

Let us help you MAKE MORE MONEY from your route

Our job, as Wurlitzer Distributors, is to help you make more money by *cutting operating costs and boosting earnings.*

This means trading in, for new Wurlitzer 1100s old phonographs that take in too little, cost too much to service.

By *modernizing* your route with new Wurlitzer 1100s you will increase your earnings in your best paying locations. Then, by moving in later models, *right down the line*, you will increase your profits from *every other location.*

This will cut your operating costs because:

2023 PLAYS ON THE
SAME RECORD AND IT'S STILL
GOING STRONG!

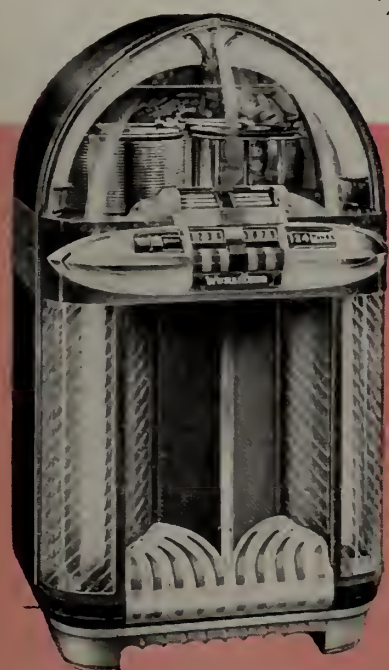


1
New Wurlitzer 1100s, with the famous Zenith Cobra Tone Arm and "Quick-As-A-Flash" replacement units, should mean in excess of \$300 saved in four years on record, needle and service costs, in addition to unprecedented earning power.

2
IT TOOK ONLY 1½ MINUTES
TO TAKE OUT THE AMPLIFIER
AND PUT IN A NEW ONE,
TAKING THE OLD ONE
BACK FOR SHOP CHECK-UP.



Later model phonographs in your secondary spots should take in more money and cost less to service than the old phonographs you traded in.



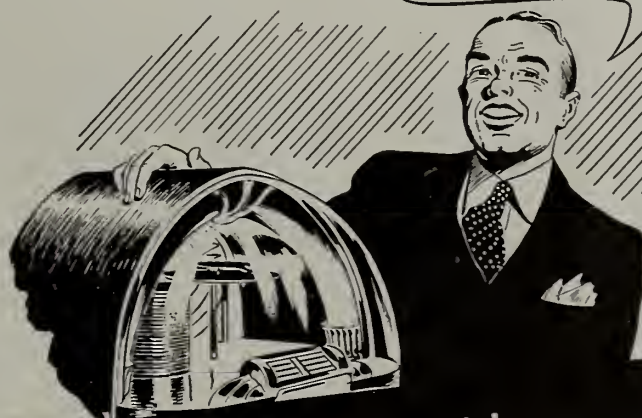
Model 1100

With new Wurlitzer 1100s you will protect your best locations, keep them safe from competition. You will provide your top spots with a phonograph that has never been approached for *quality of music—play promoting design—dependable performance.*

Thanks to the Zenith Cobra Tone Arm, records last up to ten times longer—can be played upwards of 2000 times with only 5% loss of fidelity—command top used record prices even after 2000 plays.

Let us help you work out a program that will make your route pay more money.

THIS NEW WURLITZER CERTAINLY
GETS A LOT MORE PLAY THAN
THE OLD PHONOGRAPH.



Let us Help You with
**GENEROUS TRADE-IN
ALLOWANCES**
on your old phonographs
**EASY TERMS ON
WURLITZER 1100s**

WURLITZER PHONOGRAPH DISTRIBUTORS

Alfred Sales, Inc.
881 Main St., Buffalo 3, N.Y.

Brandt Distributing Co., Inc.
1809-11 Olive St., St. Louis 3, Mo.

Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562-64 Harney St., Omaha 2, Neb.

Clark Distributing
415 Brannon St., San Francisco 7, Calif.
1854 S. Western Ave., Los Angeles 7, Calif.
906 Elliott Ave., W., Seattle 99, Wash.

Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
3300 Louisiana St., Houston, Texas
806 W. Main St., Oklahoma City, Okla.
901 E. Houston St., San Antonio, Texas

Cruze Distributing Co., Inc.
105 Virginio St., W., Charleston, West Va.
407 N. Central Ave., Knoxville 17, Tenn.

Eaton Distributing Co., Inc.
615 Tenth St., Des Moines 14, Iowa

F.A.B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.
304 Ivy St., N.E., Atlanta 3, Ga.
1628 Laurel St., Columbia, S.C.

G. & S. Distributing Co., Inc.
415 Fourth Ave., S., Nashville 4, Tenn.

Harvey Distributing Co., Inc.
521 St. Paul Place, Baltimore 2, Md.
823 W. Broad St., Richmond 20, Va.
620 W. Morehead St., Charlotte, N.C.

The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N.Y.

Illinois Simplex Distrib. Co.
831 S. Wabash Ave., Chicago 5, Ill.

Indiana Simplex Distributing, Inc.
2451 N. Meridian St., Indianapolis 8, Ind.

Paster Distributing Co., Inc.
2218 University Ave., St. Paul 4, Minn.
2606 W. Fond du Lac Ave., Milwaukee 6, Wis.

Parter Distributing Company
167 E. Jefferson St., Detroit, Mich.

Redd Distributing Co.
130 Lincoln St., Allston 34, Mass.

Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont. Can.
40 Powell St., Vancouver, B.C., Can.
853 Notre Dame St., W., Montreal, Que.

Smith & Fields Distributing Co.
136 N. Fifth St., Philadelphia 6, Penna.
420 N. Craig St., Pittsburgh 13, Penna.

Sutton Distributing Co.
650 S. First St., Louisville 2, Ky.

Sterling Service
Rocky Glen Park, Moosic, Penna.

Taran Distributing, Inc.
2820 N. W. Seventh Ave., Miami 37, Fla.
90 Riverside Ave., Jacksonville, Fla.

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

Wolf Sales Company
1932-4 Broadway, Denver 2, Colo.
626 W. Washington, Phoenix, Arizona
2401-5 E. Alameda, El Paso, Texas
276 W. First S., Salt Lake City, Utah

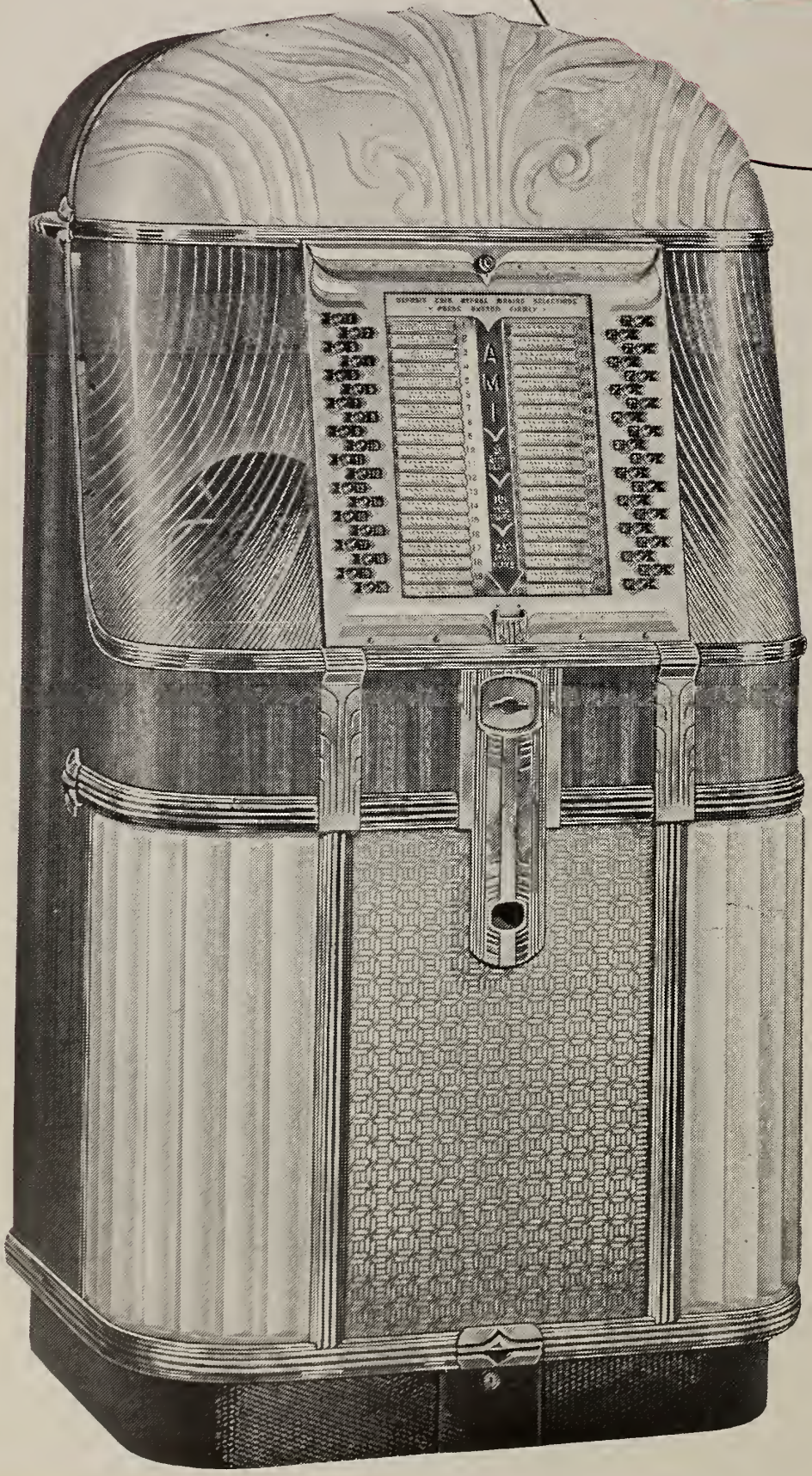
Young Distributing Co., Inc.
1257 W. Broad St., Columbus 8, Ohio
707-11 Sycamore St., Cincinnati 2, Ohio
2445 St. Clair Ave., Cleveland, Ohio

Young Distributing, Inc.
525 W. 43rd St., New York 18, N.Y.

here's



“B”



JUST
all new
OUT!

AMI's New Model "B"

DELIVERY NOW!

40 selections!

Plays both sides of 20 records.

smaller!

Only 64 x 33 x 24

more flash!

In flaming color, visibility of mechanism, more sensational than any phonograph.

quality!

Mahogany plywood cabinet; beautiful tone; precision mechanism; many new features for location and operator.

SEE YOUR AMI DISTRIBUTOR NOW!

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—
IT IS NOT SOLD ON NEWSSTANDS

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Dept. JOEL FRIEDMAN, Music Editor

G. BRUNER, Business Manager

G. BLOOM, Circulation

LEO SIMON, Los Angeles, Cal.

BERT MERRILL, St. Louis, Mo.

L. MILAZZO, Classified Advertising

O. S. SIBLEY, Art Director

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

IN THIS ISSUE

May 22, 1948

Vol. 9, No. 34

1 PLAY 10c . . . 5 PLAYS 25cPages 4 and 5

AUTOMATIC MUSIC SECTIONPage 6

NATION'S TOP TEN TUNESPage 7

RECORD REVIEWSPages 9 and 11

MANUFACTURERS' NEW EQUIPMENTPage 22

GENERAL COIN MACHINE SECTIONPage 23

CHICAGO CHATTERPage 36

EASTERN FLASHESPage 37

CALIFORNIA CLIPPINGSPage 38

PUBLISHED WEEKLY by The Cash Box Publishing Co., Inc., 381 Fourth Avenue, New York 16, N. Y., Telephone: MURRAY Hill 4-7797. Branch Offices: 32 West Randolph St., Chicago 1, Illinois, Telephone: DEARBORN 0045 and 1516 Crossroads of the World, Hollywood 28, California, Telephone: HOLLYWOOD 8163.

CONTENTS COMPLETELY COPYRIGHTED 1948. All rights reserved. No publication of any material contained herein is allowed without written permission from the publisher.

ADVERTISING RATES on request. All advertising closes Friday at 5 P. M. preceding week of issue.

SUBSCRIPTION RATE \$5 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines. \$48 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including oper-

ators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

THE C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

Talking It Over

IMPORTANT! THIS MAY BE YOUR LAST CHANCE! Word has leaked out that national emergency controls are already voted and that whatever price is now in effect for all merchandise and service businesses will, by emergency control declaration, be forced to remain in effect until the "emergency" is ended.

In short, if machines (of any type) are now charging 5c per play, this price will remain in effect until the "emergency" is ended. Machines charging 10c, and more per play, will remain at that figure.

This, it is stated, is an effort to beat inflation, as well as to start in action "emergency wartime controls" over all materials and business. Those ops who are only "thinking" about raising the price per play of their phonos to 1 play for 10c, 5 plays for 25c, should hesitate no longer.

And those ops who believe that they should raise the price per play of their pinballs, rolldowns, bowling alleys and similar amusement games, from 5c to 10c per play, have but little time now to make the necessary change.

Results of survey regarding just how many plays per record should become the "standard" for all disks show that most ops believe, that even with the use of a 4 ounce tone arm, the minimum should be 100 good, scratch free plays, and that the average should range around 150 to 200 plays per platter. Since the platteries want to know what ops consider a "good quality record"—the 150 to 200 play disk is the answer.

Results are everything. Talk can be theory, but, when actual location tests are made, and the results reported—theory becomes fact. One test on a 10c play pinball is very interesting to all the field. The op placed this 10c play game right smack up against a 5c play machine. Both operated at the same time. He also advised that only about 20 to 25 per cent of the players in this spot knew that they could be awarded for free plays. That means from 75 to 80 per cent play for amusement only. From Friday to Sunday (collection was early Monday) the 5c pinball took in \$12. The 10c play pinball took in \$17. That should answer skeptics of 10c pinball play.

The movie theatres are doing something about television. May 3 issue of *Life* tells how the Paramount Theatre, Times Square, New York, picked up a televised fight from across the river in Brooklyn and showed it on their full size screen. "This," as *Life* reports, "makes history." Big television sporting events have been cutting into theatre attendance, especially during the evening hours. But, the theatre magnates are doing something about it. This first attempt at reproducing full theatre screen size video broadcast may open the way for many such programs in all theatres and allow for showing big sporting and other important events right along with the movie being featured. The coinbiz, too, must continue to experiment. Those who have already started on combination television-juke box machines should be encouraged. One of these men may yet find the answer. Just as the movies seek the solution.

We've just received a very interesting report from a large Chicago arcade owner. He advises that he changed over the play on his "peek" machines from 25 feet of film for 5c to 100 feet of film for 25c. He tells that he lost about 8% play so far the first week. In short, instead of 100 plays at 5c bringing him in \$5; 92 plays at 25c have brought him \$23 from the same machine. "Of course," he says, "the players remain at the machine about 3 to 4 minutes longer. But," he also claims, "that's better than no people at the machines."

Bill Gersh

1 PLAY 10c . . .

More Music Ops Agree 25c Volume Report in This Case: Single Play at

NEW YORK—Never before has there been such instant and wide acclaim for the revival of 10c play on juke boxes (as well as on pinballs, rolldowns, bowling alleys and other amusement games in this category) as there has been in answer to the articles which have appeared in the past three issues of *The Cash Box*.

From near and far operators have been writing and phoning *The Cash Box* advising, "This is the answer."

In fact, some of them have even gone to the extent of writing to manufacturers asking that the manufacturers, too, come together to make this an immediate fact.

It is well known that the largest firms in the country are now interested in seeing 10c play revived. The very fact that just a few weeks ago the Philadelphia mint allowed a report to be broadcast that they were minting 2,000,000 dimes for the city of New York's changeover from 5c to 10c subway fare, has encouraged a great many to check the dimes in their pockets. And these people are surprised to learn that they are carrying more dimes among the loose change in their pockets than ever before.

This is only one reason why the dime has become the "King of Coins." The dime has superseded the nickel in popularity and in quantity. It has jumped to the forefront because everywhere in the nation merchants are now charging dimes for items which, formerly, were sold for nickels. This, along with the fact that the average man always carries the coin he needs for his transit fare, has pushed the dime to the forefront and, in such manner, that this industry, too, must now accept this coin as "king."

There have been questions as to why there should be 1 play for 10c and 5 plays for 25c in phonos. The reason is extremely simple. Volume play (constant play) for quarters, will boom take in any phonograph. Furthermore, volume, constant quarter play, encourages all players in the location and continues the phono action right thru the hours.

Another thing which is well known to every experienced juke box operator is that from among the average five plays chosen by any player, there will always be two or three duplications. In short, the average players always choose from two to three of the top ten current tunes. Therefore this duplication assures the operator more profit with less wear and tear on the top records he features.

At the same time, it answers any "cry" which may be raised by the storekeepers, or the public, as to "increased cost of play." There, for the very same quarter as formerly, the player is getting the same five plays he always received. A nickel per play. But, the juke box industry is now asking him to help it make this continuously possible by investing five nickels instead of one on a volume play basis.

In short, as the average man knows, one basket costs so much, but, by buying five baskets—he can get a price. This same is true of groceries, drugs and all types of merchandise used in everyday living. It comes as no "surprise" to the average player of juke boxes.

Why one play for 10c? Because the man who will

only insert one coin to obtain but one play will, just as well, insert one dime as one nickel. Furthermore, there is a definite psychological reaction to the use of but one play on any juke box. While the juke box is quiet, whatever number of people are gathered in the spot will talk at a certain pitched tonal volume. The moment a single coin is inserted in the juke box—this tonal pitch will go up—to meet the higher tone of the recording. After the record has played—there is absolute quiet in the place—or near absolute—for some minutes—until, once again, the tonal pitch is brought back to normal. Therefore, the playing of the single record has "disturbed" rather than "helped" create more play.

Operators, who are testing their phonos on 1 play for 10c and 5 plays for 25c, have already advised that reaction to this system has been "much better than was expected." One of these men (who asks that his name as yet be withheld) claims, "Didn't have a bit of trouble with my location owners. One or two were a little surprised. But, after we explained it, they stated, 'See no reason why the players should argue the point.' That's good enough for us."

"Frankly," he continued, "we expect the take to drop some for the first few weeks, but, it certainly can't drop any lower than it is. And, if we enjoy even a slight increase, it will definitely mean that this is the right method."

He also reports, "The very fact that the location owners didn't even give us an argument this time, proves that this is the answer. We know that when they see more cash, they'll help boom the play. They always have in the past, and they will in the future."

"Just as you state in your article, we sure don't blame them for not giving us cooperation as they should at this time. They aren't getting anything. Most of my spots average about \$5 per machine. The storekeeper should get \$10 and \$15 per week and even more, like he used to get. Then he's 100% for the juke box and not only starts off the play himself many times, but, he actually encourages everyone in the spot to listen to one tune or another he believes that they'll like."

"That 'The Cash Box' is 100% right goes without saying. We only hope that everyone of the nation's juke box ops will follow out what you have to say. This is the answer. With 10c play we're bound to go over and we'll be able to replace some of the old machines we now have and still make money."

An operator of juke boxes from Mankato, Minn., writes, "We wish to compliment you on the continued excellence of your editorials regarding higher music percentages. We, ourselves, know that in the face of rising replacement costs, higher labor costs and higher percentage divisions to the location owners, music operators cannot stay in business."

"Thru your continual plugging for more equitable percentages, a great deal of agitation and serious thinking has been started. When local operators, who have always divided 50-50, start carrying 'The Cash Box' around in their pockets, and begin approaching

5 PLAYS 25c

Play is Answer to Help Boost Take. 10c Will be Accepted by the Public.

us regarding percentage agreements, we know that your articles are doing good.

"In the fact of cut-throat competition on percentages, we know we can't last. However, some operators do not keep books efficiently. It takes a magazine of your sort to point out to them their mistakes. We thank you for doing just that and we hope to see more articles and editorials along those lines in the future."

From San Antonio, Tex., another well known operator writes, *"This is the copy of a letter which I am sending to the J. P. Seeburg Corp. Will write others from time to time. I believe other operators should write in also and make manufacturers see the point which I am trying to drive home."*

A copy of the letter follows: *"It is our firm belief that if all the manufacturers would get together and equip all music and pinball machines with 10c coin chutes that it would be the biggest boost that the industry could give to the operator."*

"He would and could buy new equipment. He would make money for himself and his locations and the 10c play would be accepted. The location will not 'scream' if he is going to make more money. The public 'will' for a while, but they will get used to it. The public will pay 10c for the privilege of playing the new machines (this must be driven home to the public). If they want to play the old machines they can do this for a nickel."

"It is not up to the operators. The 'big wheels' (the manufacturers) have to make the change and force the operators and the public to accept. They will. The price of gasoline goes up and the public does not refuse to buy. The producers set the price. The stations or distributors sell it at the set price."

"The coin chute on music machines should be 10c play, 3 for 25c. No nickel play. 10c play only on pinballs. If the locations want new machines, they would have to take 10c play machines. They will!!"

There is no reason why more of the letters received should be repeated here. Suffice it to say that operator after operator, thruout the nation, has changed his mind today and realizes that, as he needs more money to cover his higher overhead costs and the prices of new equipment, he must have more money from his machines.

He also realizes that to continue to cut down the location owner—he simply winds up with a spot where the man in charge is no longer interested in the machine. And no longer cares whether there are beer boxes piled on top of it or whether someone wants to play it.

The Cash Box, five years ago, drove hard at the trade to change its standard 50-50 commission basis to 70%-30%. (70% to the operator, 30% to the location owner). Those who have added on "front service money" to their machines, and who have also cut down on their commissions find that, as their service men walk in and leave a dollar or two on the counter for the storekeeper, that the storekeeper usually shoves this back at the boy with the trite state-

ment, *"Maybe you need this more than I do. And, anyway, get your machine the hell out of here. I can do pretty good with my television set and my radio."*

The answer, then, is to make the storekeeper more interested in the juke box. How can this be done? Simply by, once again, making the juke box an extremely profitable part of his business. And, when that's accomplished, he suddenly cooperates, shills, and does everything within his power to get more and still more play for the juke box, or the pinball, roll-down, bowling alley or whatever other 'amusement game' he may have in his place.

The answer, then, to earn the location more money and to, at the same time, earn the operator more money, is to change the price of the play, just as the price of all types of varied merchandise has changed (has gone UP) and the operator, too, must recognize that, during this highly inflationary era he must get more for what entertainment he offers to the public—just as the neighborhood movie theatre is getting a higher price than it ever did before.

The change to 1 play for 10c . . . 5 plays for 25c—is not drastic. It is simply the one and only method the operator has left to assure himself continuing on profitably in this business. The fact that sales have dropped to the lowest of low minimums is only due to the fact that the operator (who is, after all, the base on which the entire business is built) IS NOT MAKING ANY MONEY.

And, furthermore, that the average operator is going deeper and deeper "into the hole" of financial loss.

THIS MUST BE STOPPED. IT CAN BE STOPPED. 1 PLAY FOR 10c—5 PLAYS FOR 25c—WILL STOP IT.

With the operator once again earning profits—all up the line will profit. Distributors know that the problem today is to get the operator to earn profit. Manufacturers don't have to be told—they can check their own sales charts.

The answer for all, for everyone in this industry, is to get back of that one method which meets and beats the present inflationary era—and which will assure all a booming business once again.

This is not the time to "evade the issue." This is, surely, not the time to once again say, "Let someone else start it—maybe we'll follow."

Caution must be thrown to the winds. For this is the day of daring and venturesome leadership—the leadership of our forefathers—those men who made American industry great.

This is the day to pull heads out of sand. There are too many ostriches. And ostriches don't hide themselves by sticking their heads in sand.

Facts must be recognized for what they are. And these facts must be taken up—and cured—constructively.

If an operator can't "make out"—then someone must come along to show him "how to make out." And, so far, the very best answer is: 1 PLAY 10c—5 PLAYS 25c.

IT IS NOT SOLD ON THE NEWSSTANDS!

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

May 22, 1948



Ditty inspired by an old American custom got off to a flying start recently when Abe Olman, general manager of music publishers Robbins, Feist & Miller started conducting a nationwide promotion campaign thru the new medium of the penny arcade network, on one of the pubbery's top songs, "At a Sidewalk Penny Arcade". Initial reaction by music operators throughout the nation pointed to a potential coin winner for the pubbery. Look closely at the above photo and you'll be able to pick out the artists who have recorded the tune. Left to right: Art Mooney (MGM); The Pied Pipers (Capitol); Tony Pastor (Columbia); Sammy Kaye (RCA-Victor), and Guy Lombardo (Decca).

FEATURES

- ★ The Nation's Top Ten Juke Box Tunes
- ★ The Cash Box Record Reviews
- ★ Juke Box Regional Record Report
- ★ Round The Wax Circle
- ★ Hot In Harlem
- ★ The Broadway Beat

- ★ Rollin' 'Round Randolph
- ★ Folk and Western Record Reviews
- ★ The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
- ★ Hot On Chicago's South Side
- ★ The Cash Box Disc-Hits Box Score

The Nation's TOP TEN Juke Box Tunes



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

CODE

AL—Alladin	DN—Dana	RE—Regent
AP—Apollo	EX—Exclusive	SA—Savoy
AR—Aristocrat	KI—King	SD—Super Disc
BE—Beacon	MI—Miracle	SI—Signature
BU—Bullet	MA—Majestic	SP—Specialty
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	TO—Top
CO—Columbia	LO—London	TC—Twentieth Century
CS—Coast	MN—Manor	UN—Universal
CE—Celebrity	MO—Modern	VI—Victor
DA—Davis	MU—Musicraft	VT—Vitacoustic
DE—Decca	NA—National	
DEL—Deluxe	RA—Rainbow	

1

NOW IS THE HOUR

In second place last week, the sensational appeal of this ditty booms it into the top spot again.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
CM-7502—Jerry Wald O.
DE-24378—Bob Carroll
DE-24279—Bing Crosby
LO-110—Gracie Fields

MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

2

NATURE BOY

Rises from fourth place to occupy this featured spot. Whatta coin culler!

CA-15054—King Cole
CO-38210—Frank Sinatra
DE-24439—Dick Haymes
EX-36x—Herb Jeffries

ME-5134—John Laurenz
JE-2006—The Hollywoodaires
MU-567—Sarah Vaughan
RA-10070—Eddy Manson

3

YOU CAN'T BE TRUE, DEAR

Retains its hold on third place with ops reporting heavy play.

AP-1121—N. Emmett
CA-15077—The Sportsmen
CO-38211—The Marlin Sisters
DE-24439—Dick Haymes
CN-1009—Whistling Jitterettes
MU-558—Russ Brooks
GR-2009—M. Wilson

AS-145—Fred Sayles
BU-1032—R. Deauville
LO-202—Vera Lynn
DEL-1171—Ziggy Lane
RO-128—Ken Griffin
VI-25-1117—Will Glahe

4

SABRE DANCE

Drops from first place to nab the fourth spot this week. Still kicking up a storm.

CO-38102—Woody Herman O.
DE-24388—Victor Young O.
DE-24427—The Andrews Sisters
MG-30048—Macklin Marrow

SI-15180—Ray Bloch O.
RE-111—Don Henry Trio
VI-20-2721—Freddy Martin O.

5

LITTLE WHITE LIES

In eighth place a week ago—into the fifth spot here. Every disk a winner.

CO-38114—Dinah Shore
DE-24280—Dick Haymes

6

THE DICKEY BIRD SONG

Rises from the bottom of the heap to latch onto sixth place and a slew of coin play.

CO-38085—Jerry Wayne
DE-24301—Larry Clinton O.
MA-1234—George Olsen O.

MG-10138—Blue Barron O.
VI-20-2617—Freddy Martin O.

7

TOOLIE OOLIE DOOLIE

Drops two spots this week, altho play continues to ride hot and heavy.

CA-15059—The Sportsmen
CN-1223—Vaughn Horton
DN-2015—Dana Serenaders
DE-24380—Andrews Sisters

FL-5005—Alpine Belles
LO-201—Johnny Dennis
SP-5505—Larkin Sisters
ST-1013—Dick Hayman
VI-25-1114—Henri Rene O.

8

BABY FACE

Continues on its merry way making coin for music ops throughout the land. In seventh place last week—into the eighth spot here.

AP-1114—Phillie All Stars
CO-30014—Jerry Wayne
DE-25356—Henri King O.
KR-216—Uptown String Band
ME-2120—Aqua String Band

MG-10156—Art Mooney O.
ST-294—Hum & Strum
TO-294—Benny Strong O.
PA-1105—Ferdo String Band
UN-627—Milt Scott O.
VI-22879—Sammy Kaye O.

9

BECAUSE

Falls down to the ninth spot this week, altho ops report the song still receiving wide play.

AP-1068—Hal Winters
VI-20-2653—Perry Como

10

ST. LOUIS BLUES MARCH

In the tenth spot again. A steady coin culler if there ever was one.

VI-20-2722—Tex Beneke O.

THIS WEEK'S RCA VICTOR RELEASE

TONY MARTIN

with Earle Hagen and his Orch.

It's You or No One

With his new pic "Casbah" going great guns, Tony's appeal is soaring!

It's Magic

Gay lilt in slight beguine tempo.

RCA Victor 20-2862



SPIKE JONES

and his City Slickers

William Tell Overture

Spike's famous radio Beetlebaum gag rips this standard classic to shreds.

The Man on the Flying Trapeze

Vocal by Doodles Weaver

RCA Victor 20-2861



HENRI RENÉ

and his Orchestra play—

"Wonder Waltzes By Waldteufel"

Album S-54

Violets and The Sirens

RCA Victor 25-0107

Espana and Charming

RCA Victor 25-0108

Dolores and Estudiantina

RCA Victor 25-0109

RAY MCKINLEY

Put 'Em In a Box, Tie 'Em With a Ribbon

(And Throw 'Em in the Deep Blue Sea)

Catchy waxing from the film "Romance in High C." Ray's vocal.

You Can't Run Away From Love

Slow, smooth ballad from the 20th Century-Fox pic "Daisy Kenyon." Vocal by Marcy Lutes.

RCA Victor 20-2873



LARRY GREEN

Little Girl

Don Grady and Trio on the vocal.

Just Cancel My Dream

Vocal by the Trio.

RCA Victor 20-2813



The Skaters and Golden Rain

RCA Victor 25-0110

WATCH THESE "CLIMBERS"!

VAUGHN MONROE

Blue Shadows on the Trail

RCA Victor 20-2785

LOUIS PRIMA

Betty Blue

RCA Victor 20-2763

ROSALIE ALLEN

AND BILLY WILLIAMS

with The Black River Riders

He Lived in Texas

(And She Lived in Arkansas)

Whoa Sailor

RCA Victor 20-2853



DELTA RHYTHM BOYS

Never Underestimate the Power of A Woman and You're Mine, You!

RCA Victor 20-2855



WASHBOARD SAM

and his Washbaard Band

She's Just My Size and Fool About That Woman

RCA Victor 20-2856



ROY ROGERS and SONS OF THE PIONEERS

Blue Shadows on the Trail

RCA Victor 20-2780

PEE WEE KING Oh! Mo'nah

RCA Victor 20-2841

REINA'S ORCHESTRA

Sicilian Tartantella

RCA Victor 25-0043

ALL-TIME HITS RE-ISSUED!

THE GEORGIA CRACKERS

Rats In My Closet

and

A Dollar Down

(And A Dime A Day)

RCA Victor 20-2854



LATEST INTERNATIONAL HITS!

SIX FAT DUTCHMEN

Tuba Polka and Kristiana Waltz

RCA Victor 25-1118

JOHNNY VADNAL and his Orch.

Juke Box Polka and Carousel Waltz

RCA Victor 25-1115

ALBERTO SOCARRAS

his Magic Flute and his Orch.

Harlem Rumba and Maria Elena

RCA Victor 26-9033

CZECHOSLOVAKIAN

JERRY POBUDA and his Orch.

Request Polka (Až Si Dam Sala Hrát—Palka)
Vocals by Jerry and Laddie Pabuda

Fortune in Song (Šťesti V Písni—Valčík)
Vocals by Ann Hridel and J. Pobuda

RCA Victor 25-2057

GLENN MILLER

Serenade in Blue

RCA Victor 20-2889

RAY NOBLE

Turkish Delight

RCA Victor 20-2880

A SURE HIT! VAUGHN MONROE

It's the Sentimental Thing To Do

RCA Victor 20-2748

THE STARS WHO MAKE THE HITS ARE ON



THE CASH BOX

Record Reviews

"Swing Low, Sweet Clarinet" (2:56)
"Who But You" (2:51)

MARK WARNOW ORCH.
(Coast 8047)

● Pair of sides ops might look into are these by the Mark Warnow ork, featuring thrush Marion Morgan. Titled "Swing Low, Sweet Clarinet" and "Who But You," the wax shows as stuff that might come in for some heavy play. Top deck has Marion chirping in soft delicate manner that shines brilliantly. Ditty is one that is currently receiving wide attention—especially so in the jazz purist circles. Flip is on the romantic side, with the thrush displaying her tonsils in excellent manner. Altho both sides wont stop traffic, they make for pleasant listening.

"If I Were You" (2:46)
"Confess" (3:00)

JIMMY DORSEY ORCH.
(MGM 10194)

● Sparkling music from the forthcoming MGM flicker "On An Island With You," with maestro Jimmy Dorsey twirling the baton. Wax, tagged "If I Were You" shows adequately, with piper Bill Lawrence and The Skylarks in the vocal spotlight. Bill purrs the soft, plush wordage in top notch manner behind a Latin beat furnished by Jimmy and the boys. Ditty makes for pleasant listening and is suited to the dance and listener crowd alike. On the backside with the widely flacked "Confess," chirp Carol Scott joins with Bill and the vocal combo to render the mellow wordage offered here. Carol picks up the slow beat to spike the cookie for the dance crowd. Jimmy's long standing fans may go for the pair. Ops that have the spots should take a look-see in this direction.

"On The Little Village Green" (3:00)
"Jalousie" (2:58)

CLARK DENNIS
(Capitol 15075)

● Pair of fashionable sides by balladeer Clark Dennis spill here with the theme of "On The Little Village Green" and "Jalousie" showing as potential coin winners. Top deck is the more delightful of the two, with Clark pitching his strong pipes in expressions that score. Wax moves along at a light pace and leaves room for Clark to display his vocal wares in mellow mood. Flip is the long-standing favorite "Jalousie" with the piper spooning the magic wordage in top notch fashion. Both sides won't create a storm, but should meet with fair approval for fair phono play.

"It's Magic" (3:02)
"Spring In December" (2:56)

GORDON MacRAE
(Capitol 15072)

● Plug tune from the forthcoming Warner Brothers flicker "Romance On The High Seas" and piper Gordon MacRae on deck for the vocal magic of "It's Magic." Natch, the song itself is one that is bound to become a featured item on ops' phonos. Gordon's rendition adds to its coin culling potential all the more. Flip is a ditty that has kicked around a bit, with Gordon turning in another brilliant performance. The kid's pipes make for melodic listening pleasure. His wide gathering bevy of fans are sure to go for this pair in a big way. Ops take note.

"On An Island With You" (2:42)
"Put 'Em In A Box—Tie 'Em With a Ribbon"

HAL McINTYRE ORCH.
(MGM 10193)

● Light, delightful patterns provided by maestro Hal McIntyre and his crew and the soft, splendid refrain of "On An Island With You" spill here, and show as wax that might come in for some heavy coin play. Long missing from the phonos

DISK O'THE WEEK

"You Were Only Fooling" (3:01)
"It's Easy When You Know How" (2:54)

BLUE BARRON ORCH.
(MGM 10185)



BLUE BARRON

● Sure to score with phono fans throughout the land is this latest dinking by the Blue Barron ork. It's the plush, soft and delicate air of "You Were Only Fooling" coupled with the dreamy atmosphere that the Barron boys give with that label this piece tops. With balladeer Clyde Burke and the Blue Notes in the vocal spotlight to offer the pleasant wordage, the deck fairly reeks of the buffalo heads sure to come. Clyde's vocal interpretation of this romantic ballad is superb. His velvet tonsils purr the affectionate lyrics in smooth styling throughout the waxing. Orchestral backing by Blue and the crew rates a salute—it's that good. Waxing is offered in dreamy, lilting manner sure to win wide approval—especially so from the moon-struck kiddies. Backing is a piece that has kicked around a bit, with Clyde and the vocal combo delivering another mellow performance. Latin beat in the background offers a kick for the hip-swivelers. "You Were Only Fooling" won't fool in the phono—it's a nickel nabber if there ever was one.

as a name attraction, McIntyre might have the means to boost his fame again via this piece. Balladeer Frankie Lester in the vocal spotlight, spooning the velvet wordage of this piece. Wax is from the forthcoming MGM flicker of the same name, and as such might come in for some heavy flack. On the backside with more picture music, piper Johnny Turnbull wails the pleasant refrain to "Put 'Em In A Box—Tie 'Em With A Ribbon," from the "Romance On The High Seas" film. Performance here is favorable as it stands, with Hal's boys spiking the cookie all the way. Both sides rate your listening time.

"Steppin' Out With My Baby" (2:52)
"I Bring You Spring" (2:53)

JOHNNIE JOHNSTON
(MGM 10191)

● More music from the highly publicized "Easter Parade" film, with song spinner Johnny Johnston purring the melodic "Steppin' Out With My Baby." Song is one that will sell itself—Johnnie's rendition here adds to its laurels

FIGURES SHOWN FOLLOWING SONG
TITLES, INDICATE PLAYING TIME
OF RECORD.

all the more. Pleasant, soft spoken wordage, coupled with the musical charm that maestro Sonny Burke offers shines the platter's winning potential. On the backing with some music tailor made for the moon-in-June kids, Johnnie offers "I Bring You Spring" in dulcet tones that satisfy. Vocal flavor is added by The Crew Chiefs throughout the entire platter. Wax rates ops whirling time.

"I'm Gonna See A Lot Of You" (2:46)
"Don't Blame Me" (2:54)

BETTY GARRETT
(MGM 10180)

● Pair of sides for ops to latch onto are these offered in pleasant styling by chirp Betty Garrett. Titled, "I'm Gonna See A Lot Of You," Betty gives off with her fond novelty antics to set the stage for possible coin play. Her heavy tonsils gild the deck and make you stop and listen. Ditty is from the MGM flicker "Big City" and should get some nice ballyhoo. Backing is the ever-lovin' "Don't Blame Me," from the same flicker as the top deck. Currently on a big push, this rendition might shine for a slew of buffalo once the pic breaks. Gal chirps straight, with orchestral backing by the Harold Mooney ork rounding out the side

"Poinciana" (2:45)

"I Went Down To Virginia" (3:01)

ALAN DALE
(Signature 15184)

● Vocal flavoring this kid gives with makes you sit up and take notice! It's piper Alan Dale, with the big, gorgeous voice warbling the plaintive oldie "Poinciana." Wax went like sixty quite some time ago—Alan's rendition here might well boom it to the forefront once again. On the flip with a light novelty piece Alan offers the mellow metro to "I Went Down To Virginia." Ditty is light and bounces along at a nice pace making it suitable for the dance and listener crowd alike. Alan's wide growing flock of fans are sure to go for this duo—especially the top deck.

"Nature Boy" (2:56)
"These Foolish Things" (2:51)

JOHN LAURENZ
(Mercury 5134)

● Undoubtedly one of the better versions of this current smash song to date is this rendition, by John Laurenz, of "Nature Boy." Utilizing a beautiful string background behind him, John pitches pipes in smooth, soft relaxed manner to set the stage for a ton of coin play. Delicate wordage of the ditty is much more enhanced by John's tender pipes. Delivery of the song is warm and vibrant and makes one marvel at the simplicity that John offers. On the backing with a standard, John turns in another first rate performance with "These Foolish Things." It's the top deck to look for—then spin!

"Hearts Win, You Lose" (2:36)
"In The Shade Of The Old Apple Tree" (2:48)

BRUCE HAYES
(DeLuxe 1175)

● Plaintive oldie beckoning coin in a real big way is this bit by piper Bruce Hayes. Its the nostalgic refrain of "Hearts Win, You Lose," a ditty that scored like mad years ago. Bruce's rendition here should boom it all the more today. Definitely meat for ops with tavern locations, Bruce gives off with a ton of fond refrain, sparkling behind some lush ivory tinkling. Waxing waves soft and slow throughout with the balladeer's mellow tonsils ringing true all the way. Flip is offered in typical back room style with the "In The Shade Of The Old Apple Tree" showing as a piece loaded with coin culling potential. "Hearts Win, You Lose" is the side to ride with—climb on the bandwagon.



ROUND THE WAX CIRCLE

by Byrde Gore

Loads of hullabaloo supposedly imposed on a capella disks by the AFM drew tall talk in music circles this past week. To date not one artist we know of has received official word from the AFM to restrain from "any" kind of recording activity. Vocal artists and diskers view the situation with a wry smile, believing that the union would not get the cooperation of those card-carrying singers. And if they did, there remains thousands of vocalists and choirs who are not members of the union to carry on recording. Seems as if the record business will last—eh?

* * *

Bob Thiele, prexy of Signature Records, announced the appointment of Major Record Distributors, New York, as the new metropolitan New York and northern New Jersey distributors for their label this past week. Modern Music Sales Co., headed by Nat Cohn formerly handled the line. . . . The slew of guys and gals in from Chicago. Can it be that the boys can't stand seeing their Chicago baseball clubs losing so often? . . . Chuck Aron, Aristocrat Records major domo planed in, along with Dick Bradley of Tower Records, Lee Egalnick of Miracle and Jack "How Soon" Owens of Breakfast Club fame. . . .

* * *

Jimmy & Mildred Mulcay's MGM dishing of "When Veronica Plays The Harmonica" catching a ton of coin on the West Coast, with Eastern music ops pegging the piece for a coin bonanza. . . . Lunched with Paul Gayton, DeLuxe Records star, and "Mike" Waldman, flack chief for that firm. Quite a guy—and gal. Paul is set for an Apollo Theatre date, opening Friday, May 21. His dishing of "True" and "Hey Little Girl" continue to rake in jitney for music ops throughout the nation. . . . More congrats to MGM super-duper salesman George Scalis, who done did it this past week. . . . Loads of guys and gals prepping for Boyd Raeburn's Hotel Commodore opening, May 18. . . .

* * *

Minneapolis music ops were really entertained during their convention recently, having the Stan Kenton ork, cnrrp June Christy and Nat "Nature Boy" Cole on hand. . . . Manor Records clicking again like sixty with two Savannah Churchill disks running wild. "Time Out For Tears" and "I Want To Cry" . . . and speaking of Manor, we wonder why some enterprising agent doesn't latch onto the harmony The Four Notes spill. . . . Ted Steele, veteran arranger, pianist, singer and disk jockey adds another feather in his cap with the widely hailed "Schoene Maedel" on Saks Records. . . . With only an acetate to work from, 7000 records have been sold in New York and New Jersey—in less than one week. . . . Mmmmm, can't wait till I hear Benny Goodman and his sextet at the Click Club, Philadelphia, May 24. . . . RKO Studios paid the unprecedented sum of \$10,000 for the motion picture rights to "Nature Boy." Ditty will be the theme of their flicker "The Boy With The Green Hair"—lyrics will not be used. . . .

* * *

Something for other music ops associations and disk jockeys to think about: The wonderful work and cooperation of Washington, D. C., jockey Eddie Gallaher, WTOP, CBS and the Music Guild of Washington . . . and speaking of jockey's . . . whatta show Paul Brenner, Jack Eigen, Bea Wayne and Andre Baruch have at the Strand Theatre, New York . . . Memo to all in the music biz: *The Cash Box* will be at the big NAMM Show in Chicago . . . see page 19. . . . Perry Como running hot 'n heavy with three big ones. . . . "Because," "Laroo Laroo Lilli Bolero" and "Haunted Heart." . . . Hal Tunis, WAAT breaking it up with his "You'll Always Be My Sweetheart" contest . . . wha hopeen to Red Benson? . . .



THE NEW VOICE

JOHN LAURENZ
Sings
'NATURE BOY'

WITH A MAGNIFICENT ORCHESTRAL BACKGROUND IN SYMPHONIC STYLE
backed by
"THESE FOOLISH THINGS"
5134

MERCURY RECORDS

Listen TO MY BOY JOHN, HE'S TERRIFIC

THE CASH BOX**Record Reviews****"Foolin'" (2:49)****"Do Me A Favor" (2:52)**FRANCIS CRAIG ORCH.
(Bullet 1013)

● Ivory thumper Francis Craig with another pair that beckon coin play in a big way. Bob Lamm shines brightly in the vocal spotlight again to offer the winning wordage to "Foolin'" and "Do Me A Favor." Disking is pleasant, and is spiked loads by Bob's fair vocal spot and more so by Craig's fond '88 beat. Ops know the success story behind this boy. Both sides weave around the title throughout and may find favor with music ops.

"Words Can't Explain" (2:48)**"Strictly On The Safety Side" (2:56)**THE RED CAPS
Beacon 4120)

● Sure to click with music ops—and click in a big way is this bit by The Red Caps. Titled "Word's Can't Explain," the combo display their top notch harmony on this soulful piece in fine manner. Stuff is soothing and relaxing and makes for pleasant listening throughout. On the romantic side, the wax should go over big with the moon-in-June kids. Flip is another comer for the group, wailing the brilliant wordage in excellent styling all thru. Both sides of this platter definitely rate your listening time.

"Takin' Miss Mary To The Ball" (2:56)**"The Flower Seller" (2:59)**JACK SMITH
(Capitol 15073)

● Pair of sides which ops might take a liking to are these offered in fair fashion by balladeer Jack Smith. Titled "Takin' Miss Mary To The Ball" and "The Flower Seller," both sides shape up as pieces that can be used as excellent filler material. Music ops should know Jack's pipes well—he's scored on many a ditty in the past. Both sides are offered in light fashion, highly suitable for those quiet and more sedate dinner spots. Ops that have a call for this brand would do well to get next to this duo.

"Better Luck Next Time" (3:00)**"Steppin' Out With My Baby" (2:50)**DINAH SHORE
(Columbia 38191)

● Make no mistake about this one! Sure to be among the many featured renditions on this top plug score from the Irving Berlin pic "Easter Parade" is Dinah Shore's spot on "Better Luck Next Time" and "Steppin' Out With My Baby." Both songs, currently getting heavy plugging will meet with wide approval, especially so by that huge throng of Dinah's fans. Orchestral flavor is added by the great Sonny Burke ork all the way. Both sides of this cookie are loaded with appeal—don't miss 'em.

"Schoene Maedel" (2:47)**"Don't Ever Leave Me Again" (2:50)**TED STEELE
(Saks 5012)

● Powerfully laden with the stuff that makes for coin winners is this bit by Ted Steele, titled "Schoene Maedel." Ted's soothing and charming voice hypos this beautiful piece immensely, adding to its winning ways. Wax is full of romance and the like with the beautiful wordage flowing free an easy throughout the disk. Flip is another feather in Steele's cap and another first rate performance. It's the top deck that we go for. "Schoene Maedel" rates your avid listening attention.

SLEEPER OF THE WEEK**"Donna Bella" (2:41)****"It's Magic" (2:51)**BUDDY KAYE QUINTET WITH
ARTIE MALVIN
(MGM 10187)

BUDDY KAYE

● Wait'll this bit makes the rounds! One of the better things we've heard in oh so long—that's the wax story here. It's the Buddy Kaye Quintet with piper Artie Malvin on deck for the nostalgic refrain of "Donna Bella." Waxing moves in vibrant fashion throughout, with Artie's fond pipes offering a ton of sparkling vocal magic. Artie's vocal spot is the highlight of the deck—the refrain that echoes here is lined with plush velvet that draws the listener back to the phono time and again. Set in radiant manner, the simple and yet fragrant wordage makes for delightful moments of listening pleasure. On the flip with the plug tune from the highly publicized flicker "Romance On The High Seas," Buddy and the boys, and Artie of course offer the nostalgic "It's Magic." Vocal flavor shown here by Malvin adds to the pipers' crowning glory all the more. "Donna Bella" is sure to ring the bell on your phonos. Latch on!

"The Wedding Song" (2:56)**"Pedro Piper" (2:50)**IRVING FIELDS
(Victor 26-9035)

● Ops are bound to reap harvest with this one! It's the sure-fire piano magic of Irving Fields spun to a ditty that is a cinch to clinch with phono fans everywhere. Adapted from the beautiful lullaby "Raisins & Almonds," Irving shows with a set of fresh lyrics to tag it "The Wedding Song." Thrush Betty Harris grabs the vocal spotlight and comes thru with a sensational performance. The gal's pipes offer more depth and feeling than we've heard in many a moon. Her sincere rendition of this thing is nothing short of terrific. Add to that the light Latin rythm that Fields blends with and you've got a first-rate platter. Flip shows as adequate filler material with Fields basking in the limelight. "The Wedding Song" is the one to ride with—but pronto.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"Mother Never Told Me" (2:50)**"You're Over The Hill" (2:35)**ARTHUR GODFREY
(Columbia 38195)

● The magic power of Arthur Godfrey, and another pair that seem well loaded with possibilities. Wax, titled "Mother Never Told Me" and "You're Over The Hill," offers Godfrey in top notch novelty manner. Top deck parrots the title throughout, with Godfrey ad libbing the cute wordage in excellent fashion. Deep nasal tones of Godfrey are pleasant, with the ork backing by Archie Bleyer spiking the platter all the more. Flip is more mellow music with Godfrey displaying his versatile talents in grade A styling. Ops take it from here.

"When Veronica Plays The Harmonica" (2:43)**"Woody Wood Pecker" (3:02)**KAY KYSER ORCH.
(Columbia 38197)

● Ops will reap harvest with this one! Definitely one of the better items that maestro Kay Kyser has waxed in many a moon, this piece should boom the famed orkster into the phono spotlight once again. Wax, titled "When Veronica Plays The Harmonica" makes for excellent listening pleasure as its faint and quaint melody weaves in bright fashion. On the novelty vein, and done up in the top notch Kyser manner, the platter is one that should grab a slew of coin. Flip is another novelty bit, with Gloria Wood chirping the lyrics again. Grab the title and you've got the bill of fare on this deck. Ops should get next to the top deck—by all means.

"Better Luck Next Time" (2:46)**"Rambling Rose" (2:35)**GEORGE PAXTON ORCH.
(MGM 10192)

● More glory for the George Paxton ork with this disk from the Irving Berlin film "Easter Parade." It's the musical setting of "Better Luck Next Time," with balladeer Dick Merrick on deck, that will cause all the excitement. Dick's pipes weave an air of sweet, light melody throughout the piece, which is highly fashioned by the Paxton's fine arrangement. Ditty is catchy and makes for mellow listening pleasure. On the flip with more light stuff, Dick comes back again for the refrain of "Rambling Rose." Stuff moves along at an attractive pace with a vocal combo flavoring the wax. Cookie deserves ops listening time.

"If I Live To Be A Hundred" (2:26)**"Your Heart And Mine" (2:28)**BOB HANNON
(Apollo 1097)

● Pair of sides currently kicking up a bit of a storm are these rendered in effective fashion by piper Bob Hannon. Top deck gets all the billing with Bob spooning the pleasant lyrics in fair fashion. Stuff is suited for those ops catering to tavern locations. Flip is a repeat of the top deck, with Bob displaying his tender pipes excellently throughout. Instrumental backing by the Roy Ross Quintet spikes the cookie all the way, adding to its coin culling potential. "If I Live To Be A Hundred" is the side that may win wide approval. Wax rates an earful.

BEST BET for the BOXES

"TELL ME A STORY"

recorded by

SAMMY KAYE

and his Orchestra on

RCA Victor 20-2761

Published by

LAUREL MUSIC CO.
1619 BROADWAY · NEW YORK



Awarded
for the
Best Record
of 1947

VITA *coustic*

MEANS

"LIVING SOUND"

**WNEW Airs Feature Show
On "Nature Boy"**

NEW YORK—Radio Station WNEW did the first half hour documentary program ever produced on a current popular song last week. The song featured was the number one smash hit of the country, "Nature Boy." Stars appearing on the show were orchestra leader Stan Kenton, interviewing the song's discoverer, Nat (King) Cole, and Frank De Vol (who supplied the background music on the record) interviewing the composer, "Yogi" Eden Ahbez.

"Nature Boy" was spun four times during the show, and in addition to that actor Canada Lee did a dramatic recitation of the song's beautiful lyrics. WNEW's disk jockey, Jerry Marshall, introduced the recording to the New York area for the first time March 22nd.

**Savoy Announces Use of
New Biscuit Formula**

NEWARK—Herman Lubinsky, president of Savoy Records, Inc., this city, announced the use of a new formula which does not contain any shellac nor any imported material whatsoever.

In a recent statement, the firm declared that material laboratory tests proved over 100% less surface noise and more actual wearing play with the use of this new process.

The record is reported to have been greatly improved in appearance with a greater gloss and shine to it. Savoy disclosed that they will gladly license and supply this material to competitive manufacturers as soon as they get in full production for their own use.

It was learned that Savoy will conduct further tests with music machine operators in the very near future.

CHERIO MUSIC says . . .

**Up Your Take With
"ROSALINDA"**

Recorded By

DICK THOMAS.....Decca 46114
RED BENSONRainbow 10033
AL STUARTEmbassy 1005-P
RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By

DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELKDecca 24197
TOMMY TUCKERColumbia
HARMONAIRESEmbassy 1001
THE HAPPY GANG
Vic (Can.) 56-0022

Coming Up

"GIN RUMMY POLKA"

Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

SID PASTNER

Formerly Sales Manager
David Rosen, Inc.

Announces

The Opening of

PASCO DISTRIBUTORS

310 E. Thompson St., Philadelphia
Phone: NE 4-7269

RECORD MFRS.!

Let Sid hear from you. He can do a real job for you thru Eastern Penna., South Jersey and Delaware

IMPORTED
LONDON RECORDS
FULL RANGE RECORDING

VERA LYNN

"THE FLOWER SELLER"

"FAREWELL TO ARMS"

Bob Farnon and his orchestra

NO 199

List Price 75c plus tax

DENNY DENNIS

"I'D GIVE A MILLION TOMORROWS"

"NEED I SAY"

with the Song Pedlars and rhythm accomp.

NO. 214

List Price 75c plus tax

IMPORTED
LONDON RECORDS
FULL RANGE RECORDING

At the N.A.M.M. Convention, Booth No. 1 or Room 681
THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MAY 22, 1948

New York

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. LAROO LAROO LILLI BOLERO (Perry Como)
4. NOW IS THE HOUR (Bing Crosby)
5. HAUNTED HEART (Perry Como)
6. THE DICKEY BIRD SONG (Freddy Martin)
7. SABRE DANCE (Woody Herman)
8. LITTLE WHITE LIES (Dick Haymes)
9. MY HAPPINESS (Jon & Sondra Steele)
10. TOOLIE OOLIE DOOLIE (Vaughn Horton)

Philadelphia, Pa.

1. NATURE BOY (King Cole)
2. TIME OUT FOR TEARS (Savannah Churchill)
3. JUST BECAUSE (Frank Yankovic)
4. NOW IS THE HOUR (Gracie Fields)
5. WE JUST COULDN'T SAY GOODBYE (Sammy Kaye)
6. MY HAPPINESS (Jon & Sondra Steele)
7. I'LL MAKE UP FOR EVERYTHING (Frank Sinatra)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. LITTLE WHITE LIES (Dick Haymes)
10. WHO PUT THAT DREAM IN YOUR EYE (Chuck Foster)

Brodhead, Wisc.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Andrews Sisters)
3. BABY FACE (Art Mooney)
4. JUST BECAUSE (Eddy Howard)
5. HAUNTED HEART (Bing Crosby)
6. THOUGHTLESS (Buddy Kaye)
7. LITTLE WHITE LIES (Dick Haymes)
8. LAROO LAROO LILLI BOLERO (Bing Crosby)
9. NATURE BOY (King Cole)
10. I WISH I KNEW THE NAME (Mills Bros.)

Oakland, Calif.

1. TOOLIE OOLIE DOOLIE (Andrews Sisters)
2. SABRE DANCE (Woody Herman)
3. NOW IS THE HOUR (Margaret Whiting)
4. FOUR LEAF CLOVER (Art Mooney)
5. BEG YOUR PARDON (Frankie Carle)
6. BABY FACE (Art Mooney)
7. MANANA (Peggy Lee)
8. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
9. HAUNTED HEART (Jo Stafford)
10. SHINE (Frankie Laine)

Raleigh, N. C.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. BECAUSE (Perry Como)
4. TOOLIE OOLIE DOOLIE (Vaughn Horton)
5. MY HAPPINESS (Jon & Sondra Steele)
6. NOW IS THE HOUR (Gracie Fields)
7. JUST NAIVE (Denny Dennis)
8. HAUNTED HEART (Perry Como)
9. THE DICKEY BIRD SONG (Freddy Martin)
10. ST. LOUIS BLUES MARCH (Tex Beneke)

Lansing, Mich.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. THE DICKEY BIRD SONG (Freddy Martin)
3. NATURE BOY (King Cole)
4. SHINE (Frankie Laine)
5. THAT AIN'T RIGHT (Frankie Laine)
6. TERESA (Vic Damone)
7. NOW IS THE HOUR (Margaret Whiting)
8. HAUNTED HEART (Perry Como)
9. ST. LOUIS BLUES MARCH (Tex Beneke)
10. LAROO LAROO LILLI BOLERO (Peggy Lee)

Chicago

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. LITTLE WHITE LIES (Dick Haymes)
4. LAROO LAROO LILLI BOLERO (Peggy Lee)
5. SABRE DANCE (Woody Herman)
6. BECAUSE (Perry Como)
7. BABY FACE (Art Mooney)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. THAT AIN'T RIGHT (Frankie Laine)
10. HAUNTED HEART (Perry Como)

Cleveland, O.

1. LITTLE WHITE LIES (Dick Haymes)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. TOOLIE OOLIE DOOLIE (Vaughn Horton)
4. NATURE BOY (King Cole)
5. BECAUSE (Perry Como)
6. EBONY RHAPSODY (Rosetta Howard)
7. MY HAPPINESS (Jon & Sondra Steele)
8. MANANA (Peggy Lee)
9. SABRE DANCE (Macklin Marrow)
10. ST. LOUIS BLUES MARCH (Tex Beneke)

Kingman, Ariz.

1. NOW IS THE HOUR (Gracie Fields)
2. FOUR LEAF CLOVER (Russ Morgan)
3. MANANA (Peggy Lee)
4. BEG YOUR PARDON (Francis Craig)
5. LAROO LAROO LILLI BOLERO (Perry Como)
6. MAY I NEVER LOVE AGAIN (Frankie Laine)
7. DREAM GIRL (Tex Beneke)
8. SHINE (Frankie Laine)
9. THAT FEATHERY FEELING (Vic Damone)
10. BECAUSE (Perry Como)

Austin, Texas

1. NATURE BOY (King Cole)
2. MY HAPPINESS (Jon & Sondra Steele)
3. TOOLIE OOLIE DOOLIE (Andrews Sisters)
4. BEG YOUR PARDON (Francis Craig)
5. BECAUSE (Perry Como)
6. MANANA (Peggy Lee)
7. HAUNTED HEART (Jo Stafford)
8. SABRE DANCE (Woody Herman)
9. NOW IS THE HOUR (Bing Crosby)
10. FOUR LEAF CLOVER (Art Mooney)

Little Rock, Ark.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NOW IS THE HOUR (Bing Crosby)
4. HAUNTED HEART (Perry Como)
5. ST. LOUIS BLUES MARCH (Tex Beneke)
6. THE DICKEY BIRD SONG (Freddy Martin)
7. SHINE (Frankie Laine)
8. BABY FACE (Art Mooney)
9. BEG YOUR PARDON (Francis Craig)
10. MY HAPPINESS (Jon & Sondra Steele)

Frankfort, Ky.

1. BECAUSE (Perry Como)
2. NATURE BOY (King Cole)
3. SABRE DANCE (Macklin Marrow)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. ST. LOUIS BLUES MARCH (Tex Beneke)
6. MY HAPPINESS (Jon & Sondra Steele)
7. NOW IS THE HOUR (Gracie Fields)
8. HAUNTED HEART (Perry Como)
9. LITTLE WHITE LIES (Dick Haymes)
10. FOUR LEAF CLOVER (Art Mooney)

Los Angeles

1. NATURE BOY (King Cole)
2. ST. LOUIS BLUES MARCH (Tex Beneke)
3. HOORAY FOR LOVE (Tony Martin)
4. LITTLE WHITE LIES (Dick Haymes)
5. IT WAS WRITTEN IN THE STARS (Tony Martin)
6. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
7. HAUNTED HEART (Jo Stafford)
8. HEARTBREAKER (Ferko String Band)
9. WHEN VERONICA PLAYS THE HARMONICA (Jimmy & Mildred Mulcahy)
10. SABRE DANCE (Macklin Marrow)

St. Louis, Mo.

1. NATURE BOY (King Cole)
2. SABRE DANCE (Woody Herman)
3. MY HAPPINESS (Jon & Sondra Steele)
4. ST. LOUIS BLUES (Ben Light)
5. THAT'S WHAT I LIKE (Julia Lee)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. THAT AIN'T RIGHT (Frankie Laine)
8. KING SIZE PAPA (Julia Lee)
9. HAUNTED HEART (Jo Stafford)
10. BECAUSE (Perry Como)

Sharon, Pa.

1. MY HAPPINESS (Jon & Sondra Steele)
2. NOW IS THE HOUR (Eddy Howard)
3. MANANA (Peggy Lee)
4. BEG YOUR PARDON (Dinning Sisters)
5. TOOLIE OOLIE DOOLIE (Andrews Sisters)
6. LAROO LAROO LILLI BOLERO (Perry Como)
7. YOU CAN'T BE TRUE, DEAR (The Sportsmen)
8. SABRE DANCE (Andrews Sisters)
9. FOUR LEAF CLOVER (Art Mooney)
10. BUT BEAUTIFUL (Bing Crosby)

Carson City, Nev.

1. NATURE BOY (King Cole)
2. MY HAPPINESS (Jon & Sondra Steele)
3. HAUNTED HEART (Perry Como)
4. LAROO LAROO LILLI BOLERO (Perry Como)
5. TERESA (Vic Damone)
6. SHINE (Frankie Laine)
7. BABY FACE (Art Mooney)
8. SABRE DANCE (Woody Herman)
9. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
10. FINE BROWN FRAME (Nellie Lucher)

Tulsa, Okla.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. HAUNTED HEART (Jo Stafford)
3. NOW IS THE HOUR (Bing Crosby)
4. BUT BEAUTIFUL (Margaret Whiting)
5. THE DICKEY BIRD SONG (Freddy Martin)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. TERESA (Vic Damone)
8. FOUR LEAF CLOVER (Art Mooney)
9. MY HAPPINESS (Jon & Sondra Steele)
10. BEG YOUR PARDON (Francis Craig)

Great Falls, Mont.

1. LITTLE WHITE LIES (Dick Haymes)
2. NATURE BOY (King Cole)
3. SABRE DANCE (Woody Herman)
4. NOW IS THE HOUR (Bing Crosby)
5. HAUNTED HEART (Perry Como)
6. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
7. LAROO LAROO LILLI BOLERO (Peggy Lee)
8. ST. LOUIS BLUES MARCH (Tex Beneke)
9. BABY FACE (Art Mooney)
10. BEG YOUR PARDON (Francis Craig)

"I Remember Mama" Hassell Settled

NEW YORK—Legal entanglements concerning the disputed "I Remember Mama" have been settled, with the tune reverting to the ownership of the authors, Charles & Henry Tobias.

The song which had been in the Williamson Music catalog was released this past week when the writers agreed to a deal with John Van Drueten, who created the title subsequently used in an RKO film. RKO producers objected to the song title and "I Remember Mama" was restricted for several months.

"Mama" with recordings by Claude Thornhill (Columbia) and Ziggy Lane (DeLuxe) is skedded for top plugging in the Tobias' firm, Tobey Music.

Diskers Look To Foreign Accompaniment As Ops Turn Away From A Capella Records

NEW YORK—With a capella recordings not meeting with general approval on the part of music operators throughout the nation, diskers this past week were learned to be looking to the foreign field as a means of skirting the recording ban.

Foremost in mind was the example Mercury Records set recently with their diskings of "Nature Boy." Mercury waxed a full studio orchestra in England comprising some 20 pieces, rushed the master to the states and then dubbed in the voice of crooner John Laurenz.

What reception this form of "beating the ban" met with AFM officials could not be learned, altho it was known that many record manufacturers, both major and independent, were looking into this latest means.

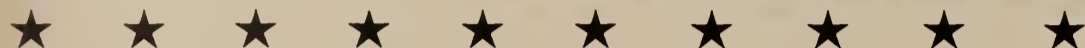
Music operators generally report that

a capella recordings played in automatic music machines to date, have not met with good response.

Existing reports this past week to the effect that James C. Petrillo, president of the American Federation of Musicians, had issued an edict clamping down on a capella recordings remained in the rumor stage. Altho it is known that the great extent of vocal recording issued recently has not met with wide approval by officials of the AFM, there was no definite word that the union had ordered a "no recording" edict, with reference to the flock of a capella disks. Many artists contacted by *The Cash Box* stated that they had received no official word from the union to that effect, and until they did, they would continue to record.

Whether or not the union could enforce such a ruling remains to be seen. Many vocal artists are not card-carrying members of the AFM. Altho a great many have honorary membership or membership because of other instrumental talents, there remains some question as to whether or not these artists will cooperate with an enforced ruling prohibiting vocal recording.

Nevertheless, diskers have the outlet of European recordings and the almost inexhaustible supply of pre-ban masters, should the a capella ban be enforced. Those reported in the know in this area viewed the situation with complacency, pointing to the large back-log of recordings most majors have. Only argument is that "flash hits" of the caliber of "Manana" reflect thru record distributors, who claim they could have sold other versions.



NATIONAL Sets the Pace

THE RAVENS

- 9039 "SEARCHING FOR LOVE"—"FOR YOU"
- 9042 "TOGETHER"—"THERE'S NO YOU"
- 9040 "FOOL THAT I AM"—"BE I BUMBLEBEE OR NOT"
- 9038 "WRITE ME A LETTER"—"SUMMERTIME"
- 9035 "OL' MAN RIVER"—"WOULD YOU BELIEVE ME?"

UNA MAE CARLISLE

- 9044 "WHERE THE RIVER MEETS THE SEA"—"STOP GOIN' THROUGH THE MOTIONS"

BILLY ECKSTINE

- 9041 "ALL OF ME"—"SHE'S GOT BLUES FOR SALES"
- 9037 "GLOOMY SUNDAY"—"IN THE STILL OF THE NIGHT"
- 9017 "PRISONER OF LOVE"—"ALL I SING IS BLUES"
- 9014 "A COTTAGE FOR SALE"—"I LOVE THE RHYTHM IN A RIFF"

JOE TURNER

- 4017 "THAT'S WHAT REALLY HURTS"—"WHISTLE STOP BLUES"
- 4016 "ROCK O' GIBRALTAR"—"SALLY ZU-ZAZ"

DICK THOMAS

- 5017 "WHO PUT THE LAW IN MOTHER-IN-LAW?"—"NATIONAL POLKA"

TEDDY PHILLIPS

- 7020 "YES SIR, THAT'S MY BABY"—"BLOOMING APPLE TREE"

CHARLIE VENTURA

- 9043 "SOOTHE ME"—"ELEVEN SIXTY"
 - 9036 "BLUE CHAMPAGNE"—"SYNTHESIS"
- Charlie Ventura and Lillyan Carol
- 7015 "HOW HIGH THE MOON"—"PLEASE BE KIND"

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
OF NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

4th CONSECUTIVE WEEK



7 "TIME OUT FOR TEARS"

SAVANNAH CHURCHILL

on **MANOR RECORDS**
313 WEST 57 ST.
NEW YORK, N. Y.

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

the SMASH HIT
Original

MY HAPPINESS

Backed By "THEY ALL RECORDED TO BEAT THE BAN"
JON and SONDRRA STEELE

Damon...RECORD D-11133-B

America's Sweethearts

DAMON RECORDING STUDIOS, INC., 1221 BALTIMORE AVE., KANSAS CITY, MO.

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

FIRST CLASS
PERMIT No. 43309
(Sec. 510, P. L. & R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.



USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP
TUNES FOR THIS WEEK

NAME OF RECORD HERE	ARTIST OR BAND HERE
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

NAME

FIRM

ADDRESS

CITY STATE

OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION
TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES
FOR THIS WEEK

NAME OF RECORD HERE	ARTIST OR BAND HERE
1.
2.
3.
4.
5.

WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING
UP

NAME

FIRM

ADDRESS

CITY STATE



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.

1 NATURE BOY
King Cole
(Capitol 15054)

2 TOMORROW NIGHT
Lonnie Johnson
(King 4201)

3 GOOD ROCKING TONIGHT
Wynonie Harris
(King 4210)

4 RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

5 TIME OUT FOR TEARS
Savannah Churchill
(Manor)

6 35-30
Paul Williams
(Savoy 661)

7 DUTCH KITCHEN BOUNCE
Arnett Cobb
(Apollo 778)

8 LONG GONE
Sonny Thompson
(Miracle 126)

9 BUBBLES
Bill Moore
(Savoy 662)

10 I WANT A BOWLEGGED WOMAN
Bullmoose Jackson
(King 4189)



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans.

NATURE BOY
King Cole
(Capitol 15054)

RECESS IN HEAVEN
Dan Grissom
(Jewel 4004)

TRAIN BLUES
Roy Milton
(Specialty)

POOL PLAYING BLUES
Amos Milburn
(Aladdin)

GOOD ROCKING TONIGHT
Wynonie Harris
(King 4210)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

TEAR DROP BLUES
Jimmy Liggins
(Specialty)

THAT'S WHAT I LIKE
Julia Lee
(Capitol 15060)

REET PETITE & GONE
Louis Jordan
(Decca 35481)

GROOVY MOVIE BLUES
Johnny Moore
(Exclusive)



NATURE BOY
King Cole
(Capitol 15054)

LONG GONE
Sonny Thompson
(Miracle 126)

X-TEMPORANEOUS BOOGIE
Camille Howard
(Specialty 307)

YOU DON'T LOVE ME
Camille Howard
(Specialty 307)

REET PETITE & GONE
Louis Jordan
(Decca 35481)

ALL MY LOVE BELONGS TO YOU
Bull Moose Jackson
(King 4189)

GO RED GO
Arnett Cobb
(Apollo 778)

TRAIN BLUES
Roy Milton
(Specialty 524)

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)



NATURE BOY
King Cole
(Capitol 15054)

YOU DON'T LOVE ME
Camille Howard
(Specialty 307)

FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)

THE TWISTER
Paul Williams
(Savoy 665)

LITTLE WHITE LIES
Martha Davis
(Jewel 2002)

HEY LITTLE GIRL
Paul Gayten
(DeLuxe 1138)

THERE'S NO YOU
The Ravens
(National 9042)

IF I SHOULD LOSE YOU
Emile Jones
(Staff 606)

THE MOJO
Sax Mallard
(Aristocrat 2001)

LONG GONE
Sonny Thompson
(Miracle)

Overnight Smash HIT!



GEORGE GIVOT

SINGING THE MOST SENSATIONAL
JUKE BOX MONEYMAKER OF 1948

"My California"

BACKED WITH

"Darktown Strutters Ball"

on Tele-Record No. 4803

FLOODING JUKE BOXES WITH THE
BIGGEST DELUGE OF COIN SINCE
THE OLD GRAND GOOD DAYS! THE
MOST TERRIFIC SMASH HIT OF 1948!

Order Quick to **DOUBLE** Your Take..

TELE-RECORDS, INC.

FAIRMOUNT HOTEL, SAN FRANCISCO, CAL.

*Minneapolis-St. Paul Juke Box Ops . . .
You are cordially invited to visit with George Givot
at Curley's Theatre Restaurant, Minneapolis.*

Personal Management

Louis Cohan, 203 N. Wabash Ave., Chicago, Ill.

Bookings

Wm. Morris Agency — Music Corporation of America

"Folk and Western" RECORD REVIEWS



"Whoa Sailor"
"He Lived In Texas"

ROSALIE ALLEN AND BILLY WILLIAMS
(Victor 202-2853)

● Cutest thing we've heard in many a moon turns up here by the very popular Rosalie Allen and Billy Williams. Novel in arrangement, rendition and song, the waxing is one that is sure to cause loads of attention. Top deck is the story of a flirt, with Rosalie and Billy acting their parts in top notch manner throughout. Wordage and metro offered is very fashionable and makes for loads of laughs. Flip is a moderate tempo western ballad worked around Texas. Vocal renditions by the pair are gilded and shine immensely. Both sides of this platter beckon coin play in a big way.

"You're Gonna Be Sorry"
"Bow Down Brother"

JACK GUTHRIE
(Capitol 40118)

● Jack Guthrie's many fans were greatly saddened by his untimely death, but this latest release will undoubtedly continue to keep his memory alive. Top deck is a lively novelty bit, with Jack's great voice spilling in the style that made him one of the most popular stars ever. Waxing is mellow throughout and should receive raves by Jack's many fans. Flip is a switch to a deeply religious piece, with Jack displaying great depth and feeling in his vocal rendition. Both sides should meet with excellent reception.

"She's A Shady Lady"
"Frail Quail"

THE MILO TWINS
(Capitol 40119)

● Light melodic patter and vocal harmony offered here should go well in the machines. It's the Milo Twins rendering "She's A Shady Lady," a cute story of just what the title of the song offers, "a shady lady." Exceptional harmony shown here makes for mellow listening pleasure throughout. Flip is a plaintive melody spiked by a boogie beat in the background of the Twins vocal spot. Wax deserves your listening time.

"Sweetheart, You Done Me Wrong"
"My Rose Of Old Kentucky"

BILL MONROE
(Columbia 38172)

● Pair of sides which ops might take a liking to are these offered in plaintive styling by the capable Bill Monroe and His Blue Grass Boys. Top deck spills in mellow manner with Bill aided by Lester Flatt's able piping. Good beat in the background adds luster to the platter. Flip is what the title indicates, with Bill offering the heart rending melody alone. Ops that have a call for Bill Monroe, and that covers loads of territory, should find favor with this pair.

THE CASH BOX REPORTS

THE NATION'S



**HILLBILLY
FOLK & WESTERN
JUKE BOX TUNES**

1 ANYTIME
Eddy Arnold
(Victor 20-2700)

2 DECK OF CARDS
"T" Texas Tyler
(4-Star 1228)

**3 TEARDROPS IN
MY HEART**
Sons Of The Pioneers
(Victor 20-2276)

4 SUSPICION
Tex Williams
(Capitol 40109)

5 TEXARKANA BABY
Eddy Arnold
(Victor 20-2806)

**ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY**

**WALTZ OF THE
WIND**
Roy Acuff
(Columbia 38042)

WHAT A FOOL I WAS
Eddy Arnold
(Victor 20-2700)

JOHN'S OTHER WIFE
Johnny Bond
(Columbia 38160)

**PEEPIN' THRU THE
KEYHOLE**
Cliffie Stone
(Capitol 40083)

**I'LL GET ALONG
SOMEHOW**
Ernest Tubb
(Decca 46092)

**Bogus Disks Still Float;
Indies Wary of Pressing Plants**

NEW YORK—With bogus platters still flourishing on the West Coast, the Millner Record Sales Co., St. Louis, appeared as defendant in a suit filed by the Miracle Record Company, Chicago, for allegedly producing and selling unauthorized copies of a Miracle hit under labels that resembled Miracle.

Judge George H. Moore, U. S. District Court, St. Louis, was reported to have handed down a temporary injunction against the defendant.

Meanwhile independent diskers throughout the nation were reported to be keeping a very close watch on pressing plants. Most indie diskers farm out masters to pressing factories.

**Cleveland Ops Select "Tea
Leaves" As June Hit Tune**

CLEVELAND, O.—Jack Cohen, president of the Cleveland Phonograph Operators Association announced this week that Alan Dale's signature recording of "Tea Leaves" had been selected as the Hit Tune of the Month of June.

Owing to the heavy and close voting for the runner-up tune, "Donna Bella," the music operators voted a special award to the latter tune.

Both recordings will be featured on the more than 3,000 juke boxes throughout the Cleveland area.

The Buddy Kaye Quintet's disk of "Donna Bella" was the disk awarded special mention.

A New

KING

RECORDS

KING 4220

DON'T FALL IN LOVE WITH ME

backed by

Siesta With Sonny

by IVORY JOE HUNTER

KING 706

RED ROSES TIED IN BLUE

backed by

Carolina Waltz

by CLYDE MOODY

DOUBLE-
HEADER !!

King
RECORDS

BRANCHES

CHARLOTTE, N. C.	819 W. Morehead	Phone 4-8409
CHICAGO, ILL.	2001 S. Halstead	Monroe 7748
DETROIT	19 Seldon	Temple 2-2560
LOS ANGELES, CALIF.	845 S. Grandview	Fairfax 7572
DALLAS, TEXAS	911 Camp Street	Riverside 2756
NEW YORK CITY (Cincy Records)	762 Tenth Ave.	Columbus 5-7758
ATLANTA	397 Edgewood Ave., S. E.	Alpine 4136
OKLAHOMA CITY	1317 N. Broadway	Phone 3-9913
WASHINGTON, D. C.	2600 Twelfth Street, N. E.	North 5166
ST. LOUIS, MO.	1620 Franklin	Chestnut 0088

Executive Offices

1540 BREWSTER
AVENUE
CINCINNATI 7,
OHIO
PLaza 2211

Specialty
records

311 Venice Blvd.,
Los Angeles 15,
Calif.

★ CAMILLE HOWARD AND HER TRIO

A New Star on Her First Release!

★ "YOU DONT LOVE ME"

backed by

★ "X-TEMPERANEOUS BOOGIE"

Operators!

"SCISSOR GRINDER
SERENADE"

WILL BACK And His Orchestra
Vocal by JIMMY CONFER
DELMAC 2 1001

A MUST FOR ALL COIN MACHINES!

Order from Your Distributor or Direct

DELMAC RECORD COMPANY

1515 HOWARD STREET, CHICAGO 26, ILL.

MEET THIS BULLET HIT

RECORD 21034

"I DON'T WANT TO MEET
ANY MORE PEOPLE"

Backed by

"HOLD ME"

by BOB CHESTER & His Orchestra

Order from your nearest distributor

BULLET RECORDS

423 Broad St. (Tel. 6-4573) Nashville, Tenn.

No Money Trouble Here!

"TROUBLE IS A MAN"

Recorded by

SARAH VAUGHAN.....MUSICRAFT 533
 MARTHA DAVIS.....DECCA 24383
 MARY ANN McCALL....COLUMBIA 38131
 GINNIE POWELL &
 BOYD RAEBURN ORK...ATLANTIC 860



REGENT MUSIC CORP., 1619 BROADWAY, NEW YORK, N. Y.



IF "OSCARs"
 WERE GIVEN FOR
 OUTSTANDING
Needle PERFORMANCE

Perma Paint Round and Perma Paint Elliptical would top the list for:

- EXTREMELY LONG NEEDLE LIFE
- UNEQUALLED KINDNESS TO RECORDS
- DEPENDABILITY ON LOCATIONS
- ECONOMY — still at the same low price!

More Perma needles sold than all other langlife needles combined.

PERMO POINTS

Made by the original and world's largest manufacturer of langlife phonograph needles.

PERMO, Incorporated
 Chicago 26



Two New Releases!

"OUT OF THE BLUE"
 "BULLY WULLY BOOGIE"
 by HADDA BROOKS
 MODERN 20-600

"MORE THAN YOU KNOW"
 JOHNNY MOORE'S THREE BLAZERS

"VARIETY BOUNCE"
 HADDA BROOKS TRIO
 MODERN 20-599



June 12th is "Vic Damone Day" this year...the slogan will be "Make It A Damone Tune"...Vis has three new releases coming out, "A Boy From Texas And A Girl From Tennessee," backed by "Spring In December"; "It's Magic," backed by "You Or No One"; and "Rosa," and "I Don't Want To Meet Any More People"...It should be a big month for Vic and Mercury...Frankie Laine has recorded "Put 'Em In A Box And Tie 'Em With A Ribbon"...Frankie was recently voted the top male vocalist in a poll conducted by Eddie Hubbard on the Chesterfield ABC disk show every night...Jo Stafford won in the girl vocalist division, and Herbie Fields was voted the top band by all his many Chicago friends...Herbie is very popular around Chi since his theater date at the State and Lake and his recent College Inn engagement...Nat "Nature Boy" Cole opened at the Rag Doll May 14th...They were jammed to the doors to hear him...The Ray Doll is initiating a new policy of small groups only.

* * *

Evelyn Aron informs us that Aristocrat is looking for new offices because of the added work taken on by their new distribution policy...Aristocrat also has a new release in the offing; the Prince Cooper trio doing "Let's Give Love A Start"...Hear it's on the King Cole "kick" which should help a lot...Ted Travers, one of the ex-pluggers here in town, is back to his first love, singing...He recorded for Universal two tunes, "Why Can't We Get Along," and "River of Dreams." The band behind is Elmer Kaiser...Ted also has two on the Rondo label with Chuck Cavallo's orchestra, "I'm In Love With a Cigarette Girl" and "Sleep Little Cowboy Sleep"...Chuck Cavallo and his orchestra are still playing at the Lotus Room in the LaSalle Hotel...Gloria Van and her Vanguards, recording artists for Universal, are broadcasting over WBBM from the new Celtic Room of the Sheraton Hotel...Fortune Record Company of Detroit have assigned the General Record Distributors here to handle their label...The Aragon and the Trianon will shortly have a change in bands...Henry King replaces Eddy Howard and George Winslow is replacing Teddy Phillips at the Trianon.

* * *

George Givot up in Minneapolis reports that his record of "My California" is selling wonderfully...George is making about ten appearances a day up there on various disk jockey shows...And for something unheard of in show business, he will open in the same city at the Carnival night-club after finishing his engagement at Curley's...The tune "My Happiness" is beginning to show up in the best seller lists around Chicago...This is an example of another one of those obscure records that suddenly climbs to the top...It is a Damon record by Jon and Sondra Steele...Billy Bishop who opens this week at the Walnut Room of the Bismarck recorded "Annabella" and "Don't Bring Lulu" for Universal...Jack Osfeld representing Jewel, Encore, and Stevens Music is in town for a few days and is receiving congratulations from all his well-wishing friends here on his new post.

* * *

Herbie Lutz of the Lutz Brothers from the West Coast is in town planting his new song, "May I never Love Again," a B.M.I. oldie...Jimmie Cairns of B.M.I. and Lenore Longley, his former secretary, were married May 15th...Our best to both of you...Milt Ebbsins had his whole crew in town this past week...Count Basie gave a concert at the Civic Opera House, and Buddy Rich and The Three Blazers were holding forth at the Regal Theater...Buddy just got his hand out of a cast and is once more drumming away.

Apollo Continues Adding Disk Distributors

NEW YORK—Boosting the number of Apollo record distributors to over thirty, three new distributors have been signed to carry the disk line in Los Angeles, Salt Lake City and Nashville.

Ralph Berson, national sales manager of Apollo announced the addition of the Central Record Sales Company to handle the Apollo line in Southern California.

The Radio Supply in Salt Lake City, Utah, was named to distribute Apollo in that territory.

The third appointee was the Tennessee Music Sales Co., in Nashville, Tenn., to handle the states of Tennessee and Arkansas.

All distributors handling the Apollo line are directing concentration on the new Bob Hannon dinking of "If I Live To Be A Hundred," recently selected by radio station WTOP, Washington, D. C., as the "Juke Box Record Of The Week."

It was learned that Apollo plans on adding distributors throughout the nation until the plattery feels that they have intense coverage in every section of the country. Apollo recently closed it's Detroit and Chicago branches and added independent disk distribs there.

TONY PASTOR

**AT A
SIDEWALK
PENNY ARCADE**

COLUMBIA RECORDS

**Standard Songs
are MONEY MAKERS!**

"WHEN DAY IS DONE"

Recorded By
 BUDDY CLARK—Columbia
 GUY LOMBARDO—Decca
 GAYLORD CANTOR—Black & White

Published by HARMS, Inc.

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

BEST BET

DANA

"TOODLE-OO BABY"
(Too Smart Polka)
and
"SWEETHEART OF TELEVISION"
Dana 2016

**DANA RECORDS
286 FIFTH AVE. NEW YORK.**

1 for the money

2 for the show

means **DOUBLE COVERAGE**
...for the nation's music business

1

The Cash Box
"NAMM SHOW ISSUE"
Dated - June 19, 1948
CLOSING DAY - Thursday, 5 P. M., June 10

2

The Cash Box
COMPLETE COVERAGE
of the entire Juke Box industry

★

THE CASH BOX
381 FOURTH AVE., NEW YORK 16, N. Y.
All Phones: MUrray Hill 4-7797

32 W. RANDOLPH ST. CHICAGO 1, ILL. Phone: DEArborn 0045	1516 CROSSROADS OF THE WORLD HOLLYWOOD 28, CALIF. Phone: HOLlywood 8163
---	---

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

THE CASH BOX

**DISC-HITS
BOX SCORE**

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

AL—Aladdin	MG—M-G-M
AP—Apollo	MI—Miracle
AR—Aristocrat	MN—Manor
BU—Bullet	MO—Modern
CA—Capitol	MU—Musicraft
CE—Celebrity	NA—National
CN—Continental	RA—Rainbow
CO—Columbia	RE—Regent
CS—Coast	SA—Savoy
DE—Decca	SD—Super Disc
DEL—DeLuxe	SI—Signature
EX—Exclusive	SP—Specialty
JD—Joe Davis	SN—Standard Phono
KI—King	ST—Sterling
LI—Lissen	TR—Trilon
LO—London	UN—Universal
MA—Majestic	VI—Victor
ME—Mercury	VT—Vitacoustic

	May 15	May 8
1—SABRE DANCE	96.9	103.9
CO-38102—WOODY HERMAN O. <i>Swing Low, Sweet Chariot</i>		
DE-24388—VICTOR YOUNG O. <i>For Whom The Bell Tolls</i>		
MG-30048—MACKLIN MARROW		
SI-15180—RAY BLOCH O. <i>Minuet In G</i>		
RE-111—DON HENRY TRIO <i>Turnpike Polka</i>		
VI-20-2721—FREDDY MARTIN O. <i>After You're Gone</i>		
2—NOW IS THE HOUR	90.0	103.8
CA-15024—MARGARET WHITING <i>But Beautiful</i>		
CO-38061—HORACE HEIDT O. <i>I'll Never Say I Love You</i>		
CO-38115—BUDDY CLARK <i>Peculiar</i>		
CM-7502—JERRY WALD O. <i>I Hate To Lose You</i>		
DE-24279—BING CROSBY <i>Silver Threads Among The Gold</i>		
DE-24378—BOB CARROLL <i>Sapphire Of The Tropics</i>		
LO-110—GRACIE FIELDS <i>Come Back To Sorrento</i>		
ME-5103—LES PAUL TRIO <i>My Extraordinary Gal</i>		
MG-10125—KATE SMITH <i>I'll Never Say I Love You</i>		
MU-532—SHEP FIELDS O. <i>Lone Star Moon</i>		
MA-1191—EDDY HOWARD O. <i>True</i>		
SI-15178—RAY BLOCH O. <i>Nina-Nana</i>		
VI-20-2704—CHARLIE SPIVAK O. <i>Who Are We To Say</i>		
3—MANANA	72.5	85.0
CA-15022—PEGGY LEE		
DE-24333—THE MILLS BROS. <i>I Wish I Knew The Name</i>		
LO-187—EDMUNDO ROSS <i>The Coconut</i>		
VI-20-2819—JOE LOSS O. <i>Teresa</i>		

	May 15	May 8
4—LITTLE WHITE LIES	65.0	73.1
CO-38114—DINAH SHORE <i>Crying For Joy</i>		
DE-24280—DICK HAYMES <i>Sierra Madre</i>		
MU-558—MEL TORME		
VI-27521—TOMMY DORSEY O.		
5—BECAUSE	60.7	60.7
AP-1068—HAL WINTERS <i>Because</i>		
VI-20-2653—PERRY COMO		
6—BABY FACE	52.5	71.3
AP-1114—PHILLIE ALL STAR STRING BAND <i>Bye, Bye, Blackbird</i>		
CO-30014—JERRY WAYNE & DELL TRIO		
DE-25356—HENRY KING O. <i>Oh, You Beautiful Doll</i>		
KR-216—UPTOWN STRING BAND		
ME-2120—AQUA STRING BAND		
MG-10156—ART MOONEY O. <i>Encore Cherie</i>		
ST-294—HUM & STRUM		
TO-294—BENNY STRONG O.		
PA-1105—FERKO STRING BAND		
UN-627—MILT SCOTT ORCH.		
VI-22879—SAMMY KAYE O. <i>Miss You</i>		
7—NATURE BOY	52.4	33.2
CA-15054—KING COLE <i>Lost April</i>		
CO-38210—FRANK SINATRA		
DE-24439—DICK HAYMES		
ME-5134—JOHN LAURENZ		
JE-2006—HOLLYWOODAIRES		
MU-567—SARAH VAUGHN <i>I'm Glad There Is You</i>		
8—HAUNTED HEART	52.3	43.8
CA-15023—JO STAFFORD <i>I'm My Own Grandmaw</i>		
CO-38112—BUDDY CLARK <i>First Prize At The Fair</i>		
CO-38083—BUDDY CLARK <i>Matinee</i>		
DE-24362—GUY LOMBARDO O. <i>Saturday Night In Central Park</i>		
DE-24370—BING CROSBY <i>Moonlight On A White Picket Fence</i>		
ME-5120—VIC DAMONE <i>Tell Me A Story</i>		
MG-10153—GEORGE PAXTON O. <i>Dream Girl</i>		
VI-20-2713—PERRY COMO <i>Carolina Moon</i>		
VI-45-0050—RUSS CASE O. <i>Inside U. S. A.</i>		
9—TOOLIE OOLIE DOOLIE	41.8	66.3
CA-15059—THE SPORTSMEN		
CN-1223—VAUGHN HORTON		
DA-2015—DANA SERENADERS		
DE-24380—ANDREWS SISTERS		
FL-5005—ALPINE BELLES		
LO-201—JOHNNY DENNIS		
SR-5505—LARKIN SISTERS		
ST-1013—DICK HAYMAN		
VI-25-1114—HENRI RENE O.		
10—YOU CAN'T BE TRUE, DEAR	41.7	—
AP-1121—N. EMMETT		
CA-15077—THE SPORTSMEN		
BU-1032—R. DEAUVILLE		
LO-202—VERA LYNN		
DEL-1171—ZIGGY LANE		
MU-568—RUSS BROOKS		
RO-128—KEN GRIFFIN		
VI-25-1117—WILL GLAHE		
11—BEG YOUR PARDON	41.4	56.3
BU-1700—FRANCIS CRAIG O.		
CA-490—DINNING SISTERS <i>Melancholy</i>		
CO-38036—FRANKIE CARLE O. <i>The Dream Peddler</i>		
DE-24339—RUSS MORGAN O.		
ME-5109—SNOOKY LANSON		
MG-10140—ART MOONEY ORCH.		
VI-20-2647—LARRY GREEN O. <i>Can It Ever Be The Same</i>		

	May 15	May 8
12—PEANUT VENROR	37.5	5.5
CA-15052—STAN KENTON O. <i>Thermopolae</i>		
DE-25082—HENRY KING O. <i>Jungle Drums</i>		
VI-20-2281—DESI ARNAZ O. <i>Tico Tico</i>		
VI-26-9023—JOSE CURBELO O.		
13—I'M LOOKING OVER A FOUR LEAF CLOVER	32.5	33.1
CA-491—ALVINO REY ORCH. <i>Spanish Cavalier</i>		
CO-38100—TINY HILL ORCH. <i>Show Me The Way To Go Home</i>		
CO-38082—CODY FOX <i>I Only Want A Buddy</i>		
CO-38081—ARTHUR GODFREY <i>The Thousand Islands Song</i>		
DE-24319—RUSS MORGAN ORCH. <i>Bye Bye Blackbird</i>		
ME-5100—UPTOWN STRING BAND		
ME-5105—FRANKIE LAINE		
MG-10119—ART MOONEY ORCH. <i>The Big Brass Band From Brazil</i>		
MU-543—THE POLKA DOTS		
RA-10043—JIMMY SAUNDERS <i>Heart Breaker</i>		
SI-15117—RAY BLOCH ORCH. <i>But Beautiful</i>		
TR-220—ALEXANDER ORCH.		
VI-20-2668—THE THREE SUNS <i>Eccentric</i>		
VI-20-2787—CURLY HICKS <i>Limehouse Blues</i>		
14—LAROO LAROO LILLI BOLERO	30.7	30.0
CA-15048—PEGGY LEE <i>Talking To Myself About You</i>		
CO-38130—FRANKIE CARLE O. <i>Someone Cares</i>		
DE-24404—BING CROSBY <i>The Story Of Sorrento</i>		
ME-5121—VIC DAMONE <i>My Fair Lady</i>		
MG-10166—BOB HOUSTON <i>I Still Love You</i>		
MU-546—SHEP FIELDS O. <i>Hold It Joe</i>		
VI-20-2734—PERRY COMO		
15—ST. LOUIS BLUES MARCH	30.6	29.4
VI-20-2722—TEX BENEKE O. <i>Cherokee Canyon</i>		
16—DECK OF CARDS	23.2	13.3
CA-40114—TEX RITTER <i>Rounded Up In Glory</i>		
4S-1228—T. TEXAS TYLER <i>Sweet Thing</i>		
VI-20-2821—PHIL HARRIS O. <i>Somebody Else—Not Me</i>		
17—THE DICKEY BIRD SONG	22.5	36.9
CO-38085—THE DELL TRIO <i>Encore Cherie</i>		
DE-24301—LARRY CLINTON O. <i>Ooh! Looka There</i>		
MA-1234—GEORGE OLSEN O. <i>Thoughtless</i>		
MG-10138—BLUE BARRON O. <i>My Cousin Louella</i>		
VI-20-2617—FREDDY MARTIN O. <i>If Winter Comes</i>		
VT-22—JOAN EDWARDS		
18—TELL ME A STORY	20.7	30.6
CO-38050—FRANKIE CARLE O. <i>My Promise To You</i>		
DE-24329—AMES BROTHERS		
ME-5120—VIC DAMONE <i>Haunted Heart</i>		
MG-10144—BOB HOUSTON		
VI-20-2761—SAMMY KAYE O. <i>I Wouldn't Be Surprised</i>		

May 15 May 8

- 19—SHINE 20.2 26.3
- DE-48074—SLIM GREEN
What's The Reason
- DE-25354—ELLA FITZGERALD
Darktown Strutters Ball
- DE-25353—GUY LOMBARDO O.
Corn Silk
- DE-24382—THE MILLS BROS.
Love Is Fun
- ME-5091—FRANKIE LAINE
We'll Be Together Again
- VI-20-2760—HOT QUINTETTE
Ebony Rhapsody

- 20—JUST BECAUSE 20.1 5.7
- CO-38072—FRANK YANKOVIC
- MA-1231—EDDY HOWARD O.
Encore Cherie
- ME-6086—SHERRIF TOM OWENS

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

- 21—BUT BEAUTIFUL 11.9 5.1
- 22—MATINEE 9.4 20.7
- 23—I'VE GOT A CRUSH
ON YOU 9.3 3.9
- 24—THOUGHTLESS 7.5 13.8
- 25—YOU WERE MEANT
FOR ME 7.4 5.6
- 26—AIRIZAY 7.3 4.8
- 27—BEYOND
THE SEA 7.2 2.2
- 28—GOOFUS 6.3 1.0
- 29—LOVER 4.4 4.9
- 30—SUSPICION 4.3 5.4
- 31—I LOVE YOU,
YES I DO 4.2 1.4
- 32—HEARTBREAKER 3.8 1.6
- 33—THOUSAND ISLANDS
SONG, THE 3.4 7.5
- 34—FIDDLE FADDLE 3.3 —
- 35—PIANISSIMO 3.2 2.5
- 36—WORRY, WORRY,
WORRY 2.9 5.3
- 37—MELODY TIME 1.3 —
- 38—IT'S MAGIC 1.2 —
- 39—LOVE SOMEBODY 1.0 —
- 40—ALL OF ME 1.0 1.7

HITS OF THE WEEK

on M-G-M Records



CONFESS
Vocal by Bill Lawrence, Carol Scott and the Skylarks
IF I WERE YOU
(From the M-G-M film "On An Island With You")
Vocal by Bill Lawrence and the Skylarks
M-G-M 10194

JOHNNIE JOHNSTON
Orchestra conducted by
Sonny Burke
STEPPIN' OUT WITH MY BABY
(From the M-G-M film "Easter Parade")
I BRING YOU SPRING
With the Crew Chiefs
M-G-M 10191

HAL MCINTYRE
and his Orchestra
PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
(From the Warner Bros. film "Romance On the High Seas")
Vocal by Johnny Turnbull
ON AN ISLAND WITH YOU
(From the M-G-M film "On An Island With You")
Vocal by Frankie Lester M-G-M 10193

BLUE BARRON
and his Orchestra
YOU WERE ONLY FOOLING
Vocal by the Glee Club
IT'S EASY WHEN YOU KNOW HOW
Vocal by the Blue Notes
M-G-M 10185

BETTY GARRETT
Orchestra conducted by
Harold Mooney
I'M GONNA SEE A LOT OF YOU
(You're Gonna See a Lot of Me)
DON'T BLAME ME
(Both from the M-G-M film "Big City")
M-G-M 10180

GEORGE PAXTON
and his Orchestra
BETTER LUCK NEXT TIME
(From the M-G-M film "Easter Parade")
RAMBLING ROSE
Both vocals by Dick Merrick
M-G-M 10192

THE KORN KOBBLERS
SINCE THEY STOLE THE SPITTOON
(From the Corner Saloon)
THE SAMPLE SONG
Both vocals by Stanley Fritts
M-G-M 10190

JERRY IRBY
with his Texas Ranchers
GREAT LONG PISTOL
49 WOMEN
M-G-M 10188

SAM NICHOLS
with his Melody Rangers
I'M AS FREE AS A BREEZE
TWO WEEKS NOTICE
M-G-M 10189

M-G-M COIN CATCHERS

THE MULCAYS'	When Veronica Plays The Harmonica	M-G-M 10145
HELEN FORREST'S	Worry, Worry, Worry	M-G-M 10168
ART MOONEY'S	Baby Face	M-G-M 10156

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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



MANUFACTURERS' NEW EQUIPMENT

MUSIC

A.M.I.
 Model B Phonograph...No Price Set
 Automatic Hostess Complete
 20 Station Unit14,800.00

HIDEAWAY CAB. W/Continuous Play Mech.:
 W/Amplifier & Rem. Vol. Con. 482.50
 W/Amplifier-No Rem. Vol. Con. 470.00
 Complete—No Amp., No Vol. Con. 410.00
 5c 3 wire 40 selection wall box 53.50
 5-10-25c 3 wire 40 sel. wall box 59.50
 Stepper for 10 wall boxes ... 39.75
 Stepper for 25 wall boxes ... 42.75

AIREON
 Coronet 400 495.00
 Blonde Bombshell 595.00
 Fiesta DeLuxe 595.00
 Super DeLuxe 595.00
 48' Model Hideaway 299.50
 48' Model trio wall and bar box 59.50
 48' Carillon Speaker 37.50
 48' Melodeon Speaker 27.50
 48' Impressario Speaker 19.50

FILBEN
 Maestro 595.00
 Mirrocle Cabinet 325.00
 30 Selection Stowaway Mech.. 398.00

BUCKLEY
 Music Box 25.00

MILLS INDUSTRIES
 Constellation 795.00

PACKARD MFG. CORP.
 Manhattan Phonograph 695.00
 Hideaway Model 400 383.00
 Model 1000 Spkr.—Paradise. 129.50
 Butler Wall Box Hi-Chrome 5c 32.50
 Butler Wall Box Hi-Chrome 10c 33.95
 950 Speaker 35.00
 650 Speaker 16.50

ROCK-OLA
 Magic-glo Phonograph...No Price Set
 1807 Moderne Corner Spkr... 107.50
 1906 Remote Volume Control 6.90
 1530 Wall Box 39.50
 1603 Wall Speaker 42.50
 1606 Tonette Wall Spkr. 21.50
 1608 ToneOLier Spkr. 65.00
 1607 Tonette Wall Spkr. 19.75
 1531 DeLuxe Bar Bracket ... 8.25
 1533 Universal Bar Bracket.. 3.90
 1795 Wall Box Line Booster.. 16.35

SEEBURG
 148-M Symphonola 965.00
 148-S Symphonola 895.00
 H-148-M RC Special 564.00
 Wireless Wallomatic 58.50
 Wired Wallomatic 49.75
 5-10-25c Wireless Wallomatic. 87.50
 5-10-25c Wired Wallomatic .. 75.00
 Teardrop Speaker 19.95
 RS4-8 Recess Wall & Ceil. Spkr. 18.00
 1948 Door & Dome 102.50

WURLITZER
 1100 Standard 999.50
 1080A Colonial 899.50
 1017A Conc. chngr. w/stepper 529.50
 1015 Standard 914.50
 1080 Colonial 875.00
 1017 Conc. chngr. w/stepper. 499.50
 2140 5-10c Wireless 50.00
 3025 5c 3-wire 49.50
 3045 Wireless 59.50
 3020 5-10-25c 3-wire 69.50
 3031 5c 30-wire 39.50
 212 Master Unit 70.00
 215 Wireless Transmitter... 17.50
 216 Wireless Impulse Receiver 22.50
 217 Auxiliary Amplifier 35.00
 218 30-wire Adptr. Term. Box 15.00
 219 Stepper 46.50
 4000 8" Metal Star Speaker.. 45.00
 4002 8" Plastic Star Speaker. 45.00
 4004A 8" Metal Musical Note Speaker 30.00
 4005 8" Walnut Round Spkr.. 22.50

MUSIC

4005A 8" Walnut Round Spkr. \$25.00
 4006A 8" Deluxe, Walnut Round Mirror 35.00
 4007 12" Inter. Deluxe Spkr. 135.00
 4008 15" Deluxe Speaker ... 185.00

PINS

BALLY
 Ballerina 289.50

CHICAGO COIN
 Shanghai 275.00

GENCO
 Mardi Gras 289.50

EXHIBIT
 Samba 299.50

GOTTLIEB
 Jack 'N Jill 294.00

MARVEL
 Leap Year 289.50
 Leap Year w/4 coin chute... 299.50

J. H. KEENEY CO.
 Cover Girl 265.00

UNITED MFG. CO.
 Wisconsin 275.00

WILLIAMS MFG. CO.
 Yanks 299.50

COUNTER GAMES

A.B.T. MFG. CORP.
 Challenger 65.00

BALLY MFG. CO.
 Heavy Hitter 184.50
 w/stand 196.50

GOTTLIEB
 DeLuxe Grip Scale 39.50

GROETCHEN MFG. CO.
 Camera Chief 19.95

ONE-BALLS

BALLY
 Gold Cup, F. P. 645.00
 Trophy, P. O. 645.00

J. H. KEENEY CO.
 Favorite No Price Set

BELLS

BUCKLEY
 Criss Crosse Belle.....No Price Set

BELL-O-MATIC CORP.
 5c Jewel Bell 248.00
 10c Jewel Bell 253.00
 25c Jewel Bell 258.00
 50c Jewel Bell 338.00
 5c Bonus Bell 258.00
 10c Bonus Bell 263.00
 25c Bonus Bell 268.00
 5c Black Gold Bell..... 258.00
 10c Black Gold Bell 263.00
 25c Black Gold Bell 268.00
 5c Melon Bell 248.00
 10c Melon Bell 253.00
 25c Melon Bell 258.00

GROECHEN
 Columbia Twin JP 145.00
 Columbia DeLuxe Club 209.50

O. D. JENNINGS
 5c DeLuxe Club Chiefs 299.00
 10c DeLuxe Club Chiefs 309.00
 25c DeLuxe Club Chiefs 319.00
 25c DeLuxe Club Chief 429.00
 5c Super DeLuxe Club Chief 324.00
 10c Super DeLuxe Club Chief 334.00

BELLS

25c Super DeLuxe Club Chief. \$344.00
 50c Super DeLuxe Club Chief 454.00

PACE
 5c DeLuxe Chrome Bell 245.00
 10c DeLuxe Chrome Bell 255.00
 25c DeLuxe Chrome Bell 265.00
 50c DeLuxe Chrome Bell 375.00
 \$1.00 DeLuxe Chrome Bell.. 550.00

CONSOLES

BALLY
 Wild Lemon 542.50
 Double-Up 542.50
 Hi-Boy 424.00
 Triple Bell 5-5-5 895.00
 Triple Bell 5-5-25 910.00
 Triple Bell 5-10-25 925.00

BELL-O-MATIC
 Three Bells, 1947 735.00

BUCKLEY
 Track Odds DD JP 1250.00
 Parlay Long Shot 1250.00

EVANS
 Bangtails 5c Comb 7 Coin.No Price Set
 Bangtails 25c Comb 7 Coin.No Price Set
 Bangtail JP'No Price Set
 Bangtail FP PO JPNo Price Set
 Evans RacesNo Price Set
 Casino BellNo Price Set
 Winter Book JPNo Price Set

GROETCHEN TOOL & MFG. CO.
 Columbia Twin Falls 485.00

O. D. JENNINGS
 Challenger 5-25 595.00
 Club Console 499.00
 DeLuxe Club Console 529.00
 Super DeLuxe Club Console.. 545.00

J. H. KEENEY CO.
 Gold Nugget 800.00
 Wild BellNo Price Set

PACE
 3-Way Bell Console 5c-10c-25c 690.00
 5c Royal Console 320.00
 10c Royal Console 330.00
 25c Royal Console 340.00
 50c Royal Console 475.00
 \$1.00 Royal Console 650.00

ARCADE TYPE

BALLY MFG. CO.
 Big Inning 539.50
 Bally Bowler 539.50

H. C. EVANS CO.
 Bat-A-ScoreNo Price Set

EDELMAN AMUSEMENT DEVICES
 Flash Bowler
 13'-8" 475.00
 11'-8" 450.00
 10'-8" 450.00
 Belgian Pool 319.50

INTERNATIONAL MUTOSCOPE CORP.
 Deluxe Movie Console 150.00
 Deluxe Movie Counter 140.00
 Fishing Well 375.00
 Silver Gloves 375.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES
 Bally 21 x 41
 Chicago Coin 21 x 41
 Exhibit 21 x 41
 Gottlieb 21 x 43
 Keeney 21 x 41
 Marvel 21 x 41
 United 21 x 41
 Williams 21 x 43

Buckley BUILDS THE *Best*



FOR MILLS ESCALATOR BELLS,
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

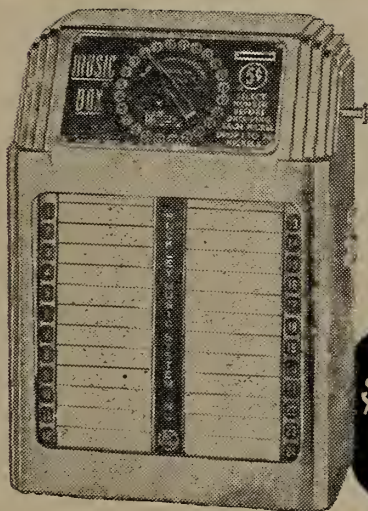
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surt
Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50⁰⁰



THE NEW *Music Box*



\$25⁰⁰

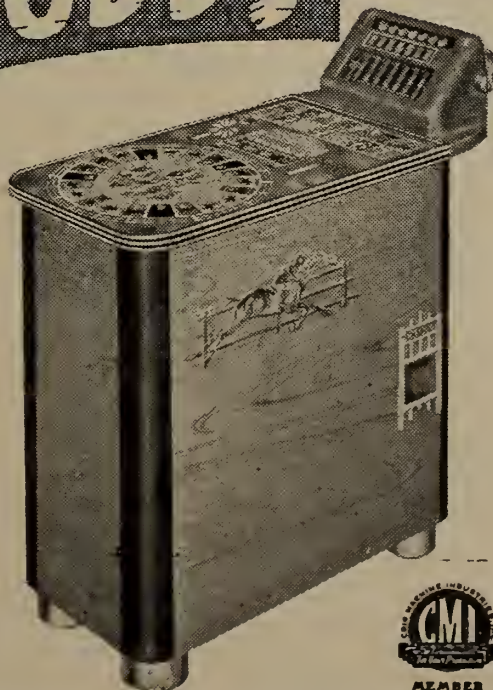
Buckley gave Music Operators the **FIRST** practical and profitable music box at the **LOWEST PRICE**. Today, Buckley leads the field by offering a **NEW** music box of advanced design and perfection at a **NEW LOW PRICE**.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new **BUCKLEY TRACK ODDS** are even more profitable to operate than they hoped for.



\$1250⁰⁰



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

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

You're WAY UP There When You Operate

JACK 'N JILL

PLAY 'N PROFITS CLIMB FAST WITH PERFORMANCE LIKE THIS! ↘

- 2 COMPLETE SEQUENCES — "JACK" - "JILL"!
- BONUS AND BONUS BUILD-UP!
 - DOUBLE BONUS!
 - ADVANCE BONUS!
 - HIGH SCORE!
 - FLASHING EYES!

ORIGINAL FLIPPER BUMBERS

(Patent Pending)



"There is no substitute for QUALITY!"

ORDER FROM YOUR DISTRIBUTOR TODAY!

D. Gottlieb & Co.

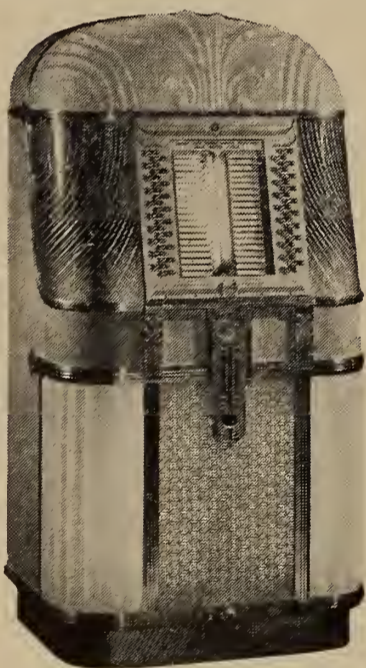
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



AVAILABLE NOW!
GOTTLIEB ORIGINAL FLIPPER BUMPER KIT
 (Patent Pending)

All necessary parts for complete installation of 2 Original Gottlieb Flipper Bumpers on any old type 5-Ball game. Same sturdy quality Flippers in use on new Gottlieb Games. **\$4.95**
 Complete Kit

NEW PRICE EFFECTIVE IMMEDIATELY
PROMPT DELIVERY



here's the
NEW AMI MODEL
"B"
JUST OUT!
all new!

40 SELECTIONS—SMALLER
MORE FLASH—QUALITY
DELIVERY NOW!

Exclusive AMI Distributors In

OKLAHOMA-WESTERN TWO-THIRDS OF ARKANSAS

H. W. DOLPH DISTRIB, CO.

222 EAST 4th STREET TULSA 3, OKLAHOMA

(PHONE 3-9025)

Chicoin Introduces New Five-Ball



SAM WOLBERG

CHICAGO—Sam Wolberg, president of Chicago Coin Machine Company, this city, announced the introduction of their new five-ball game "Shanghai" this past week.

"Reports are on hand from our tests," states Ed Levin, sales manager, "showing that 'Shanghai' attracted considerable over-the-average collections. We have incorporated many of the best money making features in this game. It is a high score game (top score 940,000); has 2 free play lanes; 4 super-power flippers; double super-bonus build-up pockets; super-bonus build-up pockets; two 50,000 bonus bumpers, and a wonderful fascinating scoring sequence. In addition the triple scoring roll 'down and up' lanes is creating quite a stir. The ball passes thru scoring lanes on either side, and then can be kicked back up so that it comes back thru these lanes two or three times."

"Shanghai" is now in full production, and being rushed to all territories.

CLOSE-OUT SALE!

STRIKES 'N SPARES (Late) Floor Sample	\$400.00
EUREKA (New)	250.00
EUREKA (Like New)	175.00
125 ADAMS-FAIRFAX CASH TRAYS (New), Each	5.00
25 CASH TRIOS (New), Each	15.00
5 DAVAL FREE PLAYS, Each	5.00
2 GOTTLIEB GRIPPERS (New), Each	15.00
15 DAVAL POSTMASTERS (New), Each	40.00

REDD DISTRIBUTING COMPANY, INC.
 130 LINCOLN ST., ALLSTON, MASS. (Phone: STadium 2-3320)

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

Protestant Episcopal Meet Votes Down "Gaming" Ban

NEW YORK—Of great interest to the trade is the interpretation put on "gaming" by the membership of the Protestant Episcopal Diocese of New York at their 165th annual convention held this week. The convention tabled a resolution condemning the use of lotteries and gambling wheels as money-raising devices for church projects.

In protesting the resolution, Rev. Charles J. Buck, rector of Holy Nativity Church, told the 800 clerical and lay delegates that approval of the measure "would make us look like a bunch of old fogies."

The Rev. Harold F. Hohly, rector of Christ Church, Bronxville, N. Y., was applauded when he said that "anyone who bought stocks might as well be labeled a gambler. I cannot see anything immoral in myself or others buying that intangible thing known as a chance."

Toledo Coin Machine Celebrates 10th Anniversary

TOLEDO, O.—May 1, 1948, marked the tenth anniversary of the founding of the Toledo Coin Machine Exchange Company, this city.

At that time Rosie Knollmiller formed the company and obtained the distribution for Bally Manufacturing Company. And according to the officials of the manufacturing company, Toledo Coin has been one of their leading distributors.

In addition to receiving congratulations from Ray Moloney, George Jenkins, and Herb Jones of Bally, Rosie and the entire personnel have been hearing from their friends thruout the country.

Wurlitzer Ad Art On Tour

So many requests were received from artists and art students for an opportunity to examine the original art work used for The Rudolph Wurlitzer Company's recent magazine ads on juke boxes that the company decided to make the entire series of 18 drawings available to art schools.


The drawings were offered for two week exhibitions to leading art schools, and are now on tour. The first exhibit was at the Albright Art School, Buffalo, N. Y., April 13th to April 23rd.

Some of the art schools that requested permission to exhibit these drawings, and which are now on the schedule, are the Art Institute of Pittsburgh, Pittsburgh, Pa.; Abbott School of Commercial & Fine Art, Washington, D. C.; Chicago Academy of Fine Arts, Chicago, Ill.; Academy of Applied Art, Chicago, Ill.; Pratt Institute, Brooklyn, N. Y., and Ray Schools, Chicago, Ill.


The series that attracted such widespread interest was the work of Albert Dorne, and depicts in colorful character studies the part Wurlitzer Juke Boxes play in the American way of life. The series has been referred to in advertising circles as one of the most intricate series of illustrations in recent years.

The exhibit is of particular value to students because each illustration embodies many different principles of good advertising art.

Advertising agency for The Rudolph Wurlitzer Company of North Tonawanda, N. Y., is Landsheft, Inc., Buffalo, N. Y.



Aireon
Coronet
FOR
495



TIME TO GET ♦♦
BILLS

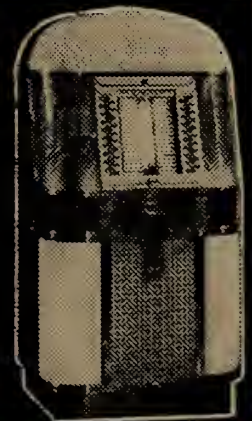


IN A SWEAT?...
BILLS

it's wonderful
AMI's
sensational new model

IS ON DISPLAY IN OUR SHOWROOMS

smaller
more flash
greater
quality
40
selections

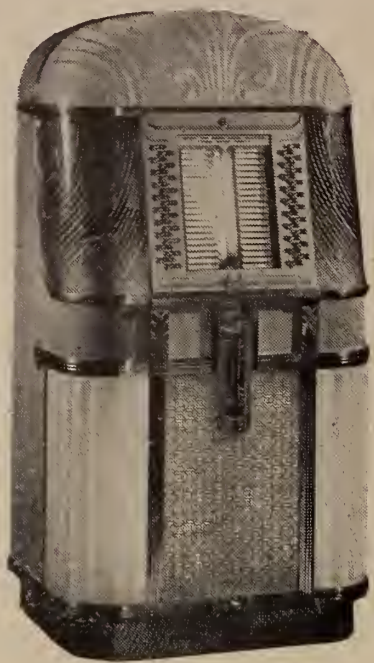


see it today!
immediate
delivery!

DAVID ROSEN inc.
Exclusive AMI DISTRIBUTOR
For East. Pa., Maryland and Dist. of
Columbia

855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

JUST OUT - all new
AMI - Model



THE "ALL NEW" AMI MODEL "B" WITH 40 SELECTIONS AND STARTLING "ALL NEW" FEATURES NOW READY FOR ALL OPERATORS IN OUR TERRITORY ON AN "ALL NEW" DEAL

RUNYON SALES COMPANY

593 10th AVENUE, NEW YORK 18, N. Y.
BRyant 9-2235



123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777

first
in dollars
first

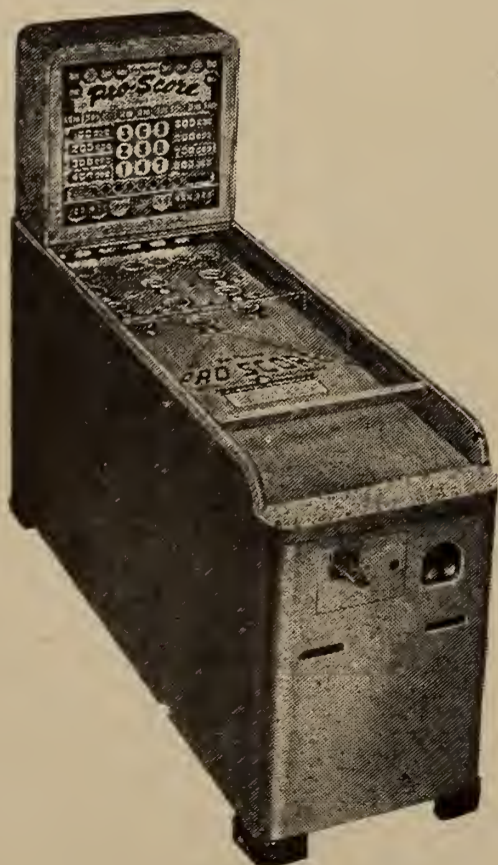
"PRO-SCORE"

IS FIRST IN DOLLARS EARNED ON LOCATIONS EVERYWHERE IN THE NATION! "PRO-SCORE" IS THE ONLY ROLLDOWN GAME IN HISTORY STILL SELLING BIG AFTER SO MANY MONTHS SINCE FIRST INTRODUCED!!! ORDER TODAY — LEARN THE REASON WHY!

GEORGE PONSER CO.

158 E. GRAND AVE., CHICAGO 11, ILL.
(Tel.: SUPERIOR 4427)

250 WEST 57th ST., NEW YORK, N. Y.
(Tel.: CIRCLE 6-6651)



Resigns From Videograph; Heads Dennison Sales Co.



H. F. DENNISON

NEW YORK—H. F. (Denny) Dennison announced that he had resigned as president of Videograph, this city, and will head the newly organized Dennison Sales Company, with headquarters to be established in New York City.

Dennison Sales Company has been appointed as national sales agents for Videograph and Solotone. The firm will specialize in coin operated music and television.

"I have been traveling the country during the past months," stated Dennison, "and my outlook on the future of coin operated television has been strongly verified. However, in opening the Dennison Sales Company, I am in a position to spread my activities more than previously."

Dennison stated that he will make an announcement very shortly as to his address in the city, and about the music and television equipment he will have available for the trade.

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

MEXICO'S COINMEN FORM ASS'N

Importers, Distributors and Ops Join Hands to Fight New Gov't Rulings Raising Juke Box Taxes Over 100%. Also Battle Ass'n of Authors and Composers on 100 Peso Registration Fee and 10 Peso per Month Tax per Phono. Appeal to American Coinfirms Who Do Business in Mexico for Financial Support to Help Them Win Their Fight

MEXICO CITY, D. F.—In accordance with Mexican law, appearing before a notary public here, March 20, 1948, legal papers were signed recognizing the "Asociación De Importadores, Distribuidores Y Proprietarios De Aparatos Electromecánicos De La Republica Mexicana, A. C." (National Association of Importers, Distributors and Proprietors of Coin Operated Machines in the Republic of Mexico, Civil Association).

The offices of the association are temporarily located at: Republica de Chile No. 7, 2nd floor, Mexico City, D. F., Mexico.

President is David L. Romero; Secretary, Luis Alonzo Huerdo; Treasurer, Jose Riojas; First Vice-President, Urpiano Arzac; Second Vice-President, Carlos DeLeon and Legal Adviser, Lic. Jose Barona De La O.

Up to this writing, 578 paying members have been registered from this city and the Central States. It is believed all of Mexico's coinmen will enter into the organization very soon and will be registered as paying members.

The organization also advises that the, "Credito Americano de Mexico, S. A.," a finance institution has been accepted to act as the finance firm for the coin machine business of Mexico. David L. Romero, president of the new association, is also president of the finance institution.

Romero reports that, "The association was formed to present a united front against the Government's January 1, 1948 new Laws that almost prohibited the use of coin operated machines."

He states, "The tax on juke boxes was increased 100% and, instead of monthly payments, the entire year's tax had to be paid in advance, within the first fortnight in January last."

Romero continues in this regard, "The Government began seizing machines without previous notice. More than 100 machines were seized and fines ranging from 200 to 300 pesos were imposed, plus the payment of 345 pesos as 1948 taxes."

At the same time, Romero advises, "The 'Association of Authors and Composers' were likewise authorized to seize machines that had not paid a 100 pesos registration fee, and 10 pesos per month per juke box."

Both David L. Romero, president of the new association and Luis Alonzo Huerdo, its secretary, then report that, "Importers, distributors and owners of machines were rapidly called for daily meetings in the offices of our new association's president, David L. Romero. The highest Government officials were contacted and a complete stop was put to the chaos."

"The association is now legally recognized by all authorities," they continue, "and there is now mutual understanding and mutual cooperation. It's true most operators have, in connivance with collectors and the head of the Department of Coin Operated Machines, in the past eluded the payment of taxes. The head of this Department in question was finally jailed."

"As far as the 'Authors and Composers Association' is concerned," they report, meetings are being held in the offices of the Secretary of the State Department of Education with our lawyers, and those of the Composer's, to enact a law which our members will be able to comply with."

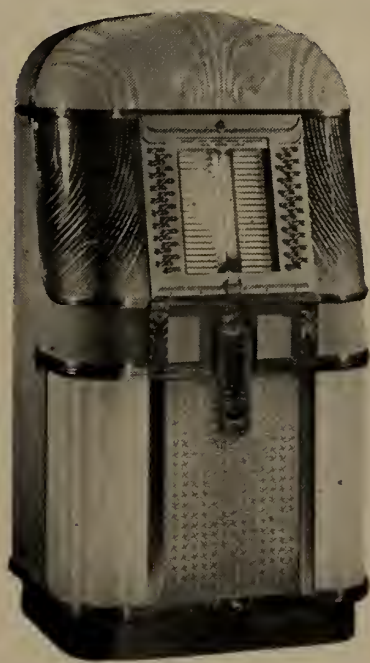
These men, in behalf of their associa-

tion, appeal to all American coinmen who have done business in Mexico in the past, and who will do business there in the future, to cooperate with them and to offer them their financial support, which is sorely needed, in this fight to overcome this unfair and excessive Government taxation on juke boxes and also to defeat the tremendous tax problem which faces them from the authors and composers here.

As one of the Mexican coinmen represented, "To Americans it would mean that each owner of juke boxes would have to pay \$100 per year registration fee with ASCAP and then pay \$10 per month per juke box additional to ASCAP."

Luis Huerdo Alonzo, Secretary of the organization says, "Financial cooperation in any amount will be greatly appreciated and most welcome and may be sent direct to the offices of the association, or to our treasurer, Jose Riojas, whose address is: Rosas Moreno No. 87, Mexico City, D. F., Mexico."

here's the all
NEW AMI Model
"B"
JUST OUT!
DELIVERY NOW!



Willie Blatt says:

FLORIDA OPS—

WRITE, WIRE, PHONE—OR
CALL IN PERSON . . . SEE . . .

AMI's MODEL
"B"
IT'S THE
Best

SUPREME DISTRIBUTORS, INC.

3817 N. E. 2nd AVE.

MIAMI 37, FLA.

(PHONE: 7-7490)

2065 MARKET ST.

JACKSONVILLE, FLA.

(PHONE: 4-3453)

**SENSATIONAL
PRICES
ON
USED
PHONOGRAPHS
AND
GAMES!
WRITE
FOR
PRICE
LIST!**

SCOTT-CROSSE CO.

1423 SPRING GARDEN STREET
PHILADELPHIA, PA.
Rittenhouse 6-7712

Genco's Mardi Gras GRAS

**A BRAND NEW IDEA
A 1 TO 4 ROLLOVER BUTTON COMBINATION.**



✓ Flipper action, kick-out hole, single, double, triple, bonus, super high score—7 extra rollover buttons, and 3 - 100,000 bumpers.

✓ Operators acclaim it, the public demands it, it's Genco's Mardi Gras.

✓ Even greater playing appeal than Triple Action and Trade Winds combined.

✓ It has terrific action with **FIVE** ways to score.

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.
for

**THE NEW 1948
BUCKLEY LINE
CONSOLE DIST. CO.**

1006 Poydras St., New Orleans, La.

Phone: RA 3811

SAM TRIDICO BOB BUCKLEY
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

SPECIAL EXTRA SPECIALS

RECONDITIONED FIVE BALLS
VERY CLEAN AND MECHANICALLY A-1

BALLY VICTORY SPECIALS.....\$150.00
GOTTLIEB HUMPTY DUMPTY... 135.00
CHI COIN BERMUDA..... 140.00
UNITED'S SINGAPORE \$135.; TROPICANA \$150.; HAWAII 100.; and MEXICO \$90.

1/3 Deposit Required, Balance C.O.D.

CROWN NOVELTY CO., Inc.

920 Howard Avenue, New Orleans 13, La.

Phone: CAnal 7137 Nick Carbajal, Gen. Mgr.

Describes New AMI Model "B"



L. C. FORCE

CHICAGO—L. C. (Lindy) Force, general sales manager of AMI, Inc., this city, has just released a complete description of the firm's new Model "B" phonograph which features 40 selections as does their Model "A".

Force said, "The dimensions of the Model 'B' are: height 64½", width 33", depth 24" and weight 261 lbs. Smaller than the Model 'A'. The finish is in two colors, 'Sheraton Mahogany' and 'Bisque Blond'. The cabinet is constructed of waterproof bonded plywood, called 'Marine Plywood', because it will withstand submersion. The construction is very rugged with ½" and ⅝" plywood. The outer finish is genuine mahogany.

"The Model 'B' is designed for perfect acoustics," he stated, "featuring plastic set in sound insulating tape. Plastic metal trim and insulating tape held in place with tension clamps, no buzz or rattle. Almost four times as much metal trim as the Model 'A'. The back door lifts off. The Model 'B' has 47% of total area illuminated. Model 'A' has 33% of area illuminated."

He also reports, "AMI continues exclusive use of figured opaque Plexiglass which is non-shrinking and non-cracking. All the metal trim is rustproof and corrosion-proof. There is a stainless steel kick plate. Metal cash box at bottom front with separate key. Front door folds down for accessibility. Slug rejector and grille lights accessible from front. Three color wheels. This is the only phono with all fluorescent lighting. Color scheme can be changed at will."

Force also stated, "The cabinet floats in the crate, no rubbing or chafing in shipping. The Model 'B,'" he says, "has a new, improved amplifier with compensated bass control which prevents overloading the high volume. No boom, buzz or rattle. There is a strip mounted resistor and condenser for easy servicing. The amplifier was designed and built by AMI."

Force brought home the fact that, "We again are using the famous time tested 20 record, 40 selection mechanism, which has won so much praise in the trade."

Force also advised that at the showing held for the firm's distribs in Grand Rapids, Mich., at the AMI factory, there was great praise for the beautiful design and outstanding attractiveness of the Model "B".

He reports, "Everyone of our distributors was tremendously enthused over the new Model 'B' and," he continues, "there is no doubt that the nation's music operators will find the new AMI Model 'B' the most outstanding of all phonographs which have ever yet been produced. I believe," he also says, "that the time has arrived when all in the field must set their course to obtain the greatest possible attention from the players and that's what they will get with the new Model 'B' we have just presented."

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

IN ALL TERRITORIES IT'S

Williams

YANKS



**THE 100%
MECHANICALLY PERFECT
5-BALL THRILLER**

**WITH
SENSATIONAL
EARNING
POWER!**

**AT YOUR
DISTRIBUTOR
NOW!**



Williams
MANUFACTURING
COMPANY

161 WEST HURON STREET

CHICAGO 10, ILLINOIS

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

NEW ENGLAND OPERATORS

Come One — Come All
To A Really
GRAND OPENING
at

BEACON COIN MACHINES INC.

Grand because:
It will be a pleasure to show the exceptional facilities we have set up to serve you.

Grand also because:
We will have on display the marvelous new AMI Model "B".

THE TIME:
All Day—May 24-25 and 26

THE HOSTS:
Jack Mitnick - Harry Poole

BEACON COIN MACHINES, Inc.
Exclusive Distributors In The New England States for
AMI, Inc. — United Manufacturing Co.,
Exhibit Supply Co. and Chicago Coin Games

910 Beacon Street, Boston 15, Mass. (Phone: KEnmore 6-6810)



H. Z. Vending Opens Branch In Lincoln

LINCOLN, NEB.—Hymie Zorinsky, president of H. Z. Vending & Sales Company, Omaha, Neb., announced this week that the firm has opened a branch office in this city at 918 "M" Street.

Bob McGinnis, recently released from the Air Forces as a Major will head the Lincoln offices. Bob is well known thruout this territory.

"These new offices were opened," stated Zorinsky, "for the convenience of the many operators thruout this territory. We shall give them the same fine service as we have done for so many years in Omaha."

"It is a pleasure to be back again in the coin machine business," says McGinnis "and I am anxious to renew acquaintances of the many friends and associates I have developed thruout the years."

Hymie Zorinsky is famous thru the industry for the ever present cigar and smiling face. As a matter of fact some Lincoln operator might pick up a hundred dollars (altho we doubt it). Zorinsky has a standing offer of this amount to anyone who ever catches him without a cigar, either in his mouth or in his hand.

With the city council here recently passing legislation legalizing pin games, the firm has been extremely active in the sale of games.

Maport Distrib Co. Holds Filben Show

PORTLAND, ORE.—Bob Portale, Maport Distributing Company, this city, played host to a large group of operators at an open house Sunday, May 2.

Maport combined this open house to celebrate the opening of the distributing firm, and to display the Filben Mirrocle Music line for the first time in the territory. Some of the new furnishings for the showrooms and offices hadn't arrived in time for the showing, but Portale didn't let a little thing like that bother him.

In addition to the new self-contained, 30-record Filben "The Maestro," the firm displayed a complete line of new and used games. Operators were shown the fine service department, which Portale claims is one of the most complete on the west coast.

Many of his phonograph artist friends visited Maport during the showing, and met with the operators. One of the best known orchestra leaders in the country, Charlie Spivak, mixed with the group, and even his picture snapped with the coinmen.

Assisting Portale entertain the operators and write orders were Miss Talley and Chuck Saxton.

Prior to opening Maport Distributing Company, Portale traveled the west coast and managed the Portland offices for M. S. Wolf Company, and before that was in the armed services. During his hitch with Wolf, Bob made the acquaintance of the entire coin trade in this territory.

TOP MACHINES AT LOWDOWN PRICES!
STEEL BALL ROLL DOWNS

Tropicana	\$150.00	Singapore	\$120.00
Bermuda	165.00	Cover Girl	125.00
Gold Mine	125.00	Melody	165.00
Trade Winds	185.00	Banjo	165.00
Stormy	125.00	Tennessee	125.00
Hawaii	80.00	Triple Action	150.00
Lady Robin Hood	150.00	Bubbles	100.00
Sea Isle	125.00	Ballerina	150.00
Build Up	\$150.00		

WOODEN BALL ROLL DOWNS

Total Rolls	\$50.00	Bing-A-Rolls	\$250.00
Advance Rolls	110.00	Chicago Coin Roll Down	125.00
Hy-Rolls	225.00	Williams Box Score original cases	185.00

PHONE FOR QUANTITY PRICE.
1/3 Certified Deposit With Order, Balance C.O.D.

DAVE LOWY & COMPANY
594 TENTH AVENUE (PHONE: CHickering 4-5100) NEW YORK 18, N. Y.

LOOK!! LOWER THAN LOW!!
USED FIVE-BALLS—READY FOR DELIVERY

HI-RIDE	\$129.50	MIDGET RACER	\$24.50	RANGER	\$89.50
GINGER	99.50	NUDGY	49.50	BALLY HOO	65.00
DYNAMITE	34.50	CYCLONE	59.50	TORCHY	84.50
BIG HIT	19.50	HAVANA	69.50	SMARTY	39.50
SUSPENSE	24.50	ROCKET	64.50	SHOW GIRL	39.50
BUBBLES	29.50	CAROUSEL	49.50	SUPERLINER	29.50
KEENEY FAVORITE—NEW					
\$395.00					

CONSOLES—USED

SUPER BELLS 5c.	\$95.00	BONUS SUPER BELLS 5c.	\$335.00	CLUB BELLS 5c.	\$95.00
Williams' ALL STARS (Latest Model)					
\$325.00					
1/3 DEPOSIT, BALANCE C.O.D.					

GENERAL DISTRIBUTING COMPANY
2812 MAIN STREET, DALLAS, TEXAS

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE \$32.50 TO \$38.50 Per Reel

PHONOFILM
3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

MOTORS REPAIRED WURLITZER — AMI
— SEEBURG — ROCK-
OLA — MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.
Complete No Extras \$6.00

M. LUBER
503 W. 41st (LONgacre 3-5939) New York



ACTIVE
Reconditioned
GAMES
'NUFF SAID!
For A
Complete
List of
Specials
Drop a Line
to Any One
of Our
3 Offices

JOE ASH
Active Amusement Machines Co.
666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

JOBBER! DISTRIBUTOR! NOW...

YOU CAN HAVE YOUR FIRM NAME LISTED IN THE "C. M. I. BLUE BOOK"

Only \$5 Per Month

NOTICE



YOUR FIRM NAME, ADDRESS AND PHONE NUMBER, AS SHOWN, LISTED UNDER—PHONOS—PINBALLS—ROLLDOWNS—ARCADE—ONE-BALLS—CONSOLES—BELLS—NOW ONLY \$5 PER MONTH PER LISTING. BRANCH OFFICES ONLY \$5 EXTRA AND LISTED IN THE "C. M. I. BLUE BOOK."

JOHN JONES DISTRIBUTING Co.
444 MAIN ST., ANYTOWN, U. S. A.
(TEL: MAIN 0000)

OR...



IF YOU DESIRE INFORMATIVE ADVERTISEMENT BELOW YOUR NAME RATE IS ONLY 10c PER WORD PER MONTH ADDITIONAL. FOR EXAMPLE—AD LISTED HERE WOULD COST YOU ONLY \$1.30 PER MONTH EXTRA TO THE REGULAR \$5 PER MONTH LISTING CHARGE.

JOHN JONES DISTRIBUTING Co.
444 MAIN ST., ANYTOWN, U. S. A.
(TEL: MAIN 0000)

Exclusive Distributors for Main Phono Mfg. Co. for Wisconsin, Indiana, Illinois, Michigan, Iowa.

FILL OUT, ENCLOSE CHECK, MAIL TODAY TO . . .

IMPORTANT!!

Your firm name, your address, your telephone number . . . NOW . . . listed in the buyer's guide . . . the ONE AND ONLY "C. M. I. Blue Book" of the industry . . . the place where everyone looks before he buys, sells or trades machines . . . and . . . AT ONLY \$5 PER MONTH . . . regardless of how many issues are released during the month . . . if you also want informative information to appear under your name . . . this, too, is taken care of for you at only 10¢ per word extra . . . you can tell your story, just what you want to say, at the LOWEST PRICE IN HISTORY . . . and in the one and only medium where everyone looks when they have something to buy or sell or trade . . . you can list your firm name under as many categories as you desire . . . under bells, pinballs, phonos, one-balls, etc., each listing ONLY \$5 PER MONTH and extra informative data at only 10¢ per word . . . in the "C. M. I. Blue Book" . . . the one and only "Confidential Price List of the Coin Machine Industry" . . . the GREATEST BARGAIN EVER OFFERED . . . don't even hesitate . . . fill out the enclosed coupon . . . mail today!!!!

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y.

Please list my name as follows:

Under Music Pinballs Arcade Equipment
 Consoles Rolldowns One Balls Bells
include also _____

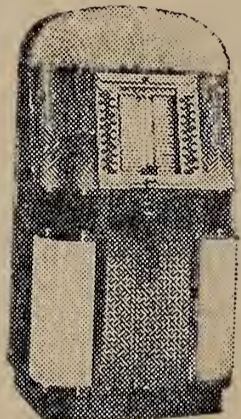
My check for _____ is enclosed.

there will
a sweet time
in Dixie



when we display the Marvelous--New...

AMI
MODEL



First Showing In
Georgia and Alabama
Week of May 23rd



DISTRIBUTORS INC.
Morris Hankin Jack Lovelady
708 Spring Street North West, Atlanta, Georgia
1524 2nd Avenue, North, Birmingham, Alabama

Virginia Operators:

SEE AND HEAR THE SPECTACULAR
NEW AMI

Model



IN OUR
SHOWROOMS—WEEK OF **MAY 23**

- NEW features!
- NEW small size!
- NEW light weight!
- NEW color and flash!

Automatic Music System

306 W. BROAD ST., RICHMOND, VIRGINIA

OPERATORS ONLY

FREE AD LISTING

READ THESE IMPORTANT RULES!

As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—IT IS NOT SOLD ON NEWSSTANDS) you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:

The Cash Box,
381 Fourth Ave., New York 16, N. Y.

Please list the following in the next issue at no charge to me:

NAME

FIRM

ADDRESS

OPERATORS' EQUIPMENT

LISTINGS

IMPORTANT: Address all answers to THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y. In your letter you must refer to code number of listing in which you are interested. Your name will be sent directly to the operator by THE CASH BOX. Operators only, who are subscribers to THE CASH BOX, are entitled to a listing free of charge each week for whatever equipment they want to buy or have for sale. No prices are allowed to be advertised in these free listings. Operators' names and addresses are always kept strictly confidential.

FOR SALE—375 phonographs on locations largest city in the deep south. Net income from \$90,000 to \$115,000 yearly. In whole or part. Owners retiring after 20 years in business. Will show books to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #522932)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #522940)

WANT—Coin operated Radios. State make and price. 2 hour timer preferred. Also used or broken gum ball and pistacio machines, either 5c or 1c. Will also consider vending machine routes. (Code #522933)

FOR SALE—2 Rowe 10 col. Presidents; 1 Rowe 8 col. President; 2 Rowe 8 Col. Royals; 2 Mills 8 col.; 1 Stewart McGuire 8 col.; 1 Rowe Penny inserter. Mills Solo Vue; Exhibit Bluebird; Exhibit three Love Meters; Exhibit Wishing Well; 1 Watling Fortune Scale; 3 small Jennings Scales; 1 Jensen Convertor; 1 Keeney Texas Leaguer; Challengers; route of penny Peanut Vendors, counter games. Make offer. (Code #522941)

WANT—New and used post-war pin games from operators only. Will sacrifice pre-war pin games with flippers, look new and work like new. Also to sacrifice 2 Master Gum 1c Venders and 125 lbs. ½ inch bubble gum. Many used post-war games with flippers. (Code #522901)

FOR SALE—9 consoles, Mills 1947 model Three Bells, in use only 2 months. 42 slots, Mills Black Cherry, Mills Blue Fronts and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #522923)

FOR SALE—Mills 10c Bonus like new, Mills 5c Silver Chrome like new, Mills 5c Jewel like new, Mills 10c Extraordinary like new. (Code #522934)

WANT—Single selector Soda Machines. They must be in good working order. (Code #522930)

FOR SALE—Music, Wall Boxes, Five Ball payouts, over \$10,000 worth new five balls on route 15 years old, city over 90,000, heavy building program in progress. Reason for selling given by mail. (Code #522921)

WANT—Milco checks in 10c and 25c denominations. (Code #522926)

FOR SALE—70 Phonographs, 25 Cigarette Machines, 30 Pinballs on location. Northern part of Ohio. Mostly new machines. (Code #522912)

FOR SALE—Mills Melon Bell 5c; Mills Black Chrome 5c; Mills 25c Extraordinary. (Code #522906)

FOR SALE—1 Jennings Black Hawk, used only two weeks, late type jackpot, knee action, pays 3-on-1 cherry; 1 Watling 5c and 1 25c like new. Highest bidder will get one or all. (Code #515937)

FOR EXCHANGE—Pace & Black Cherries 10c & 25c to trade for 5c slots. (Code #522935)

FOR SALE—In central Massachusetts route established for 20 years consisting of One Balls and Pin Games. About 100 machines on location, all late equipment, complete shop trucks and service organization. Operators net receipts well over \$40,000. For detailed information write (Code #522931)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #522907)

FOR SALE—1 Keeney Bonus, single 5c Super Bell, F.P.P.O.; 1 Twin Bonus Super Bell 5-25; 1 Triple Bonus Super Bell 5-10-25. These are like new. (Code #522927)

WANT—Seeburg 3-wire or Wireless Wall-O-Matics. (Code #522922)

WANT—Humpty Dumpty. **FOR SALE**—Fast Ball, Cyclone and Spellbound. (Code #522909)

WANT—New and used 30-wire Wall Boxes, Adaptors and Speakers; Twin 16 Adaptors for Rock-Ola; any 25 cycle equipment. (Code #522937)

FOR SALE—1947 Columbia Bells, interchangeable, used, cheap; all makes five-ball FP pin games pre-war, at give-away prices; 1 Super Bell, comb., 5c play; 1 Club Bell, comb., 5c; 1 Club Bell, comb., w/button, 5c; 1 Pace's Reels Jr., P.O. 5c; 1 Pace's Reels, comb., w/rails 5c; 3 Bally High Hands 5c; 1 Shoot-Your-Way-To-Tokyo; 1 Rapid Fire. (Code #522925)

FOR SALE—Sacrifice. Best offer takes all. 10 Bing-A-Rolls nearly new; 4 Advance Rolls; 1 Pro Score. Also Juke Box route, complete, 18 machines on location. (Code #522916)

FOR SALE—A-1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #522929)

FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price. (Code #522920)

FOR SALE—6 Evans 1947 Ten Strikes. Or will exchange for late pins. What have you to offer? (Code #522911)

WANT—6 column Rowe Royal and 6 and 8 column Rowe President cigarette machines. **FOR SALE**—3-10 column Royals and 3-10 column Presidents, completely refinished and overhauled. (Code #522910)

FOR SALE—Slots: 1 5c Brown Front; 3 25c Brown Fronts; 1 10c Brown Front; 5 5c Melon Bells; 2 25c Melon Bells; 1 10c Melon Bell, no melon jack pots on these; 2 5c Blue Fronts; 4 10c Blue Fronts; 2 25c Blue Fronts; 1 5c Emerald Handload with 2-5 P.O.; 1 5c Gold Chrome, 2-5 P.O.; 1 5c Gold Chrome, hand load; 1 5c Rebuilt Black Cherry with 3-5 P.O.; 1 25c Columbia. Music: 1 430 Wurlitzer Wall Box organ type speaker, 5/10/25c coin slots; 1 two-wire Wall Box, 5/10/25c coin slot; 1 Model 41 Wurlitzer Counter Model; 1 Rock-Ola 20 Premier; 2 Rock-Ola 20 Windsor; 6 Twin Twelves; 4 20 Record Hideaways; 5 20 Record Adaptors; 2 12 Record Adaptors. Pin Games: 1 Silver Streak; 1 Maisie; 1 Cover Girl; 1 Spellbound; 1 Catalina; 1 Toronado. (Code #522905)

WANT—Active partner for Juke and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about \$20,000. (Code #522903)

WANT—New or used Packard Adaptors for Wurlitzer 24s. (Code #522939)

WANT—A few Watling Scales, no other make wanted. Clean and in good condition, ready for location. Prefer Junior Tom Thumb, Fortune Tom Thumb or 500 Series Fortune. (Code #522915)

FOR SALE—1 Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #522908)

EXCHANGE—Will trade Bally Triple Bell new only two weeks on location for either of the following: Keeney's Two Way Bonus Super Bell or Keeney's Gold Nugget. (Code #522913)

FOR SALE—5 Bally DeLuxe Draw Bells. (Code # 522904)

FOR EXCHANGE—1 Telomatic industrial and background wired music studio. (Code #522938)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #522914)

WANT—Bally Victory Specials and used Eureka's. **FOR SALE**—Or will trade the following: 1 Seeburg Casino; 2 Seeburg Vogues; 1 Seeburg Classic; 1 Wurlitzer 800; 1 Wurlitzer 950; 1 Wurlitzer 600K; 4 Wurlitzer Victory, 600, 500 and 2-24s; 2 Wurlitzer 616; 4 Wurlitzer 412s; (Code #522902)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #522924)

FOR SALE—Free Plays. Big Tops, Jumbo Parades, Silver Moons, Wurlitzer 71 & 61, Hockeys, Guns, Grips, Target Guns, Empty phonograph cabinets for Wurlitzers, Rock-Olas, Seeburgs, Parts galore for all pre-war phonographs, Solotone Boxes, Amplifiers.. (Code #522928)

WANT—Victory Derby P.O. For Sale—Free play games: Carousel, Kilroy, Playboy, Torch Flamingo, Rocket, Cyclone. (Code #522919)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #522917)

FOR SALE—One of the best phonograph routes in the Northwest. Consists of approximately 20 1015's, 10 '47 and '48 Seeburgs, 2 Packard Manhattans, 5 '47 Rock-Olas and about 40 older phonographs. Everything on location. No competition. (Code #522918)

WANT—Active partner for phonograph and pin game route in South Carolina. Excellent established route. Cash needed about \$8,000 for 50% equity in business. (Code #522936)

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****CLASSIFIED AD RATE 8 CENTS PER WORD**COUNT ALL COPY, NAME AND ADDRESS. MINIMUM AD \$1.00.
(ALL CLASSIFIED ADS—CASH WITH ORDER.)**SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS**YOUR WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES.
MAXIMUM WORDS—40. ALL ADS OVER WILL BE
CHARGED AT RATE OF 8¢ PER WORD.**CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.****WANT**

WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. **BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.**

WANT—Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. **HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.**

WANT—Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write **FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNDERhill 3-5761.**

WANT—New and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. **ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT., CANADA.**

WANT—Will buy any quantity used slot machines, all makes and models. Also Columbias, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first class condition. **AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.**

WANT—All makes and models 5c, 10c, 25c, 50c Slots. Cash waiting. **MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.**

WANT—Bally Triple Bells; Bally Eurekas; Mutoscope Diggers; Late Rock-Ola, Wurlitzer & Seeburg phonos. Will buy overstocks of late pin games for re-sale. Quote best prices, quantity & condition in 1st letter. **M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3-3069.**

WANT—Operators with obsolete equipment that would like to turn them into cash. You can get Three Hundred (\$300.00) for your twelve records and up phonographs. For details without obligation write. **WALKER MUSIC CO., 2711 HAMPTON BLVD., NORFOLK, VA.**

WANT—Used records. Will positively pay more. Sell to the East's largest distributor of used records. Will pick up. Write, call or ship to **BERNARD MUCHNICK, 1315 NO. 52nd ST., PHILADELPHIA 31, PA. Tel.: GR 3-8628.**

WANT—Jack-in-the-box Stands; Safe Stands; Used escalator slots. **EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PA. Tel.: CHester 2-3637.**

WANT—Gun cables for Bally Rapid Fire; Motor for Exhibit Rotary Pusher Type. **IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.**

WANT—Bally Victory Derbys, Bally Entrees and Jockey Clubs. Check Separators. Cash or trade, whatever you need. Also want '46 and '47 Seeburgs and '46 and '47 Wurlitzers. Quote lowest prices, first letter. **SILENT SALES CO., 200 ELEVENTH AVE., SOUTH, MINNEAPOLIS 15, MINN. Tel.: GENEva 3645.**

WANT—Mutoscope Cranes, Fan Fronts, Red Tops, etc.; late Bally One-Ball Games free play and automatic; Keeney Bonus Super Bells; Bally Triple Bells, etc.; Jennings Super DeLuxe, DeLuxe, Standard and Club Console Slot machines; Wurlitzer, Seeburg, and Rock-Ola post-war Phonographs; Packard Chrome Boxes. Write price and condition. **WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel.: GARfield 3585.**

WANT—The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: **USED RECORD EXCHANGE, Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: DICKens 7060.**

FOR SALE

FOR SALE—We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. **MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.**

FOR SALE—5 Balls: Baffle Cards, Kilroys \$55 ea.; Play Boys 70 ea.; Streamliners \$20 ea.; Sky Blazers \$15 each. All above are in top condition. Terms: 1/3 deposit. **C. & M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.**

FOR SALE—Operators! We have a large number of Pay Off Consoles—various makes—from \$20 up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. **VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel.: Portsmouth 1025.**

FOR SALE—Mills Four Bells, perfect \$50; 1 Barrel Roll Skee-ball \$50; Jennings Cigarolla \$30; Undersea Raider \$50; Loudspeaker \$5; Seeburg Envoy \$200; Mills Empress \$200; Watling 10¢ Rol-A-Top \$50. **BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.**

FOR SALE—10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800 ea. Terms: 1/3 Deposit, balance C.O.D. **ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.**

FOR SALE—25 Model 30 Kirk Astrology Scales \$169.50 ea. **THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3171.**

FOR SALE—Guaranteed Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. **CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.**

FOR SALE—Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Rolldown Games. Tell us what you need. Make offer. Box 133, c/o *The Cash Box*, 381 Fourth Avenue, New York 16, N. Y.

FOR SALE—5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At \$30: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45: Arizona, Surf Queen, Midget Racer, Big League. At \$75: Superscore. One Balls F.P.: Sport Special \$45; Dark Horse \$60; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. **W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.**

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for \$40 each. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. **WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.**

FOR SALE—5-Ball Pin Games, shipped in good cartons: Baseball \$69.50; Big Hit \$24.50; Bonanza \$124.50; Broncho \$104.50; Co-ed \$99.50; Cover Girl \$99.50; Crossfire \$69.50; Fast Ball \$29.50; Flamingo \$99.50; Gold Ball \$89.50; Havana \$79.50; Hawaii \$124.50; Honey \$79.50; Kilroy \$49.50; Lightning \$64.50; Lucky Star \$82.50; Maisie \$99.50; Melody \$174.50; Mexico \$99.50; Mystery \$69.50; Nevada \$124.50; Opportunity \$24.50; Oscar \$74.50; Playboy \$84.50; Ranger \$89.50; Stage Door Canteen \$29.50; Stormy \$174.50; Superliner \$49.50; Tornado \$69.50; Super Score \$49.50. Immediate shipment, subject to prior sale. 1/3 deposit, balance C.O.D. **HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.**

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

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE—10—616 Wurl. \$75 ea.; 2—600R Wurl. \$150 ea.; 1—1940 Rock-Ola C.M. \$90; 3 Seeburg Mayfairs \$150 ea.; 2 Seeburg Regals \$175 ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel.: RA. 5-8705.

FOR SALE—The Biggest Show In Town Is Always At Crown. Bally Victory Specials \$150; Victory Derby \$135; Daily Races \$195; Sunny \$135; Humpty Dumpty \$140; Singapore \$140; Bermuda \$140; Tropicana \$155; Hawaii \$105; Mexico \$95. These machines are excellent and the prices are right. 1/3 Deposit required, balance C.O.D. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel.: CANal 7137. Nick Carbajal, Gen. Mgr.

FOR SALE—Completely refinished, one ten station Automatic Hostess Unit, can be used as 1st, 2nd or 3rd unit; 10 Solotone Boxes; 1 Solotone location amplifier; 1 Solotone Studio amplifier. Make us cash offer on any or all. AUTOMATIC PHONOGRAPH CO., 105 E. RICHMOND AVE., PEORIA, ILL. Tel.: 2-2134 or 3-3511.

FOR SALE—50 Original Black Cherry Bells; 25 Watling 1948 Slots; 10 Pace Consoles; 1 Mills Four Bells. Double Safes, stands, new and used. No reasonable offer refused. MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

FOR SALE—Williams All Stars used but very clean \$275.; 2 Photomatics, inside lights, repainted, good condition \$325. ea.; Spotlite, brand new \$175.; this is a very good arcade piece. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—Roll Downs: Advance Rolls \$175; 14 ft. Bang-A-Fitty \$150; Sportsman Roll \$60; Rol-A-Score \$50; Bing-A-Roll \$300; Hy-Roll \$275; Hawaii \$200; Singapore \$250; Tropicana \$300. OGDEN WHITBECK, MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—One-Balls: Longacre and Thorobreds \$60 ea. Five Balls: Hollywood \$15; Streamliner \$20; Big Hit \$25; Canteen \$25; Riviera \$25. Arcade: Keeney Air Raider \$50; Underseas Raider \$55; Bally Torpedo \$50. Slots: all kinds, write for prices. Wall Boxes: 10 # 320 Wurlitzer with stepper \$5 ea.; Buckley 24 selections \$5 ea.; Seeburg 30-wire \$3 ea. BIGNER, INC., 1983 STATE AVE., CINCINNATI 14, O. Tel.: WA 1994.

FOR SALE—20 Victory Derbys with automatic payouts. Used only 2 weeks. Will guarantee them to be just like new. If you are interested in buying entire lot of 20 F.O.B. Tucson, write or wire me your offer. JOHN LIVOLSI, c/o AMERICAN MUSIC CO., 1534 S. 6th AVE., TUCSON, ARIZONA. Tel.: 4204.

FOR SALE—Cigarette machines, just off locations. Rowe Imperial, Aristocrat; DuGrenier "W" and "S"; National 750 and 9 col. All 20c. BOX # 73, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—Mills Three Bells used 60 days \$395; Packard Model 400 Hide-a-way, like new with three new Packard Boxes and 100 feet 30-wire cable \$450 complete. COLEMAN NOVELTY CO., ROCKFORD, ILL.

FOR SALE—Aireon Super DeLuxe phonographs, A-1 mechanical condition, ready to operate \$249.50 ea. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel.: WAbash 1501.

FOR SALE—Territory closed, sacrifice on Flat Tops. 8 Pace Reels, Sr. 5c, \$25 ea.; 6 Pace Saratoga 5c Sr. \$25 ea.; Bally Skill Time 7 head \$50 ea.; Keeney 4 way Super Bell 5-5-5-25 \$39.50; Keeney Skill Time 7 head \$39.50; Evans Galloping Dominoe \$39.50; Pace 5c-10c combination \$89.50; Pace 5c-25c combination \$99.50; 2 Mills Four Bells \$50 ea. HY-G MUSIC COMPANY, 1415 WASHINGTON SOUTH, MINNEAPOLIS 4, MINN. Tel.: AT 8587.

FOR SALE—Bally Hy-Rolls like new \$225; Genco Advance Rolls and Total Rolls. Also brand new Williams Virginia and Tennessee, also Genco Trade Winds. Write for prices. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel.: Temple 2-5788.

FOR SALE—20 Victory Stamp vendors. Handles 3c and 5c stamps. Brand new in original cartons \$15 ea. WANT—Any quantity Seeburg SS 20-1 Step Selectors; also PS12-3Z Power Supply Sub Assembly. Quote price and condition. R & S SALES CO., MARIETTA, O.

FOR SALE—Mills original Black Cherries, late serials: 1, 5c \$139.50; 1, 10c \$144.50; 1, 25c \$149.50. Jennings Lite-up: 2, 10c \$149.50 ea. Jennings Bronze Chief: 1, 10c \$129.50. Jennings Challenger 5/10c like new \$375. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IND.

FOR SALE—The original change dispenser Nickel Nudger \$3.45 ea. Write for quantity prices. Victory Specials \$125 ea.; Keeney Hot Tip \$235; Strikes 'N Spares \$295. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVE., PORTLAND 5, ORE. Tel.: AT 7565.

MISCELLANEOUS

NOTICE—Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel.: Englewood 8192.

NOTICE—Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

PARTS & SUPPLIES

FOR SALE—Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6C4 45¢; M-46, M-47, M-48 Bulbs \$4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, \$24. Mazda bulbs, No. 47, \$40 per 1000. No. 40, 44, 46 and 47, \$4.50 per 100. No. 51 or 55, \$4 per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—Skee Ball Alley Nets; Mats; Balls; Scoring Units; Coils; Score Glasses and any part for any alley. Also complete stock of Ten Strike Parts. Tell us what you need. RELIABLE SKEE BALL CO., 2512 W. IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE—5c Coin Wrappers, 65c per 1000. Thousands of coin machine parts. Parts made to specification for your special needs. Write for Parts Catalog. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: PLaza 7-2175.

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

THRU THE COIN CHUTE



CHICAGO CHATTER

Coinmen who knew T. Leon Muarada, general manager for Williams Mfg. Co., and for nine years prior to that vice-president of Rock-Ola Mfg. Corp., will be saddened to learn that he passed away Monday, May 10. Mr. Muarada leaves behind a wife and daughter. As vice-president of Rock-Ola he met with many music ops and knew practically everyone engaged in the music machine industry. As general manager of Williams he came in contact with the amusement machine men and was known for his optimism, and his fine manner of doing business. He will be missed by all who knew him. Sincerest condolences to Mrs. Helen O'Neill Muarada and to Mr. Muarada's daughter. Burial was held this past Thursday, May 13.

Bally enjoyed a busy week of visitors with many coming in to look over the new Trophy and Gold Cup one-balls which are clicking big wherever they have been placed. As Bill O'Donnell, salesmanager for Bally says, "Anyone who has these beauties on location doesn't have anymore financial worries." And from what we hear about the trade, Bill is actually understating the case. . . . Louis Boasberg from away down Noo Orleans way popped into town this past week and visited around with his many favorite manufacturers to see what's what.

All the manufacturers who attended the New York City Council hearing on pinballs and rolldown games are now back in town and are eagerly awaiting word from Noo Yawk as to just what the City Council decided about the bill to be presented to ban the machines in the Big Town. Dave Gottlieb made a very impressive speech before New York's city fathers while representatives of all the other pinball and rolldown game plants in town sat around and listened. Much credit to George Glassgold for his powerful presentation of the pinball industry's case. And all talking about the dramatic closing speech made by Max D. Levine of Scientific Machine Corp., Brklyn, N. Y. who, tho he doesn't manufacture pinballs or rolldowns, came out very strong for the trade.

Never saw Dave Gensburg of Genco so enthusiastic before over a forthcoming new game. . . . Dave claims that their newest, Mardi Gras is "absolutely sensational" . . . it seems that pre-tests of the game on location were so good that their many distribus just can't wait for delivery and have been phoning the factory daily "when do we get 'em?" . . . Dave Wallach of Marvel Mfg. Co. has just returned from an extended trip about the midwest. . . . Dave left the Four States Convention at the Hotel Radisson in Minneapolis . . . and continued on visiting here and there with his important stopovers in Omaha, Kansas City and St. Louis.

With Jack Cox still in the Berwyn Hospital, Berwyn, Ill., tho coming along great guns . . . and now Maynard Todd in the Simpson Hospital, Elgin, Ill. with a very bad case of arthritis, Art Weinand and Lew Sebastian are "on the road" for Rock-Ola pinch-hitting for their two salesmen and pushing out those new Magic-Glo phonos just as hard and as fast as they can. . . . Art is covering the entire midwest in one of his famous "flash trips" while Sebastian has been here, there and everywhere from the East to the South and, perhaps, next thing we know . . . we'll be hearing from him from Newfoundland . . . nothing like Art and Lew for speedy trips and quick biz deals . . . the boys know their stuff and know their product intimately. At the same time we hear that Rock-Ola will continue to conduct their service schools and expect men in from Memphis, Charlotte, Baltimore, Orlando, Milwaukee and Detroit this week. Looks like Weinand will never get home to dinner.

Harry Williams of Williams Mfg. Co. back in town again after a speedy trip to the West Coast which Harry termed, "extremely successful" . . . to be greeted by the very sad news of the passing of his general manager . . . T. Leon Muarada. . . . Sam Stern is reported to be covering much territory after leaving the N.Y.C. council hearing. . . . Ed Levin of Chicoin reports that first shipments of Shanghai brought back instant reorders . . . and games are going out just as fast as they come off the production line at the Chicoin plant . . . even while construction of enlarged quarters is under way and all soon expect to celebrate this big addition to this leading factory. . . . Nate Gottlieb, who handled all biz matters with Dave in N. Y., reported this past week, "All quiet on the Western Front" . . . just one of those things only Nate can say while having his ear buzzed off by long distance phone calls.

Officials over at AMI probably the busiest of all in town this past week while so many of their distribus were readying for the trip to Grand Rapids to see the new AMI model 'B' phono . . . one grand evening found Dave Rosen and Marty Levitt of Philly, Pa. with Barnet (Shugy) Sugeran and Abe Green of Newark and N. Y. C. in the company of the Willie "Little Napoleon" Blatt who came all the way up from Miami

and all talking away at once telling each other how "tough" things were while enjoying one of the finest meals served in town. . . . Lindy Force of AMI had himself quite a job. . . . Lindy rushed on ahead to Grand Rapids to make certain that there would be rooms in the local hostelry for all his distribus . . . we also hear from the boys that John Haddock of AMI impressed all present with a very fine speech regarding the phono biz and all felt much better and more optimistic after his talk.

Pat Buckley and Gerry Haley were two busy guys this past week at Buckley Mfg. Co. with visitors from almost everywhere calling around to urge more and still more delivery of their products. . . . Harry Hilliard of Kokomo and Roger Pakenpaugh of New Castle, Ind. in the plant . . . followed by Morrie Sykes of Baltimore and H. Harden of Omaha . . . while Bob Buckley and Sam Tridico of Console Distrib. Co., New Orleans, spent the better part of the week at the factory.

Eddie Hanson of Groetchen Tool has left the industry . . . Eddie is now with the Piper Baking Co. of Chicago. . . . Rex Shriver of H. C. Evans & Co. advising, "Everything's goin' along as usual." . . . Charley Schlicht, many coinmen will be sorry to learn, is no longer with Mills Industries . . . new manager of the Music Dept. is Lester C. Rieck, who has been with Mills for about 17 years and is expected to do a very fine job. . . . Gordon B. Mills, prexy of the firm, stated that there has been a very definite biz pickup.

Fred Mann just returned from Kansas City where Aireon held a sales conference and reported that Barney Craig will be taking over the duties of R. R. (Rudy) Greenbaum who recently left the firm to establish a finance company with Robert K. (Bob) Waggener . . . in the meantime, Fred stated, that he was on his way to Milwaukee and Minneapolis areas and that the following week would find him somewhere in Ohio, Michigan or Pennsylvania . . . he stated that the Aireon Coronet "400" was selling faster than ever.

Billy DeSelm of United reported that the firm are already receiving new equipment for their big new factory, and also stated that the plant has been buzzing since Lyn Durant's return from New York . . . "expect some great news very soon from United," Billy opines . . . and also advises, "we've got some stuff coming which will make history for the industry" . . . as if United hasn't already made history.

MINNEAPOLIS

Mr. and Mrs. Wesley Smith, Minneapolis, Minnesota, just returned to Minneapolis after a three month's vacation on the West Coast, taking in all the scenery from Washington right down to Mexico. Wesley would have liked to stay longer, but Mrs. Smith had to get back to take care of her flower beds. . . . Norman Hanson of the Osakis Novelty Company, Osakis, Minnesota, in town just for the day calling on several of the distributors in the Twin Cities.

Ted Bush of the Bush Distributing Company in Chicago on biz. . . . I. G. Black and Ray Stimpert of the Springfield Novelty Company, Springfield, Minnesota also in Minneapolis just for the day on a quick business trip. . . . Frank Kroll of Chippewa Falls, Wisconsin spent a few days in Minneapolis, taking in some of the night life. . . . The North Dakota State Coin Operators Association Convention will be held at the Graver Hotel, May 16th. The dates have been changed, and also the place of the convention, as at first, it was supposed to have been held at Jamestown, North Dakota, on May 9th.

Minneapolis is enjoying many celebrities at its Night Clubs and Theatres. This week, George Givot will be at Curly's Theatre Cafe for two weeks. Jan August appears at the Club Carnival. Sammy Kaye opens, Thursday, May 13th at the Radio City. Wayne King opens May 19th at the RKO Orpheum for one night's performance, and Dean Murphy is appearing at the Nicollet Hotel. (My what attractions!)

Mr. and Mrs. E. J. Chesney of Mobridge, South Dakota, and their talented dog, who is always an escort, in Minneapolis on business, calling on a few of the distributors. . . . Tommy Shogren is improving day by day, after being laid up for several months with rheumatic fever.

Jess Wadell of Charles City, Iowa, and his family spent a few days in Minneapolis sort of vacationing, while Jess called on several of the distributors in the Twin Cities. . . . George Cossette, of Motely, Minnesota in town, his first trip into the Twin Cities since the snow thawed. . . . L. Smith, Star Mechanic for Concord Novelty has just returned from an extended trip on the West Coast, principally Oregon and Washington, and he claims he had a wonderful time.

THRU THE COIN CHUTE



EASTERN CHATTER

The local battlefield—games division vs. local authorities—was all quiet this week. Both sides had their say last week, and now the coinmen are waiting patiently for a reaction. The City Council has yet to introduce its bill, and the trade is hoping for either a regulatory measure or a compromise bill, eliminating items which are objectionable to the industry. May 19 is the day that the injunction proceedings come before the court again, and here again the trade sits back awaiting word... Everyone we contacted this week was highly complimentary toward Max Levine of Scientific Machine Corporation for the wonderful plea he made at the public hearing. The GI operators also came in for much praise.

* * *

At the invitation of Joe Young and Dan Kipnis, Young Distributing Company (Wurlitzer Distributors), the local music distributors met at a luncheon at the Chatham Hotel last Saturday, May 8. The purpose of the meeting was to explore the possibilities of working out plans for a better commission arrangement to be recommended to the music operators. A future meeting was scheduled, and it was agreed that the matter should be fully discussed with representatives of the Automatic Music Operators Association and the Union at this meeting. Among those present at the luncheon were: Harry Rosen, Bert Lane and Meyer Parkoff of Seaboard New York Corporation (Seeburg distributors); Morris Rood of Runyon Sales Company (AMI distributors); Tony (Rex) DiRenzo, Rex-Lee Enterprises (Rock-Ola distributors); Joe Young, Dan Kipnis, Ben Espy, and Jim Healy of Young Distributing. Other phono distributors who couldn't be at this meeting, stated they would attend next time.

* * *

Al Denver, president of the Automatic Music Operators Association, tells us that the forthcoming outing of its members is creating quite a stir. Altho the operators have until the middle of June to make their reservations, most of them have already stated they will attend. The outing is scheduled for the last week-end in June (Friday, Saturday and Sunday—June 25, 26 and 27) at the Laurels Country Club alongside Sackett Lake in the Catskill Mountains. Ruth Nussbaum, Denver's secretary, is lining up the sporting events. There will be a soft ball game and a golf tournament. However, Ruth tells the operators they can use the tennis, handball and horseback facilities if they prefer individual competition. Neither Denver or his pretty secretary make mention of the facilities for mortal combat in that highly strenuous activity "Gin" Rummy, which can be played in sunny weather or if it rains pitchforks. (Ed. Comment: We're offering a small wager that the "Gin" tables outnumber all other "sports.")

* * *

We hope the city officials noted a news story appearing in the New York Times on Wednesday, May 12, in which the Protestant Episcopal Diocese of New York, at its 165th convention, refused to act on a resolution condemning the use of lotteries and gambling-wheels as money-raising devices for church projects. Regardless of the action of this body, it's interesting to note some of the comments made by several Reverends. One stated, "The approval of this measure would make us look like a bunch of old fogies." Another commented, "Anyone who bought stocks might as well be labeled as a gambler. I cannot see anything immoral in myself or others buying that intangible thing known as a chance." The ordinary citizen cannot play the stock market, but they love to buy a thrill for a nominal amount on amusement machines.

* * *

Barney (Shugy) Sugerman and Abe Green, Runyon Sales Company, return from the AMI distributor meet held at Grand Rapids, Mich., all enthused over the new model "B" phono. "All I want the factory to do," states Shugy, "is to keep shipping as rapidly as I send in orders." Another feature attraction on the Runyon floor was the Keeney electric cigarette machine... Nat Cohen, Modern Music Sales Corporation, takes a few moments off from his business activities to celebrate a birthday on Thursday, May 13... Danny Subarsky, who recently opened the Mayflower Music Co., on the corner of 10th Avenue and 42nd Street, doing nicely buying and selling machines. Danny is acknowledged to be one of the mechanical experts in these parts... Ben Becker, Ben Becker Sales Company (Bally regional sales representative), reports that the factory's one-ball "Gold Cup" is going big in his territory. Altho Ben hasn't been able to engage Art Garvey in any direct "Gin" contests lately, he tells us he's in competition by telephone. "Actually it's not competition," claims Becker, "I'm beating his brains out as usual." Honest, Art, that's what the man says.

* * *

Operators have been discussing *The Cash Box* suggestion of 10c per play, 5 plays for 25c. Practically everyone agrees that this would be their salvation, but want everyone to go

on this basis at one time. "If we would get together and agree to put this plan into action," stated one of the city's leading music operators, "we would be in great shape"... Al Maniaci, Paramount Music Company, one of those ever-smiling ops, always ready to greet his friends with the best of humor... Mike Calland, Young Distributing Company, Newark offices, rushes into the city for a few hours. His many friends are still congratulating the young bridegroom... Jim Healy of the New York office of Young Distributing, home ill... Hymie Rosenberg, H. Rosenberg Company, putting on considerable weight... Phil Mason, Dave Lowy & Company, returns from a road trip, and Dave Lowy immediately goes out. These two hustling youngsters don't admit to poor business, or a slack, or anything. They just go out and hustle... H. F. (Denny) Dennison announces his resignation as president of Videograph, and at the same time tells us that he has organized the Dennison Sales Company, to act as national distributor for Videograph and Solotone. Further details as to address, etc., will be forthcoming shortly.

* * *

Joe Munves, Economy Supply Co., building up a nice out-of-town business. Joe has been improving and expanding step by step. He now has a catalog ready... Phil Bogin, dressed like a fashion plate, tells us he'll have an announcement shortly... R. R. "Rudy" Greenbaum, president of the newly organized Product Credit Corporation, a general finance company, and Bob Waggener, general operating manager of the firm, expected in the city the end of the week... Another visitor expected here is Bill Bolles, general sales manager of Packard Manufacturing Corporation... Tony Rex and Leo Knebel, Rex-Lee Enterprises (Rock-Ola Distributors) hustling around to see the trade, and report some very nice sales... Which reminds us that Dave Stern and Irv Orenstein of Seacoast Distributors, Newark, N. J. (Jersey Rock-Ola distributors), report similar action in their territory. Seems like nothing can hold that Dave Stern down when he makes up his mind to get into action... Jack Semel, Willie Levey and Georgie Holzman, Supreme Enterprises, Inc., Brooklyn, N. Y., raving about the new Williams game "Yanks," which they are selling in their territory out of the city... Bert Lane of Seaboard, tells us that Genco's new five-ball "Mardi Gras" is making a big hit with his customers thruout the eastern and southern territory. "It's positively one of the best Genco games ever made," states Bert.

NEW ORLEANS

It's reported (we hope it true) that Johnny Caldwell is getting pretty prosperous these days with his big job on the coast and all his outside repair jobs... Altho not one of those complaining guys, Tony Cefalu of Beacon Novelty Company, is moaning about his tough luck with the fish. It seems that he just can't hold his lines just right for a big haul... Roy Axton and Clay Spencer, formerly with the Packard Distributing Company, seen entertaining Marion Matranga and Charles Estese of the One Stop Coin Machine Company... Frank Drago of Manhattan Amusement Company visiting in Chicago, and is expected back this week.

Dave Martin of Console Distributing Company being congratulated over another big deal consisting of 50 machines for one town. This is the second of this kind in recent weeks... Other activities at Console Distributing: Donnaud and Babin from Luling, La., buying more Buckleys and Criss Crosses, and repairing some of their other models that are still in demand. Bob Buckley and Lupe seen entertaining an uncle from Phoenix, Ariz., whom Bob hadn't seen since he was seven years old. They enjoyed Oysters Bienville at Armands and recalled that this was one of Mrs. Bill Gersh's favorites. Tony (just plain Tony) from Manhattan Amusement Company, visits Console and stocks up on parts. Another coinman seen here buying parts was Jock Young from Lafayette, La. Ronald Tridico, young son of Sam Tridico of Console at the Baptist Hospital having his tonsils removed.

Visited with Al Morgan of Rex Coin Machine, and his place a regular bee hive of activity, with customers almost running over each other. Al reports that orders for the new Jennings Monte Carlo are pouring in. He had just returned from Houston, Texas, where he and his family spent a weekend... Louis Boasberg, New Orleans Novelty Company, goes from New York to Chicago before returning home... Mr. and Mrs. Ward Peters of Brittany, La., are the proud parents of a 5½ lb. baby girl. Ward swore if it was a boy he would have made an op out of him like his dad, but it looks like he'll have to work out a deal for the "Queen of the Mardi Gras"... Curly Maloney has been running in to some tough luck. He lost one of his machines at the fire which took place at the "Me O' My" Club and Swanson's Restaurant at the East End Park. The "Buckley" in Swanson's was saved... Benny Neubauer from Thibidoux, La., in again... Roy Landry of Gonzales, La., has lost considerable weight lately due to the fact that his route has been keeping him so busy.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Paul Laymon for one is anxiously awaiting shipment on the long promised Quizzer . . . Meanwhile Paul is still singing the praises of Bally's Gold Cup, says it more than lives up to its name for distribs, ops and players. . . Silver Gloves, Mutoscope's new boxing game, also rates plug for Laymon. . . From us too. . . We think any game that allows a puny little guy to kick the bejabbers out of a heavyweight champ is a great thing. . . W. R. Happel, Jr. of Badger Sales also expecting a shipment of a hot item in any day. . . It's the new Keeney Electric cigarette machine. . . Sales Rep. R. Schader fresh back from Arizona and brought in more orders than you can shake a cig machine at.

Nothing new on the rolldown front, officially and legally that is. . . The boys are still marking time with the calendar until the appeal date rolls around. . . Meanwhile they're in there pitching by way of winning favorable attention from the local sheets and public. . . Latest leading oracle to see eye to eye with the games men is none other than Matt Weinstock, columnist for the Daily News and editor of the bestselling "My L. A." . . . Matt wrote: "Civic zeal for purity is overstepping all reasonable bounds these days, with the Los Angeles Police Dept. now picking up such innocent amusement games as miniature bowling and skee-balls" . . . Great guy, Matt, and not afraid to call a phoney political maneuver by the same name. . . The lads handling the public relations phase of the operation convinced Gordon Roper, Gabe Orland, Harry Goldman et al ops that a touch of humor could be used to advantage and this week came up with a stunt in the best Hollywood tradition. . . Cheetah, Tarzan's playmate in the movie jungles, was introduced to a rolldown game for the purpose of proving that even her near-human talents couldn't cope with the fully human skill required to play game. . . Look magazine, two newsreels, Acme Pictures Syndicate, the United Press and several other outlets of national status showed for the occasion and thought Cheetah proved the point just fine. . . The clever chimp had the boys sweating though. . . She (or rather he, real offscreen sex is male and name is Harry) bounced a few balls off the glass and then started to roll them in for a score of 25,000. . . still a few grand under human-and skill-par. . . A lot of laughs, nobody hurt (except the publicists who were ribbed about looking like first cousins to Cheetah) and maybe some good to come out of it all.

Automatic Games still automaticking away this week, with Georgie Warner oozing optimism from every pore. . . Headman Sammie Donin en route to Chi on extensive buying spree and co-headman Dannie Jackson on shorter run to Arrowhead for business-vacation while Georgie keeps the home office burning. . . Mills man Charlie Fulcher just back from San Diego, San Berdoo and Riverside jaunt, with a pile of orders for Constellation and Black Gold. . . Charlie, who has a kind word for one and all, got one in too for Mills' Freezer Division. . . Going hot, says Charlie, with L. A. summer moving in early this year. . . Chatted with Jack Simon of Sicking Distribs. . . He's awaiting deliveries of Gottlieb's new "Jack 'N Jill" 5-ball. . . Jack also talked up the new Silver Gloves game. . . In fact, he was working out on it when we dropped in. . . Solotone's F. E. Wilson due back in town this week from Texas jaunt and should have big news for the nation's ops on price and delivery date of the new Solotone radio-record selector unit. . . Those Filbens really must be pouring out of E. T. Mape and Co. what with secretary Lucy Garcia getting an assistant. . . The local office books should show a nice balance for auditor W. H. Smith, down from San Francisco last week on his annual visit. . . General Sales Mgr. Leonard Baskfield dropped in shortly after from North for a get together with Ray Powers. . . Bill Williams was up to his old tricks again, out beating the drums for son Harry's latest 5-ball, Virginia. . . Talked to Nels Nelsen over at M. S. Wolf Distrib. where the new AMI selectors continue to go out as fast as they come in. . . Boss Bill expected back from Chicago this week.

Bubbling over with rosy visions was Lyn Brown, who announced a new shuffleboard, locally manufactured and bearing his name. . . It's an 8-foot rebound job. . . Len Micon of Pacific Coast Distribs out but attractive and efficient daughter-in-law Bette Micon told us they're looking for a shipment of Genco's brand new Mardi Gras 5-ball. . . Out-of-towners seen around the Row: Orlie Leeman and Quay Sargent from San Diego. . . W. E. Erwin from Needles. . . Harry Irwin from Ventura. . . Bill Wehrman from San Pedro. . . Irving Marley from Glendale. . . Bernard Mills from Bell Gardens. . . Walter Murray from Downey and Stanley Little from Lakewood Village.

In the record dept. Paul Reiner, prez of Black and White and kingpin in the indies' efforts to stamp out bootlegging, reports that while no official action has yet been taken the investigation has succeeded in scaring off the racketeers to a near standstill. . . Paul sounded almost optimistic, which means

his recent San Francisco trip either chalked up a lot of new business or else a fine time. . . Art Rupe of Specialty also pointed out a cheerful note in the local diskeries' common grief. . . "It's brought us together," says Art, "even to using the same lawyer, Dave Pollock" . . . Pollock, incidentally, has asked his clients to button their lips until he gives 'em the legal green light, as any good lawyer usually handles such matters. . . We're inclined to agree that indiscriminate, individual lip-ping off can queer a legal status but we can't help also observing that there is one measure even more effective than the law courts in most matters. . . And that is carefully organized and informed public opinion. . . in other words, a sound, intelligent program of public relations for this industry. . . Chatted with Sol Bihari of Modern Records and listened close as he predicted another "Honey, Honey, Honey" hit for Hadda Brooks in the new release, "Out of the Blue" . . . Bihari family intact in Beverly Hills for Mother's Day but Jules may leave soon for swing through Texas.

Almost forgot Art Rupe's special plug for "X-Temporaneous Boogie" . . . Claims the Camille Howard number is catching on in general spots and may soon top race popularity of its flip "You Don't Love Me" . . . His Sales Mgr. John Davis reports same from New York. . . That reminds us, a couple of good Irishers by the name of Jimmy and Mildred Mulcay, also known as "Mr. and Mrs. Harmonica" and clicking big with their "Veronica Plays the Harmonica on the Pier Down in Santa Monica," are finding time to play such benefits as the B'Nai B'Rith Anti-Defamation League show at Ciro's. . . Four Star's Bill McCall tells us his McQuaig Twins due in Texas on tour with Carolina Cotton and Eddie Dean on June 1. . . New label BOP due via Coast Records this week. . . Strictly Bebot says advt. mgr. Ralph Bass, who will handle the new line. . . The Ravens due in June for personal appearance at popular Cricket Club in L. A.

ST. LOUIS

St. Louis is having the coldest and wettest month in 20 years, which alone would disgruntle operators who had hoped for an upturn in collections for the early summer. To top this, however, daylight saving time has brought a sharp drop in collections. "Daylight saving gets the head of the family home early, with plenty of daylight remaining" one op pointed out. "So he slips on a pair of overalls and does a little painting, or works in the garden. Then he's too tired to visit the local tavern to play a few tunes. Also, with people being creatures of habit, they won't go to taverns before dark, and dark doesn't last so long.

Some out of town visitors who popped in to Olive Novelty this week to grab some reconditioned equipment included Leo Leiwicke of Washington, Mo., and Garrett Ashman, from Murphy'sboro, Illinois. Both report "scared money" becoming evident in the central Illinois area, and more stringent buying the rule.

Definitely "Record of the Week" was a pressing of Saber Dance by Woody Herman which op Charlie Larcom took off a West Side tavern juke box. It registered 433 plays in less than seven days, and was literally worn to a powder at points. "Give us a few more like that" Charlie grinned.

No date has been announced for the next meeting of the Missouri Amusement Machine Association "We're resting on our laurels" reported president Lou Morris. The association calls meetings whenever a minor emergency comes up rather than scheduling them at regular intervals.

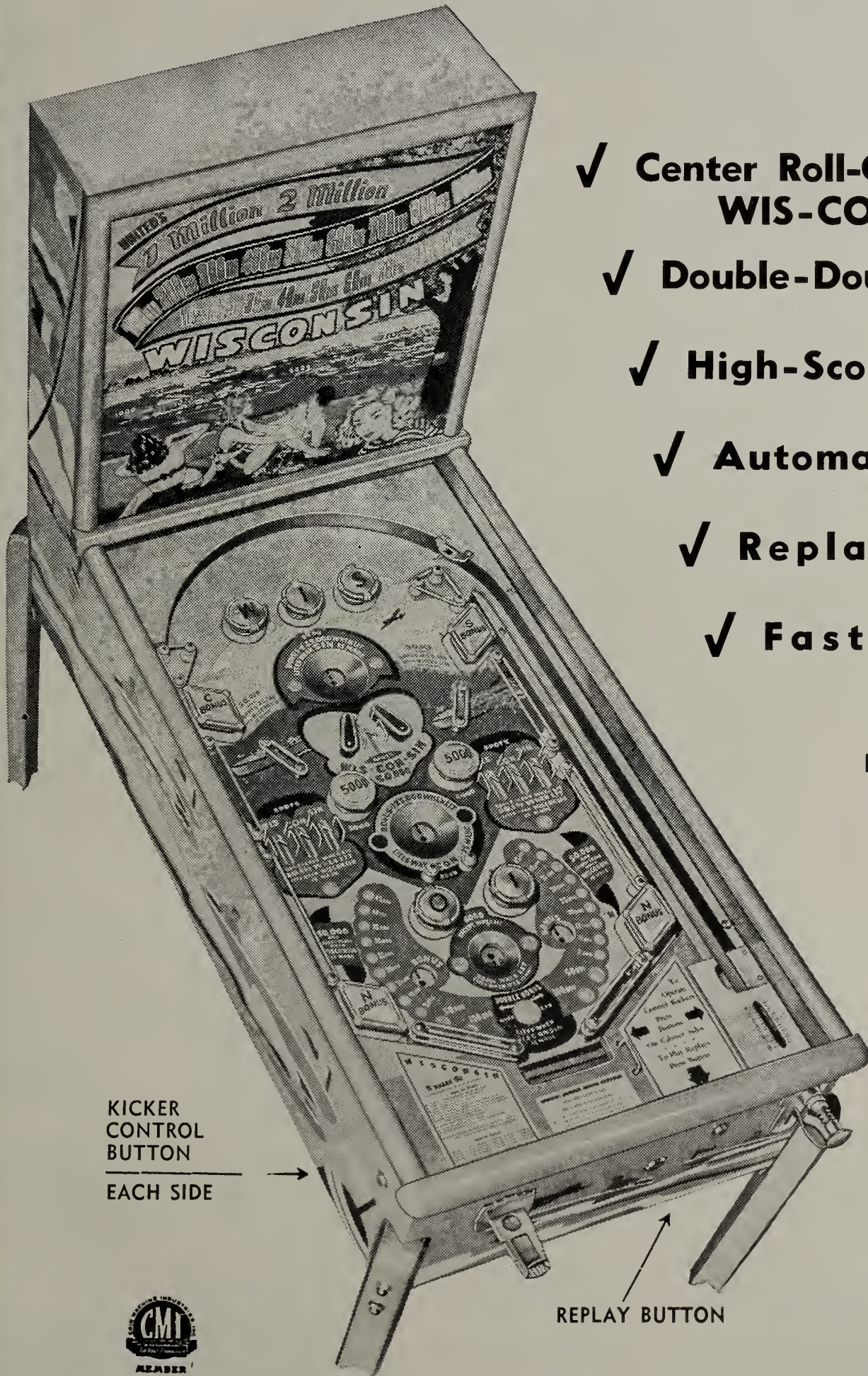
Ben Axelrod, veteran head of Olive Novelty Company, spent a backbreaking Monday last week moving from the old home-stead to a new place in University City, Mo. Ben, consistently tough to part from a news item, took a few days off for the job, his first in many moons, while partner Al Haneklau ran things around the showroom.

McClure Distributing Company reports a lot of interest in new coffee vendors going on location. Factories are giving a bit of trouble fearing that the machines will cut in on their non-profit cafeterias and exchanges, but the machines have proven to actually increase sandwich and candy bar sales.

Frank Murphy, Murphy Distributing Company, returned from the AMI distributor meet in Grand Rapids, Mich., all enthused over the new Model "B" phono. . . Carl Trippe, Ideal Novelty Company, ready to shoot with a great new idea. . . Del Veach, V.P. Distributing Co., has a deal working which he will soon announce to his customers.

UNITED'S WISCONSIN

with NEW
"Player Controlled Kickers"



- ✓ Center Roll-Over Lights
WIS-CON-SIN
- ✓ Double-Double Bonus
- ✓ High-Scoring Units
- ✓ Automatic Shuffle
- ✓ Replay Button
- ✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE
YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY

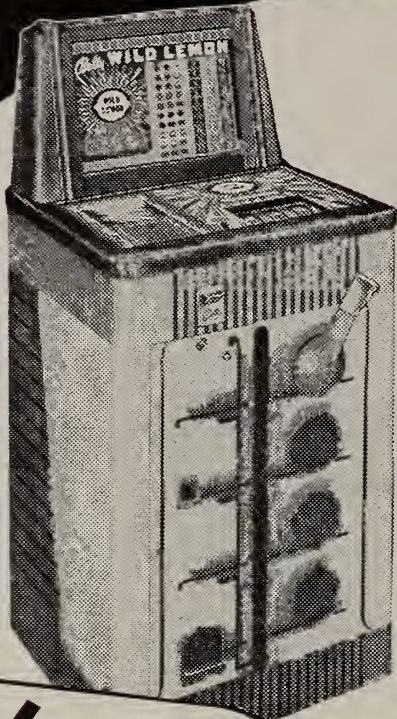
5737 NORTH BROADWAY



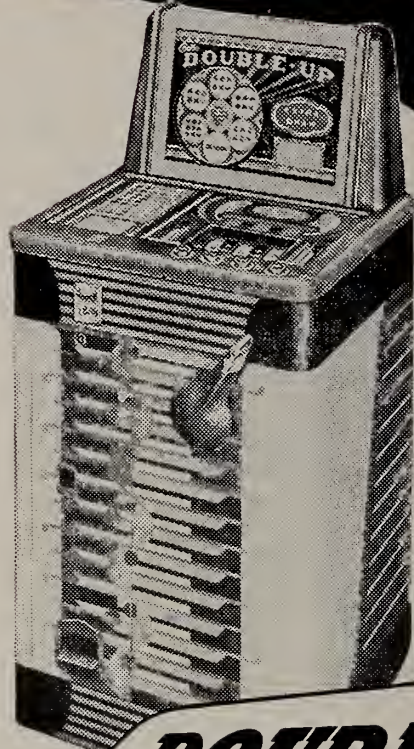
CHICAGO 40, ILLINOIS

Bally

BELL CONSOLES



CHANGING ODDS
plus sensational
new WILD LEMON
LIGHT. Lemons on reels
SCORE AS ANY SYMBOL
when WILD LEMON is lit.
Nickel or Quarter play.

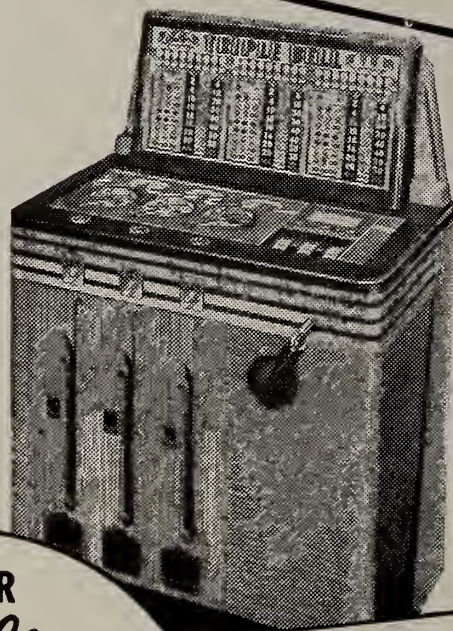
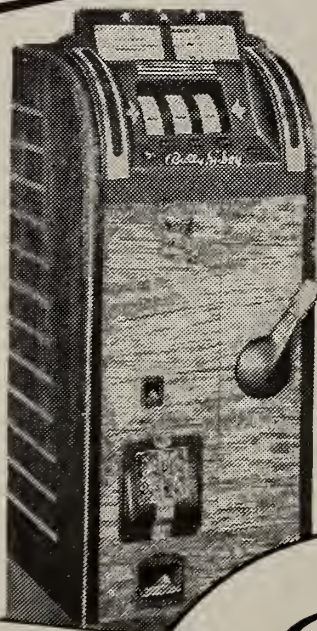


Features famous
EXTRA DRAW . . .
plus new DOUBLE
AWARD SPINNER which
automatically doubles
winners when spinner lights
match reel combination.
Nickel or Quarter play.

WILD LEMON
CHANGING ODDS BELL CONSOLE

DOUBLE-UP
HOLD AND DRAW BELL CONSOLE

HOLD AND DRAW feature
permits player to hold favorite
reels, after first spin, and
deposit a second coin for a
second spin of reels
not held. Nickel,
Dime or Quarter play.



Triple Coin Chutes permit three
players—or three coins every
spin. 1000 Super Special
Awards plus plenty of
other big awards. Any
coin combination—
Nickel, Dime,
Quarter.

hi-boy
CLUB-TYPE HOLD & DRAW BELL CONSOLE

OTHER
Bally
HITS

BALLERINA • HEAVY HITTER
EUREKA • GOLD CUP
TROPHY • HY-ROLL
BIG INNING
BALLY-BOWLER

TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!



Bally MANUFACTURING COMPANY

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