Texas and Louisiana during the past year and currently lives in Orange, Texas.

Douglas Rains, Program Director of WACO in Waco. Texas, reports that the station is converting their library and programming to the 45 speed exclusively.

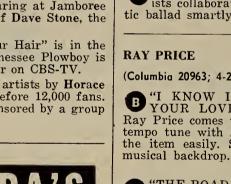
"Sleepy" Jeffers, The Davis Twins, Little Willie, Jesse Smith and 12 year old Pudgie Parsons are once again featured entertainers of WWVA's "Wheeling Jamboree" in Wheeling. Sleepy leads the package who go to Wheeling for the Saturday shindig. WTIP in Charleston, W. Va. carries 5½ hours daily of Sleepy playing his country records.

The Maddox Brothers and Rose (Columbia) will be appearing at Jamboree Hall in Lubbock, Texas on July 29th under the sponsorship of Dave Stone, the country record spinner on local KSEL.

Eddy Arnold's "Don't Ever Take The Ribbons From Your Hair" is in the top ten country and western best sellers by Victor. The Tennessee Plowboy is getting set to take over the Perry Como Show for the summer on CBS-TV.

Colwell Brothers, Columbia Records, were picked from 300 artists by Horace Heidt in 1951 and performed with the Horace Heidt Show before 12,000 fans. The trio is appearing in LA supermarkets each Saturday sponsored by a group of food manufacturers.





(2:36) Ray dishes up a similar item with a slower beat and waxes a good effort.

(Mercury 6406; 45 x 6406)

• ONLY PRETENDING" (2:22) The duet. assisted by the Ten-nessee River Boys, chant a moderate fast bounce tune with warmth.

strongly.

ERNIE LEE

(Mercury 6405; 45 x 6405)

B "UKUELE BABY" (2:08) Ernie Lee sings a moderate fast Ha-waiian beat item that comes out a happy sounding side. Lee is set up with a string backing.

G "I'M IN A KISSING MOOD" (2:01) The western artist chants a romantic bounce ditty in which he boasts of his aniatory prowess.

HSEYE of the WEE

OG FAIR OP MEDIOCRE

OILY AND WESTERN REVIEWS

C EXCELLENT

OB VERY GOOD

"JAMBALAYA" (2:41) "WINDOW SHOPPING" (2:37)

HANK WILLIAMS (MGM 11283; K11283)



HANK WILLIAMS

Hank Williams comes up with a Cajun melody that he wrote while visiting with the Arcadian French who settled in the delta country

PEE WEE MADDUX

(MGM 11281; K11281)

B "LOVERS CRIME" (2:41) Pee Wee Maddux and His Lazy River Boys spin a moderate beat sentimen-tal weeper. Al Britt handles the vocal in strong style.

B"I WANT TO" (2:38) The art-ists collaborate on a slow romantic ballad smartly.

(Columbia 20963; 4-20963)

B "I KNOW I'LL NEVER WIN YOUR LOVE AGAIN" (3:00) Ray Price comes up with a moderate tempo tune with sad lyrics and sells the item easily. Strings provide the musical backdron

'THE ROAD OF NO RETURN''

near the mouth of the Mississippi. The title "Jambalaya," is one of the dishes concocted by these fun loving people, and it is the basis for the Williams tune. Hank's chanting of the slow rhythmic ditty is one of his hest bits of vocalizing and the his best bits of vocalizing, and the arrangement, melody, and the west-ern chanter's delivery makes this novelty a number that will break fast for the top. Ops, who remem-ber some of his money makers, should waste no time in buying this one by the box. The flipside is a slow beat ballad, "window shop-ping." that Hank sings with warmth and feeling. The artist is backed on both ends by strings, and is a good coupling for the top deck.

KEN MARVIN

(RCA Victor 20-4826; 47-4826)

B "THE HONKY TONK MELO-DY" (2:18) A lilting, quick tempo piece is the material for Ken Marvin who sings the ditty with joy-ful abandon. A lively bit of honky tonk piano playing helps portray the spirit of the tune.

C "WHEN I STOP LOVING YOU" (2:30) The undersiding is a slow romantic ballad softly warbled by the artist.

ELTON BRITT

(RCA Victor 20-4786; 47-4786)

B. "I'M GONNA WALK AND TALK WITH MY LORD" (2:18) Elton Britt with the assistance of the Lordenzing shorts a price of the Jordanaires chants a quick tempo religious number excitingly. The har-mony is of top calibre and the result is a dynamic gospel waxing.

G "GOD'S LITTLE CANDLES" (2:18) The flipside is a change of pace for the smooth voiced artist. Britt sings a slow peaceful side with feeling.

WELDON ALLARD

(Imperial 8153)

G "I LIKE CANDY" (2:43) Wel-don Allard gives a nasal vocal effort to a slow beat happy item. Strings provide the musical support.

G "ALSO SOMEONE ELSE" (2:34) The chanter delivers a similar beat item with romantic lyrics.

SHOT JACKSON

(Specialty 706)

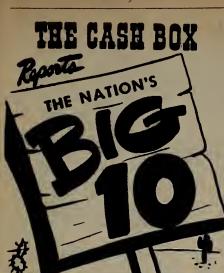
CHIFTHETRUTHWAS KNOWN" (2:29) Shot Jackson sings a moderate beat western item. with a cute delivery. Strings supply good support for the warbler.

G "I'M TRADING YOU IN ON A LATER MODEL" (2:26) The singer chants a moderate beat humorous ditty expressively.

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PAUL & ROY

G "THE SHAPE MY HEART'S IN" (2:40) Paul and Roy have a moderate melodic ditty with a lively beat on the flipside and they deliver



HILLBILLY. FOLK & WESTERN JUKE BOX TUNES



WILD SIDE OF LIFE Hank Thompson (Capitol 1942; F-1942)



ALMOST George Morgan (Columbia 20906; 4-20906)



GOLD RUSH IS OVER Hank Snow (RCA Victor 20-4522; 47-4522)



DON'T JUST STAND THERE **Carl Smith**

(Columbia 20893; 4-20893)

ARE YOU TEASING ME **Carl Smith** (Columbia 20922; 4-20922)



WONDERING Webb Pierce

HALF AS MUCH

Hank Williams

(Decca 46364; 9-46364)

(MGM 11202; K-11202)



THAT HEART BELONGS TO ME Webb Pierce (Decca 28091; 9-28091)



DON'T STÂY AWAY Lefty Frizzell (Columbia 20911; 4-20911)

BUSYBODY Pee Wee King (RCA Victor 20-4655; 47-4655)

Jimmy Hilliard New Decca A&R Head Replacing Morty Palitz Gabler Heads Coral A&R

Page 19

NEW YORK—Milton R. Rackmil, President of Decca Records, an-nounced late last week a series of changes in Decca's A & R setup.

Jimmy Hilliard, will be in charge of Popular, Country and Rhythm and Blues departments replacing Morty Palitz, who had been in the Decca spot for the past year. Hilliard came to Coral, Decca subsidiary, in 1948 after three years with Mercury Records.

Moving up to take over Jimmy Hil-liard's Coral duties is Milt Gabler, veteran Decca recording man for many years.

Other changes announced, were: Paul Cohen appointed to assist Hilliard; Simon Rady, who has been in

Congress Proposes 6 ∉

WASHINGTON, D. C .- The Sub-

Committee No. 2 of the Committee on the Judiciary, House of Representatives, last week favorably reported

on H.R. 5473, which would amend

"1-E" of Title 17 of the United States

Title 17 is the Copyright act of 1909 which grants mechanical royalty payment of 2c on each side of a record manufactured and sold to the owner of the copyright. The amendment would increase the royalty paid to the owner of the copyright from 2 cents to 3 cents a side.

Code.

A Record Royalty

charge of the Classical and Children's charge of the Classical and Children's departments, has been given the added duties as producer of Decca's album product. His department remains as a separate entity; Mike Conner, head of Artist Relations, Deejay Promotion and Publicity, will continue to super-vise the disk jockey and publicity set-un but will concentrate a gravitor nor up but will concentrate a greater por-tion of his time in his capacity as Artist Relations Chief; Gordon Jen-kins, Decca's Musical Director, will take a more active part in A & R work work

Palitz, who prior to his coming to Decca was with Columbia Records, in the west coast office. He has no im-mediate plans except for a long vaca-tion and will make some definite com-mitments in the fall.

payment. In fact, that segment of the industry is the group users now get-ting such a free ride."

The statement concluded with the hope that "during the interval be-tween the adjournment of this Con-gress and the convening of the next, the various segments of the music industry—creators, producers and users —will arrive at an equitable solution to lay before the next Congress in its session."

Stan Freeman Provides Music School Scholarship

HARTFORD, CONN.—Pianist and harpsichordist Stan Freeman, well known Columbia recording artist, has gifted his alma mater, the Julius Hart School of Music, this city, with an annual scholarship fund to be known as the Freeman Scholarship.

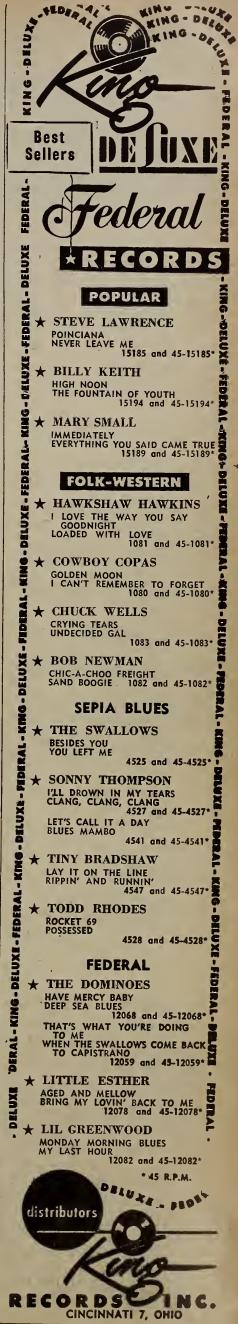
A monetary grant will be awarded each year to a qualified student at the Hartford, Conn. music school. Each year the school is to receive \$1000 plus 10% of Freeman's recording royalties.

Freeman graduated from the music school in 1943.

The harpsichord artist is best known for his instrumental backing on the Rosemary Clooney "Come On A My House," and more recently on another Clooney release, "Botch-A-Me."

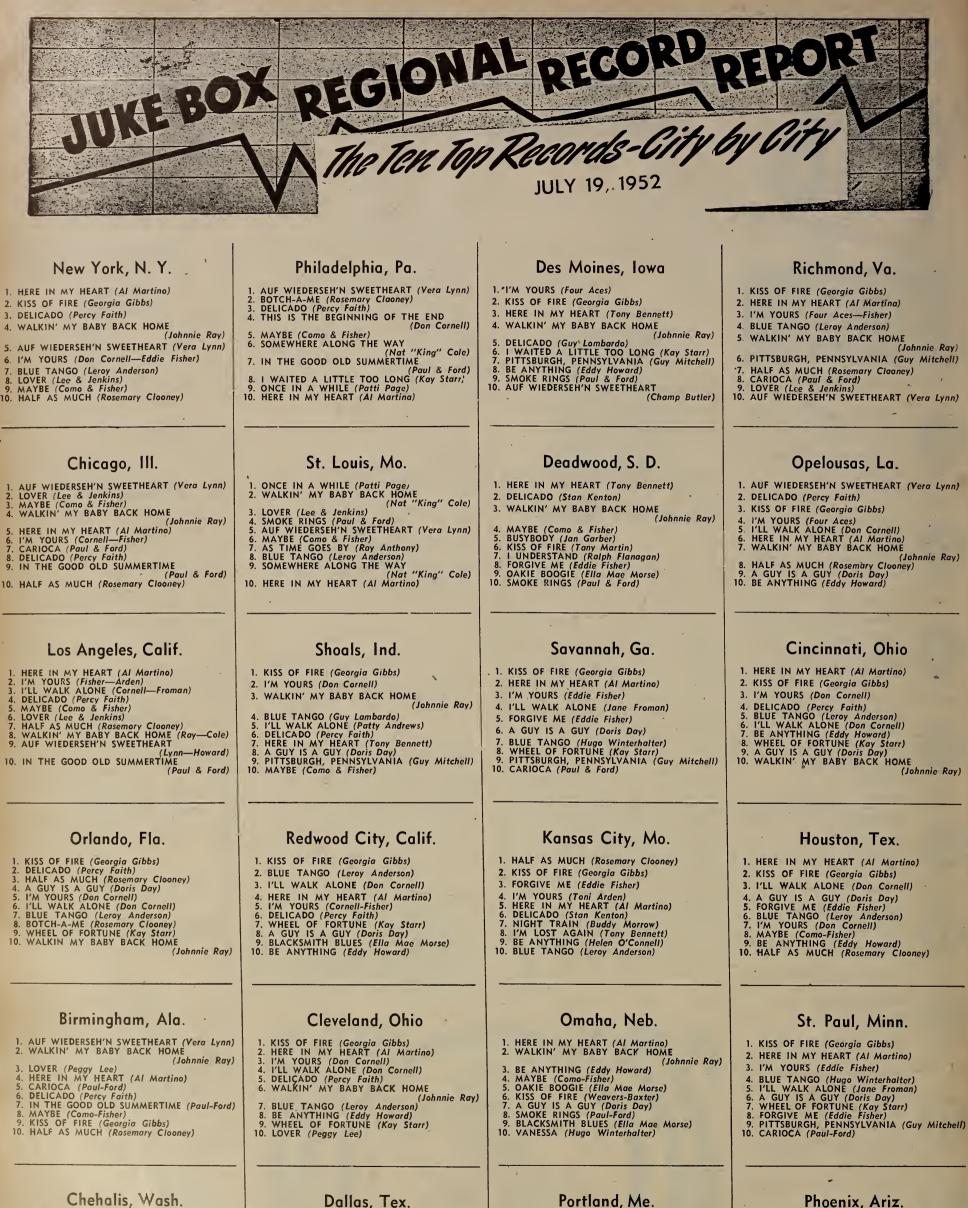


July 19, 1952



The Cash Box, Music

Page 20



1. HERE IN MY HEART (Al Martino)

- I'M YOURS (Eddie Fisher) 2.
- 3. I'LL WALK ALONE (Don Cornell)

- DELICADO (Percy Faith) HALF AS MUCH (Rosemary Clooney) KISS OF FIRE (Geoorgia Gibbs & Tony Martin) MAYBE (Como-Fisher) SUGARBUSH (Laine-Day) AUF WIEDERSEH'N SWEETHEART (Very Lynn) WALKIN' MY BABY BACK HOME (Johnnie Ray) (Johnnie Ray)

Dallas, Tex.

- 1. HERE IN MY HEART (Al Martino)
- 2. KISS OF FIRE (Georgia Gibbs)
- 3. I'M YOURS (Don Cornell & Eddie Fisher)
- DELICADO (Percy Faith) WALKIN' MY BABY BACK HOME
- 6. I'LL WALK ALONE (Don Cornell) 7. BLUE TANGO (Leroy Anderson) 8. AUF WIEDERSEH'N SWEETHEART (Vera Lynn) 9. LOVER (Lee-Jenkins) 10. WHⁿEL OF FORTUNE (Kay Starr)

Portland, Me.

- 1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn) 2. SMOKE RINGS (Paul-Ford) 3. LOVER (Peggy Lee) 4. HERE IN MY HEART (Al Martino) 5. MAYBE (Como-Fisher) 6. WALKIN' MY BABY BACK HOME (Nat "King" Cole) 7. ONCE IN A WHILE (Patti Page) 8. TIME GOES BY (Ray Anthony) ' 9. BLUE TANGO (Leroy Anderson) 10. SOMEWHERE ALONG THE WAY (Nat "King" Cole)

Phoenix, Ariz.

- 1. KISS OF FIRE (Georgia Gibbs)
- 2. HERE IN MY HEART (Al Martino) 3. I'M YOURS (Don Cornell)
- - 4. A GUY IS A GUY (Doris Day) 5. BLUE TANGO (Leroy Anderson)

 - 6. I'M CONFESSIN' (Paul-Ford)
 - 7. I'M CORRESSIN (Pourson) 8. I WAITED A LITTLE TOO LONG (Kay Starr) 9. I'LL WALK ALONE (Don Cornell) 10. DELICADO (Percy Faith)

FEATURED FOR FIRST TIME IN NEXT WEEK'S BIG ISSUE "END-OF-MONTH INVENTORY"

Page 21

Most Outstanding Method Yet Devised for Operators, Jobbers, Distributors to Present Actual and Factual Proof to Help Solve Many Tax Problems. Will Present Most Definite and Complete Facts as to Actual Value of Routes for Operators. Month-To-Month Value of Business for Jobbers and Distributors so Arranged Can Be Set Up and Saved Over 'Statute of Limitations' Period. Speedy and Efficient. A Proved Business Valuation Method to Meet Approval of All C.P.A.s and Tax Officials. Another Exclusive and Sensational Forward Progressive Step for the Entire Industry Presented by "The Cash Box". "End-Of-Month Inventory Issue" Will Appear in Conjunction with the 720th Week's Consecutive Issue Of the World Famous "Confidential Price Lists" of

'The Cash Box'.

CHICAGO — Perhaps the very best way to describe next week's "historical first issue" would be to use the statement of one of America's outstanding coin machine leaders who saw the advance proofs of the "End-Of-The-Month Inventory Issue."

The Cash Box

He simply and conclusively stated, ""The Cash Box' has done it again."

"In fact," he continued, "this does not at all surprise me, as sensational and as outstanding as this 'End-Of-The-Month Inventory Issue' will prove to everyone in the field."

"I expected," he further stated, "that only '*The Cash Box*' could be depended upon to produce so sensational an innovation."

"Because," he concluded, "*'The Cash Box'* has, most definitely, proved itself the one and only medium which operators, jobbers, distributors, manufacturers and suppliers, and everyone else, in any fashion whatsoever engaged in or allied to this industry, can expect outstanding and progressive as well as original innovations to help this business."

This is the very first time that a method and plan (especially of such an outstanding, recognized, acceptable and logical nature) has ever been presented to this field to help all engaged in the industry to override many of the continual arguments with which they are faced as tax officials continue to contest statements of valuation.

Once and for all time a plan and method has been so completely, efficiently, and logically arranged, that it will meet with the unstinted and complete approval of all who have had to face tax problems.

Again, and in conjunction with its 720th consecutive week's issue of its world famed "Confidential Price Lists", 'The Cash Box' presents a new, outstanding and historical "first" for all the industry.

Regardless of the expense involved, this "End-Of-The-Month Inventory Issue" will become a feature of "The Cash Box" in each last week's issue of the month.

July 19, 1952

For years now "The Cash Box" has been called upon day after day, week after week, month after month, to help operators, jobbers, distributors, and many of those allied to this industry, with their many and varied tax problems.

"The Cash Box" continued to fight (and is still fighting every minute) for the rights of the men engaged in this industry and their proved valuation statements.

To the point where, today, "*The Cash Box*" is officially recognized by all tax personnel.

But, this still does not answer many, many tax problems.

Not until the first and historical "End-Of-Month Inventory Issue" appears this next week will the entire industry realize what effort, expense and energy "The Cash Box" engaged in to help, in tremendous measure, to solve this pestiest of all pesty modern problems—taxation.

Page 22

July 19, 1952

SUB-COMMITTEE No.2 OF THE COMMITTEE ON THE JUDICIARY SENDS BRYSON BILL AMENDMENT TO FULL COMMITTEE

Would Change Royalties Paid To Owners Of Copyright To 3¢ Per Side Instead Of Present 2¢. Bryson Submits Minority Report Indicating Measure Should Hit Juke Box Trade



YOU W

AGAIN!

WASHINGTON, D. C.—In a surprise move, an amendment to H. R. 5473 was reported out favorably by the Sub-Committee No. 2 of the Committee on the Judiciary House of Representatives, as follows:

"Strike out all after the enacting clause and substitute in lieu thereof the following: Section 1 of title 17 of the United States Code is amended by changing the figure '2' to the figure '3' before the words 'cents' in the second sentence of the first paragraph of sub-section 'E' thereof."

Title 17 of the United States Code is the Copyright act of 1909. Sub-section "E" is the provision of law that grants mechanical royalty payment of 2c on each side of a record manufactured and sold to the owner of the copyright. The amendment in effect would increase the royalty paid to the owner of the copyright from 2 cents to 3 cents a side.

The Sub-committee reported out this amendment on Saturday, July 5, when most of the committee were reported to be away. It goes to the full committee on the Judiciary. Sidney H. Levine, attorney for MOA, who represented the juke box industry so brilliantly during the hearings, is concerned that the full committee could refer back to the original Bryson Bill if they were so minded. He had advised this publication that he is keeping close to the situation should any developments occur. Levine was very much surprised that the sub-committee No. 2 of the Judiciary reported the amendment out to the full committee, as it had conclusively rejected the principal of the Bryson Bill.

Congressman J. R. Bryson, chairman of the sub-committee No. 2 of The Judiciary and Robert L. Ramsay, member of the sub-committee, submitted a minority report, which stated that this committee had given long and careful consideration to H. R. 5473, which would amend "1-E" of Title 17 of the United States Code, and that extensive hearings were held on this meas-. ure. During the first session of the 82nd Congress, hearings were held on October 25, 1951, and during the second session hearings were held on February 4, 6 and 7, and on March 21 and 26, 1952. All interested organizations and trade groups of the music industry were heard, and that the sub-committee held many discussions in and out of committee.

The minority report stated "we are

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

favorably disposed to the basic principle that creators of musical works are entitled to just compensation for the public performance for profit of their copyrighted compositions by any and all means of rendition." It continued, "we do not believe the compromise bill meets the problem of compensating the creators of the musical composition for its public performance for profit by the segment of industry (the juke box industry) presently exempt from such payment. In fact, that segment of the industry is the group users now getting such a free ride."

The statement concluded with the hope that "during the interval between the adjournment of this Congress and the convening of the next, the various segments of the music industry—creators, producers and users —will arrive at an equitable solution to lay before the next Congress in its session."

(Editorial note: Sidney H. Levine, in his sensational article which appeared in the June 28 issue of The Cash Box, pointed out that those parties interested in fostering legislation to wipe, out the part of the Copyright Act of 1909 which exempts juke boxes, would continue their fight. He warned the juke box industry that they must be prepared at all times to combat these proposals.)

"Thank You Harv"

NEW YORK—*The Cash Box* wants to take time out here to most sincerely thank one of our brother publishers, *Harvey Carr* of *The Coin Machine Journal* for his marvelous editorial which appeared in the June, 1952 issue of that publication.

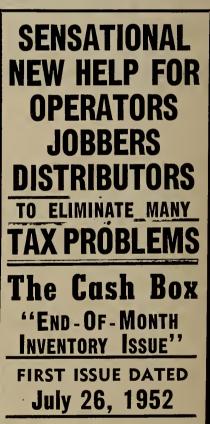
"Harv," as we at The Cash Box have called him for many years, has really outdone himself in the smoothness and sincerity of his editorial effort.

But, barring the four and five syllable words, we just want to say simply, sincerely and meaningfully: "Thank you, Harv."

Banner Appoints Field Representative

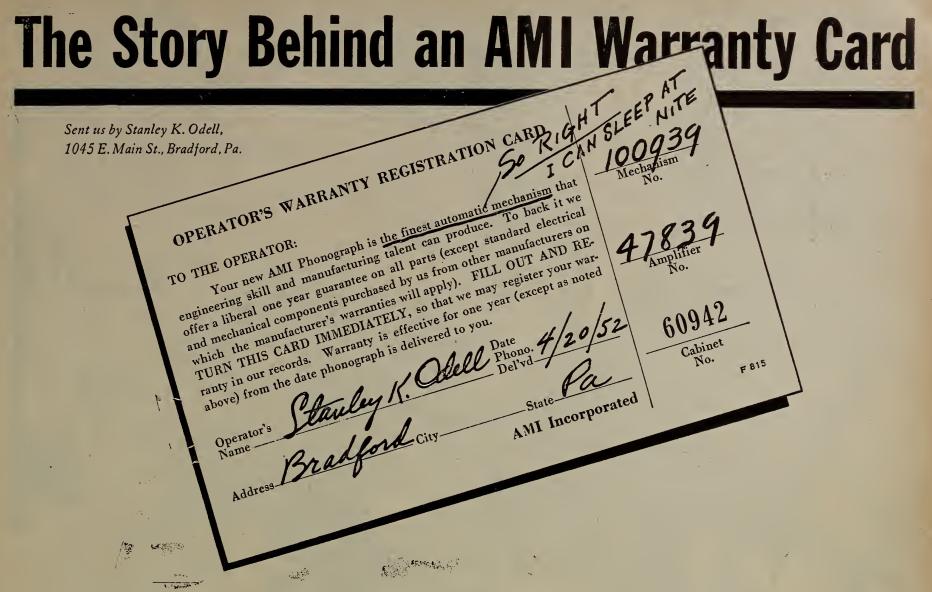
PHILADELPHIA, PA.—It was announced this week by officials of Banner Specialty Company that John Linch, a reserve Colonel in the Marines, had been appointed as field representative. The firm has offices in Philadelphia and Pittsburgh, and Linch will serve both offices.

According to Banner officials, Linch will travel the territory, covering both wholesaling firms and operators.



• Know where you stand from month to month. Enjoy a complete knowledge of what your business is actually worth. Be able to present facts (and figures) when called upon to do so for any and all tax purposes. Be sure you get THE CASH BOX "END-OF-MONTH IN-VENTORY ISSUE".

26 WEST 47th STREET NEW YORK 19, N. Y.



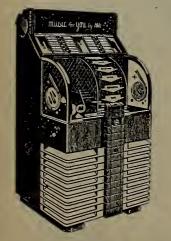
So, we asked Mr. Odell for permission to use this card.

Mr. Odell replied:

Your letter of May 6th received and wish to advise that if you care to use my comment on the AMI, you are free to do so. It is with great satisfaction that I can sincerely place my name endorsing such a fine trouble-free mechanism. My music route extends 35 miles to extreme end so naturally I place AMI the farthest from my service shop due to their continued faultless operation. That is why I heartily endorse the AMI theme of advertising of their trouble-free mechanism by saying, "So Right, I Can Sleep At Nite." Making my own service calls has taught me to buy AMI. I started replacing my juke boxes with AMI at beginning of Model C. In the near future I expect to be completely AMI operated. I have 13 Model C's and have received my second D-80. My first D-80 won me a new location. At the very first sight of the D-80 in my show room the location owner agreed that its tone and beauty far surpassed the make in his tavern and immediately gave me his account. As a well satisfied customer, I remain

Sincerely yours,

STANLEY K. ODELL



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"

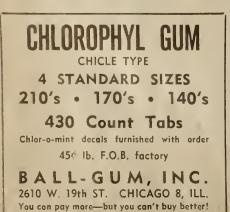


WANTED TO BUY

Highest Prices Paid

Wurlitzer 1400 Mutoscope SKY FIGHTER Exhibit DALE GUN (All Models) Gottlieb BASKETBALL Gottlieb BOWLING CHAMP Gottlieb WILD WEST Gottlieb WILD WEST Gottlieb MINSTREL MAN Gottlieb GLOBE TROTTER Chi. Coin CHAMPION Williams HARVEY Williams CONTROL TOWER LATEST FIVE-BALLS WIRE — PHONE — WRITE

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



Northern III. Music Ops Assn. To Hold 4th Annual Banquet

Date: October 9 — Place: Graemere Hotel, Chi.

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



ROBERT E. (BOB) LINDELOF

CHICAGO—Robert E. (Bob) Lindelof, president of the Northern Illinois Music Operators Association whose headquarters are in Skokie, Ill., announced this past week that this organization had decided on the time and the place for its fourth annual banquet.

The place will be the Wedgewood Room of the Graemere Hotel which is located at Washington Blvd. and Homan Ave. here on Chicago's west side. The Graemere is one of the outstanding, beautiful hotels in this city. The time will be: the evening of October 9, 1952.

The Wedgewood Room accommodates approximatelyy 175 people. From reservations already being made by many of Chicago's noted music operators, as well as from record and phono distributors and their wives, it is hoped that the place will be able to handle the crowds.

There will be a beautiful show arranged from among leading recording stars expected in this city at that time. An orchestra has already been hired to provide dance music for those present.

Bob Lindelof stated, "We are issuing a souvenir journal of this, our fourth annual banquet and dance, and do hope that all interested in the future better growth and welfare of our organization will, most wholeheartedly, join with us in this big affair at the Graemere Hotel."

Tickets are being sold at \$10 each and are being handled by many noted juke box ops here.

The Northern Illinois music ops have also called on *The Cash Box* to help them and arrangements are now being made to give them all possible cooperation. RED HOT Cash in on Chlorophyll Ball Gum with SILVER KING'S

"CHARM KING"



You can sell hundreds of new "Charm King" ballgum vendors, to vend this popular fast moving item. We have a special "chlorophyll decal" to use on these machines, that will identify and

help move this item.

Chicago, III.

IMPORTANT

.

"T" SLOT MECHANISM VENDS BALL GUM AND

- CHARMS BEST
- HANDLES THE NEW CHLOROPHYLL GUM

210's — 170's — 140 SIZE Join The Profit Parade

SILVER-KING CORP.

622 Diversey Parkway

are retracted.





THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Bally_®

CHAMPION is a registered trademark

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

MANUFACTURING



Typical crowd of junior cowboys and cow girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

COMPANY



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocety-stote.



The Cash Box



Ball Gum, Inc. Works 2 Shifts **To Meet Demand For Chlorophyll** Gum

CHICAGO-Sterling Douglas, president of Ball Gum, Inc., leading manufacturer of ball gum to the vending machine field, reported this past week that this big plant was working two shifts in an effort to fill all orders being received, as well as to cover the firm's big backlog or orders, for its chlorophyll gum.

One of the surprising factors which has developed since the firm entered the chlorophyll gum field is that the Hawaiian Islands have turned out to be one of the largest and most outstandingly consistent customers.

Orders from the Islands are growing larger with each shipment. It seems, Douglas reported, that the Hawaiians will probably rank second to Americans in use of their chlorophyll

In fact, aside from the Hawaiian Islands, export shipments of the firm's chlorophyll gum are larger than they have ever before enjoyed on any other product. Almost every nation, this side of the iron curtain, is ordering the firm's chlorophyll gum.

In the meantime, ball gum vendor ops are finding the chlorophyll ball gum of the firm one of the most lucrative items ever handled.

Many have already stated that it has not only taken them out of the red, but, has boosted profits to new high marks.

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

Page 27

July 19, 1952



Please mention THE CASH BOX when answering ads



U THE COIN CH EASTERN FLASHES

July 19, 1952

Page 28

Topics of conversation all along coinrow this week were the heat, the All-Star baseball game, the convention, and business, in that order. However, in spite of the torrid weather that has held New York in its grip for the past several weeks, business continues to move along at a goodly pace for most of the jobbers and wholesalers on Tenth Avenue. The biggest problem is getting the new equipment to satisfy the demand. Route and arcade operators in the resort locations got a break at last when the sun came out and stayed out for the entire three day 4th of July week-end. All kinds of records were broken at the play spots, and the coin machines caught its share from the masses that invaded the parks and beaches.

Harry and Hymie Koeppel still busy reconditioning and shipping those music machines. Found Hymie with his head deep in the machinery of a box that had to go out and Harry with his head deep in the television screen set up in the office. Harry was trying to watch the All-Star game between phone calls and the distortions created by the machinery his men were using in the shop. . . . Ran into Harry Green, demon location getter, on the avenue. Harry is just back from his honeymoon and walking in the clouds. Claims he's the happiest guy in the world. . . . Teddy (Champ) Seidel, in talking over the Kid Gavilan-Turner slugfest in Philadelphia last week, says "I could lick them both, and at the same time." When did you start hitting the pipe, Champ? ... Ben Palestrant, in from Boston, stopped up at The Cash Box offices to say hello. Ben will be in town for a few days and then back home.... Frank Men-curi, general sales manager for Exhibit Supply is spending the week in town.

With vacation time here and with thoughts drifting to a bit of flycasting or lying on a sunny beach miles from those hot and humid offices, some of the wholesalers on the row have been casting envious eyes in the direction of Si Redd who, they learned from the columns of The Cash Box, closed down his business (except for a skeleton force) for several weeks. They think perhaps they would like to do the same thing. How did it work out, Si? . . . Barney (Shugy) Sugerman, Runyon Sales Co., is getting plenty of help these days (Shugy) Sugerman, Runyon Sales Co., is getting plenty of help these days from the junior varsity. His youngest son, Myron, is busy wielding the whip in the parts department. Young "Mike" knows the value of publicity. He said "be sure you get my name in the book." Shugy's older son, seventeen year old Nathan, was carrying his share of the load. He was covering the Connecticut operators with "Kempy" Kempner. Shugy, in boasting of his brood, disclosed that Nat was voted the outstanding guard in the Jewish Basketball League in New Jersey. . . Al Simon, Albert Simon, Inc., advises that the ChiCoin shuffle "6-Player Match Bowler" is providing them with plenty of action—and he can't complain about that. . . Caught up with Willie Aronson of United Play Machines. Inc. in Al Simon's. It seems that Willie likes the atmosphere there—particularly the air conditioning.

Jake Mitnick, eastern regional representative for AMI travels to Raleigh, N. C., Pittsburgh, Pa., and then back to New York. The following week, Jack plans to hit Toronto and Montreal, Canada, and then to Cleveland and Buffalo. . Dave Lowy, Dave Lowy & Company, back in New York and hard at work. Dave just got back from Pensacola, Florida, where he completed quite a deal. . . . Jack Semel, New York operator, was in a hurry to get home where he could catch the All-Star game on television, but wasn't in such a hurry that he couldn't pass along a word about his daughter, Eleanor, and her European jaunt. Jack asked her what she thought about Paris, and her reply is probably the greatest capsule description of the famous city ever made. Eleanor's answer the greatest capsule description of the famous city ever made. Eleanor's answer was "Wine, Wine, Wine." . . . Géorge Ponser, New York operator, was also on the row looking for some new equipment. . . . Mike Munves and the missus spent the three-day holiday at a country resort, but Rose claims it wasn't very restful. Too much night activity. . . . Nat Cohn, Conat Sales Co., ready to bring his "Atomic Jet" coin operated flying machine space ship and "Dixie" coin operated horse out on the market. They're being built for his exclusive world wide distribution according to specifications submitted by him.

25



Coin Machine operators and distributors alike enjoyed a long week-end over the Fourth of July. Most places of business were closed from Friday to Monday morning. Most of the operators took advantage of the holiday to relax on fishing trips, working in the yard, picnic, etc. . . Tommy Chatten has just returned from his vacation. He spent two days at Lake Texoma and then he went on to Monterey, Mexico. . . Another vacationer at Commercial Music Co. was Mike Koenig who is on a trip to Kansas. The secretary at commercial, Mary Beth Willis, is in Minnesota on vacation. The boss, R. B. Williams is spending a few days at Possum Kingdom doing a little fishing.

Dossie Carter is vacationing in South Texas and Frank Sachse of Dallas is fishing at Caddo Lake. . . . Over at Walbox Sales Company, Fred Barber says that he spent the 3-day holiday working in his yard. George Wrenn headed for Lake Texoma where he did some fishing. Barber says that the Bally horses and Rock-Ola machines sell out the minute they reach the Dallas office. Right now they are waiting on a new shipment. . . . Things are going well for the folks over at State Music Distributors Inc., with Abe Sussman and Audrey Hunter sending out the AMI "D's" as quickly as they arrive. . . . Down here in Texas, now that we have the coaxial cable, the Republican National Convention is of major interest. Every afternoon this week many coinmen spent as much time as possible at a television set.

Please mention THE CASH BOX when answering ads



Art Weinand will remain in coinbiz. Has many offers. He is now in the midst of negotiations. Has decided against leaving coinbiz. . . . John Conroe of Keeney tells a story about "the laziest guy in the world." You'll like it. . . . Success of Ben Coven's show in Peoria (mechanic's school, etc.) has decided Ben to go ahead with similar shows in South Bend, Ind. and Rockford, Ill. One big reason for success was grand work of Coven's Lee Taylor and Lee's assistant, Jerry Scott, both were complimented by big crowd of music ops who attended Peoria showing. And Dave Bender still upset 'cause he couldn't bring back those Wurlitzer 1500's displayed there. Ops grabbed 'em. . . Thanks to Harvey Carr for nice editorial regarding "The Cash Box" and its Tenth Anniversary Issue that appears in "Coin Machine Journal."

Eddy Howard's wire to Phil Levin about music ops' golf tourney at Bunker Hill C. C. July 23 very funny. Phil better be at his best. Howard used to be a golf pro. . . Bob Lindelof, president of the Northern Illinois music ops now wondering whether Jerry Schuman's choice of the Wedgewood Room at the Graemere Hotel for the org's 4th annual affair (Oct. 9) was okay. Only 175 people can get into the room. Furthermore, joint closes down at 1 A.M., whether you like it or not. And, from all indications, looks like between record and phono distribs, as well as music publishers, there will be that 175—not counting music ops from Chicago who want to attend. . . . (So what about assn. and its members?) . . . Phil Weisman who shoots in the 80's at Twin Orchard C. C. has been out practising for all he's worth. Maybe Phil will come up with the trophy this year. . . There was an article about a Wm. O'Donnell in the press running his car into a porch. Wm. O'Donnell of Bally says, "It definitely was not me.") Maybe Tommy Callaghan could be wrong, maybe? . . . Sterling Douglas of Ball Gum, Inc. working two shifts at this big gum plant to meet demand for Chlorophyll Ball Gum. Hawaii is one of firm's biggest users.

Thanks, Mike Dale (Commercial Phonograph Survey & Service, Chicago) for your terrifically complimentary letter anent our 10th Anniversary Issue. Mike writes: ". . . we know 'The Cash Box' is the only publication that is 100% devoted to the juke box industry. You have crusaded for all of our causes without regard to the fact that you might step on the toes of a prospective big advertiser. You have called 'a spade a spade'." . . Joe Brilliant of Detroit, Mich. writes: "Your 10th Anniversary Issue was most outstanding. . . the main thing is. . . 'did you make any money'?" . . Ford Sebastian in the midst of a zillion details regarding what's forthcoming, while Frank Mencuri swingin' 'round the nation, tellin' the trade what it's all about. A busy, busy place is Exhibit Supply these days.

Leo Weinberger of Southern Aut. Music Co., Louisville, Ky. writes re: 10th Anniversary Issue: "... I am keeping one of these for permanent use at home as well as filing one away here at the office."... Leonard Goldstein of T & L, Cincinnati, O., writes: "The Tenth Anniversary Issue of The Cash Box was a really terrific issue, looked swell and was full of information. It was a job well done."... Al Siegel writes from his Toronto offices: "... a credit to the entire industry."... Sam Solomom of University C. M. Exch., Columbus, O., writes: "Keep up the good work."... Tom Crosby of Faribault, Minn. writes: "Was sure a fine issue. Keep on punching."... And so it goes. Letters continues to pour in commending the 10th Anniversary Issue. ... Roy Monroe of Monroe C. M. Exch., Cleveland, pops up with an arcade equip't sale that's a honey. And wist when this type equip't most needed... Jimmy Johnson of Globe took his wife and daughter to the race track to show the gals how the other day. (Right!) If it weren't for the winnings of the gals, Jimmy would have had to walk home in a barrel... Ed Levin of Chicoin vacationing on Mackinac Island.... H. F. Burt of Silver King getting ready with a brand new model he states that is "the answer" to what bulk vendor ops' need and want.... George Lewis of A. B. T. says that everything's "George" at this big plant. Especially with the ABT Rifle Range going so well.

Johnny (Beanbag) Caso'a in charge of sales at United while Bill DeSelm and family are vacationing up North at St. Ignace. Herb Oettinger, Ray Riehl and Lyn Durant busy roaming about the quiet United plant. Why quiet? Well, "Swede" Hellstrom, Hank Dabek, Clarence Brandt, Joe Kuss, and the others, on vacation...José Romero writes us from Santurce, Puerto Rico: "The industry is in debt to your valued leadership." ... Frank Page of Roanoke Vend. Mach. Exch., Roanoke, Va. writes: "May we offer congratulations on your great (10th Anniversary) issue."...W.J. (Bill) Mashek of Central Music Dist. Co., Kansas City, Mo., writes: "The 10th Anniversary Issue of The Cash Box was undoubtedly and without question the most outstanding issue of any trade magazine I have ever seen."... Longest letter received was from good friend, Jack Williams, Capitol Sales Co., Denver. Colo. Jack enumerated many things that can yet be done to help coinbiz and advises: "... you are batting 100% correct on all articles and predictions which", Jack further writes, "no one can ever expect to better."

A few distribs who will soon lose some important mfrs. lines should remember this old adage: "Never tell your friends anything you don't want your enemies to know." . . . Jack Ne'son did such a great job "riding" thru Baltimore, Washington, and parts of Virginia, on Bally "Champion", he believes this business "hasn't even started yet". Jack also claims, "It's the casters we put on our "Champion' that're bringing ops bigger and better action." . . . Hear that Ira T. Byram, who is now in Hyattsville, Md., selling premiums and other mdse, got off the nut this summer with the tremendous stock of fans he purchased last year. Got healthy while Washington sweltered. Even torrid humidity does someone some good. . . Dave Gottlieb along with Mrs. Gottlieb and their daughter stepped into a restaurant in L. A. and, lo and behold, bumped smack into Irwin Blumenfeld of Balteemoah. Neither knowing the other was in L. A. . . . Nate Gottlieb on his way up to Camp Ojibwa to spend a few days with his son, Shelley. Just to try camp life... And Sol Gottlieb back from a long trip out of the Continental U.S.A.

Chris Christopher of Baltimore celebrating the arrival of a new addition to his family . . . another cocker spaniel. . . . Art Garvey ("Cleveland's Own") back in the beautiful Lake City showing ops there, with help of Joe Abraham, how to ride their way to profits. . . . Next week will be first edition of "End-Of-



OVEN distributing company ^{3181 Elston} ^{Ndependence 3-2210}

Exclusive Distributors of Wurlitzer Phonographs

SHUFFLE ALLEY PUCKS FOR MANUFACTURERS & DISTRIBUTORS

We have the finest TWO-SIDED PUCK in the market for use on all SHUFFLE ALLEYS. It's HIGHLY POLISHED and PLATED—guaranteed the finest in the world—and we offer it at the LOW-EST PRICE IN THE FIELD.

WRITE-WIRE-PHONE FOR QUANTITY PRICES AND SAMPLES GOODYEAR PRODUCTS CORP.



CHICAGO CHATTER

(Continued)

Month Inventory Issue". It will prove of absolutely invaluable aid to every operator, jobber and distrib for almost every kind of tax problem. . . . Paul Huebsch and Roy McGinnis go "out" to lunch now. (No more sandwiches at the factory). By the way, one of the hottest selling items in the country right now is Keeney's All Electric Cigarette Vendor. Business booming on this merchandiser. . . . Since Johnson Act (Public Law 906) went into effect on Jan. 1, 1951 has biz become better or worse? (What do you think?)

Board of Education of the City of Chicago appeals to juke box ops to help put over its social service program by donating juke boxes to schools where dances will be held and young men and women encouraged to get off the streets and entertain themselves in school gyms. (Real honor to all ops here for their grand, grand charitable work).... Orchids to Eddie and Morris Ginsberg who have offered a warehouseful of stuff to a leading country op for donations. Proving that these two guys have two great, big hearts.

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

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Page 29

INVALUABLE TO EVERY OPERATOR JOBBER and DISTRIBUTOR SENSATIONAL, NEW INVALUABLE INVAL

Here's What This Sensational, New Issue Means To YOU...

- You will, within a few minutes, know the complete value of your business.
- You will be able to present correct and concise facts and figures for tax purposes.
- You will be able to enjoy a constant running monthly inventory showing you, month after month, just where you stand.
- The first "END-OF-MONTH INVENTORY ISSUE" will be the July 26, 1952 issue of "The Cash Box".
- At the end of each month thereafter you will see exactly the same sort of issue appear.
- Regardless of the cost and expense involved "The Cash Box" is creating this issue to benefit you so that you will enjoy better business.



Here's an issue you absolutely cannot afford to miss. It will prove one of the most sensational and outstanding ever presented to benefit everyone in the industry. Even if you are, at present, a steady week-to-week advertiser in The Cash Box, DOUBLE THE SIZE OF YOUR AD for the "END-OF-MONTH INVENTORY ISSUE". CLOSING DATE FOR ALL ADS: Friday Noon, July 18, 1952 at . . .





Page 30

Once again a spirit of cooperation was registered by the leading distributors on the L. A. Row, with practically all of them agreeing to stay closed over the July 4 weekend. We can remember not so far back when hardly any of them dared to do this on a holiday weekend for fear that one of the others would be doing business as usual, or at least moving a few pieces out a side door. . . . Chatted with Lyn Brown to learn that his new Valley home was almost ready and his family was getting set to move within a week. Between this hustlebustle and the fact that a load of Exhibit's "Twin Rotation" games had just arrived, Lyn was sure busy. He also reported that, with summer vacation in full swing, collections were shooting way up on Exhibit's "Big Bronco". . . Seems Dave Gottlieb of the Gottlieb firm is making this visit to Los Angeles a long one. He's been thoroughly covering his friends and business contacts along the Row and catching up on a little of Los Angeles' places-to-go while here.

Working late at Badger Sales was Al Silberman, who's really busy with setting up the food, drink, cigarette, candy, music and games operation for big installations at Camp Cook, Inyokern and Point Magu. Seems Al specializes in lining up these whopping big deals at Army, Navy and Marine bases. Al told us he'd just closed another deal in Seward, Alaska, of all places, and described the town as being quite a summer resort for that territory. He spent a few days up there recently with operator Keith Copeland, who doesn't seem to have any great problem as to whether it should be nickel or dime play. According to Al, all the pieces shipped up there are equipped exclusively with quarter chutes. This applies even to the shoeshine machines. Our informant described Seward as truly the new frontier for the workingman and businessman, with Anchorage and Fairbanks also bustling towns full of opportunity for the enterprising individual.

Visited with a Miss Floyd at Bob Bard's, who told us, in the absence of Bob and Ed Kendall, that music was bearing up nicely on most locations. . . . Found Paul and Lucil'e Laymon planning a quiet family Fourth of July while waiting on Bally's new "Palm Beach" game. Bally's "Champion" horse has turned out to be just that for the Laymons, who frankly are almost willing to eat one of them in admitting that a really good thing apparently isn't hurt by coming on the tail of another. The new retractable caster featured on "Champion" has caught on fast out this way, with many operators finding them a real selling point for locations concerned with moving the horse in and out of the store at closing and opening. . . . The new Wurlitzer is arriving in a steady stream, Paul noted, and local ops are almost assured quick delivery upon order. . . . This, we gathered from Nick Carter, applies to the new AMI while Dan Stewart also seems able to keep Rock-Ola buyers supplied.

On the Row: Wm. Steen of San Pedro. . . . T. H. Loo and two sons from El Centro. . . . Bob Butcher of ABC Coin Co. in San Diego en route to Wisconsin on vacation. . . . Santa Ana's Lee Nelson. . . . Clyde Truss of Oceanside. . . . Veteran L. A. op Henry Ballard visiting his many old friends. . . . Lee Wirt and Jack Johnston of Montebello. . . . Paso Roble's E. E. Simmons. . . . Joseph Boll from 29 Palms. . . Southgate's Lloyd Saunders . . . Jack Spencer of Big Bear, where he anticipates big business on account of the water being full up for the first time in years. . . . San Luis Obispo's Charlie Gauger and H. D. McClure. . . . Cece Ellison and Frank Roberts from Lancaster.



Pat Flannigan of the Ajax Novelty Company in Minneapolis, Minn., although laying no claim to being a top notch fisherman really had a nice catch on a three-day fishing trip at Lake Millacs. Van Middlemas of Bismarck, N. D., and former operator and at the present time representative for the U-Select-It Manufacturing Co. stopped in the Twin Cities to visit the various distributors and say hello. Van manages to take some time off and spend it at his summer home at Battle Lake and get in some nice fishing.

Picking up supplies and equipments for their routes were Mr. and Mrs. Frank Mager of Grand Rapids, Minn.; Oscar Englund of Alexandria, Minn.; John Howe of Foley, Minn. and Harold Peterson of Bethel, Minn. Seen here and there at the various distributors and record supply houses were John Galep of Menominie, Wis.; Ted Heil of Gaylord, Minn.; Ben Jahnke of Hutchinson, Minn.; Gordon Dunn of Moose Lake, Minn.; Art Hagness of Grand Forks, N. D.; Pete Vanderhyde of Dodge Center, Minn.; Frank Davidson of Spooner, Wis.; Wil'iam Gummow of Hopkins, Minn. and Phil Stang of Jordon, Minn. Some of the operators who were seen in the Twin Cities after being absent for quite some time were Tom Clifford of Gilbert, Minn.; Lester York of Mitchell, S. D.; Kap Keister of Frontenac, Minn.; Bill Arndt of Long Prairie, Minn. and Mike Illies of Long Prairie, Minn. . . . John Bohnen of Freeport, Minn. although having sold his operation is still interested in seeing what is new in the coin line. He stopped in to see some of the boys in the Twin Cities.

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

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Page 31

CLASSIFIED ADVI	ERTISING SECTION	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 follow- ing issue pending receipt of your check or cash. Notice to holders of "Special (\$48) special of the regular rate of 10c expension": You are entitled to a free classified ad in each week's issue con- tineludes your firm name, address and tele- phone 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 GLOSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.	 WANT—A-1 man for music and 5 ball route in Louisiana. Will give right man real proposition. Must give real service and be a hustler. No drunks. 1 ball experience helpful. Write WILSON, P.O. BOX 5181, HOUS-TON, TEXAS. 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. SCHNEI-DER, 123 W. 66th STREET, NEW YORK CITY, N.Y. WANT—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MON- 	 WANT—All makes of Consoles, free play and cash, or payout models from Penna. operators only. Advise if registered with the government under the Johnson Act. Advise lowest prices wanted and conditions of machines as they must be complete. K.C. SPECIALTY CO., JACK KAUFMAN, 410 MARKET ST., PHILA. 6, PA. Tel: MArket 7-6865 or 7-6391. WANT — Very latest Amusement machines; Scales; 1217; 1017: 1015; 1400; 1250; AMI C or D; Seeburg M-100's (78 and 45). Pre-war Rockola Motors. Packard Pla-Mor and Wurlitzer 3025 Wall Boxes. Write stating condition and price. ST. THOMAS, ONTARIO, CANADA. 	 FOR SALE—Bally Spot Lites \$419.50; Futuritys \$324.50; Turf Kings \$162.50; Gottlieb Hit 'N Runs \$175; All Star Basketballs \$145; Williams Sportsman (brand new) \$159.50; Hayburner \$189.50; Rag Mop \$75; Quarterback \$75; United Steeple Chase (floor samples, never operated) \$274.50; Quiz Time (absolutely perfect) \$99.50; Ex- hibit Jet Gun (slightly used) \$219.50; Old Hilltops (a terrific conversion from Winner, like new) \$275. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: CAnal 8318. FOR SALE—115 New and used wall boxes \$100 at Thermopolis, Wyo- ming. "Radio" JOE WARRING- 		
VANT — 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.	ARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: LIncoln 9-3996. 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. ROBIN- SON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).	WANT-Wurlitzer Model 1250's; See- burg M100B's 45 R.P.M. Will pay cash or trade Williams Horse Fea- thers and Chicago Coin 4 Player Derbies. Write, wire or phone. BUSH DIST. CO., 286 N. W. TWEN- TY-NINTH ST., MIAMI 37, FLA. Tel.: 3-4623.	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 HAR- FORD AVENUE, BALTIMORE 13, MD. Tel.: LEXington 8820. Wur- litzer distributors Maryland and		
Tel.: DIckens 2-7060. VANT—We buy dealers surplus stocks. Operators we pay the high- est 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—Ponies; latest Selective Solotone; All Stars; Heavy Hitters; United 10th Inning; Coin Changers; Coin Counters. Any quantity at the right price. LIEBMAN, 12 BABY POINT RD., TORONTO, CANADA. WANT—Close Outs: Late model pho- nographs. ACTIVE AMUSEMENT CO., 501 NO. GOSSET STREET, ANDERSON, S. C. Tel.: 2310. 	WANT-Bingo Rolls. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH. WANT-Used Bronchos. SAM J. SOLOMONS, UNIVERSITY COIN MACHINE E X C H A N G E, 854 NORTH HIGH STREET, COLUM-	FOR SALE—Citations 39.50; Cham- pions \$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 INDUS- TRIES, 542 W. 63 ST., CHICAGO, ILL. Tel: ENglewood 4-9202, EN- glewood 4-9204.		
ANT—Horses Mechanical, 2 large, 2 small, also motor for Under Sea Raider. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS, MO. ANT—Will pay top price for AMI Model B; Bally Coney Islands; Bally Bright Lights; Bright Spots. MONROE COIN MACHINE EX- CHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. • Tel.: SUperior 1-4600.	 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 — Your used or surplus rec- ords. We buy all year round and pay top prices up to 5% blues and race. No lot too large or too small. 	BUS, OHIO. Tel: UNniversity 6900. 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 particu- lars and photo. DAVE LOWY & CO., 580 TENTH AVE., NEW YORK,	FOR SALE — New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peannt 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 — Coin Operated Pool		
VANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUT- ING CO., 503 W. CENTRAL AVE., ORLANDO, FLA. VANT—Bright Lights; Bright Spots; Coney Islands; Spot Lights. Will pay top dollar. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021	We also buy closeout inventories complete. BEACON SHOPS, 821 NO. MAIN ST., PROVIDENCE, R. I. Tel.: UNion 1-0320. 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 AMUSE- MENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.	N. Y. Tel: CHickering 4-5100. 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 DIS- TRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.	Tables. 3 ¹ / ₂ ' x 7'. Patented—Fea- ture 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—Will sell, trade, or buy all types of coin operated equip-		
PROSPECT AVE., CLEVELAND, O. ANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: BOX # 119, c/o THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.	WANTED—Late Model Solotone Mas- ter Entertainers and Selective Boxes. REGENT VENDING MACHINES, LTD., 779 BANK STREET, OTTA- WA, CANADA. WANT—Need for importation, Holly- cranes last model. Send price and quantity. CARDINAL AMUSEMENT, 3731 DANDURAND, MONTREAL	FOR SALE—Perfect condition, look like new; Coney Island \$450; Bright Spots \$425, ⁴ eaders \$400; Bright Lites \$350; hot Rods \$60; Turf Kings \$190; Citations \$45; Varions late Flipper Pins (write). 1/3 de- posit, balance C.O.D. W. E. KEENEY MFG. CO., 5229 S. KEDZIE AVE., CHICAGO, ILL. Tel.: Hemlock 3844.	 an types of com operates equip- ment; Pin Games; Shuffle Alleys; Music Boxes; Guns, Etc., with op- erators in Pennsylvania. RUGINIS NOVELTY COMPANY, 329 East Seventh Street, Mount Carmel, Pen- na. Tel: 31. FOR SALE—Ready for location: Ari- zona \$60; Football \$65; Harvest 		
VANT — Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburgs and boxes. Best price. WESTERN DIS- TRIBUTORS, 3126 ELLIOTT AVE- NUE, SEATTLE 1, WASHINGTON.	WANT—United Six Players-all models; Chicoin Six Player stationary light- up pins. Quote quantity and prices on above. UNITED PLAY MA- CHINES, INC., 578—TENTH AVE., NEW YORK, N. Y. Tel: LOngacre 5-8748.	FOR SALE—The old reliable Massen- gill 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	Time \$85; Fighting Irish \$65; Majors \$40; St. Louis \$50; Ra- mona \$40; Star Series \$75; Phoenix \$45; Bomber \$75; Stop & Go \$109.50; Select A Card \$40; Utah \$65; Dale Gun \$65; Silver Bullets \$100. AMUSEMENT ARCADE CO., 419 — 9th ST., N. W., WASHING- TON, D. C.		
MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677. ANTED — Broadways and 3-4-5's. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO, 2, CALIF. Tel: MAr- ket 1-3967.	WANT—Coney Islands; Bright Spots; Bright Lights; United's Leader; 100 Record Seeburg Phonographs & Bar boxes & Late Model Phono- graphs; Chicago Coin & Exhibit Guns; Seeburg Bear Gun; Hobby Horses. Give best price and quantity in first letter. VALLEY DISTRIBU- TORS, 710-12th STREET, SACRA- MENTO, CALIFORNIA.	COMPANY, 132 NORTH MAIN STREET, DARLINGTON, S. C. Tel: 500. FOR SALE—Used Juke Box Records. No Rhythm and Blues. LIEBER- MAN MUSIC COMPANY, 257 PLY- MOUTH AVENUE NO., MINNE- APOLIS, MINNESOTA.	FOR SALE—Seeburg Bear Guns \$295; 5-Seeburg 3-wire 5-10-25c. wall- boxes \$35; Ski Barrel \$75; Chicago Goalee \$69.50; 2-HiRolls \$75; Photo Finish \$65; Universal Win- ner \$95; 3-Citations \$39.50; Gold Cup \$25; Entrys \$25. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON.		

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The Cash Box

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- FOR SALE—Bingo Games just off location including eight "Spotlights" at \$459, guaranteed like new, A-1 mechanical coudition. Also, five "Coney Islands" at \$387.50. Closing out five Citations at \$39.50. T & L
 DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI, OHIO. Tel.: MAin 8751
- 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., SYRA-CUSE 3, N. Y.
- FOR SALE—Trophy Bowl \$50; Super Twin Bowler \$50; Goalee \$50; Twin Shuffle Cade \$150; ABC Bowler; Speed Bowler; Shuffle Baseball; Express; \$25 ea.; Doube Header \$50; Quarterback \$50; Six Player League Bowler \$225. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 4, N. Y.
- FOR SALE—Champions \$60; Citations \$50; Jack Rabbit \$50; Shuffle Champs \$25. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel: 750.
- FOR SALE—1 Downey-Johnson Coin Counter \$125; 8 Packard Hi-Chrome Wall Boxes \$12.50 ea.; 1 Chicago Coin Midget Skee Ball, clean, \$195; 1 Mills Constellation Phono \$135; 1 Harvest Time \$65. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANS-VILLE 10, INDIANA.
- 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; WIL56 Wall Boxes \$14. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.
- FOR SALE Reconditioned Wurltzers: 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.
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- FOR SALE—Model C—A.M.I. phonographs very clean \$450; Wilcox Gay Recordio and about eight hundred records like new \$150. WOLF DISTRIBUTING CO., 8600 W. COL-FAX, DENVER, COLO.

- 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—Just off our route: Wurlitzer 1250 adaptor and 48 Selection Wall Box \$125; Gottlieb Bowlette \$45; Seeburg Chicken Sam converted to Swing Monkey \$50. ½ deposit with order. FRENCHY & CO., 7624 N. E. 2nd AVENUE, MIAMI, FLA. Tel.: 72767.
- 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—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—New and used phonographs and games by distributors of world's finest (Wurlitzer phonograph). For service and quality phone or write: COVEN DISTRIBU-TING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel: INdependence 3-2210.
- 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., DEROIT 1, MICH.
- FOR SALE—Coney Island \$425; Spot Lites \$525; A.B.C. \$250; Zingos \$300; Citations \$40; Champions \$60; Turf Kings \$200. Bally Distributors ALLAN SALES, INC., 928 MARKET ST., WHEELING, W. VA. Tel.: WHeeling 5472.
- FOR SALE—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; 10 Seeburg 100 A—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—10 nearly new Hobby Horses. Priced right. Each unit carries new machine guarantee. For further information write: SHEL-DON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK.
- 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 Clean and checked: Photo Finish \$50; Chicago Coin Thing \$35; Lucky Inning \$35; Bally Bright Lite, drop coin chute \$365; Bright Spot \$425; Atlantic City (New)—write. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel: OLive-2800.
- FOR SALE—Eight Bally Spot Lights, excellent condition, like new, \$427.50 each; seven Bally Citations \$33.50 each; and two Chicago Coin 4-Player Derbys, like new, \$20.50 each. T & L DISTRIBUTING COM-PANY, 1321 CENTRAL PARKWAY. CINCINNATI 14, OHIO. Tel: MAin 8751.
- 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, BALTIMORE.

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- 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—Shipmans brand new triplex Postage Stamp Machine Plus 20,000 folders — Special \$39.50 complete. Shipman Folders \$10 carton 20,000 Victory Folders \$6.00 carton 10,000. Mail check to: SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST., MIAMI 45, FLA.
- FOR SALE—Clean ready for location: Wurlitzer 1080's \$150; Seeburg 5c wireless wall box \$7.50; Packard wall box \$7.50. CAIN-CAILLOU-ETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.
- FOR SALE 40 Seeburg W1L-56 Wireless Wall Boxes, ea. \$8. 1/3 deposit, balance C. O. D. or Sight Draft. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.
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- 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, HART-FORD, CONN.
- FOR SALE—Turf Kings \$160; Winners \$115; Citations \$50; Gold Cups \$50; Photo Finish \$75; Champions \$75; Steeple Chase \$325; Sea Jockey \$325; ABC \$295; Five Stars \$175. ½ deposit required, balance C.O.D. CLÉVELAND COIN MACHINE EX-CHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, OHIO.
- FOR SALE—2 C. C. Thing \$95; Bally Carnival \$35; Exhibit Gondola \$35; Universal Deluxe Twin Bowler \$125; Gottlieb Barnacle Bill \$45; Exhibit Six Shooter \$195; Universal Winner \$175. DAN STEWART COMPANY, 140 E. 2nd SO., SALT LAKE CITY, UTAH. Tel.: 9-0931.
- FOR SALE—United Across the Board; Chicago Coin Derby; Midget Movies; Relax-a-Lator; Auto Studio (Four Pictures for a Quarter); Wurlitzer 1217; Wurlitzer 1250; Seeburg 100, 78 RPM.
 WANT — Will pay cash for Bally
- WANT Will pay cash for Bally Bingo Machines and Metal Typers. REDD DISTRIBUTING COMPANY, INC. 298 LINCOLN ST., ALLSTON, MASS. Tel: ALgonquin 4-4040.

- FOR SALE New Wms. Olympia games \$225; New Gottlieb Quartet \$225; New Wms. Horse Feathers \$250; New Wms. Sea Jockey \$275; Used Keeney 2 player League Bowler Rebound \$75; United ABC clean \$275; Spot Lite upright amusement game formerly \$395; now \$49.50 each. Will buy Consoles from Penna operators or will exchange for above games. K.C. SPECIALTY CO., JACK KAUFMAN, 410 MARKET ST., PHILA. 6, PA. Tel: MArket 7-6865 or 7-6391.
- 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.
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- FOR SALE—100A Seeburg \$725. Model 146M Seeburgs \$165; 1250 Wurlitzers \$465; 1100 Wurlitzers \$356; 1080 Wurlitzers \$175; 1015 Wurlitzers \$165. All shopped and in clean condition—guaranteed. 1/3 deposit, balance C.O.D. CEN-TURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO, N. Y.
- FOR SALE Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipped trucks. We will install entire equipment in any part of the country, and show you our formula for refinishing. Four years experience in refinishing and manufacturing of shuffleboards. Reason for selling, present owners going in government work. BOX HOLDER, 14806 BENTLER AVE., DETROIT, MICH.
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- FOR SALE Bally Shuffle Bowlers \$29.50; Bally Shuffle Lines \$122.50; Universal Hi-Score Bowlers \$135; Williams De Luxe Bowlers \$29.50; Rockola Shuffle Jungle \$24.50; Genco Shuffle Target \$99.50; Exhibit Strike \$44.50. MILLER-NEW-MARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel: 9-8632— 5743 GRAND RIVER AVE., DE-TROIT 8, MICH. Tel: TYler 8-2230.
- FOR SALE—Shuffle Alley Pucks— For manufacturers and distributors. We have the finest 'Two-sided Puck' in the market for use on all Shuffle Alleys. It's highly polished and plated—guaranteed the finest in the world—and we offer it at the lowest price in the field. Write—wire —phone for quality prices and samples. GOODYEAR PRODUCTS CORP., 410 N. BROAD ST., ELIZA-BETH 3, N. J. Tel: ELlizabeth 2.0089.

The Cash Box, Page 33

July 19, 1952

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 BLUE-MOUND RD., MILWAUKEE 13, WIS. Tel.: BLuemound 8-7600.
- FOR SALE—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. Rock-Ola '46 and '47; Wurlitzer 1015; Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: HEnderson 1-7577.
- 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., MILWAU-KEE, WIS. Tel.: WEst 3-3224.
- FOR SALE Chicago Coin Classie \$115; Universal Super Twin Bowler \$115; Bally Speed Bowler \$50; Shuffle Alley with fly-away pins \$25. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: CAnal 6-0293.
- 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 DISTRIBUT-ING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.
- FOR SALE—1—1946 M \$135; 1— 1015 \$150; 1—1080 \$165; 2— H-246 Hide Away \$165; 20—3W2-L56—3 Wire 5c—\$15 ea., 10— W. S. 2 Z Wireless 5c \$6 ea., 10 Packard Boxes \$7.50 ea. SERVICE VENDING CO., 236 N. DIAMOND ST., MANSFIELD, OHIO.

Notice!

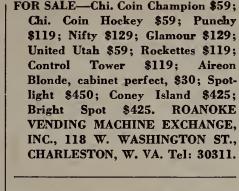
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FOR SALE—Seeburg M100 (78); Rockola 1428's AMI Model "C"; Wurlitzer 1015 and 1250 at low prices. Want to buy all post war machines. Give details first letter stating model, quantity, condition and price. SEACOAST DISTRIBU-TORS, INC., 1200 NORTH AVE., ELIZABETH 4, N. J.

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, WIL-LIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

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 Convertor 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 DISTRIBUT-ING CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

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THIS WEEK'S USED MACHINE QUOTATIONS

13th Year of Publication 719th 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 someone on the Last Coast may think it worth but \$75.00. Or course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, hav-ing 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 application of the subscriber to make average price adjustments to fit the peculiarities of his territory. MBTHOD: "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 5. No quotations Last 2 to 4 Weeks 6. No quotations 4 Weeks or Longer 7. Machines Just Added 1. Prices UP 2. Prices DOWN 3. Prices UP and DOWN 4. No change from Last Week **Great** Activity PRICE LIST CONFIDENTIAL 1

-+	HP	HONO	GRAPHS	+++	+
WURLITZ	SEEBURG				
4. 24	29.50	39.00			00 7
4. 600R	39.50	50.00	4. Plaza	25.00 25.00	39.50 39.5
4. 600K	49. 50	69.50	6. Royale		49.00
4. 500A 4. 500K	49.00 35 .0 0	69.50 59.50	4. Regal RC		49.00
4. 41 (Counter)	24.50	59.50 50.00	4. Gem		44.00
6. 51 (Counter)	30.00	45.00	4. Classic	49.00	60.00
4. 61 (Counter)	24.50	50.00	4. Classic RC		60.00
4. 71 (Counter)	59.5 0	75.00	6. Maestro	44.00	65.00
6. 81 (Counter)		75.00	4. Mayfair4. MayfairRC		59.50 59.50
4. 700		89.50	6. Melody King		79.5
4. 750M		89.00 94.50	6. Crown		59.50
4. 750E 4. 780M Colonial		99.50	6. Crown RC	49.50	79.50
4. 780E		89.50	6. Concert Grand	39.50	59.54
4. 800		98.00	4. Colonel	29.50	49.00
4. 850		79.50	4. Colonel RC	29.50	49.00
4. 950	59.00	99. 50	6. Concert Master 6. Concert Master RC	49.50 59 .5 0	69.50 89.00
4* 1015 4. 1017 Hideaway	140.00	225.00 225.00	6. Cadet		65.00
4* 1100	285.00	375.00	4. Cadet RC	39.50	65.00
4* 1080	150.00	200.00	4. Major	39.50	59.00
4* 1250		500.00	4. Major RC		59.50
6. 300 Adapter	10.00	15.00	4. Envoy		59.00
6. 320 Wireless Wall Box.		5.00	4. Envoy RC	39.50 39.00	59.00 59 .5 0
6. 310 Wall Box 30 Wire		5.00 5.00	4. Vogue	49.50	69.50
4. 320 2 Wire Wall Box 6. 332 2 Wire Bar Box		9.50	6. Casino		59.50
6. 331 2 Wire Bar Box		10.00	6. Casino RC	49.50	79.54
6. 304 2 Wire Stepper		5.00	6. Commander	39.50	59.50
6. Wireless Strollers		25.00	6. Commander RC	50.00	69.00
6. 430 Speaker Club with			4. Hi-Tone 9800 4. Hi-Tone 9800 RC	39.50 45.00	60.00
10, 25c Box	69.50	75.00	4. Hi-Tone 8800		59.00
6. 420 Speaker Cabinet 2. 3031 Wall Box		49.50 12.00	4. Hi-Tone 8800 RC	49.50	59.00
4. 3045 Wall Box	9.95	20.00	4. Hi-Tone 8200	49.50	59.00
4. 3020 Wall Box	29.50	40.00	4. Hi-Tone 8200 RC	45.00	59.00
4. 3025	12.50	19.50	4. 146S	99.50	139.00
4. 2140 Wall Box	20.50	24.50	1* 146M 4. 147S		187.00 179.50
4. 219 Stepper	22.50	35.00	4. 147M		225.00
4. 100 Wall Box 5c 30 Wire	3.50	5.00	4. 148S		350.00
6. 100 Wall Box 10c 30	3.00	5.00	4. 148M	275.00	350.00
Wire	12.50	17.50	4. 148ML	279.00	325.00
6. 111 Bar Box	3.00	10.00	2* M-100-78	625.00	725.00
4. 120 Wall Box 5c Wire .	3.00	4.50	6. Remote Speak Organ 6. Multi Selector 12 Rec.		35.00
6. 305 Impulse Rec	2.50	10.00	6. Melody Parade Bar	4.50	6.00
6. 350 WIs Speaker 6. 115 Wall Box Wire 5c	17.50	29.50	6. 5c Wallomatic Wireless	3.00	8.50
Wireless	5.00	7.50	.6. 5c Baromatic Wireless	4.50	5.00
6. 135 Step Receiver	14.50	19.50	6. 5c Wallomatic 3 Wire	2.00	8.00
6. 145 Imp. Step Fast	4.50	7.50	6. 30 Wire Wall Box	2.00	9.50
6. 306 Music Transmit	7.50	9.50	6. 5, 10, 25c Baromatic Wire	3.00	6.95
6. 130 Adapter	15.00	19.50	4. 5, 10, 25c Wallomatic 3	0.00	0.30
6. 580 Speaker	25.00	49.50	Wire	7.50	9.95
6. 123 Wall Box 5/10/25			4. 5, 10, 25c Baromatic	1.00	
Wireless	9.00	15.00	Wireless	6.95	9.00
6. 125 Wall Box 5/10/25			6. 5, 10, 25c Wallomatic		
Wire	2.50	6.00	Wireless	8.50	17.50
DUCTION NOT PERMITTED				· · · · · · · · · · · · · · · · · · ·	



TGALLOPS

HG BRONCO

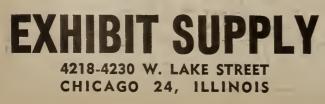
ESTABLISHED 1901

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

BIG BRONCO BIG BI



BACKED BY 14 YEARS OF DEVELOP-MENT AND 51 YEARS OF EXPERI-ENCE MANUFACTURING QUALITY MACHINES



PLAYER SUPER SHUFFLE ALLEY

BIG, BOLD

ILLUMINATED

EACH PLAYER CAN SEE HIS SCORE

AT A GLANCE

SCORE INDICATORS

ONE TO SIX CAN PLAY (10c per game, each player)



UNITED'S

HIGH SCORE FOR THE WEEK FEATURE

> PLAYER WRITES NAME ON BACK-GLASS

JUMBO DISAPPEARING PINS

FAST REBOUND ACTION 20-30 SCORING

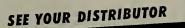
FORMICA PLAYBOARD

STRIKE OR SPARE FLASHER LIGHTS

> CAN PICK UP 7-10 SPLIT

SIZES 8 FT. BY 2 FT. 9 FT. BY 2 FT.

HIGHEST SCORE KEY CONTROL



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



NEW "IN-LINE" REPLAY HIT

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

COMPANY

200

128

SUPER CADE

4 4 3 TO FYTOL OF

THE

CHAMPION

COIN-OPERATED HORSE

SEE PAGE 25

24 32 48

64

16

EXTRA BALLS

+++++

1 • NEW SUPER-CARDS PRODUCE SUPER-PROFITS See this new extra-coins attraction in action at your Bally Distributor.

(Ball

- **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"
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- **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

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