

# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY

Vol. 9 No. 41

JULY 10, 1948

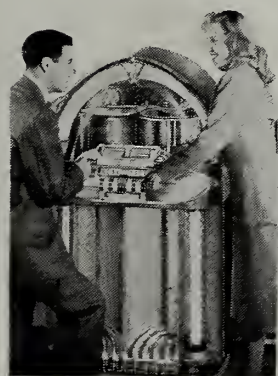


**"OUR WURLITZER 1100s ARE AVERAGING  
\$8.00 PER WEEK MORE THAN OUR  
FORMER BEST PAYING PHONOGRAPHS"**

IRENE WALTERS, I & W Amusement Co.

**"... AND, WHAT'S MORE, EACH 1100  
IS SAVING US \$4.00 PER WEEK  
ON RECORDS AND SERVICE"**

W. P. WALTERS, I & W Amusement Co.



**Only New Wurlitzers  
have the famous Encore  
Program Selector...  
people play it again  
and again.**

NO WONDER Irene and W. P. Walters, of the I & W Amusement Co., Louisville, Kentucky, say that they are so satisfied with their Wurlitzer 1100s that they hope to replace all the other phonographs on their route with this sensational new model.

Only New Wurlitzers have the famous Zenith Cobra Tone Arm and "Quick-As-A-Flash" replacement units that make possible earnings and savings never approached by any other commercial phonograph.

Mr. and Mrs. Walters say, "The Cobra Tone Arm has cut our record cost at least half. The tone quality of this tone arm is excellent."

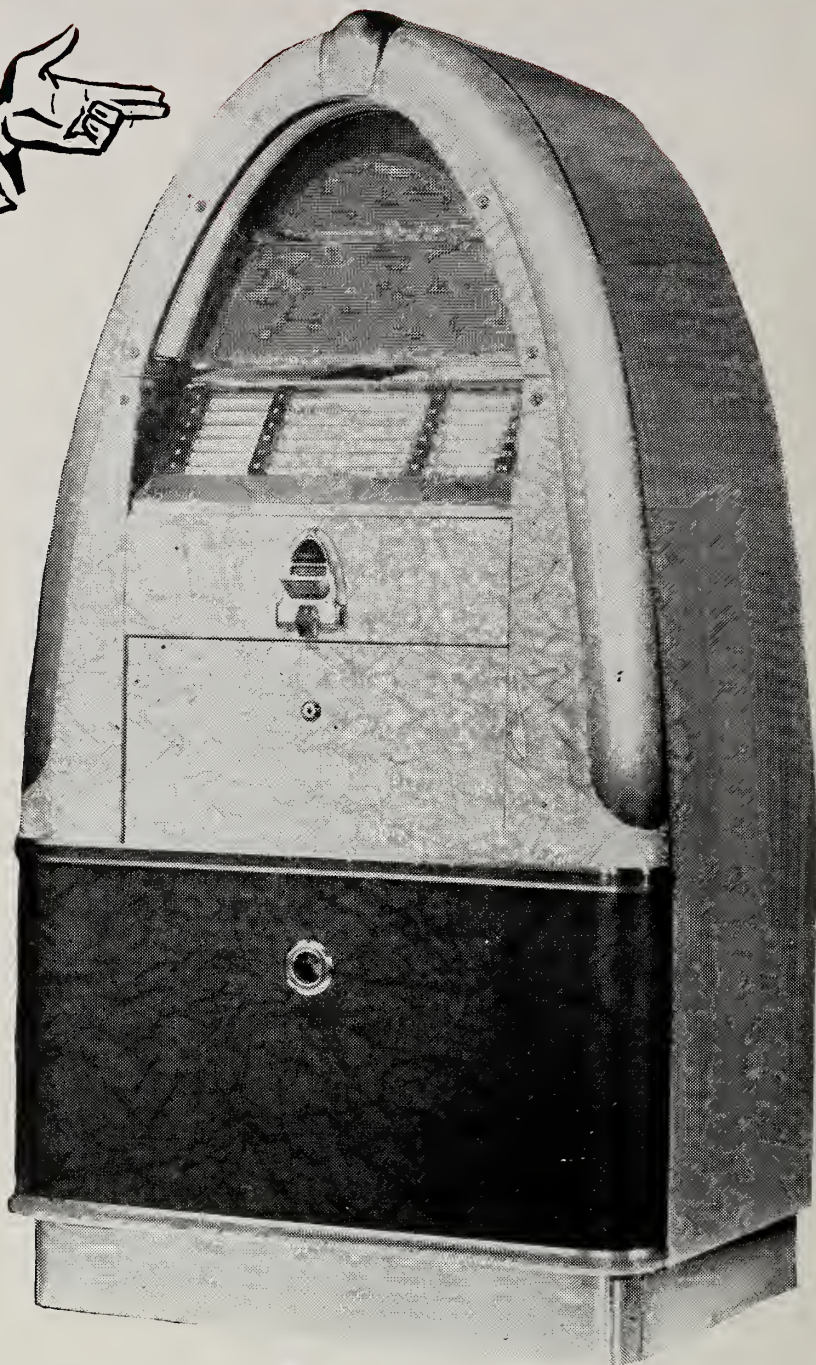
Their last statement is important. Thanks to the Zenith Cobra Tone Arm, records sound as good after 1,000 plays as they did the first time—can be played upwards of 2,000 times with only 5% loss of fidelity...

bring top used record prices. Because of this superior music, people will play these new Wurlitzers over and over again. And this, plus its play-promoting design, makes the Wurlitzer 1100 the greatest money-maker of all time.

You, too, can make more money by replacing your old phonographs that take in too little—cost too much to service. Trade them in for Wurlitzer 1100s. Pep up your route with Wurlitzer 1100s in your top spots—and a better paying phonograph than the one it replaced in every other location. The Rudolph Wurlitzer Company, North Tonawanda, New York.

Ask your Wurlitzer Distributor about  
**GENEROUS TRADE-IN  
ALLOWANCES**  
on your old phonographs  
**EASY TERMS ON  
WURLITZER 1100s**

# MY OPERATOR KNOWS HIS BUSINESS



Business-wise operators know one *sure* way to make any location pay. When you install a CORONET, you get the finest automatic phonograph made. The performance is perfect...the price is 495 ...and the proof is in the *profits*. So find out about CORONET today! Contact your Aireon representative...or the factory direct...for complete information.

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# 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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THE CASH BOX exclusively covers the coin machine industry, including operators, 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," also known as "The Confidential Price Lists," gives prices of all new and used coin operated machines of all kinds, weekly reporting all market changes and continually adding on all new equipment. The "C. M. I. Blue Book" is officially recognized by many cities and states throughout the country as the "official price book of the coin machine industry." It is an integral part of *The Cash Box*. The "C. M. I. Blue Book" is used in settlement of estates, in buying, selling and trading of all coin operated equipment. It is the one and only officially recognized price guide in the coin machine industry. The "C. M. I. Blue Book" is used by finance firms, factors and bankers to guide them in making loans to the members of the coin machine industry.

## Talking It Over

Quietly, while others seek the "big deals," certain ops have been going ahead, building up businesses which are proving among the most profitable in the country. Most interesting is the fact that so little is heard about these men. They never complain. But, they do take immediate advantage of every opportunity. Take the skee-ball games which are now appearing on locations. More coinmen should give more time and thought to what they "can" do. The end of the rainbow, in most cases, is right in the operator's own back yard.

On Thursday morning, July 1, people awoke in both New York City and across the Hudson in New Jersey, to what "inflation" means. In New York all subway turnstiles (over 3,000 of them) that morning featured "dime" chutes. In New Jersey cigarets had jumped 3c per pack. The coin machine business is among the very, very few that hasn't yet kicked up its price to the public. Why not a public relations campaign on this fact?

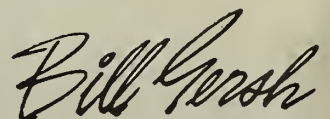
Used machine sales continue to spiral upward. Wholesalers report they are finding it difficult to obtain the equipment they need. And yet, only a very short time ago, wholesalers were saying, "You can't give 'em away." Proving, once again, a little harder and more intensive effort, plus keen concentration and intelligent merchandising will point the correct way out.

Inclusion of the "C. M. I. Blue Book" (*The Confidential Price Lists*) in each issue has had a very heartening effect. Already many words of commendation have been received on this move. As one well known coinman advises, "Can attribute first sales jump we've enjoyed directly to open publication of the 'C. M. I. Blue Book'."

No other idea ever presented has clicked as well as the "volume play" plan. Those who made the original 6 for 25c play tests are now among the most enthusiastic of the music ops and are, in the majority of cases, switching all their machines to 6 for 25c. The new "volume play promotion cards," originated and created by *The Cash Box* for these first juke box ops to make the tests, are helping to boom collections by bringing more and still more quarters into the machines. "At the cost of only 5c per week per juke box," as one of these men advises, "no music machine man can afford not to feature *The Cash Box* cards."

Regardless of "advertised" high prices, deals now being made between wholesalers and ops are among the best the trade has ever known. And if some of the noted columnists and radio commentators are correct in their predictions about the general world situation then more ops, to insure themselves the equipment they will need, should be arranging for deals with alacrity. It's better to "have on hand" than to have to "seek." Especially when a sudden switch-over for some of the larger manufacturers in the field cuts coin machine production to "absolute minimum." Don't get caught short this time.

Full column report in the staid *New York Times* (Sun., June 27) was all about the fact that world famous Macy's department store was now in process of giving and doing all for the customer and had appointed important executives to this task. Competition is getting keener by the second and this progressive organization was anticipating the time when it would again have to put up a real battle for the public's budgeted spending dollars. In short, this and other famed firms, are going back to a slogan which was a prewar byword, "The customer is always right." (Reread the editorial which appeared in last week's (July 3) issue of *The Cash Box*, "the answer to the operator's player," which covers this subject most thoroly for this industry. Here's a truly great editorial written by an operator, of, about, and for operators.)



# VOLUME PLAY CARDS BOOM

## JUKE BOX COLLECTIONS

**Ops Rally to THE CASH BOX "Volume Play Promotion Cards" as News Spreads of Increased Collections. Majority Want Cards Featuring 6 Plays For 25c. Report Public Going Big for the "Bargain" Feature. Card Enclosed This Issue for Ops Who Haven't Yet Made Test. Hurry!**

NEW YORK—Word continues to spread rapidly thruout the entire automatic music industry of the success being enjoyed by those music operators who are now featuring *The Cash Box* "Volume Play Promotion Cards." Especially from those sections where the original tests were made, have orders for these cards continued to pour in.

It is because of the great success which was enjoyed thruout the tests, and the fact that these ops now want to receive *The Cash Box* "Volume Play Promotion Cards" each week with "The Nation's Top Ten Tunes" appearing on them as they appear during that same week in *The Cash Box*, that this publication has been able to make these cards available to all music ops everywhere in the country at an extremely low price.

Tests proved that for the cost of only 5c per week per machine ops upped their average better than 20%. (Some reports were far above this figure.)

The majority of the operators used the 6 for 25c card. This "big bargain," which is now being offered the

public because of the "volume play plan" presented by *The Cash Box* thru its editorials, has been clicking tremendously.

In addition, as explained in the many editorials on "volume play" which appeared in *The Cash Box*, duplication of play actually brings this down to 3 or 4 plays for 25c.

In short, because of the use of *The Cash Box* "Volume Play Promotion Cards" players have been picking practically the same tunes. Therefore the ops have been getting the overplay advantage on all phonos.

The "volume play plan" is based on obtaining more "quarters" in every phono collection. The "nickel" coin chute can remain as it. The "ten cent" chute also remains. But, the big push is put behind getting 25c coins. This ups the collection average for juke box ops.

One noted juke box operator wrote *The Cash Box*, "We adopted your idea by changing over to 6 plays for 25c and featuring this on the front glass of the phono. We have increased our collections by over 32% to date with more 'quarters' in the cash box than

we ever before enjoyed."

He also writes, "But, since you sent us your 'volume play promotion cards' to test here, can tell you that we are getting still more and more 'quarters.' These cards are the greatest play stimulator we have ever heard of or ever used. They are absolutely terrific. We want you to continue to send us these every week."

It was because of tests like this which *The Cash Box* quietly conducted thru some of the best known juke box ops in the nation, and in different parts of the country, that it is now able to present to all operators *The Cash Box* "Volume Play Promotion Cards" at the cost of only 5c per week per machine.

The card, as it appears in this issue, features on one side 6 for 25c play and on the other side, 5 for 25c play. It isn't necessary to close up the 5c coin chute for ops who feature this card in the front glass of their phonos.

The card drives hard with direct-point-of-sale-advertising-promotion to get the players to insert "dimes" and "quarters"—even tho the "nickel" chute is wide open to continued play.

But, as reported last issue, and again reported this issue, the majority of the ops are featuring the 6 for 25c play action which they have found has tremendously stimulated play and brought more "quarters" into their machines than any other system ever yet devised.

The great success of the "volume play plan" is in correctly merchandising the music the machine vends to the public by offering the public a "big bargain" and, like executive after executive has stated, "The public will buy only bargains."

Here, then, the juke box operator can offer the public an unusually fine bargain—one extra tune free—by the insertion of a "quarter"—and the majority of the people will grab the bargain.

Then, again, the trade must remember that the time has come when "play promotion" is of utmost importance. It is good merchandising. It means the difference between profit and loss. And "volume play" brings ops profits, bigger profits than they have ever formerly enjoyed.

Many ops plan to use *The Cash Box* "Volume Play Promotion Cards" on tables and in booths in their locations. These men will have only one side of the card printed with whatever system they want to feature so as to use them thruout the location as well as place them inside the front glass of their phonos.

A western juke box op, who was also among the original music men who made the test for *The Cash Box* writes, "Never saw anything like it. This card took hold immediately. We used the 6 for 25c side and changed over our equipment.

We've never before enjoyed so many quarters in our collections. The storekeepers, too, were plenty surprised. They now want us to have cards tacked up in all booths and some want them to be stapled onto the menus at all the tables.

"Looks to me like this is going to be what the juke box op needs to save his business.

"We want to compliment you and we ask you, regardless of what the price is, to please continue to send the cards to us each week with the new tunes on them. Your system for rating the tunes and the dateline is very good. Keep up the good work. All music ops will learn that *The Cash Box* is out there working for them when you present this plan nationally."

The cost to the operators for obtaining better play action, for boosting their take, is but 5c per week per machine—only one card—minimum number of cards to be shipped to any operator—100—at the cost of only \$5—which also includes the wrapping and first-class mailing cost.

### JUKE BOX OPERATORS USE THIS ORDER FORM TODAY!

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

**Only 5c Per Card**  
(MINIMUM ORDER 100 CARDS)

Please rush \_\_\_\_\_ "Volume Play Promotion Cards"  
(QUANTITY)  
for next week — featuring next week's "Top Ten Tunes."  
Enclosed find my check for \_\_\_\_\_. Continue to ship me  
(AMOUNT)  
same number of cards for the next \_\_\_\_\_ weeks.  
(NUMBER)

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

# THE CASH BOX

# Music Section

July 10, 1948



## "BULL MOOSE" JACKSON

When music ops gather and speak of hit recordings, it's a cinch that "Bull Moose" Jackson's name is mentioned. Riding hot and heavy on juke boxes throughout the nation with a slew of hit recordings, Bull Moose continues to hypo phono play with each turn of the wax. Famed maestro Lucky Millinder hung the nickname "Bull Moose" on Jackson several years ago, and it has been with him ever since. Jackson

started his rise to national prominence with "I Love You Yes I Do," and has since followed with "All My Love Belongs to You," "I Want A Bow Legged Woman" and his latest "I Can't Go On Without You." He is currently on a nation-wide personal appearance tour. Exclusively featured on King Records. Direction: Moe Gale Inc. Personal Manager: Lucky Millinder.

### FEATURES

- ★ The Nation's Top Ten Juke Box Tunes
- ★ The Cash Box Record Reviews
- ★ The Cash Box Feature Record Reports
- ★ Present The Top Ten

- ★ Ballin' Round Roundup
- ★ Blue Record Reviews
- ★ Folk & Western Record Reports
- ★ The Cash Box Disc-Hits Box Score

- ★ Hot In Harlem, Chicago, Los Angeles & New Orleans
- ★ The Nation's Big 5 Hitlists, Folk & Western Juke Box Tunes

# DISKERS OPTIMISM UPPED AS KAPP PLAN TO END RECORD BAN WINS APPROVAL

**Jack Kapp, Decca Prexy, Proposes Institute of Music. Plan To Further Interests of Music Industry. Waxers See Possibility of Skirting Taft-Hartley Law and Possibly End Disk Ban. AFM Quiet.**

NEW YORK—As the "Kapp Plan" for the Institute of Music In America got around trade circles this past week, recording companies and their officials expressed wide optimism as to the possible end of the current recording ban.

Altho the larger majority of diskers queried did not know the basic aspects of the plan itself, it seemed that many more or less, would readily accept any plan which would put an end to the disk ban.

The plan, proposed by Decca prexy Jack Kapp and drawn up by him and

several attorneys, basically embodies the idea of furthering the interests of the music industry to the general public. The plan itself is far-reaching and if accepted by the American Federation of Musicians would undoubtedly put the spotlight on the music and recording industry as public benefactors. It is also easily seen that if the "Institute of Music" is received by Petrillo and the union with favor, it would place the latter in the public's eye as one of the nation's most favorable labor leaders.

The legal aspects of the plan, with

which the recording companies and their legal experts are most concerned with, was viewed by many as being quite simple. Foremost in the minds of all diskers was whether or not the mode of royalty payments stipulated in the plan would meet with the approval of Taft-Hartley and Petrillo. Altho it was rumored in trade circles that Petrillo had wanted a "welfare fund" of some sort, it was learned that if this could not be accomplished, he would accept a substitute. The Taft-Hartley Law prohibits payments by an employer (in this case the recording companies) to a representative of an employee (the AFM). The contention by most attorneys familiar with the plan is that royalty payments by the recording companies to an organization not a representative of the employee would pass the scrutiny of Taft-Hartley and win the approval of those officials connected with the law.

The basic purposes of the plan are:

To further music appreciation by the people of this country, to conduct research into the music industry, to further promote the music education of the peoples of this nation.

To establish community music centers bent on furthering the interest in music of local musicians and bands.

Make provisions for the furthering of musical interest by the nation's war veterans and armed services.

Support and endowment of libraries of music to recognized schools, libraries, opera companies, choral societies and other recognized institutions devoted to musical education.

The plan further proposes three classes of members; industry members who will make payments to the institute; musician members or the American Federation of Musicians; public members, not otherwise connected with the music industry.

Members of the trade queried this past week expressed full support to the Kapp plan, and many were emphatic in their praise of Kapp for the noble work and effort which was necessary to formulate the workings of the plan.

Spokesmen for the American Federation of Musicians were noticeably quiet when questioned about the plan. As a matter of fact, several members of Mr. Petrillo's much heralded publicity department, expressed complete ignorance of the facts concerning the presentation of the plan to Mr. Petrillo. It was readily evident that most diskers, music publishers and tradesman would take to the plan only as a means of ending the current recording ban.

Word has it around in the trade that a statement would be issued by Petrillo this coming week.

**WATCH IT GROW!**

**"RAMBLING ROSE"**

**PERRY COMO**  
RCA Victor # 20-2947

**RUSS MORGAN**  
**BOB EBERLE**  
Decca # 24449

**TONY PASTOR**  
Columbia # 38207

**GEO. PAXTON**  
M-G-M # 10192

**PHIL BRITO**  
Musicraft # 560

**LAUREL MUSIC Company**

1619 BROADWAY  
NEW YORK 19



**IF "OSCAR'S" WERE GIVEN FOR OUTSTANDING Needle PERFORMANCE**

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

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

More Permo needles sold than all other longlife needles combined.

**PERMO POINTS**

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

**PERMO, Incorporated**  
Chicago 26

**"THAT FIVE O'CLOCK FEELING"**

Recorded by **FRANKIE CARLE** and his Orchestra on COLUMBIA # 38203

**BROADWAY MUSIC CORPORATION**  
Will Von Tilzer, Pres.  
1619 BROADWAY New York N.Y.



**Awarded for the Best Record of 1947**

**VITA-coustic**  
MEANS "LIVING SOUND"

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

**BUSINESS REPLY CARD**

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.



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

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

---

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

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

---

OPS WITH RACE LOCATIONS—USE THIS SECTION  
TO LIST YOUR TOP FIVE RACE TUNES

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

NAME .....

FIRM .....

ADDRESS .....

CITY ..... STATE .....



# 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—Aladdin	DA—Davis	MA—Majestic	RA—Rainbow
AP—Apollo	DE—Decca	MI—Miracle	SA—Savoy
AR—Aristocrat	DEL—DeLuxe	ME—Mercury	SD—Super Disc
AS—Astor	DL—DeLmc	MG—MGM	SP—Specialty
BE—Beacon	DM—Damon	MN—Manor	SI—Signature
BU—Bullet	EX—Exclusive	MO—Modern	SL—Sterling
CA—Capitol	FL—Flint	MU—Musicraft	TO—TOP
CM—Commodore	JE—Jewel	NA—National	TC—20th Century
CN—Continental	GR—Grand	PA—Palda	UN—Universal
CO—Columbia	KI—King	RE—Regent	VI—Victor
CS—Coast	LO—London	RO—Rondo	VT—Vitaoustic

1

### YOU CAN'T BE TRUE, DEAR

*On top of the heap again with music ops going wild about this ditty.*

AP-1121—N. Emmett  
CA-15077—The Sportsmen  
CO-38211—The Marlin Sisters  
DE-24439—Dick Haymes  
DEL-1171—Ziggy Lane

AS-145—Fred Sayles  
BU-1032—R. Deauville  
LO-202—Yara Lynn  
CN-1009—Whistling Jitterettes  
MU-558—Russ Brooks

GR-2009—M. Wilson  
RO-128—Ken Griffin  
VI-25-1117—Will Glahé  
VI-20-2944—Dick James

2

### WOODY WOODPECKER

*Driving music ops mad, but coin-ing coin galore!*

CA-15145—The Sportsmen

CO-38197—Kay Kyser O.

ME-5154—The Honeydreamers

3

### MY HAPPINESS

*In second place last week—here is this hit tune in the third spot. A real scinner!*

BU-1032—Ronnie Deauville  
CA-15094—The Pied Pipers  
CO-38127—The Marlin Sist.  
CN-1241—The McKay Trio

DE-24446—Ella Fitzgerald  
DA-20-17—Anne Vincent  
DM-11133—Jon & Sondra Steele

ME-5144—John Laurenz  
SI-15026—Alan Dale  
PA-1004—P. Sheridan

4

### LOVE SOMEBODY

*Makes the big jump from ninth place to take over this featured spot.*

CO-38174—Doris Day & Buddy Clark

5

### TOOLIE OOLIE DOOLIE

*In the fifth spot again with ops reordering in the drooves.*

CA-15059—The Sportsmen  
CN-1223—Vaughn Horton  
DN-2015—Dana Serenaders

DE-24380—Andrews Sisters  
FL-5005—Alpine Belles  
LO-201—Johnny Dennis

SP-5505—Larkin Sisters  
ST-1013—Dick Hayman  
VI-25-1114—Henri Rene O.

6

### LITTLE WHITE LIES

*Repeats its click position of last week. A top song for the phonos.*

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

JE-2002—Martha Davis  
MU-558—Mel Torme

VI-27521—Tommy Dorsey O.

7

### NATURE BOY

*Gradually drops down this week, altho play continues to hold in most locations.*

CA-15054—King Cole  
C-38210—Frank Sinatra  
DE-24439—Dick Haymes

EX-36x—Herb Jeffries  
ME-5134—John Laurenz  
JE-2006—The Hollywoodbards

MU-567—Sarah Vaughan  
RA-10070—Eddy Manson  
VI-20-2944—Dick James

8

### TELL ME A STORY

*On the bottom a week ago—into the eighth spot this week.*

CO-38050—Frankie Carlo O.  
DE-24329—Ames Bros.

ME-5120—Vic Damone  
MG-10144—Bob Houston

VI-20-2761—Sammy Kaye O.

9

### THE DICKEY BIRD SONG

*In seventh place last week, this plug tune drops to the ninth spot here.*

CO-38085—Jerry Wayne  
DE-24301—Larry Clinton O.

MA-1234—George Olsen O.  
MG-10138—Blue Barron O.

VI-20-2617—Freddy Martin O.

10

### ST. LOUIS BLUES MARCH

*Still racking up sensational coin play. Ops point to this ditty as one of their best ever.*

VI-20-2722—Tex Beneke O.

# THE CASH BOX

# Record Reviews

"You Call Everybody Darlin'" (2:57)  
Lonesome For Someone" (2:58)

BRUCE HAYES  
(DeLuxe 1178)

● Ditty literally burning up a load of phonos throughout the land is offered here in excellent styling by piper Bruce Hayes. It's the mellow beat of "You Call Everybody Darlin'" we're shouting about, with Bruce pitching pipes in resplendent styling all thru. The choir boy pipes pick 'em up and lay 'em down in sparkling manner, with the sprightly rhythmic background seeping thru in gala mood. Flip switches to a slow tender piece with the title acting as the bill of fare. "Lonesome For Someone" shows Bruce's pipes and his song styling in effective versatile mood throughout the platter. Topside is the one they'll rave about—run out and latch on!

"Let Me Call You Sweetheart" (3:00)  
"Red Sails In The Sunset" (2:31)

JACK CURTIS  
(Strand 1002)

● Pair of oldies well suited to those tavern locations are these offered in fair fashion by balladeer Jack Curtis. Both tunes, done up in straight standard fashion might grab the music op's eye for its repeat use qualities. Jack's vocal efforts on the pair are pleasant enough, and altho this hunk of wax won't cause a heat-wave, it should suffice ops' musical needs. Instrumental backing provided by the Clarence Fuhrman ork spikes the cookie throughout, to balance the platter and add to its winning potentialities. You know your route better than we do—take it from here.

"It Began In Havana" (2:43)

"Nola" (2:40)

BARCLAY ALLEN  
(Capitol 15131)

● Ops that go for the style of music piano thumper Barclay Allen displays are sure to reap harvest wyth this blue ribbon package of wax. Barclay, formerly featured with the Freddy Martin ork, showcases his tip-top fingers in all his glory with this wonderful arrangement of "It Began In Havana" and "Nola." Top deck spills in light Latin rhythm, with the nostalgic rhumba rhythms offering the hip-swivelers something to shout about. Flip, a standard, gets an excellent sendoff via Barclay's ivories, with the fond melody echoing brilliantly throughout the entire waxing. Ops with wired music locations should climb on the bandwagon with this pair.

"La Lunidera" (2:49)

"Mary Ann" (2:51)

PUPI CAMPO ORCH.  
(Seeco 4108)

● Pair of sides styled in the gala Latin metro of the Pupi Campo ork, and the rhythm of "La Lunidera" and "Mary Ann" show as sides that ops in need of filler material can go for. Top deck, a very fast rhumba side has the crew displaying their wares in effective fashion, with the vocal spot shown here balacing the side. Flip, with a band vocal thrown in spikes the platter to add to its winning possibilities. Altho the pair won't stop traffic, they do, nevertheless, make for pleasant listening. Ops who have the spots should lend an ear in this direction.

## DISK OF THE WEEK

"Hankerin'" (2:54)

"I Went Down To Virginia" (2:57)

GORDON MacRAE  
(Capitol 15128)



GORDON MacRAE

● The teeming tones of balladeer Gordon MacRae and a ditty sure to put the phono spotlight on him in a big way. Gordon's top notch tonsiling is bound to come in for a roar of approval with this bit—sure to make his many phono fans dig for silver, and dig deeply at that. Ditty bound to cause all the commotion

is this hunk of wax titled "Hankerin'," from the forthcoming Warner Brothers flicker "Two Guys From Texas." Slow, melodic warbling by Gordon is infectious and draws the listener closer to the phono for another earful. The song has that light bounce tempo and feeling about it, with the smooth measure of vocal fragrance supplied by MacRae rating as heavily as a spade flush. On the flip with a ditty that kicked around some, Gordon comes back with another pleasurable performance in "I Went Down To Virginia." Tune repeats the merry tempo of the top deck, with Gordon's voice leading the way throughout the platter. Orchestral backing on the pair by maestro Carlyle Hall adds luster and polish to an alluring piece of wax. Don't miss "Hankerin'"—it's a cinch to score.

"Ready, Set, Go!" (2:52)

"Blow Gabriel, Blow" (2:55)

MARTHA TILTON  
(Capitol 15130)

● Pretty chirping of thrush Martha Tilton and some great wax for music ops show here as the metro of "Ready, Set, Go" and "Blow Grabiell, Blow" seep thru here. Top deck bounces along in sprightly fashion, with Martha's mellow pitch ringing true thru-out the entire waxing. Ditty has lots of rhythm to it—of the sort that makes silver jingle in the phonos. On the flip with the well-known "Blow Gabriel, Blow," Martha comes back with another piece of wax to boost ops' phono take. The gal's lyrical lift on this piece is something to marvel at—it really is that good. Add the wonderful musicianship of the Dean Elliot ork, and ops have a pair that can really spin to their best advantage.

"Li'l Liza Jane" (2:44)

"When My Sugar Walks Down The Street" (2:56)

RAY BAUDAC & HIS BOBCATS  
(Capitol 15131)

● Long missing from the phono spotlight, the very talented and popular Ray Baudac comes back with his Bobcats here to set the stage for a slew of phono play and a hunk of glory via this waxing. Top notch, and sparkling Dixie rhythm shows Ray and the gang in mellow splendor as they grab and gab for the riffs that "Li'l Liza Jane" offers. Ditty is one that has always meant repeat phono play for music ops throughout the land, this rendition here should set Ray and the boys on top again, as well as mean buffalo hide for ops. Flip has the crew in gay mood again with the tempo of "When My Sugar Walks Down The Street" spilling in sharp tones that satisfy. The gang that go for this wonderful style of music are sure to yell loud and long for this. Hop on!

"Shoe Shine Shuffle" (2:49)

"Love Me Or Leave Me" (2:59)

PAT FLOWERS  
(Victor 20-2930)

● Pleasant vocal spooning of Pat Flowers and a ditty that has the spark of a potential coin winner. Wax, titled "Shoe Shine Shuffle" spills in brilliant manner, with Pat offering the smart wordage in able fashion. Tempo of the ditty weaves in bounce metro, with its boogie pattern in the background spiking the needling. Pat's vocal efforts are bound to be well received in music circles as well as by phono fans across the map. On the flip with the standard "Love Me Or Leave Me," Pat comes back again with another pleasurable performance to which ops might go for. Top side offers the coin winning incentive—it deserves your listening time.

"Day In-Day Out" (3:02)

"I Don't Stand A Ghost Of A Chance" (3:04)

TONY MARTIN  
(Decca 25379)

● Pair of reissue sides by Tony Martin, and the set up of two oldie-standards that whirled merrily not so many moons ago. Tony's strong vocal qualities showcase the plush music and melody of the top deck, "Day In-Day Out." Orchestral backing on this side by the Ray Sinatra ork hypo the platter all the more and add to its alluring ways. Flip, well known by music lovers and ops everywhere has Tony in brilliant styling vocalizing to the soft, sentimental strains of "I Don't Stand A Ghost Of A Chance." Those spots that go for the quiet, velvet music Tony offers should hold still for this duo.

"Twelfth Street Rag" (2:47)

"Hearthquake Boogie" (2:44)

MILT HEARTH TRIO  
(Decca 24450)

● Pair of playful sides by the Milt Hearth Trio and the mellow metro of "Twelfth Street Rag" and "Hearthquake Boogie" show as wax ops might use as excellent filler material. Top deck is an oldie with Milt and the boys displaying their instrumental wares in able fashion. Flip, an original piece by Milt, has the boys giving out with loads of charm and musical pleasure. Both sides of this hunk of wax should meet with the requirements of those tavern spots. Ops take it from here.

"Cinderella Polka" (2:55)

"In Paradise" (2:53)

LAWRENCE DUCHOW with the  
RED RAVEN ORCH.  
(Victor 25-1121)

● Music fashioned in the gay polka style of maestro Lawrence Duchow and a ditty that should certainly boost ops' take. It's the fond melody of "Cinderella Polka" that Lawrence offers in gala mood and manner to set the stage for a slew of phono play. Ditty bounces along in light polka styling, with the band displaying their top notch wares in excellent manner throughout. Flip slows down considerably to the tempo of a waltz, with the crew shining brightly again. Ops who have a call for this brand of music would do well to get next to these sides—but pronto!

"If I Live To Be A Hundred" (2:56)

"Where The Apple Blossoms Fall" (2:58)

MONICA LEWIS with  
THE AMES BROTHERS  
(Decca 24447)

● Pair of slow, delightful sides for music ops to take a peek at are these offered in pleasing fashion by chirp Monica Lewis and the Ames Brothers. Top side is the one to watch—it's currently kicking up a storm in a slew of phonos across the land. Monica's charming vocal tones ring out in able manner, with some top notch harmony spilling in the background throughout. Flip repeats the pattern of the top deck, as the metro of this ditty weaves in slow, tender fashion once more. Both sides of this platter are suited for ops with tavern spots.

"There's The Same Old Lovelight In Your Eyes" (2:49)

"The Toodle-I-Ay Song" (2:46)

NANCY DONOVAN  
(DeLuxe 1167)

● Silver tonsils of thrush Nancy Donovan and a side that may boost ops' phono take. It's the slow, warm metro of that pleasing oldie titled "There's The Same Old Lovelight In Your Eyes" which offers ops the incentive here. Nancy's strong vocal tones ring true throughout this affectionate piece, with able orchestral backing rounding out the side. Flip, titled "The Toodle-I-Ay Song" shows as a novelty hunk of wax which may attract ops' attention. Wax makes for loads of laughter and merriment, with Nancy in the limelight throughout. Ops that have a call for music of this brand take note.

the original  
'Woody' voice from the  
famous movie cartoon!



# 'WOODY WOODPECKER'

With THE SPORTSMEN  
Featuring MEL BLANC

and his original Woody Woodpecker voice  
from the Walter Lantz Cartoons

There's only one real 'Woody' and  
Capitol's got him!

Flipover: 'I'd Love To Live In Loveland With  
A Girl Like You'

with THE SPORTSMEN and orchestra

CAPITOL RECORD 15145

 **RECORDS**  
REG. U.S. PAT. OFF.

## Capitol's HOT HITS

No. 1 **NATURE BOY** — The Original  
**LOST APRIL**  
King Cole Capitol 15054

### POPULAR

- TOOLIE OOLIE DOOLIE (The Yodel Polko)  
YOU CAN'T BE TRUE, DEAR  
The Sportsmen Capitol 15077
- MY HAPPINESS  
HIGHWAY TO LOVE  
The Pied Pipers Capitol 15094
- SUSPICION  
FLO FROM ST. JOE MO  
Tex Williams Capitol 40109
- I'M MY OWN GRANDPAW  
HAUNTED HEART  
Jo Stafford Capitol 15023
- TEA LEAVES  
HIGHWAYS ARE HAPPY WAYS  
Jack Smith Capitol 15102
- CARAMBA! IT'S THE SAMBA  
BABY, DON'T BE MAD AT ME  
Peggy Lee Capitol 15090
- PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON  
(AND THROW 'EM IN THE DEEP BLUE SEA)  
IT'S THE SENTIMENTAL THING TO DO  
The King Cole Trio Capitol 15080

### SEPIA

- FINE BROWN FRAME  
THE PIG-LATIN SONG  
Nellie Lutcher Capitol 15032
- KING SIZE PAPA  
WHEN YOU'RE SMILING (THE WHOLE WORLD  
SMILES WITH YOU)  
Julio Lee Capitol 40082
- COME AND GET IT, HONEY  
HE SENDS ME  
Nellie Lutcher Capitol 15064

### WESTERN

- ROCK AND RYE  
MY HEART'S AS COLD AS AN EMPTY JUG  
Tex Ritter Capitol 15119
- HUMPTY DUMPTY HEART  
TODAY  
Honk Thompson Capitol 40065

### COMING UP FAST

- THE FIRST BASEBALL GAME  
SWEETIE PIE  
Johnny Mercer Capitol 15096
- 12th STREET RAG  
SOMEBODY ELSE, NOT ME  
Pee Wee Hunt Capitol 15105
- BLUE SHADOWS ON THE TRAIL  
LOVE OF MY LIFE  
Andy Russell Capitol 15063
- BETTER LUCK NEXT TIME  
ROSES OF PICARDY  
Jo Stafford Capitol 15084
- WOO-GA-MA-CHOO-GA  
STREET OF DREAMS  
Ernie Felice Capitol 15082
- STEPPIN' OUT WITH MY BABY  
EVELYN  
Gordon MacRae Capitol 15091
- WHO? ME?  
FOOLISH TEARS  
Tex Williams Capitol 15113

# THE CASH BOX

# Record Reviews

"In The Dark" (2:59)  
"The Boone County Volunteer Fire  
Brigade" (2:49)

JOHNNY CORVO  
(Gem 1507)

● Plush ballading of piper Johnny Corvo and a deck that has the spark of phono play about it. Johnny's smooth vocal flavor is shown in top notch light here as he pitches pipes to purr the strong wordage to "In The Dark." Ditty is deep and meaningful, with Johnny's soothing warbling glowing brilliantly. Vocal flavor in the background by the Gem Blazers spikes the platter to add to its winning potentiality. Flip, a novelty piece has Johnny back again with another pleasureable performance in "The Boone County Volunteer Fire Brigade." Dig the title here for the wax message. "In The Dark" is the side to get next to.

"Hair of Gold" (2:20)  
"Moonrise" (2:31)

JACK EMERSON  
(Metrotone 2018)

● Ditty causing a load of commotion in disk circles is offered here by piper Jack Emerson in first rate manner to set the mob howling and yowling for more. Titled "Hair of Gold", Jack pitches pipes in brilliant fashion to put the spotlight on him—and a well deserved spot it is. The song bounces along in merry fashion, with the wonderful wordage ringing true throughout. Grade A instrumental work supplied by maestro Chet Howard spikes the deck to add lustre and polish to an already superb waxing. Flip, titled "Moonrise" has Jack spooning in the romantic vein, with the soft delicate patter offered here glowing fervently. "Hair of Gold" will mean "gold" to music ops—in the form of a sensational coin culler.

"Rosie O'Toole" (2:31)  
"The Touch Of Your Lips" (2:51)

BILL CLEMENT  
(Orpheus 262)

● Here's one that rates like a spade flush itself! Ditty bouncing along in light bright tones of Erin, with orkster-balladeer Bill Clement on deck shows as one that definitely beckons coin play in a big way. Titled "Rosie O'Toole", Bill purrs the smart lyrics in top notch soothing manner to boost the wax all the more. Song grows on the listener with each phrase—it's that good. Backing, a soft plush ballad has Bill in gala mood again as the melodic strains of "The Touch of Your Lips" sweep thru. Both sides of this cookie rate heavily—climb on the bandwagon.

"El Mosquito" (2:33)  
"Los Hijos De Buda" (2:42)

CHUY REYES ORCH.  
(Capitol 15125)

● Pair of sides styled in the Latin vein, with the Chuy Reyes ork offering some brilliant music for the hip-swivelers. Wax dances along in pleasant mood, as the fond rhumba rhythm echoes brightly. Top deck, titled "El Mosquito" has piper Tony Gari to the mike for the vocal flavor. Strong ballading shown here makes for easy listening, as the band blends tones to round out the side. Flip, a very fast rhumba has the crew displaying their instrumental charm in pleasing fashion. The crowd that go for this brand of music should hold still for this. Ops take note.

## SLEEPER OF THE WEEK

"I'm Sorry But I'm Glad" (3:00)  
"A Tree In A Meadow" (3:03)

MARGARET WHITING  
(Capitol 15122)



MARGARET WHITING

● It's the winning voice of chirp Margaret Whiting and another bell ringer for music ops. Well loaded with winning possibilities is this latest piece by Maggie titled "I'm Sorry But I'm Glad." The gal's

glowing pipes spill in sharp tones that satisfy throughout the deck, as the comely wordage of the song hits the spot. Ditty is one that will make phono fans dig for silver and dig again, and again. Wax spills in medium slow tempo, with Maggie displaying her vocal styling in grand fashion. Orchestral backing of the Frank DeVolk adds to the platter immensely and is sure to win wide approval in disk circles. On the flip with "A Tree In A Meadow", Maggie comes back again with another strong contender for phono honors. Altho the ditty has bounced around a bit, this rendition should boom it all the more and possibly set the stage for some phenomenal coin play. "I'm Sorry But I'm Glad" has the tint of buffalo about it. Latch on!

"Cu-Koo Bird Waltz" (2:51)

"The Red Red Robin" (2:53)

ANNE VINCENT  
(Mercury 5164)

● Ditty kicking up a storm in many spots throughout the nation is offered here in sparkling manner by chirp Anne Vincent. Titled "Cu-Koo Bird Waltz", Anne spills the tender wordage in fair fashion. Her strong vocal tones are sure to garner a slew of attention in phono circles. Ditty itself is catchy as the mumps—it draws the listener closer to the phono with each listening. On the flip with the standard "Red Red Robin", Anne bounces back with another pleasureable performance. Ork backing spikes both sides of the platter to boom it all the more. Wax rates a look-see.

"You Call Everybody Darlin'" (2:53)

"Blue Bird Polka" (2:51)

ANNE VINCENT  
(Mercury 5155)

● Here's a coin winner if there ever was one! It's Anne Vincent in the phono spotlight again with a ditty bound to be on a zillion phonos in the very near future. Wax, titled "You Call Everybody Darlin'" has Anne vocalizing in sprightly fashion as the mellow metro of this bright piece bounces along. Gal's pipes ring true throughout the entire platter, with the clever wordage delivered in sharp notes that score. On the backing with a polka ditty, Anne shows her versatile styling to best advantage with "Blue Bird Polka". Ditty is a light novelty piece and should come in for its fair share of phono play. "You Call Everybody Darlin'" is the side to ride with.

"Malaguena" (2:39)  
"Afternoon In August" (2:48)

BILLY BUTTERFIELD ORCH.  
(Capitol 15127)

● Orchestrated patter of the Billy Butterfield crew and pair of pleasant refreshing sides for ops with dance spots. Wax, titled "Malaguena" and "Afternoon In August" shows the Butterfield boys in glowing manner as they display their instrumental wares throughout the wax. Top deck, with Billy's original interpretation of this now standard tune has the maestro himself in the limelight as he takes the lead with the horn. Flip shows as a repeat clincher for music ops, with the weird tones of "Afternoon In August" bouncing thru. Ops who have the spots won't go wrong with this duo.

"I Found A Rose" (2:49)  
"I'm Headin' For A Shotgun  
Weddin'" (2:56)

GEORGE OLSEN ORCH.  
(Primrose 1027)

● Pair of playful sides by the able and popular George Olsen ork, and the metro of "I Found A Rose" and "I'm Headin' For A Shotgun Weddin'" seep thru here to beckon coin play in a big way. Top deck is the one to watch; its pleasant melodic mood weaves in slow manner to set the stage for a ton of jitney. Piper Ray Adams grabs the lead here, with his soft and commanding voice sparkling in bright patterns throughout the waxing. Vocal chanting in the background by chirp Betty Norman and Ed Stewart hypo the platter to add incentive for music ops. Flip, a gay novelty piece has Betty Norman in the limelight warbling the mellow wordage of "I'm Headin' For A Shotgun Weddin'." Grab the title here for the bill of fare. Ops should get next to "I Found A Rose."

"Just For Now" (2:56)  
"A Lovely Rainy Afternoon" (2:39)

THE THREE SUNS  
(Victor 20-2946)

● Light melodic patter of the Three Suns and the set up of "Just For Now" and "A Lovely Rainy Afternoon." Top side, a slow dainty ballad has the group displaying all their gallant charm in excellent fashion. Wax spills in fragrant romantic airs that satisfy, with the vocal splendor on this deck pointing to a slew of phono play. Flip, titled "A Lovely Rainy Afternoon," has the crew at their best as they offer their top notch instrumental tones in brilliant fashion. Ops with wired music spots should do well with this pair—they rate your avid listening attention.

"Rambling Rose" (2:59)  
"There Must Be A Way" (2:49)

PERRY COMO  
(Victor 20-2947)

● Enchanting vocal splendor of baladeer Perry Como and some more wax that is a cinch to clinch with phono ops. Bound to be a featured item on music machines throughout the land in the very near future, Perry offers the light, sprightly tones of "Rambling Rose" on the top deck in gala manner. Ditty bounces along at a mellow tempo with the smart lyric ringing true throughout the waxing. Add the wonderful instrumental patter of the Russ Case ork and ops have a deck that can really go. On the flip with the well known "There Must Be A Way," Perry bounces back with another potential winner. His smooth refreshing manner sparkles throughout the waxing as the plush wordage trickles in beautiful phrases of musical simplicity. "Rambling Rose" for the moola.

"Woody Woodpecker" (2:39)  
"Mish Mosh Polka" (2:52)

THE HONEYDREAMERS  
(Mercury 5154)

● Ops don't have to be told about this one! It's the maddening sound of the "Woody Woodpecker" and The Honeydreamers on deck for the vocal fragrance of this song. Ditty whirls in light metro throughout, with the vocal combo displaying their able tones of harmony in pleasant fashion. Title of the wax is all that ops need here. Flip, a novelty piece titled "Mish Mosh Polka" has the combo delivering the happy wordage in gay time. Altho the wax itself won't stop traffic, it nevertheless should meet with fair requirements.

"I Kiss Your Hand Madame" (2:56)  
"I'm Getting Sentimental Over You" (3:00)

SPIKE JONES ORCH.  
(Victor 20-2949)

● Crazy antics of the Spike Jones ork and the set up of two sides that fairly glitter with the spark of coin play. Spike and the crew display their versatile styling in top notch manner on the pair, with the refrain echoing brightly all thru. Top side, "I Kiss Your Hand Madame" starts in stat fashion, with beautiful vocal pitch spooning the magic wordage. That's when the action starts, as Spike and the boys let go with all the noise they can muster. Flip shows as a repeat coin clincher for Spike and the gang, with the refrain of "I'm Getting Sentimental Over You" seeping thru. Always a phono favorite, ops can't go wrong with this latest Jones cookie.



**NEW YORK :**

Smartest promotion stunt of the week—the gimmick that maestro Skitch Henderson sent out heralding his opening at the Cafe Rouge, Hotel Pennsylvania. Skitch passed out an announcement of the opening along with a shiny new dime, for his many fans to use in getting to the Penn. The dime gimmick was very appropriate inasmuch as New Yorkers were paying that token as their new subway fare this past week. And speaking of the latter, we wonder if the fare will have any effect upon band biz? Could be in these mad days . . . Most fabulous in the Tex Beneke band isn't Tex himself, as he will readily admit, but road manager Johnny O'Leary. Johnny, who has been with the band since the early Glen Miller days, has never missed a date with the band and has never been seen without a cigar in his hand. But Johnny has only been known to light the cigar once in the history of the band. That occasion was when Tex Beneke brought the band up onto the stage of the Capitol Theatre for the first time after the war.

\* \* \* \* \*

Herman Lubinsky, of Savoy and Regent Records, informs us that he has issued an injunction against Al Trace and Sterling Records, for the latter's cutting of "You Call Everybody Darlin'." The entire situation meanwhile seems to be in a muddle. The ditty, currently skyrocketing in every section of the nation, has Trace up in arms also. Trace claims that only one member of his present band took part in the Sterling session, with Lubinsky supporting his claim. The injunction reportedly calls for an accounting of the Sterling sales of the platter and a restraint order compelling Sterling to "cease fire" . . . Arthur Freeman, formerly Chicago branch manager for Apollo Records, has been appointed general manager for Paul H. Milemore Inc., New York indie distrib . . . Rytvoc's "Little White House" by Milt Herth-Larry Douglas No. 1 on Dave Miller's WAAT Hillbilly Hit Parade . . . Congrats to Irving Berman of Manor Records, the proud pappy of a bouncing boy born Thursday, July 1st . . . Horace Heidt setting up a record deal whereby he will manufacture and sell record albums of the top talent on his Philip Morris airshow. Deal allegedly calls for top department stores in large cities getting exclusive distribution rights in their particular territory, with Heidt further promoting it by mentioning the outlet via his air program.

\* \* \* \* \*

**CHICAGO :**

An engineer in New York recently discovered a new process for making records. It is called "Quality Control" and permits more volume while decreasing the surface noises. Within sixty days, Universal Records will be out with it . . . A "Q. C." stamp will be on all their records. Test Records have been made already and have proved very successful . . . Tommy Dorsey is playing one-nighters throughout the Midwest and drew a tremendous crowd at the Eagles in Milwaukee last week. Tommy's "Little White Lies" is one of the better renditions of the song . . . Herbie Fields, currently playing in Milwaukee, will open at the Silhouette Club on Howard Street in July, replacing Red Allen's group . . . Allen will come downtown to the Capitol Lounge . . . Don McGrane will follow Will Back into the Bismarck the 15th of July . . . In the meantime, the marquee on the Bismarck is attracting attention with its "Will Back All Star Revue" . . . Florian Zebach comes into the Palmer House after the Hildegard show.

Dale Harrison, columnist for the Chicago Tribune, recently conducted a popularity poll for Chicago's leading disk jockey. Al Benson, a great favorite out on the South Side, was the winner. Ernie Simon and Lynn Burton ran second and third . . . Frankie Laine opened at the Chase Hotel in St. Louis the 24th and is drawing raves from everyone who has seen the show . . . His newest disk for Mercury is "Hold Me" . . . Mercury recently announced that Ann Vincent, who has recorded for London Records, has now joined their artists. Tommy Ryan, Chuck Foster's vocalist, has recorded "Delores" for Mercury and may have another oldie hit on his hands . . . Henry Busse, Vitacoustic platter star, will be doing one-nighters around the territory in the next few months . . . Danny Thomas returns to his old stamping grounds, The Chez Paree, in July . . . Danny recently cut "It's Liable To Be True" for MGM Records . . . Peggy Lee and Dave Barbour the cause of much excitement at the Chicago Theater. Glamorous Peggy's vocalizing "Caramba It's the Samba" really knocks 'em out.

**LOS ANGELES :**

Capitol Records folk up in arms with their latest winner by Gordon MacRae, "Hankerin'." Loads of folk in the disk biz hail Gordon as the nation's next movie idol . . . With work in MGM's lavish "Words and Music" production concluded, Perry Como last month purchased a house in the Valley, just north of Hollywood, and with his wife and youngsters will make his permanent residence here from now on out. Como thus joins hands with Jack Smith, Andy Russell, Gordon MacRae, Clark Dennis, Dick Haymes and Frank Sinatra . . . Herb Jeffries, Exclusive Records star, followed Nellie Lutcher into the Red Feather Club. Herb is currently mixing a bit of "Nature Boy" with the old "Brother Can You Spare A Dime" . . . Phil Regan, scheduled to sing the national anthem at the Democratic convention in Philly, July 11th.

**WARM WEATHER LIFTS JUKE BOX BIZ**

**Resort Ops Report Collections Very Good. City Spots Holding Up Well. TV Interference Being Cut Down By Location Owners Themselves.**

NEW YORK—Warm weather, according to reports received from juke box ops, has given the business a real "lift."

These men report that resort locations have been bringing in steadier and ever larger collections. They feel because of this, that the summer season will prove to be one of the best in many years.

City ops, too, are more enthusiastic than was first thought they would be. They claim that collections are "holding up well." (Some in the east attribute this to the rainy weather which has kept people at home.)

In general, tho, city ops report, one reason for their collections holding up as well as they have is due to the fact that the tavern spots have cut down much of the interference they formerly were faced with from the television receivers.

"It seems," one large city op reports "that the tavern owners, themselves, are no longer as enthusiastic over television and are, of their own accord, cutting down on the free shows. They will feature leading sports events, but halt there. In fact, some of them are even reported to be removing the TV receivers."

In general, it is believed that the "lift" which has been given collections is also much attributable to the greatly increased patronage which many of the locations are enjoying. Younger crowds are also responsible for the play increase.

"If the summer season continues as it has started," one op stated, "there is every surety that we are going to enjoy much better collection averages than we did this past spring season."

With ops no longer worried about television competition, there is every belief that the trade is going forward to enjoy better take. As long as store-keepers with television receivers will continue to "hold down" as they have so far these past months, take is bound to continue upward. The location owners report they sorely need their share of the collections.

**DYNAMITE ON WAX!**  
UP AND COMING KING, HITS!

**KING 718**  
**PEACH TREE STREET**  
**BOOGIE**  
BACKED BY  
**TAKE IT TO THE CAPTAIN**  
DELMORE BROS.

ORDER NOW FROM YOUR NEAREST KING BRANCH  
**KING** 1540 BREWSTER AVE.  
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**MILLIONS**  
**OF JUKE BOX PLAYS**  
**EVERY DAY — MONTH AFTER MONTH!**  
**OPERATORS SAY NO RECORD EVER**  
**PULLED IN SO MANY NICKELS**  
**DEMAND THE ORIGINAL**  
**"MY HAPPINESS"**  
by JON and SONDRRA STEELE  
**"IT'S INCOMPARABLE"**  
Say the Jukes, Jocks and Record Counters  
**DAMON RECORD D-11133**  
**DAMON RECORDING STUDIOS, INC.**  
1221 BALTIMORE AVENUE  
**KANSAS CITY, MO.**

# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

JULY 10, 1948

### New York, N. Y.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. MY HAPPINESS (Jon & Sondra Steele)
3. WOODY WOODPECKER (Kay Kyser)
4. LITTLE WHITE LIES (Dick Haymes)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. THE DICKEY BIRD SONG (Freddy Martin)
7. TELL ME A STORY (Sammy Kaye)
8. CONFESS (Patti Page)
9. HAUNTED HEART (Perry Como)
10. CUCKOO BIRD WALTZ (Ken Griffin)

### Chicago, Ill.

1. WOODY WOODPECKER (Kay Kyser)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NATURE BOY (King Cole)
4. MY HAPPINESS (Jon & Sondra Steele)
5. LITTLE WHITE LIES (Dick Haymes)
6. YOU CALL EVERYBODY DARLIN' (Al Trace)
7. WILLIAM TELL OVERTURE (Spike Jones)
8. JUST BECAUSE (Frank Yankovic)
9. TELL ME A STORY (Sammy Kaye)
10. TOOLIE OOLIE DOOLIE (Andrews Sisters)

### Los Angeles, Cal.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. WOODY WOODPECKER (Kay Kyser)
3. NATURE BOY (King Cole)
4. PUT 'EM IN A BOX (King Cole)
5. MY HAPPINESS (Jon & Sondra Steele)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. HAUNTED HEART (Bing Crosby)
8. TELL ME A STORY (Sammy Kaye)
9. LITTLE WHITE LIES (Dick Haymes)
10. CONFESS (Doris Day-Buddy Clark)

### Cleveland, O.

1. WOODY WOODPECKER (Kay Kyser)
2. CONFESS (Patti Page)
3. TEA LEAVES (Alan Dale)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. NATURE BOY (King Cole)
6. MY HAPPINESS (Jon & Sondra Steele)
7. MAYBE YOU'LL BE THERE (Gordon Jenkins)
8. YOU CALL EVERYBODY DARLIN' (Al Trace)
9. LITTLE WHITE LIES (Dick Haymes)
10. BLUEBIRD OF HAPPINESS (Art Mooney)

### St. Louis, Mo.

1. LITTLE WHITE LIES (Dick Haymes)
2. WOODY WOODPECKER (Kay Kyser)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. CONFESS (Doris Day-Buddy Clark)
5. NATURE BOY (King Cole)
6. JUST BECAUSE (Eddy Howard)
7. YOU CALL EVERYBODY DARLIN' (Al Trace)
8. MAYBE YOU'LL BE THERE (Gordon Jenkins)
9. CUCKOO BIRD WALTZ (Ken Griffin)
10. SENTIMENTAL JOURNEY (Ken Griffin)

### Philadelphia, Pa.

1. MAYBE YOU'LL BE THERE (Gordon Jenkins)
2. WOODY WOODPECKER (Kay Kyser)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. I SOLD MY HEART TO THE JUNKMAN (Basin St. Boys)
6. TIME OUT FOR TEARS (Savannah Churchill)
7. I WANT TO CRY (Savannah Churchill)
8. MY HAPPINESS (Jon & Sondra Steel)
9. NATURE BOY (King Cole)
10. CONFESS (Patti Page)

### Manchester, N. H.

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. MY HAPPINESS (Jon & Sondra Steel)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. LITTLE WHITE LIES (Dick Haymes)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. MAYBE I LOVE YOU (Judy Tremain)
8. SABRE DANCE (Don Henry)
9. LOVE SOMEBODY (Doris Day-Buddy Clark)
10. DICKEY BIRD SONG (Freddy Martin)

### Chickasha, Okla.

1. MY HAPPINESS (Jon & Sondra Steele)
2. BABY FACE (Art Mooney)
3. NATURE BOY (King Cole)
4. TOMORROW NIGHT (Lonnie Johnson)
5. PUT 'EM IN A BOX (King Cole)
6. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
7. LITTLE WHITE LIES (Mel Torme)
8. LAROO LAROO LILLI BOLERO (Peggy Lee)
9. GOOD ROCKING TONIGHT (Wynonie Harris)
10. NOW IS THE HOUR (Margaret Whiting)

### Kingman, Ariz.

1. NATURE BOY (John Laurenz)
2. SABRE DANCE (Andrews Sisters)
3. TOOLIE OOLIE DOOLIE (The Sportsmen)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. JUST BECAUSE (Frank Yankovic)
6. SPANISH BELLS (Texas Ramblers)
7. NOW IS THE HOUR (Margaret Whiting)
8. LAROO, LAROO LILLI BOLERO (Vic Damone)
9. SWEETIE PIE (Johnny Mercer)
10. M-M-M GOOD (The Modernaires)

### San Antonio, Tex.

1. NATURE BOY (King Cole Trio)
2. MY HAPPINESS (Jon & Sondra Steele)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. LITTLE WHITE LIES (Dick Haymes)
5. HEARTBREAKER (Andrews Sisters)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. I HATE TO LOSE YOU (Andrews Sisters)
8. LOVE SOMEBODY (Doris Day-Buddy Clark)
9. WOODY WOODPECKER (Kay Kyser)
10. THAT AIN'T RIGHT (Frankie Laine)

### Gretna, La.

1. YOU CAN'T BE TRUE, DEAR (Jerry Wayne)
2. NATURE BOY (King Cole)
3. YOU CALL EVERYBODY DARLIN' (Al Trace)
4. WOODY WOODPECKER (Kay Kyser)
5. MY HAPPINESS (Ella Fitzgerald)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. JUST BECAUSE (Eddy Howard)
8. BABY FACE (Art Mooney)
9. BETTER LUCK NEXT TIME (Perry Como)
10. IT'S MAGIC (Tony Martin)

### Boston, Mass.

1. LITTLE WHITE LIES (Dick Haymes)
2. IF I LIVE TO BE A HUNDRED (Bob Hannon)
3. NATURE BOY (King Cole)
4. MY HAPPINESS (Jon & Sondra Steele)
5. SAX-A-BOOGIE (Sam Donahue)
6. JUKE BOX SONG (Vic Valenti)
7. IT'S MAGIC (Sarah Vaughan)
8. WILLIAM TELL OVERTURE (Spike Jones)
9. ROBINS NEST (Count Basie)
10. LOVE SOMEBODY (Doris Day-Buddy Clark)

### Saginaw, Mich.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. WOODY WOODPECKER (Kay Kyser)
3. MY HAPPINESS (Jon & Sondra Steele)
4. VALENCIA (Ken Griffin)
5. CARAMBA IT'S THE SAMBA (Peggy Lee)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. I HATE TO LOSE YOU (Andrews Sisters)
8. LITTLE WHITE LIES (Dick Haymes)
9. NATURE BOY (King Cole)
10. HAUNTED HEART (Guy Lombardo)

### Kane, Pa.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. WOODY WOODPECKER (Kay Kyser)
4. TOOLIE OOLIE DOOLIE (Vaughn Horton)
5. JUST BECAUSE (Frank Yankovic)
6. PUT 'EM IN A BOX (Doris Day)
7. SUNRISE BOOGIE (Frankie Carle)
8. LITTLE WHITE LIES (Dick Haymes)
9. AFTER YOU'VE GONE (Freddy Martin)
10. HEARTBREAKER (Andrews Sisters)

### Winston-Salem, N. C.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. WOODY WOODPECKER (Kay Kyser)
4. TOOLIE OOLIE DOOLIE (Vaughn Horton)
5. LITTLE WHITE LIES (Dick Haymes)
6. NATURE BOY (King Cole)
7. BABY FACE (Art Mooney)
8. YOU CALL EVERYBODY DARLIN' (Al Trace)
9. TELL ME A STORY (Sammy Kaye)
10. MELODY TIME (Vaughn Monroe)

### Stamford, Conn.

1. WOODY WOODPECKER (Kay Kyser)
2. MY HAPPINESS (Jon & Sondra Steele)
3. YOU CAN'T BE TRUE, DEAR (Dick Haymes)
4. TOMORROW NIGHT (Lonnie Johnson)
5. LITTLE WHITE LIES (Dick Haymes)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. LOVE SOMEBODY (Doris Day-Buddy Clark)
8. BECAUSE (Perry Como)
9. WILLIAM TELL OVERTURE (Spike Jones)
10. CANDY STORE BLUES (Toni Harper)

### Cliffside Park, N. J.

1. WOODY WOODPECKER (Kay Kyser)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NATURE BOY (King Cole)
4. MY HAPPINESS (Jon & Sondra Steele)
5. JUST BECAUSE (Frank Yankovic)
6. LOVE SOMEBODY (Doris Day-Buddy Clark)
7. PUT 'EM IN A BOX (Eddy Howard)
8. LITTLE WHITE LIES (Dick Haymes)
9. TOOLIE OOLIE DOOLIE (Vaughn Horton)
10. IT'S MAGIC (Tony Martin)

### Covington, Ky.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. MY HAPPINESS (Jon & Sondra Steele)
3. TOOLIE OOLIE DOOLIE (Andrews Sisters)
4. TELL ME A STORY (Sammy Kaye)
5. LAROO LAROO LILLI BOLERO (Bob Houston)
6. WHEN VERONICA PLAYS THE HARMONICA (The Mulcays)
7. I WISH I KNEW THE NAME (Buddy Clark)
8. PUT 'EM IN A BOX (Eddy Howard)
9. SERENADE (Buddy Clark)
10. WOODY WOODPECKER (Kay Kyser)

### Miami, Fla.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. LAROO LAROO LILLI BOLERO (Peggy Lee)
3. MY HAPPINESS (Jon & Sondra Steele)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. IT'S MAGIC (Tony Martin)
7. JUST BECAUSE (Frank Yankovic)
8. TOMORROW NIGHT (Lonnie Johnson)
9. PUT 'EM IN A BOX (Eddy Howard)
10. MAYBE I LOVE YOU (Judy Tremain)

### Butte, Mont.

1. MY HAPPINESS (Jon & Sondra Steele)
2. TOOLIE OOLIE DOOLIE (Andrews Sisters)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. IT'S MAGIC (Tony Martin)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. NATURE BOY (King Cole)
7. TEA LEAVES (Alan Dale)
8. MAYBE YOU'LL BE THERE (Gordon Jenkins)
9. PUT 'EM IN A BOX (Eddy Howard)
10. TOMORROW NIGHT (Lonnie Johnson)

### San Diego, Calif.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. MY HAPPINESS (Jon & Sondra Steele)
3. TOOLIE OOLIE DOOLIE (Andrews Sisters)
4. CUCKOO BIRD WALTZ (Ken Griffin)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. CONFESS (Patti Page)
7. TELL ME A STORY (Sammy Kaye)
8. WILLIAM TELL OVERTURE (Spike Jones)
9. HAUNTED HEART (Perry Como)
10. YOU CALL EVERYBODY DARLIN' (Al Trace)

### Savannah, Ga.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. WOODY WOODPECKER (Kay Kyser)
5. HAUNTED HEART (Perry Como)
6. CONFESS (Patti Page)
7. WILLIAM TELL OVERTURE (Spike Jones)
8. YOU CALL EVERYBODY DARLIN' (Al Trace)
9. TOMORROW NIGHT (Lonnie Johnson)
10. NATURE BOY (King Cole)

### Milwaukee, Wisc.

1. MY HAPPINESS (Jon & Sondra Steele)
2. LOVE SOMEBODY (Doris Day-Buddy Clark)
3. HAUNTED HEART (Perry Como)
4. WILLIAM TELL OVERTURE (Spike Jones)
5. YOU CALL EVERYBODY DARLIN' (Al Trace)
6. NATURE BOY (King Cole)
7. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
8. CUCKOO BIRD WALTZ (Ken Griffin)
9. TEA LEAVES (Alan Dale)
10. LITTLE WHITE LIES (Dick Haymes)

### Tulsa, Okla.

1. MY HAPPINESS (Jon & Sondra Steele)
2. LOVE SOMEBODY (Doris Day-Buddy Clark)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. CUCKOO BIRD WALTZ (Ken Griffin)
5. NATURE BOY (King Cole)
6. CONFESS (Patti Page)
7. LITTLE WHITE LIES (Dick Haymes)
8. TOOLIE OOLIE DOOLIE (Andrews Sisters)
9. TEA LEAVES (Alan Dale)
10. THAT AIN'T RIGHT (Frankie Laine)

# NEW TYPE MUSIC NEEDED NOT NEW TYPE RECORDS TO BOOM MUSIC BIZ

**Public Have Lost Interest in Continued, Repeated Sameness Present Pop Tunes. Trade Needs New Music to Once Again Capture Public's Complete Attention. Hope New Generation Will Produce Composers With The Answer.**

NEW YORK—As a well known member of the music industry stated, "Producing a new type, long play record, is like building a house from the roof down. The real problem is to produce a new kind of music to recapture the interest of the public."

In short, as this noted leader intimated, "build the house from a solid formation up."

Today, as is well known, the public is getting "tired" of the sameness of pop tunes. A change is definitely needed. That change can once again recapture interest and boom the entire music field.

Jazz? Swing? Bop? Most of the men in the field believe the new music will come from an entirely new era of composers. The new generation seeking its own music level. This will be the music that will revive interest.

The facts are plainly discernible. The hits, "Four Leaf Clover" and "Baby Face", were old timers from 'way back when. "Nature Boy" brought prose poetry to the lyricists. It can be said that "Nature Boy" may have opened the first door to what can follow tomorrow.

More encouragement should be given to youth by the industry. Youngsters of today hold the promise of prosperity for the music industry of tomorrow. There must be some new method introduced which will seek out the new music.

Just to arrange for a new type record with the songs which the public are slowly, but very surely tiring of, certainly isn't good logic. And logic, farseeing business methods and keen, intensive understanding of what the public requires, should be the foremost consideration of the music industry.

Somewhere there is the music that will open the path to tomorrow. It is up to the nation's publishers, diskers, artists, to seek it out. To experiment. To dare be different, original, better.

The music industry knows its loss. Yet, this can be very easily cured, if the members of the trade will come together to seek what the public does want. So that all the field will again prosper.

It's a new generation. New fathers and mothers. A new type American who hasn't seen years of peace. Men and women who hear war talk constantly. Who look forward to hardships. Regardless of high incomes, these people know want, know loss, know fatigue, know lack of confidence, know instability, know that the future isn't theirs alone but, that any second, a tiny spark can once again set the world afire.

This is not the generation that languished in the beer garden of yesterday and listened to Vienna waltzes. This is a generation, instead, that has learned the crying need for a home, has seen inflation make it sell its war bond savings, that has tried hard to forget yesterday's militarism and faces today's peacetime draft.

This, then, is the new generation. Asking for a different kind of music—its own music. Not a new type record, but, instead—a new type music with a new singing air.

"Seek and ye shall find".

★ **MIRACLE** ★

**PARADE OF HITS**

"MESSIN' AROUND"  
and  
"MIDNIGHT JUMP"  
by MEMPHIS SLIM  
and his HOUSE ROCKERS  
M-125

**MIRACLE** RECORD COMPANY  
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**THE LUCKY 7--NATURALS**

Bulls-Eye of the Week—The Cash Box

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. "Shoe Shine Shuffle"  
by Vaughn Horton, writer of  
Choo Choo Ch' Boogie, Toolie Oolie  
Doolie, John's Other Wife  
Recorded by  
PAT FLOWERS on RCA Victor # 20-2930
5. "Rosie O'Toole"  
Recorded by  
BILL CLEMENT & Ork on Orpheus #262
6. "Brother Bill"  
Reissued by Request  
TONY PASTOR—RCA Victor
7. "Tell Me Why"  
Recorded by  
ALAN GERARD—National  
CHERIO-RYTVOG Music Pub. 1585 B'wy, N.Y.

## THE CASH BOX

# Race Record Reviews

## RACE DISK O' THE WEEK

"A Woman Is A Worrisome Thing" (2:50)

"Beyond The Stars" (2:46)

HERB JEFFRIES  
(Exclusive 44x)



HERB JEFFRIES

● It's a bell ringer for music ops with race spots in this latest Herb

Jeffries platter! Sure to catch a ton of coin is this bit titled "A Woman Is A Worrisome Thing", with Herb offering some top notch vocal splendor throughout this smash platter. Herb's strong vocal flavor shows in exuberant fashion, with the nostalgic tones of this grade A ditty ringing true throughout the waxing. Deck weaves in medium slow fashion, with some bright orchestral patter served up by maestro Buddy Baker. On the backing with another potential winner, Herb shows his brilliant pipes to excellent advantage with "Beyond The Stars." Dressed up arrangement of this piece spotlight maestro Baker, as well as Herb's pleasing pipes. It's the top deck we go for—so will phono fans.

"Move Out Baby" (2:41)

"Rough Weather Blues" (2:51)

JIMMY LIGGINS  
(Specialty 525)

● Here's a blue ribbon package for music ops. It's Jimmy Liggins on deck with a pair that spell coin play all over the lot. Jimmy runs to his excellent form on the pair, with the top deck "Move Out Baby" in the lime-light. Wax spills in bounce fashion, with some mellow beat behind. Flip, just what the title indicates has Jimmy in fine voice telling us about those "Rough Weather Blues." Both sides will score like mad—and make the kids dig for silver.

"Jilted Blues" (2:44)

"Any Old Place With Me" (2:51)

JOHNNY MOORE  
(Exclusive 40x)

● Sharp and round tones of Johnny Moore's Three Blazers and the set up of a pair that should hypo ops take in race spots. The delightful voice of piper Charlie Brown, coupled with some wonderful instrumental tones by the boys show in fine style here to set the stage for some mellow coin play. "Jilted Blues" weaves around the title, with some gala guitar work by Johnny and Oscar Moore trickling thru. Flip is a lighter piece, with the metro making for happy music and some wonderful listening pleasure. Get next to the pair—but pronto!

"Nappy Head Woman" (2:50)

"No Whiskey Blues" (2:30)

DR. CLAYTON'S BUDDY  
(Victor 20-2954)

● Pair of sides ops may use as filler material are these offered here in effective fashion by Dr. Clayton's Buddy. Both sides spill in parrot fashion, with blues shouting all over the

place. Backing offered here will stand the test, and altho it won't cause a traffic jam, it's there nevertheless. Top deck, "Nappy Head Woman" is the better side of the pair, with the wordage and rendition spelling fair coin play. Ops who have the spots—take note.

"Why Be So Blue" (2:49)

"I Keep On Worrying" (2:54)

ROSETTA HOWARD  
(Columbia 30127)

● Pair of firm sides which might suit ops needs are these offered in effective and adequate styling by blues chirp Rosetta Howard. Altho the material offered here doesn't showcase the Howard gal to best advantage, it makes for fairly pleasant listening nevertheless. Top deck spills around the title, with the pop wordage sliding off Rosetta's heavy tonsiling. Flip, a straight blues ditty has Rosetta in better fashion with "I Keep On Worrying". Wax rates your listening time.

"Come Down Baby"

"Don't Pay Me No Mind"

COUSIN JOE with  
DICKIE WELLS BLUE SEVEN  
(Signature 1013)

● Mellow chanting of Cousin Joe, coupled with the fine instrumental work of the Dickie Wells Blue Seven spike this platter and make it rate like a spade flush. Top deck, titled "Come Down Baby" has Cousin Joe warbling some heavy blues, with the title acting as the bill of fare. Flip, "Don't Pay Me No Mind", has the crew offering some jump tempo blues, done up brown with all the riff and holler one can possibly stand. Take note of the Wells crew, they get some mighty swell licks in. Both sides should reap harvest in the phonos.

Open the door for Patti Clayton  
on Bullet Record # 1039

Patti sings  
"SHUT THE DOOR, THEYRE  
COMING THRU THE WINDOW"  
and  
"IT'S A LONESOME OLD  
TOWN"

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**IT'S A MOST UNUSUAL DAY**

Lyric Ly Harold Adamson  
Music by Jimmy McHugh

FROM M-G-M's  
"A DATE WITH JUDY"

Successfully introduced and  
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**RAY NOBLE ORCHESTRA**  
Vocal by Anita Gordon  
on  
**COLUMBIA RECORDS**  
ROBBINS MUSIC CORPORATION

**THE CASH BOX REPORTS**

**THE NATION'S**

**BIG 5**

**HILLBILLY FOLK & WESTERN JUKE BOX TUNES**

## Modern Records Take Over New York Branch Distrib Office

NEW YORK—Bob Duberstein and Gloria Friedman, major domos at Modern Record Distributing Corp., this past week announced that they had sold their interest in the distributing firm to Modern Records, Inc., Hollywood.

Duberstein and Miss Friedman plan on re-entering the record distributing business and at present were learned to be dickering for new quarters.

Duberstein disclosed that he is seek-

ing many new record lines and will scrutinize several offered him.

Tentatively heading the New York office for Modern Records is Joe Bihari, vice president of the plattery.

**DYNAMITE ON WAX!**  
UP AND COMING KING HITS!

**KING 711**  
**WHY DIDN'T I THINK OF THAT**  
BACKED BY  
**POLITICS**  
HANK PENNY

ORDER NOW FROM YOUR NEAREST KING BRANCH.

**KING** 1540 BREWSTER AVE. CINCINNATI 7, OHIO

**TOP presents**

**THE SMASH HIT!!**

**"WHEN I GET YOU ALONE TONIGHT"**  
and  
**"HEARTBROKEN"**  
by Dick Kuhn & Ork  
TOP # 1157

rated SLEEPER OF THE WEEK—  
The Cash Box

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**TOP RECORDS, INC.**  
1674 Broadway New York 19, N.Y. Columbus 5-7638

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**THE RAVENS' LATEST**  
9045 SEND FOR ME IF YOU NEED ME UNTIL THE REAL THING COMES ALONG  
VOTED—DISC OF THE WEEK by The Cash Box  
HIGHEST RATED DISC by The Billboard

9040 BE I BUMBLEBEE OR NOT  
9038 WRITE ME A LETTER  
9035 OL' MAN RIVER  
9042 THERE'S NO YOU  
9039 SEARCHING FOR LOVE

**Charlie Barnet & his Orch.**  
25001 CHEROKEE REDSKIN RHUMBA

**Billy Eckstine**  
Branze Balladeer With The Golden Voice  
9014 COTTAGE FOR SALE  
I LOVE THE RHYTHM IN A RIFF  
9016 I'M IN THE MOOD FOR LOVE  
LONG LONG JOURNEY  
9017 PRISONER OF LOVE  
ALL I SING IS BLUES

**Charlie Ventura & his Great Combo**  
9029 MOON NOCTURNE Parts 1 & 2  
9043 ELEVEN SIXTY  
SOOTHE ME  
Ventura & Lilyann Carol an  
7015 HOW HIGH THE MOON  
PLEASE BE KIND  
7013 EITHER IT'S LOVE OR IT ISN'T MISERLOU

**Buddy Boylan**  
7017 SIMPLE THINGS  
EV'RY NIGHT

**Jack Carroll**  
9033 MAYBE YOU'LL BE THERE  
STELLA BY STARLIGHT

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## "Folk" and "Western" RECORD REVIEWS

### BULLSEYE of the WEEK

**"Sad, Sad & Blue"**  
**"That's Right"**  
JOHNNY BOND  
(Columbia 20442)

● The plaintive vocal chanting of piper Johnny Bond and the set up of another sensational folk waxing music ops should go for in a big way. Johnny's smooth lament shows in top notch styling on this hunk of wax titled "Sad, Sad & Blue". Wonderful harmonica background spikes the platter and adds to its winning potential. On the flip with "That's Right", Johnny switches to a novelty piece with the boys in the band joining in. Nice spot of piano shows to brilliant light here also. It's the top deck the many Bond fans will go for. Get next to it!

**"Blue Melody"**  
**"Georgia Boogie"**  
CURLEY WILLIAMS  
(Columbia 20443)

● Pair of sides ops might go for are these offered in fair fashion by Curley Williams and the Georgia Peach Pickers. With Joe Pope on deck for the vocal spotlight, the wax shows as material which should garner its fair share of coin play. Titled "Blue Melody" and "Georgia Boogie", Pope chants the top deck in effective fashion with the crew backing him adequately. Square dance rhythm of the flip is brighter and should attract phono fans. Ops who have the spots should take a look-see here.

**"If You Don't Love Me"**  
**"I Won't Be Waiting For You"**  
OKLAHOMA SWEETHEARTS  
(Capitol 40124)

● Harmony spooning of the Oklahoma Sweethearts and a pair of sides that have the spark of coin play about them. Wax, titled "If You Don't Love Me" and "I Won't Be Waiting For You" is offered in able fashion, with the gals vocal tones shining brightly on the pair. Topside is the one we like—we're sure you will too. Flip spills around the title as some mellow fiddle work blends to round out the wax.

**"Whose Blues Are You Now"**  
**"Southern Special"**  
CECIL CAMPBELL  
(Victor 20-2918)

● Cecil Campbell and his Tennessee Ramblers on deck for the mellow offering of "Whose Blues Are You Now" and "Southern Special". Top side shows loads of promise as Cecil takes the spotlight to pipe and yodel this blues ditty. Flip shows as a rhythmic choo choo story on wax featuring some wonderful string work throughout. Folks that go for Cecil Campbell, and there are many, are sure to go for this pair.

**1** **BOUQUET OF ROSES**  
Eddy Arnold  
(Victor 20-2806)

**2** **TEXARKANA BABY**  
Eddy Arnold  
(Victor 20-2806)

**3** **OKLAHOMA WALTZ**  
Johnny Bond  
(Columbia 38160)

**4** **SEAMAN'S BLUES**  
Ernest Tubb  
(Decca 46119)

**5** **ANYTIME**  
Eddy Arnold  
(Victor 20-2700)

### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

**SWEETER THAN THE FLOWERS**  
Moon Mullican  
(King)

**SUSPICION**  
Tex Williams  
(Capitol 40109)

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

**JOHN'S OTHER WIFE**  
Johnny Bond  
(Columbia 38160)

**SIGNED, SEALED & DELIVERED**  
Cowboy Copas  
(King 658)

*from Walt Disney's*  
**MELODY TIME**

**BLUE SHADOWS ON THE TRAIL**

an **OUTSTANDING** record line-up:

BING CROSBY.....Decca 24433	GENE AUTRY Columbia 20448
BUDDY CLARK.....Columbia 38170	ROY ROGERS AND SONS OF PIONEERS RCA Victor 20-2780
DENNY DENNIS.....London 223	FOY WILLING Majestic 6030
VAUGHN MONROE.RCA Victor 20-2785	
ART MOONEY.....MGM 10204	
ANDY RUSSELL.....Capitol 15063	

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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.

# MUSIC BIZ FOR P. R. PROGRAM

## Public Relations Campaign to Advise Public Present Disks Are New Taking Strong Hold Among Music Biz Leaders

NEW YORK—With the opening gun shot off this past week by *The Cash Box* regarding the fact that the music business is missing one of the greatest opportunities in its history by not advising the public generally that the records now offered for sale are "new," not just repressings, the entire music biz has rallied to this cause and leaders here are now discussing the advisability of immediately instituting a public relations campaign of outstanding proportions in major mass media to correct this impression.

Publishers, artists, recorders, and all others identified with the industry, are of the opinion that this would call great attention to the new songs and that both sheet music and recordings would once again enjoy a much better sales market.

It is also the belief of these leaders that this would help to foster greater attendance at many theatres where artists are now appearing if the fact is brought home that the songs being played and sung, and which are also obtainable in sheet music and on disks, are brand new, pressed prior to the Petrillo ban in the case of the disks.

Interest is extremely great in a general public relations program for the music industry. The field has

needed such a program, even before the ban went into effect, many state. The belief now is that the need has grown much greater and that unless something is done the entire trade will continue to lose much business.

One very well known publisher stated, "The need for a public relations program is paramount in the music industry. The public have been neglected. The time has now arrived when the members of this field, at least its leaders, should come to the fore and give the public the facts so that interest will grow to buy more music in all its many forms."

- 1 **RUN JOE**  
*Louis Jordan*  
(Decca 24448)
- 2 **TOMORROW NIGHT**  
*Lonnie Johnson*  
(King 4201)
- 3 **LONG GONE**  
*Sonny Thompson*  
(Miracle 126)
- 4 **DON'T FALL IN LOVE WITH ME**  
*Ivory Joe Hunter*  
(King 4220)
- 5 **YOU DON'T LOVE ME**  
*Camille Howard*  
(Specialty 307)
- 6 **I CAN'T GO ON WITHOUT YOU**  
*Bull Moose Jackson*  
(King 4230)
- 7 **SEND FOR ME IF YOU NEED ME**  
*The Ravens*  
(National 9045)
- 8 **EUPHORIA**  
*Charlie Ventura*  
(Sittin' In 504)
- 9 **MORE THAN YOU KNOW**  
*Johnny Moore*  
(Modern 599)
- 10 **I WANT TO CRY**  
*Savannah Churchill*  
(Manor)



- 1 **RUN JOE**  
*Louis Jordan*  
(Decca 24448)
- 2 **DON'T FALL IN LOVE WITH ME**  
*Ivory Joe Hunter*  
(King 4220)
- 3 **THE TWISTER**  
*Paul Williams*  
(Savoy 665)
- 4 **THAT'S BETTER FOR ME**  
*T-Bone Walker*  
(Black & White 126)
- 5 **YOU DON'T LOVE ME**  
*Camille Howard*  
(Specialty 307)
- 6 **SEND FOR ME IF YOU NEED ME**  
*The Ravens*  
(National 9045)
- 7 **I CAN'T GO ON WITHOUT YOU**  
*Bull Moose Jackson*  
(King 4230)
- 8 **WE'RE GONNA ROCK**  
*Bill Moore*  
(Savoy 666)
- 9 **MORE THAN YOU KNOW**  
*Johnny Moore*  
(Modern 599)
- 10 **RECESS IN HEAVEN**  
*Dan Grissom*  
(Jewel 2004)

**DYNAMITE ON WAX!**  
UP AND COMING KING HITS!

KING 4225  
**I WANT MY BABY**  
BACKED BY  
**IN LOVE AGAIN**  
LONNIE JOHNSON

ORDER NOW FROM YOUR NEAREST KING BRANCH.  
**KING** 1540 BREWSTER AVE.  
CINCINNATI 7, OHIO

5th CONSECUTIVE WEEK



10 **"I WANT TO CRY"**

SAVANNAH CHURCHILL  
MANOR # 1129

COMING UP FAST

**"CONFESS"**

THE FOUR TUNES

MANOR # 1131

on **MANOR RECORDS**

313 WEST 57th ST., NEW YORK, N. Y.

**SPECIALTY records**  
311 Venice Blvd.,  
Los Angeles 15,  
Calif.

**CAMILLE HOWARD**  
AND HER TRIO

★ A New Star on Her First Release!  
**"YOU DON'T LOVE ME"**  
backed by  
**"X-TEMPERANEOUS BOOGIE"**

SP 307

Another new MODERN release

**"FIVE FOOT TWO, EYES OF BLUE"**

backed by  
**LONE STAR WALTZ**

by  
Buddy Harris and His Lone  
Star Playboys  
Modern 20-593

Modern RECORDS  
666 NORTH ROBERTSON BOULEVARD  
hollywood



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

# JUKE BOX TRADE NOW BUYING OVER 35% OF ALL RECORDS SOLD

## Prediction of Total Record Sales for Year Finds Juke Box Biz Climbing Higher on Comparative Percentage Basis. Juke Boxes Continue to Buy Well Over Million Disks Per Week. May Reach 40% Figure With Fall-Winter Seasonal Increase

NEW YORK—Predictions issued by major diskers to the effect that this would be a 150,000,000 record sales year places the juke box biz in the position of at present using 34.99% of all records being sold.

This is based on an absolute minimum of 2 new records per machine per week, times the 500,000 machines on the market. The general opinion in the automatic music biz is that the 2 per week figure is "very low" and should not be used as an "average". But, even if used as an average, it means that 52,000,000 of the disks sold this year will be to juke box firms.

As the Fall-Winter season of 1948 comes into being there is always a good buying spurt on the part of the juke box operators. With the further fact that collection averages have been reported as "going up", this gives every indication of a buying spurt this Fall.

It means that the juke box industry may reach a figure surpassing 40% consumption of all records sold. Such a figure brings back the days when the diskers were coming out of the depression slump of the early '30's and the juke box business helped lift sales to new high levels.

One result of these figures, which are being studied by experts in the disk field, is that they now plan on directing at least 40 per cent of their advertising exploitation budgets to the juke box business.

Many are also of the opinion that some of the major firms may even use a larger percentage of their ap-

propriations, beginning this Fall, toward obtaining complete cooperation of the juke box field. Already some of the budgets are arranged to this end and will be starting the first part of their program very soon to catch the uplift as the ops switch machines from resort spots back to cities.

It is also interesting to note that the juke box industry's purchasing continues at a steady pace, and even if figured on the 2 record per week per machine average, held around the 20% purchase mark during the best sales period the diskeries enjoyed. Heavier promotion to the juke box field, now that these figures are more openly known, is of good advantage to all the music firms.

**DYNAMITE ON WAX!**  
UP AND COMING KING HITS!

**KING 4226**  
**LOLLIPOP MAMA**  
BACKED BY  
**BLOW YOUR BRAINS OUT**  
WYNONIE HARRIS

ORDER NOW FROM YOUR NEAREST KING BRANCH  
**KING** 1540 BREWSTER AVE.  
CINCINNATI 7, OHIO

**CONFESS**

**BUDDY CLARK and DORIS DAY**—COLUMBIA 38174  
**JIMMY DORSEY**—MGM 10194  
**TONY MARTIN** —VICTOR 20-2812  
**MILLS BROS.**—DECCA 24409  
**PATTI PAGE** —MERCURY 5129  
**THE 4 TUNES** —MANOR 1131

**KING COLE TRIO**  
—CAPITOL \*  
\* NOT YET RELEASED

**OXFORD MUSIC CORPORATION**  
1619 Broadway, New York 19, N. Y.



- 1** MESSING AROUND  
*Memphis Slim (Miracle)*
- 2** LONG GONE  
*Sonny Thompson (Miracle 126)*
- 3** RUN JOE  
*Louis Jordan (Decca 24448)*
- 4** TOMORROW NIGHT  
*Lonnie Johnson (King 4201)*
- 5** POOL PLAYING BLUES  
*Amos Milburn (Aladdin)*
- 6** YOU DON'T LOVE ME  
*Camille Howard (Specialty 307)*
- 7** GROOVY MOVIE BLUES  
*Johnny Moore (Exclusive)*
- 8** GOOD ROCKIN' TONIGHT  
*Wynonie Harris (King 4210)*
- 9** RECESS IN HEAVEN  
*Dan Grissom (Jewel 2004)*
- 10** NATURE BOY  
*King Cole (Capitol 15054)*

- 1** LONG GONE  
*Sonny Thompson (Miracle 126)*
- 2** YOU DON'T LOVE ME  
*Camille Howard (Specialty 307)*
- 3** I'M WAITING FOR YOUR CALL  
*T-Bone Walker (Black & White)*
- 4** RUN JOE  
*Louis Jordan (Decca 24448)*
- 5** GOOD ROCKIN' TONIGHT  
*Wynonie Harris (King 4210)*
- 6** DON'T FALL IN LOVE WITH ME  
*Ivory Joe Hunter (King 4220)*
- 7** WRITE ME A LETTER BLUES  
*Saunders King (Rhythm 206)*
- 8** TRAIN BLUES  
*Roy Milton (Specialty 524)*
- 9** NATURE BOY  
*King Cole (Capitol 15054)*
- 10** RECESS IN HEAVEN  
*Dan Grissom (Jewel 2004)*

# 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 REC-  
ORDS—LISTED IN ORDER OF POPULARITY, INCLUDING  
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-  
CORDING 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
DM—Delmac	SP—Specialty
EX—Exclusive	SN—Standard Phono
JD—Joe Davis	ST—Sterling
KI—King	TR—Trilon
LO—London	UN—Universal
MA—Majestic	VI—Victor
ME—Mercury	VT—Vitaoustic

July 3     June 26

**1—YOU CAN'T BE TRUE, DEAR     115.7   121.1**

- AP-1121—N. EMMETT  
 CA-15077—THE SPORTSMEN  
 BU-1032—R. DEAUVILLE  
 DE-24439—DICK HAYMES  
*Nature Boy*  
 CO-38211—MARLIN SISTERS  
*You Can't Be True, Dear*  
 KI-4218—THE HARMONKINGS  
 LO-202—VERA LYNN  
 DEL-1171—ZIGGY LANE  
 MU-568—RUSS BROOKS  
 RO-128—KEN GRIFFIN  
 VI-25-1117—WILL GLAHE

**2—NATURE BOY     114.9   157.8**

- CA-15054—KING COLE  
*Lost April*  
 CO-38120—FRANK SINATRA  
*S'posin'*  
 DE-24439—DICK HAYMES  
*You Can't Be True, Dear*  
 EX-36x—HERB JEFFRIES  
*Just Naive*  
 JE-2006—THE HOLLYWOODAIRES  
*Don't You Want That Stone*  
 LO-10013—MANTOVANI  
*Ritual Fire Dance*  
 ME-5134—JOHN LAURENZ  
*These Foolish Things*  
 MU-567—SARAH VAUGHAN  
*I'm Glad There Is You*  
 RA-10070—EDDY MANSON  
 VI-25-5212—EVE YOUNG  
*Time For Your Lullaby*  
 VI-20-2944—DICK JAMES  
*You Can't Be True, Dear*

**3—WOODY WOOD-PECKER     94.5   57.3**

- CO-38197—KAY KYSER O.  
*When Veronica Plays the Harmonica*  
 ME-5154—THE HONEYDREAMERS

July 3     June 26

**4—LITTLE WHITE LIES     93.5   108.1**

- CO-38114—DINAH SHORE  
*Crying For Joy*  
 DE-24280—DICK HAYMES  
*Sierra Madre*  
 ME-8085—STEVE GIBSON  
 MU-558—MEL TORME  
 VI-27521—TOMMY DORSEY O.

**5—MY HAPPINESS     75.8   65.9**

- BU-1032—R. DEAUVILLE  
 CA-15094—THE PIED PIPERS  
*Highway To Love*  
 CO-38217—THE MARLIN SISTERS  
*The Man On The Carousel*

**6—TOOLIE OOLIE DOOLIE     69.7   65.7**

- DA-20-17—ANNE VINCENT  
 DM-11133—JON & SONDR A STEELE  
*They All Recorded To Beat The Ban*  
 DE-24446—ELLA FITZGERALD  
 ME-5144—JOHN LAURENZ  
*Someone Cares*  
 PA-1004—PAUL SHERIDAN  
 SI-15206—ALAN DALE  
*Tea Leaves*

**7—THE DICKEY BIRD SONG     40.9   40.7**

- CO-38085—THE DELL TRIO  
*Encore Cherie*  
 DE-24301—LARRY CLINTON O.  
*Ooh! Looka There*  
 MA-1234—GEORGE OLSEN O.  
*Thoughtless*  
 MG-10138—BLUE BARRON O.  
*My Cousin Louella*  
 VI-20-2617—FREDDY MARTIN O.  
*If Winter Comes*  
 VT-22—JOAN EDWARDS

**8—HAUNTED HEART     31.9   29.2**

- CA-15023—JO STAFFORD  
*I'm My Own Grandmaw*  
 CO-38112—BUDDY CLARK  
*First Prize At The Fair*  
 CO-38083—BUDDY CLARK  
*Matinee*  
 DE-24362—GUY LOMBARDO O.  
*Saturday Night In Central Park*  
 DE-24370—BING CROSBY  
*Moonlight On a White Picket Fence*  
 ME-5120—VIC DAMONE  
*Tell Me A Story*  
 MG-10153—GEORGE PAXTON O.  
*Dream Girl*  
 VI-20-2713—PERRY COMO  
*Carolina Moon*  
 VI-45-0050—RUSS CASE O.  
*Inside U. S. A.*

**9—LOVE SOMEBODY     31.8   35.2**

- CO-38174—DORIS DAY & BUDDY CLARK  
*Confess*

**10—ST. LOUIS BLUES MARCH     31.4   27.7**

- VI-20-2722—TEX BENEKE O.  
*Cherokee Canyon*

July 3     June 26

**11—BABY FACE     25.3   22.7**

- AP-1114—PHILLIE ALL STAR STRING BAND  
*Bye, Bye, Blackbird*  
 CO-30014—JERRY WAYNE & DELL TRIO  
 DE-25356—HENRY KING O.  
*Oh, You Beautiful Doll*  
 KR-216—UPTOWN STRING BAND  
 ME-2120—AQUA STRING BAND  
 MG-10156—ART MOONEY O.  
*Encore Cherie*  
 ST-294—HUM & STRUM  
 TO-294—BENNY STRONG O.  
 PA-1105—FERKO STRING BAND  
 UN-627—MILT SCOTT ORCH.  
 VI-22879—SAMMY KAYE O.  
*Miss You*

**12—BETTER LUCK NEXT TIME     25.2   9.9**

- CA-15084—JO STAFFORD  
*Roses of Picardy*  
 CO-38191—DINAH SHORE  
*Steppin' Out With My Baby*  
 DE-24435—GUY LOMBARDO O.  
*Steppin' Out With My Baby*  
 ME-5145—JERRY SHELTON TRIO  
 MG-10192—GEORGE PAXTON O.  
*Rambling Rose*  
 VI-20-2888—PERRY COMO  
*It Only Happens When I Dance With You*  
 VI-20-2785—VAUGHN MONROE O.  
*Melody Time*

**13—BECAUSE     23.3   27.4**

- AP-1068—HAL WINTERS  
*Because*  
 LO-145—ARTHUR TRACEY  
*A Perfect Day*  
 VI-20-2653—PERRY COMO

**14—WILLIAM TELL OVERTURE     21.2   29.7**

- VI-20-2861—SPIKE JONES O.  
*The Man On The Flying Trapeze*

**15—IT'S MAGIC     18.7   4.3**

- CA-15072—GORDON MACRAE  
*Spring In December*  
 CO-38188—DORIS DAY  
*Put 'Em In A Box, Etc.*  
 DE-23826—DICK HAYMES  
*It's You Or No One*  
 ME-5138—VIC DAMONE  
*It's You Or No One*  
 MG-10187—BUDDY KAYE QUINTET  
 MU-557—SARAH VAUGHAN  
*It's You Or No One*  
 VI-20-2862—TONY MARTIN  
*It's You Or No One*

**16—SABRE DANCE     18.6   11.5**

- CO-38102—WOODY HERMAN O.  
*Swing Low, Sweet Chariot*  
 DE-24388—VICTOR YOUNG O.  
*For Whom The Bell Tolls*  
 DE-24427—ANDREWS SISTERS  
*Heartbreaker*  
 LO-222—TED HEATH ORCH.  
*Tabu*  
 ME-24000—NICHOLAS S. GOLOVANOV  
 MG-30048—MACKLIN MARROW  
 SI-15180—RAY BLOCH O.  
*Minuet In G*  
 RE-111—DON HENRY TRIO  
*Turnpike Polka*  
 VI-20-2721—FREDDY MARTIN O.  
*After You're Gone*

**17—HEART-BREAKER     16.2   6.0**

- CA-150787—JACK SMITH  
*Baby Face*  
 CO-38150—JERRY WAYNE  
*One Little Raindrop Doesn't Make A Shower*  
 DE-24427—ANDREWS SISTERS  
*Sabre Dance*  
 ME-5119—AQUA STRING BAND  
*Bye, Bye, Blackbird*  
 VI-20-2864—MERRY MELODY MAKERS

July 3     June 26

**18—JUST BECAUSE     14.7   23.1**

- CO-38072—FRANK YANKOVIC  
 DE-25376—DICK STABILE O.  
*Deep Elm Blues*  
 MA-1231—EDDY HOWARD O.  
*Encore Cherie*  
 ME-6086—SHERIFF TOM OWENS  
 VI-20-2941—LONE STAR COWBOYS

**19—TEA LEAVES     14.2   23.2**

- AL-1933—EMIT COTE  
 CA-15102—JACK SMITH  
*Highways Are Happy Ways*  
 CO-38230—EMIL COTE  
*In Martha's Eyes*  
 DE-24446—ELLA FITZGERALD  
*My Happiness*  
 SI-15206—ALAN DALE  
*My Happiness*  
 PA-1005—RODNEY DAVIS  
*Where The Apple Blossoms Fall*  
 ME-5148—JOHN LAURENZ  
*A Tree In A Meadow*

**20—TELL ME A STORY     13.2   11.2**

- CO-38050—FRANKIE CARLE O.  
*My Promise To You*  
 DE-243209—AMES BROS.  
*If You Had All The World, Etc.*  
 ME-5120—VIC DAMONE  
*Haunted Heart*  
 MG-10144—BOB HOUSTON  
 VI-20-2761—SAMMY KAYE O.  
*I Wouldn't Be Surprised*

ADDITIONAL TUNES LISTED BELOW  
 IN ORDER OF POPULARITY

**21—CONFESS     12.6   11.6**

**22—LAROO LAROO LILLI BOLERO     12.5   7.9**

**23—YOU CALL EVERYBODY DARLIN'     12.2   15.1**

**24—PUT 'EM IN A BOX. TIE 'EM WITH A RIBBON     10.1   12.6**

**25—FELLA LITH AN UMBRELLA, A     8.9   14.6**

**26—MAYBE YOU'LL BE THERE     7.1   —**

**27—FIDDLE FADDLE     5.1   5.1**

**28—CARAMBA! IT'S THE SAMBA     5.1   10.1**

**29—TWELFTH STREET RAG     4.1   10.0**

**30—BEYOND THE SEA     4.0   2.5**

**31—MAHARAJAH OF MAGADOR, THE     3.9   10.5**

**32—BLUE BIRD OF HAPPINESS     3.8   4.1**

**33—DECK OF CARDS     3.7   4.0**

**34—DON'T BLAME ME     3.6   1.3**

**35—NOW IS THE HOUR     3.5   10.6**

**36—IT ONLY HAPPENS WHEN I DANCE WITH YOU     3.1   4.4**

**37—YOU WERE MEANT FOR ME     2.1   4.5**

**38—SUSPICION     1.6   4.2**

**39—BOY FROM TEXAS     1.2   1.4**

**40—KEEN AND PEACHY     1.1   —**

HOW TO USE THE "C. M. I. BLUE BOOK"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week: Second price listed is highest price. Where only one price appears this should be considered lowest price.



WURLITZER

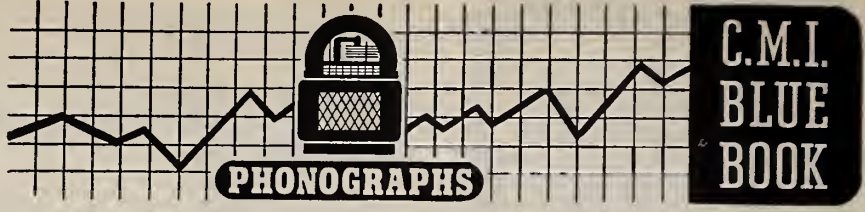
Table listing Wurlitzer models and prices, including P 10, P 12, 312, 400, 412, 412 III, 316, 416, 616, 616 III, 616A, 716A, 24, Revamp (24), 600 R, 600 K, 500, 500 A, 500 K, 41 (Counter), 51 (Counter), 61 (Counter), 71 (Counter), 81 (Counter), 700, 750 M, 750 E, 780M Colonial, 780 E, 800, 850, 950, 42-24 (Rev.), 42-500 (Rev.), 42-600K (Rev.), 42-600R (Rev.), 1015 Phonograph, 1080 Colonial, 300 Adaptor, 320 Wireless Wall Box, 310 Wall Box 30 Wire, 320 2 Wire Wall Box, 332 2 Wire Bar Box, 331 2 Wire Bar Box, 304 2 Wire Stepper, Wireless Strollers, 430 Speaker Club with 10, 25c Box, 420 Speaker Cabinet, Twin 616 Steel Cab. Adp. Amp., STP Speaker, Twin 12 Steel Cab. Tdj. Amp. Stp., Selector Speaker, 100 Wall Bx 5c 30c Wire, 100 Wall Box 10c 30 Wire, 111 Bar Box, 120 Wall Box 5c Wire, Bar Brackets, 305 Impulse Rec., 350 WIs Speaker, 115 Wall Box Wire 5c Wireless.

WURLITZER (Cont.)

Table listing Wurlitzer models and prices (continued), including 135 Step Receiver, 145 Imp. Step Fast., 150 Impulse Rec., 337 Bar Box, 306 Music Transmit, 39A Speaker, 130 Adaptor, Steel Cab. Speaker, 580 Speaker, 123 Wall Box 5/10/25 Wireless, 125 Wall Box 5/10/25 Wire.

SEEBURG

Table listing Seeburg models and prices, including Selectomatic 10, Symphonola, Model A III, Model B, Model C, Model H, Rex, Model K15, Model K20, Plaza, Royale, Regal, Regal RC, Gem, Classic, Classic RC, Mayfair, Mayfair RC, Melody King, Crown, Crown RC, Concert Grand, Colonel, Colonel RC, Concert Master, Concert Master RC, Cadet, Cadet RC, Major, Major RC, Envoy, Envoy RC, Vogue, Vogue RC, Casino, Casino RC, Commander, Commander RC, Hi Tone 9800, Hi Tone 9800 RC, Hi Tone 8800, Hi Tone 8800 RC, Hi Tone 8200, Hi Tone 8200 RC, H-146 Phono ('46), H-1947 Phono, 20 Record '43 Cab., Selectomatic 16, Selectomatic 24.



SEEBURG (Cont.)

Table listing Seeburg models and prices (continued), including Selectomatic 20, Remote Speak Organ., Multi Selector 12 Rec., Melody Parade Bar, 5c Wallomatic Wireless, 5c Baromatic Wireless, 5c Wallomatic 3 Wire, 30 Wire Wall Box, Power Supply, 5, 10, 25c Baromatic Wire, 5, 10, 25c Wallomatic 3 Wire, 5, 10, 25c Baromatic Wire, 5, 10, 25c Wallomatic Wireless, Electric Speaker, Wireless Stroller, Wall Brackets, Wired Speak Organ.

ROCK-OLA (Cont.)

Table listing Rock-Ola models and prices (continued), including 1526 Bar Box, Dial A Tone B&W Box, 1805 Organ Speaker, DeLuxe Jr Console Rock.

PACKARD

Table listing Packard models and prices, including Pla Mor Wall & Bar Box, Model 7 Phono, Hideaway Model 400, Bar Bracket, Willow Adaptor, Chestnut Adaptor, Cedar Adaptor, Poplar Adaptor, Maple Adaptor, Juniper Adaptor, Elm Adaptor, Pine Adaptor, Beech Adaptor, Spruce Adaptor, Ash Adaptor, Walnut Adaptor, Lily Adaptor, Violet Speaker, Orchid Speaker, Iris Speaker.

ROCK-OLA

Table listing Rock-Ola models and prices, including 12 Record, 16 Record, Rhythm King 12, Rhythm King 16, Imperial 20, Imperial 16, Windsor, Windsor III, Monarch, Std Dial-A-Tone, '40 Super Rockolite, Counter '39, '39 Standard, '39 DeLuxe, '40 Super Walnut, '40 Master Walnut, '40 Master Rockolite, '40 Counter, '40 Counter with Std, '41 Premier, Wall Box, Bar Box, Spectravox '41, Glamour Tone Column, Modern Tone Column, Playmaster & Spectravox, Playmaster, Twin 12 Cab Speak, 20 Rec Steel Cab ASA, Playboy, Commando, 1422 Phono ('46), 1424 Phono, 1426 Phono, 1501 Wall Box, 1502 Bar Box, 1503 Wall Box, 1504 Bar Box, 1510 Bar Box, 1525 Wall Box.

MILLS

Table listing Mills models and prices, including Zephyr, Studio, Dance Master, DeLuxe Dance Master, Do Re Mi, Panoram, Throne of Music, Empress, Panoram Adaptor, Panoram 10 Wall Box, Speaker, Panoram Peek (Con), Conv. for Paroram Peek, Constellation.

AMI

Table listing Ami models and prices, including Hi-Boy (302), Singing Towers (201), Streamliner 5, 10, 25, Top Flight, Singing Towers Speak, Singing Towers (301).

BUCKLEY

Table listing Buckley models and prices, including Wall Box, Bar Box, Wall & Bar Box O. S.

AIREON

Table listing Aireon models and prices, including Super DeLuxe ('46).

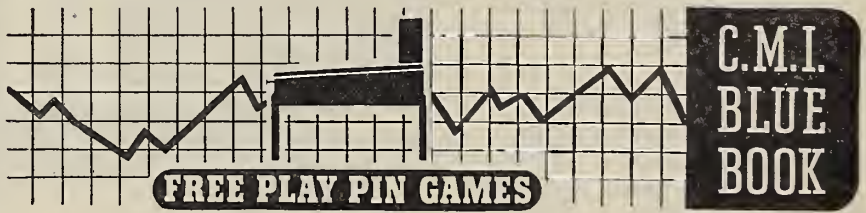


Table listing pin game models and prices, including ABC Bowler, Action (Rev), Air Circus, All American, Amber, American Beauty (Rev), Arizona (Rev), Baffle Card, Ballyhoo, Baseball, Belle Hop, Bermuda, Big Chief, Big Hit Single Play, Big Hit Multiple Play, Big League, Big Parade, Blondie, Bonanza, Bombardier (Rev), Bola Way, Boomtown, Bosco, Bowling League, Brazil (Rev), Brite Spot, Broadcast, Broncho, Bubbles, Build Up, Caribbean, Capt. Kidd, Carousel, Casablanca (Rev), Click, Clover, Cinderella, Commander (Rev), Commodore.



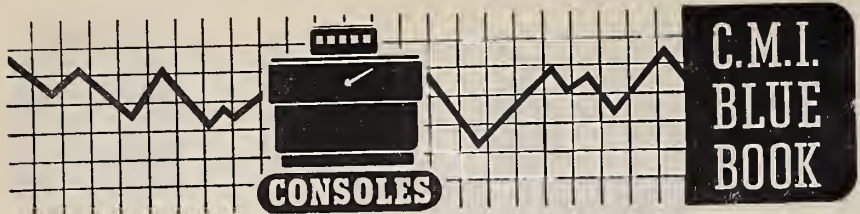


Table listing various console models and their prices, including 'Paces Races Bl Cab', 'Paces Races Br Cab', etc.

Table listing various console models and their prices, including 'Sun Ray', 'Super Bell 5c Comb.', etc.

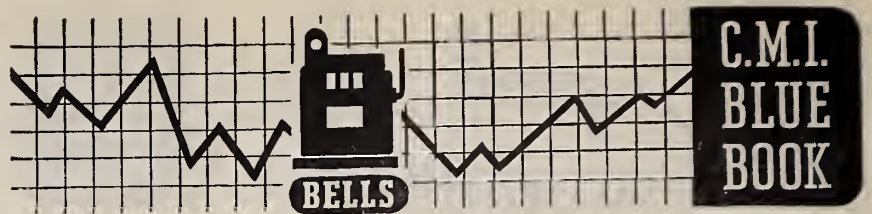


Table listing various bell models under 'MILLS (Cont.)', 'MILLS', and 'GROETCHEN' categories, including '5c Blue Front', '10c Blue Front', etc.

Table listing various bell models under 'PACE (Cont.)' and 'JENNINGS' categories, including '10c Comet FV', '25c Comet FV', etc.

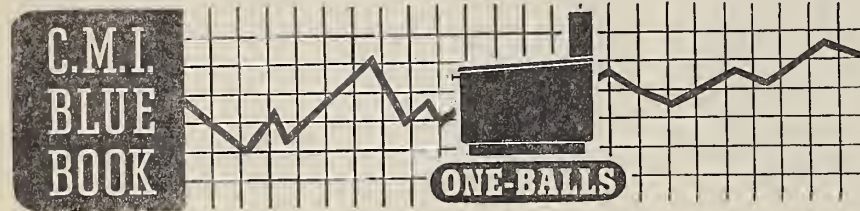


Table listing various one-ball console models and their prices, including 'Big Game PO', 'Big Parley', etc.

Table listing various one-ball console models and their prices, including 'Pacemaker PO', 'Pimlico FP', etc.

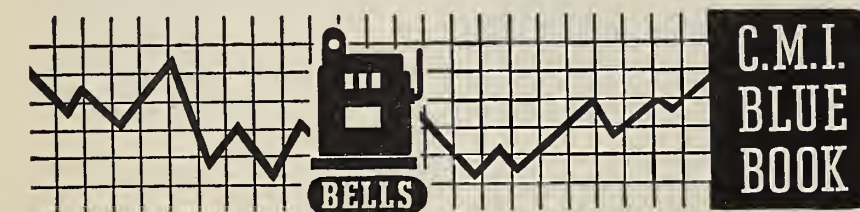


Table listing various bell models under 'MILLS' category, including '5c Black HL', '10c Black HL', etc.

Table listing various bell models under 'MILLS (Cont.)' category, including '50c Gold Chrome HL', '5c Gold Chrome', etc.

Table listing various bell models under 'GROETCHEN' and 'PACE' categories, including '1c Columbia', '5c Columbia Chrome', etc.

Table listing various bell models under 'JENNINGS' and 'WATLING' categories, including '5c Chief', '10c Chief', etc.

# Buckley BUILDS THE Best

## NEW CABINET ASSEMBLIES

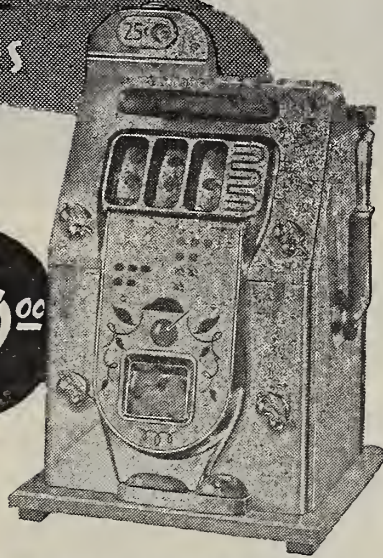
FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

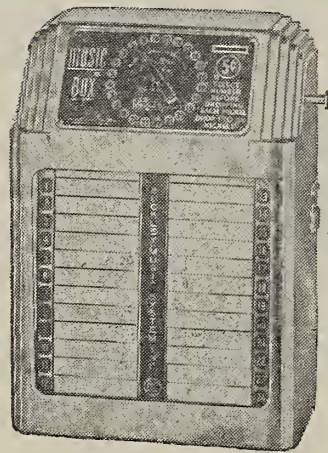
Cherry or Diamond Ornaments,  
Maroon, Copper, Gold, Green,  
Aluminum Gray, Chocolate, Surf  
Blue.

- 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.

\$50<sup>00</sup>



## THE NEW Music Box



\$29<sup>00</sup>

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

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

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

## TRACK ODDS

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



\$1250<sup>00</sup>



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6436-37-38-6533)

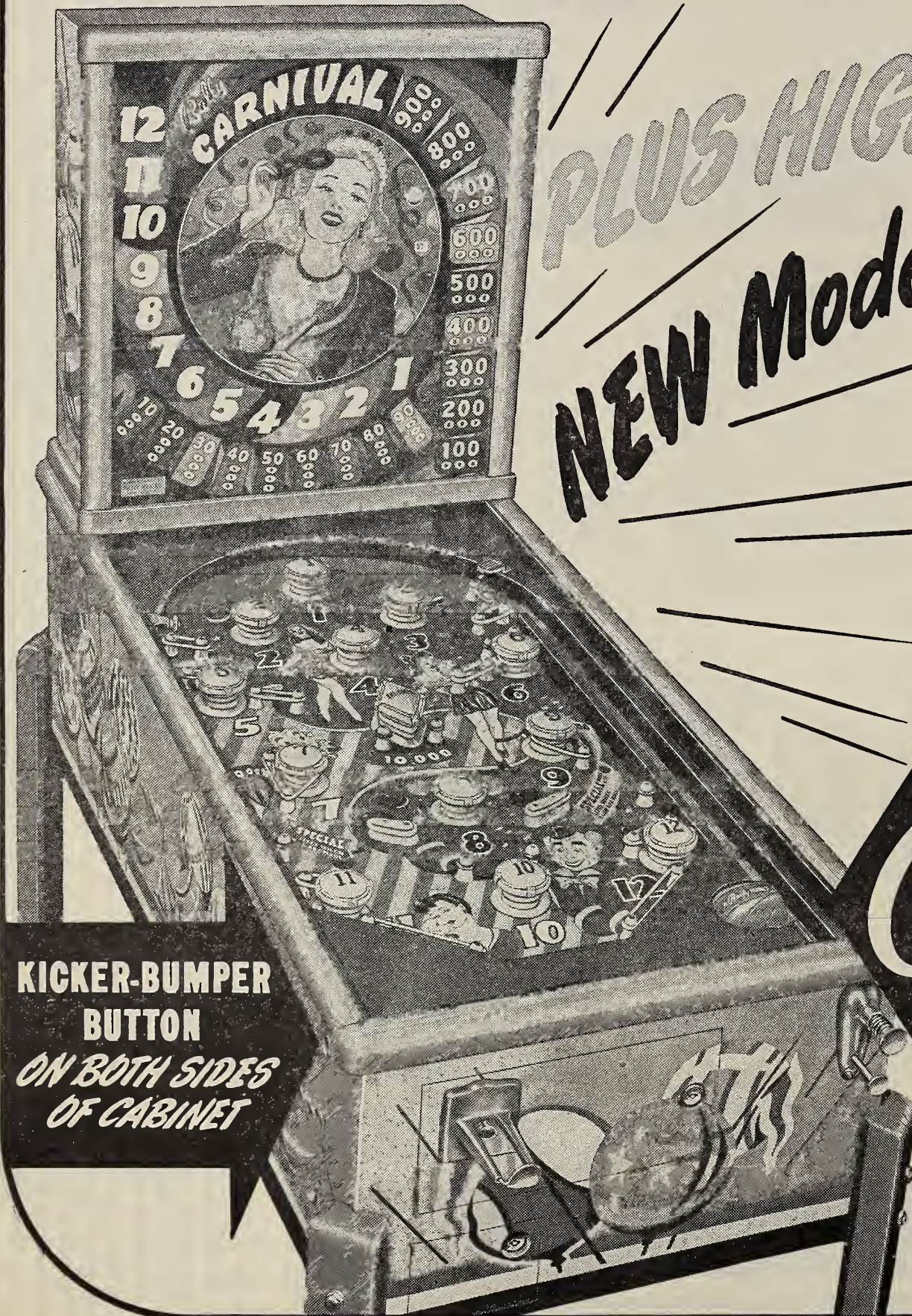
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

# IT'S BALLY

## FAMOUS BUILD-UP BONUS..

### PLUS HIGH-SCORE

### NEW Modern Flashy



**KICKER-BUMPER  
BUTTON  
ON BOTH SIDES  
OF CABINET**

# Bally

## BALLY



# RESERVE AGAIN

**AND "ALL-12" SKILL FEATURE**  
**COMPETITIVE PLAY APPEAL**  
**Cabinet, Playfield, Scoreglass**

Here's the "shot-in-the-arm" 5-Ball game you've been waiting for . . . your big opportunity to "get well" in a hurry! CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new fast action . . . plus KICKER-BUMPERS . . . plus new modern flash . . . plus new 1948 trouble-free mechanisms. Earnings on test locations are double and triple usual 5-ball average. Get your share. Try CARNIVAL on your slowest spot and you'll agree . . . IT'S BALLY RESERVE AGAIN!

# CARNIVAL

**MANUFACTURING COMPANY**

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**REMEMBER BALLY RESERVE?**

SEE Bally's  
NEW  
**CARNIVAL**

**BEN BECKER SALES CORP.**

• SEE DISTRIBUTORS IN FOLLOWING TERRITORY • 615 TENTH AVE. (PHONE: PLaza 7-6612) NEW YORK 18, N. Y.

<b>CONNECTICUT</b>	<b>NEW JERSEY</b>	<b>NEW YORK</b>	<b>MASS.</b>
Reliable Coin Mach. Co. 192 Windsor St. HARTFORD	Runvon Sales Co. 123 W. Runvon St. NEWARK	Palisades Specialty Co. 498 Anderson Ave. CLIFFSIDE PARK	Becker Novelty Co. 97 Dwight St. SPRINGFIELD
Rex Coin Mach. Dist. Corp. 821 So. Salina SYRACUSE	Olshain Dist. Co. 1000 Broadway ALBANY		

## Iowa Operators To Meet July 20th At Des Moines

DES MOINES, IA.—Leading operators of the state have notified all other operators thruout Iowa that a meeting will take place at the Fort Des Moines Hotel, Des Moines, on Tuesday, July 20.

Explaining the purpose of the meet as a necessity for all coinmen to attend, as means and methods of improving business will be the main subject under discussion, response has been almost unanimous. "Operators are more than anxious at this time" states Irv Sandler "to partake in any activity that will bring in more money for our equipment. We wrote the operators in this state that we intend the meeting to serve as a spearhead to start them on a new way to prosperity, and proposals made will be beneficial to all concerned."

Reservations for tickets must be made before July 15.

## Georgia Operators Form Association

MACON, GA.—The operators of the State of Georgia have formed an association called the Georgia Coin Machine Operators Association.

Officers elected to head the new organization are: Bryan Morris, Nashville, Ga., president; L. C. Renfroe, Fitzgerald, Ga., vice president; Ed Heath, Macon, Ga., secretary; Julian Martin, Macon, Ga., treasurer. Directors voted in are: J. H. Thompson, Hawkinsville, Ga.; J. N. Canady, Dublin, Ga., and B. C. Ford, Cordelle, Ga.

The reasons for the formation of the association are explained by Ed Heath, secretary. "The primary purpose of the association is to fight unfavorable legislation and prohibitive tax measures and licenses," states Heath. "At present, we have about twenty-five members out of a potential two hundred and seventy-five good operators in the state. We expect to get a majority to join up."

"A few non-member operators come to each meeting in a 'doubting Thomas' state of mind," continued Heath. "After they hear our program outlined, they become highly enthused and join immediately. We are not attempting to tell any operator what commission he must take from locations, nor do we ask them to promise not to 'roll' each other. We tell them to run their own businesses."

## Apology To Sidney Levine

NEW YORK—In reporting the case of "People against Fred Mimms" in the issue of July 3, page 29, the name of Sidney Levine was mentioned as the attorney for the Union. The name of the Union's lawyer is Samuel Mezensky, and Levine has absolutely no connection with it. His name was inadvertently mentioned where Mezensky's should have appeared.

## Texas Coinman Queries Trade To Form National Coin Machine Credit Bureau

SAN ANTONIO, TEX.—W. M. Slagle, well-known Texas coinman, is studying the coin field with the intention of starting a "National Coin Machine Credit Bureau." Slagle has spent considerable time on the project, and has been encouraged to delve into the subject deeply by many of the coin companies. (Ed. Note: The Cash Box has pointed out the necessity for a Bureau of this kind many times.)

Slagle contacted two hundred of the leaders in the industry this week by mail, outlining the details of the plan, and informing the wholesalers just what type of service the Bureau would make available. "My organization," points out Slagle, "will compile a credit report on everyone in the coin machine business—pinball, phonographs, vendors, candy and cigarette machines, scales, etc.—giving each report a careful check and recheck, keeping this report up-to-date at all times and reporting to our subscribers when in need. The service will include mailing delinquent letters for those who report past-due accounts, even acting as a collection agency. We will check all credit reports with the op-

**ACTIVE**  
Reconditioned  
**GAMES 'NUFF SAID!**

For A Complete List of Specials

Drop a Line to Any One of Our 3 Offices

**JOE ASH**  
Active Amusement Machines Co.  
666 North Broad St., Phila. 30, Pa.  
Phone: Fremont 7-4495  
98 Clinton Ave., Newark 5, N. J.  
Phone: Mitchell 2-8527  
1120 Wyoming Ave., Scranton, Pa.  
Phone: Scranton 4-6176

**WANT** WILL PAY HIGH PRICES  
**WURLITZER 800-600K**  
**SEEBURG 8800**  
Write—Wire—Phone Immediately  
**DAVE LOWY & CO.** 594 Tenth Ave., New York 18, N. Y. (Tel.: BR 9-0817)

**LOOK AT THESE BARGAINS!**

ROCK-OLA SUPER	99.50
MILLS THRONES	44.50
SEEB. HITONES ESRC'S	125.00
WURL. 500K's	99.50
WURL. 616	40.00
TOTAL ROLLS	75.00
ADVANCE ROLLS	95.00
TALLY ROLLS	60.00
GOALEE'S	95.00
BATTING PRACTICE	65.00

MANY OTHER BARGAINS IN STOCK!  
WE SHIP ALL OVER THE WORLD.  
**OLSHEIN DISTRIBUTING CO.**  
1100-02 BROADWAY, ALBANY 4, N. Y.

erator, even though substantially all distributors list the subject to be a good credit risk. Reports will be submitted in two or three minutes by telephone or wire. All subscribers will have an identification number; all operators, a serial number, thus safeguarding the confidential nature of our reports."

The initial two hundred letters sent out by Slagle are described as "feelers" and he says the replies received will determine whether the Bureau is to be established.



"OPEN SESAME!"

# ALI-BABA

GETS YOU IN with the PASSWORD TO PROFITS  
... **Gottlieb PLAY-TESTED FEATURES Plus**  
**PROGRESSIVE BUILD-UP BUMPERS!**

It's NEW! Sensational as Gottlieb  
Original Flipper Bumpers!

**and HOLD-OVER BONUS**  
*Additional Play Incentive*

IMMEDIATE  
DELIVERY  
FROM YOUR  
DISTRIBUTOR!

GAUGED PRODUCTION  
AND  
CONTROLLED DISTRIBUTION  
PROTECT YOUR INVESTMENT!

"There is no  
substitute for  
QUALITY!"

*D. Gottlieb & Co.*

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CHICAGO 51, ILLINOIS



REMEMBER  
**BALLY  
RESERVE?**

SEE  
**Bally's NEW  
CARNIVAL**

**LAKE CITY AMUSEMENT CO.**  
1648 ST. CLAIRE AVENUE  
CLEVELAND, OHIO

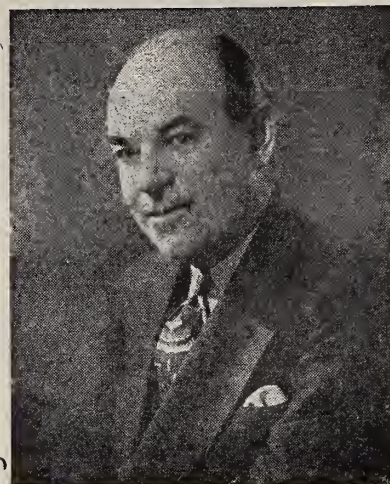
**The Only**

**40 Selection  
Wall Box!**

**AMI** Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

## Bally Revives "Reserve" Idea In New Five-Ball Game "Carnival"



RAY MOLONEY

CHICAGO — Bally Manufacturing Company, this city, and its distributors thruout the nation, are expressing their greatest enthusiasm about the new ball-five game "Carnival."

"We decided that the industry needs a real 'shot-in-the-arm' game," explained Ray Moloney, president of Bally, discussing their newest sensation. "Ten years ago," Moloney continued, "the entire industry was in the doldrums. Then Bally crashed out with 'Bally Reserve' and overnight turned the 'pin-ball depression' of '38 into an era of undreamed-of prosperity. Today the industry is again

crying for a life-saver game. So Bally comes up again with 'Carnival'—another 'Bally Reserve.'

"And let me point out" stated Moloney "that the expression 'another Bally Reserve' is not just a slogan. 'Carnival' is reviving the original build-up bonus introduced in 1938 by 'Bally Reserve,' with the entire accumulated replay bonus received by player who hits all 12 bumpers on the playfield. In addition to the 'reserve' idea, 'Carnival' features high-score competitive play appeal, kicker-bumpers operated by player-controlled buttons, currently popular playfield action features and an unusually colorful glass, playfield and cabinet."

"Carnival" is also described as having an automatic coin-divider incorporated in the game for convenience of the location attendant. Several new mechanical-electrical improvements are also said to be embodied in the game.

Expressing more than his usual amount of enthusiasm, George Jenkins, Bally vice president and general sales manager, stated "Nation-wide sampling of 'Carnival' has resulted in orders exceeding present capacity, and increased production facilities are being provided as rapidly as possible.

REMEMBER  
BALLY RESERVE



SEE Bally's NEW  
CARNIVAL

ALFRED SALES, INC.

881 MAIN STREET

BUFFALO 3, NEW YORK

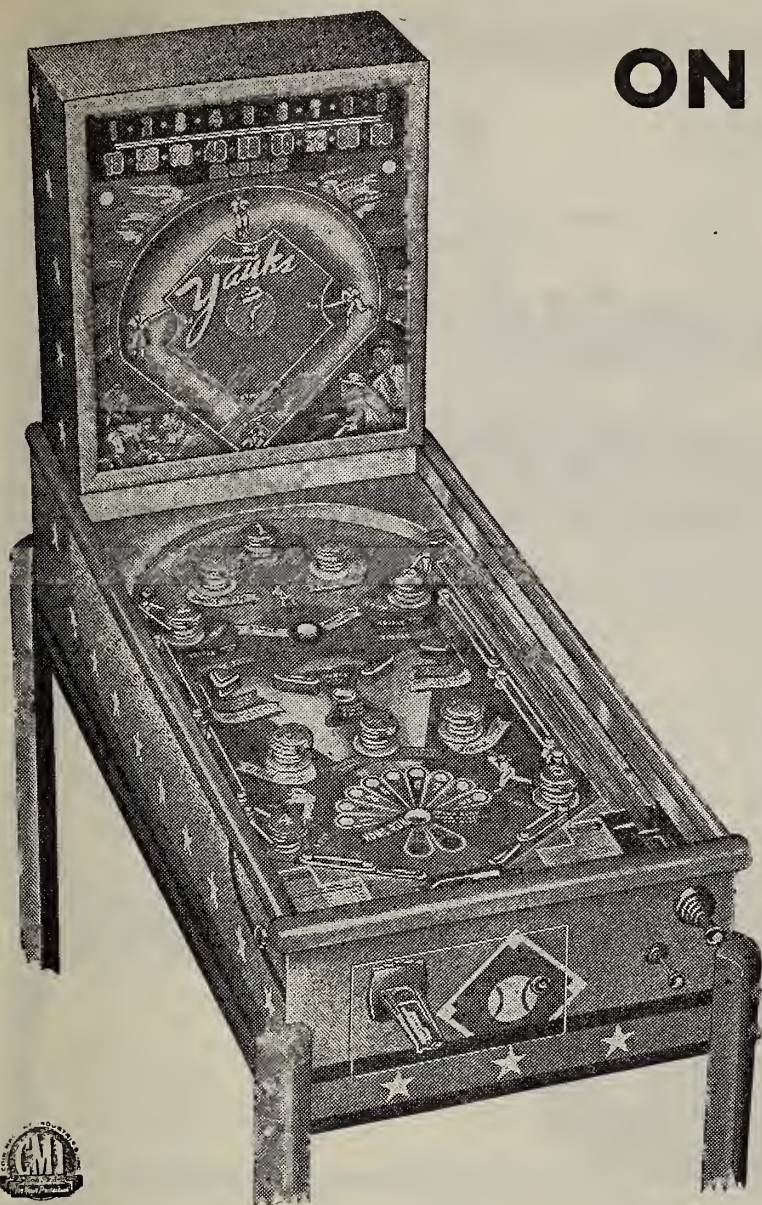
REMEMBER  
BALLY RESERVE?

SEE Bally's NEW  
CARNIVAL

KICKER-BUMPER  
BUTTON  
ON BOTH SIDES  
OF CABINET

CHRIS NOVELTY COMPANY

1217 NORTH CHARLES STREET, BALTIMORE, MARYLAND



# ON EVERY OPERATOR'S SCORE BOARD

*Williams*

# YANKS

## IS THE WINNER!

ORDER FROM YOUR  
DISTRIBUTOR NOW!

*Williams*

MANUFACTURING  
COMPANY

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

*.. If you  
WANT THE  
Finest  
IN MUSIC  
WATCH  
NEXT ISSUE  
FOR  
"Encore"*

*REMEMBER  
BALLY  
RESERVE  
?*



*SEE Bally's NEW*  
**CARNIVAL**

**MAYFLOWER DIST. CO.**

2218 UNIVERSITY AVENUE  
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### AUTOMATIC HOSTESS

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ORIGINAL PRICE \$14,800.00

WILL ACCEPT  
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**DAVID ROSEN, INC.**

*Exclusive AMI Distributor*

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### MUSIC OPS-

IT'S MONEY IN  
THE BANK!

SEE...  
**PAGE 4**

**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

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HIGH PRICES  
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Write—Wire—Phone Immediately  
594 Tenth Ave.  
New York 18, N. Y.  
**DAVE LOWY & CO.** Tel. BR 9-0817



**SEE SENSATIONAL  
ANNOUNCEMENT  
by Bally**

ON PAGES 22 AND 23 THIS ISSUE

**REMEMBER  
BALLY  
RESERVE?**



**SEE Bally's NEW  
CARNIVAL**

**KING-PIN**

**EQUIPMENT COMPANY**  
826 MILLS STREET  
KALAMAZOO, MICH.

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**GENCO'S**

**MERRY  
WIDOW**



**Featuring  
Sensationally  
NEW  
"CONTACT BUMPERS"**

**FLIPPER ACTION  
KICK OUT HOLE  
SINGLE, DOUBLE,  
TRIPLE BONUS  
SUPER HIGH SCORE  
7 EXTRA ROLLOVER  
BUTTONS  
3—100,000 BUMPERS**

You'll find **MERRY WIDOW** even **BETTER** than **TRIPLE ACTION, TRADE WIND** or **MARDI GRAS!**

**ORDER FROM YOUR  
NEAREST DISTRIBUTOR**

**ATTENTION!**

**Coin Machine  
Salesmen  
AND  
Roadmen**

● Unusual opportunity to make real money—full time or part time—as you travel. You don't have to go out of your way one inch to earn some real cash. Right in keeping with whatever you are now doing or selling. Even the laziest salesman can earn \$15 per day. No real work. That's all been done for you. In fact, big direct mail campaign covering all operators under way right now. Here's a really golden opportunity for a few tried and seasoned coin machine roadmen. Write Now!

**BOX 710**  
**% THE CASH BOX**  
381 Fourth Ave., New York 16, N. Y.

**San Antonio Ops  
Get New Assn  
Under Way**

SAN ANTONIO, TEX. — At a gathering of the leading operators of this area on June 24, an organization of the coinmen into an association was proposed by Richard Warncke of R. Warncke Company. Those attending the meet at the Gunther Hotel were of the same mind and organizational procedure was instituted.

Roy Jackson of United Amusement Company, introduced Warncke, who spoke to the group, who represented 65% of the operators in San Antonio, accounting for over 1,050 pin ball tables.

J. J. Parker of the State Restaurant Association, one of the featured speakers, pledged the full support and cooperation of his association with the coin machine men.

A Board of Directors was appointed, with members voting them full authority to carry on the association's work. The board includes: Richard Warncke, Roy Jackson, Harold Neal, C. A. Redgraves, and S. W. Martin. In order to finance the association's work, a fee of one dollar per machine was agreed to by all present.

The aims of the association were expressed by its leaders. It will work for the betterment of the coin machine operator by combating any single law enforcement bureau from going beyond its legal powers, create measures for public relations work, and watch all tax matters.

**GENCO BUILDS GREATER GAMES**  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

**"Positively-No Television"**

NEW YORK — Harriet Van Horne, radio and television columnist for the World-Telegram, included the following short item in her Tuesday column:

"Nicest letter in this week's mail is from a bartender. He read an item here, expressing a fond hope that some day a sensible saloon keeper would advertise, 'Positively No Television.'

"This bartender can't stand television. Writes: 'You gave me a great idea; I have hung up the sign.'"

**MAN - LOOK AT THESE PRICES!**

Bally VICTORY SPECIALS	\$142.50
Bally MELODY	122.50
Gottlieb HUMPTY DUMPTY	122.50
Williams' SUNNY	122.50
United's SINGAPORE	122.50
United's TROPICANA	139.50
United's HAWAII	85.00

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

**CROWN NOVELTY CO., Inc.**  
920 Howard Avenue, New Orleans 13, La.  
Phone: CAnal 7137 Nick Carbajal, Gen. Mgr.

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BALLY RESERVE?**

**SEE Bally's NEW  
CARNIVAL**

**COVEN DISTRIBUTING CO.**  
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**WHAT DO YOU NEED IN  
USED MUSIC MACHINES?**

WE HAVE A LARGE SELECTION OF PERFECTLY  
RECONDITIONED MACHINES  
TO FIT YOUR EVERY NEED

**AT THE RIGHT PRICE!**

WRITE — WIRE — PHONE

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**USED — FACTORY REBUILT — CONSOLES**

Buckley TRACK ODDS—Double Tube, Belt Drive .....	\$695.00
Buckley PARLAY—Double Tube, Belt Drive .....	750.00
Buckley PARLAY—Single Tube, Jack Pot .....	545.00
Buckley DAILY DOUBLE—Jack Pot 1946 Single Tube .....	475.00

**FACTORY REBUILT AND REFINISHED SLOTS**  
KNEE ACTION DRILL PROOF

5c Mills Original 3-10 Cherry Bells .....	\$ 95.00
5c Mills Gold Chrome .....	89.50
25c Mills Gold Chrome .....	99.50
5c Mills Black Cherry .....	119.50
5c Blue Fronts Original .....	59.50
5c Watling Roll-A-Top 1946 model .....	49.50
New Mills 3 Bell made special 1-5c and 2-25c slots .....	575.00

**CONSOLE DISTRIBUTING COMPANY, INC.**

1006 POYDRAS STREET  
NEW ORLEANS 13, LA. • Distributors For Buckley Manufacturing Co.

3425 METAIRIE ROAD  
METAIRIE, LA. •

**MUSIC OPS — SEE PAGE 4**

**THE CASH BOX**

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8 CENTS PER WORD**

COUNT ALL COPY, NAME AND ADDRESS. MINIMUM AD \$1.00. (ALL CLASSIFIED ADS—CASH WITH ORDER.)

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PER YEAR SUBSCRIBERS**

YOUR WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM WORDS—40. ALL ADS OVER WILL BE CHARGED AT RATE OF 8¢ PER WORD.

**CLOSING DATE IN N. Y. C.  
EVERY WED., 5 P. M.**

**WANT**

**WANT**—Total Rolls, Bally Hy-Rolls, Esso Arrows, Bing-A-Rolls. State quantity and price in first letter. **GEORGE PONSER COMPANY OF N. Y., INC., 250 W. 57th ST., NEW YORK, N. Y. Tel.: Circle 6-6651.**

**WANT**—All types of Music Machines, especially Seeburg Hitones, Wurlitzer 750 and 750E, etc. Quote lowest price and condition. **DAVE LOWY & COMPANY, 594 TENTH AVE., NEW YORK 18, N. Y. Tel.: CHickering 4-5100.**

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

**WANT**—Total Rolls, Bally Hy-Rolls, Esso Arrows, Bing-A-Rolls. State quantity and price in first letter. **GEORGE PONSER COMPANY OF N. Y., INC., 250 W. 57th ST., NEW YORK, N. Y. Tel.: Circle 6-6651.**

**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**—Total Rolls, Bally Hy-Rolls, Esso Arrows, Bing-A-Rolls. State quantity and price in first letter. **GEORGE PONSER COMPANY OF N. Y., INC., 250 W. 57th ST., NEW YORK, N. Y. Tel.: Circle 6-6651.**

**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**—Keeney Bonus Super Bells 2-Way 5 & 25c, 3-Way 5-10-25c; Bally Triple Bells; Bally Eurekas; Mutoscope Diggers; used Packard Boxes; will buy over-stocks of late pin games for re-sale. Quote best prices, quantity and condition in first letter.. **M. A. POLLARD COMPANY, 725 LARKIN STREET, SAN FRANCISCO 9, CALIF. Tel.: ORdway 3-3069.**

**WANT**—5 Ball F.P. original Flipper games and new game closeouts; Slots, all makes and models; Keeney Bonus Super Bells; Bally Triple Bells; Eurekas; late model phonographs. All equipment must be in A-1 condition. State quantity and prices in 1st letter. **NOBRO NOVELTY, 369 ELLIS STREET, SAN FRANCISCO 2, CALIF. Tel.: TUXedo 5-4976.**



# THE CASH BOX

## CLASSIFIED ADVERTISING SECTION

### FOR SALE

**FOR SALE**—You Don't Get Wrecks When You Buy At Rex. Victory Specials \$140.; Victory Derbys \$135; Humpty Dumpty \$122.50; Sunnys \$122.50; Singapores \$122.50; Tropicanas \$139.50; Hawaii \$85. 1/3 deposit, balance C.O.D. REX COIN MACHINE CO., 2629 JEFFERSON HIGHWAY, NEW ORLEANS 21, LA. Tel.: Temple 4686. Al Morgan, Gen. Mgr.

**FOR SALE**—United Rendezvous \$175; United Monterrey, write; Chicago Coin Trinidad \$160; Gottlieb Lady Robin Hood \$140; Gottlieb Cinderella \$150; Seeburg 1947 Phono remote \$575; Mills phono 1947 like new \$495; Seeburg 9800 ESRC \$200; Seeburg Hitones 9800 ES \$150; Seeburg Mayfair new refinished, new plastics \$150; Seeburg original speakers \$10 ea. ANTHONY HIRT, 2303 N. 11th ST., SHEBOYGAN, WIS.

**FOR SALE**—Favorites \$375 ea. original cases; Victory Specials \$125 ea.; Gottlieb Daily Races \$175; Keeney Hot Tip \$235; Strikes 'N Spares \$295. Nickel Nudgers \$3.45 ea. Write for quantity prices. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, ORE. Tel.: AT-7565.

**FOR SALE**—20 Model 120 Wurlitzer Wall Boxes just off location \$5 ea.; 1 Wurlitzer Model 219 Stepper, like new \$25; 2 Genco Whiz \$20 ea. 1/3 deposit. REDD MUSIC COMPANY, 212 CENTRAL AVENUE, LAUREL, MISS.

**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**—25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3171.

**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**—10 5/10/25c Wurlitzer Wall Boxes, model 320, 10 transmitters for same; 1 wireless receiver complete for wall boxes, like new. All for \$800. BIGNER, INC., 1983 STATE AVENUE, CINCINNATI 14, O. Tel.: Wabash 1994.

**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**—2 1947 Evans Bangtails \$350 ea.; 2 1947 Evans Galloping Domino \$350 ea.; 2 Jennings Challengers 1 5/10c, 1 5/25c \$350 ea.; 1 1940 Evans Galloping Domino \$95; 2 Victory Specials, F.P. 1-ball \$175 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, IND.

**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**—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**—Wall Boxes: 110 Rock-Ola 5-wire wall boxes; 30 Rock-Ola Bar Boxes 5c; 35 Rock-Ola 5-10-25 wall boxes; 35 Rock-Ola 5-10-25 bar boxes; 8 Seeburg Music Selector; 4 Seeburg Selectomatic; 10 Wurlitzer Long Bar 30-wire; 5 Wurlitzer 2-wire 5c; 19 Wurlitzer 2-wire 5-10-25; 4 Wurlitzer 30-wire wall boxes. \$5 each entire lot. IDEAL NOVELTY COMPANY, 2823 LOCUST ST., ST. LOUIS, MO.

**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**—300 Northwestern # 33 Ball Gum Machines at \$5 ea.; 300 Northwestern # 39 adapted for Ball Gum at \$6 ea. PENNY KING COMPANY, 1037 E. WARRINGTON AVENUE, PITTSBURGH 10, PA.

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

**FOR SALE**—Unlimited quantity of Packard Bar Boxes, excellent condition. Also Wurlitzer Twin 12's or heavy constructed steel cabinets, knock down type, new. UNIVERSAL AUTOMATIC MUSIC CORP., 1506 EAST 67th ST., CHICAGO, ILL.

**FOR SALE**—Or will trade any of the following on Bally Draw Bells. Cyclone \$25; Tornado \$25; Co-Ed \$40; Silver Streak \$40; Tally Ho \$25; Broncho \$40; Flying Trapeze \$50; Ginger \$50; Star Lite \$50; Watling 10c Rol Top \$25; 4 Bells \$30; Cover Girl \$75; Stormy \$100. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750 Bpt.

# THE CASH BOX

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Advance Roll \$125; Bing-A-Roll \$275; Heavy Hitter \$50; Rol-A-Score \$50; Singapore R.D. \$100; Hawaii R.D. \$75; Super Triangle \$35; Ten Strike H.D. \$35. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

**FOR SALE**—30 AMI Hostess Shells for locations. Complete with amplifiers, speakers and coin slots. Good condition. Any number \$25 ea. FAIRMORE MUSIC CORP., 140 PEARL STREET, READING, PA.

**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**—7 Postwar Astrascopes, horoscope reading vendors, less than 1 year old. Like new. Regular \$299.50. At the sale price of \$139.50 ea. 1/3 deposit, balance C.O.D. ROYAL AMUSEMENT CO., 881 MAIN ST., BUFFALO 3, N. Y.

**FOR SALE**—25 1015 Wurlitzers \$475 ea. in single lots, lots of 5 \$450 ea. latest serials. WANT—Can use 100 used five-balls or one-balls on new equipment. Biggest buy of year... Filben Maestros \$595. 1/3 down, balance C.O.D. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN. Tel.: Midway 7454.

**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**—Record shop and Music & Pinball Route. Business consists of approximately 80 units plus a record shop in good location with a sizeable stock of new and used records. \$30,000 cash for entire business. Contact: FLOYD HOWELL, c/o SLOPE SPECIALTY CO., BOX 269, DICKINSON, N. DAKOTA. Tel.: 588.

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

**FOR SALE**—Diggers: Mutoscopes Roll Chutes Fan Fronts, Exhibit Iron Claws E.F.G. Models, Rotary Merchandisers (Pushers). Music: Wurlitzer's model 24s \$95 ea.; 616s \$85 ea.; 312s \$55 ea. NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

**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**—Scale Route of 46 Watling TT Fortunes and 44 Mills Moderns, Chicago district. FOR SCALE CO., 247 BELDEN PL., HAMMOND, IND.

**FOR SALE**—Keeney Bonus Super Bells, small door, \$245 ea., large door \$265 ea.; Bally Victory Specials chrome rails \$145 ea.; Silver Moons \$25 ea.; Evans 1947 Bangtails Winter Book \$410 ea. WALDROP DISTRIBUTING CO., 1728 N. CHARLES ST., BALTIMORE 1, MD. Tel.: LExington 7647.

**FOR SALE**—Packed ready to ship Esso Arrows \$60; Esso Stars \$55; Red Ball \$59.50; Lite Leagues \$49.50; Sportsman Roll \$54.50; Total Roll conversions \$59.50; 1 Strikes 'N Spares, new parts \$449.50 terms. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y. Tel.: FReport 8-8320.

### 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. RESHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

**NOTICE**: Make Your Counter Models earn you money! Wurlitzer Counter Model Tray edges restored to factory specifications and new rigid centers. Price: \$4.20 a set. Time: 36 Hours. A-1 MUSIC CO., 4808 CONSHOCKEN AVE., PHILADELPHIA 31, PA.

### PARTS & SUPPLIES

**FOR SALE**—Tubes: 6C4 29c; No. 80 42c; No. 5Y3 38c; 6J5 45c; 6J7 66c. Other tubes 60% off list. ENGLISH SALES COMPANY, 620 W. RANDOLPH STREET, 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**—Skee Ball Alley Nets; Mats; Balls; Scoring Units; Coils; Score Glasses and any part for any alley. Also complete stock of Ten Strike Parts. Tell us what you need. RELIABLE SKEE BALL CO., 2512 W. IRVING PARK RD., CHICAGO 18, ILL.

**FOR SALE**—Radio Tubes, 60% off list, minimum shipment 50 tubes assorted. Popular brands. All types in stock. Mazda bulbs, No. 47, \$36 per 1000; No. 40, 44, 46 and 47, \$4.35 per 100; No. 51 or 55, \$3.50 per 100. Bulbs can be assorted for best price. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

**FOR SALE**—Coin Machines designed, developed and built. Thousands of coin machine parts and supplies in stock. Relays, steppers, switches built to specification. Send for Catalogue. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y.

# THRU THE COIN CHUTE



## CHICAGO CHATTER

Lots of nice comment around town about the editorial (the letter written to The Cash Box by an operator) which appeared in last week's issue . . . seems that many others here feel the way this op does . . . and some tell me that they've expressed themselves in the very same fashion many times in the past. But, it seems, it took this op to "write" the letter and, therefore, the entire industry had an opportunity to read all about what a progressive op thinks of those others who just believe that all that is necessary is to "plug in the machine and collect."

W. W. (Bill) Rabin, prexy of Filben, is becoming one of the industry's travelingest men. Bill just returned from a very successful trip to the east and now, without even hesitating long enough to press his suits, is on his way to the west coast where, he reports, there are many juke box men waiting to talk with him. While waiting for Bill we walked about the plant and the activity here is something to see. Production is under way and the firm are shipping right along. Sam Drucker, by the way, also of the same firm, just returned from a Filben showing in Roanoke, Va., where Frank Page showed the new phono and Sam claims that this was one of the most successful showings ever yet held. "Plenty of business," Sam reported.

Gordon Sutton (that parlor football star) who has been using his plane to whiz around the various Simplex offices, reported that collections are picking up everywhere in his territory and that ops are getting happier by the second. Gordon also has a new angle which is meeting with approval of all the ops in this territory. The Illinois Simplex firm have what they call a "parts truck" out on the road now which calls right on the ops and gives him the parts he needs and wants—right out of stock in the truck itself. Tho this idea isn't new, as Gordon says, it is proving very handy here in this territory where it hasn't been practised as much as it has in other parts of the country. (By the way, Gordon, where's Larry (Spinner) Cooper, haven't heard nor seen him in weeks.)

Skeet Moore returned from Texas without a lariat, without a horse and howling because he had run into a streak of hot and rainy weather which almost melted down his last hundred pounds. "But", butted Skeet, "with all the bad weather and the fact that I didn't return with a ten gallon Stetson, chaps and lariat, business was marvelous. The Texas coinmen are going for 'Yanks' in a big way and, we believe, 'Yanks' is going to set a modern sales record for the Lone Star State." All production at Williams' is still heavy on "Yanks" and neither Skeet, Sam Stern or Harry Williams have any idea at all when they will be able to stop.

Over at Bally—things were buzzing at a speedy pace all week long. Distribs from all over the country in town to see Bally's newest—"Carnival". Seemed like old times all over again to see these boys back in town and talking business. All were enthused over the program which has been outlined at Bally on "Carnival". Herb Jones, George Jenkins, Bill O'Donnell and all the other Ballyites working away on long distance phones, answering wires and letters, and action going along at top peak all week as the announcements went out to the Bally distribs regarding the fact that following "Rancho" which clicked very well—the new "Carnival" was going to revive the industry. Maybe this is the Bally game the trade have been waiting for so long.

Execs and employees of Chicago Coin will be enjoying a two week vacation—the whole factory being given the vacation at one and the same time—which is the usual practice here. Sam Lewis, the firm's adman, will take himself a four week's sojourn where he will relax and, in between time, think about some really new, better, different and original promotion material to make advertising in the pinball biz whiz to new heights.

Dave Wallach of Marvel, who has been advising us about thisa and thata, reports that he just returned from a quick spin around to show the firm's new game. Dave claims reception was better than he expected and he hopes that this newest Marvel will be the one which will start the boom for the firm. . . . Fritz Burgeson of Barrington, Ill. seen in town and dashed right over to the Jennings' plant where he wanted to get more and more of the machines he needs. . . . Also saw Fred Andersen, who is Jennings' distrib for northern Illinois, at the big factory on West Lake Street and found Fred full of good enthusiasm and advising that business conditions are "okay".

Seems like some of the "older" coinmen will never learn . . . will never believe that they "are" growing old . . . take the case of Herb Oettinger of United . . . who still thinks he can play baseball like Joe DiMaggio, or catch like Gabby Hartnett used to, or field like Eddie Collins did when he played the keystone sack, or hit like Ted Williams . . . but, to make a long story

shorter, Herbie went out this past Sunday "to show the kids how it used to be done" . . . with the result that he's just barely getting around . . . Herb calls it a strained ligament . . . but from what some of the guys over at United call it . . . well, looks like it's time Herbie got himself a pipe and a rockin' chair.

Lindy Force, salesmanager "deluxe" of AMI, Inc., reported this past week that Chicago's Joe Peskin (who has always had a hankerin' to get out to sunny California) and who is also known as Chi's largest phono op, has been "signed up" as distributor for Southern California. Joe hasn't as yet decided what the name of his new distributing company will be nor where it will even be located. In the meantime, Joe has a great many other details to also iron out before he leaves. "But", he says, "I'm definitely going to California". So, maybe, that's that, as far as Joey is concerned. We'll sure miss him. Always could count on bumping into Joe in the early dawning hours at the Singapore and shootin' the breeze about this and thata.

Things happenin' over at Rock-Ola this past week. Lew Sebastian has been transferred down to San Antonio (the lucky stiff won't have to endure those 20 below snowstorms anymore) and Louis Kummerow has taken his place here in Chi. Kummerow's position will be that of Assistant Salesmanager, Phonograph Division. (J. A. (Art) Keinand is Salesmanager.) And while all this was taking place a visitor, one of the Rock-Ola distribs, from Caracas, Venezuela, Gustavo Murillo, popped into the plant and really enjoyed himself watching those giant production facilities of the firm in action and almost wore some blisters on his feet walking around this huge place. But, was much, much impressed, as everyone is, when they take a trip thru this big manufactory.

Barney Craig, Aireon's new Salesmanager, was in town this past week and was accompanied by Fred Mann. They paused here for only a short while and rushed right up to Milwaukee to visit with Hastings Distrib. Co. Aireon have been tremendously successful with their "service schools", Fred reports and have already conducted such schools in Rockford, Grand Rapids and Detroit. He says, "Almost every well known operator, serviceman and mechanic turned out. It was really a pleasure to see how attentive all of them were to the demonstrations." In July, both Craig and Mann stated, the same service school features will be held in Cleveland, Columbus and Cincinnati in Ohio as well as in Sharon, Pittsburgh and Altoona in Pa. Business for Aireon, by the way, has been booming. The factory shipping just as fast as they come off the production line.

That reminds us. This is time to pay Fred Mann a personal tribute. Fred was honored at a big party in the Drake Hotel here which was given in honor of his fiftieth birthday by B'nai B'rith. Fred's work in behalf of B'nai B'rith is well known to all in the field. And, this honor was exceptional in the fact that B'nai B'rith, in the meantime, is holding its annual national convention in town. We feel certain that all will join with *The Cash Box* in not only recognizing this honor given by so noted an organization to a coin machine personality, but, will also join with us in wishing Fred many, many more years of grand achievement, health, wealth and happiness.

Joe Abraham of Lake City Novelty Co., Cleveland, O., in town this past week. Joe flew in from Cleveland and actually cooled off, even tho we Chicagoans thought it hotter than usual, because Cleveland was having a heat wave when Joe left. . . . Ben Becker of New York also in town and challenging Art Garvey at Bally everyday to a "gin" championship contest . . . just so he can quiet all the rumors circulating about of how Art has been "teaching" him the game. . . . Lots of guys in this man's town should take time off to compliment Al Stern and Al Sebring on the job they personally did to make it possible to get rolldowns in action. Both men worked very hard in this direction. . . . Bowling alleys are going back in action in some territories all over again . . . and interest in the new "Bally Bowler" is running high . . . the game's got "it". . . . Herman Paster around town this past week.

Surprisingly . . . with all belief to the contrary . . . the summer season has shown the first real "lift" in the trade . . . and many are getting into action at a time when usually all took it easy and expected to enjoy vacations. As one noted coinman here stated, "This is a good sign. It means that the boys now realize they have to get out and work and are proving that they aren't afraid to do so." . . . Never saw anyone as happy as George Jenkins, vice president and general sales manager of Bally, at the wedding of his daughter, Mary Catherine, this past Saturday, June 26. The wedding took place at St. Anasthasius Church in Evanston, Ill. and then George held a reception in his home.

# THRU THE COIN CHUTE



## EASTERN FLASHES

Bad news kept piling up on the games operators here when the injunction hearings before Justice Ferdinand Pecora of Supreme Court were completed Friday, June 25 with a decision that ended the injunction. After listening to testimony, hearing witnesses and observing the games on hand, Pecora handed down a decision that stated the games "could be easily converted" and therefore violated Section 982 of the State law. No further action is planned at this time by the members of the industry to combat the ruling.

The City Council bill banning pinballs (and practically every other type of amusement game) is awaiting the signature of the Mayor, and the trade is expecting it to be affixed at the legal time limit. Once again the industry suffers due strictly to a political situation pressured by the Mayor. The bill passed in the City Council by the slim majority of 2 votes—12 to 10. It is alleged by certain people that even some of those councilmen who voted for the bill did so against their better judgment.

While these two matters were before the public, the industry received an extremely bad press. Newspapers reported only testimony and statements that were harmful, many highly colored. Never, at any time, did the industry receive the slightest comment that was in its favor. It might be well for other territories to keep the "newspaper angle" in mind should this condition ever arise in its area.

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Ed Heath, Heath Distributing Company, Macon, Ga., visits the big city for a vacation. Ed runs out on Macon, claiming the heat was so intense, the population was melting, and ran into a similar heat wave here. However, an air conditioned hotel room can overcome many discomforts . . . Murray Weiner, U-Need-A Vendors, and Max Weiss, Roni Sales, pick a cool spot in Weiner's New York office, and relax with a few hours of "Gin." The boys must have a secret understanding as far as scoring goes. Both scores were entered under the initials MW. Weiner claimed he was "beating Max's brains out." "If he beats me" claimed Murray, "I'll give him one of our new cigarette machines as a present." The new machine should be ready for shipment in a few weeks, Weiner claimed . . . Sol Wohlman, well known New York operator, recuperating from a hernia operation. Still a little shaky, Sol is taking it easy.

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Barney (Shugy) Sugerman, Runyon Sales Company, on the road again, this time hitting upper New York State. With Shugy, is the ever popular Irving (Kempy) Kempner. Morris Rood, handling the floor sales, reports that Shugy has mailed in some very nice orders . . . Got caught in the middle of a conversation between Dave Lowy and Phil Mason of Dave Lowy & Company. "I think I'll take a trip to South America" casually comments Mason. "Okay" says Dave. "When're you leaving?" "Right now" replies Phil. "No" shouts Dave. "Not now. Let's take care of the business that's on hand." Five minutes later, Lowy shouts over to Mason, "I think I'll make the trip to South America. I can pick up the language quickly and I'll be able to work out better deals." "How's that?" asks your reporter. "Well, when I was stationed in Italy during the war" replied Lowy, "I picked up the language in three weeks. I'll be able to do the same with Spanish." We don't know what the final outcome was, as we had to leave, but we'll take a small bet Lowy ends up on the sands of Miami Beach, Fla. whatever decision is agreed upon.

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Harriet Van Horne, radio and television columnist for the World-Telegram, and one of the foremost radio columnists in the country, recently ran an item on television in taverns. In the June 29 column the following few paragraphs appeared. "Nicest letter in this week's mail is from a bartender. He read an item here, expressing a fond hope that some day a sensible saloon keeper would advertise 'Positively No Television.' This bartender can't stand television. He writes: 'You gave me a great idea and I have hung up the sign'."

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Joe Munves, the parts and supplies man, spends part of his time designing games for certain manufacturers. Joe is well qualified, having designed and built games during his many years in the business . . . Sidney Wertheimer, the personable young man, who is covering the territory selling and buying used equipment, is making quite a go of it. This is the first time Sidney has been on his own, and due to the success he's had, is quite encouraged about his opportunity to make some nice money . . . Friends of George Jenkins (Bally's vice president and sales manager) were happy to hear of his daughter's marriage on Saturday, June 26 . . . Ben Becker, Ben Becker Sales Company (Bally regional representative) returns from Chicago where he attended the wedding of Mary Catherine, held at the St. Anastasius Church, Evanston, Ill. He later retired with all the guests to the reception held at Jenkins' home. Becker absolutely overwhelmed the mid-west coinmen with his selection of out-of-the-world ties. Even Tommy Callaghan of Bally, the fashion-plate, was high in his praise . . . Friends of "Senator" Al Bodkin, still refuse to believe that anyone has a more attractive selection of ties. Bodkin tells us "I'll have to get together with our friend Becker, but I've been so busy with the route, I haven't had the time. You tell Becker that my tie supplier, Phil Kronfeld, claims no one in the city could win a contest from me."

One of the more progressive Postmasters, young Edward J. Quigley, top man in Brooklyn, has installed background music for the employees in that borough. Music is piped in for twenty minutes of each hour. "This is particularly helpful" states Quigley "in raising morale in departments where the work is apt to be monotonous. It helps to keep them contented and to enjoy their jobs. If a man likes his work he'll do it better." . . . Teddy Seidel of Blendow & Myers, Inc., was rooting for a Wolcott victory in the recent heavyweight championship, but as everyone at this time, called the shot wrongly. Teddy's parlay, Zale and Wolcott, only was half successful . . . Coinrow will soon become record row also very shortly, with several record companies getting ready to move in . . . Arcades now getting a very heavy play in the East, with the weather "right" for the first time this season. A good Fourth of July week-end will help tremendously in overcoming the previous bad weeks.

\* \* \* \* \*

While in Chicago, Ben Becker spent one day at the Arlington Track, and like all beginners, wound up with a pocket-full of the green stuff. Ben's system? One horse selected because it carried the same name as his daughter—the others were touted to him with the help of a straight pin and a blindfold. "It'll be a long while before I get to another track" bragged Ben "so you can tell 'em all, here's one guy who beat the races." . . . Understand that Max Levine, Scientific Machine Corporation, Brooklyn, N. Y., is readying another game, this one entirely different from the successful baseball game "Pitch 'em and Bat 'em," which is still keeping the factory busy . . . Certain types of the better used music machines in demand here . . . Dennis W. Donohue practically commuting between New York and Chicago . . . Looks like the column is a Ben Becker news outlet, but Ben keeps making news. Bally's DeLuxe Bowler, adjustable length from 9 feet up to 15 feet, will be on display at his showrooms when you read this, and Becker tells us that operators have shown keen anticipation, as they will have the opportunity to operate the machine here without any question of its legality.

## MINNEAPOLIS

As a result of "bluenose" pressure, Minneapolis and St. Paul pinball operations were spotlighted in the local press. However, the situation was labled "political" by Mayor Hubert H. Humphrey, and the newspapers carried favorable stories showing that Minneapolis locations paid \$25,000 to the federal government last year, and St. Paul was rated second in payment of taxes.

O. Onstad, McIntosh, Minnesota, in Minneapolis for a few days vacationing . . . Andy Bena of Ironwood, Michigan, taking a few days off in Minneapolis visiting several distributors, and relaxing in some of the night-spots . . . Amos and Danny Heilicher of the North Star Novelty Company, Minneapolis, purchased a Chris-Craft Cabin Cruiser and are enjoying it very much. They have put the boat on Lake Minnetonka and make use of it every possible chance they have.

Carl Schumacher of St. Cloud, Minnesota in town calling on several of the distributors . . . John and Clare Nitteburg of Castlewood, South Dakota in Minneapolis for a couple of days and report that their lake resort is busier than ever. They expect 10,000 people over the Fourth of July Holidays. They operate the dance hall, lunch room, and fishing equipment with forty boats. Along with their operating business, there are no dull moments during the summer months for them.

Ben Jahnke of Hutchinson, Minnesota took time out to visit the Twin Cities just for the day . . . Paul Felling of Sauk Center, Minnesota also in Minneapolis for the day visiting relatives . . . August Streyle of Hazleton, North Dakota spending several days in Minneapolis visiting a few distributors, but mostly taking life easy. He intends to drive home in a brand new Ford . . . Harry Partridge of Mora, Minnesota drove into Minneapolis with his two young sons, and making a few calls.

Henry H. Greenstein of the Hy-G Music Company, Minneapolis, on a fast trip to Chicago and back by plane . . . Harry Galep of Menomonie, Wisconsin in Minneapolis this week calling on several of the distributors.

# THRU THE COIN CHUTE



## CALIFORNIA CLIPPINGS

The big news—and it's not good—this week is loss of the June 17 Appeal hearing on rolldowns, specifically Pokerino with some reference to others. . . . It took several days for the three judges to arrive at the decision, upholding the lower court's verdict that the game offered "obstruction" to the players, thus violating the city ordinance and, therefore by implication, could not be considered a game of pure skill. . . . Stripped of all the whys and wherefores, the decision reads like a serious blow to the amusement game industry in Los Angeles, and to the many hundreds of operators and location owners who derive a livelihood from these games. . . . Most operators, as noted by leading op Gordon Roper, and distributors, quoting Paul Laymon, took the decision hard but philosophically. . . . They saw it coming but were still hoping for a fair shake. . . . Now their hopes are pinned on the August 4 hearings scheduled for Advance-Roll, Bing-A-Roll, Total-Roll, etc. . . . Inasmuch as it will be a trial by jury, there should be a good chance of getting a down-to-earth opinion from the guy most concerned with it all—John Q. Public. . . . He's the average Joe who goes for political conventions, baseball games, hot dogs, peanuts and an occasional game of skill and amusement. . . . A truly representative jury, of businessmen, working men and housewives, should provide a much more accurate pool than any number of judges. . . . no matter how unbiased, honorable and learned in the law the jurists may be.

Paul Laymon had one ray of sunshine in the arrival of his long awaited Bally Deluxe Bowler. . . . It's a beautiful game and there's a heavy demand for it. . . . In our humble opinion, this is one game that can stand up as pure skill and amusement in any man's court. . . . Lyn Brown still sweating out his promised hearing on Scientific's "Pitch 'Em & Bat 'Em" and shuffling along with the boards nicely while doing it. . . . Speaking of the shuffleboards, Fred Gaunt of General Music reports that Rock-Ola's full size board is now ready for delivery and describes it as "the first shuffleboard to be made in the plant of a national manufacturer in the coin machine industry". . . . Arnold Micon sitting tight at Pacific Coast Distributors waiting first shipment of Genco's new 5-ball, "Merry Widow". . . . W. R. Happel, Jr. of Badger Sales started to tell us there was no news this week, then remembered that Mrs. Louise Schmidt, our usual fount of information in the front office, was vacationing up at Big Bear Lake with husband Hank, also a Badger employe. . . . At Mills Sales, Charlie Fulcher was out pouring on the "Black Gold" while we chatted with secy. Jean, who reported everything was fair and normal with the Fulcher man. . . . Bill Wolf busy up San Berdo way, when we dropped in to M. S. Wolf Co. . . . Even with his tightened operations on the Coast, Bill is still very much on the go.

Bill Williams also out a lot lately, no doubt getting things lined up to operate at the new offices at 52 No. 3rd Ave., Arcadia as rep for son Harry's fine product. . . . C. A. Robinson said there was nothing doing at his establishment we could put in print, except maybe that Al Bettelman was on the road again. . . . Lynn Tobias of Automatic Games, one of our favorite gals on Coin Row, told us enviously that boss Sammie Donin and George Warner had hopped up to Vegas on a "business" trip. . . . George, a kibitzer par anybody, tipped her off that he was taking a few bucks with him for a light workout on the crap tables. . . . Co-Boss Dannie Jackson due for a month of vacation in Arrowhead starting this week. . . . George O'Mea of E. T. Mape office reports terrific reception for new Filben "Maestro". . . . Among those earnestly eying new machine when we dropped in were Bob Donahue of Pismo Beach and Cam Hathway of San Luis Obispo. . . . O'Mea had just returned from a showing of the box down in San Diego and will immediately take a week's swing up the Coast to San Francisco head office. . . . Jack Gutshall also fresh back from jaunt to San Diego, where he says Packards are making plenty of sweet music.

NAMM Convention served as excuse for many of the local disc toppers to get out of town and stay away for awhile. . . . With some, it's vacation and others national sales tours. . . . Paul Reiner and wife are on a combination of both, Paul keeping his finger on the pulse of Black and White operations via long distance phone to Ben Pollack and John Blackburn. . . . Music man Ben Pollack, whose Jewel label of "Recess in Heaven" turned out to be a heavenly thing, is thinking of taking a recess abroad soon.

Effervescent Art Rupe bubbling over with his "You Don't Love Me," Camille Howard's long riding hit, and he can't understand why other plattery chiefs are singing the blues. . . . Coast's Ralph Bass back from Convention and out Bepoping his new label and the Coast line.

Capitol has added some new talent to their already very impressive roster with signing of Artie Wayne. . . . The popular singer-composer, who used to croon with Henry Busse, Joe Reichman and Freddy Martin, will tee off with "Tony's Place" (his own composition), backed by "For You," on a July 26 release. . . . His "Sleepy Baby" and "Did I Remember" on the Huckster label last year put Artie right at the top with the swoon crowd. . . . Another welcome addition to Capitol is Barclay Allen's "Cumana," following the deal in which Van-Es sold its masters by the hit pianist to the Sunset and Vine diskery. . . . Robert Gordon of Van-Es announces that his company is still very much in business and grooming another hit line for release shortly after the firm's present reorganization. . . . Exclusive's Ad Man George Morrison still thawing out on vacation after his New York stay and nobody else around the Leon Rene company is talking. . . . So we can't say whether they've got anything worth talking about or not.

Bill McCall out at Four Star and had nice chat with Sales Mgr. Don Pierce, who told us thing we didn't know. . . . Such as: T-Texas Tyler now packing 'em in at the local Riverside Rancho. . . . Jenks Carmen's new release of "Wreck of the Old 97" has had great response following his novel "Hill-billy Hula". . . . Don also told us that Maddox Bros. and Rose are actually four brothers and sister, managed by Mother and are now leading swing-billy outfit on Coast from standpoint of record and personal appearance revenue. . . . At Modern Records, Florette Bihari back on ad job after week's vacash to Kansas City. . . . Brother Jules in town, brother Joe in N. Y. and brother Saul on national tour from Convention. . . . Accountant Jack Allison back from New York buying trip (records to be announced soon) and gives big plug for Joel Friedman and Cash Box's Gotham hospitality.

## ST. LOUIS

It has been a long time since any St. Louis coin machine op can remember a June like 1948 brought along—a month full of rain and cold weather instead of the usual blistering heat, and marked by poor collections in place of the usual June upturn. Such veteran ops as Lou Morris report collections down in both pin games and phonographs as much as 28%, with about the same slackening off in new game sales. Only exception to this rule, say ten distributors and operators interviewed by *Cash Box* was the vending field—which showed up 10% or more ahead of last month. Return of popular candy bars to the market was given as the reason. Cigarette sales went down slightly, as the usual exodus of St. Louisans attempting to escape the heat.

First 1948 Ford to enter the coin field was the new blue sedan which Chuck Larcom is sporting. Asked what kind of legerdemain was used to obtain it, Larcom gives nothing but a Cheshire-cat smile. About ten thousand people would like to learn the secret. . . . Lou Morris is planning a vacation in Chicago, now that the Missouri Amusement Machine Association has folded up its collective tents for the summer. Lou's son, Jim Morris, is attending summer school at Northwestern University near Chicago, which is about the only reason we can think of for an out-of-the-frying pan vacation in the Windy City.

VP Distributing Company was cheerfully shipping out plenty of Williams' "Yanks". Visitors who came around during the week included Burdis Williams of Williams Music Co., Enfield, Ill.; Freddie Voucher from Festus, Mo.; Bill Keller, Annal, Illinois; and Leo Leiwicke of Washington, Mo. "Operators are not having as tough a time out in the woods as in the city" Leiwicke told us "Summer weather seems to stimulate entertainment more." . . . Ed Randolph, major domo at Ideal Novelty, is on vacation at home this week, and planning a heavy fishing trip for the last three days of his holiday. . . . Al Haneklau of Olive Novelty is getting packed for his annual sojourn in Wisconsin. . . . Carl Trippe, Ideal Novelty Company, pays little attention to rain, heat or any type of weather. He just keeps working away, planning new sales ideas, and working hard. . . . Jackie Rosenfeld, J. Rosenfeld Company (Bally distrib) looking for great things with Bally's new game "Carnival" touted as one of the best ever.

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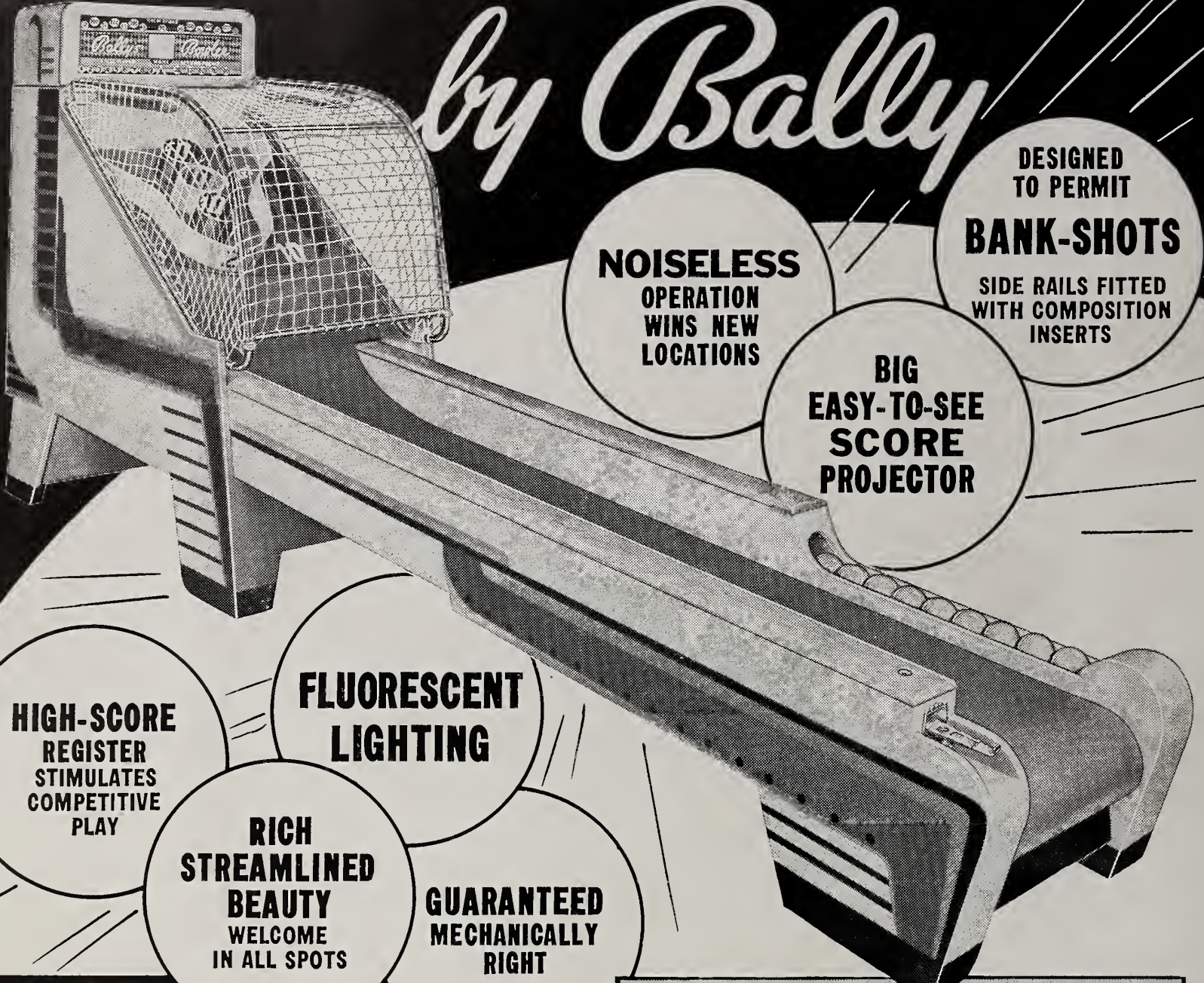
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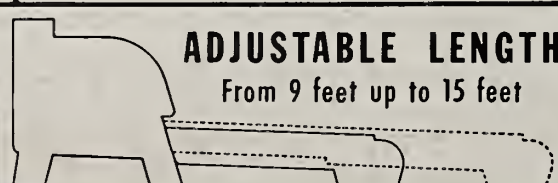
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