

# THE CASH BOX

VOLUME 13

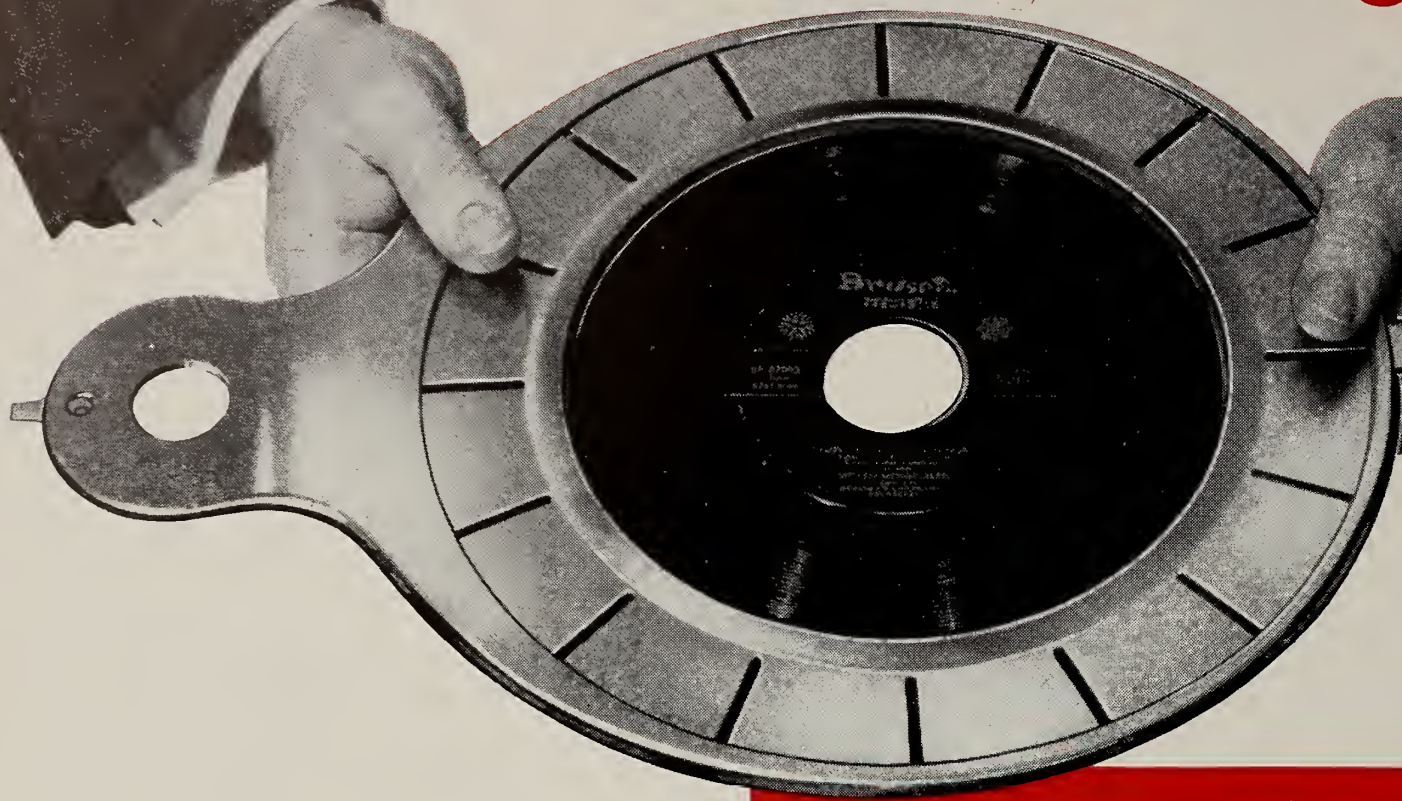
MARCH 22, 1952

NUMBER 26



Ray Anthony, who's been leading the parade in the revival of band popularity, came up with a disk recently which skyrocketed his stock. "At Last," an oldie, turned out to be a potent sleeper and just about the biggest record the trumpeteer has had on Capitol. Now he's following it up with another standard "There Are Such Things." Fred Benson manages Ray.

# Record Handling?



**the Wurlitzer way  
is the SAFE WAY  
... on a tray**



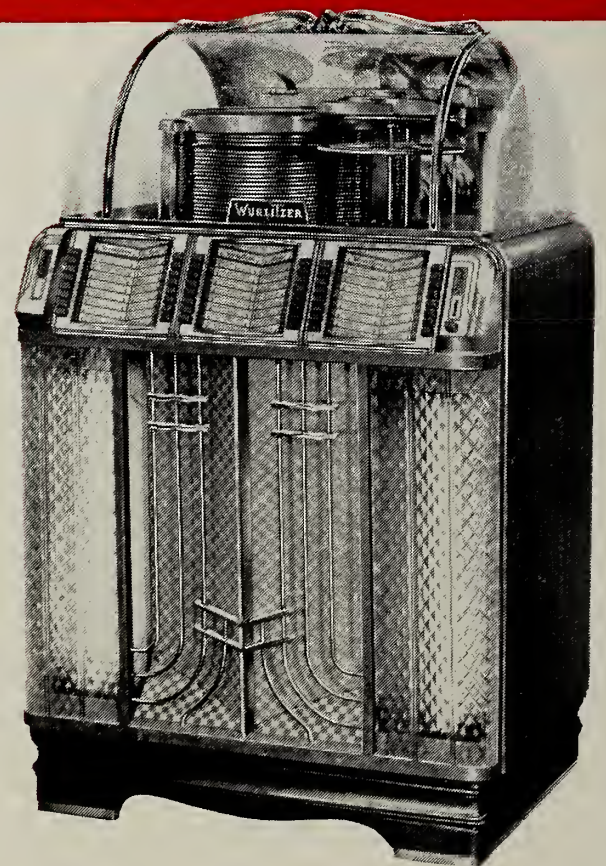
Wurlitzer introduced and has always retained record handling the safe way—on a tray—your assurance that every record will play.

The Wurlitzer way is your best protection against breakage, warpage, scratching, chipping and jamming.

Record is removed from the tray and elevated to playing position by a rubber capped turntable. Traction is applied gently, and only to the center section, assuring minimum wear on the record. It is returned the same way to be stored flat in the stack with edges completely protected.

Just one more important, money-saving reason why it pays to operate money-making Wurlitzer Models 1400 and 1450.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



**your best investment**

**All-Speed  
WURLITZER  
Models 1400-1450**

PUBLISHED EVERY WEEK BY  
**The Cash Box Publishing Co., Inc.**  
26 West 47th Street, New York 19, N. Y.  
(All Phones: JUdson 6-2640)  
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ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

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

*THE CASH BOX* IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

### "THE CONFIDENTIAL PRICE LISTS"

"*The Confidential Price Lists*" are the one and only officially recognized price guide of all new and used machines in the United States. "*The Confidential Price Lists*" are an exclusive, copyrighted feature of *The Cash Box*. "*The Confidential Price Lists*" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. "*The Confidential Price Lists*" are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." They are an integral part of *The Cash Box* and appear in each week's issue. "*The Confidential Price Lists*" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "*The Confidential Price Lists*" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "*The Confidential Price Lists*" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "*The Confidential Price Lists*."

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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# What's Wrong With Getting Together As A Team?

(Editor's Note: A few weeks ago (February 23, 1952 issue, Page 37) a two-color, full page editorial appeared entitled: 'WANTED—A LEADER TO PULL THE INDUSTRY TOGETHER AGAIN'. Since the appearance of this editorial which, we admit, is based on one of the very "touchiest" subjects in the industry today, there have been letters, wires, and even long distance phone calls, commending *The Cash Box* on this editorial, as well as on its stand to help bring the industry together again (as it was in the old days when 7,000 and more registered the first day of every convention) and telling *The Cash Box* that its suggestion that a real leader step forth and pull the entire industry together again "is the one and only solution to the problem". The following editorial was suggested to the writer as a follow up to that outstanding article and appears herewith).

Yes, it was a very "touchy" subject. The little "mads" that some manufacturers have against other manufacturers takes a brave man, these days, to step in between.

Brave because he has to have the agility, as well as the ability, to be able to dodge those subtle punches that are being thrown here, there and everywhere.

When we wrote that editorial, we wanted to tell the truth. We know, and everyone else in the industry knows, that something must be done to "pull the entire industry together once again".

This editorial hoped (and prayed) that a "leader" would come along who could do this vast and important (and highly diplomatic) job.

But, it seems, no one man has stepped forward to call himself a leader and to pull all the various divisions of this field together once again.

Why should NAMA (National Automatic Merchandising Assn.) hold its own convention? Why should MOA (Music Operators of America) hold its own conventions? Why should CMI (Coin Machine Institute) hold its own convention?

Each one of these organizations, when they register over 1,000 coinmen at their conventions, set up a howl to the high heavens. Just as if this was an unequalled achievement.

Isn't it silly? Really silly? Even the youngsters in the field know (or have

been told) about conventions where 7,000 to 10,000 registered the very first day. What must these kids think?

The fathers and mothers of the younger men in the industry (and that goes for manufacturers, distributors, jobbers, operators and all the allied fields) have been teaching their children, ever since these children have been old enough to 'think', that "It's teamwork that counts".

So what do these very same fathers and mothers, these fathers and mothers who control this tremendously large section of the world's entertainments, do?

They go out on an individualistic limb. Just as if they were all alone on an island far out in an unexplored part of the sea.

The very thing, the very teaching, that they give their own children, they neglect in their own business.

What an impressive sight for all engaged in this industry when over 7,000 men, women and children, registered the VERY FIRST DAY for a national convention.

(And what money was earned by those who could exhibit something new and better and different. All because the law of percentages was on their side.)

Operators, jobbers and distributors LOOKED FORWARD AND PLANNED AHEAD TO THIS ONE BIG CONVENTION — THIS ONE TIME DURING THE WHOLE YEAR.

People reserved rooms a year in advance. Manufacturers saved their best for the show.

Everyone was there. And how they were there. And what fun they had. And all had a chance to talk to each other. Were busy and happy and thrilled to be present at: "THE CONVENTION".

The time has come for the little people — the members of NAMA and MOA and CMI — the kind of people that are buried out there in what the big city people like to call: "the sticks" — to come on in and tell MOA, NAMA and CMI and EVERYONE ELSE IN THE BUSINESS:

"THAT UNLESS THERE'S ONE CONVENTION — OR ALL CONVENTIONS SAME WEEK, SAME TOWN — THE HELL WITH CONVENTIONS".

And then, after that, ask these people they tell this to: "What's wrong with getting together as a team?"





PLATTER

SPINNER

PATTER

ALL ABOUT DISK JOCKEYS

**THE TEN RECORDS  
DISK JOCKEYS PLAYED MOST THIS WEEK**

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

1. WHEEL OF FORTUNE . . . . Kay Starr (Capitol)  
Sunny Gale & Eddie Wilcox (Derby)  
Bobby Wayne (Mercury)
2. CRY . . . . . Johnnie Ray (Columbia)
3. BLUE TANGO . . . . . Leroy Anderson (Decca)
4. AT LAST . . . . . Ray Anthony (Capitol)
5. PLEASE, MR. SUN . . . . . Johnnie Ray (Columbia)
6. TELL ME WHY . . . . . Four Aces (Decca)
7. ANYTIME . . . . . Eddie Fisher (RCA Victor)
8. TIGER RAG . . . . . Les Paul & Mary Ford (Capitol)
9. LITTLE WHITE CLOUD  
THAT CRIED . . . . . Johnnie Ray (Columbia)
10. BERMUDA . . . . . Bell Sisters (RCA Victor)

Senator Charles W. Tobey is the newest entry in the DJ field. The Senator aired his favorites for one solid hour one day last week, proving you're never too old to try something new. The New Hampshire Republican is 71 years young. . . . "Bud" Skurian, formerly with WAAB—Worcester, Mass., now with WARE—Ware, Mass. . . . Allan Curtis, who used to be at WFGM—Fitchburg, Mass., now has an afternoon show on WWNH—Rochester, N. H. . . . Felix Grant (WWDC—Washington, D. C.) made local and national newspapers when he ad-libbed a killer on his show recently. Felix was manning his "Yawn Patrol" when his companion on the broadcast, a cat named "Muscles," gave a howl, a yowl, and a jump off the table. Felix "yowled": "My cat—she's having kittens." . . . Dick Piper (WKBR—Manchester, N. H.) has joined the rapidly expanding list of New England Dee-Jays who select their tunes from **The Cash Box**.



WILL MOYLE  
(WWPA—Williamsport, Pa.)

Will Moyle has been with WWPA—Williamsport, Pa., since its first broadcast on May 22, 1949. Will does news-casting, is station Music Director, has set up the entire record library, and when the mood strikes him plays the piano along with the records he's airing. Such versatility. . . . Robert Cook has taken over the Art Fazzin morning spot at WAKR—Akron, Ohio. . . . Fred Porcy is the new record librarian at KRXL—Roseburg, Oregon. . . . Jerry Lewis is a Dee-Jay at WCSH—Portland, Maine. Now if he can find a Dean Martin to go on with him. . . . Freddy Robbins, one of the nicest guys in the business, is no longer with WINS—New York. Freddy is still going great, however, on his Sunday eve TV show. . . . "Coffee

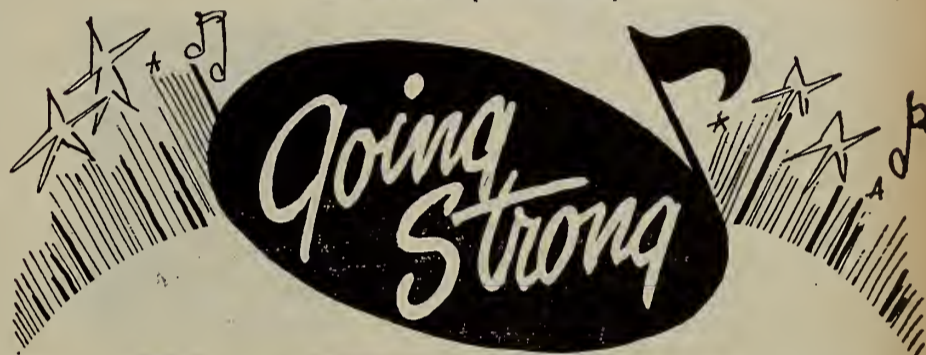
With Lee and Lorraine," Mr. & Mrs. record personality show heard daily over WSPR—Springfield, Mass., now going into its fourth straight year under the same sponsor. Recently, after guesting on their show, J. Fred Coots, composer of such hits as "Santa Claus Is Coming To Town" and "You Go To My Head," wrote a song called "Coffee Time With Lee And Lorraine." It's now in the process of being arranged and recorded for use as the program theme. . . . Here's a gimmick. Ben Taylor (WLEE—Richmond, Va.) on his "Music After Hours" show, aired the telephone numbers of some Air Force boys stationed at nearby Byrd Field. The girls did their patriotic duty and now two of the boys are engaged and many more are going steady. Guess we've heard everything.

Hal Tate (WBKB-TV—Chicago, Ill.) does a wonderful tie-in of records and juke box play on his "Hal Tate TV Disc Jockey Show" every Sunday afternoon. Hal drops a dime in a juke box each time he introduces a number. Bill Gersh, The Cash Box publisher, was instrumental in getting the new Wurlitzer 1400 for the show. . . . Dick Gottlieb (KPRC-TV—Houston, Texas) becoming quite a celebrity himself as he continues to astound his listeners with the unusual. As master of ceremonies and general factotum of "Matinee," Gottlieb has had more than 1200 guests, from the Pin Oaks stables to Pakistan, from hair stylists to hypnotists, from motorcyclists to movie stars, from book reviewers to Boy Scouts and from marionettes to a mechanical man. Any celebrity who visits Houston must surely end up on Dick's show. . . . Art Brown (WWDC—Washington, D. C.) who has been in Florida sunning his knee, returned to his show tanned and rested—but still limping. Did you know Art owns a horse called "Pass-Me-Not"? The mare is living the life of luxury eating oats and products advertised on the dee-jays morning show. . . . Rex Dale (WCKY—Cincinnati, Ohio) has launched a big contest to introduce Jane Grant, Dot Record thrush, to the area. Jane's initial recording "Goody Goody" and "Just Believe In Me" are being used as the basis for the contest. . . . George and Marilu Case (WONE-WTWO—Dayton, Ohio) who are on the air with "Breakfast With Wone" and "Breakfast At Gallahers" recently pulled more mail than all the five other shows combined that participated in this test.

another great  
**Johnny & Jack**  
style release . . .

**"THREE WAYS OF KNOWING"**

backed by  
**"WHEN YOU WANT A LITTLE LOVIN'"**  
RCA Victor Record  
20-4555 (47-4555)



For the past many weeks the buy-word has been "HERE WE GO AGAIN—WITH THE BIG NEW HITS" with the result that this week's special listing highlights of the fastest-soaring sales scorchers on the market. This proven merchandise pairs top RCA Victor artists with top tunes to give you a star-studded sales package. Terrific reaction in the field, including a deluge of re-orders, indicates that every one of these items has a strong chance of happening. For that reason, and to give you and the entire RCA Victor record force ample opportunity for a concerted drive, it was decided to eliminate Release 52-12.

All RCA Victor radio and television programs will give the sales-winning collection a boost and leading pop deejays (who have received all the singles) will be spinning the discs for their audiences. Play 'em! Display 'em! You're sure to have winners.

WEEK OF MARCH 15

- ☎ **Hambone / Mama's On The Warpath**  
Bell Sisters & Phil Harris . . . . . 20-4584 (47-4584)\*
- ☎ **Noodlin' Rag / Play Me A Hurtin' Tune**  
Perry Como . . . . . 20-4542 (47-4542)\*
- ☎ **Tulips And Heather / Please, Mr. Sun**  
Perry Como . . . . . 20-4453 (47-4453)\*
- ☎ **The Gold Rush Is Over / Why Do You Punish Me**  
Hank Snow . . . . . 20-4522 (47-4522)\*
- ☎ **That's The Chance You Take / Forgive Me**  
Eddie Fisher . . . . . 20-4574 (47-4574)\*
- ☎ **Poor Whip-Poor-Will / Wheel Of Fortune**  
Bell Sisters & Henri Rene . . . . . 20-4520 (47-4520)\*
- ☎ **Easy On The Eyes / Anything That's Part Of You**  
Eddy Arnold . . . . . 20-4569 (47-4569)\*
- ☎ **Blue Tango / The Gypsy Trail**  
Hugo Winterhalter . . . . . 20-4518 (47-4518)\*
- ☎ **Three Ways Of Knowing / When You Want A Little Lovin'**  
Johnnie & Jack . . . . . 20-4555 (47-4555)\*
- ☎ **Woman Is A Five Letter Word / Got You On My Mind**  
John Greer . . . . . 20-4348 (47-4348)\*
- ☎ **Down South / I've Turned Gadabout**  
Spike Jones . . . . . 20-4568 (47-4568)\*
- ☎ **Egbert The Easter Egg / Peter Cottontail**  
Roy Rogers . . . . . 45-5336 (47-0306)\*
- ☎ **Senator From Tennessee / Double Shuffle**  
Dinah Shore & Tex Williams . . . . . 20-4561 (47-4561)\*
- ☎ **Top Pops**  
Frankie Carle . . . . . P/WP-3024 LPM-3024

\* 45 rpm cat. nos.

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









# KING OF THE BARITONES



NEW YORK—In his second annual poll, WINS-New York disk jockey Brad Phillips named Perry Como "King Of The Baritones" for 1952-53. Garnering over 11,000 votes more than his nearest rival, Eddie Fisher, who was last year's winner, Como from the start of the four week contest never lost the number one position. Tony Bennett who at this time last year had made but one record came in third. The rest of the top ten were in the following order: Vic Damone, Alan Dale, Gordon MacRae, Guy Mitchell, Johnnie Ray, Tony Martin and Frankie Laine. Above Perry is shown receiving the winning scroll from Brad Phillips with the Fontane Sisters looking on.

## The HALE You Say

by natt hale

Spring is here! No doubt about it. . . . We have still to view the first robin of the season, no new romance has stirred our soul, there's no inclination to inhabit any palace of indolence—yet, Spring is here. . . .

So how come? We think we've got the answer. It's the sudden upsurge in the activities of everyone even remotely connected with the record industry: the recording divisions, distributors, salesmen, promotion men, dealers, disc jockeys and, of course, the coin machine operators. More ballads are being sung and, hence, more necking is going on in the taverns and cocktail lounges throughout the land.

Less quibbling is going on amongst the artiste element about who gets which tune to commit to the tallow for posterity.

Distributors are calling the factories with prepaid 'phone calls, and asking the production chiefs to please try to get such-and-such a record out via Air Express—collect!

The distributor salesmen are having lunch together, sometimes two and three times a week—and sometimes popping for the other fellow's check. . .

The promotion men are going hell-bent-for-leather—plugging each other's records like crazy.

Dealers are succumbing, at last, to the frequent impressionistic "pitches" of the salesmen, to the extent that their heads are nodding up and down continuously and their verbiage is now limited to, "Yes, that's very nice The best he's done yet. You're right."

The deejays are becoming more and more susceptible to flattery, and they are repaying with flattery in kind—to the artists, the promotion men, the A. & R. men, etc.

The coin machine operators are in a mood to agree that any record can go in any spot. Also, that the discs are now longer-wearing, the tone arms are weighted just right, they're getting six zillion plays per needle, and the new crop of records are the best in the history of the business.

All in all, it's an enviable state of affairs, n'est pas?

In our entire experience, we've observed the seasonal spirit of jollity and brotherhood throughout the record industry, but ne'er before as completely fulfilled as this year. Evidently, the income tax reports disclosed an unfamiliar status of prosperity amongst the rank and file of the gentry discussed above. Nevertheless, it's with an unprecedented feeling of giddiness that we attacked the typewriter keys for this session to pay humble tribute to our brethren and sistern within the confines of the wax works for their seasonal rapture making an early appearance this year.

During the past week, we encountered an artiste who suggested to us that we concentrate more of our plugging on another fellow-artiste on the label "who needs it more." This suggestion was greeted with profound amazement, as was to be expected, whereupon the great one informed us that, "Well, I dunno, I just feel g-o-o-d. . . . Besides, I really think that so-and-so really has it, Man. I'd like to see him make!" (Under his breath, we detected a slight murmur which sounded suspiciously like "I'd like to see him. . . ."—but we could be wrong. . . .)

Be it as it may, we find we're a veddy happy lot and we only hope it continues indefinitely.

While we attributed this new spirit of relationship to the effect of seasonal mellowness, the diehards will probably offset the philosophy with, "So what? When Spring comes, can Summer, Fall and Winter be far behind? And then—look out!"

But who cares . . . .  
Spring is here!



NATT HALE

America's Fastest Selling Records

# DECCA

## "BEST BETS"

Selections based on actual sales. Place these fast-moving numbers now to boost plays and profits.

PLACE LAST WEEK	PLACE THIS WEEK	POPULAR	Artist	Record Number
2.	1.	YOU'RE NOT WORTH MY TEARS High and Dry	Mills Brothers	28021*
5.	2.	WISHIN' Goodbye Sweetheart	Russ Morgan	27975*
3.	3.	FOR THE FIRST TIME Play Them Bones	Francis Craig	27937*
4.	4.	WHEEL OF FORTUNE 'Til All The Stars Fall In The Ocean	Arthur Prysock	27967*
9.	5.	HONEST AND TRULY One Little Ward	Guy Lombardo	27995*
12.	6.	HONEST AND TRULY All My Life	Ink Spots	27996*
7.	7.	THE BLACKSMITH BLUES ANY TIME	Sy Oliver with Trudy Richards	27972*
8.	8.	POOR WHIP-POOR-WILL WONDERING	Andrews Sisters	27979*
10.	9.	MOTHER, MOTHER EVERY HOUR	Gordon Jenkins	27933*
11.	10.	GRANADA COPACABANA	Bing Crosby with the Bando do Luo	27951*
15.	11.	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	Patty Andrews	28038*
—	12.	MISTAKES My Castle In Spain (Is A Shack In The Lane)	Al Morgan and Frankie Froba	28040*
13.	13.	BEGIN THE BEGUINE BELIEVE IT BELOVED	Connee Boswell	27945*
—	14.	A GUY IS A GUY That Old Feeling	Ella Fitzgerald	28049*
—	15.	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Comorata and Don Cherry	27755*

PLACE LAST WEEK	PLACE THIS WEEK	COUNTRY	Artist	Record Number
5.	1.	HONEST AND TRULY Warm'd Over Love	Rolond Johnson	46405*
2.	2.	AS LONG AS THE RIVER FLOWS ON THE WALTZ OF THE ROSES	Rex Allen	27952*
3.	3.	CHARMING BETSY HIGH HEELS	Lonzo and Oscar	46399*
4.	4.	SILVER AND GOLD THE SENATOR FROM TENNESSEE	Hardrock Gunter	46401*
—	5.	AN ANGEL IN DISGUISE I'M OLD KENTUCKY BOUND	Charlie Monroe	46406*
6.	6.	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet	46404*

PLACE LAST WEEK	PLACE THIS WEEK	SEPIA	Artist	Record Number
5.	1.	HONEST AND TRULY I Found A New Love	Little Donno Hightower	48284*
2.	2.	I HEAR A RHAPSODY YOU PLAYED ON MY PIANO	Helen Humes with Gerald Wiggins	48282*
3.	3.	WHEN YOU SURRENDER MY FAVORITE CHICK	Larry Cummings	48281*
4.	4.	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	Joe Medlin	48283*
—	5.	SIT DOWN SERVANT DOES JESUS CARE	Marie Knight	48285*

\*Also available in 45 RPM (add prefix '9' to record number)

A HIT!

# SISTER ROSETTA THARPE

with the Anita Kerr Singers

## PEACE IN THE VALLEY

and

## NEAR THE CROSS

DECCA RECORDS

JUKE BOX  
OPERATOR  
RAVES ABOUT

# THE NEW

## HIRSH COIN MACHINE CORP.

EXCLUSIVE DISTRIBUTORS OF COIN OPERATED MACHINES SINCE 1920  
1309 NEW JERSEY AVENUE, N.W., WASHINGTON 1, D.C.  
ALL PHONES: HOBART 3170

MARCH 4, 1952

MR. DICK GERSH  
BUDDY BASCH OFFICE  
17 EAST 45TH ST.,  
NEW YORK 17, N.Y.

DEAR DICK:

I AM VERY EXCITED ABOUT THE TWO NEW SPIKE JONES' SIDES "DOWN SOUTH" AND "I'VE TURNED GADABOUT". THE SOUND THAT SPIKE GETS WITH HIS "COUNTRY COUSINS" IS THE MOST COMMERCIAL MATERIAL FOR THE JUKE BOXES THAT HE HAS EVER TURNED OUT. I THINK THAT THESE WILL BE THE BIGGEST JUKE BOX HITS THAT HE HAS EVER HAD.

LET ME KNOW IF I CAN COOPERATE WITH YOU IN ANY WAY IN YOUR PROMOTION OF THE RECORD. I REALLY BELIEVE THAT THIS IS THE BEST JUKE BOX MATERIAL THAT SPIKE JONES HAS EVER RECORDED. LET'S HAVE MORE MONEY-MAKERS FOR JUKES!

ALTHOUGH THIS IS DONE IN A WESTERN STYLE, I BELIEVE THIS WILL GO POPS AND HILLBILLY BOTH.

MY BEST REGARDS TO YOU AND BUDDY. HOPE TO SEE YOU DOWN HERE SOON AGAIN.

VERY SINCERELY YOURS,

HIRSH COIN MACHINE CORP.,

*André de La Véz*

HIRSH DE LA VIEZ, PRESIDENT

HDEL/AG

Mgt.  
ARENA  
STARS,  
INC.

Ralph Wanders—Pres.

Record Promotion.  
BUDDY BASCH OFFICE—Eastern  
BOB STERN—Western

the great **NEW** Hits are on ...



# RCA

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

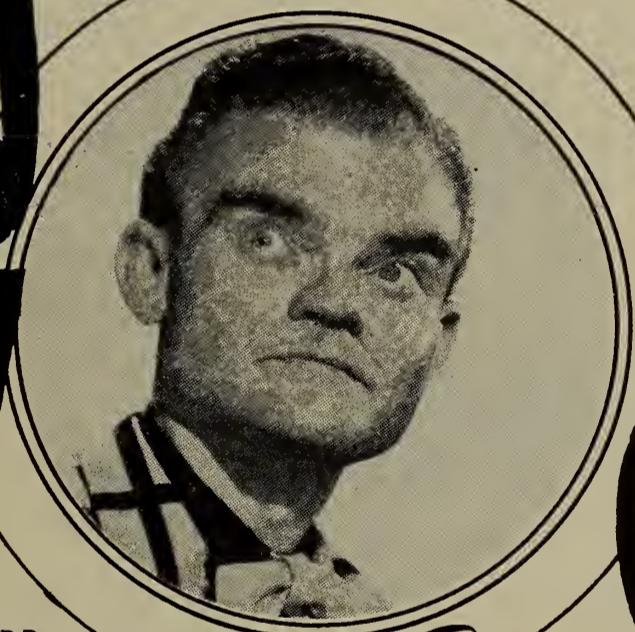
# Spike Jones

and his Country Cousins ...

**NEW** RELEASE  
STYLE  
BAND

**DOWN  
SOUTH**

Published by:  
EDWARD B. MARKS MUSIC CORP.



*and*

**I'VE  
TURNED  
GADABOUT**

Published by:  
RIDGEWAY MUSIC, Inc.

**RCA VICTOR**

20-4568 (78 rpm)

47-4568 (45 rpm)

**VICTOR RECORDS**

# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

- BRIGHT BOUNCER** ● **WHO, WHO, WHO** (Daywin) — Doris Day (Col.) and the Paul Weston Orchestra produce a bright and happy item which Billboard says is "another of her personality-loaded bouncers." (Rates 84 — excellent.) Reverse side is the smash, "A Guy Is a Guy."  
★ ★ ★ ★ ★
- "FIRST RATE"** ● **SENATOR FROM TENNESSEE** (Babb) — Dinah Shore teams with Tex Williams (Vic.) on a timely lyric and bouncy tune called by Cash Box "first rate job." Billboard rates it "excellent" for deejays and says this "novelty bouncer should intrigue."  
★ ★ ★ ★ ★
- MAKE BID** ● **I'VE TURNED GADABOUT** (Ridgeway) — Spike Jones (Vic.) makes a strong bid here. Billboard sees it as "a truly fine Pee Wee King and Redd Stewart opus — done up brightly by the Jones Group." A straightforward job without the typical Jones' gimmicks.  
★ ★ ★ ★ ★
- CUGAT SCORES** ● **THE ACAPULCO POLKA** (Pemora).  
● **THE HILLBILLY MAMBO BAND** (Pemora) — Xavier Cugat (Mer.) features Abbe Lane in what Cash Box calls "a fast moving polka" and "a novelty mambo . . . mixture of Latin-American and hillbilly flavoring." Billboard names disk "a happy item."  
★ ★ ★ ★ ★
- "BEST BET"** ● **BEWARE** (Montauk) — Dolores Gray (Dec.) scores a Cash Box "BEST BET" and is rated by Billboard "a warm vocal on a pleasant ballad, performed as a beguine by the (Sy Oliver) ork."  
★ ★ ★ ★ ★
- "EXCELLENT"** ● **MORE I GO OUT WITH SOMEBODY ELSE** (Weiss & Barry) — Billboard places this item in the "excellent" class, reporting, "The Four Knights (Cap.) show their fine, smooth blend on a lively and melodious ballad."  
★ ★ ★ ★ ★
- SPIRITED** ● **THAT EVERLOVIN' RAG** (Johnstone-Montei) — An old-fashioned instrumental is turned out by the Buddy Morrow Trio (Vic.) in "fine fashion" says Billboard. "Has spirit and fun . . . could be a coin gatherer."  
★ ★ ★ ★ ★
- "VIBRANT" BALLAD** ● **THEY SAY YOU CRY** (Algonquin) — Merv Griffin (Vic.) comes up with a ballad which Cash Box says is an "expressive-feelingful job." Billboard calls it "vibrant piping backed by restrained orking."  
★ ★ ★ ★ ★
- "BEST BET"** ● **THE ROCK ISLAND LINE** (Algonquin) — Making his singing debut, Art Ford (Essex), the deejay of "Milkman's Matinee" fame (WNEW), earns a strong Cash Box "BEST BET." Opinion is that Ford "gives out with a sock treatment . . . a fast moving ditty."  
★ ★ ★ ★ ★

# THE CASH BOX

## Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 15 without any changes on the part of THE CASH BOX.

- Bud Brees**  
WPEN—Philadelphia, Pa.
1. AT LAST AT LAST (Tony Martin)
  2. DANCE ME LOOSE (Arthur Godfrey)
  3. SILLY DREAMER (Tony Bennett)
  4. I HEAR A RHAPSODY (Ray Anthony)
  5. BROKENHEARTED (Johnnie Ray)
  6. PURTIEST LITTLE TREE (Evelyn Knight)
  7. NOODLIN' RAG (Perry Como)
  8. PLEASE MR. SUN (Johnnie Ray)
  9. DID ANYONE CALL (Dolores Gray)
  10. BLUE TANGO (Leroy Anderson)

- Bob Corley**  
WQXI—Atlanta, Ga.
1. CRY (Johnnie Ray)
  2. WHEEL OF FORTUNE (Bobby Wayne)
  3. TELL ME WHY (Four Aces)
  4. LITTLE WHITE CLOUD THAT CRIED (Roberta Lee)
  5. BLUE TANGO (Leroy Anderson)
  6. PLEASE MR. SUN (Perry Como)
  7. WISHIN' (Teddy Phillips)
  8. GOODBYE SWEETHEART (Jane Ward)
  9. STOLEN LOVE (Eddy Howard)
  10. COME WHAT MAY (Patti Page)

- Ray Schreiner**  
WRNL—Richmond, Va.
1. WHEEL OF FORTUNE (Kay Starr)
  2. UNFORGETTABLE (Nat "King" Cole)
  3. TIGER RAG (Les Paul & Mary Ford)
  4. TELL ME WHY (Four Aces)
  5. BE MY LIFE'S COMPANION (Rosemary Clooney)
  6. BERMUDA (Bell Sisters)
  7. ANYTIME (Eddie Fisher)
  8. BLACKSMITH BLUES (Ella Mae Morse)
  9. BLUE TANGO (Leroy Anderson)
  10. WALKIN' (Nat "King" Cole)

- Lou Barile**  
WKAL—Rome, N. Y.
1. CRY (Johnnie Ray)
  2. TELL ME WHY (Eddie Fisher)
  3. ANYTIME (Eddie Fisher)
  4. BERMUDA (Bell Sisters)
  5. TRUST IN ME (Eddie Fisher)
  6. PRIFIDIA (Four Aces)
  7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  8. BROKEN HEARTED (Johnnie Ray)
  9. WHEEL OF FORTUNE (Kay Starr)
  10. UNFORGETTABLE (Nat "King" Cole)

- Bert Knapp**  
WVNJ—Newark, N. J.
1. WHEEL OF FORTUNE (Kay Starr)
  2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  3. TRUST IN ME (Ricky Vallo)
  4. A GUY IS A GUY (Doris Day)
  5. BERMUDA (Bell Sisters)
  6. DANCE ME LOOSE (Arthur Godfrey)
  7. BE MY LIFE'S COMPANION (Mills Brothers)
  8. TIGER RAG (Les Paul & Mary Ford)
  9. BLUE TANGO (Leroy Anderson)
  10. TULIPS & HEATHER (Perry Como)

- Bill Fox**  
KSTA—Coleman, Tex.
1. WHEEL OF FORTUNE (Kay Starr)
  2. PLEASE MR. SUN (Perry Como)
  3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  4. TIGER RAG (Les Paul & Mary Ford)
  5. BERMUDA (Ray Anthony)
  6. SLOW POKE (Arthur Godfrey)
  7. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)
  8. ANYTIME (Eddie Fisher)
  9. TELL ME WHY (Four Aces)
  10. BLUE TANGO (Dick Hayman)

- Lee Morris**  
WSB—Atlanta, Ga.
1. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  2. ANYTIME (Eddie Fisher)
  3. BE MY LIFE'S COMPANION (Rosemary Clooney)
  4. PLEASE MR. SUN (Perry Como)
  5. WHEEL OF FORTUNE (Bell Sisters)
  6. CRY (Eileen Barton)
  7. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)
  8. AT LAST (Ray Anthony)
  9. SLOW POKE (Helen O'Connell)
  10. BERMUDA (Bell Sisters)

- Brad Phillips**  
WINS—New York, N. Y.
1. PLEASE MR. SUN (Perry Como)
  2. SINCE MY LOVE HAS GONE (Tony Bennett)
  3. AT LAST (Ray Anthony)
  4. ANYTIME (Eddie Fisher)
  5. BLUE TANGO (Leroy Anderson)
  6. JUMP THROUGH THE RING (Vic Damone)
  7. WHEEL OF FORTUNE (Kay Starr)
  8. CRY (Johnny Ray)
  9. AT LAST AT LAST (Tony Martin)
  10. YOU WEREN'T THERE (Nat "King" Cole)

- Paul Flanagan**  
WTRY—Troy, N. Y.
1. WHEEL OF FORTUNE (Kay Starr)
  2. PITTSBURGH, PA. (Guy Mitchell)
  3. HEART OF A CLOWN (Bobby Wayne)
  4. BROKEN HEARTED (Johnnie Ray)
  5. TIGER RAG (Les Paul & Mary Ford)
  6. BLACKSMITH BLUES (Ella Mae Morse)
  7. BLUE TANGO (Leroy Anderson)
  8. CRY (Johnnie Ray)
  9. TRUST IN ME (Eddie Fisher)
  10. ANYTIME (Eddie Fisher)

- Pat Chamburs**  
WFLA—Tampa, Fla.
1. BROKEN HEARTED (Johnnie Ray)
  2. BLUE TANGO (Les Baxter)
  3. WHEEL OF FORTUNE (Dinah Washington)
  4. WOULD YOU (Leroy Holmes)
  5. OH, TO BE YOUNG AGAIN (Mary Mayo)
  6. WISHIN' (Eileen Barton)
  7. ROMANCE ME (Mary Small)
  8. AT LAST (Ray Anthony)
  9. BLUE MOON (Alan Dean)
  10. JUMP THROUGH THE RING (Vic Damone)

- Bud Wendell**  
WJMO—Cleveland, Ohio
1. BLUE TANGO (Leroy Anderson)
  2. WHEEL OF FORTUNE (Kay Starr)
  3. AT LAST (Ray Anthony)
  4. BLACKSMITH BLUES (Ella Mae Morse)
  5. ANY TIME (Eddie Fisher)
  6. SLOW POKE (Arthur Godfrey)
  7. DANCE ME LOOSE (Arthur Godfrey)
  8. COME WHAT MAY (Patti Page)
  9. PERFDIA (Four Aces)
  10. YOU WEREN'T THERE (Nat "King" Cole)

- Robin Seymour**  
WKMH—Dearborn, Mich.
1. I'LL WALK ALONE (Don Cornell)
  2. FORGIVE ME (Eddie Fisher)
  3. PERFDIA (Four Aces)
  4. ALONE AND FORSAKEN (Bill Darnell)
  5. AT LAST (Ray Anthony)
  6. BLACKSMITH BLUES (Ella Mae Morse)
  7. WHEEL OF FORTUNE (Sunny Gale)
  8. A GUY IS A GUY (Doris Day)
  9. BERMUDA (Bell Sisters)
  10. BLUE TANGO (Hugo Winterhalter)

- Ed Perry**  
KFRE—Fresno, Calif.
1. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  2. CRY (Johnnie Ray)
  3. BERMUDA (Bell Sisters)
  4. BLUE TANGO (Hugo Winterhalter)
  5. I WANNA LOVE YOU (Ames Brothers)
  6. A KISS TO BUILD A DREAM ON (Kay Brown)
  7. ANYTIME (Eddie Fisher)
  8. BLACKSMITH BLUES (Ella Mae Morse)
  9. TIGER RAG (Les Paul & Mary Ford)
  10. GREENSLEEVES (Mantovani)

- Ed Penney**  
WTAO—Cambridge, Mass.
1. POOR WHIPPOORWILL (Bell Sisters)
  2. BLUE TANGO (Leroy Anderson)
  3. I WILL NEVER CHANGE (Don Cherry)
  4. PERFDIA (Four Aces)
  5. HEART OF A CLOWN (Bobby Wayne)
  6. YOU'RE NOT WORTH MY TEARS (Marksmen)
  7. A GUY IS A GUY (Doris Day)
  8. AT LAST (Ray Anthony)
  9. GOODNIGHT MY LOVE (Ray Bloch)
  10. I'LL WALK ALONE (Don Cornell)

- Howard Miller**  
WIND—Chicago, Ill.
1. WHEEL OF FORTUNE (Bobby Wayne)
  2. PLEASE MR. SUN (Johnnie Ray)
  3. AT LAST (Ray Anthony)
  4. PITTSBURGH, PA. (Guy Mitchell)
  5. COME WHAT MAY (Patti Page)
  6. PERFDIA (Four Aces)
  7. SINCE MY LOVE HAS GONE (Tony Bennett)
  8. THE BRIDGE (Tommy Edwards)
  9. AY-ROUND THE CORNER (Jo Stafford)
  10. ANYTIME (Eddie Fisher)

- Norm Prescott**  
WORL—Boston, Mass.
1. BROKEN HEARTED (Johnnie Ray)
  2. AT LAST (Ray Anthony)
  3. HEART OF A CLOWN (Bobby Wayne)
  4. BLACKSMITH BLUES (Ella Mae Morse)
  5. I'LL WALK ALONE (Don Cornell)
  6. COME WHAT MAY (Patti Page)
  7. PERFDIA (Four Aces)
  8. A GUY IS A GUY (Doris Day)
  9. I'LL ALWAYS LOVE YOU (Four Maty's Bros.)
  10. BLUE TANGO (Leroy Anderson)

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# Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reserve side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

- |  |  |   |
|--|--|---|
| <p>Mar. 22 Mar. 15</p> <p>ACES<br/>You Brought Me Love<br/>VI-42-0157—GLENN MILLER<br/>At Last</p> <p><b>20—Hambone</b> 14.1 4.3<br/>CO-39672 (4-39672)—FRANKIE LAINÉ &amp; JO STAFFORD<br/>Let's Have A Party<br/>DE-28057 (9-28057)—TUMMY DORSEY O.<br/>Come What May<br/>OK-6862—RED SAUNDERS<br/>VI-20-4584 (47-4584)—PHIL HARRIS &amp; BELL SISTERS<br/>Mama's On The Warpath</p> <p><b>21—At Last! At Last!</b> 13.8 9.1<br/>DE-27934 (9-27934)—BING CROSBY<br/>Isle Of Innistree<br/>DE-28031 (9-28031)—GUY LOMBARDO<br/>Blue Tango<br/>MG-11143 (K11143)—TED STRAETER O.<br/>Only If You're In Love<br/>VI-20-4477 (47-4477)—TONY MARTIN<br/>Make With The Magic</p> <p><b>22—A Kiss To Build A Dream On</b> 11.9 8.4<br/>CA-1769 (F-1769)—BOB EBERLY<br/>But Not Like You<br/>CO-39526 (4-39526)—JIMMY DORSEY O.<br/>Cherry Pink &amp; Apple Blossom<br/>CR-60574 (9-60574)—JACK HASKELL<br/>Wedding Invitations<br/>DE-27720 (9-27720)—LOUIS ARMSTRONG<br/>I Get Ideas<br/>ME-5710 (5710x45)—KAY BROWN<br/>Cheatin' On Me<br/>MG-11061 (K11061)—MONICA LEWIS<br/>La Botn<br/>VI-20-4455 (47-4455)—HUGO WINTERHALTER<br/>Love Makes The World Go Round</p> <p><b>23—Silly Dreamer</b> 8.9 2.9<br/>CO-39635 (9-39635)—TONY BENNETT<br/>Since My Love Has Gone</p> <p><b>24—Tenderly</b> 8.6 11.2<br/>CA-1654 (F-1654)—RAY ANTHONY<br/>CO-39648 (9-39648)—ROSEMARY CLOONEY<br/>Did Anyone Call?<br/>ME-5716 (5716x45)—RALPH MARTERIE O.<br/>It's All In The Game<br/>MG-30384 (K30384)—DAVID ROSE<br/>Flying Horse<br/>VI-20-4403 (47-4403)—VAUGHN MONROE O.<br/>I Like It, I Like It</p> <p><b>25—(It's No) Sin</b> 7.6 9.9<br/>CA-1806 (F-1806)—FOUR KNIGHTS<br/>CO-39567 (4-39567)—SAMMY KAYE<br/>Jealous Eyes<br/>DE-27769 (9-27769)—ARTHUR PRY SOCK<br/>Love Of A Gypsy<br/>DE-27794 (9-27794)—AL MORGAN<br/>Jealous Eyes<br/>KI-4505—BURNIE PEACOCK<br/>ME-5711 (5711x45)—EDDY HOWARD O.<br/>My Wife And I<br/>MG-11066 (K11066)—BILLY WILLIAMS QT<br/>It's Over<br/>PY-334—GAYLE WALTON<br/>VA-101—FOUR ACES<br/>VI-20-4280 (47-4280)—S. CHURCHILL</p> <p><b>26—Pittsburgh, Pennsylvania</b> 7.5 2.5<br/>CO-39663 (4-39663)—GUY MITCHELL<br/>Doll With A Sawdust Heart</p> | <p>Mar. 22 Mar. 15</p> <p><b>27—A Garden In The Rain</b> 7.3 10.8<br/>DE-27860 (9-27860)—FOUR ACES<br/>Tell Me Why<br/>DE-27976 (9-27976)—JERRY GRAY O.<br/>Unforgettable<br/>VI-20-4445 (47-4445)—PERRY COMO<br/>Oh, How I Miss You Tonight</p> <p><b>28—Three Bells</b> 7.2 20.8<br/>CO-39602 (4-39602)—SAMMY KAYE O.<br/>I Only Have One Life To Live<br/>CO-4105-F—LES COMPAGNONS<br/>That Lucky Old Sun<br/>DE-27858 (9-27858)—ANDREWS SISTERS &amp; JENKINS O.<br/>Windmill Song<br/>VI-20-4388 (47-4388)—JUNE VALLI<br/>Cry</p> <p><b>29—Stolen Love</b> 7.1 12.9<br/>DE-27962 (9-27962)—GUY LOMBARDO<br/>Marshmallow Moon<br/>ME-5784 (5784 x 45)—EDDY HOWARD O.<br/>Wishin'<br/>VI-20-4510 (47-4510)—THREE SUNS<br/>Cool, Cool Kisses</p> <p><b>30—Retreat</b> 7.0 8.7<br/>ME-5772 (5772x45)—PATTI PAGE<br/>Come What May<br/>MG-11151 (K11151)—BARBARA RUICK<br/>You Couldn't Be Cuter</p> <p><b>31—Come What May</b> 5.9 10.0<br/>CA-1944 (F-1944)—HELEN O'CONNELL<br/>Baby We're Really In Love<br/>CR-60650 (9-60650)—JIMMY SCOTT<br/>Wheel Of Fortune<br/>DE-28057 (9-28057)—TOMMY DORSEY O.<br/>Hambone<br/>ME-5772 (5772 x 45)—PATTI PAGE<br/>Retreat<br/>VI-20-4489 (47-4489)—FOUR TUNES<br/>The Greatest Song I Ever Heard</p> <p><b>32—Chinatown, My Chinatown</b> 5.8 5.4<br/>ME-5773 (5773x45)—BOBBY MAXWELL<br/>Shuffle Off To Buffalo</p> <p><b>33—Silver And Gold</b> 5.4 4.9<br/>CA-1955 (F-1955)—BILLY MAY<br/>Unforgettable<br/>CR-60652 (9-60652)—JACK HASKELL<br/>Goodbye Sweetheart<br/>DE-27961 (9-27961)—ALAN DALE<br/>Brokenhearted<br/>ME-5789 (5789x45)—TINY HILL<br/>Milk Bucket Boogie<br/>VI-20-4545 (47-4545)—FRANKIE CARLE O.<br/>Crazy Heart<br/>VI-20-4458 (47-4458)—PEE WEE KING</p> <p><b>34—Baby Doll</b> 5.5 4.4<br/>CA-1941 (F-1941)—GORDON MACRAE<br/>Green Acres And Purple Mountains<br/>CO-39637 (4-39637)—DORIS DAY<br/>Oods<br/>DE-27900 (9-27900)—ELLA FITZGERALD<br/>Ladv Bug<br/>MG-11162 (K11162)—TOMMY TUCKER O.<br/>With No One To Love Tonight<br/>VI-20-4384 (47-4384)—RAY NOBLE O.<br/>Sensational</p> <p><b>35—Ay-Round The Corner</b> 5.4 2.4<br/>CO-39653 (4-39653)—JO STAFFORD</p> | <p>Mar. 22 Mar. 15</p> <p>Heaven Drops Her Curtain Down<br/>DE-28054 (9-28054)—WEAVERS<br/>Gandy Dancers' Ball<br/>ME-5813 (5813 x 45)—XAVIER CUGAT O.<br/>Chiu, Chiu</p> <p><b>36—Noodlin' Rag</b> 5.3 1.1<br/>CA-2009 (F-2009)—JOE "FINGERS" CAR...<br/>Yes, Yes, Yes, Yes<br/>CR-60646 (9-60646)—TERESA BREWE...<br/>Lovin' Machine<br/>DE-27971 (9-27971)—GUY LOMBARDO C.<br/>Bundle Of Southern Sunshine<br/>MG-11185 (K11185)—ROBERT Q. LEW...<br/>Sunday Is My Day<br/>VI-20-4542 (47-4542)—COMO &amp; FONTANE SISTER<br/>Play Me A Hurtin' Tune</p> <p><b>37—Jealousy (Jalousie)</b> 4.6 2.<br/>CA-1873 (F-1873)—D'ICK BEAVERS<br/>Shrimp Boats<br/>CO 39585 (4-39585)—FRANKIE LAINÉ<br/>Flamenco<br/>KI-4506—BURNIE PEACOCK<br/>LO-1156 (45-1156)—VERA LYNI<br/>If You Go<br/>ME-5753 (5753 x 45)—BUDDY MORROW ORCH.<br/>Lullaby<br/>MG-11111 (K11111)—BILLY ECKSTIN'<br/>Strange Interlude<br/>VI-20-4407 (47-4407)—LUIS ARCARAZ O.<br/>Don't Be That Way</p> <p><b>38—Gandy Dancer's Ball</b> 4.3<br/>CO-39665 (4-39665)—FRANKIE LAINÉ<br/>When You're In Love<br/>DE-28054 (9-28054)—THE WEAVERS<br/>Around The Corner</p> <p><b>39—Dancing With Tears In My Eyes</b> 4.2<br/>DE 27825 (9-27825)—FRANKIE FROEBA O.<br/>LO-1175 (1175 x 45)—MANTO-VANI O.<br/>Dear Love My Love</p> <p><b>40—At Last</b> 4.1 8.0<br/>CA-1912 (F-1912)—RAY ANTHONY<br/>I'll See You In My Dreams<br/>DE-27998 (9-27998)—BUDDY JOHNSON O.<br/>Root Man Blues<br/>VI-42-0157—GLENN MILLER O.<br/>Perfidia</p> <p><b>41—Temptation</b> 4.0 2.7<br/><b>42—Jump Through The Ring</b> 3.9<br/><b>43—I Wanna Love You</b> 2.8 14.1<br/><b>44—I Hear A Rhapsody</b> 2.4<br/><b>45—Undecided</b> 2.3 10.5<br/><b>46—Since My Love Has Gone</b> 2.2 1.9<br/><b>47—Down Yonder</b> 1.9 8.2<br/><b>48—Babalu</b> 1.8 3.6<br/><b>49—Wimmin</b> 1.4 3.7<br/><b>50—Unforgettable</b> 1.2 7.4</p> |
|--|--|---|



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HOTTER  
N' HOTTER  
N' HOTTER!

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**RAY ANTHONY**

Capitol

**ROBERTA LEE**

Decca

**JIMMY PALMER ORK**

Vocal by **RAY CURA**

Mercury

**MAURICE KING**

and his **WOLVERINES**

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**ELLIOT EVERETT**

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## Columbia Records Denounces New York Price War On LP Disks

### Says It Has No Intention of Reducing Value of Dealers' Inventories

NEW YORK—The following statement was issued this week by Columbia Records:

It has been called to our attention that Liberty Music Shops has issued a statement in which, among other things, it is said that certain "powers that be" among the record manufacturers have indicated that record prices are too high and that they intend to reduce them. No executive of Columbia Records has been in discussion with Liberty Music Shops on this subject.

In any recitation of the past history of pricing, it becomes at once evident what Columbia Records' position has been.

1. In 1939 Columbia Records revitalized the classical record business by cutting the then existing price of records in half.

2. In 1948 Columbia Records introduced the now famous long playing record which effected savings up to 62% of the then existing classical record prices.

3. Virtually all, if not all of the major classical record companies with major artists today price their long playing records higher than Columbia's.

We do not know the identity of the "powers that be" in the phonograph record industry who made the purported statements to Liberty Music Shops but we should like to point out the following salient facts, taken from a statement presented to the Office

of Price Control by five major record manufacturers.

1. In 1949 these five manufacturers lost three million one hundred and ninety-two thousand dollars

2. In 1950, the last year for which figures are available, these five manufacturers made a 3.81% return on their investment after taxes.

We do not know what Liberty's motives are, but their actions are open to several interpretations. In any event, their conduct at this time does not lead to any constructive solution of the problems besetting the thousands of phonograph record dealers throughout the country.

It is not our intention to reduce the value of the dealer's inventory by reducing prices at this time.

### Merrill-Peters Duet for Victor

NEW YORK—Robert Merrill and Roberta Peters, Metropolitan Opera stars, who appeared on the Ed Sullivan teevee show recently, caused a furor when they announced their engagement to be married, and fittingly sang "So In Love". All the world loves a lover, and the artists were flooded with phone calls and letters demanding a repeat performance. RCA Victor, as a result of the many requests, has announced that the pair cut the song, backed with "Indian Love Call". The disk will be released next week.

## Meeting Dates Of Music Operators' Associations

- March 19—Westchester Operators' Guild, Inc.  
Place: American Legion Hall, White Plains, N. Y.
- 20—Progressive Music Guild of South Jersey  
Place: Walt Whitman Hotel, Camden, N. J.
- 24—Amusement Machine Operators Assn. of Greater Balt.  
Place: Mandell-Ballow Restaurant, Baltimore, Md.
- 24—Central States Phonograph Operators' Assn.  
Place: 621 Main Street, Peoria, Ill.
- 24—Phonograph Owners' Association  
Place: Broadview Hotel, East St. Louis, Ill.
- 25—Automatic Music Operators' Association, Inc.  
Place: Park Sheraton Hotel, New York, N. Y.
- April 7—Illinois Amusement Association  
Place: 208 North Madison Street, Rockford, Ill.
- 8—Central Association Of Music And Coin Machine Operators  
Place: Bellerive Hotel, Kansas City, Mo.
- 9—Northern Illinois Music Operators Association  
Place: To be determined
- 10—Phonograph Merchants' Association  
Place: Hollenden Hotel, Cleveland, Ohio
- 10—Summit County Music Operators' Association  
Place: Mayflower Hotel, Akron, Ohio
- 10—Washington Music Guild, Inc.  
Place: 3110 M Street, Washington



YOU TAKE NO CHANCES  
WITH THESE 2 GREAT SIDES...

**A SURE THING!**

**EDDIE  
FISHER**



*singing*

**' THAT'S  
THE CHANCE  
YOU TAKE '**

*and*

**"FORGIVE ME"**

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# SELLING RECORDS



LONG BEACH, CAL.—Between four and five thousand people jammed the Long Beach, California Sears Roebuck store and over \$1,100 worth of Coral Records were sold when Lawrence Welk and his vocalist Roberta Linn appeared there one recent afternoon. Between them in the center of the photo is the manager of the store. Welk's biggest right now is "Swingin' Down The Lane" and his album "My Extraordinary Gal" is one of Coral's all time big sellers.

## Decca Releases Annual Stockholders' Statement

NEW YORK—Decca Records this week released to stockholders its annual report for 1951. Commenting on the outlook for 1952, Milton R. Rackmil, president, revealed that the increasing activity experienced in the final quarter of 1951 had continued into the first months of the current year.

The acquisition last year of 26 percent of the outstanding common stock of Universal Pictures represented Decca's move into a new field where he said it is scheduled to play a leading role.

"The two companies share interests," Mr. Rackmil continued. "They operate in kindred fields, and the experience of the one can make a contribution to the operations of the other. Moreover, joint operations, such as the production and distribution of films for television, may provide opportunities which neither company alone is in a wholly favorable position to grasp."

In addition to the renewing of expiring contracts with all the important artists, a number of new artists were signed. Among these, were the Four Aces, whose first record for the company, "Tell Me Why" has already sold more than a million copies.

The report announces a net earning of \$835,456 for the year of 1951. The regular quarterly dividend was increased from 12½¢ to 17½¢ per share. Four payments of this amount were made during the year, totaling 70¢ per share.

2 GREAT VERSIONS on CAPITOL Records

## "PERFIDIA"

1st solo treatment by

**BOB SAVAGE** (Cap. 2019)

a top instrumental by

**BEN LIGHT** (Cap. 2023)



a DOT POP Smash!

## "GOODY GOODY"

by JANE GRANT

Dot 15009 (45 x 15009)

Great Rag-time treatment of

## "NEAR YOU"

"JOHNNY MADDOX BOOGIE"

by JOHNNY MADDOX

and Rhythmasters

Dot 15008 (45 x 15008)

**DOT RECORDS, INC.**

Gallatin, Tennessee

Phones: 880-881

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

Every Week In

# THE CASH BOX

ALL FOR ONLY **\$15. PER YEAR**

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Empire State Bldg., New York 1, N. Y.

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

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**'Be Anything'**

**(BUT BE MINE)**

by

**WINI BROWN**

MERCURY

8270



839 So. Wabash Ave., Chicago, Ill.

**THE CASH BOX**

**Rhythm & Blues Ramblings**

About two hundred music notables, newspaper and mag critics, deejays, performers and other "names" flocked to the By Line Room of New York's Show Spot last Friday to toast Mabel Mercer. Her newest release on the Atlantic label is LP album "Songs by Mabel Mercer." . . . Ella Fitzgerald to fly to Europe on March 28th for one week. Norman Granz of Mercury will accompany the artist for her engagement. . . . Burnie Peacock's ork off on a tour after finishing its stint at the Howard Theatre, Washington, D. C. One of the stops will be six weeks at the Cotton Club, Cincinnati, Ohio. Along with Peacock will be The Ravens and songstress Wini Brown. . . . Gene Ammons & Ork booked solid into December of this year. . . . Erskine Hawkins goes on another swing of one nighters at the end of March. . . . Thelma Carpenter into the Earle Theatre, Philadelphia, March 14th.

\* \* \*

Red Saunders finally gives out with his secret. "Hambone" imitators have been going crazy trying to figure out the sound that seems as though three kids were slapping their thighs, their hands and their mouths. Actually, the effect is produced by three kids slapping their thighs, their hands, and their mouths. . . . Bill Davis now working in Birdland, New York. . . . Sarah Vaughan will probably go to Paris this May. . . . Bill Harvey, formerly with Peacock, has signed with Apollo. . . . Bull Moose Jackson will be at Week's Tavern, Atlantic City, N. J., in July. . . . Dizzy Gillespie has joined Atlantic's talent roster. The trumpet ace etched four sides just before his European trip. . . . Eddie Wilcox, newly appointed Derby A & R man, takes his "Wheel Of Fortune" ork into the Apollo the week of March 21st.

\* \* \*

Publicists Carl Helm and Ted Yates spotted at the Lester Felton-Johnny Saxton swatfest in Madison Square Garden. . . . Arnett Cobb and James Moody Orchestras in "Battle of Music" March 21st at Chateau Gardens, N. Y. . . . King Record artists, The Swallows, and Columbia's Johnnie Ray will be on the same bill at the Earle Theatre, Philadelphia, the week of March 20th. . . . Johnny Hodges will swing through California for two months of one-nighters and club engagements starting March 19th. . . . Sam Evans reports that his necktie collection is growing out of hand after last week's Cash Box lament about his shortage.

\* \* \*

Pearl Bailey "out" and Dolores Martin "in" for "Shuffle Along" lead. . . . James Moody, with an all girl show, at Reynolds Hall, Philadelphia, on March 29th. . . . Dinah Washington and Cootie Williams Band inked for the Birdland March 27th. . . . Tiny Grimes and His Rocking Highlanders, doing such a great job that they are being held over at the Blue Note, Philadelphia. . . . Saxman Willis Jackson, who recently augmented his band, is fast becoming a big name in music. His current engagement at New York's Birdland, marks his fourth appearance there within one year. . . . George Shearing sails for Honolulu for two weeks to appear at the Waikiki Club. . . . Varetta Dillard, Savoy songstress and deejay Willie Bryant to work together at the Apollo. . . . Prestige sales manager, Sam Green, left for a mid-western trip to promote the Joe Holiday hit "This Is Happiness."



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

<p><b>1</b> WHEEL OF FORTUNE Sunny Gale &amp; Eddie Wilcox (Derby)</p>	<p>NIGHT TRAIN J. Forest (United)</p>	<p>WHEEL OF FORTUNE Sunny Gale &amp; Eddie Wilcox (Derby)</p>
<p><b>2</b> HEAVENLY FATHER Edna McGriff (Jubilee)</p>	<p>WHEEL OF FORTUNE Sunny Gale &amp; Eddie Wilcox (Derby)</p>	<p>LET'S TALK ABOUT JESUS Bells Of Joy (Peacock)</p>
<p><b>3</b> NIGHT TRAIN J. Forest (United)</p>	<p>BABY, PLEASE DON'T GO Orioles (Jubilee)</p>	<p>BAD NEIGHBORHOOD Floyd Dixon (Aladdin)</p>
<p><b>4</b> TROUBLE IN MIND Dinah Washington (Mercury)</p>	<p>3 O'CLOCK BLUES B. B. King (R. P. M.)</p>	<p>TROUBLE IN MIND Dinah Washington (Mercury)</p>
<p><b>5</b> CRY Johnnie Ray (Okeh)</p>	<p>CRY Johnnie Ray (Okeh)</p>	<p>SWEET SIXTEEN Joe Turner (Atlantic)</p>
<p><b>6</b> 5-10-15 HOURS Ruth Brown (Atlantic)</p>	<p>TELL ME WHY Dinah Washington (Mercury)</p>	<p>NIGHT TRAIN J. Forest (United)</p>
<p><b>7</b> 3 O'CLOCK BLUES B. B. King (R. P. M.)</p>	<p>WALKIN' Nat "King" Cole (Capitol)</p>	<p>KISS ME, BABY Cardinals (Atlantic)</p>
<p><b>8</b> THIS IS HAPPINESS Joe Holiday (Prestige)</p>	<p>DIANE Buddy Lucas (Jubilee)</p>	<p>GOT YOU ON MY MIND John Greer (RCA Victor)</p>
<p><b>9</b> TELL ME WHY Dinah Washington (Mercury)</p>	<p>SLEEPY TIME DOWN SOUTH Louis Armstrong (Decca)</p>	<p>5-10-15 HOURS Ruth Brown (Atlantic)</p>
<p><b>10</b> LOOKING FOR MY BABY Ravens (Mercury)</p>	<p>THIS IS HAPPINESS Joe Holiday (Prestige)</p>	<p>NO MORE DOGGIN' Roscoe Gordon (R. P. M.)</p>

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

# HOT

in DALLAS      in LOS ANGELES      in OTHER CITIES

## Marshmallows For Deejaays



NEW YORK—Pleasant surprises for the nation's deejaays was a box of marshmallows sent by Dinah Shore to point up her most recent RCA Victor dinking of "Marshmallow Moon." Featured by Dinah in her new film, "Aaron Slick from Punkin' Crick," the song was first introduced on the air by Allan Stuart, ABC network deejaay, shown above with Bob McCluskey, RCA Victor Pop Record Promotion Manager.

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

**1** WHEEL OF FORTUNE  
Sunny Gale & Eddie Wilcox  
(Derby)

**2** NIGHT TRAIN  
Jimmy Forest  
(United)

**3** THE BIG QUESTION  
Percy Mayfield  
(Specialty)

**4** BOOTED  
Roscoe Gordon  
(R. P. M.)

**5** LET THE TEARS FALL, BABY  
Willie Mae Thornton  
(Peacock)

**6** 3 O'CLOCK BLUES  
B. B. King  
(R. P. M.)

**7** WALKIN'  
Nat "King" Cole  
(Capitol)

**8** WHY DON'T YOU EAT WHERE YOU SLEPT LAST NIGHT?  
ZuZu Bollin  
(Torch)

**9** HARD TIMES  
Charles Brown  
(Aladdin)

**10** GOT YOU ON MY MIND  
John Greer  
RCA Victor

WHEEL OF FORTUNE  
Sunny Gale with Eddie Wilcox Ork  
(Derby)

NIGHT TRAIN  
Jimmy Forest  
(United)

NO MORE DOGGIN'  
Roscoe Gordon  
(R. P. M.)

THAT'S MY PLAYFUL BABY  
Wynonie Harris  
(King)

HARD TIMES  
Charles Brown  
(Aladdin)

MELLOW BLUES  
Sonny Thompson  
(King)

DUST MY BROOM  
Elmo James  
(Trumpet)

BLOW, BLOW, BLOW  
Big Jay McNeely  
(Imperial)

KISS-A ME, BABY  
Lloyd Glenn  
(Swingtime)

THE HUNT'S ON  
Percy Mayfield  
(Specialty)

OAKLAND, CAL.  
1. Night Train (Jimmy Forest)  
2. The Right Kind Of Lovin' (Lucky Millinder)  
3. Dust My Broom (Elmo James)  
4. I'm So Lonely (Jimmy Rushing)  
5. Wheel Of Fortune (Dinah Washington)  
6. The Wind Is Blowing (Jimmy Witherspoon)  
7. No More Doggin' (Roscoe Gordon)  
8. Booted (Roscoe Gordon)  
9. Would You (Roy Hawkins)  
10. Mellow Blues (Sonny Thompson)

SAVANNAH, GA.  
1. Wheel Of Fortune (Sunny Gale)  
2. Cry (Johnnie Ray)  
3. Flamingo (Earl Bostic)  
4. I'm Gonna Jump In The River (Buddy Johnson)  
5. Cloud That Cried (Johnnie Ray)  
6. Got You On My Mind (John Greer)  
7. Sin (Tab Smith)  
8. Lovin' Machine (Wynonie Harris)  
9. Good Rockin' Man (Roy Brown)  
10. Strong Red Whiskey (John Greer)

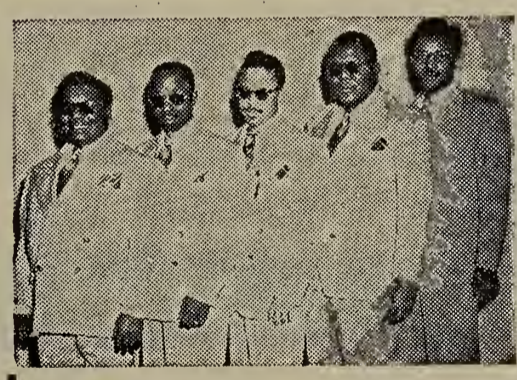
OMAHA, NEB.  
1. Mellow Blues (Sonny Thompson)  
2. Wheel Of Fortune (Arthur Prysock)  
3. Diane (Buddy Lucas)  
4. Baby, Please Don't Go (Orioles)  
5. Living My Life My Way (Helen Humes)  
6. 3 O'Clock Blues (B. B. King)  
7. It's A Long, Long Time (Lucky Millinder)  
8. Rockin' Chair (Fats Domino)  
9. Sampson's Boogie (Lionel Hampton)  
10. It's All Over, Baby (Paul Williams)

MACON, GA.  
1. I Didn't Sleep A Wink Last Night (Arthur Prysock)  
2. Central 209 (Lightnin' Hopkins)  
3. Sad (Bull Moose Jackson)  
4. Louisville Lodge Meeting (L. Gordon)  
5. Jump In The River (Buddy Johnson)  
6. Night Train (Jimmy Forest)  
7. 3 O'Clock Blues (B. B. King)  
8. That's What You're Doing For Me (Dominoes)  
9. Southland Stomp (Al Friedman Trio)  
10. Cry (Johnnie Ray)

NEWARK, N. J.  
1. 3 O'Clock Blues (B. B. King)  
2. Booted (Roscoe Gordon)  
3. Shine On (Ruth Brown)  
4. My Baby And Me (Rufus Beachum)  
5. Cry (Johnnie Ray)  
6. The Wind Is Blowin' (Jimmy Witherspoon)  
7. Howlin' Wolf Boogie (Howlin' Wolf)  
8. Hard Time (Charles Brown)  
9. Best Wishes (Roy Milton)  
10. Let's Talk About Jesus (Bells Of Joy)

3 BIG HITS!  
RUTH BROWN  
"5-10-15 HOURS" #962  
THE CLOVERS  
"ONE MINT JULEP" #963  
JOE TURNER  
"SWEET SIXTEEN" #960  
Atlantic RECORDING CORP.  
234 WEST 56th STREET NEW YORK 19, N. Y.

New Moneymaker!  
**CRAWDAD**  
by SMOKEY HOGG #F3006  
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8508 Sunset Blvd., Hollywood, Cal.



The Greatest SPIRITUAL Of The Day  
By

**Original Five Blind Boys**  
(JACKSON HARMONEERS)  
"WORLD PRAYER"  
"HOW FAR AM I FROM CANAAN"  
PEACOCK # 1553

Still Going Strong!  
"COMING HOME"  
"MOTHER DON'T WORRY" PEACOCK # 1580  
ORDER **Peacock** RECORDS, INC. 4104 Lyons Houston, Texas NOW!

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











# MFERS GET MORE METAL 2nd QTR

**Still More Aluminum and Copper Available. Applications for More Were Filed March 13 by Some Mfrs. Restriction on Lead Removed. Development of Substitutes Helped to Cut Down Use of Some Metals.**

**With More Materials Available Phono Mfrs Expected to Present New Models This Year. Games Mfrs Still Seeking Low-Priced, New Type Product to Boom Biz. Mdse Machine Mfrs Stick to Present Model Vendors. Few New Vending Machines Are Planned.**

## MATERIALS ALLOTMENTS UNDER C.M.P. FOR 2nd QUARTER

AUTOMATIC MERCHANDISING MACHINES	TONS CARBON STEEL	TONS ALLOY STEEL	POUNDS COPPER BRASS MILL PRODUCTS	POUNDS COPPER WIRE MILL PRODUCTS	POUNDS COPPER FOUNDRY PRODUCTS	POUNDS ALUMINUM
BASE PERIOD USAGE (AVERAGE QTR)	4,579	37	39,419	44,183	18,415	384,343
FIRST QUARTER 1952 ALLOTMENT	1,863	9	14,656	9,708	4,835	194,724
SECOND QUARTER 1952 ALLOTMENT	2,290	19	11,826	15,464	5,525	115,303

### AMUSEMENT AND OTHER COIN OPERATED MACHINES

BASE PERIOD USAGE (AVERAGE QTR)	998	10	144,693	262,726	0	22,108
FIRST QUARTER 1952 ALLOTMENT	215	3	9,492	72,871	0	5,348
SECOND QUARTER 1952 ALLOTMENT	499	5	43,408	91,854	0	5,527

### COIN OPERATED PHONOGRAPHS

BASE PERIOD USAGE (AVERAGE QTR)	1,021	2	34,123	58,104	0	429,642
FIRST QUARTER 1952 ALLOTMENT	747	1	7,155	17,358	0	111,953
SECOND QUARTER 1952 ALLOTMENT	510	1	10,237	20,366	0	107,411

WASHINGTON, D. C. — Manufacturers of automatic merchandising machines, coin operated amusement games and other coin operated amusement products, as well as coin operated phonographs, were all granted increases in metals under the Controlled Materials Plan for the second quarter of 1952.

In addition, those manufacturers who filed applications with the National Production Authority on or before March 13, may be granted increases in metals if they could show that they needed more to prevent hardship or, loss of employment at their factories. It is understood that some of the manufacturers did make such application.

For most products, the allotment levels are 50 percent of the base period consumption of steel, 30 percent of the base period usage of brass mill and copper foundry products and aluminum, and 35 percent of the copper wire mill base.

Some products received allotments somewhat below these levels which, according to NPA, "reflected the ability of producers to maintain output on smaller amounts of copper and/or aluminum thru conservation and substitution."

Restrictions on lead were removed

under NPA's Order M-38 Amended. In this regard Irwin Vogelsang, director of this department, stated, "Primary purpose of this action is to enable the civilian economy to benefit directly from the improved lead supply situation."

Regarding the fact that there is additional aluminum and copper available, Manly Fleischmann, Defense Production Administrator, stated that there is approximately 30 million pounds of aluminum and from 20 to 25 million pounds of copper and copper products available for redistribution.

Fleischmann said regarding this redistribution, "This is being done in line with DPA's policy to issue supplementary allotments wherever and whenever possible."

As predicted by *The Cash Box* for some weeks the additional supplies of metal having now begun to be made available to all the manufacturers in the industry, there are many of the belief that this year will see many new models of machines.

The current rumors are to the effect that the automatic phono manufacturers will present new models this year. Most of these manufacturers had already announced that they would carry on with their old models.

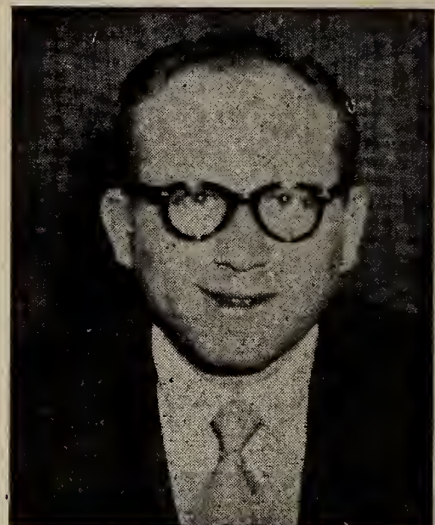
But now that materials are again becoming available, and more are expected to become available in the third quarter, with a possible decontrol of many materials by that time, no one will at all be surprised, so these rumormongers state, if every one of the phono manufacturers presents new models.

As far as the amusement game manufacturers are concerned, they are still seeking for low-priced, entirely new type products which, they believe, are what their division of the field needs at this time and which, it is agreed, is sure to boom the entire coin operated entertainments field.

With the release of more materials, many are of the belief that the amusement games manufacturers will speed up experimentation and development of new products, to get to the market as soon as possible.

As far as the automatic merchandising machine manufacturers are concerned, the majority plan to continue to produce the very same products they are now building. There aren't expected to be any revolutionary changes. In fact, there will only be very, very few new models, if any at all, one of these manufacturers reported.

## Williams Absorbs Increased Costs On New DeLuxe "Slugfest" Game



SAM STERN

CHICAGO—"Our factory is absorbing the increased costs between this new deluxe type five-ball game, 'Slugfest,' and what an ordinary five-ball game would cost," is the way Sam Stern, executive vice president and general sales manager of Williams Manufacturing Company put it in announcing the firm's newest game.

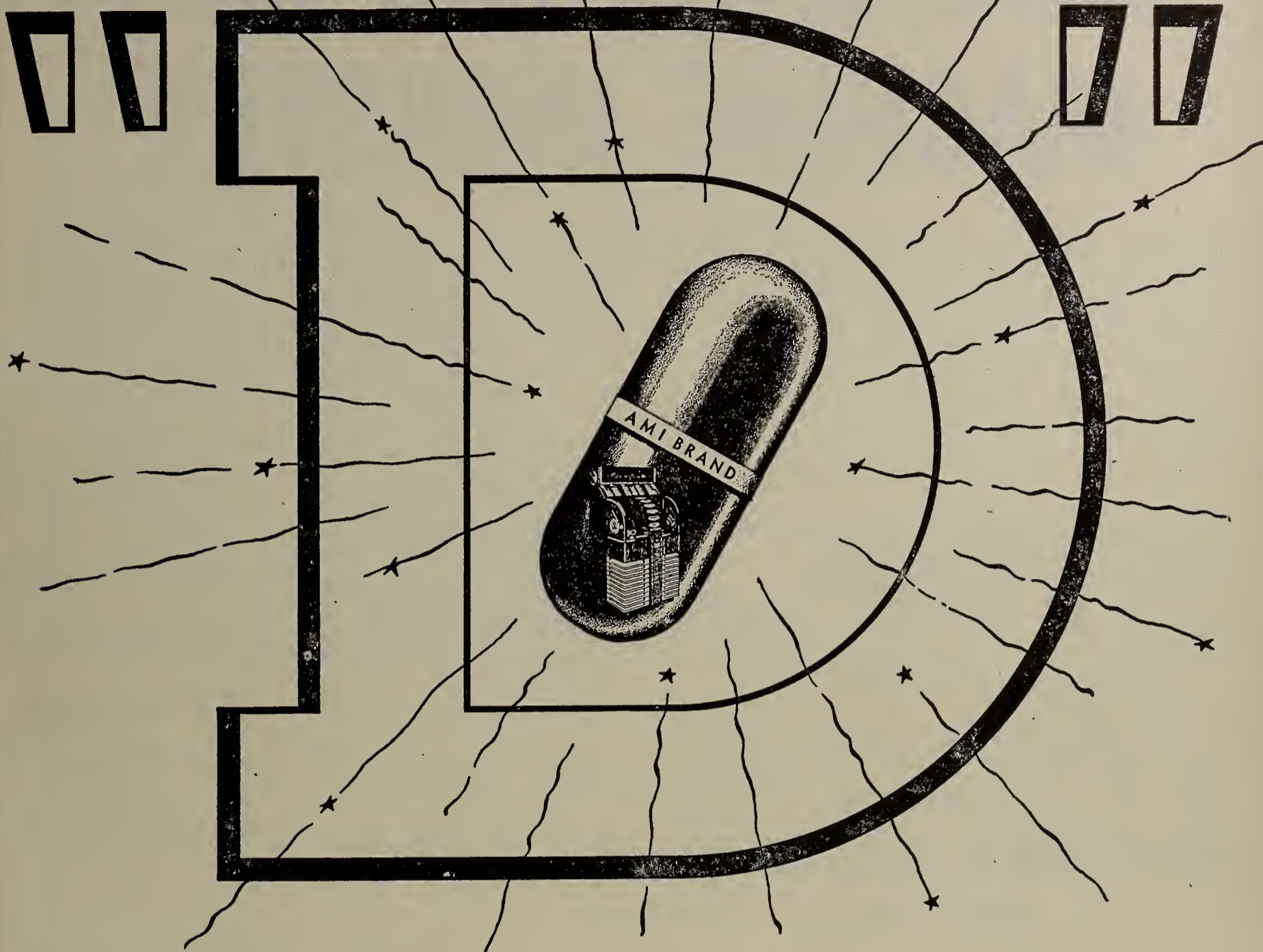
Sam Stern stated that there were eight different ways in this game for the player to come up with a winner and, he added, in addition the player of the game had the thrill of watching the baseball players actually run the bases on the backboard which features a much higher and deeper light box.

The additional costs involved in turning out such a deluxe five-ball game, it was stated at the Williams' factory, would usually find the price of the game, itself, increased to meet the higher costs.

"But," one of the engineers stated, "regardless of the higher costs to the factory, Sam Stern has decided that this new game, 'Slugfest,' will sell at the very same price Williams Manufacturing Company has been selling all of its five-ball games."

Stern also said, "We are not only giving the operators one of the most outstanding games ever yet produced, tying right in with the forthcoming baseball season, but, we are willing to sacrifice the extra costs involved, to make sure that the operators will have a baseball five-ball game waiting for the players on all locations as the interest in baseball continues to increase day by day."

# sunshine vitamin



Is your equipment listless on location, not playing as it should ?

When that happens, you can expect the puny "take" that results.

Better act now and recover in a hurry with AMI's new "D." It's the

"sunshine vitamin" that builds a robust, healthy income. It puts a  
song in your heart—and more music in the location!

*Ask Your AMI Distributor to Prescribe for You!*

# AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E. Grand Rapids 2, Mich.

# Is This Their Attitude? —

# T'HELL WITH THE MUSIC MACHINE INDUSTRY

NEW YORK—By unanimous vote of the Sub-Committee on The Judiciary on Thursday, March 6, the Bryson Bill was shelved. The entire music machine industry was anxiously awaiting word as to this committee's action, and when *The Cash Box* announced the defeat of this extremely damaging bill, (Issue of March 15) a sigh of relief could be heard around the country.

*The Cash Box* was the *ONLY* weekly magazine in the coin machine industry that took a definite stand—"THE BRYSON BILL MUST BE

DEFEATED IN COMMITTEE" was a goal it set. And thru the medium of its columns blasted away with this purpose in view for months at end.

The Bryson Bill was shelved (which means that this particular bill will probably never be brought back for action at any time in the future). *The Cash Box* gleefully reported this fact in letters one inch high.

But what did the other weekly magazine (which delves into the Coin Machine Business as a side line — and which reaps gobs of gold from the industry) do about this great

victory. It didn't seem interested very much. Its report on this most important story in years, into which the Juke Box industry put sweat, tears and hard earned money to save its business from bankruptcy, was camouflaged completely under a heading which in no way was connected with the Bryson Bill. And the news itself, was primarily devoted to other matters, with the Bryson item hidden away in a few sentences.

Actually, the industry has little to concern itself about in connection with the interest shown by this other publication. Every juke box operator, jobber, distributor and manufacturer is well aware of the defeat of the Bryson Bill. THEY READ ABOUT IT IN THE MARCH 15 ISSUE OF *THE CASH BOX*.

While we hate to put a damper on those in the industry who would celebrate this current victory (and they certainly deserve to do so) we must once again WARN ABOUT THE FUTURE.

Over the past several years, the juke box industry won three victories. It defeated the "Buckley Bill", the

"Scott Bill", and now the "Bryson Bill." If the past is any indication of what the future holds, the music machine industry can expect another effort by ASCAP to bring similar legislation into being.

*The Cash Box* is devoted entirely and exclusively to the interests of all in the coin machine industry. As in the past, we shall keep eternally vigilant, watching to see what new bills are introduced. We'll let you know in good time to once again collect our energies to fight it. The music machine industry KNOWS WHERE *THE CASH BOX* STANDS — IT'S FOR ALL IN THE COIN MACHINE INDUSTRY — REGARDLESS OF THE CONSEQUENCE.

**FOR YOUR SPRING & SUMMER NEEDS!**

SEEBURG BEAR GUNS .....	\$325.00	BALLY CITATIONS .....	39 00
WMS. JALOPIES .....	295 00	WMS. MUSIC MITES .....	124 50
WMS. HAYBURNERS .....	295.00	BALLY FUTURITY .....	Write
WMS. SPARK PLUGS .....	325.00	<b>SHUFFLE BOWLING GAMES \$10.00 AND UP</b>	
GOTT. WATCH-MY-LINE .....	110.00		
BALLY TURF KINGS .....	224.50		
BALLY CHAMPIONS .....	74.50		

**LAKE CITY AMUSEMENT CO.**  
4533 PAYNE AVE., CLEVELAND, OHIO (Tel.: HE 1-7577)

## Rolfing Elected President of Phonograph Manufacturers' Association

CHICAGO—R. Rolfing, president of The Rudolph Wurlitzer Company, was elected president of the Phonograph Manufacturers' Association at their annual meeting last week, according to an announcement. Rolfing succeeds David Rockola, president of Rock-Ola Manufacturing Corporation.

Elected to serve as vice presidents were: David Rockola; John Haddock, president of AMI, Inc.; and Marshall Seeburg, president of J. P. Seeburg Corporation. C. T. McKelvy, vice-president of J. P. Seeburg Corporation was elected as treasurer, and Morris Bristol, general counsel for The Rudolph Wurlitzer Company was named assistant treasurer.

Named to serve on the board of directors, in addition to Rolfing, were Haddock, Rockola and Seeburg.

Harry POOLE announces—

### NEW ORGANIZATION

to be known as

## POOLE DISTRIBUTORS, INC.

HARRY POOLE, President  
CHARLES SUESENS, Vice-President  
GUY DI GIOVANNI, Treasurer

LARGER QUARTERS  
1022-1024 COMMONWEALTH AVENUE  
BOSTON, MASS.

EXCLUSIVE DISTRIBUTORS

### The Rudolph Wurlitzer Company

• And Will Handle The Proven Games Of The Leading Manufacturers •

(TELEPHONES: BEacon 2-2170 and BEacon 2-8280)

**MUTOSCOPE**  
Universal  
**CARD VENDORS**  
Counter and Floor Models  
Proven, steady money makers. Vends large selection of fast-moving cards at 1c, 2c, 5c or 10c. Millions sold each year.  
For Details Write  
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MUTOSCOPE CORPORATION  
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44-06 11th St., Long Island City 1, N.Y.  
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Something to Sing About...

GOTTLIEB'S

# Quartette

with a Foursome of Fascinating, Fast High-Stepping Features!

**MULTI-VALUE ROLL OVER**

at bottom center of playfield—scores Replays when numbers 1 to 8 are hit or when all 4 "Pop" Bumpers are lit.

**SUPER REPLAY AWARDS**

When numbers 1 to 8 are made and BALL TRAP is filled, Multi-Value Roll Over lights for Extra Special Replay Awards.

**BALL TRAP** provides HIGH SCORE—lights corresponding "Pop" Bumpers and Roll Overs to score Points—awards Replay when filled.

**4 "POP" BUMPERS! 4 FLIPPERS!**

and Foremost in Gorgeous, Dazzling Color and Design!

ORDER NOW FROM YOUR DISTRIBUTOR

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

## Favors MOA Meeting Same Week, Same City As NAMA Meet



BEN PALASTRANT

critical period than at the present moment for 99 44/100% of the industry.

"Between taxes, adverse legislation, shortages of materials, lack of leadership, ideas and new products, we must if it's only for self-preservation, do something about it.

"A 'Coin Machien Industry Show-time' would bring together and knit more closely operators, distributors, jobbers, manufacturers, leaders, and everybody identified with this great industry of ours.

"I can recall one of the great coin machine shows held at the New Yorker Hotel, N. Y., about eighteen years ago that when you walked into the exhibition hall you met everybody—yes everybody—connected with the industry, and saw every product produced in the entire industry.

"If we haven't common sense enough to be together under one roof at the same time, then let us at least be in one city at the same time.

"Keep up the excellent work that you have been doing for the industry."

BOSTON, MASS.—The big question confronting Music Operators of America (MOA) at this time is whether to conduct their annual meeting, and when to hold it. It has been the contention of *The Cash Box* that the music machine show should be held at the same time, in the same city (different hotel if so desired). This plan has been favored by 99% of the votes received by *The Cash Box* when the question was put to the trade in an editorial.

One of the most interesting letters received this week was from Ben D. Palastrant, who at this time is acting as a territorial representative for an automatic merchandising machine. Palastrant writes:

"Enclosed please find my vote in favor of holding ALL coin machine shows in the same city at the same time.

"There never was in the history of the coin machine industry a more

**WANTED**

Stoner—or any other type of Candy Machine. Write us, giving description of condition, make, quantity and price in 1st letter.

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



Geo. George



Roy Monroe

BUY HERE WHERE EVERY MACHINE IS GUARANTEED REGARDLESS OF PRICE THESE ARE "AMERICA'S FINEST"!!

★ READY FOR DELIVERY!! ★  
CHICAGO COIN'S GREATEST PRODUCTS!!  
4 PLAYER DERBY ● SHUFFLE HORSESHOES  
BAND BOX ● KING PIN

★ SPECIALS ★	★ MUSIC ★
SEEBURG BEAR GUNS ..... \$299.50	AMI MODEL "C" ..... \$510.00
BALLY BRIGHT LIGHTS ..... Write	AMI MODEL "B" ..... 425.00
BALLY BRIGHT SPOTS ..... Write	AMI MODEL "A" ..... 315.00
BALLY CONEY ISLANDS ..... Write	SEEBURG MODEL 100-A ..... 775.00
	SEEBURG 1948 HIDEAWAY ..... 225.00

EXTRA! United 5 - Player Shuffle Alleys \$324.50 with Jumbo Pins and 7-10 Split. EA

**MONROE** COIN MACHINE EXCHANGE, INC.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.: SUPERIOR 1-4600)

**CASH WAITING**

FOR

Exhibit SIX SHOOTER  
Exhibit GUN PATROL  
Seeburg SHOOT-THE-BEAR  
Latest 5-BALLS

**INTERNATIONAL AMUSEMENT COMPANY**

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

**KROMEX DERBY BAR**



Chrome Ice Chest with 6 Whiskey Glasses and 6 Highball Glasses Plus Beautiful Chrome Tray  
LIST — \$13.95  
Your Price Only \$7.95

ACE PREMIUM SALES CO.  
1155 Milwaukee Ave., Chicago, Ill.

GIVE TO THE **CANCER FUND**

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

# INDUSTRY ACCLAIM IS TREMENDOUS FOR "The Cash Box" FREE DEPOSIT INSURANCE GUARANTEE

**Read This Excerpt from a Letter Received from an Operator Who Has Been in This Business for Only Three Years:**

*" . . . I wasn't in this business ten years ago, but believe me, you have not only kept me in this field and helped me to get ahead, but everyone of your ideas has been the most outstanding I've ever read, or even heard about, in any industry I've ever been connected with, before I came into this business. This last offer, your free \$100.00 deposit insurance guarantee is absolutely the greatest yet. I should know. Though I'm only a small time operator I've lost deposits I've sent to certain firms on four occasions. Each time they were for less than \$100.00. In fact, I was all ready to quit buying by mail or telephone. Now I can only say, 'thanks for reviving my faith in this industry.' As one of your subscribers, I warn you right here and now, I'm going to take full and complete advantage of this free \$100.00 deposit insurance. Believe me, you can bet I'm only going to buy from those firms that advertise in 'The Cash Box'."*

The above is just what we wanted to hear.

Regardless of all the telephone calls, wires and letters which we have received regarding the offer this publication revived after almost ten years dormancy, none were as completely explicit as the above.

This combines everything that *The Cash Box* states in its last editorial in regard to the fact that it offers, on its own, complete, free deposit insurance up to \$100.00, to every single one of its subscribers.

In short, to explain it all over once again, *The Cash Box* will pay back to any one of its paid up subscribers \$100.00 in cash for any deposit which they lose to any advertiser in *The Cash Box*.

Let any paid up subscriber to *The Cash Box* answer any ad that appears in *The Cash Box* that offers machines or merchandise for sale.

Should this paid up subscriber send this advertiser \$100.00, and should this subscriber lose that \$100.00 deposit, *The Cash Box* will make that \$100.00 good to him, out of its own funds.

There is absolutely no insurance company or United States Governmental Agency involved in this offer.

This is completely, solely, and purely an offer from *The Cash Box*, and from *The Cash Box* only.

If you, as a buyer, (a paid up subscriber to "The Cash Box") send \$100.00 (or less) to any advertiser of any merchandise or machines in *The Cash Box* (an advertisement that appears in *The Cash Box* only) regardless of whomsoever that advertiser is, and you lose that deposit, you will receive that \$100.00 back when you make your report to *The Cash Box* and this report is verified by *The Cash Box*.

If you become a subscriber today, and try to regain a loss you had last week, you won't be able to do so.

But, if you are a fully paid up subscriber already, and you have lost a deposit, whether it is under or over \$100.00, you will receive full repayment under \$100.00, and up to \$100.00 for whatever over that amount the deposit might have been.

**NO OTHER PUBLICATION IN THIS, OR ANY OTHER, INDUSTRY DARES TO MAKE SUCH AN OFFER TO ITS SUBSCRIBERS.**

Not only does *The Cash Box* back up this offer with its own funds, but, will do everything within its power to help any of its paid up subscribers who may have, truthfully and without bias, received a raw deal from any of its advertisers.

Therefore, as a paid up subscriber to *The Cash Box*, you are the recipient of \$100.00 **FREE DEPOSIT INSURANCE** whether you know it or not.

The moment you, as a paid up subscriber to this publication, place an order, plus a deposit, with any firm whose advertisement was responsible for obtaining your deposit and which advertisement appeared in *The Cash Box*, and lose that deposit (up to \$100.00) "The Cash Box" makes that money good to you.

*You can buy with complete confidence from any advertiser in "THE CASH BOX"!!!*



# Williams SLUGFEST

GIVES YOUR LOCATIONS

Grand Slam Baseball Action! Play Stimulating-Profit Producing!

### IN-A-BACKBOARD DIAMOND

3-Dimension Ball Players actually run bases within the backboard! Wide-angle "Grandstand" view of lighted diamond, colorful ball park and base-running action converts spectators into cash-paying players.

### HOME RUN BALL TRAPS...

score Home Runs — light up Thumper Bumpers and all Base Roll Overs to increase High Score on "Batting Average" Points!

### SPECIAL SCORING...

when Bottom Roll Over is lighted by making all 3 Ball Traps . . . when all 5 Lanes are lighted by 1 to 8 Number Sequences!

SINGLES—DOUBLES—TRIPLES—HOME RUNS!  
REPLAYS FOR RUNS and HIGH "BATTING AVERAGE" SCORE!

**A DELUXE GAME WITH COSTLY EXCLUSIVE FEATURES AT THE REGULAR 5-BALL PRICE!**

SEE — BUY  
**SLUGFEST**  
AT YOUR  
DISTRIBUTOR  
**NOW!**



CREATORS OF  
DEPENDABLE  
PLAY APPEAL

4242 W. Fillmore St., Chicago 24, Illinois

## Civilian And Military Population Increases In Defense Areas

WASHINGTON, D. C. — During the past months many areas have seen an influx of personnel, both military and labor. Whenever this happens coinmen find that their equipment gets added play, and in many instances a number of new locations spring up.

In the last few weeks the Defense Production Administration has announced a number of areas where population increases have made it necessary to designate them as "critical defense housing areas."

They are: *Gary - Hammond - East Chicago, Ind.*, area consisting of Lake County, except the townships of Cedar Creek, Eagle Creek and West Creek.

*Indian Head, Md.* area, consisting of all of Charles County, Md.

*Del Rio, Texas*, area, consisting of Justice Precinct 1 in Val Verde County.

*Lawrence-Olathe, Kansas*, area consisting of all of Douglas County, Kans., including the cities of Baldwin, Eudora and Lawrence; and the townships of Olathe, Monticello, Spring Hill, Gardner, McCamish and Lexington, including the cities of DeSoto, Edgerton, Gardner, Olathe and Spring Hill, all in Johnson County; the city of Bonner Springs and Delaware township, including the city of Edwardsville in Wyandotte county.

*Cobalt, Idaho*, area, consisting of the election precinct of Forney, including the town of Cobalt in Lemhi county.

## S. D. Op Looks Over ChiCoin's Latest



MINNEAPOLIS, MINN.—At a recent visit to Lieberman Music Co., this city, Sam Lewis of Chicago Coin Machine Co., got operator reaction first hand. Here we see Lewis (right) with Bernard Stout, operator from Pierre, S. D., in front of the factory's new hit "4-Player Derby."

*Newport, R. I.*, area, consisting of the city of Newport and the towns of Middletown, Portsmouth and Tiverton, all in Newport county.

*Oscoda, Mich.*, area, consisting of the townships of Au Sable and Oscoda in Iosco county.

*Bedford, Mass.*, area, consisting of the towns of Bedford, Billerica, Burlington, Carlisle, Concord, Lexington and Lincoln, and the cities of Waltham and Woburn, in the Middlesex county.

*Fort Meade-Laurel, Md.*, area, consisting of Districts 10 and 14 in Prince Georges county, and Districts 4 and 5 in Anne Arundel county.

*Camp Stewart, Ga.*, area, which has been extended to include Tattnal and Wayne counties. The area formerly consisted of Long and Liberty counties.

*Altus, Okla.*, area, which embraces all of Jackson county.

## CLOSING OUT!

- Seeburg Hideaway Units, Metal, H 246M
  - Seeburg Wireless Wall Boxes, 5c—W1-L-56
  - Solotone Entertainer Units
  - Solotone Entertainer Boxes
  - 30-Conductor Cable
- Write For Special Prices!

## RUNYON SALES COMPANY

Factory Representatives for AMI Inc. Bally Mfg. Co., J. H. Keeney & Co., Inc. Permo Inc.

593 10th Ave., New York 18, N.Y., LO 4-1880  
123 W. Runyon St., Newark 8, N.J., BI 3-8777

## NEW EQUIPMENT

Ready For Delivery

- ChiCoin BAND BOX
- ChiCoin 4-Player DERBY
- Genco SPRINGTIME
- Keeney DeLuxe BOWLER
- Keeney CIGARETTE MACHINE

Write for complete Price List of New and Reconditioned Equipment

## DAVID ROSEN

Exclusive AMI-Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2902

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

# “Imitation is the Sincerest Form of Flattery”

The other day a very well known and leading member of the industry asked us:

“How do you people at *The Cash Box* feel about being imitated so much by another publication?”

All we could think of, at the moment, to answer his query was simply:

“Well over our few years in this world we’ve seen many, many attempts at imitating such great performers like Al Jolson, Jimmy Durante, and many others.

“Yet, somehow, the imitator always seems to lack that undefinable certain something that makes the originator stand forth so tremendously; head, shoulders and all of his body, up and above all the imitations of his great performances.”

That’s how we feel about imitation.

Imitation of our “price lists.”

Imitation of our “juke box poll.”

Imitation of our “classified advertising.”

Imitation of dozens and dozens of other ideas originated and pioneered by *The Cash Box*.

Even our “dime play” idea was imitated, after the imitator had actually and openly printed, that it wasn’t of any value.

So it goes with small minds. With imitators. When these people haven’t the intelligence nor the foresight nor the understanding to bring to the fore constructive ideas, naturally, all they can do is imitate the one publication that is doing the job for the industry.

So they continue to imitate *The Cash Box*.

But, the imitations are so very, very poor. And all

the trade has come to recognize their mediocrity over the years. And laugh!

Just as we here at *The Cash Box* laugh.

A publication of such age eventually, just like age affects humans and everything else, must bow to the inevitable, must become decrepit.

Regardless of how much face lifting, nor how much is done about the many wrinkles and blemishes, all the falsity that is covered with creams, lacquers and wigs, or as many new dresses that are worn it seems, somehow, can’t cover nor hide that which the Good Lord wanted people (and publications, too) to do—to age gracefully and with dignity.

Is there dignity or grace in imitation?

A nationally known clothing manufacturer published an ad, not so very long ago, wherein he stated:

“Imitation is flattery. . . . Seems like everytime you look at TV, someone is imitating someone else. Durante, in particular, should get royalties. But, somehow the carbon copies just haven’t got it. Imitated, yes, but NEVER DUPLICATED.”

We agree with this manufacturer. We know he, too, feels sad. He may feel hurt for a short time, that his ideas are openly imitated, but, when he (like us) thinks about it, he realizes that it is all to his glory.

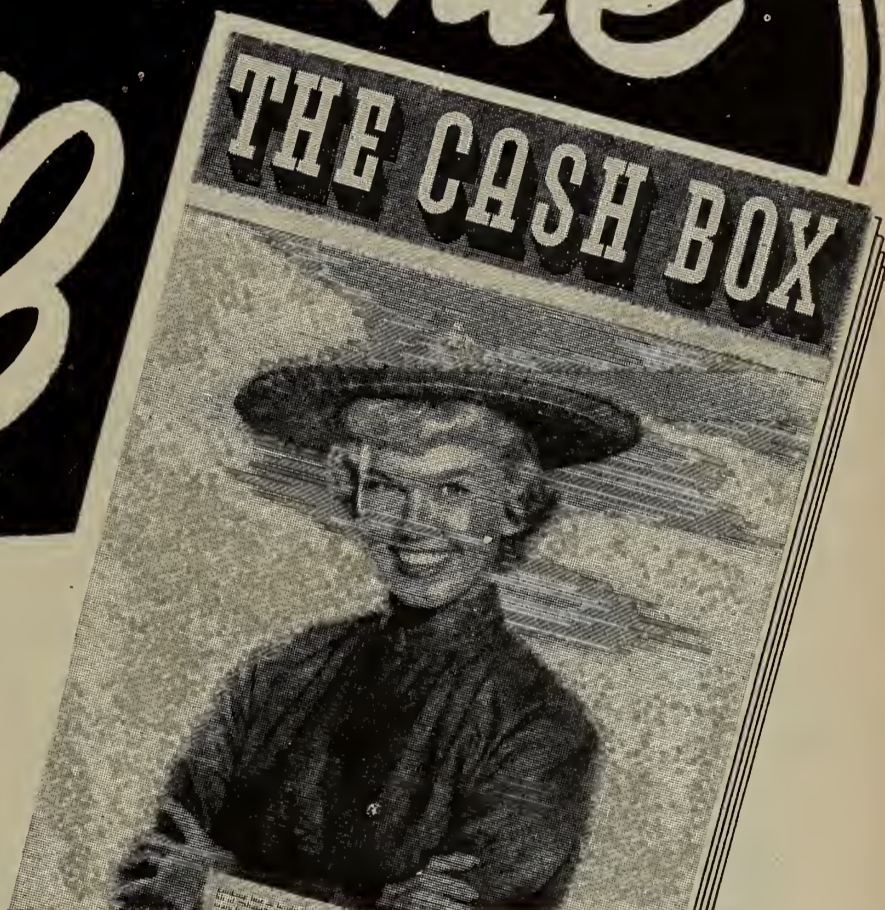
Just as it is to the glory of *The Cash Box* that this old-aged, and worn out aper MUST IMITATE “*THE CASH BOX*.”

Yes, as we stated above, it is sad. It’s a case of small minds. The smaller the mind the greater the falsity—the greater the reliance on imitation.



# The Greatest Advertising Bargain!

## A \$223.00 Value Only \$48



### Check the Facts!

### 52 Classified Ads of 40 Words Each

ONE 40 WORD CLASSIFIED AD EACH WEEK FOR AN ENTIRE YEAR -  
52 WEEK'S ISSUES - ACTUAL COST OF 52 - 40 WORD CLASSIFIED ADS

AT REGULAR RATE OF 10¢ PER WORD ..... \$208.00

PLUS - FREE - Full Year's Subscription - ACTUAL COST ..... 15.00

**TOTAL VALUE - - - \$223.00**

America's outstanding magazine publishers call this, "America's Greatest Advertising Bargain." Imagine—a 40 Word Classified Ad FREE Each and Every Week in the Biggest and Most Famous Classified Advertising Section in the Entire Industry—PLUS—FREE Full Year's Subscription to "The Cash Box"—A TOTAL VALUE OF \$223.00—ALL FOR ONLY \$48. Send your check for \$48 along with your first 40 word classified ad TODAY! THIS IS THE GREATEST GIFT YOU CAN BUY YOURSELF!! DO IT NOW!!

## } All For Only \$48

**THE CASH BOX, 26 WEST 47th ST., NEW YORK 19, N. Y.**

1-2-3 or 4 CAN PLAY!

THE NEW GAME SENSATION OF THE YEAR

# 4-PLAYER DERBY



**4** NICKELS IN ABOUT 1 MINUTE **4**  
 PLAYER COMPETITION  
 TIMES THE EARNING POWER

... A Speaker That Looks LIKE AN "ORCHESTRA"  
**"THE WORLD'S SMALLEST BAND"**



- A speaker for any juke box or hideaway that makes any location a standout.—Whole families travel miles to hear and see it play.
- Lifelike motion of musicians playing their instruments and swaying to the music intrigues the public. (Puts more money in your juke box—increases bar business.)
- Attachments included for easy mounting on walls. Fast, simple connection to any juke box.
- 2½ Ft. HIGH—4 Ft. WIDE—2 Ft. DEEP—Wt. 80 Lbs.

**CHICAGO COIN** MACHINE COMPANY 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

## THRU THE COIN CHUTE EASTERN FLASHES

The immediate headache confronting coinmen here this week was the same as that of all citizens—income tax payment. Games ops had a two-fold rap—March 15 being the day Uncle Whiskers wanted his dough, and Father Knickerbocker wanted his license money. This give-up brought biz along coinrow to rock bottom, with local buying down to a minimum. However, wholesalers accept the condition philosophically, aware that in a week or so, biz will once again pick up. In particular, all are expecting good action for resort and shore locations. What might seem contradictory to the situation mentioned above, the unusually fine weather brought in quite a few out of town ops, and arcade owners, who were buying equipment for their summer set-ups.

New York City, which has been suffering from a lack of government defense spending, has been termed a "distress area" and now qualifies for special treatment in the placement of defense contracts. . . . Most of the wholesale firms now located on coinrow own their own buildings. It's becoming a major part of conversation here as to the future of the street. An airport terminal will be built on the southeast corner of 10th Avenue and 42nd Street, which will make this area one of the most active and desirable in the city. The question being asked is "Will property values jump so tremendously that coin firms could hardly pass up high offers for their property?" . . . Harry Poole, who became distributor in New England of the Rudolph Wurlitzer Company, notifies the trade that his firm name has been changed from Harry Poole Distributing Company to Poole Distributors, Inc. In addition to distributing for Wurlitzer, Poole will handle games of the leading manufacturers. . . . Barney (Shugy) Sugerman, Runyon Sales Co. back from his Miami Beach vacation, all tanned and restful looking. As a matter of fact, looks to us as if he'll have to take off a few pounds. . . . Abe Green, Shugy's partner, and head of the Newark, N. J. office, in town for the day. They both visit with Jack Nelson and Ben Becker of Bally, who spend several days in town.

Al Simon, Albert Simon, Inc., who's having himself quite a time with ChiCoin's "4-Player Derby" (demand growing with each succeeding day), expects to be in his new building on 10th Avenue, near 43rd St., by the 1st of April. . . . All an arcade owner needs is a smell of balmy weather and he's getting ready for the season. This is quite evident at Mike Munves'. The place loaded with arcade men buying for their 1952 season. Visiting Munves was our old friend Charley Wertheimer of Boston. Charlie, who just returned from a vacation in Havana, Cuba, tells us he got out the day before the "revolution." . . . Also in the city, and spending some time at Mike's office, was Frank Mencuri, the genial sales manager for Exhibit Supply Co. . . . Joe Young, Young Distributors, preparing a shipment for export when we dropped in. "Not to Cuba" chuckled Joe. . . . Jack Semel and Willie Aronson (game operators) in a huddle—with Jack handing out some fatherly advice. . . . Catch up with Dave Lowy, Dave Lowy & Co., eating his sandwich at his desk instead of in the bakery. Dave's secretary, Ann Sens, vacationing in Miami Beach. We understand the boys gave Ann a going away party which included Champagne and Orchids. . . . Dick DiCiccio, popular Westchester op, makes the rounds. . . . Also on the row, doing some buying, was Joe Hahnan, Gordon Amusement Co., one of the real experienced and good ops in the country.

Joe Hirsch, business manager of the games operators' association, resigns effective April 5. While not announcing his future plans, Joe reports he intends to remain in the coin machine business. . . . This week at Koeppel Distributing Company, Harry and Hymie Koeppel more busy with reconditioned music than with their plastics line. Equipment, in most instances, being shipped out of the city. . . . Teddy Seidel, manager of Milty Green's American Vending Co., New York branch, stocking up the display room with a variety of games. Thinks he'll be completely set in the next few weeks. . . . Harry Lavenar and his missus Rhoda (bookkeeper for Atlantic-New York Corp.) celebrate their 1st wedding anniversary. . . . Tilford Gross, Madison Music, his wife and new baby, in Florida vacationing.

## THRU THE COIN CHUTE DALLAS DOINGS

Lack of rain still has the Texans screaming. West Texas and the valley has been particularly hard hit. . . . We talked to Tommy Chatten of Commercial Music Company. He had just come back from a trip to West Texas. Says all the citizens in those parts are praying for rain. . . . Over in Shamrock, Texas, the population is getting ready for a big St. Patrick's celebration. The men are growing beards. On the big day, anyone caught without a beard will be fined \$5. . . . Raymond Williams has been fishing at Possum Kingdom. This sounds like a fish story but he swears that he caught sixty fish in a single day. We wonder if they were all keepers. . . . Bud Whitney is going to work in the shop of Commercial Music Company. . . . Over in Wichita Falls, Ray Hyatt and Gerald Yates of Wichita Novelty Company say that business is good. They have purchased several new trucks. Are using the Willis for their pick-ups and deliveries.

Ray Barnes of Palestine was in town. He's been playing golf and is all smiles these days. And who wouldn't be. Business is good and he has recently acquired the television rights for his area. . . . Al Sebastian of Kileen is sorry to see the soldiers moving out of his territory. Where there are servicemen, the coin machine business flourishes. . . . Jimmy Bounds of Maxia is buying lots of the new Chicago Coin "4-Player Derbys." . . . George Bury of Hamlin was in town recently. . . . Ditto for Vincent Lopez of Fort Worth and R. L. Choate of Mineral Wells. . . . Weldon Denton of Dallas says that he is doing a good business with shuffle alleys. . . . Ralph Claybrook was in Dallas this week visiting around and buying new equipment. . . . Alin Dreyer of San Angelo says that he can't complain about business. On the contrary he's increasing the size of his route. . . . George Freedell of Fort Worth was in town recently. . . . We hear that H. R. Harrison of Pampa is out of the used car business and is devoting all his time to the coin machine business. . . . Travis and Jenny Roberts of San Angelo were visitors in Dallas this week.

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

# THRU THE COIN CHUTE

## CHICAGO CHATTER

It's starting very slowly, but, among those financiers and bankers who have had former experience in the field, we understand there is more interest being shown in music machine paper than there has been shown in a long, long time. Some distribs advise that their bankers very favorable, at this time, to handling more such paper. . . . (Now's the time for a good game at a low price.) . . . Music ops here were all elated when the news of the Bryson Bill being shelved by the Sub-Committee of the Judiciary came thru. And quite a few phoned this publication to say "thanks" for the grand work The Cash Box did to awaken the entire field.

Izz Edelman in town from Detroit discussed his new Formica boards. Hope is that Izz will be turning 'em out in good volume soon. . . . Murray Rosenthal of Coinex has turned to operating and tho he's still doing some conversions, his main biz today, is out on his route. . . . Dom Pigati of Highwood, Ill., used local newspapers to publish an ad announcing that this was his 15th anniversary in the juke box field and thanking all his locations and their patrons for those fifteen swell years. . . . While some distribs are crying those big, crocodile tears, ops are going right ahead, better and bigger than ever. . . . Funny thing about Phil Weisman. Give him one good day and he'll dash for the golf course. But, tho he's sittin' and wishin' he was shootin' a game of golf, he's playin' "gin"—and always winning. . . . Andy Oomens is back on the sick list again. Seems Andy just walks into about everything that can happen to any guy, since he's returned from the Army. . . . Mary Gilette, we hear, is off on another journey.

Frank Mencuri of Exhibit leaves for the east. Frank just seems to never stop traveling. Expects to be in Noo Yawk for the weekend. . . . Chet Gore, by the way, made us a promise we hope he won't forget. . . . Ray Cunliffe phones to discuss this and thata with us and agrees that MOA should hold some kind of meet. Let's hope, Ray, MOA's Board of Directors will agree to same dates for a meet in Chi as NAMA.

Dave Gottlieb discussing the great amount of experimental work the firm undergoes. Many phone to offer ideas and suggestions to mfrs. No mfr passes up anything that "may be it". And that costs lotsa money, just to keep trying. . . . One of the funniest mental pictures anyone can conjure is that of Ben Coven attending an "important" meeting with his Cub Scout son, Jeffrey. Imagine Ben sitting there in those short Boy Scout pants with his hairy legs sticking out a mile. . . . Once more we emphatically state: "There's nothing a hit won't cure." . . . Wonder if you realize that Canada has about one phono for every 30,000 people, whereas U. S. has about one phono for every 18,000 people. (Who said there's no room left for more music routes.) . . . Just in case you didn't know, over at Williams Mfg. Co., increased costs were absorbed by the firm, Sam Stern tells us, because Williams wanted its new five-ball, "Slugfest", to be a deluxe game featuring a higher and deeper light box to take care of the players who actually run the bases on the backboard of this game.

Ray Moloney has been busier than a bee ever since his return from Florida. He dashed to Washington this past week with George Jenkins and others to take care of many important details for his firm. . . . Mfrs get more metal (and will get still more metal) which means that there should be some new machines coming thru soon that will startle the trade and bring the biggest and best play action yet enjoyed. . . . Stanley Levin phones to ask us for "that New Orleans decision". Says he, "I've got a downstate op here who needs a copy." . . . We didn't realize it until the latter part of last week, but, the NY Central RR strike had tied up editorials and ads for us. We waited in vain for some of these to meet the deadline. . . . Roy Monroe of Cleveland, we hear, not feeling so well. Dashed down to Florida to spend a few weeks there getting health from the sunshine. . . . Nate and Irene Gottlieb on their way to Miami Beach for a few weeks. "And", says Nate, "without the kids. This", he emphasizes, "is gonna be a vacation."

Jack Nelson in New York meeting a new crowd of business men. . . . Milt Marmer of Cincinnati in town looking things over. . . . Bill O'Donnell claims that his house is now all set and he's simply waiting for spring planting—of lotsa new grass. In fact, optimist O'Donnell already has purchased himself one of those power lawnmowers in anticipation of the lawn he's gonna cut. . . . Admire the way that Vic Comforte and Don Koren settle all disputes regarding locations. This is the sort of better business that helps everyone concerned to enjoy a finer industry. . . . Bob Lindelof called together the juke box ops of the Northern Illinois Music Ops Assn. this past Wednesday. Bob's president of this outfit that ranges all the way to the Wisconsin line taking in all the communities outside Chicago. Many of the Chicago assn members attend these meetings. Report that they're among the finest held by any music organization in the country. "And", they state, "orchids to Bob Lindelof for conducting these meetings in such fine style". Meeting this past Wed. was at Villa Bianco at Round Lake, Ill., a famous eatery. The boys enjoyed themselves tremendously.

All juke box ops happy that Phil Levin back on the job as chipper as always. For a while back there, because of thisa and thata, Phil decided to resign from what is, and always will be, a very thankless job, that of Sect'y of the local juke box ops assn. But, when voting time pulled around again, the ops just simply voted him right back into office, but, so unanimously that it must have done this golf pro's heart lots of good. And when we say "golf pro" we ain't kiddin'. Just ask Vince Shay who lost to Phil last year. And Vince is no slouch with those golf clubs. . . . Herb Oettinger phoned (right quick we tho't maybe he's inviting us back for some 'gin', must be short of the ready) instead Herb wanted to know about this and that and the other thing. Not a word about 'gin'. From what the guys at United tell me, "Herb's still champ." . . . Bob Gnarro of A. B. C. Music, questioned regarding dime play last week stated that it has proved itself so solidly that he doesn't know of ops who would change back to nickels. Tho it's many a year now since The Cash Box urged dime play, it's very good to hear, especially from as outstanding an operator like Bob Gnarro that, after almost a year here in Chi, it's tops with ops.

If you've been planning to establish your name and your firm permanently in historical records—get your ad into the Tenth Anniversary Issue of The Cash Box. Ads are now being accepted for this historical and encyclopedic issue of the past ten years of the coin operated entertainments industry.

# Bally Futurity & Bally Spot-Lite

## Wurlitzer 1400 & 1450

WRITE! WIRE! PHONE! CALL AROUND TODAY!

# COVEN

distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2210

The Finest Name in Coin Machines. Exclusive  
With Bally Products and Wurlitzer Phonographs.

### YOUR CHOICE OF

# 3

ATTRACTIVE COLORS

- ★ GOLD HAMMERLOID
- ★ GREY HAMMERLOID
- ★ STANDARD MAROON

With Pastel Green Tray And Buttons

### OPERATE THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

- ★ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- ★ 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 432 packs.
- ★ Dispenses regular or King size packs. Instantaneous price adjustments on each column.

THE PACK YOU SEE—IS THE PACK YOU GET!

Swing-up front top for easy loading.

WRITE  
WIRE  
PHONE

## R. F. JONES CO.

1263 Mission St., San Francisco, Calif.  
1515 N.E. Broadway, Portland, Oregon  
2208 Fourth Ave., Seattle, Washington  
1314 Pearl St., Denver, Colorado  
127 East 2nd South, Salt Lake City, Utah

### REPLACEMENT PLASTICS and BUBBLER TUBES

For Wurlitzer and Seeburg Phonographs

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

Special: Magic Gluglass (Adhesive for all mirrors) \$1.25 pint

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

We are pleased to announce that  
Herman Jaffe, C. P. A.  
has joined our staff and has  
accepted the editorial position of  
Tax Consultant  
Mr. Jaffe can be addressed at  
The Cash Box  
26 West 47th St., New York 19, N. Y.

# A Washington, D. C. Operator Writes:

The Cash Box,  
New York, N. Y.

Gentlemen:

I much appreciate it very much if it would be possible for you to send me a copy of "The Cash Box" dated the last week in June or the first week in July of this year.

We base our Inventory for Personal Property Tax on "The Cash Box", and we are having some trouble with the tax people.

Very truly yours,  
J. H. Phillips  
Phillips Novelty Co., Inc.  
Washington, D. C.



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## THRU THE COIN CHUTE CALIFORNIA CLIPPINGS

Biggest news on the L. A. Row this trip was the arrival of two new pieces of equipment, one in the music field and the other in the game end of the business. . . . Over at Nick Carter's Nickabob we had our first glimpse of the long awaited AMI "D-80" and we can well imagine Nick will have to nail the floor sample down to keep some eager op from wheeling her out, and gladly paying the asking price to be sure. Now with 45s coming into wide use as they have, this machine looks like just about the answer to a music operator's prayer for a handsome, compact box with plenty of records to choose from. . . . We gathered there'll be a showing of the new phonograph soon, and beauty it is, with its bleachwood cabinet and eyefilling design of plastic top and colorful selector panel.

Already shown for three days at Dan Stewart's was Chicago Coin's new "4-Derby" game. Phil Robinson, who's out covering his Coast territory on the new piece, should be pleased to know that ops really took a liking to the game. We found it loads of fun, skill and as good a way for womankind to prove who's the superior sex as any yet invented. Pretty Jo Ann Lewis beat Bob Bever and us by a nose on the game. For a real competitive thrill, "Derby" is the best we've ever seen, providing as much sport as the horse games on the Ocean Park Pier or a real bona-fide Santa Anita race. It's probably the very cleverly designed 3-dimensional horses and jockeys in the upper field that give the feeling of being able to boot the winning horse in with a prayer, a kind word or a skillful flip of the wrist.

Knee deep in inventory, Paul Laymon and staff seem to be maintaining their sales pace on Bally's "Spot Lite" and the Wurlitzer 1400 and 1450. . . . Lucille Laymon is proof that a poodle hair-do can look human. On her it even looked mighty attractive. . . . Just back from that long extended trip to Mexico City and parts, Mr. and Mrs. Al Slight spent a few days with the Laymons on route home to Portland, where Al is still connected with Bally and is also gentleman farming. . . . One game that seems to be going strong wherever handled is Gottlieb's "Quartette." Tried our hand at it alongside Charlie Daniels and was doing fine once we got the hang of the double flippers on each side.

Over at Charlie Robinson's, we found Al Bettelman with a loaded floor of new and used games, covering every make and description of 5-ball and shuffle, and all selling these days, Al tells us. . . . Some of the heat and chatter about the big horse competition has cooled off on the local scene, but they're selling in this area and elsewhere, with Exhibit's "Big Bronco" still apparently holding the inside track. . . . Stopped in for the first time at Bill Leuenhagen's new place (the former General Music location) since the move and was very impressed with the way walls have been torn down and counters set up to utilize every inch of the place. Mary Solle's record dept. is in the center while the front end is for games and the far back end is the shop. . . . Of special interest is the space and cabinet shelves given over to 45s, which Mary considers as very much here to stay with music ops.

On the Row: Giving other local music ops the lowdown on his recent trip to Washington, D. C., with Nick Carter concerning the Bryson Bill was Ed Van Atta. . . . Among those talking things over at Leuenhagen's were Frank Robinson, Tommy Robinson and Louis Uhl of the city. . . . Other ops on the Row included Al Miller of Blythe . . . H. E. MacClure of San Luis Obispo . . . Tommy Workman from El Monte . . . Santa Monica's Freddie Bohner.

## THRU THE COIN CHUTE MINNESOTA MUSINGS

Among those who took off for the sunnier climates were Archie Pence and his wife of the Automatic Piano Company in Minneapolis; who are vacationing in Biloxi, Miss., along with Mr. and Mrs. Chester Case of Robbinsdale. . . . Mike Young of Soldiers Grove, Wis., is sunning himself in Florida and Jonas Bessler of the Lieberman Music Company in Minneapolis is visiting the Virgin Islands and the other beauty spots in the Caribbean. . . . Another vacationer who just left are Herman Paster's of the Paster Distributing Company in St. Paul. Herman has a six week stay in Hawaii, marked on his travel ticket.

Getting back to those who must stick to the usual routine, Joe Totzke of Fairmont, reports that business is good and that he is being kept so busy that he doesn't get much of a chance to get into the Twin Cities at all. . . . Bernard Stout and his wife and daughter made a trip into the Twin Cities to see what was new in coin operated equipment and it is the question of who was getting the vacation, Bernard, who was checking on the equipment or his father Gordon who was taking care of the route back in Pierre, S. D. . . . Harold Havenor of Eleva, Wis., made his long contemplated trip into town to see the new equipment. Harold had been planning to come in for sometime but just couldn't get away because of business. . . . Here and there at the various distributors were George Atol of Duluth; Urban Kost of St. Cloud; T. J. Fischer of Waconia; August Quade of Rochester; Ted Heil of Gaylord; and genial J. Allen Redding of La Crosse, Wis.

Paul Felling of Sauk Center, who besides having a very nice route around Sauk Center, operates a very successful farm. Paul states that he is looking forward to a good year both on the farm and in the coin operated business. . . . A visitor to the North Country is J. H. Porter of Woodard, Oklahoma. At one time Porter ran a very sizeable route in northern Minnesota and Wisconsin, and after disposing of this route he went down to Oklahoma and at the present has quite an operation consisting of all types of coin operated equipment.

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## WANT

WANT—Seeburg M100A; AMI Model B; Bally Coney Islands; Bally Bright Lights; Back Glass for Bally Hot Rods. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel. Superior 1-4600.

WANT—We are paying the highest market price on United's Twin Rebounds. As is. Quote price, condition and quantity. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel. CHickering 4-5100.

WANT—Coney Islands; Bright Spots; Bright Lights; Williams Super World Series; Keeney Four Way long and short board conversions also 12 ft. Shuffleboards. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: LIncoln 9-3996.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Will buy tubes small or large quantities of all types. Will pay cash or will trade. LEWIS ELECTRONICS, 3449 NO. ELAINE PLACE, CHICAGO 13, ILL.

WANT—New and used records, all speeds. Attention 45 RPM Juke Box Operators, highest prices paid for your used 45 records. We need used records 52 weeks a year. Entire stocks purchased. SEE-MOR STORES, 1539 CHESTNUT ST., PHILA., PA. Tel.: MA 7-7217.

WANT—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.

WANT—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburgs and boxes. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Seeburg Shoot The Bear Guns. Any quantity. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—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; Genuett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—Star Series (Williams); Coney Island; Bright Lights; Bright Spot; Spot Lite. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

WANT—AA-1 Equipment only at wholesale prices for export: Seeburg 100's; Solotone Selective; Steeple Chase; County Fair; Spark Plug; Hayburners; Double Feature; Arcade Equipment; Coin Counters; Coin Changers. LIEBMAN, 12 BABY POINT RD., TORONTO, CANADA.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100s. Quote lowest prices or will trade New Turf Kings in original crates. Write, Wire, Phone: C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

WANT—Close Outs: Late model phonographs. ACTIVE AMUSEMENT CO., 501 NO. GOSSET STREET, ANDERSON, S. C. Tel.: 2310.

WANT—Bally Bright Lights; Bright Spots; Coney Island; Seeburg M100-A; AMI Model A, B or C; Wurlitzer 1250 or 1100. State price, condition in first letter. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2800.

WANT—Now, surplus stock of new major labels. Mail us quantity of brands available—inventory if possible. We will mail you top quotation on your stock. GALGANO DIST. CO., 4142 W. ARMITAGE AVENUE, CHICAGO, ILL. Tel.: DICKens 2-7060.

WANT—Turf Kings; Spark Plugs; Jalopies; Globetrotters; Packard Pla-Mor Boxes; Scales, 1217, 1017, 1400, 1250; AMI C & D; Seeburg M-100's, 78 and 45. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Will pay \$\$ for Metal Typers; Photomatics; Panorams; Voice Recorders; Quizzers; Hayburners; Dale Guns; Six Shooters; AMI Phonographs; Bally Bright Lights; Bally Bright Spot and Coney Island. REDD DIST. CO., INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel.: ALgonquin 4-4040.

WANT—Your used or surplus records. We buy all year round and pay top prices up to 5% blues and race. No lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 821 NO. MAIN ST., PROVIDENCE R. I. Tel.: UNION 1-0320.

WANT—Operator's Attention! Want to buy complete music routes also post-war phonographs for cash. Give complete details first letter stating models, quantity, condition and prices. We also sell complete line of premiums. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J.

WANT—Used Records from 500 to 50,000, we buy them all. Special prices paid for rhumbas. Used 45 RPM bought in quantities. We pay freight. State price to save time. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y.

WANT—Used records. We pay more. We pay freight and furnish shipping labels. Operators with more than 50 machines will be contacted by phone. Please state number of machines operated. JULIAN BROWN ENTERPRISES, 9106 SO. WESTERN AVE., LOS ANGELES, 47, CALIF.

WANT—Coney Islands; Bright Spots; Bright Lights; United's Leader; 100 Record Seeburg Phonographs & Bar Boxes & Late Model Phonographs; Chicago Coin & Exhibit Guns; Seeburg Bear Gun; Hobby Horses. Give best price and quantity in first letter. VALLEY DISTRIBUTORS, 401 NO. 16 STREET, SACRAMENTO, CALIFORNIA.

WANT—Bingo Rolls. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.

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

WANT—Wurlitzer Model 1250's; Seeburg M100's (78's or 45's). Will pay cash or trade late Pin Games; Alleys or Arcade Equipment. Also can use Universal Shuffle Tournament Heads or Keeney Bowling Champ Two and Four player Heads. Write, Wire or phone: BUSH DIST. CO., 286 N. W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

WANT—National Cigarette Machines 9M and 7M; Eastern Electric Cigarette Machines C8; United Shuffle Alleys—6 Player Seeburg—Bear Guns. Cigarette machines to be 25c, or with change maker. All equipment must be complete and in proper working condition including playing surface on Shuffle Alleys. Write—Give best price. MAESTRO MUSIC, INC., 121 E. BROADWAY, TUCSON, ARIZONA.

## FOR SALE

FOR SALE—United Skee Alley \$50; United Twin Shufflecade \$65; Bally Champion \$65; Rock-Ola Phonograph Model Sup 40 \$20. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Coin Operated Pool Tables. 3 1/2' x 7'. Patented—Feature returns Q-Ball nad 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—Clean, ready for location: Wurlitzer 1015's \$165; Wurlitzer 1080's \$175; Seeburg 146's \$110; Seeburg 147's \$150; Rock-Ola 1422's \$85; Wurlitzer 3031 Wall Boxes \$8.50; Seeburg 3-Wire 5-10-25c Wall Boxes \$10; Seeburg Wireless 5c Wall Boxes \$7.50; Packard Wall Boxes \$7.50. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE—United Twin Rebound \$175; United Four Player \$225; United Five Player \$275; United Six Player \$325; C.C. Trophy Bowl \$75; Genco Shuffle Target \$100; United Twin Shufflecade \$175; Canasta \$75. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—40,000 new and used records in good condition, crated, 10c each. "RADIO" JOE WARRINGTON, THERMOPOLIS, WYOMING.

FOR SALE—100A Seeburgs \$775, checked from top to bottom. One 1432 Rock-Ola, 50 selection, blonde cabinet, first-class condition \$410. Model 1250 Wurlitzer \$489.50; Model 1015 Wurlitzer \$185. Every piece guaranteed. 1/3 deposit, balance C.O.D. ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y. Tel.: LIncoln 9106.

FOR SALE—New Williams' Shoot The Moon \$225; Keeney 4 Player League Bowler \$199.50; Keeney 2 Player League Bowler Rebounds \$99.50; Floor sample Mutoscope Flying Saucers \$100; like new Seeburg Shoot The Bear \$300; Floor sample United 2 Player Hockey \$99.50; clean Exhibit Gun Patrol \$225; Williams' Double Header \$75; New Williams Sea Jockey \$375. Write for prices on new Williams' Horse Feathers; Exhibit Jet Gun; Exhibit Bronco Horses. K. C. SPECIALTY CO., 410 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6865 or 7-6391.

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FOR SALE—Bally Hot Rods \$69; Chicago Coin Pistol Pete \$69; Chicago Coin The Thing \$69; High Score Bowler \$169; Also all type of Bingo Games. Write: MERIT INDUSTRIES, 542 WEST 63rd ST., CHICAGO 21, ILL. Tel.: Eglewood 4-9202; 9204.

FOR SALE—1 Chico Ace Bowler FP \$160; 7 Packard Chrome Wall Boxes @ \$15; 1 Universal Across The Board FS, write; 2 Seeburg Bear Guns @ \$325; 1 United Double Express Alley \$90; 1 Bally Futurity, like new \$325. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, INDIANA.

FOR SALE—Reconditioned Wurlitzers: 1250's \$500; 1100's \$350; 1015's \$225; 1080's \$200. Seeburgs 146M \$187; 147M \$225; 148ML \$325; Wall Boxes 3W2-L56 \$18.50; W1-L56 \$15 less tubes. Packard Manhattan's \$169.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—50 Bally One Balls, special price. Will trade what have you. Display Plastic Stands for Punch Boards, used \$1.50 ea., lots of 25. Write, phone or wire. FRENCHY & CO., 7624 N. E. 2nd AVE., MIAMI, FLA. Tel.: 72767.

FOR SALE—Used Keeney 4-Player League Bowler \$235; New C. C. Play Ball \$75; New Pokerino Jr. \$150; New Tri-Score \$125; New Watch-My-Line \$175; Packard Wall Boxes Hi-Chrome Late \$22 ea.; Aireon Coronet \$125; Williams Quarterback \$69.50. MILLER-NEWMARK DIST. CO., 42 FAIRBANKS STREET, N. W., GRAND RAPIDS, MICH. Tel.: 9-8632; 5743 GRAND RIVER AVE., DETROIT, MICH. Tel.: TYler 8-2230.

FOR SALE—Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slots. We now have in stock Bally's Futurity and other games. West Virginia Bally Distributors. ALLAN SALES, INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—1 balls off of our own route, beautifully refinished and made mechanically perfect; Turf Kings \$185; Futurity \$395; Winners \$110; Photo Finishes \$55; Crusader Mechanical Horse \$595 and Postwar Photomatic \$575. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: CAnal 8318.

FOR SALE—Turf Kings \$225; Champions \$85; 1 lot good flipper games (8) for \$150; Double Header (new) Shuffle \$90; 1015 Wurlitzer \$135; Seeburg 146 \$135. Write: ROANOKE VENDING MACHINE EXCHANGE, 118 W. WASHINGTON ST., CHARLESTON, W. VA.

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FOR SALE—Reconditioned Wurlitzers, ready for location: 1250's \$500; 1100's \$325; 1015's \$175; 700's \$60; 600's \$50. Rock-Ola's 1422—\$125; 1432—\$550. Seeburg 146M \$135. 1/3 Deposit, balance C. O. D. WINTERS DISTRIBUTING CO., 1713-15 HARTFORD AVENUE, BALTIMORE 13, MD. Tel.: LEXington 8820.

FOR SALE—Phonographs with famous Davis six point guarantee: Seeburg 148ML \$299; Seeburg 147M \$199; Seeburg 146M \$169; Seeburg H148M \$219; Seeburg H246M \$179; Seeburg H146M \$159; Wurlitzer 1080 \$189. DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N. Y.

FOR SALE—Williams All Stars \$79.50; Star Series \$99.50. Rock-Ola (Deal) 1 Imperial 20 Remote Control with 9-1501 D Dial-a-tone, 1-1502 Bar, 1-Lite Transformer \$79.50. Terms 1/2 deposit. WATERBURY AMUSEMENT MACH. CO., 453 WEST MAIN ST., WATERBURY 35, CONN.

FOR SALE—Pitch 'Em and Bat 'Em, excellent shape \$135. Dale Gun, as is, needs work \$25. Will consider trade of above equipment for music or wallbox equipment. SAKS MUSIC CO., 599 WEST 176th ST., N. Y. C., N. Y.

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FOR SALE—See us for your conversions on United's Twin, 4-Player and 5-Player—also ChiCoin's Classic and Trophy. Have them rebuilt with screened Formica and large pins. Priced reasonable. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N.Y. Tel.: CH 4-5100.

FOR SALE—Six Shooter like new, \$225; Bally Hi-Rolls \$49.50; Play Ball \$49.50; Chicoin Goalee \$69.50; Seeburg Bear Gun \$349. All machines A-1 condition, no charge for crating. Will trade for 100 selection Seeburgs; Bright Spots; Bright Lights and Coney Islands. STANLEY AMUSEMENT CO., 5225 SO. TACOMA WAY, TACOMA, WASH. Tel.: HI. 5110.

FOR SALE—20 Wise Owl Quizzettes (like new) \$5 ea.; 4 Grippers \$9.50 ea.; 3 ABT Challengers \$12 ea.; 2 Pop Ups \$10 ea.; 2 Electric Shockers \$10 ea.; 1 Shipman Select-A-Bar (like new with stand) \$20. 1/3 deposit, balance C.O.D. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

FOR SALE—Star Series \$85; Williams Double Header \$89.50; Bally Big Inning \$175; Dale Guns \$65 ea.; Chicago Coin Pistols \$75 ea.; Wilcox-Gay Recordio, new, \$160; Quiz \$99.50; Heavy Hitters \$42.50 ea.; United Shuffle Alley Express \$45; Keeney Double Bowler \$125; Chicago Coin Twin Rebound \$45; Chicago Coin Trophy \$85; Bally Turf Kings \$265 ea.; Bally Futurity, brand new, write; Seeburg 5-10-25c Wireless Wall Boxes \$32.50 ea.; Seeburg 5c 3 Wire Wall Boxes \$18.50 ea.; Packard Wall Boxes Pre-war \$8.50 ea.; Shuffle Skee Alley \$90. MONROE COIN MACHINE EXCH., INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—2 Sea Jockeys @ \$395 ea.; 1 Lite A Line @ \$179.50; 1 County Fair @ \$325; 4 Total Rolls @ \$45 ea.; 3 Pro Scores @ \$45 ea.; 1 Exhibit Six Shooter @ \$215; 2—1015 Wurlitzer @ \$225 ea.; 1 Seeburg M 100 A @ \$700. SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: UNiversity 6900.

FOR SALE—Seeburg 146M \$149.50; Packard Pla Mor Boxes \$7.95; Seeburg W6-656 5c Wireless Wall Boxes \$9.95; 2000 popular records 8c each. AMERICAN VENDING COMPANY, 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y. Tel.: ESplanade 5-1256.

FOR SALE—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; Aireon DeLuxe (with Wurlitzer mechanism) \$109.50 ea. Plus \$10 for crating. Many others—write for list. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: Chickering 4-5050.

FOR SALE—"America's Finest One-Stop Music Service" can supply you with all the records you need. Every major and independent label in stock. We ship anywhere. Cost you only a few pennies above absolute wholesale price. COVEN DISTRIBUTING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE—Special Sale on W1-L56 Seeburg Wireless Wall-O-Matics \$9.95 ea. while they last. Excellent condition. Deposit required. SPARKS SPECIALTY CO., SOPER-TON, GA.

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—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIVERSide 4131.

FOR SALE—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 trip-lex 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—Jumbo Pins—Winners, new \$250 Winners, used \$175; Turf Kings, used \$275; Citations \$85; Champions \$85; Gold Cups \$65; Jockey Specials \$50; Special Entries \$50; Photo Finish \$85; Futurity, new \$525; Futurity, used \$425. Wanted—Bally's Line Up Games. CLEVELAND COIN MACH. EXCH. INC., 1827 ADAMS, TOLEDO, OHIO.

FOR SALE—Your choice \$25, Melody; Catalua; Cleopatra; Bermuda; Wisconsin; Ballerina; Leap Year; Stormy; Trinidad; Bowling League. These games are off our routes, cleaned and mechanically O.K. PENN MUSIC SERVICE, 220 ARCH ST., MEADVILLE, PA.

## CLASSIFIED ADVERTISING SECTION

FOR SALE—Packard Wall Boxes ready for location \$12.50, satin or chrome. Seeburg Bear Games \$299.50. WANTED—Advance Scoring Units. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

FOR SALE—For those seasonal spots, your choice of 18 phonographs in good working order, \$49 ea., representing February trade-ins on new 1952 Wurlitzers. For best buys in the Middle West, contact us. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MAin 8751.

FOR SALE—To highest bidder, all offers considered: Automatic Phonographs: Wurlitzer (2) 750E; (4) 500; (2) 800; (1) 700. Seeburg: (1) 9800; (2) Envoy. Additional equipment—Wurlitzer: (3) 145 Stepper; (2) 219 Stepper; (1) 320 5c Wall Box; (1) 125 5-10-25c Wall Box—Rock-Ola; (6) 5c Wall Box—Buckley: (15) 5c Wall Box. TRI-STATE AMUSEMENT CO., 148 18th ST., WHEELING, W. VA.

FOR SALE—Brand new, never used: 1 Wurlitzer 1217 Hideaway; 3 brand new wall boxes complete \$650. 1/3 deposit, balance C.O.D. or S/D. KOEPEL DIST. CO., 629 TENTH AVENUE, NEW YORK CITY 19, NEW YORK.

FOR SALE—2 Dale Guns A-1 condition. GEORGE KOZY, 2030 NO. NEWLAND AVE., CHICAGO 35, ILL. Tel.: Mer. 7-4819.

FOR SALE—Happy Go Lucky; Harvey; Mermaid; Shoo Shoo; Snooks; Quartette; Sportsman; Deluxe World Series. Call or write for price: LEHIGH SPECIALTY CO., 826 NO. BROAD ST., PHILADELPHIA 30, PENNA.

FOR SALE—Coney Island \$450; Bear Gun \$325; Hayburner \$275; Bing-O-Roll \$75; High Roll \$70; Dale Guns \$75; 3020 Wall Boxes \$40; AMI C \$525. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

FOR SALE—Cigarette Machines: Du-Grenier Model S, Rowe Imperial, U-Need-A-Pak E & A, 6 & 8 cols.—\$99.50 ea.; 25c Operation equipped with King Size beautifully re-sprayed in two-tone job. Completely overhauled. 1/3 Deposit, balance C.O.D. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5100.

FOR SALE—Shuffle Alleys—Bally Shuffle Bowler \$35; Bally Speed Bowler \$55; CC Bowling Bowler \$45; CC Baseball \$95; Exhibit Strike \$100; Genco Shuffle Target \$185; Genco Glider \$30; Genco Bowl. League \$45; Gottlieb Bowlette \$45; Keeney ABC Bowler \$60; Keeney Pin Boy \$35; Keeney Ten Pins \$45; United Double Shuffle \$75; United Shuffle Alley \$25; United Shuffle with conv. \$55; United Shuffle Express \$55; United Two Player Express \$75; United Single Rebound \$100; Keeney Twin Reb. \$210; United Four Player \$275; United Five Player \$295; Universal Super Twin \$100; Universal Twin Bowler \$65; Williams Twin Shuffle \$35; Williams Double Header \$125; United Six Player \$310. 1/2 deposit. CLEVELAND COIN MACH. EXCH., INC., 2021-25 PROSPECT AVENUE, CLEVELAND, OHIO.

FOR SALE—Perfect condition, look like new: ABC's \$250; Lite A Lines with new improved play board \$175; Bright Lights \$350; Zingo's \$325; Holiday's \$400; Hot Rods \$65. 1/3 deposit, balance C.O.D. W. E. KEENEY MFG. CO., 5229 SO. KEDZIE AVENUE, CHICAGO, ILLINOIS.

(Continued on next page)

FOR SALE—Clean machines: South Pacific \$74.50; Star Series baseball \$94.50; Evans late ten strike \$49.50; Howard metal typer \$124.50; Picture booth with double unit camera \$325; others—write: S & W MUSIC MACHINE CO., 115 EAST 15 STREET, ANNISTON, ALA.

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.

FOR SALE—Wurlitzer 750's \$100; Wurlitzer 1080's \$225; Seeburg 148ML's \$290; William's Music Mite \$125. All thoroughly reconditioned by "Dick McCann, The Ace Service Man." CENTURY MUSIC DISTRIBUTORS, 1121 MAIN ST., BUFFALO, N. Y.

FOR SALE—2000 very late, average payout Jumbo Hole; Punchboards made by Gardner, Mercury, Superior at bargain. WOOD AMUSEMENT CO., ANDALUSIA, ALA.

FOR SALE—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: BLUemound 8-7600.

FOR SALE—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., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Needles. All type needles for juke boxes and home machines. Every needle a precious metals point. Give our needles a test and become the distributor for your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. TARAN DISTRIBUTING, INC., 2820 N. W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Exhibit Pistol \$45; Thing \$95; Three Musketeers \$85; Bowling Champ \$85; Tri-Score \$100; Just 21 \$60; Buffalo Bill \$60; South Pacific \$80. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE—Chicago Coin Classic \$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.

**CLASSIFIED ADVERTISING SECTION**

**Here's How You Can Get 40 Classified Ads Absolutely FREE!**

If you plan to use but one classified ad every so often. Let's say only one classified ad per month. Just 12 ads during the entire year. Each ad of 40 words. (40 words has been found to be the size of the average classified ad) These 12 classified ads would cost you \$48.

Each classified ad of 40 words, at the regular rate of 10c per word, would cost you \$4.00. Multiply the \$4.00 by 12 such ads during the year, and you arrive at the total of \$48.00.

For this very same \$48 you can get an additional 40 classified ads, also of 40 words each, absolutely FREE.

In short, by taking immediate advantage today of *The Cash Box* "Special Classified Advertising Subscription" you can get 52 ads of 40 words each (one ad for each week's issue of *The Cash Box* for the full year of 52 weeks' issues) for the very same price of \$48. You are actually getting a \$223.00 value for only \$48. A tremendous savings to you of \$175.00 if you act quick.

Here's how you save that \$175.00: You get 52 classified ads of 40 words each (actual cost of each ad is \$4.00 at regular rate of 10c per word.) This gives you a 40 word ad each week during the full year of 52 weeks' issues (52 times \$4.00) that is worth \$208.00. But, that isn't all, you also get a complete issue of *The Cash Box* each week (not just a tear sheet or a proof showing your ad only) which is worth \$15.00, the regular full year's subscription rate. A grand total value of \$223.00—All for only \$48.

You save \$175.00 and, at the same time, you get 40 more classified ads of 40 words each absolutely FREE—all for the same \$48 that only 12 ads would cost you at regular rate. Take advantage of *The Cash Box* "Special Classified Advertising Subscription" today! (Remember: *The Cash Box* publishes more classified ads each week than all the other magazines in the industry combined print in a month.)

Think! As materials grow shorter in supply. As merchandise and machines grow more and more scarce. You will want to buy merchandise and equipment you will need to continue profitably in business. Likewise, you will want to turn dead merchandise that is gathering dirt, dust and rust into cash. *The Cash Box* "Special Classified Advertising Subscription" gives you the opportunity to both buy and sell each and every week for the full year of 52 weeks' issues.

\* Enclose your first 40 word classified ad with your check for \$48 and mail right now to:

**THE CASH BOX**  
26 W. 47th STREET  
NEW YORK 19, N. Y.

\* If you already have a \$15 subscription you will be given credit for the unused portion toward *The Cash Box* "Special Classified Advertising Subscription."

**FOR SALE**—Packard Boxes late serial numbers @ \$9.00 ea.; Packard Hideaways \$50 ea.; Seeburg Hideaways 1946 \$100; Seeburg Wall-O-Matics \$5.00 ea.; Seeburg Wireless Boxes \$15.00 ea.; 1533 Rock-Ola 5c Boxes \$5.00 ea.; Rock-Ola Playmaster \$75 ea.; 3025 Wurlitzer Boxes \$12.50 ea.; 3031 Wurlitzer Boxes \$8.00 ea.; 2140 Wurlitzer Boxes \$20 ea. Above equipment in excellent condition 1/3 down, balance C.O.D. Will trade the above for Broadways 3-4-5's also for 100 record Seeburgs. **GOLDEN GATE NOV. CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.**

**FOR SALE**—100 Packard Wall Boxes, Hi-Chrome and Satin Finish, in quantity \$10 ea.; Seeburg 8200 and 8800's at \$49.50 ea.; 3-wire and wireless Boxes at \$5 ea. Write or wire: **DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, O. Tel.: 8-7515.**

**FOR SALE**—5 Turf Kings \$175 ea.; 2 Citations \$40 ea.; 1 Chicago Coin Shuffle Baseball \$35. All machines A1 condition. **NASTASI DIST. CO., 1010 POYDRAS, NEW ORLEANS 12, LA. Tel.: MA. 6386.**

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

**FOR SALE**—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. **SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.**

**FOR SALE**—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. **WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.**

**FOR SALE**—Seeburg Bear Guns, like new, can ship in original crates. Write for prices. Will trade for Post War Wurlitzers; AMI's; Rock-Olas and Mechanical Horses. **GIST MUSIC CO., 311 ELM ST., HELENA, ARKANSAS.**

**MISCELLANEOUS**

**NOTICE**—These 3 telephone numbers are important to you: **The Cash Box, New York City, Judson 6-2640; The Cash Box, Chicago, Ill., DEarhorn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 3-0347.**

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

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

**NOTICE**—Carolina Operators—One stop record shop. All labels in popular, race, hillbilly and old favorites, 78 or 45's only 70c ea. with title strips. Send for our coin machine Bargain Sheet. **DARLINGTON MUSIC CO., 132 NO. MAIN ST., DARLINGTON, S. C. Tel.: 500.**

**THIS WEEK'S USED MACHINE QUOTATIONS**

13th Year of Publication  
702nd Consecutive Week's Issue

**How To Use "The Confidential Price Lists"**

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

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

**METHOD:** "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

**EXPLANATION**

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



**WURLITZER**

4. 24	25.00	44.50
4. 600R	49.00	50.00
4. 600 K	49.00	69.50
4. 500A	49.00	69.50
4. 500K	49.00	59.50
4. 41 (Counter)	24.50	50.00
6. 51 (Counter)	30.00	45.00
4. 61 (Counter)	24.50	50.00
4. 71 (Counter)	59.50	75.00
6. 81 (Counter)	49.50	75.00
4. 700	60.00	89.50
1. 750M	79.50	89.00
1* 750E	98.00	109.50
4. 780M Colonial	79.50	99.50
4. 780E	79.00	95.00
1. 800	69.50	98.00
2. 850	44.50	59.00
4. 950	49.50	74.50
4* 1015	135.00	295.00
4. 1017 Hideaway	150.00	250.00
1* 1100	315.00	450.00
2* 1080	145.00	225.00
4* 1250	485.00	525.00
6. 300 Adapter	10.00	15.00
6. 320 Wireless Wall Box	3.50	5.00
6. 310 Wall Box 30 Wire	4.50	5.00
4. 320 2 Wire Wall Box	4.00	5.00
6. 332 2 Wire Bar Box	5.00	9.50
6. 331 2 Wire Bar Box	5.00	10.00
6. 304 2 Wire Stepper	3.50	5.00
6. Wireless Strollers	19.50	25.00
6. 430 Speaker Club with 10, 25c Box	69.50	75.00
6. 420 Speaker Cabinet	40.00	49.50
2. 3031 Wall Box	8.00	11.95
4. 3045 Wall Box	9.95	20.00
4. 3020 Wall Box	34.50	45.00
4. 3025	9.95	19.50
4. 2140 Wall Box	19.50	24.50
4. 219 Stepper	25.00	35.00
6. 100 Wall Box 5c 30 Wire	3.50	5.00
6. 100 Wall Box 10c 30 Wire	12.50	17.50
6. 111 Bar Box	3.00	10.00
6. 120 Wall Box 5c Wire	2.00	4.50
6. 305 Impulse Rec.	2.50	10.00
6. 350 WIs Speaker	17.50	29.50
6. 115 Wall Box Wire 5c Wireless	5.00	7.50
6. 135 Step Receiver	14.50	19.50
6. 145 Imp. Step Fast	4.50	7.50
6. 306 Music Transmit	7.50	9.50
6. 130 Adapter	15.00	19.50
6. 580 Speaker	25.00	49.50
6. 123 Wall Box 5/10/25 Wireless	9.00	15.00
6. 125 Wall Box 5/10/25 Wire	2.50	6.00

**SEEBURG**

4. Plaza	25.00	34.50
6. Royale	25.00	39.50
4. Regal	39.50	49.00
4. Regal RC	39.50	49.00
4. Gem	29.50	49.50
4. Classic	49.00	60.00
1. Classic RC	49.00	60.00
6. Maestro	39.50	65.00
6. Mayfair	35.00	59.50
6. Mayfair RC	49.50	59.50
6. Melody King	49.50	79.50
6. Crown	39.50	59.50
6. Crown RC	49.50	79.50
6. Concert Grand	39.50	59.50
4. Colonel	29.50	49.00
4. Colonel RC	29.50	49.00
6. Concert Master	49.50	69.50
6. Concert Master RC	59.50	89.00
6. Cadet	35.00	65.00
6. Cadet RC	59.50	65.00
4. Major	49.00	59.00
4. Major RC	49.00	59.50
4. Envoy	29.50	59.00
4. Envoy RC	29.50	59.00
4. Vogue	39.00	59.50
6. Vogue RC	49.50	69.50
6. Casino	35.00	59.50
6. Casino RC	49.50	79.50
6. Commander	39.50	59.50
6. Commander RC	50.00	69.00
4. Ti-Tone 9800	45.00	60.00
4. Hi-Tone 9800 RC	45.00	60.00
4. Hi-Tone 8800	49.50	59.00
2. Hi-Tone 8800 RC	49.50	59.00
2. Hi-Tone 8200	49.50	59.00
2. Hi-Tone 8200 RC	45.00	59.00
2* 146S	99.50	195.00
2* 146M	110.00	187.00
2* 147S	139.50	225.00
4* 147M	150.00	225.00
2* 148S	285.00	350.00
4. 148M	275.00	350.00
4* 148ML	290.00	325.00
3. M-100-78	735.00	750.00
6. Remote Speak Organ	7.50	17.50
6. Multi Selector 12 Rec.	12.50	35.00
6. Melody Parade Bar	4.50	6.00
6. 5c Wallomatic Wireless	3.00	8.50
6. 5c Baromatic Wireless	4.50	5.00
6. 5c Wallomatic 3 Wire	2.00	8.00
6. 30 Wire Wall Box	2.00	9.50
6. 5, 10, 25c Baromatic Wire	3.00	6.95





CONFIDENTIAL PRICE LIST



ROLL DOWNS

Table listing various roll-down games like ABC Roll Down, Bermuda, Big City, etc., with their current and previous prices.

CONFIDENTIAL PRICE LIST



SHUFFLES - REBOUNDS

Table listing shuffle and rebound games like Bally Shuffle-Line, Bally Hook Bowler, etc., with their current and previous prices.

CONFIDENTIAL PRICE LIST



ARCADE EQUIPMENT

Table listing various arcade equipment like Allite Strike 'N Spares, Boomerang, Bally Big Inning, etc., with their current and previous prices.

This Week's Used Market

Activity in this week's used machine market continued along at a constant rate. The prices and action that was created last week held quite firmly this week too.

As is usually the case, pin games proved to be the most active division with prices remaining high and askings for all types of pieces running quite strong.

Music machines showed well in the

trading this week with the popular games drawing strongly and the price ranges remaining at a normal level. Though the division has fallen off slightly from the heights it had reached a few weeks ago,

Right behind the pin games come the shuffle pieces as far action is concerned. Nearly every machine enjoyed some of the askings which were quite heavy in the market this week.

The following was the most active equipment in this week's used market:

Most Active Used Music

Table listing active used music equipment like Wurlitzer 750E, Wurlitzer 1015, etc., with price ranges.

Most Active Used Pin Games

Table listing active used pin games like A.B.C. (Un 5/51), Bowling Champ, etc., with price ranges.

Table listing active used shuffle equipment like Bally Hook Bowler, Bally Shuffle Bowler, etc., with price ranges.

Most Active Used Shuffles

Table listing active used shuffle equipment like Bally Hook Bowler, Bally Shuffle Bowler, etc., with price ranges.

Most Active Used Arcade Equipment

Table listing active used arcade equipment like Bally Heavy Hitter, ChiCoin Goalee, etc., with price ranges.

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

AMI, INC.

Table listing new equipment from AMI, Inc. like Model D-40 Phonograph, Model HS-SM Hideaway, etc.

BALLY MFG. CO.

Table listing new equipment from Bally Mfg. Co. like Shuffle Line, Futurity, Spot-Lite.

CHICAGO COIN

Table listing new equipment from Chicago Coin like King Pin, Band Box, 4 Player Derby.

H. C. EVANS & CO.

Table listing new equipment from H. C. Evans & Co. like Century Phono 100/45, Jubilee Phono 40/45, etc.

THE EXHIBIT SUPPLY CO.

Table listing new equipment from The Exhibit Supply Co. like Jet Gun, Big Bronco, Silent Salesman.

D. GOTTLIEB & CO.

Table listing new equipment from D. Gottlieb & Co. like Quartet.

INTERNATIONAL MUTO. CORP.

Table listing new equipment from International Muto Corp. like Photomat '52.

J. H. KEENEY & CO., INC.

Table listing new equipment from J. H. Keeney & Co. like De Luxe League Bowler, 6-Player League Bowler, etc.

Table listing new equipment like 6-Player Rebound, All-Electric Cigarette Vendor, etc.

ROC-A-RIDE SALES

Table listing new equipment from Roc-A-Ride Sales like Thunderbolt.

ROCK-OLA MFG. CORP.

Table listing new equipment from Rock-Ola Mfg. Corp. like Super Rocket '52-50 Phonograph, Model 1538, etc.

RISTAUCRAT, INC.

Table listing new equipment from Ristaucrat, Inc. like S-45 Phonograph.

UNITED MFG. CO.

Table listing new equipment from United Mfg. Co. like Six Player De Luxe Shuffle, Alley, Bolero.

WILLIAMS MFG. CO.

Table listing new equipment from Williams Mfg. Co. like Williams De Luxe World Series, Slug Fest.

THE RUDOLPH WURLITZER CO.

Table listing new equipment from The Rudolph Wurlitzer Co. like Model "1400" Phonograph, Model "1450" Phonograph, etc.

# THERE'S ONLY ONE "BIG BRONCO"



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

★  
**IT TROTS!**  
 Pull The  
 Reins  
**IT GALLOPS!**

★  
**EXHIBIT SUPPLY COMPANY**  
 4218-4230 W. LAKE STREET CHICAGO 24, ILL. **ESTABLISHED 1901**

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

United's

# BOLERO



**NEW, FAST  
REPLAY GAME**  
WITH  
**1, 2 OR 3 CARD PLAY**  
ONE COIN PER CARD  
PLUS POPULAR  
**6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> Extra Ball**  
**Purchase Feature**

APPROX. SIZE  
2 FT. BY 4 FT.

AVAILABLE IN 5¢ or 10¢ PLAY

WRITE  
FOR YOUR FREE  
UNITED PARTS  
CATALOG



**UNITED MANUFACTURING COMPANY**

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Here's a game that's got everything!

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# SPOT-LITE

**NEW 1-CARD 5-BALL REPLAY SENSATION!**

**"IN-LINE" SKILL SCORES**  
 3-IN-LINE, 4-IN-LINE, 5-IN-LINE

**THRILLING "SPOTTEM" FEATURE**

**POPULAR ADVANCING SCORES**  
 FAMOUS FOR PLAY-APPEAL AND EARNING-POWER

**EXTRA BALLS FEATURE**  
 WITH NEW PROGRESSIVE SUSPENSE IDEA

**NEW "4-CORNERS" SCORE**

**SELECTIVE-BUTTON PLAY**



Words cannot describe the powerful play-appeal of SPOT-LITE. You must see SPOT-LITE . . . see the great combination of "in-line" scoring and famous Bally button-play features. You'll see why SPOT-LITE is the greatest money-maker ever built in the 5-ball class. See SPOT-LITE at your Bally distributor today.

**FUTURITY**  
 all the profit-proved play-appeal of Turf King  
**PLUS NEW FUTURE-PLAY SHUFFLE-LINE**  
 SHUFFLE-BOWLING ACTION  
 PLUS "IN-LINE" SCORING

*Bally*<sup>®</sup> **MANUFACTURING COMPANY**  
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