

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 9, No. 36
June 5, 1948

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!

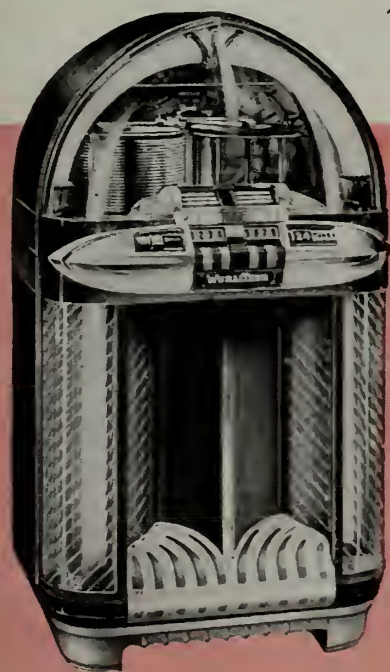


1
New Wurlitzer 1100s, with the famous Zenith Cobra Tone Arm and "Quick-As-A-Flash" replacement units, should mean in excess of \$300 *saved* in four years on record, needle and service costs, in addition to unprecedented earning power.

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.



2
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

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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.

THE CASH BOX

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June 5, 1948

Dear Friend:

The Cash Box will celebrate its Sixth Birthday at the end of June - and in commemoration of this event will issue its "Sixth Anniversary Issue" - dated June 26.

During these six years The Cash Box has devoted its entire resources and strength in an effort to bring the Coin Machine Industry a true, honest and fearless magazine - exclusively and solely for the greater development of this industry.

A great many fine compliments have been paid The Cash Box for its accomplishments which have reacted to the benefit of the individual coinman as well as the entire industry. Many honors have been heaped upon us. We acknowledge these sincere words of appreciation from the members of the trade with the pledge to continue our every effort to bring the industry greater glory and outstanding prosperity.

As in past years, the "Anniversary Issue" will be the most outstanding issue of the year. Now is the time to get behind The Cash Box - with a substantial ad in the "Sixth Anniversary Issue". Back up the magazine that backs you - and at the same time reach the entire industry with your advertising message.

In keeping with its policy of always progressing - always moving ahead, the "Sixth Anniversary Issue" will appear in a new dress - a new size. This issue will appear for the first time in a four column page - same size as Look, Life, etc.

SAME ADVERTISING RATE OF \$7.00 PER COLUMN INCH PREVAILS.

LAST MINUTE CLOSING DATE IS THURSDAY, JUNE 17.

We know you will want to participate in this most outstanding issue of the year.

RUSH YOUR COPY - OR SEND US YOUR SPACE RESERVATION RIGHT NOW!

Cordially,

THE CASH BOX

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

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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

A much closer relationship should exist between the juke box and music industries. The music industry needs the juke box for greater exploitation. The juke box needs the music business for continued great songs. In short, each is an integral part of the other.

This closer relationship can be brought about by a meeting of music and juke box leaders so that there will be a better understanding. The publishers of music, the artists, band leaders and recording firms know of the juke box's power to boom them over the top. The artist has long wanted the juke box back of him to "sell" him to the public, and to continue his name in its title strip "showcase," so that he can command a greater performance price. The recorders naturally want the support of the juke box business for it is not only a lucrative market but also acts as a tremendous stimulant to aid retail record sales.

The juke box business realizes that it must obtain the records it uses at a "price" and, today, many in the industry are also thinking of receiving financial remuneration for featuring artists as well as songs in their machines. A happier and closer relationship could, therefore, be brought about by a "meeting of the minds" who lead both the music and the juke box industries.

* * * * *

Public relations is an extremely important part of the coin machine business. Long ago *The Cash Box* crusaded for the creation of a Public Relations Bureau. This was done. But, *The Cash Box* did not stop there. It urged each and every individual coin machine man in the nation to be his own public relations bureau.

The work of the Philadelphia phono ops association and that of the Cleveland and Ohio state phono associations as well as California and others has proved of tremendous value, not only to these organizations, but, to all the industry. Cleveland covered itself with glory in giving its local branch of the American Cancer Society the largest single contribution in the history of this branch. Philadelphia is also covering itself with much glory for its music scholarships. California has done great work. So has Alabama and Washington, D. C., and others thruout the nation.

Detroit and the Michigan State operators are also planning far ahead. They, too, have a public relations program under way which will not only benefit them, but will also benefit all others. Individual operators, jobbers and distributors, as well as manufacturers, have continued right along with great charitable work and other public relations effort which has proved tremendously worthwhile.

This is not the time to halt such good effort. In fact, this is the time to double whatever has already been done. *The Cash Box* once again urges every single coin machine man in the nation to become his own public relations department, and help bring about a better understanding of his industry as well as closer relationship with officials and the public on a basis which will win ever greater friendship.

* * * * *

The industry doesn't lack employed people to play its equipment. The Bureau of the Census reported, a few weeks ago, that civilian employment rose 1,000,000 between March and April. The total was 58,300,000 people at work during the week of April 4 to 10. This is 1,630,000 more than a year ago.

Many ops report that they are getting just as much and, in some cases, even more people to play their equipment. "But," they cry, "we aren't earning any profit." In fact, many claim they are enduring loss.

That is why *The Cash Box* urges juke box ops to change to 1 play for 10c, 5 plays for 25c. Pinball, rolldown, bowling alley and similar amusement games should change from nickel to dime coin chutes.

Bill Gersh

SURVEY SHOWS OPS D 5 PLAYS 25c- INSTEAD,

Majority of Phono Ops Agree 1 Play 10c, 5 Plays Bargain". Realize at 5 Plays for 25c Only 30% of Some Suggest 2 Plays 10c, 5 Plays 25c, Closing Up Duplication. Believe Hideaway Wall Box Spots Should

HERE ARE FACTS!

200 Players Per Week

□ at 5c \$10.00

60 Players Per Week

□ at 5 Plays for 25c 15.00

(Only 30% of Play Means 50% More Income)

NEW YORK—A survey just completed among outstanding phono ops discloses that the ops do not, in any fashion, fear to start 1 play for 10c and 5 plays for 25c in an effort to gain volume play by causing the public to purchase the "5 plays for 25c bargain"—but—instead, **THE OPS FEAR EACH OTHER.**

In short, as one noted op stated, "Your idea is very good. We know that it can work. In fact, we tried it in one spot very quietly. An out-of-way spot. We had to do this. We enjoyed an increase the first week.

"You might not believe it, but, we're still plagued by ops who will give as much as 60% and even 65% to locations and install brand new machines. These would be the first guys to jump our spots.

"But, getting back to the point you want to know about, not only did we enjoy an increase the very first week, but, the location owner is the happiest guy of all. He wants us to continue. He agrees with us that if we get only 30 per cent as many players dropping 25c each into the machine as we did 5c players, we are earning 50% MORE MONEY."

Therefore, it isn't the average operator! He knows that 1 play 10c and 5 plays 25c is only a MEANS for him to gain volume play, plus play duplication, and THAT MEANS MORE INCOME—WHICH HE SORELY REQUIRES TO STAY IN BUSINESS—TO BUY NEW EQUIPMENT—TO HELP EVERYONE UP THE LINE TO ENJOY BETTER TIMES ONCE AGAIN.

It simply means that operator doesn't trust operator. It means, further, that this business SORELY LACKS STRONG LEADERSHIP.

More necessary than anything else at this time is for a REAL LEADER, A STRONG LEADER, to step forth and prove to the trade that they SIMPLY MUST OBTAIN MORE INCOME—TO SURVIVE. And every single distributor and manufacturer will agree with that statement as will all operators everywhere in the nation.

There are a few operators who have suggested that the trade start with 2 plays for 10c and 5 plays for 25c—and shut off the 5c coin chute.

Some state, "Simply paste over the 5c coin chute and mark it 'out of order.' We know that this increases play at least 15 to 20 per cent. We've tried it in the past, but, competitors forced us to open the 5c chute once again, even tho we talked our lungs out at them

showing them that if they did the same, they, too, would earn more money."

In short, whether the operators start with 1 play 10c, 5 plays 25c—to cause the players to grab for the 5 play "bargain"—or whether they start with 2 plays 10c and 5 plays 25c and close off the 5c coin chute, they still are AFRAID OF THEIR COMPETITORS—THEIR FELLOW OPERATORS—FROM "JUMPING THEIR SPOTS"—FROM GRABBING THEM EVEN THO THEY'RE LOSING MONEY—AND, THEREBY, NO ONE EARNS THE MONEY NEEDED TO CONTINUE IN BUSINESS PROFITABLY.

What, then, is the answer? Simply that from among the members of this industry there must step forward some one man who has the courage of his convictions, who is farseeing, who has vision and intestinal fortitude and who can control the tremendous number of operators who are LOSING MONEY and LEAD them to profits once again.

Operators claim that if all the manufacturers and distributors will get back of the volume play plan that they can make it work. But, this doesn't seem to be the answer. It seems, instead, that the operators' problem is to convince their own brother operators to adopt a plan whereby ALL CAN SEE PROFITS ONCE AGAIN.

And, they agree, that the 1 play for 10c, 5 plays for 25c, is the first plan that opens the way to volume play action, with sufficient duplication of play, to bring profits to the operator once again.

In short, by only 30% of the present 5c players, inserting 25c coins instead (which means only 1 out of every 3 present players), the operator gets 50% MORE INCOME. If 200 players inserts 5c coins this brings in \$10; and only 60 players inserting 25c coins bring in \$15. VOLUME PLAY IS THE ANSWER.

The operators also realize that play duplication offsets much of the extra time used by quarter play. There is no longer any argument that of every 5 plays each player will choose two or three of the SAME POPULAR TOP TEN CURRENT TUNES. This means that the operator is actually selling 3 plays for 25c or 4 plays for 25c in most cases.

The operators AGREE. They KNOW that they can make out with volume play (25c) action. They also KNOW that they can, by bringing in this extra income, take care of many of their present increased overhead and price problems and also give the location owner more money to once again get him to cooperate with them and help them to "sell" their music to his customers.

All these things are well known by everyone engaged in the automatic music industry. THE CASH BOX first presented the idea of a 7½c coin. It was picked up by leading politicians who discussed it in Washington and advised THE CASH BOX that such a move would take "years" to get over, even tho they agreed it would act as a "brake against inflation."

THE CASH BOX then switched over to 70%-30% commission basis, urging the operators, even during the war period, to pay only 30% commission—and—where

(THE CASH BOX IS THE OPERATORS' MAGA

DON'T FEAR 1 PLAY 10c FEAR EACH OTHER !!!

**-25c, Will Stimulate Present Players to "Buy 5 Play
Present Number of Players Means 50% More Income.
5c Coin Chute, to Obtain Volume Action and Play
Remain As Is. Agree on Need for Volume Play Income.**

they could, to jump to \$15 front money guarantee, because THE CASH BOX actually saw this plan working out successfully in many locations.

The result was that operators who went to 70%-30% and "front service money" have reported to THE CASH BOX that, at this time with money scarce, they are losing locations. Why? Because the storekeepers are losing interest in their equipment due to the fact they don't get what they believe is a decent return from the machine, "Like we used to get."

THE CASH BOX then asked for "constructive criticism" from these same men who had complained, and they showed THE CASH BOX that they were now, very quietly, working on 1 play 10c and 5 plays 25c and that their tests proved that they "COULD EARN MORE MONEY" while keeping the storekeepers happy and contented and getting them to once again BACK THEIR EQUIPMENT.

That's what THE CASH Box (and every intelligent man in the nation) wants. Constructive—not DESTRUCTIVE CRITICISM. So THE CASH BOX now urges the rest of the trade to go to "VOLUME PLAY ACTION" to gain "MORE INCOME" so as to be able to CONTINUE IN THIS BUSINESS PROFITABLY.

But, THE CASH BOX did not stop there. Even tho it presented its first articles featuring this new fact—it went out on the road to LEARN FOR ITSELF—just what was holding back many intelligent coinmen from adopting this new idea.

And THE CASH BOX learned that the operators were not afraid to put into effect 1 play 10c, 5 plays 25c, because they realized that by obtaining only 30% of their average play at 25c—they would be EARNING 50% MORE INCOME—which they sorely needed. But, what THE CASH BOX did learn—was that the OPERATORS FEARED EACH OTHER INSTEAD.

In short, each and everyone talked to was AFRAID TO START. Only because they felt that the "other fellow" would instantly jump their spot with 5c play.

Every single one of the men whom THE CASH BOX has spoken to and to whom it has explained the plan for volume play action (which some are even trying for at 6 plays for 25c) were heartily in agreement with THE CASH BOX that THIS WAS THE ANSWER.

"But," said one leader of a noted phono ops' association, "what are we going to do with those operators who will jump our spots and start 5c play all over again? And what are we going to do with those ops who are trying to get our spots by offering 60% and even 65% to the location owners? We must have 100% cooperation and this will be the lifesaver of the entire music machine industry. Volume play is the answer."

Therefore, it all crystallizes to this ONE fact—THAT THIS MUSIC MACHINE INDUSTRY LACKS STRONG LEADERSHIP.

A leader is needed. A man who can control great power. A man who can foresee that THERE'S NOTHING WRONG WITH THE AUTOMATIC MUSIC INDUSTRY—except that the people in the industry—FEAR EACH OTHER—thereby, they FEAR fear.

There MUST step forward some one person who CAN and WILL convince the average operator that by VOLUME ACTION he will overcome a great many of his present problems. Look at the facts. Only the music machine operator hasn't kept step with price increases.

Were the average tobacconist to maintain his 15c price on a pack of cigarets—he would now be OUT OF BUSINESS. Were the average sweet shop proprietor to maintain his 5c price on ice cream cones—he, too, would now be out of business. Were the average tavern owner to attempt to maintain his 5c per glass of 8 ounce beer—he would have to close his doors.

All up the line—every merchant—has increased his price as prices were increased to him. All but the phono op. And the phono op today pays more than double for each gallon of gasoline he uses in his cars and trucks than he did prewar. He pays almost triple the price for tires and tubes and other parts and supplies. Yet, he maintains the 5c price and doesn't even try for VOLUME business so that he can OVERCOME the low take he is faced with today.

There are just as many players of phonos. But, when the operator gets his share—he has NOTHING LEFT FOR HIMSELF. Because his overhead expenses EAT IT UP.

Therefore he MUST HAVE MORE INCOME TO MAINTAIN HIMSELF IN BUSINESS PROFITABLY. And such income can only come from VOLUME PLAY ACTION. That's what 1 play 10c, 5 plays 25c CAN DO. It causes the player to grab the "bargain"—the 5 plays for 25c—and that means MORE INCOME to the operator. Even if 70% of his players REFUSE TO PLAY—and only 30% do insert quarters—HE'S STILL 50% AHEAD.

Whatever the method, whatever the "angle," whatever the means—THE OPERATOR MUST GET MORE PLAY (MORE INCOME) TO CONTINUE IN BUSINESS PROFITABLY. And, when he is enjoying profits once again, everyone up the line, supplier, distributor, jobber and manufacturer, too, will once again enjoy profit.

Perhaps some operators will close off their 5c coin chutes and attempt in this fashion to get more play. But, the 25c coin chute which appeared with the very first of the modern music machines which were produced—IS THE ANSWER.

Those operators who feature 6 plays for 25c also claim they enjoy "some increases," but, not enough to offset the single 5c players. If these men, possibly, closed off their 5c coin chutes and gave 2 plays for 10c along with their 6 plays for 25c—they might get more quarter action for more volume play return.

But, as stated above, whatever the method—the operator must get MORE PLAY and enjoy MORE INCOME to assure himself continuing on ahead in this business and, until someone comes along with a better, more constructive, more logical plan—the best yet presented—is the 1 play for 10c and 5 plays for 25c—which can, by drawing quarter play (volume play action) with only 30% of the number of present players bring the operator 50% more income.

ZINE—IT IS NOT SOLD ON NEWSSTANDS!)

THE CASH BOX

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

Music Section

June 5, 1948



TEX BENEKE

Riding hot and heavy on thousands of juke boxes throughout the nation, maestro Tex Beneke continues to satisfy juke box operators with his hot platters. Latest click for the Beneke band is the sensational coin catcher, "St. Louis Blues March", with Tex's Victor platter the only record that's spinning. Recent winners for Tex were "Lone Star Moon", "Too Late", "You Don't Have To Know The Language" and "Saturday Date". His tenor sax and nostalgic tonsils have continued to thrill phono fans since the days of the late Glen Miller orchestra. Exclusively featured on RCA-Victor records. Personal Manager: Don Haynes.

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 NATURE BOY**
Ops report that only a sledgehammer could move this thing from the top spot.

CA-15054—King Cole	ME-5134—John Laurenz
CO-38210—Frank Sinatra	JE-2006—The Hollywoodaires
DE-24439—Dick Haymes	MU-567—Sarah Vaughan
EX-36x—Herb Jeffries	RA-10070—Eddy Manson
	VI-20-2944—Dick James

- 2 YOU CAN'T BE TRUE, DEAR**
In third place last week, the sensational attraction of this ditty booms it into the second spot.

AP-1121—N. Emmett	AS-145—Fred Sayles
CA-15077—The Sportsmen	BU-1032—R. Deauville
CO-38211—The Marlin Sisters	LO-202—Vera Lynn
DE-24439—Dick Haymes	DEL-1171—Ziggy Lane
CN-1009—Whistling Jitterettes	RO-128—Ken Griffin
MU-558—Russ Brooks	VI-25-1117—Will Glahe
GR-2009—M. Wilson	VI-20-2944—Dick James

- 3 LITTLE WHITE LIES**
Makes the big jump all the way from sixth place to grab on to the charmed circle.

CO-38114—Dinah Shore	
DE-24280—Dick Haymes	
JE-2002—Martha Davis	
MU-558—Mel Torme	
VI-27521—Tommy Dorsey O.	

- 4 SABRE DANCE**
Still riding hot and heavy. Rises to nab the fourth slot here.

CO-38102—Woody Herman O.	SI-15180—Ray Bloch O.
DE-24388—Victor Young O.	RE-111—Don Henry Trio
DE-24427—The Andrews Sisters	VI-20-2721—Freddy Martin O.
MG-30048—Macklin Marrow	

- 5 THE DICKEY BIRD SONG**
Drops one position this week, altho play continues in full force.

CO-38085—Jerry Wayne	MG-10138—Blue Barron O.
DE-24301—Larry Clinton O.	VI-20-2617—Freddy Martin O.
MA-1234—George Olsen O.	

- 6 NOW IS THE HOUR**
Still going strong, altho this tune drops from second place to grab the sixth spot.

CA-15024—Margaret Whiting	MA-1191—Eddy Howard O.
CO-38061—Horace Heidt O.	ME-5103—Les Paul Trio
CO-38115—Buddy Clark	MG-10125—Kate Smith
CM-7502—Jerry Wald O.	MU-532—Shep Fields O.
DE-24378—Bob Carroll	SI-15178—Ray Bloch O.
DE-24279—Bing Crosby	VI-20-2704—Charlie Spivak O.
LO-110—Gracie Fields	

- 7 TOOLIE OOLIE DOOLIE**
Repeats its position of last week, with play continuing strongly. Ops report this one a real money-maker.

CA-15059—The Sportsmen	FL-5005—Alpine Belles
CN-1223—Vaughn Horton	LO-201—Johnny Dennis
DN-2015—Dana Serenaders	SP-5505—Larkin Sisters
DE-24380—Andrews Sisters	ST-1013—Dick Hayman
	VI-25-1114—Henri Rene O.

- 8 BABY FACE**
Jumps up from the bottom to nab eighth place as play surges.

AP-1114—Phillie All Stars	MG-10156—Art Mooney O.
CO-30014—Jerry Wayne	ST-294—Hum & Strum
DE-25356—Henri King O.	TO-294—Benny Strong O.
KR-216—Uptown String Band	PA-1105—Fenko String Band
ME-2120—Aqua String Band	UN-627—Milt Scott O.
	VI-22879—Sammy Kaye O.

- 9 ST. LOUIS BLUES MARCH**
Still firmly entrenched as a coin culler. In eighth place a week ago—into the ninth spot here.

	VI-20-2722—Tex Beneke O.
--	--------------------------

- 10 MY HAPPINESS**
Booming throughout the nation, this plug ditty bounces into the lime-light to the satisfaction of ops. Watch it climb!

BU-1032—Ronnie Deauville	DA-20-17—Anne Vincent
CA-15094—The Pied Pipers	DM-11133—Jon & Sondra Steele
CO-38127—The Marlin Sist.	ME-5144—John Laurenz
CN-1241—The McKay Trio	SI-15026—Alan Dale
DE-24446—Ella Fitzgerald	PA-1004—P. Sheridan

THIS WEEK'S

RCA VICTOR

RELEASE

WATCH THESE "CLIMBERS"!

PERRY COMO

with Russ Case and his Orch.
2 sure-fire hits from Irving Berlin's new movie, "Easter Parade" (M-G-M).

Better Luck Next Time

and

It Only Happens When I Dance With You

RCA Victor 20-2888



THE THREE SUNS

Two more top tunes from Irving Berlin's "Easter Parade."

A Fella With An Umbrella

and

Steppin' Out With My Baby

RCA Victor 20-2863



VAUGHN MONROE

The Maharajah of Magador

RCA Victor 20-2851

LOUIS PRIMA

Betty Blue

RCA Victor 20-2763

CHARLIE SPIVAK

This is the Inside Story

Irene Day sings the lyrics.

Lonely

RCA Victor 20-2874

Inner Sanctum and

"MERRY MELODY MAKERS"

Heartbreaker

RCA Victor 20-2864



WAYNE KING

"Brahms' Waltzes For Dancing"

Album P-208

Vocals by Nancy Evans & Billy Leach

Let Your Heart Lead the Way
Anna Rosa RCA Victor 20-2857

There Was Moonlight in Her Hair
Do We Have to Say Goodnight?

RCA Victor 20-2858

Far Into the Night
Cling to Me

RCA Victor 20-2859

When the Nightingale Sings
No More, No Less

RCA Victor 20-2860



EDDY ARNOLD

Texarkana Baby

RCA Victor 20-2806

PEE WEE KING

Oh! Mon'ah

RCA Victor 20-2841

HENRI RENÉ

Toolie Oolie Doolie

RCA Victor 25-1114

SPADE COOLEY

(King of Western Swing)

Oklahoma Waltz

and

That's the Last Straw

Vocal refrain by
The Spadettes

RCA Victor 20-2866



DAVE DENNY

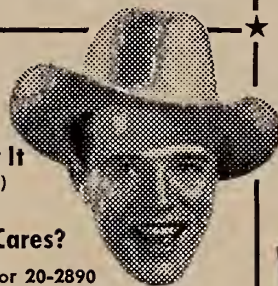
with String Orch.

If That's the Way You Want It
(That's the Way It's Gonno Be)

and

Who Cares, Who Cares?

RCA Victor 20-2890



BUCHANAN BROTHERS

and The Georgio Cotomounts

The Steam

That Blows the Whistle
(Never Turns the Wheel)

and **Would You Cry?**

RCA Victor 20-2891



ALL-TIME HITS RE-ISSUED!

ARTIE SHAW

Shadows

RCA Victor 20-2865

LONE STAR COWBOYS

Just Because

RCA Victor 20-2941

Latest International Hits!

— IRISH —

JOHN McGETTIGAN

Me Husband's Flannel Shirt

FRANK QUINN

Paddy McGinty's Goat

RCA Victor 26-7502

— ITALIAN —

NESTOR CHAYRES

with Isidore Hondler and his Orch.

Torna Piccina

Cara Piccina

RCA Victor 25-7092

— LATIN AMERICAN —

JOSÉ CURBELO

and his Orchestro

La Ruñidera—Son Montuno (Wanno Lot o' Love)

Tu Sonrisa—Bolero Beguine

RCA Victor 26-9036

— POLISH —

WALTER OSSOWSKI

and his Instrumental Quartet

Jenny Polka (Janja)

Fireman—Mazurka (Strażak)

RCA Victor 25-9185

ILLINOIS JACQUET

and his Orchestra

Jet Propulsion and

Try Me One More Time

Slow blues with Russell Jacquet's vocal.

RCA Victor 20-2892

— BLUES —

SONNY BOY WILLIAMSON

Blues Singer

With Harmonica; Guitar; Piono; Boss; Drums.

Alcohol Blues and **Apple Tree Swing**

RCA Victor 20-2893



A SURE HIT!

VAUGHN MONROE

Blue Shadows on the Trail

RCA Victor 20-2785

THE STARS WHO MAKE THE HITS
ARE ON



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

THE CASH BOX

Record Reviews

"Fiddle Faddle" (2:43)

"Funiculi Funicula" (2:48)

DON HENRY TRIO
(Regent 119)

● Soaring to greater heights than ever before, the Don Henry Trio come up with another platter that should put them well over the top, and establish their phono fame throughout the land. It's the melodic offering of "Fiddle Faddle" the combo spill, with the excellent harmonica tones spelling coin play like mad. Beautiful blending of tones is outstanding here. Phono patrons that really appreciate fine music can't miss with this bit. On the flip with "Funiculi Funicula," the combo once again come back with another deck that should boost ops phono take. Both sides show a ton of promise.

"Steppin' Out With My Baby" (2:56)

"Evelyn" (3:01)

GORDON MacRAE
(Capitol 15091)

● Strong winning voice of piper Gordon MacRae and a pair of tunes that may hypo phono play. Top deck, the much publicized "Steppin' Out With My Baby," from the MGM flicker, "Easter Parade" shows the balladeer in fine voice as he wails the light dainty rhythm. Backing, in a deeper vein, has Gordon offering the sweet mellow lyrics to "Evelyn." A strong, sugar-coated piece of wax as it stands, the song takes on a more attractive air when one attentively listens to Carlyle Hall's music. Both sides rate a spot in your machine.

"A Fella With An Umbrella" (2:54)

"Beyond The Blue Horizon" (2:51)

SKITCH HENDERSON ORCH.
(Capitol 15092)

● And still another one! The wax keeps coming, hot 'n heavy on that famed "Easter Parade" score, with this rendition of "A Fella With An Umbrella" by maestro Skitch Henderson pointing to more gravy for music ops. Balladeer Irv Roth in the spotlight for a very wonderful performance. Irv's soft plush pipes glitter boldly throughout, with the light, bright melody sharp and true. On the backing with a standard, Skitch displays his orchestral wares in grade A manner to the tempo of "Beyond The Blue Horizon." Ivory tinkling and spot of sweet reed dominate the waxing. Top deck is the one ops will undoubtedly get a slew of calls for.

"MM-MM-Good" (2:53)

"Pennies From Heaven" (3:15)

THE MODERNAIRES
(Columbia 38208)

● Harmonic tones of The Modernaires coupled with a pair of cute sides that might attract phono ops attention. Top deck, titled "MM-MM-Good" shows as a favorable piece, with the group spooning vocal magic all over the place. Ditty spills in mellow time, with the happy wordage shining brightly. On the backing with a number that scored like mad years ago, the combo offer "Pennies From Heaven." Ops should know this piece well—The Modernaires rendition could well boom the deck to greater glory. Whirl the pair!

DISK O' THE WEEK

"Caramba! It's The Samba"

(2:57)

"Baby Don't Be Mad At Me"

(2:59)

PEGGY LEE with DAVE BARBOUR ORCH.
(Capitol 15090)



PEGGY LEE

● Lawdy—there's no stopping this gal! Knocking out hit after hit, click chick Peggy Lee steps out with another one that might catch on with phono fans throughout the nation. It's the mad-Brazilian beat of "Caramba! It's The Samba," and the slow, teasing style of Peggy on "Baby Don't Be Mad At Me" that cause all the excitement. You've just gotta step right out and shake to the metro of the top side—that's what the rhythm does to you. Add Peggy's solid vocal flavor and ops have a deck that sparkles with the glitter of coin play. Excellent guitar spot by maestro Dave Barbour adds a ton of luster to the cookie, booming its potential all the more. Flip has Peggy slowed down to the tricks and quivers in her pipes on the haunting "Baby Don't Be Mad At Me." The gal's delivery worms its way right out and at you, with the fragrant orchestral backing shining like a beacon. Both sides should keep the phonos whirling at a merry pace—run out and grab a zillion!

"Judaline" (3:15)

"It's A Most Unusual Day" (2:35)

RAY NOBLE ORCH.
(Columbia 38026)

● Pair of top notch tunes from the forthcoming MGM flicker, "A Date With Judy," with maestro Ray Noble serving up some mighty fine music. Top side, titled "Judaline" should become a featured item on ops phonos in the very near future. Vocal flavor by piper Al Hendrickson makes for loads of wonderful listening pleasure, as his smooth enchanting tonsils weave a gala air of beautiful simplicity about the waxing. Backing, with thrush Anita Gordon at the mike is a repeat performance for the Noble men, as the gal displays her wonderful warbling to best advantage. This side gets musical production treatment and as such should prove to be extremely attractive to operators. "Judaline" will grab the jitney.

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

"Little Girl" (2:48)

"Takin' Miss Mary To The Ball" (2:46)

KAY KYSER ORCH.
(Columbia 38202)

● Beckoning coin play in a big way is this latest offering by the Kay Kyser crew. Piper Harry Babbitt and the Campus Kids offer the incentive here as the sweeping strains of the oldie "Little Girl" seep thru. Two beat styling prevails in the first chorus, with the band and the vocal crew picking up the metro for the balance. Ditty has loads of dance appeal and as such, should draw raves from the soda sippers. Flip is the fashionable "Takin' Miss Mary To The Ball," with warbler Babbitt and the kids on deck again. Melodic wax is pleasant as it stands and might attract attention from the college kids. "Little Girl" holds the promise.

"What Care I?" (2:59)

"Peek-A-Boo—I Love You" (3:00)

DON RODNEY
(Dana 2006)

● More sugar-coated wax by the very capable Don Rodney and the strains of "What Care I?" to offer ops wax incentive. Adapted from a Verdi theme, the ditty shows as one that should grab off an excellent share of phono play. Don's smooth vocal rendition is spiked immensely by the musical background, under the direction of baton-twirler Jimmy Carroll. Flip is a cute novelty piece with the title showing off the wax all the way. "What Care I?" is the side to watch.

"Inner Sanctum" (3:01)

"Heartbreaker" (2:49)

CHARLIE SPIVAK ORCH.
MERRY MELODY MAKERS
(Victor 20-2864)

● Split sides on this platter might prove to be of great advantage to music ops. With the Charlie Spivak ork offering the refrain to "Inner Sanctum" on the top deck, and an import of "Heartbreaker" by the Merry Melody Makers on the flip, the wax shows as a potential winner for ops. Top deck, with Irène Daye in the vocal spotlight is the one to watch. The gal's slow, melodic vocal flavor is enticing, and highlights the platter all the more. Backside has proven its value in music machines. This rendition certainly should boom the deck all the more. Wax is there for the asking.

"A Fella With An Umbrella" (2:56)

"Steppin' Out With My Baby" (2:58)

THE THREE SUNS
(Victor 20-2863)

● More vibrant melody from the click flicker "Easter Parade" with The Three Suns on the stand for the offering of "A Fella With An Umbrella," and "Steppin' Out With My Baby." Both sides should be well known to music ops—they are currently soaring as hot wax items on many machines. Artie Dunn in the lime-light for the attractive vocal rendition, with the top deck, "A Fella With An Umbrella" pointing to the jackpot here. Flip has the crew displaying their wares in first-rate fashion again, and should garner its fair share of play. Lend an ear in this direction.

REGENT RECORDS NEW

3 SMASH RECORDS

Regent No. 117

"YOU CALL EVERYBODY DARLIN"
"LINGER AWHILE"

● AL TRACE and his orchestra

Regent No. 118

"MONEY, MONEY, MONEY"
"I WAS LUCKY"

● DOLLY DAWN and the Dawn Patrol

Regent No. 119

By Special Request

"FIDDLE FADDLE"
"FUNICULI FUNICULA"

● DON HENRY HARMONICA TRIO

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ROUND THE WAX CIRCLE
by Byrde Gore

News of Eli Oberstein's leaving RCA-Victor Records came as a surprise to a very large majority in the music business this past week, and was not taken so calmly and accepted, as has been reported in the trade. On the contrary, Oberstein's exit was a definite surprise, especially so in music publishers quarters. Rumors had been floating up and down Broadway for weeks—to the effect that the famed Obie would leave Victor. For that matter, Obie was supposed to have "taken over" at Musicraft about a year ago, when that plattery was in the reorganization stage. That Oberstein did a wonderful job at Victor is easily seen in that company's sales charts. As a matter of fact, Obie was more often hailed "god-father" to a great many of Victor's artists. Wherever Obie goes in the disk biz, we are surely certain to hear of him. Instead of saying "Aloha" we'll say good luck to a grand guy.

We have to laugh at all those diskers complaining of falling sales. Why?—simply because this desk has been receiving more mail from operators who want to buy records and don't know where to get them. Might sound ridiculous to some people, but definitely not to the music operator in Carlsbad, New Mexico; Corpus Christi, Texas, or Trinidad, Colorado, who might have to travel 400 miles for an order. There's the school that sez don't travel—and pay retail prices, get stuck with tie-in sales, and finally come back and find those disks have gone out of popularity. The business is there. When a music op in the deep south writes us asking to place an order for him, then it certainly shows that some diskers and distribs are not on the ball. You have to hustle to sell records today. Those lush days of carrying paper and pencil are definitely over. Those that don't believe it need only to look about them and possibly check into the Chandler Act for proof.

CALIFORNIA DISK DATA: Looks as if the bootlegging blues have finally let up some, with most local record men finding something else to cry or rejoice about . . . Paul Reiner, Black & White diskery prexy, busy with his sales rep Guy Ward, just returned from New Orleans, Birmingham and Dallas. Sez they're going mad for T-Bone Walker's "I'm Waiting For Your Call", and Ernestine Anderson's "Good Lovin' Babe" . . . Art Rupe of Specialty priming for a June 11 departure for Chicago and the NAMM show in Chicago. . . He'll hold open house at the Palmer House and while inviting all to drop in, he's taking along attorney Dave Pollack—just so he doesn't make any bad deals. . . Bihari family really "Out of the Blue" what with Hadda's version of that song going over the top.

Will California's fair-haired S. Etkin hang around New York—if and when? . . . Glen Wallichs, prexy of Capitol Records, announces the promotion of several assistants to executive capacity. . . Lou Chudd of Holiday Distribs really going like sixty with his new line of pop and race material. Lou lays honest claim to having the most versatile outfit in the business, with full lines of Mexican, Filipino and even Japanese records in stock. . . Bill McCall of 4-Star Records busy shipping T-Texas Tyler's new novelty "Daddy Gave My Dog Away" . . . Henry Nemo's screwball version of "When Veronica Plays The Harmonica" has the town going mad, not to mention Jimmy & Mildred Mulcay's version and also Kay Kyser's. And, speaking of going mad, the other side of the latter diskings by Kay, "Woody Woodpecker" promises to be the biggest thing since Pepsi-Cola.

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The Magic Touch of **ALAN LOGAN'S**

"I LOVE YOU MUCH TOO MUCH"
"PIANO FANTASY"

NATIONAL 7021



ALAN GERARD

Sings Out for WALT DISNEY on NATIONAL 7023

"MELODY TIME"
"TELL ME WHY"

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"HELL'S FIRE"
"BORN TO LOSE"

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THE CASH BOX**Record Reviews****"Sleepy Time In Caroline" (2:34)****"Dreamy Housatonic" (2:48)**SINGIN' SAM
(Celebrity 2011)

● A cinch to clinch with phono ops in the Carolina's, and beckoning coin play throughout the nation is this bit by Singin' Sam. A slow haunting piece, definitely plug material for ops with tavern locations, "Sleepy Time In Caroline" shows as a ditty well loaded with possibilities to score. Wax is dreamy, with Sam's heavy pipes pitching fond vocal flavor all over the place. Flip is another top notch performance for Sam with "Dreamy Housatonic." Both sides sparkle for heavy phono play, with the top deck the one that hogs the spotlight.

"The Things You Left In My Heart" (2:58)**"My Guitar" (3:00)**WAYNE KING O.
(Victor 20-2840)

● Ditty fast becoming a standard in the music biz is this bit by the Wayne King ork. Titled "The Things You Left In My Heart," the wax shows as a piece that might be used as effective filler material. Vocal spot by thrush Nancy Evans fills the bill and makes for fairly pleasant listening. Flip is the much-heralded "My Guitar" with the vocal offering by Billy Leach showing as favorable. Altho both sides won't stop traffic, they may come in handy if ops have the spots.

"Out Of The Blue" (2:49)**"Bully Wully Boogie" (2:43)**HADDA BROOKS TRIO
(Modern 20-600)

● Sensational vocal styling of chirp Hadda Brooks and a pair that should rack up terrific play for music ops. Top deck, from the flicker of the same name, has Hadda spooning vocal magic all over the place as she purrs the charming, dulcet wordage to "Out Of The Blue." Ditty is wrapped up with loads of splendor—add Hadda's top notch vocal rapture and you've got a deck that will go like mad. Waxing moves in slow and easy tempo, with a spot of mellow piano thrown in throughout the platter. Flip shows Hadda at the ivory's with a boogie number that fairly rocks and jumps with joy. Spot of scat flavors the waxing to add to its winning potential. "Out Of The Blue" for an avalanche of coinplay.

"The Scissor Grinder Serenade" (2:51)**"My Sweet Dream" (2:57)**WILL BACH ORCH.
(Delmac 105)

● Pair of sides that might come in for some heavy play are these offered in pleasant manner by the Will Bach ork. Top deck, labeled "The Scissor Grinder Serenade," with piper Jimmy Confer on deck for the vocal spot, shines as the one that should prove a winner. Vocal offering is smooth and relaxing, with the ditty weaving along at a merry pace throughout the waxing. Flip showers chirp Eunice Clark to the mike for the soulful wordage of "My Sweet Dream." Tune is a romantic piece and makes for pleasant listening. Both sides rate an earful.

SLEEPER OF THE WEEK**"A Tree In A Meadow" (3:04)****"An Old Sombrero" (3:00)**SAM BROWNE
(London 123)

SAM BROWNE

● Ditty currently arousing loads of comment in the disk biz, and rapidly climbing as a top song across the pond is this nostalgic bit by the famed Sam Browne. It's a piece of wax that is destined to score in a big way stateside—Sam's fond vocal offering adequately proves that. Titled "A Tree In A Meadow," Sam gives out with a ton of beautiful wordage in soft, refreshing manner. Platter is of the intimate sort and makes you stop and listen time and again. Plush orchestral background shown here spikes the platter all the more as an aura of singing strings and rapturous reeds weave behind the balladeer. On the backside with "An Old Sombrero," a song that has kicked around a bit, Sam shows with another favorable performance. "A Tree In A Meadow" is the side phono fans will go for. Don't fail to get next to this hunk of wax.

"You Can Depend On Me" (2:54)**"Little Willie's Boogie" (2:38)**LITTLE WILLIE JACKSON
(Modern 20-587)

● Pair of sides for ops who cater to race locations to latch onto are these offered in hep tempo by Little Willie Jackson. Wax, tagged "You Can Depend On Me" and "Little Willie's Boogie" shows this great combo to excellent advantage throughout. Top deck with a heavy vocal shows as meat for ops as the wax moves in merry tempo. Flip is just what the title indicates, a boogie done up brown. Both sides beckon phono play—get next to 'em.

"Caravan" (2:39)**"Lonesome Without You, Dear" (2:43)**THE THREE KINGS
(Seva 2006)

● Pair of sides which ops can use as filler material are these offered here by The Three Kings. Wax consists of accordion music with rhythm added by some adequate drum beats. Top deck is a standard and gets pleasant treatment here, while the flip switches to a slow, sugar-coated piece. Both sides are straight instrumental pieces and might catch on. Ops should take a look-see here, and more than that if they have the spots.

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

"My California" (2:58)**"Darktown Strutters Ball" (2:49)**GEORGE GIVOT
(Tele-Records 4803)

● Shades of the gay old nineties—that's the way story here! Long a favorite on the air-waves, vaudeville and show biz, the Greek Ambassador, George Givot makes his bid for phono fame with this pair bound to excite and stimulate play. Top deck, an oldie that garnered a slew of coins in grandma's day, is offered in top notch styling, with George's heavy tonsils flavoring the wordage throughout. "My California" has that back-room bounce to it that makes for coin cullers. Waxing spills in bounce tempo and rolls along at a gay pace with George's pipes in the spotlight all the way. Flip, "Darktown Strutters Ball" is another excellent performance for George and an oldie that might catch on in a big way. Both sides are sure fire winners—especially so with ops who have tavern stops.

"Robbie-Dobey Boogie" (2:45)**"Hard Bed Blues"**BROWNIE MCGHEE
(Savoy 5550)

● There's no mistake about this one! A sure-fire phono winner if there ever was one is this bit by Brownie McGhee. It's a recorded tribute to Jackie Robinson and Larry Doby, with the mellow vocal offering that Brownie gives out with spelling coin play like mad. Wax spills in hep rhythm with an excellent band beat behind. Get a load of the wordage offered here; it's sure to have your race fans jumping for joy. Flip shows as another potential winner for Brownie, with the title of the wax giving off the bill of fare. "Robbie-Dobey Boogie" is the side to get after—but fast.

"You Turned The Tables On Me" (2:40)**"Uh-Uh" (2:38)**WINI BEATTY TRIO
(Coast 8055)

● Tricky pipes on this kid flavor this pair with loads of appeal for ops who cater to race locations. It's the Wini Beatty Trio in fine style spooning the delightful charm of "You Turned The Tables On Me" and "Uh-Uh." Topside spills in mellow metro with Wini offering quivers and shivers in her vocal rendition. Flip is a cute piece with a sock finish that should prove attractive. Both sides show the gal off to excellent advantage—they rate your listening time.

"Elevator Boogie" (2:51)**"Don't Cry Baby" (2:49)**MABEL SCOTT
(Exclusive 35x)

● More race material for ops to get next to—this time with chirp Mabel Scott on deck for the vocal offering. Both sides shape up as attractive wax, and of the caliber bound to increase coin play. Top deck parrots the title throughout, with Mabel rocking in excellent voice to the ditty's sensational beat. Flip is a slow, haunting piece that's been kicked around a bit. Mabel's fond vocal here might prove strong enough to boom it over the top again. "Elevator Boogie" for the jump spots.

OBERSTEIN LEAVES VICTOR TO HEAD OWN DISKERY

"Horatio Alger" Of Disk Biz Has Wall St. Coin In Setting Up New English Diskery

NEW YORK—Eli Oberstein, artist and repertoire chief at RCA-Victor Records resigned that post this past week. His resignation is effective June 1st. Altho there were rumors existing in the trade to the effect that Oberstein was planning to leave, the official announcement came as a surprise to many in the music business.

Spokesmen for RCA-Victor could not disclose who a possible replacement for Oberstein would be, but it is rumored that Steve Sholes, head of the label's hillbilly and race department was one of the strong candidates for the post.

It was learned that Oberstein had been for some time setting up arrangements for a new firm, to be known as Atlantic Sound, Inc. Oberstein is reported to have several Wall Street investors and theatrical men in with him in this new business venture.

Atlantic Sound will temporarily supply masters to recording companies prevented from using background music by the recording ban. These masters will be made in England, with special attention applied to the individual disk's needs as to conform with a singer's voice. Altho no mention was made as to possible price range for these masters, it was learned that they will probably conform to U. S. recording rates, which are slightly higher than England's.

Oberstein undoubtedly intends going back into the recording business himself. He recently made a deal with Sonora Records for the latter's pressing facilities in Meriden, Conn.


Prior to rejoining RCA-Victor, Oberstein and two partners had built a label tagged Hit Records into a gigantic business, which was later sold to the Majestic Radio & Television Corp. Orkster Louis Prima and the Three Suns were established on the Hit Label and have been top name artists ever since. Both currently record for Victor.

Oberstein is widely known throughout the music world with many in the business labeling him the "Horatio Alger" of the recording industry.

THE LUCKY 7--NATURALS

Bulls-Eye of the Week

1. "John's Other Wife"
Recorded by JOHNNY BOND—Columbia
JOHNNY MORRIS—Orpheus
2. "The Little White House"
(With The Little Green Blinds)
Recorded by MILT HERTH-LARRY DOUGLAS—Decca
3. "I'm A Lonely Little Petunia"
Recorded by DICK 'Two-Ton' BAKER—Mercury,
LAWRENCE WELK—Decca, TOMMY TUCKER—Columbia, HARMONAIRES—Embassy, THE HAPPY GANG—Vic. (Can.)
4. "Rosalinda"
Recorded by DICK THOMAS—Decca
RED THOMAS—Rainbow
AL STUART—Embassy
5. "Gin Rummy Polka"
Recorded by TEMPTONES—Tower
6. Reissued by Request
"Brother Bill"
TONY PASTOR—RCA Victor
7. "Tell Me Why"
Recorded by ALAN GERARD—National
CHERIO-RYTVOG Music Pub. 1585 B'wy, N.Y.




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★ "X-TEMPERANEOUS BOOGIE"



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5026 A "SONG OF THE SHARECROPPER"
B "YOU SURE GOT A LOTTA NERVE"
Charlie "BOOGIE WOOGIE" Davis and his orchestra

5025 A "BOOGIOLOGY"
B "TEXAS MAN"
Lloyd Glenn and his Joymakers

5027 A "TORNADO"
B "GOTTA FIND MY BABY"
"POISON" Gardner and his All-Stars

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- HIT RECORDS DIST. CO. - Cincinnati, Ohio
- GLENN ALLEN DIST. CO. - Memphis, Tenn.
- KAPLAN MUSIC SALES - Detroit, Michigan
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- IMPERIAL OKLAHOMA DIST. CO., Oklahoma City, Okla.

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JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

JUNE 5, 1948

New York

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

Chicago

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. TOOLIE OOLIE DOOLIE (Andrews Sisters)
4. MY HAPPINESS (Jon & Sondra Steele)
5. LITTLE WHITE LIES (Dick Haymes)
6. BECAUSE (Perry Como)
7. SABRE DANCE (Woody Herman)
8. LAROO LAROO LILLI BOLERO (Peggy Lee)
9. HAUNTED HEART (Bing Crosby)
10. TELL ME A STORY (Sammy Kaye)

Los Angeles

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. WOODY WOODPECKER (Kay Kyser)
4. LITTLE WHITE LIES (Dick Haymes)
5. HOORAY FOR LOVE (Tony Martin)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. HAUNTED HEART (Jo Stafford)
8. WHEN VERONICA PLAYS THE HARMONICA (Jimmy & Mildred Mulcahy)
9. HEARTBREAKER (Andrews Sisters)
10. NOW IS THE HOUR (Bing Crosby)

Cleveland, O.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. TOOLIE OOLIE DOOLIE (Vaughn Horton)
4. MY HAPPINESS (Jon & Sondra Steele)
5. LITTLE WHITE LIES (Ethel Smith)
6. BECAUSE (Perry Como)
7. EBONY RHAPSODY (Rosetta Howard)
8. THE DICKEY BIRD SONG (Freddy Martin)
9. CONFESS (Patti Page)
10. MANANA (Peggy Lee)

Syracuse, N. Y.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. JUST BECAUSE (Frank Yankovic)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. NOW IS THE HOUR (Gracie Fields)
6. THE DICKEY BIRD SONG (The Dell Trio)
7. HAUNTED HEART (Bing Crosby)
8. MANANA (Peggy Lee)
9. SHINE (Frankie Laine)
10. TEA LEAVES (Jack Smith)

Altoona, Pa.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Vaughn Horton)
3. NATURE BOY (King Cole)
4. LITTLE WHITE LIES (Dick Haymes)
5. JUST BECAUSE (Frank Yankovic)
6. NOW IS THE HOUR (Bing Crosby)
7. MY HAPPINESS (Jon & Sondra Steele)
8. YOU WERE ONLY FOOLING (Blue Barron)
9. SHINE (Frankie Laine)
10. DECK OF CARDS (Phil Harris)

Jacksonville, Fla.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. NOW IS THE HOUR (Bing Crosby)
4. SABRE DANCE BOOGIE (Freddy Martin)
5. LONG GONE (Sonny Thompson)
6. FOOLIN' (Francis Craig)
7. LITTLE WHITE LIES (Dick Haymes)
8. BABY FACE (Art Mooney)
9. THE DICKEY BIRD SONG (Freddy Martin)
10. MY HAPPINESS (Jon & Sondra Steele)

Omaha, Nebr.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NOW IS THE HOUR (Eddy Howard)
4. LITTLE WHITE LIES (Dick Haymes)
5. TOOLIE OOLIE DOOLIE (Andrews Sisters)
6. BABY FACE (Art Mooney)
7. TWO LOVES HAVE I (Frankie Laine)
8. ST. LOUIS BLUES MARCH (Tex Beneke)
9. SABRE DANCE (Freddy Martin)
10. MY HAPPINESS (Jon & Sondra Steele)

Charlotte, N. C.

1. NATURE BOY (King Cole)
2. MY HAPPINESS (Jon & Sondra Steele)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. TOOLIE OOLIE DOOLIE (Vaughn Horton)
5. MANANA (Peggy Lee)
6. HAUNTED HEART (Perry Como)
7. X-TEMPORANEOUS BOOGIE (Camille Howard)
8. ST. LOUIS BLUES MARCH (Tex Beneke)
9. LITTLE WHITE LIES (Dick Haymes)
10. NOW IS THE HOUR (Bing Crosby)

Chickasha, Okla.

1. NOW IS THE HOUR (Gracie Fields)
2. NATURE BOY (King Cole)
3. THAT'S WHAT I LIKE (Julia Lee)
4. ST. LOUIS BLUES MARCH (Tex Beneke)
5. LAROO LAROO LILLI BOLERO (Peggy Lee)
6. HAUNTED HEART (Perry Como)
7. FOOLIN' (Francis Craig)
8. SHINE (Frankie Laine)
9. TOOLIE OOLIE DOOLIE (Andrews Sisters)
10. MANANA (Peggy Lee)

Richmond, Va.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. NOW IS THE HOUR (Bing Crosby)
4. SABRE DANCE (Woody Herman)
5. HAUNTED HEART (Perry Como)
6. LITTLE WHITE LIES (Dick Haymes)
7. THE DICKEY BIRD SONG (Freddy Martin)
8. TELL ME A STORY (Sammy Kaye)
9. BECAUSE (Perry Como)
10. PEANUT VENDOR (Stan Kenton)

Washington, D. C.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NOW IS THE HOUR (Bing Crosby)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. BABY FACE (Art Mooney)
6. MANANA (Peggy Lee)
7. THE DICKEY BIRD SONG (Larry Clinton)
8. LITTLE WHITE LIES (Dinah Shore)
9. SABRE DANCE (Woody Herman)
10. MY HAPPINESS (Jon & Sondra Steele)

Denver, Colo.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. BEG YOUR PARDON (Francis Craig)
4. THE DICKEY BIRD SONG (Freddy Martin)
5. NOW IS THE HOUR (Bing Crosby)
6. BECAUSE (Perry Como)
7. IT'S THE SENTIMENTAL THING TO DO (King Cole)
8. PIANISSIMO (Perry Como)
9. SHINE (Frankie Laine)
10. LITTLE WHITE LIES (Dick Haymes)

Deadwood, S. D.

1. SABRE DANCE (Woody Herman)
2. NATURE BOY (King Cole)
3. LITTLE WHITE LIES (Dick Haymes)
4. NOW IS THE HOUR (Bing Crosby)
5. HEARTBREAKER (Ferro String Band)
6. BECAUSE (Perry Como)
7. ST. LOUIS BLUES MARCH (Tex Beneke)
8. YOU CAN'T BE TRUE, DEAR (The Sportsmen)
9. MANANA (Peggy Lee)
10. BABY FACE (Art Mooney)

Baltimore, Md.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NOW IS THE HOUR (Bing Crosby)
4. BUBBLES (Bill Moore)
5. LONG GONE (Sonny Thompson)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. BECAUSE (Perry Como)
8. MANANA (Peggy Lee)
9. HAUNTED HEART (Perry Como)
10. LITTLE WHITE LIES (Dick Haymes)

Saginaw, Mich.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. LITTLE WHITE LIES (Dick Haymes)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. BABY FACE (Art Mooney)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. THE DICKEY BIRD SONG (Freddy Martin)
8. BEG YOUR PARDON (Frankie Carle)
9. MY HAPPINESS (Jon & Sondra Steele)
10. NOW IS THE HOUR (Gracie Fields)

Brodhead, Wisc.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Andrews Sisters)
3. NATURE BOY (King Cole)
4. LITTLE WHITE LIES (Dick Haymes)
5. BABY FACE (Art Mooney)
6. JUST BECAUSE (Eddy Howard)
7. THE DICKEY BIRD SONG (Freddy Martin)
8. TELL ME A STORY (Sammy Kaye)
9. ST. LOUIS BLUES MARCH (Tex Beneke)
10. HEARTBREAKER (Ferro String Band)

Passaic, N. J.

1. YOU CAN'T BE TRUE, DEAR (Dick Haymes)
2. MY HAPPINESS (Jon & Sondra Steele)
3. TOMORROW NIGHT (Lonnie Johnson)
4. NATURE BOY (King Cole)
5. BUBBLES (Bill Moore)
6. I'VE GOT A CRUSH ON YOU (Frank Sinatra)
7. BECAUSE (Perry Como)
8. LITTLE WHITE LIES (Dick Haymes)
9. JUST BECAUSE (Eddy Howard)
10. ST. LOUIS BLUES MARCH (Tex Beneke)


REPRODUCED FROM A CAPITOL RECORDS' ADVERTISEMENT IN LEADING NEWSPAPERS THROUGHOUT THE COUNTRY

FIRST ON  RECORDS*

'NATURE BOY'

Sung by Nat "King" Cole with full orchestra under the direction of Frank DeVol

THE TRUE STORY OF THE RECORD MIRACLE OF A GENERATION!

Eden Ahbez,  a man of faith who worshiped in the great green cathedral of nature, brought to Capitol a simple song, that told of a searching soul who found a great truth.

There had seemed no place for his simple song in a complex world. But Johnny Mercer of Capitol Records saw in this strange music, great beauty and sincerity. He sent Ahbez to Nat Cole, a Capitol artist, with the suggestion that Nat consider recording his music.

Late last year, this was done. Capitol's Frank DeVol made an exquisite arrangement, and conducted a full concert orchestra as Nat sang the lovely lyrics of "Nature Boy."

Many of the men present sensed the power and greatness of the music they had just recorded. For its simple, mystical

beauty reached through a haze of workaday worries to soothe and comfort... to restore a sense of values.

When the record was released a month ago people of all ages, creeds and tastes stopped to listen as Nat Cole sang. The record was sold out again and again, and then again.

Magazines like TIME and LIFE ran stories on the song. Was it classical music, or popular? Who was Eden Ahbez? What was the strange hypnotic spell woven into this music?

Answers have been many and varied. But all agree on this: *Never has the true sentiment of life and love been so beautifully recorded.*

Perhaps that is why Capitol's NATURE BOY has so quickly captured the hearts of all America.

CLOSE TO A MILLION

RECORDS OF CAPITOL'S 'NATURE

BOY' SOLD THE FIRST MONTH

... RECORD HISTORY!


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HOLLYWOOD

CAPITOL—FIRST WITH THE HITS FROM HOLLYWOOD

SUSPICION

Clobberin' Up For Rain

JO STAFFORD

IT'S YOU OR NO ONE

Nobody But You

MARGARET WHITING

SUSPICION

Flo From St. Joe Mo

TEX WILLIAMS

THE PEANUT VENDOR

Thermopolae

STAN KENTON

IT'S MAGIC

Spring in December

GORDON MCCRUE

LAROO LAROO LILI BOLERO

Talking To Myself About You

PEGGY LEE

BABY FACE

Heartbreaker

JACK SMITH

BLUE SHADOWS ON THE TRAIL

Love Of My Life

ANDY RUSSELL

WORLD IS WAITING FOR SUNRISE

Shirley Steps Out

BENNY GOODMAN SEXTET

FINE BROWN FRAME

The Pig-Lotin Song

NELLIE LUTCHER

* PLEASE

... Remember that only Capitol Record No. 15054 is the *original* record of NATURE BOY, with Nat Cole and full orchestra. Capitol was the *one* company to record it with musical instruments prior to the recording ban of January 1st. Ask for Capitol's NATURE BOY!

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NEW YORK, N. Y.

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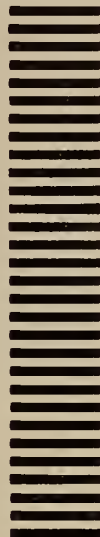
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THE CASH BOX

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.



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



1 NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

2 TOMORROW NIGHT
Lonnie Johnson
(King 4201)

LONG GONE
Sonny Thompson
(Miracle 126)

LONG GONE
Sonny Thompson
(Miracle 126)

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

3 LONG GONE
Sonny Thompson
(Miracle 126)

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

4 GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

MESSING AROUND
Memphis Slim
(Miracle)

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

LITTLE WHITE LIES
Martha Davis
(Jewel 2002)

5 DUTCH KITCHEN BOUNCE
Arnett Cobb
(Apollo 778)

POOL PLAYING BLUES
Amos Milburn
(Aladdin)

REET PETITE & GONE
Louis Jordan
(Decca 35481)

THE TWISTER
Paul Williams
(Savoy 665)

6 BUBBLES
Bill Moore
(Savoy 662)

SHOUT THE BOOGIE
Memphis Mennie
(Columbia 38099)

TRAIN BLUES
Roy Milton
(Specialty 524)

THAT'S BETTER FOR ME
T-Bone Walker
(Black & White 126)

7 TIME OUT FOR TEARS
Savannah Churchill
(Manor)

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

35-30
Paul Williams
(Savoy 661)

BOUNCIN' WITH BENSON
Paul Williams
(Savoy 664)

8 35-30
Paul Williams
(Savoy 661)

GROOVY MOVIE BLUES
Johnny Moore
(Exclusive)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

X-TEMPORANEOUS BOOGIE
Camille Howard
(Specialty 307)

9 GO RED GO
Arnett Cobb
(Apollo 778)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

I'M WAITING FOR YOUR CALL
T-Bone Walker
(Black & White)

FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)

10 I WANT TO CRY
Savannah Churchill
(Manor)

REET PETITE & GONE
Louis Jordan
(Decca 35481)

GO RED GO
Arnett Cobb
(Apollo 778)

LONDON DONNIE
Don Bayas
(Savoy 628)

KING

SCOOPS THE FIELD!

WE HAVE THE ONLY AVAILABLE RECORDINGS ON THESE TERRIFIC

HITS *order now!*

4189 ALL MY LOVE BELONGS TO YOU backed by I WANT A BOWLEGGED WOMAN
Bull Moose Jackson

673 LEFT MY HEART IN TEXAS backed by SWEETER THAN THE FLOWERS
Moon Mullican

4201 TOMORROW NIGHT backed by WHAT A WOMAN
Lonnie Johnson

4220 DON'T FALL IN LOVE WITH ME backed by SIESTA WITH SONNY
Ivory Joe Hunter

KING RECORDS ON THESE TUNES ARE ACCLAIMED FROM COAST-TO-COAST

4214 TEMPTATION backed by ARTISTRY BY BOSTIC
Earl Bostic

658 SIGNED, SEALED AND DELIVERED backed by OPPORTUNITY IS KNOCKING AT YOUR DOOR
Cowboy Copas

696 TENNESSEE WALTZ backed by HOW MUCH DO I OWE YOU
Cowboy Copas

4225 IN LOVE AGAIN backed by I WANT MY BABY
Lonnie Johnson

706 CAROLINA WALTZ backed by RED ROSES TIED IN BLUE
Clyde Moody

4210 GOOD ROCKIN' TONIGHT backed by GOOD MORNING MR. BLUES
Wynonie Harris

4181 I LOVE YOU YES I DO backed by SNEAKY PETE
Bull Moose Jackson



REFER EACH WEEK TO THE CASH BOX POLL WE'LL BE THERE—RIDIN' HIGH

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KING RECORDS

EXECUTIVE OFFICES
1540 BREWSTER AVE.
CINCINNATI 7, OHIO
PLaza 2211

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"A Boy From Texas—A Girl From Tennessee"

"Blue Shadows On The Trail"

GENE AUTRY
(Columbia 20448)

● Pair of bright refreshing sides sure to meet with wide approval from many western fans are these offered in excellent manner by Gene Autry. Both sides are so good in fact—that they grab this featured spot this week. Top deck tells the story of a guy and gal who meet far from their native grounds, with the wordage and manner of rendition spilling in top notch fashion all thru. Flip is that sensational ditty from the Disney flicker "Melody Time," sure to ride hot and heavy with Autry's many fans. Both sides spell coin play in a big way—latch on.

"Hell's Fire"
"Born To Lose"

RAY SMITH
(National 5019)

● Here's a ditty that has the makings of a real "sleeper." Ray Smith and His Pine Toppers on deck for the magic music of "Hell's Fire," a rapid paced mountain sermon spilling in novelty fashion. Ray's capable vocal splendor is shown in great light here and is sure to attract wide attention. Flip is the more familiar "Born To Lose," a ditty that will undoubtedly never die as a coin culler. Ray's rendition here is sure to boom the song all over again. Get next to this hunk of wax for some potentially heavy coin in the boxes.

"Pretty Red Lights"
"Banjo Polka"

TEX WILLIAMS
(Capitol 15101)

● More grade A music via Tex Williams and his Western Caravan with a pair that will boom phono play like mad. Top deck, titled "Pretty Red Lights" has Tex spooning the mellow wordage in tender fashion, with the title acting as the wax lead. Flip features a series of top banjo choruses with some adequate vocal verses by Tex and his boys. "Pretty Red Lights" is the side to ride with.

"I'm Gonna Gallop, Gallop, Gallop To Gallup, New Mexico"

"Old Fashioned Cowboy"

ROY ROGERS
(Victor 20-2917)

● Here's a clever Western ditty by Roy Rogers and one that should have wide appeal for music ops. Take a look-see at that title and you can see what's in store on the wax. Rogers' rendition on this side makes for mighty nice listening pleasure and is sure to win favor with the dance crowd too. Flip is slow ballad weaving around the title also, with Roy displaying his pipes in gala form. Both sides rate your spinning 'em.

THE CASH BOX REPORTS

THE NATION'S



**HILLBILLY
FOLK & WESTERN
JUKE BOX TUNES**

Philly Teenagers Select "Woody Woodpecker" As Click Tune For June—Prima Entertains

Kay Kyser Disk Bowls 'Em Over — Wins By Wide Margin. Churchill's "I Want To Cry" Nabs Second Place. "You Call Everybody Darling" Takes Third Spot.

PHILADELPHIA, PA.—Three thousand howling teenagers crowded into the Click Theater Cafe here this past Saturday, May 22, to participate in the June selection of the Philadelphia Click Tune Party. The recording voted the Click Tune of The Month was Kay Kyser's Columbia dishing of "Woody Woodpecker".

The novelty recording was acclaimed the Click Tune by one of the widest margins of voting ever. Spokesmen for the Philadelphia Operators Association and Frank Palumbo's Click Club declared that the attendance and balloting also was quite large.

"Woody Woodpecker" will be placed in the number one position in more than three thousand juke boxes throughout the Philadelphia area for the month of June.

Savannah Churchill's Manor recording of "I Want To Cry" ran second to

the Click Tune, and met with wide favor among the youngsters.

Al Trace's Regent record of "You Call Everybody Darling" took third place in the balloting.

On hand to entertain the huge gathering was a long standing Philly favorite, maestro Louis Prima, who played and sang for the large crowd almost continuously. Prima literally tore the house down with his renditions of "Robin Hood", "Angelina", "The Thousand Islands Song", "Betty Blue" and "Tutti Tutti Pizzicato". Not only did Prima himself appear, but the popular orkster brought along the entire band.

Disk jockeys Stu Wayne, Ed Hurst and Joe Grady, widely popular with their Philadelphia fans, em-ceed the entire show and were greeted with wide applause. The next Click Tune Party is scheduled for June 19.

1 ANYTIME
Eddy Arnold
(Victor 20-2700)

2 BOUQUET OF ROSES
Eddy Arnold
(Victor 20-2806)

3 TEXARKANA BABY
Eddy Arnold
(Victor 20-2806)

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

5 SUSPICION
Tex Williams
(Capitol 40109)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

SWEETER THAN
THE FLOWERS
Moon Mullican
(King)

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

OKLAHOMA WALTZ
Johnny Bond
(Columbia 38160)

SIGNED, SEALED
& DELIVERED
Cowboy Copas
(King 658)

WALTZ OF THE
WIND
Roy Acuff
(Columbia 38042)

THE REAL McCOY

There's Only **ONE ORIGINAL SMASH HIT**

BEST SELLER!

"MY HAPPINESS"

Jon and Sondra Steele's

DAMON RECORD D-11133

IN A CLASS BY ITSELF!

HALF MILLION SOLD!!

There's A Distributor Near You

DEMAND THE ORIGINAL!

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1221 BALTIMORE AVENUE

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Awarded
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Best Record
of 1947

VITA *acoustic*

MEANS

"LIVING SOUND"

THE NEW VOICE

JOHN
LAURENZ

Sings

"NATURE
BOY"

on

Mercury Record No. 5134

BMI *Run-up Sheet*

HIT Tunes for June

(On Records)

A BED OF ROSES (Johnstone-Montei)

Sammy Kaye—Vic. 20-2061 • Denny Dennis—London 142

A FEW MORE KISSES (Patmar)

Dennis Day—Vic. 20-2737

CHILlicothe, OHIO (Mellin)

Peggy Mann-Eddie Heywood—Vic. 20-2839 • Art Mooney—MGM*
Les Brown—Col.* • The Four Tunes—Manor*

DREAM PEDDLER, THE (Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481 • Snooky Lanson—Merc. 5124
Harry Roy—Lon. 225 • Del Courtney—Vitacoustic*

FOOL THAT I AM (Hill & Range—Mutual)

Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470
Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104
Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
The Ravens—Nat. 9040

IT'S EASY WHEN YOU KNOW HOW (Pemora)

Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027
Buddy Clark-Xavier Cugat—Col. 38135 • Blue Barron—MGM 10185

I WANT TO CRY (Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Phil Reed-Frank Picher—Dance-Tone 216
Dinah Washington—Mercury 8082

LONG AFTER TONIGHT (BMI)

Kate Smith—MGM 10157 • Andy Russell—Cap. 15055
Betty Rhodes—Vic. 20-2735 • Snooky Lanson—Merc. 5095
Russ Titus—Musicana 14 • Yvette—Vita. 919

LOVE IS FUN (Encore)

Three Suns—Vic. 27-2599 • Mills Brothers—Dec. 24382

SERENADE (Music Played On A Heartstring)

(Duchess)

Buddy Clark-Ray Noble—Col. 38091
Bob Eberly-Russ Morgan—Dec. 24376
Jan Garber—Cap. 15043 • John Larenz—Merc. 5099
Jerry Wald—Com. 7503

SOMEONE CARES (Campbell-Porgie)

Vaughn Monroe—Vic. 20-2671 • Art Lund—MGM 10170
Frankie Carle—Col. 38130 • Mills Brothers—Dec. 24409
Eddy Howard—Maj.*

SPRING GAME (Republic)

Sammy Kaye—Vic. 20-2886

TROUBLE IS A MAN (Regent)

Sarah Vaughan—Music. 533 • Hall Sisters—Vic. 20-2386
Martha Davis—Dec. 24383 • Mary Ann McCall—Col. 38131
Ginny Powell—Atlantic 860 • Peggy Lee—Cap.*

WHO PUT THAT DREAM IN YOUR EYES (Stuart)

Mark Warnow—Coast 8026 • Ray Carter—Rep. 122
Chuck Foster—Merc. 5125 • Jack McLean—Coast 8015

YOURS (Quiereme Mucho) (Marks)

Xavier Cugat—Vic. 26384 • Andy Russell—Cap. 10112 • G. Carter
—Black & White 3005 • Jimmy Dorsey—Dec. 25121 • Tito Guizar
—Vic. 27410 • Ben Light—Tempo 598 • Benny Goodman—Col. 36067
• Nat Brandwynne—Dec. 3913 • Roy Smeck—Dec. 3790 • Eddy
Howard—Col. 37995 • E. Le Baron—Dec. 25205 • R. Armengod—
Dec. 18159 • Phil Reed—Dance-Tone T7 • Cuba Libre Six—
Coda 5004 • Vaughn Monroe—Vic.*

* Soon to be released.

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



The Tin Pan Alley Ball, held in Chicago last week was without question the most enjoyable to date. A four hour show held forth, with the finest crop of entertainment on hand. From all reports, everybody had a grand time. Connie Russell, and Dick "Two-Ton" Baker received a tremendous ovation for their contributions to the entertainment. In fact, Two-Ton had such a good time, he was still talking about it the next morning on his air-show.

* * * * *

Gay Claridge opened at the Blackhawk with his "Hal Kemp style" band and will remain there until he opens the Martinique four weeks hence . . . Sherman Hayes opens this week at the Martinique, which is an old stand for Sherman, this being his fourth return engagement . . . Henry King opened at the Aragon for a spell, as did Griff Williams at the Trianon . . . George Olsen is readying his return to the Edgewater, June 11th. George has three network shows scheduled from that spot . . . Benny Strong, the grand old man, now at the Schroeder in Milwaukee, will follow Chuck Foster at the Stevens next month . . . Tower Records is releasing "That Certain Party," an oldie, with Benny Strong on deck. We'll probably hear a lot of that ditty once it is released . . . Horace Heidt doing six shows a day at the Oriental, and spending his spare time rehearsing for his Sunday show . . . Ditto Sammy Kaye at the State & Lake. Sammy's Victor platter of "Tell Me A Story" is currently booming . . . There is hardly any room for pedestrians, what with the long ticket lines at the Oriental and the State-Lake.

* * * * *

Dick Bradley of Tower Records informs us that Jack Owens' next release will be "You Will Be My Darlin'," written by Jack and his daughter, featuring Jack and his daughter. Strictly a family affair . . . Frankie Laine was in town one day last week doing a benefit to raise money for a school he attended as a boy here in Chicago. Ray McKinley provided the music at the affair and we hear the combination proved to be a sell-out. Laine is currently at the Bowery in Detroit . . . Bill Powderly's next plug tune will be Johnny Mercer's "P.S.—I Love You." Hope it is as successful for him as "Too'ie Oolie Doolie," which is still going strong on Chi's juke boxes. Bob Miller, in town for the Tin Pan Alley Ball . . . The way that Eddie Condon and his famed jazz crew continue to thrill the crowds at the Blue Note . . . Ditto Flip Phillips and his "Jazz At The Philharmonic" at the Sherman . . .

* * * * *

"Nature Boy" Eden Ahbez passes thru on his way to New York for that gigantic "We The People" show. Folks are wondering if he eats all green stuff—including the moola . . . Peggy Lee and Dave Barbour, who refused two summer air-shows of their own skedded for the State-Lake Theatre, July 12. Chicago is first stop for the duo whose smash platters should prove to be the biggest year for both . . . Bobby Sherwood leaves his disk-jockey post in Cleveland to settle down we hear. Possibly in the land of sunshine—Hollywood . . . Capitol Records bagged the Barclay Allen crew. Barclay formerly featured with the Freddy Martin ork . . . We doff our hat to maestro Dave Rose, currently rehearsing an all wounded-vet orchestra. Dave and the boys plan on giving concerts throughout the summer . . . Perry Como signed to make one film a year for MGM . . . Would we love to get our hands on some of those wonderful old Bob Crosby platters. Member Bob and his Dixie Seven—really a great crew.

Bess Berman Named Apollo Records Prexy

Ralph Berson To Head Nat'l. Sales Post

NEW YORK—Following on the heels of the recent resignation of former president Hy Siegel, and Sam Schneider, a board of directors meeting of Apollo Records this past week named Mrs. Bess Berman to the post of president of the firm.

Mrs. Berman, one of the founders of the Apollo plattery has been active in the operation of Apollo for several months now.

Mr. Siegel, who had been with the plattery since its formation led Apollo to being one of the top leaders in the jazz and race record field. Apollo recently expanded its catalog to include popular, international and folk recordings. Siegel disclosed that his resignation had been effective since May 15th, and that he was planning a short vacation.

The Apollo record sales picture continued to shape up as Ralph Berson, national sales manager for the firm continued the consolidation of the firm's distribution lines. Berson disclosed that the company now has 29 distributors in addition to three company owned branches in Atlanta, Ga.; Los Angeles, Calif., and New York. Berson was officially named by the board of directors to continue in his post as national sales manager, with Irving Katz, Apollo sales topper named to exclusively handle the sales for the New York branch.

"Nature Boy" Suit Filed

NEW YORK—The much talked about legal action in connection with the smash record hit "Nature Boy" came about last week when A. Edward Masters, attorney for J. J. Kammen, filed suit in New York Federal Court last week against several parties involved in the publication of the song.

The suit charges that the tune is an infringement of "Schweig Mein Hartz" (Be Calm My Heart) written by Yiddish actor Herman Yablokoff and used in the operetta "Papirossen."

The suit names Crewsview Music, Burke-Van Heusen, Morris Music and Eden Ahbez. Morris Music is the selling agent for the song in an arrangement with Burke-Van Heusen.

Attorney Masters asks that Ahbez and all others connected with the tune's publishing, turn over to his client all earnings from "Nature Boy," plus the copyright for the song itself. Those supposedly in the know in the music biz allege that this case is probably the first time in the history of the music biz that an infringement suit has asked for 100% of the income from the alleged infringement.

ART MOONEY

AT A
SIDEWALK
PENNY ARCADE

M-G-M RECORDS

Charlie Spivak Guests With Filben Distrib



PORTLAND, ORE.—Caught during a recent visit with Filben's Oregon distributor, maestro Charlie Spivak, (right) beams as he eagerly listens to his latest RCA-Victor recordings. Pictured with Charlie are Bob Portale, president of Maport Dist. Co., and Delores Anderson. Charlie's latest release "This Is The Inside Story" is currently causing wide talk in disk circles as a possible big juke box winner.



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Needle PERFORMANCE**

Permo Point Round and Permo Point Elliptical would top the list for:

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"DON'T LEAVE NOW"

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"DARLING NELLIE GRAY"

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Great for ALL Locations—Excellent for Race Spots

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BEST BET for the BOXES

"IF YOU HAD
ALL THE WORLD
AND ITS GOLD"

recorded by

PERRY COMO

RCA Victor 20-2653

Published by

LAUREL MUSIC CO.

1619 BROADWAY · NEW YORK.

Manila Goes Wild As Perry Como & Vaughn Monroe Nab Phono Coin

MANILA, P. I.—Wm. J. (Bill) Suter, well known juke box op and distrib here, reported this past week to *The Cash Box* that top artists for pop tunes in the Philippines were Perry Como and Vaughn Monroe.

"Otherwise," Bill reported, "the Centavos flow into Guarachas, Rhumbas and Tangos. But," he said, "Perry Como and Vaughn Monroe are jamming plenty of Centavos into juke boxes all over the Islands. Not only here in Manila, but, also in Cebu City, Baguio, and Davao.

"The public here pays 20 and 10 Centavos per play, which is 10c and 5c American."

He also reports, "We pay from 1.80 to 2.20 (Philippine) for records, depending on the labels. In addition the juke box ops pay the City of Manila anywhere from \$10 to \$40 per year per machine for licenses.

"Rates are almost prohibitive," Bill writes, "for fire insurance here. A juke box costing about \$750 must pay a \$30 per year fire insurance premium."

Bill also reports that the people "commonly believe that the trouble the juke box ops here have is from records 'warping' due to the excessive heat," that this isn't at all true.

"The real problem," Bill writes *The Cash Box*, "is from dust."

"Manila," Bill says, "is the dustiest city in the world."

He also says, "Almost all phonos feature crystal pickups and stand up very well. The telephone system," he continues, "was completely knocked out during the war. Scant progress has been made in installation of phones. Checks of all locations are made by personal contacts. This is a great handicap," he reports, "as well as a time killer."

In Cebu City, Baguio and Davao, mostly non-electric equipment is featured because of the irregular electricity in those cities.

Deauville Replaces Stevens As Beneke Balladeer

NEW YORK—Vocalist Garry Stevens, long a mainstay of the Tex Beneke orchestra, has left the band to become a singing disk jockey, it was learned this past week. He has been replaced by little-known, but widely experienced Ronnie Deauville. Ronnie formerly sang with Glen Gray's orchestra, and more recently with trumpeter Ray Anthony.

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

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COMPLETE COVERAGE

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6th CONSECUTIVE WEEK



7 "TIME OUT FOR TEARS"

SAVANNAH CHURCHILL

MANOR # 1116

Another CHURCHILL Winner!
"I WANT TO CRY"

MANOR # 1129

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

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

DISKERS CONTINUE TO LOSE BIG SALES AS MUSIC OPS IN BUSHES HUNT RECORD SALESMEN

Music Operators In Small Cities Call For Stop To Unethical Sales Practises of Disk Distribs. Lack of Distributor Promotion Seen As Cause.

NEW YORK—The increasing demand of music operators throughout the nation for information concerning the whereabouts of authorized distributors of records was more apparent this past week as music operators literally besieged *The Cash Box* with letters, wire and phone calls.

Veterans in the recording business, well acquainted with the situation pointed to this as one of the most contributing causes of falling sales, noticeable moreso than ever before in recent weeks.

Music operators were quick to point out that because of their so called small territorial location, distributors in distant cities and local stores were dealing with them in an unethical manner.

One well known music operator in the south-west writes, "Simply because there is no distributor within 300 miles of my location, I and a great many other music operators in my territory are forced to purchase our records at retail stores at retail prices. I don't have to elaborate to *The Cash Box* to tell you how that increases the cost of operating music machines."

"We've tried pooling our purchases," he continued "and found that when we did, authorized record distributors would not sell us because they could get more by selling us as individuals, and not as a group."

"I myself have gone into Oklahoma City and Denver to buy records. Sure they were in small quantities, but the trip I made to those cities probably cost me more than the actual purchase price of those same records. When I finally did get to these large distributors, the record salesman there told me point blank that I would have to take so much of this and that in order to get what I originally came for."

This music operator was referring to the filthy practise of tie-in sales.

A music operator in Lawton, Oklahoma, writes, "Please give me a little help. I've been in the phonograph business for 18 years and never in my life have I ever found it so hard to locate what records are selling and where."

"I am located about 100 miles south-west of Oklahoma City. Can you help me find out where all record labels are distributed that serve my territory. I imagine there are hundreds of operators in the same boat."

This letter in itself is able proof to the recording companies, and particularly the majors, that their branch offices and salesmen are not going out and "selling

records."

Distributors have a great many salesmen on the road. All it takes is a little effort to meet the music operator halfway and sell him records.

The sales are made already. The great many so-called record salesmen in the business today need only to continue to lift that pencil and write the order.

MIRACLE
PARADE OF HITS
"MESSIN' AROUND"
and
"MIDNIGHT JUMP"
by MEMPHIS SLIM
and his HOUSE ROCKERS
M-125
MIRACLE RECORD COMPANY
500 EAST 63RD ST. CHICAGO 15 ILL.

Signature Names New Distrib For Conn.

NEW YORK—Earl Winters, national sales manager for Signature Records, this week announced the appointment of the Seaboard Distributing Company, Hartford, Conn., as exclusive Signature distributor for the state of Connecticut. Seaboard is headed by Ralph Colucci.

Operators!

"MY SECRET DREAM"

WILL BACK And His Orchestra

Vocal By EUNICE CLARK

FLIPOVER

"SCISSOR GRINDER SERENADE"

A PROVEN COIN MACHINE RECORD

Order from Your Distributor or Direct

DELMAC RECORD COMPANY

1515 HOWARD STREET, CHICAGO 26, ILL.

BULLET
IS NOW ACCEPTING
CONTRACT PRESSINGS
for full information write or wire
BULLET PLASTICS
P. O. Box 1002
NASHVILLE, TENNESSEE
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NASHVILLE 6-7744

TOP RECORDS **SLEEPER** OF THE WEEK

Gets "The Cash Box"

with **DICK KUHN** Ork Recording Of

"WHEN I GET YOU ALONE TONIGHT"

Backed by

"HEARTBROKEN"

TOP RECORD # 1157

READ AND REAP—" . . . wax is so great that we can picture phono fans laughing in their beer as they play and play this thing time and time again . . . will hypo phono play—and mean an avalanche of coin for music ops." . . . from Sleeper of the Week, THE CASH BOX, May 29.

WRITE--WIRE--PHONE YOUR NEAREST DISTRIBUTOR FOR YOUR SHARE, OR DIRECT FROM

TOP RECORDS, INC.

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Standard Songs are MONEY MAKERS!

"DO IT AGAIN"

Recorded by

- DINAH SHORE—Victor
- JANE RUSSELL—Columbia
- MEL TORME—Musicraft

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NEW YORK, N. Y.

Modern RECORDS
686 NORTH ROBERTSON BOULEVARD
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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

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
LO—London	TR—Trilon
MA—Majestic	UN—Universal
ME—Mercury	VI—Victor
	VT—Vitacoustic

	May 29	May 22
1—NATURE BOY	123.2	106.3
CA-15054—KING COLE <i>Lost April</i>		
CO-38120—FRANK SINATRA <i>S'posin'</i>		
DE-24439—DICK HAYMES <i>You Can's Be True, Dear</i>		
EX-36x—HERB JEFFRIES <i>Just Naive</i>		
JE-2006—THE HOLLYWOODAIRES <i>Don't You Want That Stone</i>		
ME-5134—JOHN LAURENZ <i>These Foolish Things</i>		
MU-567—SARAH VAUGHAN <i>I'm Glad There Is You</i>		
VI-25-5212—EVE YOUNG <i>Time For Your Lullaby</i>		
VI-20-2944—DICK JAMES <i>You Can't Be True, Dear</i>		
2—LITTLE WHITE LIES	101.6	98.1
CO-38114—DINAH SHORE <i>Crying For Joy</i>		
DE-24280—DICK HAYMES <i>Sierra Madre</i>		
ME-8085—STEVE GIBSON		
MU-558—MEL TORME		
VI-27521—TOMMY DORSEY O.		
3—TOOLIE OOLIE DOOLIE	88.4	62.5
CA-15059—THE SPORTSMEN		
CN-1223—VAUGHN HORTON		
CO-38211—MARLIN SISTERS <i>You Can't Be True, Dear</i>		
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.		
4—SABRE DANCE	64.7	90.7
CO-38102—WOODY HERMAN O. <i>Swing Low, Sweet Chariot</i>		
DE-24388—VICTOR YOUNG O. <i>For Whom The Bell Tolls</i>		
DE-24427—ANDREWS SISTERS <i>Heartbreaker</i>		
ME-24000—NICHOLAS S. GOLOVANOV		
MG-30048—MACKLIN MARROW		

	May 29	May 22
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>		
5—THE DICKEY BIRD SONG	59.1	34.5
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		
6—NOW IS THE HOUR	53.6	69.4
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>		
7—S. LOUIS BLUES MARCH	48.7	32.1
VI-20-2722—TEX BENEKE O. <i>Cherokee Canyon</i>		
8—BECAUSE	40.4	60.5
AP-1068—HAL WINTERS <i>Because</i>		
VI-20-2653—PERRY COMO		
9—BABY FACE	40.1	43.0
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>		
10—YOU CAN'T BE TRUE, DEAR	38.1	76.3
AP-1121—N. EMMETT		
CA-15077—THE SPORTSMEN		
BU-1032—R. DEAUVILLE		
DE-24439—DICK HAYMES <i>Nature Boy</i>		
CO-38211—MARLIN SISTERS <i>You Can't Be True, Dear</i>		
LO-202—VERA LYNN		
DEL-1171—ZIGGY LANE		
MU-568—RUSS BROOKS		
RO-128—KEN GRIFFIN		
VI-25-1117—WILL GLAHE		
11—MANANA	35.4	55.2
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 29	May 22
12—HAUNTED HEART	29.3	33.7
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>		
13—TELL ME A STORY	25.4	14.1
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>		
14—MY HAPPINESS	22.1	4.9
CA-15094—THE PIED PIPERS <i>Highway To Love</i>		
CO-38217—THE MARLIN SISTERS <i>The Man On The Carousel</i>		
DM-11133—JON & SONDR A STEELE <i>They All Recorded To Beat The Ban</i>		
DE-24446—ELLA FITZGERALD		
15—JUST BECAUSE	20.9	25.8
CO-38072—FRANK YANKOVIC		
DE-25376—DICK STABILE O. <i>Deep Elm Blues</i>		
MA-1231—EDDY HOWARD O. <i>Encore Cherie</i>		
ME-6086—SHERIFF TOM OWENS		
VI-20-2941—LONE STAR COWBOYS		
16—LAROO LAROO LILLI BOLERO	20.5	21.4
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>		
MA-1224—EDDY HOWARD O. <i>Spring In December</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		
17—SHINE	20.3	6.9
DE-48074—SLIM GREEN <i>What's The Reason</i>		
DE-25354—ELLA FITZGERALD <i>Darktown Strutters Ball</i>		
DE-25353—GUY LOMBARDO O. <i>Corn Silk</i>		
DE-24382—THE MILLS BROS. <i>Love Is Fun</i>		
ME-5091—FRANKIE LAINE <i>We'll Be Together Again</i>		
VI-20-2760—HOT QUINTETTE <i>Ebony Rhapsody</i>		
18—LOVE SOMEBODY	18.8	5.7
CO-38174—DORIS DAY & BUDDY CLARK <i>Confess</i>		
19—AIRIZAY	13.8	4.6
VI-20-2736—RAY McKINLEY O. <i>Cincinnati</i>		

May 29 May 22

20—PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON 13.6 5.1

CA-15080—KING COLE TRIO
It's The Sentimental Thing To Do

CO-38188—DORIS DAY
It's Magic

ME-5130—FRANKIE LAINE
Baby Don't Be Mad At Me

MG-10193—HAL McINTYRE O.
On An Island With You

VI-20-2873—RAY McKINLEY O.
You Can't Run Away From Love

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—DECK OF CARDS 10.5 29.8

22—HEART-BREAKER 10.4 5.7

23—THOUGHTLESS 10.3 14.2

24—BEG YOUR PARDON 9.9 31.6

25—I'M LOOKING OVER A FOUR LEAF CLOVER 9.8 28.3

26—FELLA WITH AN UMBRELLA 8.3 —

27—CONFESS 8.1 —

28—BUT BEAUTIFUL 6.7 3.8

29—I LOVE YOU, YES I DO 6.6 2.5

30—I'VE GOT A CRUSH ON YOU 6.5 4.1

31—FIDDLE FADDLE 6.1 1.7

32—FOOL THAT I AM 5.9 —

33—WHAT DO I HAVE TO DO 4.4 —

34—MELODY TIME 4.3 1.3

35—YOU WERE MEANT FOR ME 4.2 5.2

36—MATINEE 2.9 5.0

37—PEANUT VENDOR 2.6 4.9

38—BEYOND THE SEA 1.9 2.0

39—BLUE SHADOWS ON THE TRAIL 1.8 —

40—CIGARETTES, WHUSKEY AND WILD WOMEN 1.5 —



SUMMER SALES TIPS

on M-G-M Records

BERT SHEFTER and his String Octet
FIDDLE-FADDLE JAZZ PIZZICATO and **JAZZ LEGATO** M-G-M 10200

ART MOONEY and his Orchestra
BLUE SHADOWS ON THE TRAIL (From Walt Disney's "Melody Time")
Vocal by Bud Brees and the Galli Sisters
I WENT DOWN TO VIRGINIA Vocal by Redd Evans M-G-M 10204

PAUL FENNELLY and his Orchestra
A TREE IN THE MEADOW Vocal by Reggie Goff
REFLECTIONS ON THE WATER (Looking Down At Me) Vocal by Doreen Lundy M-G-M 10211

JACK DAY Orchestra conducted by Roy Horton
TOOLIE OOLIE DOOLIE (The Yodel Polka)
TEARDROPS IN MY HEART M-G-M 10199

NORO MORALES and his Orchestra
LLEGASTE—Guaracha
MORENA—Beguine Vocal by Nita Del Campo M-G-M 10203

JACK FINA and his Orchestra
BUBBLE-LOO, BUBBLE-LOO Vocal by Charles Martin
NEEDLES AND PINS Vocal by Charles Martin and Quartet M-G-M 10202

THE BEALE STREET BOYS
WEDDING BELLS (Are Breaking Up That Old Gang Of Mine)
BABY DON'T BE MAD AT ME M-G-M 10197

RAYMOND SCOTT and his Orchestra
YOU'RE GONNA MAKE A WONDERFUL SWEETHEART (For Somebody Else) Vocal by Dorothy Collins
COMIN' THROUGH THE RYE M-G-M 10198

THE BUDDY WEED TRIO
POOR PAPA (He's Got Nuthin' At All)
WHAT'S GOOD ENOUGH FOR MY BABY Both vocals by Buddy Weed M-G-M 10201

THE CALVARY QUARTET
THE GLORY TRAIN
WHAT YOU GONNA DO (When The Stars Start Falling) M-G-M 10205

BUD HOBBS with his Trail Herders
LAZY MAZY
YOU'RE MINE TONIGHT (But Will You Be Mine Tomorrow) M-G-M 10206

M-G-M COIN CATCHERS

- ART MOONEY'S *Bride And Groom Polka* M-G-M 10183
- ZIGGY ELMAN'S *My Reverie* M-G-M 10179
- ROME JOHNSON'S *It's Funny Now* M-G-M 10181

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT



MANUFACTURERS' NEW EQUIPMENT

MUSIC

AMI	
Model A-P, W/Playmeter	\$945.00
Model A-Standard	935.00
Model BB-P, Blond W/Playmeter	910.00
Model BB-Standard, Blond	900.00
Model B-P, Mahogany, W/Playmeter	895.00
Model B-Standard, Mahogany	885.00
HIDEAWAY, Model HS-P, W/ Playmeter, Amplifier & Rem. Vol. Con.	525.00
HIDEAWAY, Model HS-Stand- ard, W/Amplifier & Rem. Vol. Con.	515.00
Model WL-5c, 3-Wire, 40 selection Wall Box	53.50
Model SM-Large Stepper Wall Box	57.50
Model SL-Small Stepper Wall Box	53.50
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' Carilleon 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

MUSIC

4004A 8" Metal Musical Note Speaker	30.00
4005 8" Walnut Round Spkr.	22.50
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
UNITED MFG. CO.	
Monterrey	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 JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
Winter Book JP	No 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 Bell	No Price Set

ARCADE TYPE

BALLY MFG. CO.	
Big Inning	539.50
Bally Bowler	539.50
H. C. EVANS CO.	
Bat-A-Score	No 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

• ALL EQUIPMENT APPEARING ON THIS PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:

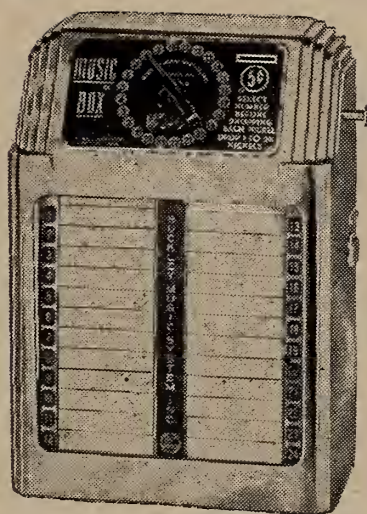
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

- 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



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.

\$29⁰⁰

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!

THE PEOPLE'S CHOICE!

JACK 'N JILL

(X) 2 COMPLETE SEQUENCES — "JACK" - "JILL"

(X) BONUS AND BONUS BUILD - UP!

(X) DOUBLE BONUS! ADVANCE BONUS!

(X) HIGH SCORE!

(X) FLASHING EYES ON THE PLAYING FIELD!

(X) Original

FLIPPER BUMPERS

(Patent Pending)



"There is no substitute for QUALITY!"

ORDER FROM YOUR DISTRIBUTOR TODAY!

D. Gottlieb & Co.

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



Beacon Coin Introduced To New England Ops With Showing Of New AMI Model "B" Phono

Jack Mitnick and Harry Poole Express Their Thanks To Ops Who Jam New Showrooms



JACK MITNICK

BOSTON, MASS.—Beacon Coin Machines, Inc., 910 Beacon St., this city, greeted crowds of music ops who came to visit with Jack Mitnick and Harry Poole and to compliment them on their new and attractive showrooms and offices here as well as to see the new AMI Model "B."

A fine buffet of food and drinks were on hand for all who visited here. Ops from all the New England states were present. Both men, Poole and Mitnick, were recipients of the good wishes of all who attended during the showing.

Mitnick stated, "I want to take this

opportunity, in behalf of Harry Poole and myself, to thank everyone of the operators, jobbers and distributors who called around to visit with us, and to especially thank them for their kind wishes for success as well as for the orders which they gave us for games and the new AMI model 'A' and 'B' phonos."

All the latest types of pinballs were on display as well as the great featured display of the firm, the AMI Model "A" and Model "B" phonographs.

Large repair department and good storage facilities are a feature of these new showrooms.

Larry Green, whose orchestra is one of the favorites in New England with the music machine ops, was present two days of the showing to greet the ops.

Others who attended were: Al Dolins and Ralph Lackey of Pioneer Music Co., Joe Friedman, Jack McNeill, Tom Libbey, Jr., Herbert E. Ryan, F. C. McNeill, Leo L. Loise, Stanley Wojda, Larry Green, Henry Jaye, M. R. Barron, Hal March of Brattleboro, Vt., Loten M. Newcomb, Louis Caporico, Dick Johnson, Don Smith, Barry I. Barenhoim, J. A. McIlhenny, F. G. White, Mack Lackey, Joe Goldberg, Eddie Dresser, Bud Caron, A. C. Sturgis, Bill Gersh, Joe Caruso, Randy Foote, Luke Levine, J. J. Golumbo, Si Redd, Joe Greene, Walter C. Strong, Joseph H. Gnecco, Chas. Talamian, John Lazar, Afee Ameen, Jack Tilton, Ed. C. Tefreault, Jerry Beliveau, Robert Chaoux, Brendon Farf, and many, many others, with the showing still on even after these names were given to *The Cash Box*.



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
78 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

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.

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.

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

Philadelphia Music Ops Use Location Contract To Advantage

PHILADELPHIA, PA.—Following a suggestion made by *The Cash Box* a number of years ago (and put into effect in various territories thruout the country) Philadelphia music machine operators are now using a contract to assure continuance of their equipment placed on location.

As music operators thruout the country have shown a great deal of interest in contracts of this kind which have been reproduced in *The Cash Box* from time to time, we print the exact form now being used by music operators of Philadelphia:

No. 10451

THIS AGREEMENT, entered into this.....day of....., 194...., by and between....., hereinafter referred to as the Operator, and....., doing business as..... at..... hereinafter referred to as the Proprietor.

In consideration of the mutual covenants and conditions hereinafter contained: IT IS AGREED AS FOLLOWS:
The Operator leases to the Proprietor an automatic phonograph to be installed by the Operator at the above address of the Proprietor.
The Operator agrees to supply records and replace parts that have been damaged as a result of ordinary wear and tear without any cost to the Proprietor; and the Proprietor agrees to keep the phonograph connected to an electric outlet in his premises and in readiness for operation during all business hours, and to furnish the necessary electric current for the operation of the phonograph.
The gross proceeds resulting from the operation of said phonograph shall be divided, weekly, as follows:

but in any event the Proprietor agrees to pay to the Operator a minimum of \$..... per week.

The Proprietor agrees that during the term of this agreement, the Operator shall have the exclusive right to maintain an automatic phonograph in the above mentioned premises, and that the Proprietor shall not permit anyone else to install or maintain any phonograph, or any other device for the reproduction or the transmission of music in any part of the said premises.

The legal title and ownership of the automatic phonograph as well as all records and monies deposited therein shall at all times be vested in the Operator, and the Proprietor agrees that he will not remove, nor permit the removal of the phonograph machine from his premises by anyone except the Operator, or, on written order, by his authorized representative.

If the Proprietor breaches this agreement in any respect, the Operator shall have the right to terminate this agreement immediately and in such event, the Proprietor shall pay to the Operator as liquidated damages and not as penalty or forfeiture, a sum equal to the average weekly amount received by the Operator hereunder prior to the breach multiplied by the number of weeks remaining in the unexpired term of this agreement.

The rights given under this provision shall be in addition to and shall not be considered a waiver of any other rights of the Operator at law or equity.

This agreement shall remain in effect for a period of.....years from the date hereof, and shall renew itself automatically for a further period of one (1) year thereafter upon the same terms and conditions unless either party gives written notice to the other, by registered mail, of his or its intention to terminate same; said notice to be given at least thirty (30) days prior to the expiration of this agreement or any extension thereof.

The Proprietor agrees to notify any prospective purchaser of Operator's business of the existence of this agreement and to provide in any agreement therefor, for the assumption of this agreement by the new purchaser. The Proprietor further agrees to notify the Operator as soon as any agreement for such sale is made and to furnish the Operator with the name of the prospective purchaser and with the time and place of settlement, and to permit the Operator to be represented at the said settlement.

It is understood by the parties hereto that this agreement contains the entire agreement between the parties, and there are no oral arrangements of any kind and that any modification of this agreement shall not be binding upon the parties unless the same is in writing and signed by the parties hereto.

The Proprietor hereby warrants that the business at the above address is owned by him. This agreement shall bind the parties and their heirs, executors and assigns.

Operator

PROPRIETOR.....

RESIDENCE.....



Be Sure To Join All Coinmen In The ...
BIG 6
CELEBRATION
See Inside Front Cover This Issue

PLEASE!

Be Patient — they're on the way!

Williams

YANKS

100% DEPENDABLE PERFORMANCE—
APPEAL - PROFITS!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

Williams

MANUFACTURING
COMPANY

161 W. HURON ST., CHICAGO 10, ILL.



BEN RODINS SAYS

*"If I Can't Guarantee It
I won't ship it!"*

KEEP POSTED ON
LOWEST PRICES
for New and Used
EQUIPMENT

Write, Call, Wire, Now!

MARLIN

Amusement Corporation

412 9th St., N. W. • DI. 1625
WASHINGTON 4. D. C.

OPEN HOUSE
ALL WEEK

SEE

AMI's NEW

MODEL "B"

On Display
In Our Showrooms

DAVID ROSEN, Inc.

EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. | 855 N. BROAD ST.
BALTIMORE 23, MD. | PHILA. 23, PA.
Edmonson 5322 | Stevenson 2-2903

Pioneer Music Named N. E. Distribs For "Videograph"

ROXBURY, MASS.—Al Dolins of Pioneer Music Co., this city, has been named exclusive New England distributor for the new "Videograph" machine which features a combination of the Emerson television and a juke box mechanism.

Ralph Lackey, general manager of the firm, has shown the machine to many of the music ops here and reports, "The reception has been marvelous. Before television gets under way here we already have taken more orders than we believed we ever would. In addition," he also said, "there is no longer any doubt but that a large number of these new 'Videographs' will greet the entrance of television in this city."

Dolins stated, "Private investigations in cities where video has cut into the music machine operators' collections convinced me that the time had arrived when the juke box op should take advantage of the fact that television is here to stay."

"We instantly signed up," he reports, "with the 'Videograph' people and we are now ready to present what we believe will be the answer for the operators to cash in on television in New England."

"Already," he claims, "interest in 'Videograph' has reached a stage where we are simply awaiting quantity delivery. We have already sold far beyond our quota and believe that 'Videograph' will be the answer to the music operator's problem as far as television in New England is concerned."

Runyon Showing Of AMI Model "B" Draws Large Number Of Ops



BARNET B. SUGERMAN.

NEW YORK—Barney (Shugy) Sugerman and Abe Green, Runyon Sales Company, with offices in Manhattan and Newark, N. J., introduced the new AMI Model "B" to the phonograph operators in these cities on Monday, Tuesday and Wednesday, May 24, 25 and 26.

All the officials of Runyon were on hand to greet the visiting ops, as was Monty West, the demon engineer of AMI, Inc. A buffet table was set up in the display room for the benefit of their guests.

"The reception of the new Model 'B' was greater than we anticipated" stated Sugerman, "and we were particularly overjoyed at the number of bona fide orders written at the showing."

Assisting the executives of the firm were the complete sales staff of the firm, including Irv Kempner and Morris Rood.

BE SURE TO
JOIN IN ON THE

..... **BIG**

6

CELEBRATION

• See Inside Front
Cover for All Details •

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

BOSTON OPS HOLD MASS MEET ON 10c AND 5 FOR 25c, 6 FOR 25c VOLUME PLAY

Music Ops and Distribs in Mass Meet to Adopt 1 or 2 Plays 10c, 5 or 6 Plays 25c, to Obtain Bigger Volume Play. Ops Start Tests Immediately. Distribs Give Changeover Units Free to Ops.

BOSTON, MASS. (Monday, May 25, 8:30 P. M.)—Probably the largest mass meeting of music operators and distributors was held at the Parker House this evening. It has always been rather difficult in the past for the members of the automatic music industry of this area to get together in such meets.

This evening the leaders of all music machine business in this territory came together to discuss ways and means which the ops could use to further and better their businesses.

All agreed that general conditions in the automatic music field had reached a stage where something had to be done immediately to cure the problems which were effecting all business here.

Bill Gersh of *The Cash Box* was guest speaker. He spoke on the fact that for some years *The Cash Box* has proposed that the average music operator arrange for a better commission basis. That *The Cash Box* had suggested 70%-30% commission basis. That it had also sponsored "front service money guarantees," ranging from \$3 per week for very old phonos up to a straight \$15 per week front money guarantee.

But, he stated, that after the drop in collections which came about, many leading ops pointed out to him and to all others that this 70%-30% commission basis, and even the front service money methods, were not helping them with location owners.

That the locations were no longer cooperating with the music op because there was no longer the profit incentive for them to do so. In short, the storekeeper who was receiving but one or two dollars per week as his share of the collection, not only lost interest in the music equipment but, in some cases, even asked that it be removed.

In the meantime, he pointed out, overhead expenses continued to go up and up and the cost of equipment continued to rise almost daily.

A need for a new method had to be found and the one which was quietly being adopted by many noted ops was the 1 play 10c, 5 or 6 plays for 25c. The 1 play for 10c simply acting as the wedge to obtain greater volume 25c play action.

In some cases, ops were closing off their 5c coin chutes and letting machines operate with 2 plays for 10c, 5 or 6 plays for 25c and found that they enjoyed a greater income.

As he explained, only 30% of the present number of regular players on any spot, dropping 25c coins into the machine, instead of just nickels, meant a 50% income increase.

Many of the music ops present gave their views and all agreed that "volume play" would be the answer to the great need for more income which the operators needed at this time. All stated that if they could obtain more money from their machines this would offset the higher overhead expenses which they were now enduring, would allow them to once again purchase new machines, and would show them a profit.

The distributors present also spoke

and all instantly gave cooperation to the ops who were present offering the operators changeover kits to 1 play for 10c, 5 or 6 plays for 25c free of charge.

On Tuesday morning, the morning after the meeting, many music ops were found in the offices of the leading distribs arranging for changeover of many of their machines. Some will remain on 2 plays for 10c, 5 plays for 25c. Some believe that 1 play for 10c and 5 plays for 25c (using the 1 play for 10c as the wedge to get the player to grab the 5 plays for 25c bargain) would work out best. Some may adopt the 2 plays for 10c and 6 plays for 25c idea, closing off their 5c coin chutes with out of order signs.

In short, the music ops here will drive

for volume play so that they can get more coin into their equipment.

Arthur C. Sturgis, president of the music ops association here, acted as chairman of the meet. Other speakers were Al Dolins of Pioneer Music Co., Phil Schwartz, Randy Foote, Luke Levine, John Fox, attorney for the association, S. H. (Si) Redd, Wurlitzer distributor, Jack Mitnick, AMI distributor, Jerry J. Golumbo, Rock-Ola distributor, Ed Watkins, Aireon distributor, as well as many others who spoke in favor of the volume play plan to obtain more income for the music business here.

The meet was considered one of the most successful ever held here with the belief that the entire city will soon be on volume play action.

a Swell Pair of Phonographs

"A"
for capacious establishments

"B"
for spots where space is at a premium

AMI
Incorporated
127 NORTH DEARBORN,
CHICAGO 2, ILL.

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

JOBBERs . . . DISTRIBUTORs . . .

LIST YOUR FIRM NAME IN THE "CMI BLUE BOOK"

The Place Where Everyone Looks Before They
Buy—Sell—Or Trade Used Machines

THE GREATEST ADVERTISING "BUY" IN COIN MACHINE HISTORY!!

ONLY \$5 Per Month

THIS LISTING . . .

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 LISTED IN THE "C. M. I. BLUE BOOK" \$5 PER MONTH EXTRA.

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 10¢ 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.
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THE CASH BOX

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

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

My check for _____ is enclosed.

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NAMA Show Dec. 12-15 At Palmer House

CHICAGO, Ill.—The huge fourth floor exhibition hall of the Palmer House, with its 88 display booths, plus more than a third of the space for the seventh floor exhibit rooms, has already been sold for N.A.M.A.'s 1948 Convention and Exhibit, Dec. 12-15, at the Palmer House, Chicago.

"The association's annual convention and second merchandise and service exhibition will be even greater than the 1947 record-breaking event," Chairman Jones said. "At the rate space is going, it appears we will have to take over the eighth floor of the Palmer House to accommodate additional exhibitors."

All major sessions are planned to answer four of the operator's biggest problems: stock control, service, sales, maintenance and repairs. New related fields of vending such as the merchandising of ice cream, popcorn, cigars and sandwiches will also be included.

"Man of the hour at the 1948 convention will be the operator," Mr. Jones said. "Wages versus commission, check in and check out systems, bookkeeping, refinishing equipment, changer mechanisms, per machine tax legislation, insurance, adjustments, and a hundred other questions will be answered in the candy, gum, nuts, cigarette and bottle and cup beverage sessions."

Registration for the Convention and Exhibit will be held Sunday, Dec. 12, from 9:30 a.m. to 10 p.m. The exhibit will open at 2 p.m. and close at 5 p.m., reopening again at 7 p.m., following a reception, and will remain open until 10 p. m.

The program Monday morning, Dec. 13, will open with a general session, featuring a legislative skit on how to combat unfair and discriminatory taxes. Speech of welcome will be given by Chairman Jones. Exhibit hours Monday will be from 12 noon to 6 p.m.

Annual business meeting will begin Monday at 8 p.m., with President Elmer F. Pierson of the Vendo Co., Kansas City, Mo., presiding. Reports by the president, treasurer and executive director will be presented.

Tuesday exhibit hours for the fourth floor will be from 1 to 7 p.m. and for the seventh and eighth floors from 7 to 10 p.m., where open house will be held in the exhibit rooms.

Large and small operators will debate the advantages of various phases of vending management in cigarette, cup beverage and penny machine sessions Tuesday morning.

Candy, gum and nut sessions and bottle beverage sessions will be held Wednesday morning. Exhibit hours will be from 12 noon to 5 p.m. Highlight of the program will be the annual banquet Wednesday evening, Dec. 15, when new officers and directors will be installed and outstanding entertainment presented.



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.
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You are entitled to run an ad of whatever machines and merchandise you may want to BUY or you may have to SELL. Your listing will be given a special code number and all inquiries will be sent directly to you. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. Please do not list prices of any equipment. MAIL IN YOUR AD. Be sure you include your name and address so that we can forward all the inquiries to you.

THE CASH BOX

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

WANT ANY QUANTITY USED WOOD and STEEL ROLLDOWN GAMES

Write immediately, stating name of game, quantity of each. Quote lowest price.

SALE !! GUARANTEED LIKE NEW
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New Turret Kicker Featured In 5-Ball

CHICAGO. — George Jenkins, vice president and general salesmanager of Bally Manufacturing Company, announces that the firm is now shipping its newest five-ball game "Rancho."

In describing the playing action of the new game, Jenkins beamed with enthusiasm. "'Rancho' contains an entirely new skill feature in the new Turret Kicker which is unlike anything ever built into previous novelty equipment" said Jenkins.

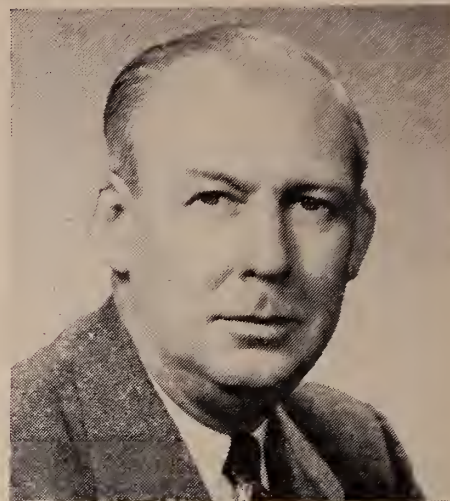
"The new Turret Kicker is located near the bottom of the playfield and it constantly sways back and forth during the entire playing time" explains George. "A kicker-hole is built into the turret, and as the ball rolls down the playfield it is frequently captured in the moving target and held in the kicker-hole while the turret continues to sway back and forth. The player can then aim the ball toward high score bumpers and bonus

pockets and kick the ball accurately by skillful timing. The ball is kicked from the turret by pressing the control button located on right side of cabinet. The same ball can be captured two, three or more times as it rools back down the field, permitting extra skill-shots to build high scores.

"'Rancho' also contains seven additional kick-out holes, six floating roll-over buttons, and six bumpers that provide bonus scores, high scores, sequence scores and special scores. The two kick-out holes at the very bottom of the board transfer the built-up bonus to the total score and create last minute suspense. Bonus may be doubled or quintupled by skill."

Jenkins emphasized that "Rancho," with its new Turret Kicker, has been thoroughly tested on location before shipments started.

Porter Wurlitzer Distrib In Detroit



L. H. PORTER

DETROIT, MICH.—L. H. Porter, formerly assistant sales manager of The Rudolph Wurlitzer Company's phonograph division, has assumed the presidency of the Porter Distributing Company, this city, as distributor for Wurlitzer phonographs and auxiliary equipment.

The established Wurlitzer headquarters and facilities of the Atol Distributing Company at 167 East Jefferson Street, will be continued by the firm.

For nearly two years prior to his association with The Rudolph Wurlitzer Company, Porter was active in the administration of the Chicago Simplex Distributing Company in Chicago.

In a statement regarding Porter, M. G. Hammergren, Wurlitzer vice president and director of sales, said: "Harris Porter is ideally qualified to direct the distributing activities for Wurlitzer Phonographs in the Michigan territory. He has had many years of successful sales and administrative experience, both in the commercial music business and in other fields. I urge our customers thruout Michigan to seek his advice and to discuss their needs and problems with him."

"The facilities of Porter Distributing Company will be at the complete service of all music operators," stated Porter. "Our sales staff and service departments are ready and willing to cooperate with the operators to their fullest extent."

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in dollars
FIRST

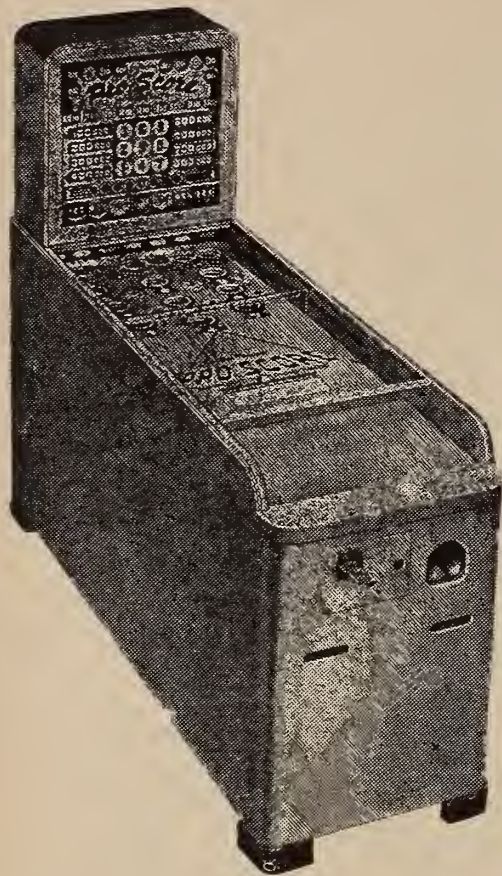
"PRO-SCORE"

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!

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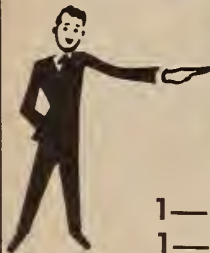
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PHONOGRAPHS AT GREATLY REDUCED PRICES! FIRST COME—FIRST SERVED!

1—12 Record Seeburg	\$25.00	1—Rockola 40 Super	\$75.00
1—Casino	50.00	1—Seeburg Hitone	135.00
4—Aireons	225.00	1—Seeburg 146	525.00
8—Rockola Commandos	65.00	1—Seeburg Classic	75.00
4—Rockola Spectravox's	30.00	1—Seeburg Major	75.00
Packard Wallboxes	25.00		

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130 LINCOLN STREET

(PHONE: STADIUM 2-3320)

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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—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 #65929)

FOR SALE—1 5c Galloping Dominoes, late, cash jackpot; 1 5c Mills Jumbo Parade F.P.; 1 50c Mills Blue Front Bell 3/5 P.O., just been refinished in Crackle Blue, mechanism perfect; 3 ABT Challengers; 1 1c Marvel Pop-Up; 1 Camera Chief, new. (Code #65937)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #65928)

FOR SALE—Phonograph and Pin Ball route. Northwestern Wisconsin. Finest locations within radius of 40 miles. Majority of machines in city of 50,000 population. (Code #65927)

WANT—New or used 30-wire Wall Boxes, Adaptors and Speakers. Adapters for Rock-Ola any kind. (Code #65919)

FOR SALE—1 Kirk Guesser Scale model K25; 1 Peerless White Porcelain Tall Scale; 1 Columbia Tall Square Scale with 4 ft. mirror in front. Bargains. (Code #65917)

WANT—Rowe Royal and President Cigarette machines. Also want Drink machines, single selector type. Also need Mutoscope 1c Movie Machines. (Code #65924)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #65944)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #65942)

FOR SALE—Sacrifice: Slots: 1 5c Brown Front; 3 25c Brown Fronts; 1 10c Brown Front; 5 5c Melon Bells; 1 10c Melon Bell; no melon bell jackpots 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, 5/10/25 coin slot; 1 Model 41 Wurlitzer Counter Model. Hideaways: 1 Rock-Ola 20 Premier; 2 Rock-Ola 20 Windsor; 6 Twin Twelves; 4 20 Record Hideaways; 5 Record Adaptors; 2 12 Record Adaptors. 19 New Buckley Wall Boxes. Pin Games: 1 Silver Streak; 1 Maisie; 1 Cover Girl; 1 Spellbound; 1 Catalina; 1 Tornado. (Code #65935)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #65911)

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 #65941)

FOR SALE—Complete Teletone industrial, background, and coin operated studio. Consisting of three manual console turntables, three automatic record changers, twenty-one location amplifiers and control units, and two hundred and fifty coin-operated booth speakers. In perfect condition. (Code #65901)

FOR SALE—2 Watling 500 series Guess Your Weight Scales, nice looking, good condition, no broken or chipped enamel, crated. (Code #65923)

FOR SALE—Old established Pin Ball and Amusement machine route. 90% of route consists of new games. Close to New York City. Only principals answer. (Code #65939)

FOR SALE—Slot machine operation in Western legal territory. 30 machines. Expansion unlimited. Best deal for live operator. (Code #65909)

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 #65914)

FOR SALE—Old established route, music, wall boxes, five balls, payouts. Over \$10,000 worth new five balls en route. 15 years old. City over 90,000. Heavy building program in progress. Located in Rocky Mountain region. (Code #65920)

FOR SALE—Make offer on Pre-Flight Trainer, used six months with maps. Also latest model Mutoscope Photomatic machine, like new. (Code #65906)

FOR SALE—In North Texas, route of Phonograph and Pin Games. Established for ten years doing solid, consistent business. Would divide in routes of forty, eighty, or one hundred twenty locations. For detailed information write. (Code #65934)

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 #65916)

FOR SALE—Unlimited quantity of Packard Bar Boxes, excellent condition. Also Wurlitzer Twin 12's of heavy constructed steel cabinets, knock down type new. (Code #65913)

FOR SALE—70 Phonographs, 25 Cigarette Machines, 30 Pinballs on location. Northern part of Ohio. Mostly new machines. (Code #65936)

FOR SALE—Pre-war pin games with flippers to sacrifice. Also Dynamite, M'selle, Kilroy, Superliner, Super Score, Baffle Card with 2 & 4 flippers. Will sacrifice 6 Cash Trays, Bubble Gum and 1c Card Vender never used. We buy and sell Panorams & Film (no peep show). Send list and price. **WANT**—Wurlitzers 750E and 71 with original stand. (Code #65904)

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 #65931)

FOR SALE—We have 3 Seeburg Chicken Sams, 1 Bag-A-Bunny, 1 Target Gun. All working and have been refinished. Make us an offer. (Code #65912)

FOR SALE—23 5c Seeburg wired Wall-O-Matic Boxes; 4 5/10/25c Seeburg wired Wall-O-Matic Boxes; 6 Teardrop Speakers, Seeburg, like new, 2 months old; 2 AMI cellar units, perfect condition; 2 Seeburg General Wireless Receiver. (Code #65918)

WANT—Active partner for Juke and Pin game route in Connecticut. Must know business Good for expansion. Cash needed about \$20,000. (Code #65945)

FOR SALE—Following are going to highest bidder, regardless of price. Make an offer. Guns: 2 Tommy Guns; Shoot Your Way To Tokyo; Bally Eagle Eyes; Tail Gunners. Pin Games: Arizona; '41 Majors; Keep 'Em Flying; Towers; Lite-O-Cards; Kue Ball; 2 Thorobreds; 1-ball, needs slight repairs. **WANT**—Balls for Genco "Magic Roll", these are the lightweight hollow steel balls. (Code #65930)

FOR SALE—A-1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #65905)

FOR SALE—At give-away prices. Bally Big Hits, Bally King Pin Alleys, Daval Free Play counter machines, brand new. F. P. Skychief, Monicker, Sky Blazer, Big Parade, Marines, Jeep, Action. (Code #65933)

FOR SALE—Pace 1c Slot with Jackpot and reserve; Marines At Play. (Code #65921)

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. Also Card Vendors, all manufacturers. Will also consider vending machine routes. (Code #65922)

FOR SALE—5 Used 1947 Seeburg auxiliary amplifiers RSA1-26. **WANT**—Will buy small route in New York City. (Code #65902)

FOR SALE—3 Bally DeLuxe Draw Bells. (Code #529936)

FOR SALE—6 Mills Jumbo Parades, cash payout, late high heads; 1 Longchamps free play console; 1 Mills original Black Cherry Bell. All machines above are 5c play. Music: 1 Rock-Ola Commando with remote control for boxes; 2 Rock-Ola Spretravoxes; 1 Rock-Ola Super. Also 1 Jack-in-box stand. Best offer. (Code #65910)

FOR SALE—10 Bank Balls 9 foot. No reasonable offer refused. (Code #65925)

FOR SALE—Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #65907)

FOR SALE—Operator in Upper Michigan and Wisconsin's tourist area desires to retire from phonograph and pin business. Will sell entire route for the little remaining balance on equipment. Exceptional opportunity (Code #65932)

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 #65943)

FOR SALE—Route of 20 Kunkel Popcorn Machines located in New York City. Sacrifice. (Code #65902)

FOR SALE—Route of 19 Music and Wall Boxes, 5 Bowling, 5 Rolldowns. All on locations, 99% in city, within 4 minutes from locations. Protected territory, established for 12 years. Will pay for itself in one year. \$9,500. Would consider mortgage on house or trailer coach in trade. Sickness is reason for selling. (Code #65946)

FOR SALE—6 500 Wurlitzer; 6 616 Wurlitzer; 2 800 Wurlitzer; 1 850 Wurlitzer. Let us have your best cash offer. (Code #65938)

FOR SALE—Personal and Solotone Boxes and amplifiers, perfect shape. Make an offer. (Code #65940)

WANT—Seeburg 3-wire or Wireless Wall-O-Matics. (Code #65926)

WANT—Seeburg Wall Boxes 5/10/25c Model WS10Z. Must be in perfect condition. Will accept some with cracked covers if price is right. (Code #65915)

FOR SALE—8 Pre-Flight Trainers complete with maps and projectors, used only 3 months. Will sacrifice or trade for juke boxes. Also juke box route in Brooklyn—38 pieces, 22 new machines, income \$375 to \$400. Going out of business. (Code #65908)

THE CASH BOX

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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. 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—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.

WANT—Used Packard Wall Boxes in good condition. Advise quantity and best price. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel.: WAbash 1501.

WANT—Seeburg 8800 ESRC and 8200 ESRC, Wurlitzer 750 and 750E. Quote lowest price and condition. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y.

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., LAKE LAND, 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—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 80 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—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.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

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—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—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—Total Roll \$50; Co-Ed \$50; Baseball \$50; Step Up \$25; Stage Door Canteen \$25; Cross Fire \$50; Sea Breeze with flippers \$25; Watling 10¢ Rol Top \$25; Seeburg R. C. Colonel \$100; Watling 5¢ Rol Top \$25; 4 Bells \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Gottlieb Humpty Dumpty \$150; Gottlieb Robin Hoods \$165; Seeburg 1947 Phono, remote control \$575; Seeburg 8200 \$150; Seeburg Wall-O-Matic 5/10/25¢, perfect \$30; Rock-Ola Moderne Speaker \$20; Seeburg speakers \$10 ea. ANTHONY HIRT, 2303 NO. 11th STREET, SHEBOYGAN, WIS. Tel.: 5619.

FOR SALE—Advance Roll \$125; 14 ft. Bang-A-Fitty \$150; Hy-Roll \$225; Bing-A-Roll \$275; Heavy Hitter \$50; Hawaii R. D. \$150; Rol-A-Score \$50. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—Due to expansion in other lines will sacrifice Sez Vending Popcorn Machine, fully guaranteed, slightly used, \$100 each. F.O.B. Syracuse, N. Y. N & N AMUSEMENT CO., 521 BUTTERNUT ST., SYRACUSE, N. Y.

FOR SALE—Marvelous up to the minute money makers, very low prices, rebuilt like new, with flippers. Kilroy \$49.50; Playboy \$49.50; Carousel \$75; Havana \$75; and Bonanza \$119.50. These revamps are the finest money makers on the market. SILENT SALES COMPANY, 200 ELEVENTH AVE., SOUTH, MINNEAPOLIS 15, MINN. Tel.: GENEVA 3645.

FOR SALE—The following games in first class condition, carefully packed. Total Rolls \$59.50; Advance Roll \$95; Hy-Rolls \$219; Bing-A-Rolls \$249.50; Total Roll Conv. with button \$79.50. NATIONAL NOVELTY COMPANY, 183 E. MERRICK ROAD, MERRICK, L. I., NEW YORK.

FOR SALE—Mills Black Cherries, late serials: 2 5c \$139.50; 3 10c \$144.50; 2 25c \$149.50; Mills Golden Falls Hand Load 5c \$149.50; Jennings Bronze Chief 10c, 25c \$129.50; Pace '46 Bell 25c \$129.50; 2 10c Jennings Lite Up \$149.50 ea. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE 10, IND.

FOR SALE—Golf Ball Slot Vendors 25c play Jennings or Mills. All machines reconditioned \$250 to \$275 each. Also buy and repair. HERMAN KRAMM, 244 SO. MILLVALE AVENUE, PITTSBURGH 24, PA. Tel.: Hiland 1702.

FOR SALE—50 Stands \$12.75 each; 35 Black Cherry Bells, original (5c \$125, 10c \$130, 25c \$135); 3 1948 Watlings 5c \$90; 7 beautifully rebuilt in new Golden Falls Cabinets with new machine guarantee \$155 each; 6 Pace Consoles, completely refinished \$75 each; 2 1941 Galloping Dominoes, beautifully finished \$225 each. MAR-MATIC SALES COMPANY, 48 WEST BIDDIE STREET, BALTIMORE 1, MD.

FOR SALE—Popcorn machine route of 20 Kunkels on location in New York City. Good income. Sacrifice. BOX # 199, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—Portable Welding Outfits \$37.50. Send for catalogue containing thousands of parts. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: PLaza 7-2175.

FOR SALE—Twenty thousand choice used records, mostly Hill Billy and Popular. Will sell any or all to highest bidder. ATLAS AMUSEMENT CO., 1078 UNION AVENUE, MEMPHIS, TENN. Tel.: 36-3209.

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.

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

THRU THE COIN CHUTE



CHICAGO CHATTER

The coin center of the world was really humming this past week. More smiling faces among the executives of the manufacturing phase of the biz, and more visitors here than for quite a long while. Looks like everyone is getting ready for that increased business that is sure to show up. Coinmen talk of the many billions the government is getting ready to spend for defense work, and expect that they will get their share of the extra spending money that will find its way into the pockets of the general public.

John Neise at O. D. Jennings & Company, announced the appointment of a new man in the sales department, Henry Hunter. Hunter will experience his first contact with the coin biz with this job... Charlie Schlicht, newly appointed director of sales research for Jennings, is covering the Kentucky territory on a business trip... Dick Hood, H. C. Evans & Company, states that he's looking forward to a rush of business during the coming summer. The Evans factory was host to a large number of out-of-town visitors this week. Hood reports that there are rumors that one of the territories down South is going to liberalize operating conditions shortly.

Billy DeSelm, that hustling sales director at United Manufacturing Company, entertains some of his distributors, who come in to see their new five-ball "Monterrey". Seen at the factory and clamoring for shipments were Sam Taran of Taran Distributing Company, Miami, Fla.; Buster Williams of Music Sales Company, Memphis, Tenn., and Ray Williams of Commercial Music Company, Dallas, Tex... Harold Daily, South Coast Amusement Company, Houston, Tex., seen visiting at Mills Industries, where everything is running along in good shape... Another Texas visitor spotted visiting the factories was Pickens Davis and his wife from San Antonio.

Sam Stern, Williams Manufacturing Company, returns to the plant from a visit to Philadelphia, and listens to Skeet Moore's report that their current game "Yanks" is a terrific hit. "It's keeping us busier than we've been in years. It's the greatest game ever," states Stern... Art Weinand, Rock-Ola Manufacturing Company, spends a busy week entertaining many of his distributors and operators. George Schnabel, Puget Sound Novelty Company, flew in from Seattle, Wash.; Ron Rood, Southern Music Company, Orlando, Fla., seen at the plant, and David Romero of La Feria, Mexico City, Mexico, spent three days during the past week with Weinand... Jack Cox, recovering from a recent heart attack, and we're happy to hear that he's able to get around in a wheel chair. He should be okay in a short while. However, Maynard Todd of the Rock-Ola staff is still confined to his bed at the hospital.

Fred Mann, regional sales representative for Aireon Manufacturing Corporation, returns to the Windy City from a trip to Cincinnati. Fred covered Indiana and Michigan while on the road, and reports that the model "Coronet 400" is going over very big, and expects sales to increase after the first of the month due to an intensive advertising and sales program. After a short breathing spell, Mann is going to Minneapolis to set up a new distributor for the Aireon, due to Ted Bush selling his business this past week... Automatic Phonograph Distributing Company of Chicago showed the new AMI Model "B" at their new showrooms and offices at 806 North Milwaukee Avenue on Sunday and Monday (May 24 and 25) and played host to practically all the music operators in their territory. "The new phono went over in a big way," states Mike Spagnola... George Jenkins and Herb Jones over at Bally Manufacturing Company tell us that their new five-ball "Rancho" is now being shipped thruout the country. The game features an entirely new skill move called the "Turret Kicker". "Nothing like it has ever been built into novelty equipment," states Jenkins.

Grant Shay of Bell-O-Matic tells us that the factory is working overtime building Bonus Bells, with the production line running ten hours a day. The firm just received their color circulars on their Melon Black Gold or Bonus Bells, and are handing them out to visitors and shipping them to their distributors. There were many visitors spotted at Bell-O-Matic's offices this week. Fred Davis of New Castle, Ind., was paying particular attention to the Melon Bell; Pickens Davis

and his wife, in from San Antonio, Tex., dropped in to say "hello"; Harry Hillard of Central Service Sales, Kokomo, Ind., seen looking the bells over (Harry had just returned from a nice vacation spent at his Florida home); Sammy Mannarino of Coin Machine Distributing Co., Pittsburgh, Pa., and Harold Daily of South Coast Amusement Company, Houston, Tex., were seen relaxing in the "Owl Room". Another visitor was Charlie Liggett from Club Bell Company, St. Joseph, Mo., who spent some time talking over old times with Frank Lorden, Bell-O-Matic's roadman.

Dave Wallach, Marvel Manufacturing Company, announces that their new game will be ready for shipment around the beginning of June. It's called "Cleopatra" and Wallach states that their plus-4 coin feature, tying up with the idea of 10c play, is going over, particularly in Indianapolis and St. Paul. Wallach claims that these cities seem to have discarded, as far as he is concerned, the single coin play and are featuring the plus-4 coin feature... Genco's "Mardi Gras" with its new 1 to 4 rollover button idea seems to be catching on, and the factory reports that their distributors are phoning for more and more deliveries... Lindy Force and John Haddock, AMI, report that their distributors tell them that their simultaneous showings have been a tremendous success, with plenty of orders booked. "It looks like the factory at Grand Rapids, Mich., will be kept plenty busy from now on," beams Lindy... Over at D. Gottlieb & Company, production continues unabated and shipments of "Jack 'N Jill" leave the factory in a continuous stream for the various parts of the country.

Announcement by CMI, Inc., that the 1949 Coin Machine Exhibition and Convention will be held thru only three days, January 17, 18 and 19, was accepted by the trade as a constructive measure. They agree with CMI officials and exhibitors that three days are sufficient for all to view all the exhibits and make whatever deals they wish. It is expected that the shorter show will bring out additional coinmen who passed up previous conventions as they felt it wasn't possible for them to stay away from their businesses too long... Chicago Coin's Sam Wolberg tells us that their five-ball "Shanghai" with its "triple scoring roll 'down 'n' up" feature has captured the fancy of the players thruout the country, and that their distributors keep him on the phone as they continually place additional orders.

"The Time Of Your Life", a motion picture which will soon be seen thruout the country, has a scene, we hear, that shows one of the performers alongside of a pin ball machine and he's supposed to be saying "With a little skill a man can make a living beating the pin ball machines!"

MINNEAPOLIS

The Hy-G Music Company is getting ready to move their offices to their new location, 227 Plymouth Avenue North. Invitations are being sent to all persons in the Coin Industry, inviting them to the open house which will be held on June 9.

Francis Bohr of Lewiston, Minn., taking a few hours out, calling on several of the Twin City distributors, accompanied by his brother-in-law, Vic... Joe Derringer and the Mrs., of St. Cloud, Minn., spent a few hours in Minneapolis calling on a few distributors... Oscar Hochrein of Long Prairie, Minn., sold out his complete route to Con Kaluza of Browerville, Minn. Con is expanding and has got quite a route to take care of now.

Carter Anthony of Dawson, Minn., in town for just the day, sporting a brand new 1948 Buick Convertible... Charlie Rusnak of Grand Rapids, Minn., in Minneapolis for a few days just sort of vacationing... Wally McFarland of Bismarck, N. D., spent the week-end in Minneapolis calling on a few distributors.

Ozzie Truppmann will leave for Miami, Fla., Friday, May 28, to help Ted Bush organize the new firm "Bush Distributing Company". Ted Bush is expected in Minneapolis the early part of June to settle his business affairs... Walter Schmidt of the Red Wing Novelty Company, Red Wing, Minn., disposed of his Ellsworth, Wisc., route, selling it to Fred Bolier of Baldwin, Wisc.

Congratulations to I. F. La Fleur, Devils Lake, N. D., whose wife gave birth to a baby girl. The grandfather, I. F. La Fleur, Sr., in Minneapolis and very proud of his granddaughter.

THRU THE COIN CHUTE



EASTERN FLASHES

Barney (Shugy) Sugerman, Abe Green and Mike Munves, Runyon Sales Company, divided their time between their New York and Newark, N. J. offices this week as they introduced the new AMI Model "B" phono to the music machine operators. Sugerman was on hand at the New York offices all during the showing, but Abe Green drove up and back to New York, then to Newark, then back to New York. The boys threw a buffet spread in both places. Operators came in large numbers to both places, and the New York registration book showed that ops came in from as far as up-state New York. Runyon execs were exceptionally pleased at the reception of the AMI phono, and particularly happy over the number of orders taken at both offices. Monte West, the top ranking engineer of AMI, Inc., and one of the swellest guys in the biz, really had an action packed week. Monte started off in Philadelphia at Dave Rosen's showing, then to New York and Newark for Runyon's party, and then at the end of the week rushed up to Boston, Mass., for Jack Mitnick's and Harry Poole's Beacon Coin Machine showing. We imagine that John Haddock and Lindy Force of AMI were terribly busy, but many of their friends were asking for them.

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Dave Stern and Tom Burke, Seacoast Distributors (Rock-Ola distributors) drive in from Newark, N. J. during a rain-storm to see their friends on coinrow, and drop in to pay their respects to Sugerman and Green. Dave tells us that the sale of the Rock-Ola "Magic-Glo" phono has been exceptionally fine these past weeks... Tony (Rex) DiRenzo and Leo Knebel, Lee-Rex Enterprises (Distributors for Rock-Ola in the city) make the same statement. In addition these boys are finding that the operators are clammering for their new lightweight tone arm... Ben Becker, Ben Becker Sales Company (Bally regional sales representative) getting ready to leave for a road trip, covering up-state New York. Ben is going to concentrate on Bally's new five-ball "Rancho," which he reports is sure to be a big hit... Becker, by the way, is somewhat of a bug on photography. He should take the camera with him when he goes on the road to snap the jobbers and distributors... Nat Cohn, Modern Music Sales Corporation, away from the office for a few days trying to cure a cold.

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Seymour Bushnell, Commercial Games Company, New Britain, Conn., in town for a visit along coinrow. Seymour tells of the continuous mix-up between him and Sam Bushnell of Standard Factors, the finance company... Mike Munves, who has stopped smoking entirely, hasn't given up the other pleasures of life. Mike tells us his firm finished one of the busiest weeks it ever had, getting out plenty of Arcade equipment to customers thruout the entire country... Teddy (The Champ) Seidel states he'll have an announcement to make next week about his new connection... Jim Sisti, manager of the Newark, N. J., offices for Young Distributing Company (Wurlitzer distributors) reports that his wife's operation was a complete success. Jim Healy of this firm, still out due to illness, but should be back on the job shortly... Joe Young and Dan Kipnis, heads of the Young Distributing Company, taking a short rest from their strenuous activities, and will be away from the office for a week or so... Danny Subarsky of the newly formed Mayflower Sales Co., on coinrow, donates a specially reconditioned 616 to the recreation room of Bellevue Hospital... Willie Levey, Jack Semel and Georgie Holzman, Supreme Automatics, Brooklyn, N. Y., moaning in low "A" over the present New York games situation as Williams' "Yanks" proves to be a terrific hit game.

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One of the big laughs of the week was the efforts of the patrolman on the coin machine beat to sell tickets to the annual policemen-firemen baseball games. Usually a large number of tickets are bought by coinmen, but none were sold this time. When it was pointed out that the police were responsible for the present condition here, the cop mumbled "It isn't our fault—we have to carry out our orders"... Hubert Betti, Sr., the highly respected operator of Union City, N. J., phones in to tell us that one of the New York City jobbing companies was responsible for his losing a location he's had for over fifteen years. The location owner visited coinrow and had no trouble in buying a phono. Betti claims, and he's absolutely right, that all strangers who try to buy only one machine, should be thoroughly investigated, and if it's shown that he's a location owner, should not be sold any equipment. (It would be interesting to find out how this New Jersey location owner was able to find out about coinrow.)

PHILADELPHIA

Big treat for any coin machine man—the Click Tune party. Just to watch the teenagers line up early in the morning, for the entire block on Market St., waiting to be allowed to enter the Click Theatre Cafe. The free cokes, cookies, pretzels, etc. which they receive and the News giving them free comics. The way they loudly applaud each number. The disk jockeys in action. The phono ops standing around and smiling happily.

The applause that greeted Louis Prima and his orchestra, who came of his own volition to entertain, almost raised the roof of the Click. The free albums of records the kids get and how they applaud the winners. It's one of the grandest public relations programs in the country and Charley Hannum, Jack Sheppard and all the other members of the Philly music ops' association are to be tremendously complimented for this grand effort. By the way, Kay Kyser's "Woody Woodpecker" record won and became the "Click Tune for June." It's interesting to know that this is the one and only recording of this tune.

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Bumped into Sam Stern, who just pulled in from Chicago, as he entered Scott-Crosse Co. and was greeted by Bernie Weinberger, Morrie Gross and all the guys and gals at this busy spot... Gross busier than ever here trying to deliver all the "Yanks" for which he has calls... and Sam Stern advising that it looks like Williams Mfg. Co. will be selling "Yanks" from now on in for the rest of the summer and that they're so far behind in deliveries they're planning two shifts to catch up... In the meantime heard that Ray Riehl of United Mfg. Co. was in town and was visiting with the distribs and jobbers here on United's new "Monterrey" which is also going over very well... simply couldn't catch up with Ray... he was traveling too fast... Harry Pearl, Paul Federman and Dave Rosen hied themselves to Long Island sound for some deep sea fishing... from what the gang over at David Rosen, Inc. claim, "They probably tied Dave to the mast, handcuffed the pole to his hands and," they state, "even then he must have got seasick and couldn't hold onto the big fish"... If he didn't get seasick he sure got wet, for it was raining hard out on the sound, we hear... Joe Wasserman, we're sorry to hear, is at the Wills Hospital, 16th & Spring Garden, with a bad eye infection... the boys who buy their parts from Joe at David Rosen, Inc. are sending him cards to "get well quick."

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One of the very busiest of the busy in town and yet always ready to help someone—Charley Hannum who manages the phono association... boys here like Charley and are working along with him to make this one of the best music operating towns in U.S.A... and Charley now having his problems with 2c coin chutes and ops who give 60% and 65% to locations... Eddie Casnoff—operating and crying—as usual, the boys tell me... Eddie advising that if not for his operation he would have had to close up... and also pointing to two ops in his place taking out a game and, as Eddie explains it, he "loses money" on the deal... We hear that I. H. Rothstein has become one of the better sports fans around town and that the champion Philly Warriors are his special love... that Rothstein travels with the team to boost them to victory... "Big Bill's" on Locust & 15th is the newest of the better drink and eat emporiums with "Big" Bill Rodstein as proprietor and host... and he does a very grand job of hosting the spot... drop in... you'll love it.

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Jack Kauffman at K. C. Novelty Co. continues to be one of the busiest boys in town these days... Jack working on the phone... on the floor... downstairs in the premium dept... and always on the go... he should be called the "speed kid"... Joe Ash drops into his offices very late this past week and, therefore, didn't have a chance to meet with him, but, as per usual, walking into this gorgeous place at Active Amusement is always a treat... not a treatment... Jackie Fields, Benny Long and Hal Kirsch among the speedier salesmen in town... and planning plans how to get phono ops to enjoy more income from volume play action... bumped into Benny and Hal over at "Big Bill's" that same evening and found the boys enjoying a swell steak, some wet refreshments and grand company... Marvin Roth who is working for his dad here (Max Roth of Wilkes-Barre) has himself a very beautiful set-up for the Packard phono line... looks like young Marvin should click swell in this man's town.

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Bill Helrigel, Jr., the third to bear the name, reports action "somewhat slowed up" but not at all serious, with the firm still going ahead speedily with their many plans and looking forward to a grand uplift thruout the entire biz... Marty (Moneybags) Levitt interviewing 'em one after the other and talking about the swell orders that the firm booked at their showing of the new AMI Model "B"... a beautiful display set off this newest AMI music machine on the main floor... Jack Sheppard keeps a complete wardrobe in his office and is always ready for whatever occasion arises... shaves, puts on a clean shirt, changes his suit, jumps into his car... and there you are... One of the really busy boys around town... and quietly, too... is Max Brown (the kid with the big cigar) who does a grand job of moving equipment out... and moving it speedily... everywhere in this area... Max is giving the boys some swell buys these days and claims that the answer is in "service"... Want to take this opportunity to compliment Al Rodstein on running one of the cleanest, nicest, better class arcades in the nation... and one of the real showplaces for the arcade business... featuring the best equipment and winning more and more friends for the arcade biz because of his fine spot.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

While sweating out that late June appeal date on the rolldown reverse by the municipal courts, local ops and distribs have something else to look forward to . . . with some hope and some apprehension . . . It's a new hearing on Total-Roll and Advance-Roll, scheduled for jury trial on June 7 . . . Attorneys for the game men are banking on the tried and true veniremen being average folks who see no harm in an occasional game of amusement . . . If it's like most jury cases we've observed, it's all in the selection of jurors . . . There's certainly a chance of picking a bunch of bluenoses who are strictly opposed to games but the chance of getting a panel of fair-minded citizens looks better than leaving it to the whim of one judge . . . As to the appeal, the boys and their attorneys believe the best bet is to beat it there as the appellate court is less likely to be concerned with local political maneuvers than are the municipal courts.

W. R. Happel, Jr., of Badger Sales, a happy man with the new Keeney electric cig machines coming in and his only worry is whether the shipments will keep up with the heavy demand from regular cig ops and others anxious to fill in with the product . . . Jack Gutshall just back from the desert, up around Barstow, where he sold a flock of Packard Pla-mors . . . He's already got a place on the wall measured up for that moose he's going to bag on a hunting trip to Canada come September . . . Bill Wolf back in town after his Portland jaunt . . . He wants to be on hand when the first shipment of the new AMI Model "B" arrives and then he'll take off again . . . Bill Williams week-ending off after 5 days of pushing "Yanks", son Harry's latest 5-ball . . . Paul Laymon anxiously awaiting his first batch of Quizzers after a terrific run on the game in its trial location . . . Paul has a new batch of counter games and arcade equipment to help take up the slack in local rolldown sales . . . Len Micon of Pacific Coast Distribs still sweating out shipment of Genco's "Mardi Gras" . . . Son Arnold tells us that Uncle Marshall is passing up the shuffleboard biz for something bigger and better . . . but wouldn't open up beyond that for now . . . Al Bettelman of C. A. Robinson came to life with news that he and Charlie R. have been traveling around and about the past few weeks through California counties and Vegas area selling lots of Jennings' slots . . . The Robinson emporium now sports a full line of 5-balls, all brands and moving fine, says Al.

Lyn Brown has an interesting report on his personally conducted goodwill operation . . . Pasadena's Chief of Police issued O. K. on Scientific's "Pitch 'Em 'n Bat 'Em" after a demonstration by Lyn . . . He says his letters to L. A. Mayor Bowron, City Council and Police Dept. also drew encouraging response with its suggestion that each new game be inspected for license by city officials . . . Fred Gaunt of General Music Co. comes up with a couple of news items in their taking on a new eight-foot rebound shuffleboard . . . Fred says the trial copy rated big demand from ops and the boards are going strong . . . He also reports the new Rock-Ola remote control box is now available and describes it as living up to the Rock-Ola music box reputation for quality and class at a popular price . . . Jack Simon of Sicking Distribs played host to Mr. and Mrs. Lou Goldman from Chicago last week . . . Sidekick Jack Ryan claims Sicking's really loading out arcade equipment these days.

Charlie Fulcher of Mills Sales had a short trek up to Victorville where he made with the bells . . . Charlie, never one to grumble, allows that the summer slump is starting to be felt . . . Ray Powers' Gal Friday at E. T.

Mape Co. tells us her boss upped to San Francisco for a biz-pleasure trip . . . George Warner of Automatic Games, with just a little less than his usual phizz and vinegar, reported everything normal at his house . . . Could be Georgie was a little dampened by the recent "surprise" visit of city police to one of the most highly respected and secure lodges operating private games in this area . . . Not exactly an encouraging example for prospective equipment buyers but George and the prospective customers might like to know that the boys in blue were not very happy about the pickup and won't repeat it if they can possibly keep from so doing.

NEW ORLEANS

Tommy Bryars, Crescent Music Company, went on a trip recently, visiting his brother in Beaumont, Texas, and then on to Port Arthur and other towns on the way. The entire crew of Crescent went out on a deep sea fishing jaunt, hiring two big boats. They wound up with over a dozen fish but unfortunately got caught in a storm before the day was over . . . The One Stop Coin Machine sign on the highway is really attracting attention . . . Marion Matranga blames the 95 degree weather for the slow down in biz . . . Al Morgan, Rex Coin Machine Company, reports that he took, what he calls an expensive trip down into Baton Rouge, Alexander and points east and west. Seen visiting at Rex were: Henry Rosso, Charlie Newman of Woodville, Miss., and Vincent Bilello of Thibodaux, La.

Joe Ben Jones and Paul Danone, Dixie Coin Machine, still talking about the wonderful time they had on their picnic at the Fontainebleu State Park. About eight couples joined in the eating, drinking and athletic games. Jones shown brightly as a baseball player. Just to show his versatility, Jones on a recent trip to Monroe, caught a beautiful 9 pound black bass. One sad note broke in to make Jones unhappy. While on the way back from Lake Charles he was ticketed three times for overparking. His story is that long business conferences was the reason . . . One of the popular coinmen visiting here was Ed Holyfield, who came up from Jackson, Miss., with his wife . . . Dixie Coin had a load of visitors this week. Among those seen were: John Cali, La Place, La.; J. P. Levine, Frairs Point, Miss.; Eddie Gervalamo, Kenner, La., and Paul Sherville, Jeanerette, La.

Dave Martin boasting that his baby can now say "Da-Da" and is trying to stand up. Take it easy, Dave, the kid is only five months old . . . O. C. Woods, Andalusia, Ala., in town buying some equipment at Bob Buckley's Console Distributing Co. Another Alabama visitor, Felton Cobb from Phenix City, does some shopping at Console, but at the office in Good Hope . . . George Cassimus, Console Distributing, being consoled by his friends at the passing of his 83-year-old mother . . . Mrs. Barcelona from the Barcelona Music Co. planning a trip to New York around June first (Comment: No, she isn't a bride) . . . E. C. Roberson, manager of Music Sales Co., entertains some visitors from Mississippi—Roscoe Redd, Woodrow Gammel and Guy Slay . . . Freddie Werther from Music Sales tells us that R. E. Williams from Memphis, Tenn., owner of the firm, was in town for a few days . . . Bob Smith, an expert Buckley man, visits Console Distrib. and reports that his new cabinet shop is all ready—good luck, Bob!

Sam Tridico and Bob Buckley, Console Distributing Co., were hosts to numerous ops this week. Jack Young, Clem Guillot of Westinego; Roy Monica, Lutch, La.; Dinty Moore, Mississippi City, Miss.; Milton Mongrue, Luling, La.; Lester Fremin, Thibodaux, La.; Larry Cope-land, and Francis (Curly) Maloney. Buckley reports that these ops bought merchandise ranging from parts to Criss-Crosses and Bells.

UNITED'S MONTERREY

Greater Than Wisconsin!



**FIVE-BALL
NOVELTY
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