The Hilltoppers, sensational singing group on the current Dot hit "Trying," are pointing here to the heights which their record is reaching. Students at Western Kentucky State College in Bowling Green, Kentucky, the boys have been singing together for one year and cut "Trying" in the school auditorium with portable equipment. Randy Wood, president of Dot Records, has received many offers for the group to tour, but outside of weekend dates, the Hilltoppers cannot accept these offers because of schooling commitments.
No line-up like it for **Quality**

Wurlitzer is the only name in the automatic music business that has been associated with good music and great musical instruments for nearly 100 years.

For close to 20 years it has set the pace of progress in commercial phonograph development. Among Wurlitzer's outstanding *firsts* was the use of lighted plastics to enhance the attractiveness of cabinet design. The *first* to play 45 RPM records. The *first* to provide automatic volume control and the *first* with a visible record changer.

The current Wurlitzer line carries on this tradition with two more great exclusive features…104 selections in 8 classifications and the ability to play 45 and 78 RPM records intermixed.

It all adds up to this. Year after year Wurlitzer has given the operator merchandise and music that excelled in quality and in earning power.

Pictured above are the latest examples of this operator-profit-producing leadership.

**See Your**

**Wurlitzer Distributor**

The Rudolph Wurlitzer Company, North Tonawanda, New York
The Cash Box

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THE CASH BOX covers the coin operated machines industry and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various American consular offices throughout the world. The coverage includes operators, jobbers, distributors and manufacturers and all allied to--automatic coin operated music equipment; automatic coin operated vending machines of all types as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers, music publishers, radio stations, and all others identified with, or allied to, the music industries are included in the scope. The Cash Box also covers foreign music equipment and manufacturers and distributors of various merchandise, pamphlets, supplies, components and all materials used in the vending field, as well as other items of interest by The Cash Box. Banks, finance firms, loan organizations and any other financial institutions expressly interested in the financing of coin operated machines of all types, are covered.

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CORRESPONDENTS IN THE LEADING CITIES THROUGHOUT THE UNITED STATES

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This editorial is addressed to the automatic phonograph distributor. It is hoped he will accept it as a "suggestion" and not get mad at us.

Great corporations don't grow great because they "merchandized the sale" but because they "merchandised the sale".

In short, they follow up the sale. And continue to follow up until they have developed a customer for years and years to come. And then, they still continue to "merchandise the sale". So, as to assure themselves that no competitor will steal that customer away from them.

The opposite seems to be the case in the majority of sales in the automatic phonograph industry.

In short, the sale is "the end." Not the beginning as it should be. But, instead, the end of the salesman's battle to "gain a customer".

Today, phonosellers realize how wrong this is. They are now trying wholeheartedly to cure this situation.

Of course it means more expense for the distributor. It means keeping his entire sales force at work "after hours". It means service that was never before brought to the fore.

But, it also means better business. And that means bigger profits which show up in the bank balance to the most satisfactory and complete advantage of the distributor.

Now let's dig down and get at the facts, as far as phonoselling is concerned, at least as it is known today in the industry.

In the first place, the phonograph, if he is his own salesman, will call on operators of music equipment in his territory and tell them most explicitly and vociferously "why" the machine he represents is "the finest automatic phonograph in the world".

Let's say, he sells that operator he's been after for weeks and months.

Then what?

Does he merchandise the sale?

Oh, of course, he follows it up, and very diligently, too.

He gets after that operator, especially after the first few payments have come thru right on time, and starts pushing why Mr. Operator shouldn't buy more and still more of his factory's phonographs for, he says to Mr. Operator, "Aren't you paying right on the button just like I told you would happen when you operated my machine? All's fine and dandy and the world is rosy. And then he forgets again. Starts off on another customer to "grab him from that competitor" while the rest of the world goes by.

Merchandise the sale?

He hasn't even started the primal, kindergarten principles of merchandising as yet. He hasn't done one thing to actually help this operator to enjoy their records and see steadier profits, so that this operator will be grateful to him, for as long as he remains an operator.

He doesn't ask what would happen if he actually had "merchandised the sale", and had shown this operator "the way".

Suppose that, instead of just "selling" the operator, and helping to load the machines he sold on the operator's truck, he had "merchandised the sale".

He would have, in the very first place, discussed the inner vital factors which the operator had purchased—a medium to sell music to the public.

Suppose, prior to clinching (or even after clinching) the sale, he had discussed the records that this operator should feature in his phonograph.

Suppose, too, that the operator found one of the distributor's salesman with him when he went to "place" the phonoseller.

And that this distributor's salesman was smart enough to discuss the type of people and the kind of music they best liked with the location owner.

And, then, among the multi-selections of the present phonoseller, he included the foreign tunes, or the mountain music, or the spirituals, or the standards the people on that very individual and specialized location loved to hear?

Then, let us suppose, that this same salesman came back again about two or three weeks later, to learn how Mr. Operator was faring?

And whether the tunes which they had originally programmed were the "correct tunes" for the "individual location"?

Let's pretend that Mr. Operator thinks everything is husky and that the location is doing as good as it ever will do.

Does Mr. Distributor and Mr. Salesman go to sleep? This should never happen in this industry today.

Mr. Distributor and his sales force now dig into the different individual locations to learn whether or not Mr. Operator is really getting "the tops" out of the spot.

They may learn, to their chagrin, that many, men more could accrue into the cash box of that phonograph if Mr. Operator used two or three selections which that location's patrons most definitely wanted.

That's what's called "merchandising the sale!" That's why corporations like Heinz, and Lever, and General Foods, and General Electric, and DuPont, will continue to lead.

Only because they know "how" to "merchandise the sale".

Ain't it about time that the automatic phonograph distributors learned "how" too?
ONE-STOPs

Should Get Their Story Across To Ops. Their Service Is Too Important Not To Shout About It.

The juke box industry, which yearly consumes millions upon millions of records, covering every label, every artist, every type of number, has given rise to a new kind of distribution set-up by which it can most efficiently obtain those records.

That is the one-stop.

A one-stop is a store which deals exclusively with operators, caters to their needs, has the records they want. It carries all records, not just one or a few labels. It supplies operators with all the types of disks his area calls for. It helps him in his selections, advises him, lets him listen to all competing lines.

And it does all this for a few cents above the wholesale cost.

Just a short while ago, an operator who came into town to buy records would have to go from one distributor to another, wasting a great deal of time in getting about, in parking. All this time could well be spent in choosing records and attending to other business affairs.

This situation gave rise to the one-stop, a natural for operators.

In almost every major city today, there is a one-stop distributor, a man respected by the operators for the help he gives them in the conduct of his business. And in cities where one hasn’t opened yet, there are plans for them.

But one-stop owners as yet have only scratched the surface of their potential market. Despite the fact that some conduct a mail order business among operators throughout the nation — and in some cases even in foreign countries — most one-stops have as yet nowhere tapped their fullest possibilities and continue to conduct a strictly local business.

Yet at the recent MOA convention which several one-stop owners attended, they were not surprised, but certainly delighted, at the reception they received. For every operator to whom the operation was explained realized immediately that it was the kind of record distribution set-up he was looking for.

It would seem therefore that one-stops should expend every effort to reach more and more operators through whatever medium is available to them. Even though operators may need the one-stop service, they are never going to get it unless they hear about it — and they are never going to hear about it unless one-stop people themselves get their message across to the operators through promotion, through trade advertising and through every other possible means.

The one-stop is bound to become one of the most important avenues of distribution we will have in the record business. Every operator should be made aware of its advantages so that he can avail himself of its benefits.

But it is up to the one-stops themselves to get their story across to the operators so that the one-stop business may expand to its utmost limits and reach its fullest potential.
THE TEN RECORDS

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

1. YOU BELONG TO ME
   Jo Stafford (Columbia)
2. I WENT TO YOUR WEDDING
   Patti Page (Mercury)
3. WISH YOU WERE HERE
   Eddie Fisher (RCA Victor)
4. JAMBALAYA
   Jo Stafford (Columbia)
5. MEET MR. CALLAGHAN
   Paul-Ford (Capitol)
6. SOMEWHERE ALONG THE WAY
   Nat "King" Cole (Capitol)
7. AUF WIEDERSEH'N SWEETHEART
   Vera Lynn (London)
8. HIGH NOON
   Frankie Laine (Columbia)
9. HALF AS MUCH
   Rosemary Clooney (Columbia)
10. TRYING
    Hilltoppers (Dot)

Contests with give-away prizes seem to be getting more and more popular with the deejays. The quickie quiz for asking for questions ranging in a thousand and one topics including sports, politics, movies, etc., and the "what's the name of the tune" have been the most popular up to now. In past months jocks have come up with many last contest "how many notes in the song just played?" guess next week's number one record," and many others. This week's mail bag contains a few more ideas along the same line. Bob Watson (WFB-Boston) has been getting calls from the farthest points of the US and Canada. The lure? A prize (a two-week Deca set of "Curtain Calls" provided by Jim Lee, the Deca distributor in Atlanta) for the person calling from the most distant point each night. . . . Jack Rowzie (WWD-Washington, D. C.) conducted a two week contest to find a closing theme song. Rowzie runs an all-night show called "Night Beat." Harvey D. Jacobs, Washington, suggested "Fashion" as recorded by Helen O'Connell on the Capitol label, and as a result the proud possessor of a new Deca 3-speed phonograph and a host of other prizes, Rowzie was floored by an answer coming in as far away as Los Angeles, Chicago and Madison, Wisconsin. . . . The huge success of the Rowzie contest headed Hulton Q. Ford, of the same station, that he, too, needed a new theme song. Sooooooo—Ford is running his own contest for a new theme with a jackpot of awards to the winner.

Sherr Feller (WLAB-Boston) has started a new day and a new night show. Feller will conduct interviews and spin records on his nighttime stint. The daytime show will be aimed at the younger set with Feller airing dance music with a beat. Sherr also writes with the emphasis on three types of rhythms. He reviews new record releases. . . . John Gale (WINN-Louisville, Ky.) is now doing his evening "John Gale Show" from Louisville's new, ultra Old South Room and finds it quite a change from the staid studio atmosphere. While on vacation last month, Gale was the recipient of unprecedented cooperation from three of his fellow disk jockies from local competitor stations. The three, Jockey Jack—WLOU, Durwood Hyde—WKY; and George Reeves—WKLK, took over the John Gale Show and did a great job until Gale returned from his sojourn. Just goes to prove that deejays are a pretty good bunch of Joes. . . . Bob Milton (KSTT-Davenport, Iowa) is doing two morning shows and is about to start a new hour afternoon stint. Milton needs voice tracks. . . . Jeff Evans (WITW-Ladywood, Wash.) looking forward to that vacation coming up or about October 9th. Evans will spend part of his free time in New York. . . . Dick Webb (WIVT-Jacksonville, Fla.) depends on the Cash Box listings to guide him in his selections of new tunes for his "Back Room" show which hits the ozone every weekday from 8:30 to 6 a.m. Webb finds the trend of the younger set in his area is toward the smoother "kind for my money, better" music, and the requests are for more and more Charley Barnet, Woody Herman, Ray Anthony and even the late Glenn Miller's discings. The more popular vocalists are Steve Lawrence, Eddie Fisher, and Patti Page and Sunny Gale. Webb is ecstatic in his praise of Sunny Gale. "She is deserving of a big fat applause for her kind and sincere cooperation with me during the past few months. Some of the bigger names have not been very cooperative when it comes to D.J. relations, but Sunny, well, she's terrific!!"

Willis Conover (WWDC-Washington, D. C.) is getting ready to unveil a new dance band bearing his name. This one is going to be super-stoper even for Conover. It's 20 pieces with one emphasis on three types of rhythm. Men are "dixieland" enthusiasts, seven favor Latin-American numbers and seven read notes. All together it should be one of the best bands in the area. The orchestra's first concert will be Sunday, September 28 at "Jaziland."

"It's What's in THE CASH BOX That Counts"
EDNA MCGRFF (Jubilee 6019)

"MY FAVORITE SONG" (3:09)

A song that looks like it's gonna make the grade gets the wonderful Edna McGrrff over. The chirp's appealing voice, set to the bounce backing of Ben Bennett's ork, is most appealing.

"MILLIE'S COMING HOME" (2:57)

A slow Waltz is the tempo set for this item that Edna carries off as well on. The tender style and the pretty tune add up to another fine deck to go well with the other side.

THE FOUR HORSEMEN (RCA Victor 10-3961)

"MEMORIES" (2:47) The Four Horseman take an all time great oldie, add a bit of a western flavor to it with guitars and yodels and come up with a pretty piece of wax. Al Rawley handles the vocal chores in fine fashion.

"BY THE WATERS OF THE MAHONINGTON" (2:48) An interesting setting is portrayed by the lads as the sound of a babbling brook backs Al Rawley's vocal rendition of a great oldie.

MARIO LANZA (RCA Victor 10-3961)

"LEE-AH-LOO" (2:49) Mario Lanza gives a lovely slow number a powerful, tender, and tearful reading at the same time. The pretty tune comes from the film "Because You're Mine" and is backed by the RCA Victor ork conducted by Constantine Callinico.

"YOU DO SOMETHING TO ME" (2:50) A grand oldie is worked over by Moe in his most appealing manner. The slow number shows the artist's voice to full advantage and gets a lush backing from the same crew.

THE DE MARCO SISTERS (MGM 11346; K-11346)

"I WISH I WERE SOMEBODY ELSE" (2:51) The De Marco sisters dial up some fine coverage of a tune that looks like it could happen. The fast bounce, set to a polka beat, features some fine harmony by the girls. They slow down and ease thru the mid segment.

"AT THE CLOSE OF A LONG, LONG DAY" (2:46) The De Marco's show their versatility by changing the pace and still doing a lovely job. They take a pretty slowballad and present it with warmth and sweetness.

LORRY RAINE (Universal 10055)

"I WISH I NEVER SATISFIED" (2:55) The De Marco sisters dial up some fine coverage of a tune that looks like it could happen. The fast bounce, set to a polka beat, features some fine harmony by the girls. They slow down and ease thru the mid segment.

"THE BALL SISTERS (RCA Victor 20-4961; 47-4961)

"IF I NEVER SAW YOU AGAIN" (2:17) The Bell Sisters blend their cute voices on a happy bouncer that has a pleasing lift. The grand sound that comes from their young voices is backed in a subdued manner by Jack Peis and his brk.

"THEY'RE A SHIP COMIN' IN" (2:51) Another pretty sounding number full of the girl's fine harmony and bounce and delivered in their interesting manner is some more pleasant listening material.

BILL FARRILL (MGM 11346; K-11346)

"WALKIN' BY THE RIVER" (3:09) The full rounded voice of Bill Farrell's sounds off on a slow number as the fitting backing is set up by the capable ork of Leroy Holmes.

"I LAUGHED AT LOVE" (2:51) Bill charts a slow tempo jump number that's a match on the pop derby charts. Ork support is fine but coverage of tune is a bit late.

FRANKIE LAYNE (Columbia 39867; 4-39867)

"TONIGHT WE'RE SETTING THE WOODS ON FIRE" (1:55)

FRANKIE LAYNE - JO STAFFORD

Two of the hottest artists in the recording business today team their assets on two zippy numbers that stand an equal chance of becoming hits. Jo Stafford, headon at the top of the jive box derby with her "You Belong To Me" and "Jambalaya" and Frankie Lane, doing great with "High Noon", cut a session together which is tops. A fast moving bouncer "Tonight We're Setting The Woods On Fire" is a rhythmic tempo piece that shows the artists' voices to full advantage. With fine guitar backing, Carl Fisher at the piano, and the Pace Ork to round out the ensemble, this is a light and humorous example of rhythm and zest. The other tid ("Peer A-Puddin") is a catchy rendition of a nursery rhyme having the same effective sound as "Hambone". Both sides of this wax are full of Pep and should go no place in time flat.

JAN PEEREE (RCA Victor 20-4960; 47-4960)

"ANYWHERE I WANDER" (2:51) Metropolitan Opera star Jan Peerce charts a lovely slow item with his powerful voice as the beautiful sound of a choir blends with the lovely music of the Hugo Winterhalter ork to make a fine side.

"MARIA, MY OWN" (2:41) The choir and the Winterhalter ork set a smooth Latin rhythm back to set off the lovely voice of Jan on another pretty slow piece.

RUSTY DRAPER (Mercury 2765; 58445)

"SING BABY SING" (2:24) A terrific jump number, full of rhythm and zest, is belted out by Rusty Draper as the tempo for this interesting reading is sent out by Marty Manning and his ork.

"I GOTTA HAVE MY BABY BACK" (2:37) An effective reading by Rusty is delivered on this tid as he chants a tormenting type of presentation on this slow number. Mary and the boys send back once again.

WOODY HERMAN & THE NEW THIRD HREAD (Mer. 100)

"BLUES IN ADVANCE" (3:08) Woody Herman and the New Thrird Herd come up with a fine piece of wax in their delivery of a pretty number with a slow bounce. Woody does a fine job of delivering the piece. Number becomes a jump to the half mark.

"TERRISSITA" (3:25) Some very danceable material is portrayed by Woody and the boys as they run through a rhythmic rhumba with different effects and different sounds.

DJALMA FERREIRA (Decca 28339; 9-28336)

"SAMBAS QUE EU QUERO VER" (2:38) Another Latin beat item this time to the tune of a samba beat, is belted out by the aggregation. The good-dance music is interesting listening material.

DUKE ELLINGTON (Okeh 7891; 4-78911)

"SMADIA" (2:46) Duke Ellington, in his usual style, leads his boys through a rhythmic jump piece as the voice of dance music is augmented by Jimmy Hamilton's solid clarinet solo.

"THE LOVELY HOME" (2:46) Jimmy Grissom comes through with a fine piece of rhythm and Blues type music as the Ellington crew back the vocal artist on the slow number.

JILLA WEBB (MGM 11328; K-11328)

"THE LOVE IN YOUR EYES" (2:51) The sweet and pert voice of Jilla Webb comes up with a slow and amusing reading of a pretty tune. The light backing by Leroy Holmes and the boys set off the artist's voice fittingly.

"BABY'S ARMS" (2:40) Here Jilla shows the great control she has over her voice as she presents a touching sentimental item in her feelingful and smooth manner. The Holmes ork deserves credit once again.

ALAN DEAN (MGM 11327; K-11327)

"THEoff THE TAGGLES GYPSIES" (2:38) Diversifying a bit from his usual type of song delivery, Alan Dean comes through with a captivating rendition of an exciting Gypsy type music. The voice of the moving piece gets an inspired reading.

"LET'S CALL IT A DAY" (2:47) Joe Lipman's ork backs the charters once again as he croons a pretty number from the musical "Strike Me Pink." The reading is inviting.

www.americanradiohistory.com
COLUMBIA PRESENTS
2 GREAT RECORDS

Champ Butler
With JIMMY CARROLL'S
Orchestra and Chorus

"YOU WIN AGAIN"
B/W CROSS MY HEART, MADAME
39863 4-39868

Jo Stafford & Frankie Laine
With PAUL WESTON and his Orch.
Carl Fischer at the piano

"SETTIN' THE WOODS ON FIRE"
B/W PIECE A-PUDDIN'
39867 4-39867

COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM...TO YOU!

TradersMark: “Columbia,” “Masterwork,” @ U. S. Pat. Off. Marks Registered
JOHNNY MERCER
(Capitol 2248; F 2248)

"THE GLOW WORM" (2:53) In his smooth and relaxed manner, Johnny Mercer, with the aid of the Blue Reys and Alvino Rey's orch, belows an oldie with a happy jump beat. This is currently offering a come-back bid on the pop lists.

"THE NEW ASHMOLEAN" (2:39) With the brisk tempo set by the Marching Society and Student Conservatory Band, Johnny and the boys come up with a real deal. The beauty novelty is musically accompanied by Paul Weston and the gang.

NEAL HFFTI-FRANCES WAYNE
(Coral 60840; 6-60840)

"SOMEONE LOVES ME" (2:39) Singer Frances Wayne chirps a lovely oldie from the Gerahm win repertoire as Neal Hefti and his crew provide the backing. Fran's tender voice delivered in the slow sentimental item is pleasant.

"MEAN TO ME" (2:54) With her voice showcased by some more fine oldies by Neal and the men, Frances delivers another oldie in her smooth voiced appealing manner.

SARAH VAUGHAN
(Columbia 39873; 4-39873)

"SINNER OR SAINT" (2:30) The grand style of Sarah Vaughan, the lovely tune and lyrics of the song, and the incomparable backing of Percy Faith's orch and chorus, add up to a grand presentation of a tender ballad.

"MIGHTY LONESOME FEELING" (2:45) The Vaughan type torch delivery is portrayed in great fashion once again as the fascinating vocalist artist presents a lovely sentimental ballad.

CHAMP BUTLER
(Capitol 4-39868)

"YOU WIN AGAIN" (2:22) The polished and colorful voice of Champ Butler sounds grand as he offers his stylish of a lovely ballad that stems from the western writers. The side is well rounded out by Jimmy Carroll's orch and the chorus.

"CROSS MY HEART, MA-DAME" (1:55) The Champ socka out a cute novelty with comical lyrical in grand fashion. The happy bouncer sung in a fast moving manner is backed by the chorus and the Carroll orch once again.

TOMMY EDWARDS
(MGM 11326; K 11326)

"SINNER OR SAINT" (2:48) Tommy Edwards comes through with a soft and caressing reading of a slow tender ballad with meaningful lyrics. His colorful style is supplemented by a very lovely backing by Lionel Holmes and his orch.

"YOU WIN AGAIN" (2:46) Another slow piece is read in the ever satisfying manner by Tom as he warbles the pretty tune from the western catalog. The Hank Williams tune gets the same backing from the Leroymen.

\[ THE CASH BOX \]

SLEEPER OF THE WEEK

"MY FAVORITE SONG" (3:00)

"BALBOA" (3:03)

MARIAN CARUSO & THE OVERTONES
(Deyon 101)

- It's always nice to see a new artist and a new song go up to the top together, and it looks as though that's gonna happen. The vocal find is thrash Marian Caruso and the great new tune is "My Favorite Song." The tune is a slow number with a light infectious bounce, very pretty lyrics and a most lovely melody. The very pleasant voice of Marian chirps the tune and lyrics in her own sweet manner as some fitting background is set up vocally by the Overtones and instrumentally by Don Costa's orch. The flip side "Balboa" is an appealing jump number that the Overtones carry as a group. The rhythmic presentation makes this half good listening and dancing material. Don Costa's crew deserves kudos for an absolutely fine job.

- We're thrilled by the upper part of the platter and look for it to become a big song.

"MY FAVORITE SONG" (2:56)

"SINNER OR SAINT" (2:49)

GEORGINA GIBBS
(Mercury 5912; 5912x45)

- Georgia Gibbs, the gal who rocked the public with her captivating and exciting rendition of "Kiss Of Fire," makes her bid for the top berth on the hit parade with an absolutely beautiful reading of a most lovely tune called "My Favorite Song." The stylist's voice with its lovely tone and perfect timing, chirps the pretty tune with a great deal of color and taste. The distinct bounce and impressive quality of the number are further brought out by the able accompaniment from the Gibbs, her orchestra.

- On the bottom half Georgia has another sentimental tune called "Sinner Or Saint." The number is a lovely sentimental ballad with touch of ballad. The top half will give the other waxings a good run for the money.

ART LOWRY
(Columbia 39869; F 39869)

"DARDANELLE" (2:57) The sweet fingers of the adept Art Lowry gliss over the piano keys as he dishes up a rhythm jump rendition of a grand old melody. His own orch backs him in fine fashion.

"YOU DARLIN'" (2:46) Art Hits through a pretty bouncer with a lovely sound and a most interesting arrangement. The ork holds him set up this grand listening material.

FRANCES FAYE
(Capitol 2224; F 2224)

"IGHT AND DAY" (2:10) An ultra fascinating rendition of a great Cole Porter oldie that is presented by Frances Faye. The artist offers her even voiced distinct type projection of the tune to the exciting Latin beat backing of the crew.

"TWEET, TWEET, TWEET-HEART" (2:18) The thrush sends his other fine rendition of pop music, this time to the tune of a light cutie. The rhythmic bouncer is an item that's truly pleasant on the ear.

LAWRENCE DUCHOW & THE RED RAVEN ORCHESTRA
(BCA Victor 20-4940; 47-4940)

"SKI WALTZ" (2:25) Lawrence Duchow and the Red Raven ork swing away through a pretty waltz as Dick Mexico and Walter Sterling dish up an impressive accordion duet. The number is even more of a hit with them.

"I LOVE TO POLKA" (2:50) A fine vocal is delivered by Frenchy Boutilier and the Red Ravens as they offer this popular and a happy and gay polka that should go great in the right localities.

PEGGY LEE & GORDON WATKINS ORCH
(Decca 23895; 9-23895)

"SANS SOUCI" (3:19) The breathy voice of Peggy Lee sounds captivating as she sings a self composed piece with an earlie siren in her ever inviting manner. The Josh Gordon Jenkins backing with a rhythm like Latin beat sets off the artist's vocal with great advantage.

"RIVER RIVER" (3:10) Peggy seems through another item in her whispery fashion as the sound of bubbling water is heard throughout. The number is very impressively done and makes for some fine listening.

BOB WHALEN & SAMMY WATKINS ORCH.
(Lynn 1001)

"WHY SHOULD I CRY" (2:47) The lovely tender voice of Bob Whaleen expresses itself wonderfully on this slow pretty number as the Sammy Watkins ork sets up the lush backing. Number changes pace to a Latin tempo at mid point.

"MAE A WISH" (2:59) Some happy pleasant listening is offered by Bob as he projects this beautiful slow piece with his high touching voice. He has a tremendous range.
NEW YORK:

The entire music trade was shocked this week by the suicide of Henry Spitzer. A prominent figure in the music business for more than 35 years, Spitzer was 79. His body was found in his apartment in the New York City. For the past couple of weeks, the music world has been anxiously waiting for word about the arrangement for the funeral in New York City.

On one side was Argus, the publishing company. On the other was the Manhattan Gray, the music magazine. Neither side was certain of who would get Spitzer's rights to his music. Spitzer had written many hit songs, including "Breakfast at Tiffany's" and "The Shadow of Your Smile." The rights to his music are estimated to be worth millions of dollars.

Tony Moe went to the Gray office to sign a contract for the magazine to use Spitzer's music. Moe, who is the managing editor of the Gray, said that he was glad to get the rights to the music. "Spitzer was a great composer," Moe said. "We're glad to have his music in our magazine." Moe also said that he hoped to bring out a special edition of the magazine devoted to Spitzer's music.

JOE ALLEGRO

Shreveport, La.

Music.
**A NEW STAR**

**DICK MURPHY**

Sings

**"MORNING STAR"**

b/w "The Train With The Diamond Stock Engine"

Winchester #603

* The STAR ballad of the season

**WINCHESTER RECORDS**

9325 S. Throop St., Chicago  Box 609, Aspen, Colo.

In R/B get Louise Dunson's #602 "SOME DAYS IT DON'T EVEN PAY TO GET UP"

* "The gal is a wonderful artist"—Cash Box, Sept. 20 also on WINCHESTER label

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**Big Names Due At RIAA's Greater Hartford Music Festival**

HARTFORD, CONN.—The entire area around this city was preparing this week for the Greater Hartford Music Festival, the first major promotion undertaken by the Record Industry Association of America.

For concerts are planned, featuring classical, folk, pop and kiddie music.

The festival is being promoted by bands going through the streets, from advertising the event, posters on all the juke boxes in the area and plugs over the various radio stations. A tremendous lineup of talent is being organized for the four concerts.

The first one will consist of classical music and will be on Thursday night September 30. Andre Kostelanetz is flying in from Switzerland, LeRoy Anderson will make his first public appearance since being released from the army, and Jane Froman will appear after the last reel of her picture is shown, to sing her song. On the classical show also, will be William and Lowe, pianists, and the Hartford Symphony orchestra.

The next concert will be Wednesday night, October 1, and will feature folk artists. Pee Wee King and his band with Redd Stewart will fly up from Louisville. Carson Robison is coming from Plaquemine Valley, N. Y., and also appearing will be Walt Jaworsky, his polka band and dancers, Jan August and Neal Burris.

Columbia Records has announced two in a series of major organizational changes implementing an extensive long-range program of cultivating the vast potential market for record sales, both in this country and abroad, by appointing Vice President James Hunter as the Director of Production Engineering and Research and appointing David Lowe, Jr., to the post of General Attorney.

With total record volume increased by approximately the last half of 1949, the company is revising the assignments of various executives to permit wider development of new plans. The first operation of the company, most affected by the new long-range assignments is record manufacturing, a process which has remained basically unchanged since the introduction of the flat disc.

To expedite Columbia's program for the development of new manufacturing processes and facilities, the company has named Hunter, herefore Vice President in charge of Manufacturing and Engineering, to the post of Vice President and Director of Production Engineering and Research. In this newly-created post he will deal exclusively with development of production innovations.

Herbert M. Greenspan, formerly assistant to Hunter, has been appointed Director of Production to supervise the day-to-day operation of Columbia's factories.

Norman A. Adler will be in charge of the company's Law Department, including among his functions general legal problems as well as the supervision of artists' contracts, copyrights and trademarks.

Kenneth E. Rains, as Corporate Secretary, will continue to represent the company in all legislative matters. He will in the future place greater emphasis on his duties as Director of Industrial Relations, relinquishing the administration of the company's more general legal problems to Adler.

The pop concert will be held on Friday afternoon, October 3. Among those scheduled to appear are Benny Goodman and his orchestra, Leopold Sanfrantski, Don Lamond, Terry Gibbs and Stan Freeman, Leo Paull and Mary Ford are flying in from their engagement at the Palladium in London. And also due to appear are: Bill Hayes, Cindy Lord, Frank Warren, Tony Bavaar, Hugo Winterhalter, Mitch Miller, Ellen Barton, Toni Arden and Bill Kenny.

The kiddie program will be held Saturday afternoon and will feature Frank Luther, Boto the Clown and a film of Boto, the Bull and the Cora Baird puppets, and Tom Glazer.

The entire affair is being organized by Joe Martin, promotion director of RIAA, Warren Freeman, former Dean of Music at Boston University and Dick Link, head of the promotion department of Capitol Records.

John Griffin, executive director of RIAA is the overall head of the event and the promotion committee includes Bob Handwerger and Irving Townsend.

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**Leslie To Open Hartford Branch**

NEW YORK, N. Y.—Leslie Distributors, one of New York's largest one-stop operations, will open a branch in Hartford, Conn., on October 3, as announced this week by Louis Boorstein, president.

The new branch will be located at 126½ Windsor St. and will service ops in the same efficient manner that the New York shop operates, Boorstein said. The Hartford office will duplicate the entire New York stock, offering the same service in both 45 and 78 rpm. As in New York, every effort will be made to aid ops in the New England area.

The branch will be under the management of Dave Bratter, who has spent the last year with the New York office of Leslie, and is an expert on Jazz and Rhythm and Blues.

**Mooney Disk Gets Push**

NEW YORK—Art Mooney's new MGM disk "Lazy River," featuring Cathy Ryan, will get an extra promotion treatment, following initial reaction from diatribes.

Lige McKelvy has been signed for local and national record promotion. Kerwin Somerville and Jimmy Gnodl, members of the Mooney band, will cover the southeast and New England territory on a disk jockey and operator junket with Art Mooney himself, taking time off to cover the midwest. McKelvy has also put on Jack Holmes for the west coast. And Southern Music publishers of the tune have set Lucky Carle for dj promo.

**Teddy Napoleon Joins Al Martino**

NEW YORK—Teddy Napoleon, one of the better known pianists and Gene Krupa's associate for twelve years, is now singer Al Martino's accompanist. His first appearance with Martino was at the Capitol Theater in Washington, D. C.
Nothing could be finer than...

Dinah Shore singing...

"BLUES IN ADVANCE"

"BELLA MUSICA"

RCA 20-4926
47-4926

"It's What's in THE CASH BOX That Counts"
The HALE You Say... by natt hale

During one of the not-too-frequent pauses that refresh at such a con-
vention, an occasional exchange many a box seen with various recording
artists at the recent M. O. A. Convention in Chicago. In the course of the
flowing smart talk, the subject come up regarding the artists who had come
along in the past year who had happened "overnight."

Somewhere along the line, some adolescent is singled out, as having been
blazoned with the necessary vocal equipment to become a professional signer.
To begin, a singing teacher is brought into the picture. For the next ten or
eleven years, the maturing idol is coached on how to breathe (very impor-
tant), how to phrase, how to speak (diction, you know?), what to eat, and
more esoterica.

Once having moved all of the above, he is then brought before the
Vocal Coach.
The Vocal Coach takes over from where the singing teacher left off. "Whereupon the" singing star is treated in a few months more training in how to walk (twenty years old, and he has to be taught how to walk, mind you). The vocal coach has to use the hands gracefully, how to employ
the eyes effectively and how to "emote with the body."

His older sister leaves nursing school to take a job as a
waitress. His older brother has postponed his marriage to his fiancée so many times, the girl has resigned herself to
spinsterhood. Mama has given up the bridge clubs and
meets to take a position in the rooms and notions department at
Mama's. And Dad has been forced to drop out of the bowling league at the plant to conserve the few
bucks per month for the furtherance of "our boy's future."

For a year or two, K. is seen in the chorus of every musical on Broadway. A few years of chorus work, a few chances as an understudy (after he
gets the nose job, naturally) and Keane Voyce attracts the attention of a
local bistro booker who sees in the lad the makings of a few paltry dollars—and
well, who knows—

One eve, Keane is noted by the personal manager of Juan Knighter and his orchestra, and within a matter of days, our boy is traveling with the
band and gets billing: "Juan Knighter and his Orchestra, featuring Keane Voyce—THE VOICE OF CLEVER!"
This goes on for a year or two, and, finally, the singer pops into the public eye with a profound spirit. It seems that Juan Knighter's recording contract
is about to expire, and the A. & E. Director of Schalmait, Inc., is a bit reluctant to lose track of Mr. Voyce ("THE VOICE"). Consequently, Keane is given a seventeen year personal contract—with ten-minute
options—by Schalmait, Inc.

His first twenty-seven records sell a combined total of 9266 copies
nationally, all within a period of six years, and four months. Schalmait, Inc., begins to believe that "maybe the kid ain't got it."

Then "THE VOICE" records a little ditty entitled: "Low Midnight,"—and, lo and behold, the disc takes off like a jet-propelled flying saucer.
Keane is now about 52 years of age, the nose job resulted in a severe sinus condition, his diction lessons have been almost completely forgotten (to the extent that the now 29-inch high-band-singing, baby-voiced, etc.) and he has been wearing a toupee for the past four years.

But, wouldn't you know it? The raff of success begins with a long
article in LIVE magazine, entitled: "New Overnight Sensation... The bobby-
soxers discover Keane Voyce—THE VOICE...
Sure! That's How it Goes.

A SENSATIONAL HIT! "WILL HE WELCOME ME THERE... "A SOLDIER NOT IN UNIFORM... "TROUBLE IN MY WAY... "I KNOW I'VE BEEN CHANGED..."
Watch for New Release On: The Dixie Humming Birds

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

WFAL—Tampa, Fla.
1. "You Belong To Me" (Stafford)
2. "Wish You Were Here" (Fisher)
3. "I Went To Your Wedding" (Patti Page)
4. "Wishing Well" (Patti Page)
5. "Albatross" (Jeffreys)
6. "My Favorite Song" (Charles Artis)
7. "I Will Go Home To You" (Macklin)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Norm Prescott

WOXL—Boston, Mass.
1. "You Belong To Me" (Stafford)
2. "I Went To Your Wedding" (Patti Page)
3. "Wishing Well" (Patti Page)
4. "Albatross" (Jeffreys)
5. "My Favorite Song" (Charles Artis)
6. "I Will Go Home To You" (Macklin)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Say You'll Wait For Me" (Patti Page)

Ira Cook

KECA & KMPC—Hollywood, Calif.
1. "You Belong To Me" (Stafford)
2. "Wish You Were Here" (Fisher)
3. "Half As Much" (R. Cleary)
4. "Fools" (Guy Mitchell)
5. "Adieu" (Gisele MacKenzie)
6. "I Will Go Home To You" (Macklin)
7. "Auf Wiedersehen" (Sweetheart)
8. "High Noon (Frankie Laine)
9. "Me Love & Devotion (Day"
10. "Meet Mr. Callaghan" (Paul-Ford)

Bud Brees

1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
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8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Lee Morris

WSER—Atlanta, Ga.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
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9. "Somewhere Along The Way" (Patti Page)
10. "Somewhere Along The Way" (Patti Page)

Hal Murray

WINZ—Miami, Fla.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
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8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Norm Prescott

WOXL—Boston, Mass.
1. "You Belong To Me" (Stafford)
2. "I Went To Your Wedding" (Patti Page)
3. "Wishing Well" (Patti Page)
4. "Albatross" (Jeffreys)
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8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Bob Chambers

WEBK—Tampa, Fla.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Bob Perry

WLAW—Boston, Mass.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Gary Lesters

WVNY—Newark, N. J.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Somewhere Along The Way" (Patti Page)

Tal Hood

WFUA—Fitchburg, Mass.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

Dick Outlaw

WILM—Wilmingon, Del.
1. "You Belong To Me" (Stafford)
2. "Wishing Well" (Patti Page)
3. "Albatross" (Jeffreys)
4. "My Favorite Song" (Charles Artis)
5. "I Will Go Home To You" (Macklin)
6. "Somewhere Along The Way" (Patti Page)
7. "Somewhere Along The Way" (Patti Page)
8. "Somewhere Along The Way" (Patti Page)
9. "Somewhere Along The Way" (Patti Page)
10. "Say You'll Wait For Me" (Patti Page)

"It's What's In THE CASH BOX That Counts!"
1—You Belong To Your Wife

2—The Wedding March

3—The Nightingale

4—Wish You Were Here

5—The World Is Mine

6—When It's Sleepy Time Down South

7—Oh! Auld Lang Syne

8—I'd Be True

9—Hark! The Herald Angels Sing

10—You Are My Sunshine

11—My Funny Valentine

12—Love Is

13—I'm a Lover Not a Fighter

14—The World Is Waiting For The Sunrise

15—The Lord's Prayer

16—I'll Be Seeing You

17—In the Good Old Summer Time

18—When Your Lover Comes Home

19—Auld Lang Syne

20—When the Moon Comes Out

21—In the Good Old Summertime

22—I Am a Pilgrim

23—I'm a Little Lonely Tonight

24—I'll Walk Alone

25—I'll Be Seeing You

26—I've Got a Song to Sing

27—I'll Be Seeing You

28—I'll Be Seeing You

29—I'll Be Seeing You

30—I'll Be Seeing You

31—I'll Be Seeing You

32—I'll Be Seeing You

33—I'll Be Seeing You

34—I'll Be Seeing You

35—I'll Be Seeing You

36—I'll Be Seeing You

37—I'll Be Seeing You

38—I'll Be Seeing You

39—I'll Be Seeing You

40—I'll Be Seeing You

41—I'll Be Seeing You

42—I'll Be Seeing You

43—I'll Be Seeing You

44—I'll Be Seeing You

45—I'll Be Seeing You

46—I'll Be Seeing You

47—I'll Be Seeing You

48—I'll Be Seeing You

49—I'll Be Seeing You

50—I'll Be Seeing You

Note: The numbers indicate the position of each record in a chart of the top 50 best-selling records.
Program Phonos For Play From 65'ers

Retirement Pensions Plus Longer Life Span Creates Big Market of Oldsters Now Being Played Up to by All Leading Merchants All Over Nation. Modern Multi-Selective Phonos Should be Programmed to Capture Share of This Big Market.

CHICAGO—The “Waltz Me Around Again Nellie” crowd of boys and girls are becoming one of the most important and lucrative markets in America today.

Longer life span, plus retirement pensions, have created a big market of guys and gals of 65 years and over. And this market continues to grow bigger each year.

The automatic phonos of today, because of multi-selectivity, are perfect for presentation to the boys and girls who remember the old tunes, and like to listen to them again and again.

There is a tremendous number of locations throughout the nation which can program the old time music these guys and gals liked, and which will find extra coins in each collection, due to this feature.

Merchants all over the nation, including Uncle Sam himself, are planning ways and means to entertain the oldsters of the nation.

The majority of them are being retired by company pension funds. Some have their union pensions. Others are just taking it easy.

Uncle Sam is trying his best to convince communities and states that these people are still interested in everything all people are interested in.

Some communities have set up special entertainment clubs for the retired oldsters.

But, like all people, the oldsters still like to jingle toe and want to hang out with their cronies in their favorite spots.

That’s where the automatic music men come into the picture.

Just as other of the nation’s progressive and intelligent merchants are trying to capture this big and growing market, so can the music ops get their share from this field.

The fact remains that the new, greater selective phonos are naturals for programming the songs these older boys and girls liked to sing and dance to in their time.

There is no reason, then, as many have reported, why music ops don’t more closely check on some of their spots to see whether such programming will mean many extra coins, especially during the duller hours of the day, when the older guys and gals come around to spend a bit.

There are many, many locations in almost every city in the nation where the older boys and girls, most of them retired, most of them pensioned, most of them pretty well off, would like to feel that they are getting the same sort of special service that the youngsters are getting today.

As far as the automatic music industry is concerned, “There’s plenty of silver coins among the silver threads”, according to one very well known phono promotion man.

Recommended Disks For Over 65’ers

Down By The Old Mill Stream, Mills Bros. Mandy .................. Cliff Stewart Peg O’ My Heart ........ Harmonicats Forgetting You ........ Five Sensations You’re More Like Your Mommy Every Day ....................... Dick Todd

All Records by the following artists:

GUY LOMBARDO JIMMY DURANTE EDDIE MILLER JOE “FINGERS” CARR FRANKIE FROEBE
Victor Exhibit One of MOA Meet's Bright Spots

CHICAGO—Now that the M.O.A. convention 1952, is just another memory, one of the brightest memories to the many operators who attended the three day session at the Congress Hotel was the RCA Victor "Gay Nineties" Review. The RCA Victor Suite was one of the bright spots of the convention. Ops who gathered there were welcomed in the good old tradition of the Nineties, complete with swinging door and the old brass rail, handle bar mustached bar-tender, the honky tonk piano player and the two little gay-nineties Sweethearts, the RCA Victor twins who were the hit of the show.

RCA Victor's singing star Lisa Kirk spent the three days greating many of her old friends and making new friends with the operators, as well as entertaining at the banquet Friday evening. Hugo Winterhalter, Musical Director of RCA Victor Records, Dave Kapp, Director of Artist and Repertoire were meeting, greeting and getting valuable tips from the ops. Also on hand from RCA Victor were Paul Barkmester, Vice President and Larry Kanaga, General Sales Manager of the RCA Victor Record Division and Walter L. Norton, President, Hadley C. Chapman, General Manager, Robert E. Nossett, Record Sales Manager of the RCA Victor Dist. Corp. and Harold E. Benholm, Regional Manager of the Central Region Office.

Bob McCluskey, and Rocky Rolf, were busy playing the latest RCA Victor releases for the operators. Jim Lennon, Coin Operator Sales Manager made all the arrangements for the RCA Victor party. Saturday afternoon was the drawing for the fabulous RCA Victor products that were given away as door prizes, Helen Amano and Diane Hunter the RCA Victor twins drew the lucky names from the hundreds who had registered at the Gay Nineties Suite.

The winners were:

Les Montooth, President of the South Central Operator Association of Peoria who won a new super personal portable radio.

Marvin Baer, of Distributing Corp. of Chicago who won a Portable "45" Record Player.

Mrs. E. G. Dowe, of Beaver Dam, Wisconsin won a three-speed record player combination.

Miss Pearl Lukin of 12610 Shaw Ave., Cleveland, Ohio, won a "45" Table Phonograph; and

B. W. Novelty, 129 W. Court St., Cincinnati, Ohio was awarded a "45" Record Player attachment.

Ops Want Mexican and Spanish 45 Disks

LOS ANGELES, CAL.—Music operators throughout this area and all of Southern California are asking that disk manufacturers arrange to press Mexican and Spanish 45 rpm recordings.

One well known juke box operator here stated, "Since we have been switching our phonos over to 45 rpm, we have been running into trouble trying to obtain Mexican and Spanish recordings at the 45 rpm speed.

"This is very important to a great many of the juke box operators here in southern California", he reported, "and we are at a loss to improve the phonos we are using, as well as being able to give the Spanish and Mexican speaking players the great selectivity they want, if we can't get the 45 rpm discs."

This op and others here also reported that it means a great saving for them to obtain the 45 rpm discs for their Mexican and Spanish locations.

One operator reported, "I've also heard from some friends of mine in Texas and other western states that they too, are having trouble because they can't obtain the Mexican and Spanish records on 45 rpm speed."

**More MOA Photos**

![Left—Top to Bottom](Image)

1. Dave Miller, Mrs. Bill Gersh, Dick Lee
2. Bill Gersh and Mark Schreck
3. Frances Wayne, Bill Fitzgerald
4. Sam Taran and Bernice Parks
5. Walter Norton, Paul Barkmester and Harold Reitz

![Right—Top to Bottom](Image)

1. Johnny Desmond and Sid Parmes
2. Kappi Jordan
3. The Four Aces surrounding Hirsch de La Vies, Herb Kessler and Bob Austin
4. Dick Lee and Joni James
5. Leroy Mintz
New Artists Signed by Recorded In Hollywood

LOS ANGELES, CALIF.—Franklin Kort, president of Recorded In Hollywood Records, this past week announced the signing of Rhythm and blues artists, Ernie Lewis, the Hollywood Four Flames, spiritual singer Lacs Fuller and Jesus Poller, the "original one-man band."

Releases by the four new artists have already been cut, Kort disclosed, with "Baby Please" by the Hollywood Four Flames currently attracting attention.

The firm's current hit, "Goodbye Baby" by Little Caesar, has already passed the twenty-five thousand mark in sales, with an additional 25 thousand copies back ordered. "We have allocated additional pressing equipment to this one disk," Kort stated, "and now have six press runs working night and day."

"The reaction from record distributors throughout the nation has been extremely encouraging. We expect the trend to continue, and should eventually have a $25,000 sale on this recording," said Kort.

With the fall buying season upon us, we find bids on the upswing in all fields. Record buying is good and strong, with what many new and favorable releases coming out. Booking looks good and bids to hold a strong position through the fall. One-niners, particularly Friday, Saturday, Sunday and Sundays, are getting dates. The Billy Eckstine-Shearing and Dixie deal is at this writing 80% solid for the rest of the year. A surprisingly good number of Tuesday, Wednesdays and Thursdays are already inked for this already keen cavalcade. Kurt Damer, Ebbets Field's "Cuba" spotting Ethel Waters, spotlighting his newest discovery, a singer, this week in Milwaukee. ...Buster Williams, the Memphis preserver, and Leonard Chess watching the signs on Beale Street.

"Baila Of Ivy," a top rated radio show, not being renewed by their long time beer sponsor. ... Duke Ellington added to the list of top artists being billed by a big "uerdo" deal for the Bros. Deeca and E. B. Marks, the publishers. Don McClod, at WJBR Detroit, riding the platter and calls it his top ear, Ed McVie, of WXYZ the Motor City, claims it tops his. The Bros. have done in many a moon. Bill Davies, over at WCPO in Cinney, plays the platter nightly on his show. ...Jack Smith, the Froster and Gamble and Dinah Shore man, is back on the air for his eighth year for the same sponsor, which is some kind of a record. Switching recently to Coral label, his newest release should be in the Week's charts. ..."Frankie's Bum," the spring board for Little Walter, is Number 1 in L of the 12 Hot Charts, and appears in all except Los Angeles and Harlem. Must be the deecays in those towns don't dig that middle ear organ, or perhaps haven't received their copies of the record yet. ..."My Song" by Johnny Ace on Duke, is Number 1 on 3 of the 12 Hot Charts, and makes a show on 11 altogether.

Frank Bull and Gene Norman, west coast promoters, setting up for their 5th annual Dixieland Jubilee, to be held 10/10, in Los Angeles. 6700-seat Shrine Auditorium. Headliner this year will be Frankie Trumbauer, one of the big names back in the 20s. ...Jan Garber and Mills Bros. off for 18 days, thru the mid-west, beginning 10/8. ...George Shearing will probably cut some new stuff for MGN, to be used in a forthcoming album. ...Herbie Fields and his band, along with Buddy Greco, America's most discovered singer, into Los Angeles, out of L.A. hit spot. ...Frankie Adams, out of Harlem's world of entertainers, on the coast to work in the new Universal International film "Magie Lady." Lad formerly worked club dates in the east and is now to be seen in "Lydia Bains." ...Sonny Stitt blowing the roof off The Boulevard Room in Kansas City. ...Jay McShann working at Johnnie Baker's spot in the same town. ...Gospel Singing under the Stars can be a big thing. Promoters and agents with increasing interest this form of entertainment. Recent affair held in Ebbets Field, New York, proved a success. Bro. Joe May, Thunderbolt of the middle west, was the master of the first eastern appearance, along with The Davis Sisters, of Philadelphia; plus a 500 voice choir under the direction of Alfred Miller. ...Revela Hughes, who can be remembered back in the days Lew Leslie's "Blackbirds," just closed an engagement at Harlem's Baby Grand Cafe, as a single. ...Billy Shaw office forging ahead rapidly in the R & B booking field. Firm now using a Chi, office under the leadership of Bob O'Connor, plus adding ace publicist Jack Walker to their eastern staff. Little Walter, the hotter test thing today on wax, has inked a pact with the firm for bookings. ...Markie Wingate, long time money making blues singer, has a new group in town, dairies of selling the contract, due to increased business for the manager in other fields. ...The Bells of Joy with "Stop Right Now" selling well on Peacock, with the singers are racking in nice grosses at church and auditorium affairs along the east coast.

Willie Mae Thornton, better known as "Big Mama," since she's close to 250 lbs., is the big show stopper with the current Johnny Otis series of one-niners. Gel, who is somewhat on the kick of Juke Lee, has a next side just cut, "Everytime I Think of You," on Peacock. Her last was "Let Your Tears Fall Baby," which did nice biz, for Don Robey. The big, heavy-weighted shouter was largely responsible for the good crowds in Santa Barbara, Pismo Beach and San Francisco, prior to their departure westward and thus Texas, hitting the west coast again in time for Xmas. ...Billy Shaw is such a fast operator that twice within the space needed to write this column, his office has phoned of new additions. The latest is Eddie Boyd, Which shows what can be done if just can get which hits. For Roy, the piano playing singer has a good one going in both jule box and over the counter sales.

Joe Lutcher's "Why Not Tell Me Now" has been dedicated to the Crippled Children Society. All royalties from this last and best of many hits are going to the Society's fund. Among those giving daily applause to the tune are: Nat "King" Cole, H. R. Wray; Joe Adams, KOWL; Charles Bramell, KGFL and Dave Polk, KFOX; all of course in the Los Angeles area.

"WATCH THIS GROW" Song #257

"SLEEPER OF THE WEEK"

- The Cash Box

by JOE (This Is Happening)

HOLIDAY

by T. J. FOWLER

"CUBAN NIGHTINGALE"

by SAVIO RECORD CO., INC.

by BETH "COOLER"

PRESTIGE RECORD CO.

"BATCH "WIN" WIRE"

446 W. 50th St. • C-16-0887 • N.Y.

by KENWOOD 8-4813

by T. J. FOWLER

"It's What's in THE CASH BOX That Counts"
THE RAVENS
8291

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

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

Atlantic recording a new Ruth Brown release, which is always exciting news for the trade. Ruth has made many operators happy with the coins she has pulled into the strong loft as a result of her unbroken string of successes. L.Brown's newest "Three Letters" is a lurcher and soulfully done as only Ruth Brown can do it... Billy Shaw has signed a new thrush, Carrie Adams. Miss Adams will record for Victor records... Ned Gravely has opened a rhythm and blues distributor in Pittsburgh, Pa., at 1717 Belleau Drive. The outlet will and has already taken on Modern, R. P. M., Blue Note, Dee Gee, Prestige, and Hi-Lo. Additional lines will be added in the near future... Sam Melzer, Hi-Lo Records, reports orders arrive in every mail for Eddie Jefferson's "Body And Soul."

Billy Ward, leader of the popular Dominoes quintet, was surprised with a birthday party at the Manor Hotel in Chicago last week. Special guests included Joe Louis, Ezzard Charles and Lucky Millinder. The youthful composer - arranger - pianist, whose tunes "Sixty Minute Man" and "Have Mercy, Baby" have sold over the million mark and skyrocketed his group to fame in less than two years, received a fabulous array of gifts. These included a new Fleetwood Cadillac, a present from Rose A. Marks, Ward's personal manager; an Etney portable organ, given him by his four fellow Dominoes; an electric guitar, a dozen sport shirts, several music-writing pens and a set of solid gold cuff links. ... A sensational party was thrown for the Five Irons by the Club Flamenco in Winston-Salem. The five boys have hit big with their latest goliath disk, "Courage To Love" and "You Know I Know," Carl Lebow, striking while the iron is hot, is hustling through the southern states gathering in the orders. ... Chuck Willis does a sock job on his Chess release "My Story" and the sales slips prove it.

Switch of the season is the Edna McGriff styling of her newest release "My Baby's Coming Home!" and "My Favorite Song" on the Jubilee label. The McGriff thrill in sensational and if this two-sided rocket doesn't crash her through into the pop stars it will surprise everyone who has heard it. Jerry Blaine gathered a group of top-flight instrumentalists under the baton of Ben Bennett to support the young chanteuse who first became known to pop listeners when jockeys all over the country began playing her "Heavenly Father." ... Margie Day and the Griffin Brothers have been packaged with Floyd Dixon. The show starts its tour on October 19. Margie Day and the Griffin Brothers were teamed on "The Clock Song" on the Dot label and Floyd Dixon has been riding high on the hot charts for several months with "Operator 210" on Aladdin.

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

1. MY SONG
Johnny Ace (Duke 102)
2. GONIN' HOME
Patsy Montana (Imperial 5180)
3. LAWDY, MISS LAWDY
Floyd Price (Specialty 428)
4. I'M GONNA PLAY THE HONKY TONKS
Maria Adams (Oscar 1581)
5. HAVE MERCY, BABY
The Dominos (Federal 12046)
6. BESIDE YOU
The Swampers (King 4525)
7. DADDY DADDY
Ruth Brown (Atlantic 1972)
8. ROCK ME ALL NIGHT LONG
The Ravens (Merrimack 2323)
9. YOU'RE MY INSPIRATION
The Five Coops (Rainbow 197)
10. I'LL DROWN IN MY TEARS
Donna Thompson (King 4527)

MY SONG
Johnny Ace (Duke 102)
JUKE
Little Walter (Checker 738)
MUSIC
Johnny Ace (Duke 102)
MARY LO
ing Blues
(Louis 361)
MUSIC
Johnny Ace (Duke 102)
MARY JO
ing Blues
(Louis 361)
MUSIC
Johnny Ace (Duke 102)
MARY JO
ing Blues
(Louis 361)
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Johnny Ace (Duke 102)
### The Cash Box Music

**The Top Ten Tunes Nothing Hardest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td><strong>BESIDE YOU</strong></td>
<td>The Clovers</td>
<td>Imperial</td>
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<tr>
<td>2.</td>
<td><strong>YOU KNOW I LOVE YOU</strong></td>
<td>B. B. King</td>
<td>R.P.M.</td>
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<td>3.</td>
<td><strong>MY SONG</strong></td>
<td>Johnny Ace</td>
<td>King</td>
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<td>4.</td>
<td><strong>NUFF DIPPER</strong></td>
<td>Todd Rhodes</td>
<td>King (8556)</td>
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<td>5.</td>
<td><strong>THE CANDLE'S BURNING LOW</strong></td>
<td>Johnny Otis &amp; Mel Walker</td>
<td>Mercury (8295)</td>
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<td>6.</td>
<td><strong>DON'T YOU CRY</strong></td>
<td>Joe Turner</td>
<td>(Atlantic 970)</td>
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<td>7.</td>
<td><strong>DADDY DADDY</strong></td>
<td>Ruth Brown</td>
<td>Atlantic (973)</td>
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<td>12.</td>
<td><strong>MY SONG</strong></td>
<td>Johnny Ace</td>
<td>King</td>
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<td>13.</td>
<td><strong>TING-A-LING</strong></td>
<td>The Clovers</td>
<td>Atlantic (969)</td>
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<td>14.</td>
<td><strong>GOODBYE, BABY</strong></td>
<td>Little Caesar</td>
<td>(Recorded in Hollywood 235)</td>
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<tr>
<td>15.</td>
<td><strong>YOU KNOW I LOVE YOU</strong></td>
<td>B. B. King</td>
<td>R.P.M.</td>
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<tr>
<td>16.</td>
<td><strong>MARY JO</strong></td>
<td>Four Blazes</td>
<td>(United 114)</td>
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<tr>
<td>17.</td>
<td><strong>LAWDY, MISS CLAWDY</strong></td>
<td>Lloyd Price</td>
<td>Speciality (428)</td>
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<td>18.</td>
<td><strong>EASY, EASY BABY</strong></td>
<td>Varetta Dillard</td>
<td>(Stokes 467)</td>
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<tr>
<td>19.</td>
<td><strong>GOIN' HOME</strong></td>
<td>fats Dumas</td>
<td>(Imperial 5180)</td>
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<td>20.</td>
<td><strong>I'M GONNA PLAY THE HONKY TONKS</strong></td>
<td>Marie Adomat (Peacock 2583)</td>
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<td>B. B. King</td>
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<td>23.</td>
<td><strong>MY DAYS ARE LIMITED</strong></td>
<td>Jimmy McGriff</td>
<td>(Peacock 1655)</td>
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<td>24.</td>
<td><strong>TRYING</strong></td>
<td>Todd Rhodes</td>
<td>(King 4556)</td>
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<td>25.</td>
<td><strong>MY HEART'S DESIRE</strong></td>
<td>Jimmy Lee &amp; Arlis</td>
<td>(Modern 870)</td>
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<td>26.</td>
<td><strong>THEM THERE EYES</strong></td>
<td>Varetta Dillard</td>
<td>(Savoy 859)</td>
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<td>27.</td>
<td><strong>YOU KNOW I KNOW</strong></td>
<td>The Five Royals</td>
<td>(Apollo 461)</td>
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### A Sure Fire S-M-A-S-H HIT!

**GOODBYE BABY**

*by LITTLE CAESAR*

Music by QUE MARTYN

RIH 235 • 45-225

DISTRIBUTORS ATTENTION

RUSH YOUR ORDER NOW FOR THIS TERRIFIC HIT!

**New Release:**

**THE HOLLYWOOD FOUR FLAMES**

**"BABY PLEASE"**

**"YOUNG GIRL"**

RIH 165 • 45-165

**New Spiritual Release:**

**ROBERTA MARTIN**

**"JESUS"**

**"ONLY A LOOK"**

RIH 101AA • 45-101AA

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**RECORDED IN HOLLYWOOD**

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(PHONE: ADams 1-4221)

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"It's What's in THE CASH BOX That Counts"
**GEORGE AULD**
(Coral 60845)

"YOU BELONG TO ME" (2:53) The number one hit of the nation is beautifully done by the top-flight saxing of George Auld. The lovely number showcases the thrilling horn work of the artist. The tender arrangement, plus the effective harmony of the Jo Conlon's Rhythmaires, blend perfectly with Auld's artistry.

"EARLY AUTUMN" (2:41) George Auld waxes another beautiful piece with the assistance of the choral group as they run through the slow tune.

**IVORY JOE HUNTER**
(MGM 11325)

"TELL HER FOR ME" (2:41) Ivory Joe Hunter crafts a slow romantic ballad in his inimitable style with the resulting wax a solid side.

"THE BIG BOUNCE" (2:39) Ivory Joe beeps out a fast bounce in happy manner.

**SHIRLEY HAVEN**
(Federal 12092)

"TROUBLES OF MY OWN" (2:57) Shirley Haven, with the assistance of The Four Jacks sings a slow rhythmic item.

"STOP FOoling AROUnd" (2:42) The underlining is a quick tempo number treated to a driving vocal by the chimp who comes off with an exciting end.

**LITTLE SON WILLIS**
(Swing Time 306)

"SKIN AND BONES" (3:25) Little Son Willis chocolates a sweet rhythmic blues with feeling. Supporting Willis is a trio that fills out the background in strong fashion.

"NOTHIN' BUT THE BLUES" (2:15) Willis does a similar job on a similar number.

**SISTER FOSTER**
(Swing Time 309)

"I'M SEALED" (2:33) Sister Foster sings a strong voiced lead as she and the chorus wax a religious number.

"WHAT TO DO WHEN TROUBLE COMES" (2:44) A spiritual message is read by Rev. O. F. Smith dramatically.

**BONNIE AND IRE TURNER**
(RPM 162)

"MY HEART BELONGS TO YOU" (2:41) Bonnie and Ike Turner get together on a slow romantic waxing. The duo is given a light musical backdrop.

"LOOKING FOR MY BABY" (2:37) The pair spin a lively bounce with a version and guide that makes this a contender.

**THE SALLY MARTIN SINGERS**
(Specialty 832)

"I'M BOUND FOR THE PROMISED LAND" (2:05) The Sally Martin Singers, with Brother Joe May handling the lead, explode with a dynamic jubilee spiritual.

"HOLD TO GOD'S UNCHANGING HAND" (2:18) The Martin Chorus and Brother May follow the pattern set on the upper lid with another fast moving shouty religious piece.

**TERRY TIMMONS**
(RCA Victor 20-4822)

"ALL NIGHT LONG" (2:40) Terry Timmons gives a sexy reading to a slow ballad. The thrill's personality, projected vocally is smoothly backed by the ork.

"THE SAME OLD THRILL" (2:40) The songstress comes up with another polished performance on the flipside as she sells a moderate rhythmic piece in likely manner.

**DOSSIE TERRY**
(RCA Victor 20-4864)

"LOST MY HEAD" (2:50) A quick tempo novelty is presented with vocal tricks by Dossie Terry; a cute and appealing disk.

"SAD, SAD AFFAIR" (2:42) Terry shows his versatility with an entirely different piece of material. The singer does a bit of blues singing as he delivers a slow low down item.

**JIMMY NELSON**
(RPM 368)

"LITTLE RICH GIRL" (2:41) Jimmy Nelson sings a slow tempo rhythmic blues stirringly.

"SWEETEST LITTLE GIRL" (2:38) The flip is a change of pace with Nelson running through the quick beat in a lively manner.

**MARY Sue**
(Modern 880)

"LOVE IS A GAMBLE" (2:43) A quick moving jump is projected with spirit by thrush Mary Sue.

"EVERYBODY'S TALKING" (2:41) A similar item is fetchingly sold by Mary Sue.

**JOE HOUSTON**
(RPM 879)

"BOOGIE WOOGIE WOMAN" (2:40) The Joe Houston ork drives out a fast boogie explosively. Leon Butler handles the vocal with zest.

"DIG IT" (2:37) The Houston aggregation dishes up a rhythmic and pleasing instrumental in wild fashion.

**THE PILGRIM TRAVELERS**
(Specialty 831)

"BLESSED BE THY NAME, LORD" (2:36) The Pilgrim Travelers chorus a moderate tempo spiritual sincerely.

"HELP ME CARRY ON" (2:56) The group catches a similar item in approved fashion.

**LITTLE CAESAR**
(Recorded In Hollywood)

Following the theme of mayhem on which his first hit "The River" was based, Little Caesar dishes up a slow tempo novelty which ends on the note of murder and suicide. Titled "Goodbye Baby", the disk tells an entire story from a knock on the door to the final shooting. Caesar sings his lines dramatically, while the female voice talks her answers. It's a very effective disk and one that should gather lots of attention and plays. Que Martyn, who wrote the music, provides the instrumental backdrop. The flip is another slow beat blues sung with emotion by the rising blues shooter and could prove as big a seller as the top deck. We advise ops to latch on to this release.

**THE SALLY MARTIN SINGERS**
(Recorded In Hollywood)

Title "Goodbye Baby", the disk tells an entire story from a knock on the door to the final shooting. Sally Martin sings her lines dramatically, while the female voice talks her answers. It's a very effective disk and one that should gather lots of attention and plays. Que Martyn, who wrote the music, provides the instrumental backdrop. The flip is another slow beat blues sung with emotion by the rising blues shooter and could prove as big a seller as the top deck. We advise ops to latch on to this release.

**THE CASE BOX**

**AWARD O' THE WEEK**

"GOODBYE BABY" (2:38)

"IF I COULD SEE MY BABY" (2:39)

LITTLE CAESAR
(Recorded In Hollywood)

With group singing riding high in the esteem of the buying public, the Five Crowns enter their bid in the popularity derby with a slow tempo item titled "You're My Inspiration" that will create excitement and establish them in the trade. The quintette blends voices beautifully as they deliver a pulsating arrangement in dramatic style. The boys chant the romantic lyrics with feeling against a light instrumental backdrop. This side is destined to happen and ops should get on the bandwagon now. The flipside is a similar piece called "A Star" and the group handles it with polish. We look for quick action on the upper deck.
**Gold Record**

**Jack Howard Is The Man Behind The Man**

Philadelphia, Pa. — Jack Howard is living up to his tag—"Finder of Stars." Jack can claim among his discoveries Hank Snow, whom he persuaded to come to this country from Canada in 1947, and the rest is history.

Other acts which Jack has a hand in developing are Al Alberts and the Four Aces, in co-operation with Jimmy Myer and now he has hit the jack-pot again with Bill Haley who is currently enjoying a hundred thousand record winner with his Essex Record of "Rockin' Chair On The Moon." It is off to a big start with advance orders of over seventeen thousand pressings.

It can be said that the man behind the man is important, and in this case the man is Jack Howard. Jack is set to take over the international Fan Club promotional work for Hank Snow in addition to owning his own label, Arcade Records.

Other personalities who are now being developed under Jack's guidance are Jimmy Collett, Charlie Stone, Al Beck, Lou Graham and Slim Stuart, for whom recording deals have been set, and a nation-wide build-up is being planned.

**Monroe Set For College Dates**

New York — Vaughn Monroe, currently entertaining to SRO dancers and diners at the Waldorf Starlight Roof will take his busy crew on the road for some college dance dates in October and November. Prior to playing the school circuit, Vaughn brings his aggregation down to his own showspots, "The Meadows, on October 1 thru 9.

**Pee Wee King Tops In Pop And Western**

New York — Pee Wee King is currently not only one of the hottest artists in the folk field, but he is also hitting it up in the pop field as co-author of the nation's number one hit "You Belong To Me". Pee Wee has a radio show over NBC every Saturday night from 9 to 9:30 and he keeps hopping around the country in his private plane taking his entire troupe along on personal appearances.

One of his most important appearances is scheduled for Wednesday night October 1 in Hartford, Conn. where he will perform for the first Record Industry Association of America meeting.

**Wade's In A Name?**

New York — Vaughn Monroe, currently entertaining to SRO dancers and diners at the Waldorf Starlight Roof will take his busy crew on the road for some college dance dates in October and November. Prior to playing the school circuit, Vaughn brings his aggregation down to his own showspots, "The Meadows, on October 1 thru 9.

**Meeting Dates Of Music Operators' Associations**

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

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

"It's What's in THE CASH BOX That Counts"
**“OUR HONEYMOON”** (2:31)  
**“SING HER A LOVE SONG”** (2:40)  

**CARL SMITH**  
(Columbia 21008)

- Carl Smith, who is comfortably situated in the country bestseller tunes with “Are You Teasing Me”.

**JOHNNY HORTON**  
(Mercury 6418)

- “THE REST OF YOUR LIFE” (2:06) Johnny Horton sings a moderate tempo romantic ballad in cute and lively style.

- “THIS WON'T BE THE FIRST TIME” (2:30) Flip is a slow western lamen softly smoothed against a background of strings.

**CAROLINA COTTON**  
(MGM 11320)

- “YODEL, YODEL, YODEL” (2:41) Carolina Cotton gets a fast novelty with sentimental lyrics and comes off with an appealing side.

- “NOLA” (2:30) The old standard is given an effective twist by the fem chantress and should stir up some action in the boxes.

**FRED KIRBY**  
(Columbia 21009)

- “OUT OF MY MIND” (2:24) A moderate beat country weeper is warbled effectively by Fred Kirby. Strings support the artist solidly.

- “LOST” (2:12) The under portion is a fast tempo sung with a yodel. Kirby waxes a strong novelty.

**TABBY WEST**  
(Coral 64140)

- “OUR LOVE Isn'T LEGAL” (2:33) Chantress Tabby West pipes a slow country lamen moralizing on the story of an illegal love. Strings support the fem thrash.

- “BACK STREET AFFAIR” (2:39) A similar piece, currently finding favor with the country work-lers, is tenderly done by Tabby.

**CARL STORY**  
(Mercury 6413)

- “MY LORD'S GONNA LEAD ME OUT” (2:10) Story and the Sacred Quartet blend voices on a fast beat religious song. The Ramblin' Mountaineers provide the instrumental backdrop.

- “ARE YOU AFRAID TO DIE?” (2:28) The flip is a change of pace done smoothly by the religious quartet. Story gets strong choral backing by the Sacred Quartet.

**BOB WILLS**  
(MGM 11122)

- “TROUBLE, TROUBLE BLUES” (2:36) A slow rhythmic blues, with an arrangement by Roy Acuff, is chanted in great fashion by Bob Wills and his band. The Ramblin' Mountaineers provide the instrumental backing.

- “A RED HOT NEEDLE” (2:38) A cute rhythmic ditty is banged out by the Wills group with the trio handling the vocal end enthusiastic-

**WESLEY TUTTLE**  
(Capitol 2242)

- “OUR LOVE Isn'T LEGAL” (2:34) Wesley Tuttle and Wesley Tuttle collaborate on a lovely melody fashioned about a story of illicit love. The full band arrangement is an effective duet and comes off with a solid end.

- “DON'T BREAK THE SIXTH COMMANDMENT” (2:14) Wesley does a solo with a middle beat weeper based on the same theme. Strings are the backing on both sides.

---

**Canadian Western Hit Parade**

Compiled Through the Cooperation of Program Directors Throughout Canada

1. **JAMALAYA**  
   Hank Williams

2. **ARE YOU TEASING ME**  
   Slim Summerville  
   (Columbia)

3. **THE SIMPLE LIFE**  
   Hank Thompson

4. **HALF AS MUCH**  
   Hank Williams  
   (Akre)

5. **IT WASN'T GOD WHO MADE ME A DOMINO ANGELS**  
   Kitty Wells

6. **CALL OF THE MOUNTAINS**  
   (Americana)

7. **OUR COLORFUL WORLD**  
   Carl Smith

8. **I LOVE MY ROOSTER**  
   Loretta Jewell  
   (Billboard)

9. **RACK UP THE BALLS, BOYS**  
   Ray Allen

10. **MIGHTY PRETTY WALZ**  
    Peg Wee King  
    RCA Victor

**It's What's in THE CASH BOX That Counts!**
ONLY SEEBURG HAS

THE Select-o-matic

MECHANISM

50th ANNIVERSARY

J.P. SEEBURG CORPORATION
Chicago 22, Illinois

100 Selections at the phonograph

100 Selections anywhere in the location

www.americanradiohistory.com
SALES OF COIN MACHINES TO FOREIGN COUNTRIES

JUNE, 1952

<table>
<thead>
<tr>
<th>COIN OPERATED PHONOGRAPH</th>
<th>Quantity</th>
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<td>Canada</td>
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<td>Mexico</td>
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<td>Cuba</td>
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<td>Venezuela</td>
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<td>$61,703.00</td>
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<td>Belgium</td>
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Attempt Being Made To Organize Quebec Ops

Solway Appeals To Canadian Operators To Communicate With Him

SOLWAY

STE. AGATIE DES MONTS, QUEBEC, CANADA—Following the success of operators' associations in the United States, an attempt is being made to organize the coin machine operators of Quebec.

S. Solway, one of the province's leading coinmen is leading the move, and reports that "I think this will eventually be beneficial not only to the Quebec operators, but to the trade in general on both sides of the border.

"At the present time" continued Solway, "the operators in Quebec are not only disorganized, but are totally demoralized. They have no one to turn to with any of their troubles. The little fellow is at the mercy of the bigger one, and the bigger one is at the mercy of the bigger one, etc.

"There are many abuses, not only by the operators against the operator, but by jobbers, distributors and manufacturers. We believe that, like the many organizations in the United States, we can promote harmony and better business relations among operators, and certainly gain the respect and cooperation of the wholesalers and manufacturers, as is being done in the States, according to what we recently read in The Cash Box during the MOA meeting in Chicago.

"We appeal to every coinman in Quebec, whether they have a machine or a big route, to get together for our mutual-benefit. Please write to me at Ste. Agatie Des Monts. A meeting place will be arranged and I will then communicate with all to gather at our first meeting."
work

and

play

The old story of the ant that worked while the grasshopper played is well understood by AMi music operators. They know that, like the industrious ant which is never idle, the Model "D" is always working when someone wants to play.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan
CHICAGO—Music operators here are looking to their Recorded Music Service Association executives to keep them from a hassle with the O.P.S. (Office of Price Stabilization) regarding dime play.

According to informed operators here, dime play went into effect with full approval of O.P.S. executives who were in office at the time.

Furthermore, as some ops report, 10c play went into effect even before O.P.S. decided that the juke boxes, hidden in the dim recesses of taverns (and other such locations) would have any effect on the nation's economy or, especially, on America's war production (for which, by the way, O.P.S. was originally created as a Governmental agency).

But, the ops report, O.P.S. has suddenly, and out of a clear sky, asked, "How come 10c play on juke boxes in Chicago?"

Regardless of the fact that rent controls here have been blown higher than a kite and, further, regardless of the fact that many other controls, like those on shoes, and other merchandise which, most definitely, does affect the public economy, have been relinquished, the O.P.S. office here wants to know how, why, and where, the music operators were "granted the right" to change to dime play.

The fact remains we understand that not only did the operators here get such an agreement (and in writing) but they claimed they switched before O.P.S. had any such rulings, and in fact, even before this agency was created, by you know who.

What everyone here wants to know is, after reading the preamble of the reason why the Office of Price Stabilization was created:

1. How do juke boxes, buried in the dim recesses of a tavern, and other such retail locations, effect the national economy (from an inflationary standpoint) and, most certainly, how do juke boxes, whether they charge 5c or 10c per play, effect war production?

Rex C. M. Dist. Corp. Again

SYRACUSE, N. Y.—Ange Delaport, president of Rex Coin Machine Distributing Corporation, this city, announced that the firm had re-instated the above name as of May 1, 1952, changing it back from Rex Bollotta Corporation, which had been in effect for some time previously.

Present officers of the corporation are A. N. Delaport, president; Roger Shefler, vice-president; treasurer; John Moore, and Henry Drago. Secretary.

The reason for the delay in making this announcement, stated Delaport, was caused by their wait for permission from the State of New York.

Mrs. Herb Jones Dies

CHICAGO—Mrs. Herb Jones, wife of Herb Jones, vice-president and advertising manager of Bally Manufacturing Company, this city, passed away Monday morning, September 22, after a lingering illness.

Miss Celia Jones, daughter, was in attendance. Condolences were offered by all leaders in the industry here. Herb Jones is popular among all the members of the industry here for his work in the trade. This publication, and all of his friends, deeply mourn with him over his great loss.

The Cash Box—Letters received from all over the nation these past weeks, due to the editorials which have appeared in The Cash Box, regarding correct programming of juke boxes as the top need of the average operator, acclaim the statements made in those editorials.

Correct Programming Juke Box Ops' Top Consideration

NEW YORK—"The Cash Box has thousands of reporters all over the nation. These are members of the association, representing meetings, events, as well as happenings in all divisions of the coin operated machines field.

Every day, without fail, dozens on dozens of letters are received here, in the publication offices of The Cash Box, containing varied items of interest, as well as press clips and other material, pertinent to all division of the business.

Since the first of the year, The Cash Box editors have estimated that several thousand people in the industry, ranging from operators in far-away spots, to well-known heads of large organizations, have turned in, and continue to send items to The Cash Box.

Many of these are confidential, asking that the writers' names be withheld, but offering conclusive evidence of their factuality and truthfulness.

Impressive to those who have visited The Cash Box headquarters here in New York is to be present when envelope after envelope is opened and information of a very vital and important nature, sometimes scribbled on the back of a collection slip, spills out.

The editors of The Cash Box take extremely great pride in the fact that so many, many peoples throughout the industry have found time, and continue to find time, in addition to all the many correspondents The Cash Box itself, has all over the nation, to write and give this publication such factual news and data of a great and important value to all the industry.

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The "Senator" And His Winning Hand

NEW YORK—"Senator" Al Bodkin, (center) local operator, draws "4 Aces" (Decca recording artists). Not only a top music op, Mr. Bodkin is a brilliant poker player, the "Senator" has many times in the past caused his opponents considerable grief by coming up with such a hand.

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

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

10¢ A RIDE

RETRACTABLE CASTERS
FOR EASY MOVING

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

CHAMPION is a registered trademark

CHAMPION 10¢

FROLICS
See Back Cover
A Big Day
For You

Surprise-Day
for the entire
Industry

Presenting the
outstanding 1953
Phonograph

You will
want to
be there

Attend
ROCK-OLA DAY
OPEN HOUSE

Oct. 12th
10 a.m. to 6 p.m.

Watch! Watch! Watch!

Next week's issue will
announce the locations
at which the new
Rock-Ola phonograph
will be shown!

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

Wurlitzer Names 3 New Field Service Engineers

Will Work With Distributor Servicemen

French Operator Looks For Mfr. Of Ball Gum Vendor

NEW YORK—One of our subscribers in Paris, France, asks us to locate the manufacturer of a ball gum vendor which he describes as follows:

The dimensions of the ball gum vendor is 21 inches high; 7 inches wide, and can be affixed on a wall. The part of the machine which is attached to the wall is flat, while the front is like a cylinder. On the cylindrical part of the vendor there are several perpendicular metal lathes to protect the glass, which is also a cylinder.

If the manufacturer will communicate with the editor of The Cash Box, he will gladly supply the operator's name.

Fruit-O-Matic Develops Automatic Milk Vendor

LOS ANGELES, CALIF.—A new fully automatic milk vending machine, the Dari-O-Matic 500, has been developed by the Fruit-O-Matic Manufacturing Company of Los Angeles. The vendor is four machines in one. It offers a choice of four separate items in one-half pint and one-third quart cartons, such as milk, chocolate milk, orange or other fruit drink, as well as canned juice. Four separate coin slots enable four people to be served at the same time. Latest type coin changers permits selling at odd-cent prices.

"It's What's in THE CASH BOX That Counts"
MOA Takes AMI Essay Contest Plan Under Advisement


NEW YORK—AMI, Inc., Grand Rapids, Mich., had offered MOA (Music Operators of America, Inc.) the sponsorship of a national public relations program directed to the teen-agers of the nation.

The program is to be in the form of a national essay contest, and the essay, the teen-agers will have to write will be on: “What The Juke Box Means To Us Teen-Agers.”

MOA members, as well as all independent music operators, are to get back of the contest all over the nation, according to reports, and are to promote the interest not only of teen-agers, but also of the parents of the teen-agers, to get them actively engaged in this essay contest.

AMI, Inc. is reported to be willing to give the winning boy and the winning girl $1,500 scholarships each. The next ten best essays are to receive awards of $100 each.

AMI is also willing to pay the costs for bringing the winners to the next MOA convention where the presentation of the awards will be made.

AMI, Inc. asks that these be known as “The AMI Scholarship Awards.”

It is also understood that AMI, Inc. will do advertising in scholastic papers, thru disc jockeys, and in other media, to gain attention for this essay contest.

Reports indicate that there will be no financial obligation imposed on MOA in any fashion whatsoever during or after the conduct of this essay contest.

All that AMI, Inc. wants, reports indicate, is to get the cooperation of all the nation’s music operators via MOA.

It is also understood that George A. Miller and exec members of MOA took the matter under advisement.
Ravreby And Schultz Join Poole Distrib

BOSTON, MASS.—Harry Poole, president of Poole Distributors, this city, announced this week that Ed Ravreby and Earle Schultz were added to their staff.

Both men have had considerable experience in the coin machine field. Earl Schultz has been with The Rudolph Wurlitzer Company as a field service man and was connected with a distributor for Wurlitzer for twelve years. He is to take complete charge of service and maintenance for Poole.

Ed Ravreby is nationally known in the industry, having conducted a distributing firm of his own, handling products of leading manufacturers. He will head the new promotion department for Poole Distributors.

Poole Distributors, established in February, 1950, is the New England distributor for the line of phonographs and accessories of The Rudolph Wurlitzer Company, as well as handling games of the leading manufacturers. In this short period of time, Poole has acquired the reputation as one of the leading distributing companies in this territory.

The complete staff, as of now, includes Harry Poole and Charles Suecrets, co-owners; Ed Ravreby, promotion head; C. Golding, office manager; Earle Schultz, service and maintenance; James Donoghue, assistant foreman; Michael Meenas, electrical and amplifier expert; Charles Hahn, parts and service; and Frank Magnet, shipping.

Mitnick Heads South

NEW YORK—Jack Mitnick, eastern regional representative for AMI, Inc., left New York this week for an extended trip thru the southern territory.

Mitnick will visit AMI distributors in Baltimore, Roanoke, Nashville, Atlanta and Birmingham, as well as other areas along the southern route.

Mutoscope Clicks At NAMA Show

L. I. C., NEW YORK—Herb Klein, sales manager of International Mutoscope Corporation, this city, returned to his office this week from Chicago, where the firm displayed its two new models of the “Photomat” machine at the NAMA Convention.

“We were very well satisfied with the excellent reception given our two models (one that takes 2 pictures, and the other that takes six photos) at this show,” reported Klein. “Not only did we line up a number of fine orders, but were able to talk with many prospective customers.

“We are now doing everything in our power to step up production so that we can take care of our back-logged orders as well as those coming in every day, and those taken at the NAMA show.

“The two machines displayed in Chicago were delivered right off the exhibit floor to two operators from the Mid-West, who insisted on taking them away with them, Klein reported.

See Your Distributor Now!
September 21 is the official beginning of the Fall season, according to the calendar, and the business boom is supposed to start. And if anyone in our business doesn't believe that long time custom, just let him take a visit to New York's coinrow. This past week Tenth Avenue was humming with activity, not only from local collectors, but from loads of out-of-town visitors. It's interesting to note that this past summer was one of the all time business busts, regardless of the season. Now, if this first week of the Fall season is any indication at all, the coin machine industry—in all its phases, as well as in all types of equipment, is due to hit new highs.

Dave Stern, the energetic and fast stepping head of Seacoast Distributors, (distributors for Rock-Ola) spending plenty of time getting ready to open offices and showrooms on New York's coinrow. Dave is tremendously enthusiastic and so far, he is making a hit. 

Harry Pearl, another Jerseyite, rushes thru some appointments on the street like a cyclone. Harry whispers he has some very interesting information for the trade soon. Still another coinman from Jersey to visit our town was Abe Green, head of the New Jersey office of Rummey Sales. Abe comes in for a very important appointment. Jack Mitten, eastern regional representative for AMI, returns from Chicago, spends a few days in the big city, then leaves for an extended trip thru the South. Herb Klein, sales manager of International Mutoscope Corp., returned from the NAMA show in Chicago, where the firm displayed its two new models of the "Photomat," reports he was extremely satisfied with the number of orders written and the prospects developed. Harry Brown in town for a day or so. Harry practically commutes from Philadelphia to New York. Harry tells us he's working hard for the trade. 

Eddie Ellis, one of the pioneers in the biz, recently released from a hospital, is now recovering rapidly at home. Would like to hear from some of his old friends—just address your letters to 420 W. 24th St., New York City.

Sal Groenteman and Abe Wilson, International Amusement Co., Philadelphia, with equipment coming and going, report they don't have enough space in the AMI building. This firm is reportedly doing the largest export of any firm in the U. S. 

Johnny Blott, Blottia Distributing, Newark, N. J., in town early part of the week with Joe Young and Abe Lipkoff, Young Distributing (Wurlitzer distribs) so busy at the time we dropped in, couldn't even get in a word edgeways. However, did get a chance to visit Abe good luck in his new venture which he was supposed to take over on August 1st. 

Mrs. Ball, Albuquerque, N. M., who arrived in New York last Saturday, and stayed over to visit the show, is back home in town with family.

Our distributors so insistent for immediate delivery, they've having them shipped out by air freight, smiles Nat. 

Harry and Hymie Koeppel, Koeppel Distributing, Co., loaded with orders for record-adjusted machines for export, which keep leaving their shop in a continual stream. (Shaw's) Superman, Rummey Sales, never busier, as he holds conference after conference with ops on the AMI phones, Bally ganes, and his new space ship ride "Meteor Rocket." 

Al Simon, Albert Silverman that he has set the strong and best program for the Fall of their Fall supply of phonofighers. 

DALLAS COINS

Fall arrived right on schedule for Texas and with it came the cool weather this is bound to improve business for coin machine operators throughout the state. We've noticed a steady increase of out-of-town operators making the rounds of Dallas distributors, ... Take Eddie Arnett of Bilboro, for example. He was in town on business, and left his son with the family to visit relatives in Dallas. George Bury was in town bragging about business and how good it is in his bailysteet—all right with his "Atomic Jet" space ship ride, and that's production. 

"Our distributors so insistent for immediate delivery, they've having them shipped out by airfreight," smiles Nat.

Dave Tomlin of D & D Novelty in Fort Worth likes Shufi Alley, ... Mr. Prospero Gray and Price in Dallas, Texas, has closed his swing for the summer and is ready to devote full time to the phonograph business. 

Gordon McGibboney of Melody Music here in "Big D" is buying new equipment. 

Dave Tomlin of D & D Novelty in Fort Worth says that business is going along great.

Taking a heavy vacation is Dallas distributor A. E. Thornton. He is down in Monterey, Mexico, ... and as a result will be missing the National Coin Conclave and "Atom Jet" space ship ride. 

Tom is probably looking at the weather and business conditions down south. Just about like your weather and business conditions here. 

... Congratulations to Paul Glass of Big State Distributing Co. He is the father of a 9 pounds, 12 ounce boy—Michael Eugene by name. This is Paul's first child.

The Noo Ohlean Bosabgers, Suh!

NEW ORLEANS, LA.—Lou Bosaberg of New Orleans Novelty Company, this city, claims he has six good reasons for that great big smile displayed in the above picture. With Lou are, top, 1 to r.: Bobby, 10; Barry, 8; and Jackie, 12. Front row, 1 to r.: Mrs. Bosaberg, Ed, 4; his twin sister Barbara Jane (in papa Lou's lap). (Ed. note: We can think of the seventh reason for a happy Bosaberg—he's the Bally distrith in his area.)
This past week was one of the most quiet as far as visitors concerned. Gave coin-
motor here an opportunity to relax after two extremely hectic weeks. At the same
time that the departures thinned out and our cash and coin leaders here are more enthused than ever over this forthcoming season as
sales continues its booming pace. . . Talk about a street car conductor riding
street cars all day and you talk about Frank Mancini who flew to New
York to visit with Roy Rogers at the big Madison Sq. Garden rodeo
where Frank and Roy will talk (you guessed it) "horses." In the meantime, Art
Woderick, who has been in charge of exhibits and sales for the last few
years, was in Chicago, where he received an
initial order for 1000 of the Exhibit "Bosque Rogers Trigger" horses. And that
. . . Tom and Angie Culp of Chicago were
entrained for San Francisco where Tom will attend the Police Chief's
convention. . . Les Rieck of Evans' advises that initial shipments of the new
Evans' Model 2000 (100 select "Century") now in the hands of the firm's distribs
and production under way.

Ed Levin of ChiCoin reports that demand for the firm's "Match Bowler"
just as tremendous as ever. Factory is devoting all of its output facilities to
getting these out to the trade as fast as possible. . . Harry Katz and Frank
Roelke, after the successful showing of their "Bat-O-Mat" automatic pitcher at
the Congress, new moving to larger factory quarters at 659 North Wells
Street. The "Bat-O-Mat" was demonstrated at Wrigley Field with the Cubs
among the early adopters. Films taken of the Cubs batting against the machine
will be sent to all the firm's distributors to show all over the country.

Very nice note from Jack Williams of Capitol Sales, Denver, advising his
banker, C. B. Johnson, of the "Minute-Run-Bar-IQ" race with.

Trio very quiet (and sort of sad) at United this past week, due to the
death of Miltie Lynch, Bill Deflem's phone kept ringing all day long since the
firm advised their distributors of their new inline game, "Circa." A three
corder's news and action and a plug for their coin change. . . . Note from Helen
Cuuson of Portland, Ore., telling the excitement in this
beautiful city. TV started there last week. Helen says her bar just
jammed with youngsters sitting all over everything to see the first teletas.
. . . Sam Stern at Williams busier than ever as the firm's new "Frotherette"
peep into the production run. Distributors of the firm advise it's the "full
ball feature" that's capturing the play. . . . George Metz and Joe Abraham of
Lake City, Ohio, advise that they're coming to town next week.

Jack Nelson getting over two extremely busy weeks at the big Bally
factory, advises that one of the big thrills of many of the conventioners when
they came back from the MOA and NAMA shows, was to see the "Bally
Frolic" game for the first time. Order's taken right then and there and have set this
game on big production schedule. . . Another batch of guys who have
been there, but will be in town: Carl Hoehn and Irwin Weiler of Kansas
City; Dave Stern of Elizabeth, N. J.; George Wrenn and Fred Barber of
Dallas; D. B. and D. J. Lazar of Pittsburgh, . . . Everyone found town happier
than ever to see Ray Moliney back in spunky form again at the Bally factory.
Same charm, same smile, same laugh, and good health. . . . Sam Taran
advises that one of the other big thrills of the week was the sight of a
famous, well known column. Reports that Herb Oettinger was his only real
competition. Herb won. Score: Herb 93, Sam 94. . . . Nice letter from A. H. Miller
of Jackson, Mich. (D. M. for Rieck there) stating, "I enjoy reading The
Cash Box very much." . . . This week, according to what the editor of The
Cash Box tells us, there's over 1,000 steady contributors who have been
writing in since last week. Some more, send in
all the news about what's happening in your territory. Get Into this big
reporting program and be heard.

Bill FitzGerald of AMI to be congratulated for the line: "Sliver coins
among the silver threads," which will appear in an editorial here soon regarding
the sale of old coin machines. . . . Fred Kleiner, Chicago; Sam Rabinowits of Rumson, N. J.; Irvin Blumenfeld of Baltimore;
Eddie Smith of San Francisco. . . . Thanks a zillion to Dan J. Donohue of
o. . . . The man at the top of the heap of this great producing company is
as how much The Cash Box is liked on the west coast. . . . Don Pigati of High-
wood has an old, but new line ready for the "3-Neighbor Record Store" in his community.
Mrs. Mary Gillette (ain't she sweet?) wants reprints of that item by Len
Booher regarding one step music spots. But, Mary conducts a terrific one-
drop, and would write an item herself. Joe (the very
well known CPA for music ops here) absolutely delicious (in fact, he's even
giving cigars away) because he was able to add to the ledger of the Kasner household:
Dona Lynn Kasner, 7 lbs. 7 oz. . . . Hey Andy Oemeny! What are the standings in
the jude box bowling league?

George R. Miller, replaced proxy of MOA, will come up with some com-
mittee featuring noted women music ops. (Which, to our way of thinking,
is one of the smartest moves George has yet made). . . . Vince Shay came up
with a suggestion this past week. (But, Vince, instead of The
Cash Box handling it, why don't you, yourself, put it over?) Proves once
again, that the old-timers in the coinless are always thinking how to help
better the business. . . . The Gottlieb plant keeps putting out on the line pro-
ducing and producing and producing their newest, "Skill Pool." Going ahead as splendidly as ever.
. . . You know, here want to know is how come Nate Gottlieb hasn't sprung
with some good jokes lately? Whaddaya say, Nate? . . . If you haven't yet
done so, better get your best suit pressed, doll up the wife and kiddies, and make
sure you have your tickets for the 4th Annual Party of the Music
Operators of Northern Illinois at the Grasmere Hotel, Oct. 9. From what Bob Lisi and Bob Gnauro tell us, "This is gonna be it." So be sure to be
present. . . . Lew Genbush of Gongos busier than ever. Dashing here and there over
town. Lew has a new surprise popping very soon.

Fred of Marvel very busy as always in regards to sales suddenly flood in
for Marvel Scoreboards. . . . Keep bumping smack into Herb Perkins of Pur-
voyor. Woodward amazing pace into the Chez. Swell sport this Herb. . . . J. J.
McElhiney, of Columbus, Ohio, says he's thinking he might like to check with us for just old times sake all over again. Have
never seen, but a little bit of a Raymond of Rock.
Ola won't tell us anymore than, "This you'll want to see." And bearing out
his words we received a personal invitation from David C. Rokicka. (So now, Ray,
you can tell the boys you're a Mr. "Hi Neighbor") . . . . Preferred living in town, yet quietly,effective—Nate Feinstein over at Atlas. . . . With those
Wurlitzers starting to come in, both Ben Coven and Dave Bender two of the
busiest in town. They plant to do that job where they plan to do it, and that
is a job which should check the firm's big backlog this firm has on hand with

"It's What's in THE CASH BOX That Counts"
Classified advertising section

**WANT**

WANT—Lee Solotone Master Enter-
takers; Hobby Horses—Shuffleboards—
Star Series; Heavy Hitlers; 10th Innings; Ball and Tab Gum Vendor—
Preferred. F. Lieberman, 12 Baby Point RD.,
Toronto 9, Ont., Canada.

WANT—800 and 1015's. All you have,
Laredo Exporting Co.,
Laredo, Texas. Tel: 672-723.

WANT—Your used or surplus records
all speeds. 45's our specialty. We buy
all year round at unbroken prices. No lot too large or too small.
No more than 10% below.
We pay freight. HACON SHOPS L2 NO.
MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500

WANT—AM D40—D80, 40 selection
hideaways, Wall Boxes, Steppers, Speakers—
Seeburg 100's, Hideaways, Wall Boxes, Wurlitzer 1017,
1217, 1400, 1100. Latest amuse-
ment games, Arcade equipment,
prices, etc. Write stating condition,
minimum model etc., CHICAGO,
THOMAS COIN SALES, ST.
THOMAS, ONTARIO, CANADA. Tel: 2644.

WANTED—Mills Panoramas—Write
price, condition, etc. WESTERN
DISTRIBUTING CO., 22-24
AVENUE, SEATTLE 1, WASHING-
TON.

WANT—All types of post-war flippers
five ball games, in any quantity.
Give names, condition they are in,
prices wanted, and when ready to ship.
INTERNATIONAL AMUSE-
MENT CO., 1423 SPRING GARDEN
STREET, PHILADELPHIA, PA.

WANT—Tubes: 2051; 7017; 6S7;
75; 6SC7; 2A3; 5V4; LIK; 6L7.
Metal; 75 N. Hill will pay $40.00
hundred. Must have minimum quantity
50 of a type. Have you any others types in quantity;
LEWIS ELECTRONICS, 3439 NO.
ELAINE PL., CHICAGO 13 ILL.

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

WANT—Metal Tyers, Mutoscope
View-O-Graphs, ChColin Basket-
balls, and any other late arcade
machines. Give price and condition in
first letter. MIKE MUNVES CORP.,
577 TENTH AVE., NEW YORK,
N. Y. Tel.: Bilyan 9-6677.

WANT—Wurlitzer 1100 and Rock-
Ola 1428, State low price. BOLIVAR
RADIO, BOLIVAR No.14,
MEXICO CITY.

WANT—Original Bar Box Brackets
for Seeburg, Wurlitzer, Packard.
State quantity and type. First
letter, ROTH NOVELTY, 54
NORTH PENNSYLVANIA, WILKES
BARRE, PA. Tel: 3-2553.

WANT—Spot Lites, Coneys Islands,
Brite Spots, Atlantic City, Seeburg
100's, Gottlieb Grimpe, Panoramas,
Midget Movies, Philadelphia To-
boggans, Skeeballs & Arcade Equip-
ment. Send list and prices. CLAY-
LAND COIN MACHINE EX-
CHANGE, INC., 2021 PROSPECT
AVE., CLEVELAND, OHIO.

WANT—Coney Islands; Bright Spots;
Bright Lights; United Leaders; 100
Record Seeburg Phonographs &
Bar boxes & Late Model Phono-
graphs; Chicago Coin & Exhibit
Games; Seeburg Bear Guns; Hobby
Horses. Give best price and quantity
in first letter, VALLEY DISTRIBUT-
ORS, 716-312 STREES, SACRA-
MENTO, CALIFORNIA.

WANT—20 Wurlitzer 3020 Wall-
boxes at $17.50 each, T & L DIS-
TRIBUTING COMPANY, 1227
CENTRAL PARKWAY, CINCINNATI 14,
OHIO. Tel: Main 8751.

WANT—Will buy phonograph records
made before 1940; any quantity
or dealer needs; $15 to $300 per
thousand; will make try to inspect
if required. Some of labels wanted are:
Record King; Victor; Paramount;
Gennett; Blended; Champion, etc.
JACOB S. SCHNEI-
DER, 123 W. 66TH STREET, NEW
YORK CITY, N.Y.

WANT—45 RPM Records, new or
used. No quantity too large or small.
Highest prices paid. Write stating
quantity and price per thousand.
GALGANI, BALTIMORE, 6007,
CALIFORNIA. Tel: Diirkens 2-7006.

WANT—All types Arcade Equipment,
Seeburg Bear Guns, Seeburg
100's. Quote lowest prices or will
trade New Tufix Kings in original crates.
Write Wire Phone: C. A. ROBIN-
SON Co., 2301 W. PICO BLVD.,
LOS ANGELES, CALIF. (Tel:)
Dinrikus 3-1810.

WANT—We buy dealers' surplus
stocks. Operators we pay the highest
price for used records from 3 to
5 months old. Telephone for
45 RPM's. Call or write: C. L
MUSIC CO., 100 BAYBERRY RD.,
FRANKLIN SQ., L. IS. N. Y. Tel.
Tilden 4-9404.

WANT—Panoramas; Spot Lights; Lite-
as-Lines; Five Stars; Coney Islands;
Bright Spots; Bright Lights; MON,
ARCH COIN MACHINE, INC., 2257
NO. LINCOLN AVE., ARLINGTON,
ILLINOIS. Tel: Lincoln 9-3996.

WANT—Music postwar, Arcade equip-
ment, 5 balls and shuffle boards re-
bound. Would like to trade Pool
Rooms in Louisiana. Only one in
Town. Actual value $4,000. Clearing
order $30.00 per month. P. O. BOX
4191, ALEXANDRIA, LA.

WANT—Seeburg Bear Guns, Cash or
Trade. LIEBERMAN MUSIC COM-
PAKY, 257 PLYMOUTH AVE.,
MINNEAPOLIS, MINNESOTA.
FOR SALE—Winners $75; Turf Kings $100; Citations $25; Gold Cups $125; Fishing Boats $40; Across the Board—write for price—1/3 deposit. Balance O.D. $7.50 extra for crating. CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MO.

FOR SALE—We write for the lowest prices on the finest reconditioned used phonographs: 100 Seeburg 77-B—Write for price. Export trade invited. WINTERS DISTRIBUTING CO., 1715 HARBOR AVENUE, BALTIMORE 13, Md. Tel.: Lexington 8820, Wur-riter distributors Maryland and District of Columbia.

FOR SALE—Brand New Original Crates Scientific Pekorino Jr. $69.50; Used Wurlitzer $59.50; Columbia $59.50; Waiting Scales—Tom Thumb $58.50; Rockola $50.00. All type Shuffle Games, Music & Pin Games—Write, MILLER-NEW, MANN'S 1150 BURFORD AVENUE, PITTSBURGH 13, PA. 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel.: 9-6362 and 2742 GRAND RIVER AVENUE DETROIT 8, MICH. Tel.: Tylor 8-2230.

FOR SALE—Special—Beautifully re- finished Atlantic Cities, Futurities, Spot Lites, Coney Island, Bright Spots, and other famous pin games. Call, Wire, Write. NEW ORLEANS NOVELTY CO., 115 MAGNOLIA ST., NEW ORLEANS, LOUISIANA. Tel.: Canal 8318.

FOR SALE—New and used Scales. Send for our catalog which is now on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SPOKETON, CA.

FOR SALE—New Astroscope $275; New 1 Caucasian Chief $10; New 1 Advanced Peanut Machines $125; Wurlitzer Wall Boxes $33; Citations $35; Bally Rapid Fire 85; Bowlette $40; Marsh & Co. Specialty $40; Marsh & Co. Inc., 56 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Had you some good equipment to sell—phonographs, pinball, bowlers, etc.—how would you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? ED-WARS DISTRIBUTING SERVICE BOX 400, DOUGLAS, WYO.

FOR SALE—Packard Wall Boxes 10 each; Used Rock-Olas; Seeburgs; Wurlitzers; etc. New Smoked Oak Cigarette Machines priced right. One Packard 125; Turf Kings, etc. in original crates; used Turf Kings; Citation; priced right. Also many machines priced right in Liberal trade areas. EASTER VENDING SALES CO. 944-4518, 4600 NORTH AVENUE, BALTIMORE 1, MARYLAND.

FOR SALE—Coin Operated Pool Tables, 5½ x 7. Patented Features. Lists $150.00. Do not list or SELL. Scratch Balls, Q-Ball and other balls same size as Kegel's. Florida. F. A. B. DISTRIBUTING CO., INC., 1019 BARONE ST., NEW ORLEANS, LA. 911 GERALDS ST., COLUMBUS, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

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; Genoa and others. TARAN DISTRIBUTING, INC., 2230 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Coney Islands $450; ABC Bingo Sets $275; Zingo $125; Total Rolls $50; High Rolls $75; 3202 Wall Boxes $39; Grand Award Pin $40; One Two Three $50; Barnacle Hill Distributors $35; WILLOW Wall Boxes $14. Y. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

FOR SALE—Coney Island Derby, top condition, $265; includes erated. Wurlitzer model 1015 $163 with light weight tone arms installed. Write us. No phone SHELTON SALES, INC., 881 MAIN ST., BUFFALO, N. Y.

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 players. Fits on top of head. Easily attached, only 4 wires, build highly successful in N.Y. Low price $49.50. Send for photo. UNITED PLAY MACHINES CORP., 738 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Chicago Coin Hit Parade $125; Model 1422 Rock-Ola $75; Genco Shuffle Target $125 A. P. SAUGE & SONS, 7525 GRAND AVE., DETROIT 4, MICH. Tel.: 3.4310.

FOR SALE—Pin Bowler $75; Double Action $100; Spring Time $110; College Daze $75; Trio Score $50; Canasta $50; Sea Jockey $225; Jalous $225; Rocket $69.50. C. K. SPECIALITY CO., 410 MARKET STREET, PHILADELPHIA, PA. Tel.: MA 7-6391 and MA 7-6865.

FOR SALE—Will sell, trade, or buy all types of coin operated equipment; Pin Games; Shuffle Alleys; Music Games; Guns, Etc., with operators in Pennsylvania. RUGINS NOVELTY COMPANY, 329 East Seventh Street, Mount Carmel, Penna. Tel.: 31.

FOR SALE—Clean ready for location: Wurlitzer 1009 $150; Seeburg 5 wireless wall box $7.50; Packard wall box $7.50. CAIN-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE—Pingames & Alleys—over 100 games to choose from. Priced right, clean and ready for shipment. Also Wurlitzer 1009; AMI—Gottlieb—United —Bally—Keeney—Geno and others. TARAN DISTRIBUTING, INC., RIVERSIDE AVENUE, JACKSONVILLE, FLORIDA. Tel.: 6-1551.

FOR SALE—Spot Light $375; A.B.C. $175; Zingo $200; Lite-A-Line $125; Bright Lights $125; Coney Island $350; Flying Saucer $65; Tri Score $50; Big Innings $75. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 4742.

FOR SALE—Photographs with famous Davis six point guarantee: Seeberg Hideaway Specials $140M $219; H174M $169; H246M $195; H247M $201; H249M $211; Wurlitzer 1090 $159. DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N.Y.

FOR SALE—5 Genco Score Boards $55; Hayburners $200; Bright Lights $225; Champions $135; Dale Guns $49. SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 2510 H. BULLETS ST., COLUMBUS, OHIO. Tel.: University 6900.

FOR SALE—In fast growing Dallas, Texas, we offer two music and shuffle games, one is in excellent condition, steady profit for over twelve years. One at $8,000 and one at $45,000. A AND A BUSINESS BROKERS, 4150 WEST STREET, DALLAS, TEXAS.

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines is in the highest condition. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

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

FOR SALE—Send us your business. Take top Cash Box prices for equipment. 65 pieces on locations. Five ball machines, 3-7648; Coiners, $10,000 to $15,000 will buy, P. O. BOX 4191, ALEXANDRIA, LA.

FOR SALE—Knockout $79.50; Bowling Alley $49.50; Buceaneer $49.50; Champion One Ball $49.50; College Daze $60; Control Tower $125; Dallas $45; Universal 5 Star $129.50; Flying Saucers $60.50; Four Horsemen $115; Gin Rummy $70; Harvest Time $49.50; Hayburner $195; Gino Hit & Run $80; Kings of Diamonds $60; Just 21 $39.50; Lady Robin Hood $29.50; 49 Majors $35; Oklahoma $60; Thing $39.50; Triple Action $29.50; $1.00 in Monies, MONROE COIN MACHINE EXCHANGE, 2423 PAVEY AVENUE, CLEVELAND, 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—Wild West $135; Cyclone $125; Control Tower $50; Madison Square Garden $95; Nifty 90; Rockettes $90; Punchy $90; Double Feature $85; Knockout $75; King Pin $75; Bowling Channel $85; Capitol $45; St. Louis $35; Utah $45. ROANOKE VENDING MACHINE EXCHANGE, INC. 118 W. WASHING- TON STREET, CHARLESTON, WEST VIRGINIA. Tel.: 3-4031.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
FOR SALE — Williams Hayburners $175; Williams Jaloys $175; Will-
isons Spark Plugs $195; Williams Sea Jockeys $220. Also late model 6 Gal. Pump, Shooting Gallery. WANT — Will buy Wurlitzer 1250; Seeburg 1000; Rockola Wurlitzer M100a; and AM Model C. BUSH DISTRIBUTING CO., 286 N.W. 29th STREET, MIAMI, FLA.

FOR SALE — Sacrifice — All Reconditioned: Photo Finish and Citations, $15; Quizer $75; Goalie $89.50; Supergold exhibit — Single or Multiple. VENDOR with base $124.50. J. ROSENFIELD COMPANY, 3220 OLIIVE ST., ST. LOUIS, MO. Tel: OLIve 2600.

FOR SALE — For Atlantic City $49.50; AM $249; 100¢ box $44.50; Dan Gun $34.50; BING-A-Roll $69; Double Header $24.50; Star Series $49.50; Hockey $19.50; League Bowler $104.50; United Two Player set, $164.50; June 21 $24.50; Play Politics pin-
game, new, $74.50; St. Louis $249.50; Self dispensing WIN DISTRIBUTING COMPANY, 1102 BROADWAY, ALBANY 4, N.Y.

FOR SALE — Five (3 year old) Scientific Pinball Tables complete with stands, price $25 each. Now on our floor. Make us an offer and take away, PLAY LAND, CHARLESTON, W. VA.

FOR SALE — New and used Bally Baseball Shuffle, write. Bally Champions and Champions, write. New Music Mite, surprising prices, write. R. Y. Schwartz, 1124 Box 21, $90.50; Campus $115 ea; Dreamy $107 ea. LAKE CITY AMUSEMENT CO., 4532 PAYNE AVE., CHICAGO 3, O. Tel: Henderson 1-7577.

FOR SALE — Bally’s Atlantic City $500; Payback. Latest balance C.O.D. FRENCH AMUSE-
MENT CO., 7624 N.E. 2nd Ave., MIAMI, FLA.

FOR SALE — Cony Island $390; A.B.C. $215; Spot Lights $425; At-
lanta $3?; Universal Printers $25; Universal Supers $60; Shuffle Alleys $150; Morgan, $99.50. Hand Coin Machine Co., 786 MIL-
WAUKEE AVE., CHICAGO 22, ILL. Tel.: CAN-6299.

FOR SALE — 1 Dale Gun $65; 1 Chi-

FOR SALE — Two brand new Winners (one ball free plays) at $279.50; like new used Winners $179.50. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVENUE, PORTLAND 5, OREGON. Tel: ATwater 7565.

FOR SALE — Can you afford 92¢ per week to get away from the ‘ (...) of all competition? For only 92¢ per week you can have a 40 word ad in this section plus a full free reissue of your ad in any succeeding edition of the ' (...) Box Card', '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).
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 retailer, "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price List\Wireless Wall Box" prices are the same as quoted on the market quotes 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 "Wireless Wall Box" prices, rather than show their last known quotations for such equipment so that the subscriber at least has the last known price as a work of reference. Prices do not necessarily be very great. Someone on the West Coast may feel a certain machine worth $50.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, assembly, demand, territory, and cost of equipment of combinations 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 other equipment of the same cost 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 used as follows: First price listed is lowest price of 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

Manufacturers and date of game's release listed. Code: (B) Bally; (GC) Chicago Gaming; (C) Coin-Ed; (G) Genco; (G) Gottlieb; (K) Keene; (U) United; (Wm) Williams.

| 2* Wall-O-Matic | 11.95 | 18.50 |
| 3* Wall-O-Matic | 14.00 | 20.50 |
| 1* 3-Way Wallc | 11.50 | 18.00 |
| 2* 3-Way Wallc | 12.00 | 19.50 |
| 3* 3-Way Wallc | 12.50 | 20.00 |

MILLS

| 6* De Ri Mi | 25.00 | 59.50 |
| 7* Per Mal | 40.00 | 75.00 |
| 8* Thoe Muc | 56.00 | 115.00 |

A M I

| 6* Hi-Boy (302) | 45.00 | 59.00 |
| 7* Single (201) | 99.50 | 99.00 |
| 8* Streamliner | 55.00 | 75.00 |
| 9* Top Flight | 25.00 | 55.00 |

A I R E O N

| 5* Super Deluxe | 46.00 | 60.00 |
| 6* Bander | 89.50 | 129.50 |
| 7* Headliner | 10.00 | 75.00 |
| 8* Norway | 115.00 | 190.00 |
| 9* Western | 165.00 | 250.00 |

L A N E O U S

| 4* Chicago Coin Hit | 100.00 | 150.00 |
| 5* Ristocrat | 65.00 | 75.00 |
| 6* Williams Music Mine | 90.00 | 145.00 |

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**SPOTS Nos. 14, 19, 22**

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1, 2 or 3 extra balls can be purchased after one or more of the first 5 balls have been played.

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Three, four or five in-line scoring... diagonal, vertical and horizontal.

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