

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 9 No. 47
AUGUST 21, 1948



"\$12.00 PER WEEK INCREASE IN TAKE on every one of my Wurlitzer 1100s"



JOHN M. PRICE
WISCONSIN AUTOMATIC PHONOGRAPH CO.
MILWAUKEE, WISCONSIN

"My Wurlitzer 1100s are taking in \$12.00 more per week than the phonographs they replaced...and they are costing me \$3.00 per week less for records and service."



ZENITH COBRA TONE ARM

Zenith Cobra Tone Arm contributes to savings in record, needle and service costs that should save John Price \$600.00 in four years.

Interpret these figures in terms of your own business and you will appreciate why it will pay you to modernize your route by trading in your oldest phonographs on new Wurlitzer 1100s.

Like John Price, you will find that the Wurlitzer 1100

will protect your top spots against all competition. Price said, "I have placed Wurlitzer 1100s in locations alongside of three other leading makes. The 1100s stayed in. The others went out. The 1100 has better, more natural tone—is the right size and has everything that it takes."

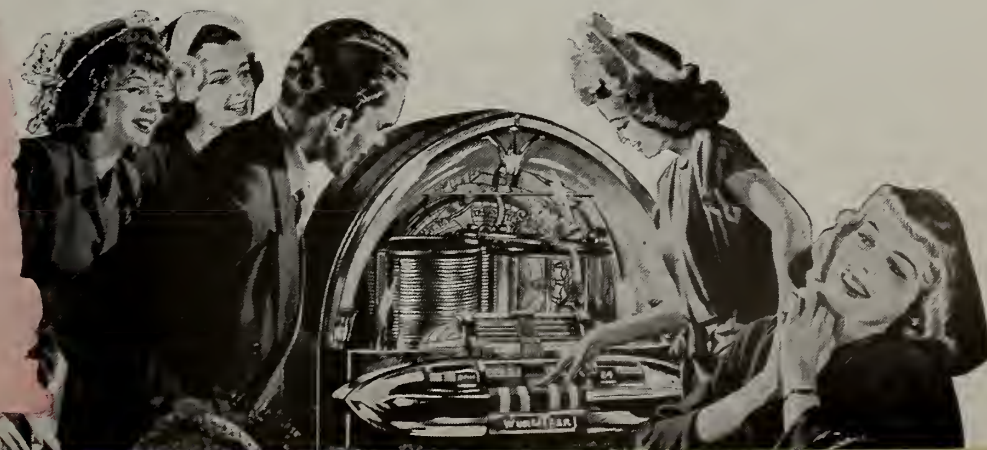
With its modern, streamlined turret-top design, the Wurlitzer 1100 stops the crowd. No other commer-

cial phonograph can be compared with it for quality of music. Thanks to the Zenith Cobra Tone Arm, a record played 1,000 times sounds just as good as it did the first time. The Encore Program Selector intrigues people into playing it again and again.

This combination of *music and 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 on Wurlitzer 1100s. Put your route on a good, profit-paying basis by stepping up your top spots with Wurlitzer 1100s and then putting a better paying phonograph in every other location right down the line. 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**



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All Aboard! Make your trip with Coronet, on the shortest route to operating success. You'll see bigger profits and smoother operation all along the way. You pay as you go... because payments come from collections instead of capital. Beautiful styling, perfect tone, and years of trouble-free service... all for 495! Make yours Coronet... the most profitable automatic phonograph on the market.



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Aireon

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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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CHICAGO CHATTER

EASTERN FLASHES

CALIFORNIA CLIPPINGS

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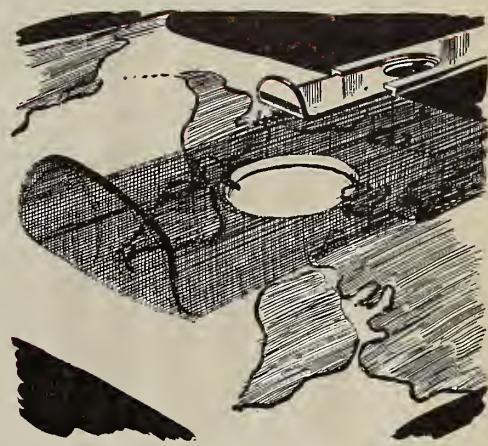
THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as

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



The problems which confront the industry today, and which seem so vast and so incurable, are but of picayune stature. They will be solved rapidly and with dispatch within a reasonably short period of time.

This industry has only just begun to grow. It has been groping forward to a new greatness. It has felt, somehow, held back within itself. It seems ready for great expansion—yet, somewhere, something seems to be pushing against it.

Most of its members have their noses pressed too closely against the trees. They should step away to gain the full view—the full significance of the great possibilities which this field presents to them and to all the business world.

Nothing new has been presented to this industry since the opening of the post-war period. The same juke boxes, in more glamorous coat, are still here. The consoles, slots, arcade machines, merchandise vendors and service equipment—are exactly what the trade knew years before the war.

There have been a few new types of machines talked about, and some shown—such as the frozen food, the hot dog vendors and a few others—but nothing yet which would mean the great development all looked forward to when the war was finished and the post-war era got under way.

This business is headed for its greatest recognition and acceptance. It must, whether it does or does not so desire, become a great leader in a great country of great industries. It is so destined because it is so efficient and so economical and because it does the one thing better and easier and simpler than any other method yet been known to man—it merchandises itself—silently and with completeness.

This industry has just begun to grow. These short spasms of production lags—these small problems which seem to so stifle this trade today—are but the growing pains which will soon solve themselves to help make this a greater and grander industry tomorrow.

Bill Gersh

SMALLER ROUTES AND PART TIME OPS MAKE FOR NEW TYPE BIZ

More Part Time Ops in Biz. Large Routes Being Chopped Up and Parcelled Into Very Small Operations. New Ops Now Employed. Supplement Income with Ten and Fifteen Machines Running. See New Type Biz as Result. Report Part-Timers are Careful Buyers. Want New Equip't Plus Payments Extended Over Long Period of Time.

NEW YORK—One of the newer innovations in the coin machine industry is the entrance of part-time operators.

For some months now there have been complaints from operators in the larger industrial cities that many employed persons were buying very small parcels of big routes and operating ten or fifteen machines in their spare time.

The complaints which were being registered were in regard to the fact that these part-time operators were "cutting commissions" and were "upsetting many locations" by not knowing the various problems with which the full-time, professional operators were faced with in their daily work.

This brought about a request by one large midwest operators' association that wholesalers stop selling the part-timers in view of the fact that they "were really not operators" and that they were "hurting the trade generally" in that area.

But, since that time, more and more of these employed peoples have entered into the operating picture. Operators of very large routes have cut these up and parceled them into small units. They have then sold these very small units to employ part-timers who cover a route of approximately ten or fifteen machines during their spare time in the evenings and on Saturdays.

Gradually, this has been spreading. Operators have sent *The Cash Box* clippings from the "Business Opportunities" sections of various newspapers around the nation showing such small routes being offered as part-time businesses to people seeking to supplement their present incomes.

The Cash Box has just come from questioning just such a part-time operator. At present he has 12 machines working. He is now seeking to buy a few more. He believes that, eventually, he will let go his present job to enter into full-time operating.

This was the result years ago when pinballs and juke boxes were first introduced to the trade. Many, at that time, were employed people who entered into this business on a part-time basis and gradually became full-time operators.

It seems that the same course of events is again taking place. The employed part-timer finds it much easier to supplement his present salary income than to start right out seeking his complete income from this business.

One thing which wholesalers have learned about the part-timers (the very same was true years back) is that they are very careful buyers and also that they want to buy, wherever possible, on a long extended time payment plan.

The very fact that they are employed has caused this to be much easier for them to do than for the average full-time operator. Because they hold a position where they obtain a weekly salary they have been financed by loan companies and banks where operators have had to depend upon wholesalers obtaining finance for them.

One well known wholesaler reported that he can obtain financing for these part-time ops for their purchase of two or three or just one machine, much easier than he can for the average operator who comes into this place and has been buying from him for years.

This opens another course of study for the trade. The facts are, tho, that the new part-timers are not buying machines. They are, instead, buying routes. That is, machines already on locations. In this way they avoid many headaches and immediately obtain income for themselves.

Also, in view of the fact that they are not completely dependent on their small routes for their living expenses, they are able to concentrate on increasing the income and have, in many cases, worked up some fine little coin machine businesses.

It is also noted that the majority of these part-timers have entered into the juke box division of the field, instead of choosing the games business.

But, many have switched to games also and, it is believed, more and more will enter the games field, as they learn about the business from wholesalers and other ops.

One well known operator who reported some time ago that he believed his route, at the present time and under present conditions to be "top heavy," now states that he has gradually sold off over half his former number of machines to just such small new part-time operators.

He believes that the vast majority of these men (better than 85 per cent he claims) will prove to be good operators and will remain in the coin machine industry. He also says that of this figure at least 50 per cent will become full-time operators eventually.

Therefore, this opens an entirely new path for the entire industry. Perhaps this is the "entrance of new blood" period which all have been conjecturing about for some many months now. It may bring in an entirely new type of operator. It will, definitely, if the trend continues as at present, find a much larger number of operators in the industry than ever before. But, the greater majority will be ops of very, very small routes.

The largest of the part-time routes so far discovered amounts to 35 machines. This happens to be a juke box route. Older operators claim that this isn't hard to handle, even during spare time. They state that any ambitious man with five open evenings during the week and with a full Saturday at his disposal can very easily cover a 35 machine route and do a very good job of it, too.

Of course, what is most remarkable about this 35 machine route is the fact that this part-time operator earns approximately \$57.50 per week in his present position. He is earning better than \$200 per week from his route.

He hasn't yet decided, tho, to give up his position in favor of a full-time operating. He wants to gradually expand his present 35 machine route to at least 50 machines before he gives up his job.

It is also interesting to note that he originally purchased 20 machines as a route from an operator in his territory and paid 50 per cent down from savings. His bank took over the notes for the balance which he paid from the earnings of the route.

He reports that he drew no money whatsoever from the route's earnings until it had paid for itself. He says that it is now paying him back his original 50 per cent investment and also the money he invested in the 15 additional machines to make this a 35 machine route.

"I've been living on the salary I get each week from my job," he says, "just as I've always done."

There is no doubt that such part-time, employed peoples, are going to prove extremely tough competition to overcome for present, full-time ops.

It must also be noted that many of the part-timers are buying machines "on location," therefore, they are purchasing used equipment in most cases. This can be overcome by the operator who features new machines.

But, some of these part-timers are paying their location owners as high as 65% commission, according to complaints from full-time, professional ops. Yet, they are making out. And this commission problem is the one which the professional operator finds extremely difficult to contend with.

It shall certainly be most interesting, in the months to come, to note how the present professional ops overcome the commission problem which faces them from these part-time ops and also note whether the part-timer will "stick" to the coin machine business.

If he does, as many predict he will, an entirely new type of industry may result with many having to change their present merchandising plans to cope with this new type operator.

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THE CASH BOX

Music Section

August 21, 1948



JOHNNY LONG'S "JUST LIKE THAT" BOOMS PHONO PLAY

Mention the name of maestro Johnny Long to a juke box operator and he'll tell you that Johnny has always meant consistent phonograph play for him. Johnny copped loads of laurels in the 1947 Annual Music Poll conducted by *The Cash Box*. Currently clicking away for Johnny is his recording of "Just Like That," a big winner for music operators from coast to coast. All time winners familiar

to music operators are "Shanty Town," "Blue Skies," "When I Grow Too Old To Dream" and "It's A Sin To Tell A Lie." Johnny is currently playing one nighters leading up to a Convention Hall, Asbury Park, N. J., date August 25 thru the 31st. Exclusively featured on Signature Records. Personal Manager: Johnny O'Connor. Direction: General Artists Corp. Press: Buddy Basch.

FEATURES:

- ★ The Nation's Top Ten Juke Box Tunes
- ★ The Cash Box Record Reviews
- ★ Juke Box Regional Record Report
- ★ 'Round The Wax Circle

- ★ Rollin' Round Randolph
- ★ Race Record Reviews
- ★ Folk & Western Record Reviews
- ★ The Cash Box Disc-Hits Box Score

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

MORE AND STILL MORE 2 MINUTE DISKS

Diskeries Rushing Speedy Spinning Disks to Juke Box Field. Ops Elated. Means 50% More Take During Peak Play. 20% More Overall.

A CAPITOL HOT HIT

SPECIAL RELEASE

Gordon MacRAE
and THE STARLIGHTERS



Great Recording of

"RAMBLING ROSE"

CAPITOL RECORD 15178

Capitol RECORDS

NEW YORK—Last year's campaign by *The Cash Box* urging the cutting of two minute recordings for the juke box industry is now paying off.

More and more of the diskeries, both majors and indies, are producing speedier spinning platters.

One major, just this week, introduced two of its greatest stars in a re-release of one of their best tunes, with the side timed at only 1 minute and 59 seconds. Another diskery, one of the largest in the field, has just released a new record with each side timed at less than 2 minutes and 10 seconds.

Others are following suit. One of the greatest female vocalists in the nation will soon be heard on a side that is timed at 2 minutes flat.

The indies instantly jumped onto the bandwagon, while they could still press prior to the ban, and almost every disk they cut was in speedy time.

The speedier timed disks are elating juke box operators everywhere in the nation. To the automatic music industry it means fifty per cent more take during the peak play hours, usually anywhere from 7:00 P. M. to 12:00 M., and also means at least twenty per cent better take during the rest of the day.

It is during these hours when the juke box op needs speedy timed disks to obtain the necessary extra take to help him more quickly amortize the cost of his equipment, as well as cover his much increased overhead expense, and continue on profitably in business.

The two minute, instead of the former three minute disk, means the possibility of the juke box operator earning \$1.50 per hour, instead of only \$1.00, and sometimes much less per hour.

This can mean anywhere from \$1 to \$3 more per day for good locations. It always means better than 50c per day in even the lowliest location.

At the same time tests have proved that these speedier timed disks will earn at least 20% more for the op during the rest of the day. This gives him that extra money necessary to clear his service charge for each location and, cutting too deeply into the location owner's commission.

The speedier timed disk idea originated in Hereford, Texas and was brought to the attention of the entire industry by *The Cash Box* just about a year ago. Since then many diskeries advised that they are cutting at and around the two minute mark.

Now, as the new fall season approaches, these disks are beginning to appear on the market in good quantity. And, from what advance releases have already been made, it seems that more and still more of the faster timed disks will be in use before September rolls around.

One very important factor is that the diskeries themselves feel that these speedier spinning disks are halting complaints about overlong and dragged out versions of tunes which begin to get on the nerves of juke box listeners.



Webster-Chicago
Nylon Needles
WITH
Knee Action
add profitable mileage
to records

Nylon filters noise without reducing tone brilliance. *Knee Action* absorbs shock and prevents distortion. This means greater useful life for records... lower maintenance, more profit.

Use the needles which produce the best all-around results. Select from a complete line for the specific service you require.



Teardrop—a fine All-Nylon "straight" Needle with "rose" jewel tip... \$1.75



Black Nylon with Knee Action—Precious Osmium Alloy Tip.... \$2.50



Ivory Nylon with Knee Action—Precious jewel tip... \$3.50



Red Nylon with Knee Action—Genuine Natural Sapphire Tip.... \$5.00

Try them—prolongs the life of your records.

WEBSTER-CHICAGO
Makers of Electronic Memory Wire Recorders and Webster-Chicago Record Changers
5610 West Bloomingdale Avenue
Chicago 39, Illinois

Attention RECORD DISTRIBUTORS

SPECIAL LISTING

OF THE RECORD LABELS YOU REPRESENT AS WELL AS YOUR OPPORTUNITY TO FEATURE YOUR LATEST RELEASES AVAILABLE IN A NEW, SPECIAL RECORD CLASSIFICATION IN THE CLASSIFIED AD SECTION OF *The Cash Box* WITH THE "SPECIAL" SUBSCRIPTION TO *The Cash Box* WHICH GIVES YOU:

\$188.40 FOR ONLY \$48

The cost of the "Special" subscription is \$48 per year. With this subscription you are entitled to a 40 word classified ad FREE OF CHARGE each and every week. (Actual cost of this 40 word ad is \$3.20 per week (8c per word times 40 words) or \$166.40 per year of 52 week's issues, plus the price of the regular subscription \$15 per year—a total of \$188.40 for only \$48.)

NOTE: Juke box operators complain they don't know who the distributors of many labels are in their territories. At the same time this gives record distributors the opportunity to feature latest releases as well as closeouts, bargains, supplies, etc. A 40 word classified ad FREE each week under a special heading for record distributors only. Send your check for \$48 TODAY. Enclose your first 40 word classified ad, include name, address and phone number when counting words. SAVE \$140.40.

THE CASH BOX
"The Confidential Weekly of the Coin Machine Industry"
381 Fourth Avenue New York 16, N. Y.

MIRACLE
PARADE OF HITS
"LATE FREIGHT"
backed with
"SONNY'S RETURN"
by SONNY THOMPSON
with The Sharps and Flats
M-128
MIRACLE RECORD COMPANY
500 EAST 63RD ST. CHICAGO 15 ILL.

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

1 MY HAPPINESS

BN-504—A. & Jim Nelsen	DA-20-17—Anne Vincent
BU-1032—Ronnie Deauville	DM-11133—Jon & Sondra Steele
CA-15094—The Pied Pipers	ME-5144—John Laurenz
CO-38127—The Marlin Sisters	SI-15026—Alan Dale
CN-1241—The McKay Trio	PA-1004—P. Sheridan
DE-24446—Ella Fitzgerald	VI-20-2965—Dorothy Morrow Ens.

2 YOU CALL EVERYBODY DARLIN'

AP-161—Tennessee King	RE-117—Al Trace O.
DEL-1178—Bruce Hayes	ST-3023—Al Trace O.
ME-5155—Anne Vincent	VI-20-3109—Jack Lathrop
MG-10258—Art Lund	

3 IT'S MAGIC

CA-15072—Gordon MacRae	MG-10187—Buddy Kaye Quintet
CO-38188—Doris Day	MU-557—Sarah Vaughan
DE-23826—Dick Haymes	VI-20-2862—Tony Martin
ME-5138—Vic Damone	

4 YOU CAN'T BE TRUE, DEAR

AP-1121—N. Emmett	BU-1032—R. Deauville
CA-15077—The Sportsmen	LO-202—Vera Lynn
CO-38211—The Marlin Sisters	CN-1009—Whistling Jitterettes
DE-24439—Dick Haymes	MU-558—Russ Brooks
DEL-1171—Ziggy Lane	GR-2009—M. Wilson
AS-145—Fred Sayles	RO-128—Ken Griffin
BN-501—Larry Stewart	VI-20-2944—Dick James

5 LOVE SOMEBODY

CO-38174—Doris Day & Buddy Clark

6 THE MAHARAJAH OF MAGADOR

VI-20-2851—Vaughn Monroe O.

7 CONFESS

CO-38174—Doris Day—Buddy Clark	MG-10194—Jimmy Dorsey O.
DE-24409—The Mills Bros.	MN-1131—The Four Tunes
ME-5129—Patti Page	VI-20-2812—Tony Martin

8 WOODY WOODPECKER

BN-508—Dorothy Howe	ME-5154—The Honeydreamers
CA-15145—The Sportsmen	MG-10247—Philip Green O.
CO-38197—Kay Kyser O.	

9 LITTLE WHITE LIES

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

10 HAIR OF GOLD

CA-15178—Gordon MacRae	UN-121—Harmonicats
ME-5172—John Laurenz	VA-109—Jim Smith Buckineers
MG-10258—Art Lund	VI-20-3109—Jack Lathrop
MT-2018—Jack Emerson	

The Public DEMANDS THE ORIGINAL

JACK EMERSON'S Sensational METROTONE Recording



of

HAIR OF GOLD (EYES OF BLUE)

on METROTONE No. M-2018

Ops! Note: Playing Time 2:14

DISTRIBUTORS HAVE "HAIR OF GOLD" ON
HAND FOR YOUR IMMEDIATE NEEDS.

See Your Nearest Distributor

Chord Distributing Company
2406 So. LaSalle Street
Chicago, Illinois

Davis Sales Company
308 Quincy Blvd.
Denver, Colorado

C & C Distributing Company
902 4th Avenue
Seattle, Washington

C & C Distributing Company
720 No. West Marshall Street
Portland, Oregon

Pan-American Record Shop
2061 Champa Street
Denver, Colorado

G & S Distributing Company
243 West Kellogg Blvd.
St. Paul, Minnesota

Hit Record Company
425 Plum Street
Cincinnati, Ohio

M. D. Krupp Company
506 No. Kansas Street
El Paso, Texas

Music Sales Company
680 Union Avenue
Memphis, Tennessee

Mangold Record Dist. Co.
147 West Morehead Street
Charlotte, No. Carolina

Massachusetts Music Dist. Co.
1269-71 Tremont Street
Boston, Mass.

Major Dist. Co.
733 11th Avenue
New York City, New York

Mercury Record Dist. Co.
6 So. New Jersey Avenue
Indianapolis, Indiana

Music Sales Company
704 Barron
New Orleans, La.

Northwest Music Company
125 So. Jefferson Street
Pierre, So. Dakota

Oklahoma Record Supply Co.
417 West California Avenue
Oklahoma City, Oklahoma

Pan-American Record Dist. Co.
3747 Woodward Avenue
Detroit, Michigan

Pan-American Dist. Corp.
1360 No. East 1st Avenue
Miami, Fla.

Pan-American Dist. Corp.
90 Riverside Avenue
Jacksonville, Fla.

Roberts Record Dist. Co.
2234 Olive Street
St. Louis, Mo.

Record Sales Co.
2117 3rd Avenue, North
Birmingham, Ala.

Scotte-Crosse Company
1423 Spring Garden Street
Philadelphia 30, Penna.

Staff Dist. Co.
1404 Ross Avenue
Dallas, Texas

Schwartz Brothers
2931 12th Street, N. E.
Washington, D. C.

Southland Dist. Co.
441 Edgewood So. E.
Atlanta, Georgia

Tanner Distributing Co.
233 Fredericksbury
San Antonio, Texas

Triangle Record Dist. Co.
1901 5th Avenue
Pittsburgh, Penna.

United Record Sales
539 Hayes Street
San Francisco, Calif.

Vita Record Distributing Co.
2822 West Peco Street
Los Angeles, California.

CANADIAN
REPRESENTATION

Gordon V. Thompson, Ltd.
902 Yonge Street Toronto, Canada

OR WIRE DIRECT—YOUR ORDER SHIPPED SAME DAY

METROTONE RECORD CORP.

712 CROWN ST. (Phone: PResident 4-5086) BROOKLYN 13, N. Y.

THE CASH BOX

Record Reviews

"Lonesome" (2:42)
"Tomorrow Night" (2:54)

SAMMY KAYE ORCH.
(Victor 20-3025)

● Swing and sway with Sammy Kaye to two tunes you're gonna like a lot. Both real moneymakers. You can always depend on Maestro Sammy Kaye and his crew to produce grand wax. On the topside, "Lonesome," with warbler Don Cornell to spoon the lyrics, Maestro Kaye cuts one of his swellest hunks of wax in many a moon. Don does a really grand vocalizing stint here and deserves lots of praise for his warbling. It's a side that's gonna jam coin into many a juke box. On the flip, Sammy offers one of his best in "Tomorrow Night," with Clyde Burke doing a very super vocalizing job. The wax is smooth as velvet and beautifully done thruout. It's plenty great and sure to bowl over many a Sammy Kaye fan with nostalgia. In fact, adding it all up into one grand total, this is one disk that simply reeks of coin culling action. So latch on quick. Grab a box-full and spread 'em around your locations. Sammy's sure to sway 'em over to your phonos.

"Hair Of Gold" (2:13)
"You Call Everybody Darlin'" (2:18)

JACK LATHROP
(Victor 20-3109)

● Here's the first post-ban cutting by Victor and presenting one terrific disk featuring two tunes that are rockin' 'em back on their heels everywhere in the country. Jack Lathrop and his Drugstore Cowboys cut one of the very grandest versions of "Hair Of Gold" yet heard on the topside of this hunk of shellac. Good? Brother, it's perfect. And, what's more, it spins in the speedy time of only 2 minutes and 13 seconds which means do-re-mi for juke box ops everywhere in the nation. On the flip, with another tune that's tearin' 'em apart everywhere, "You Call Everybody Darlin'," and once again in the speedy spinning time of only 2 minutes and 18 seconds, Jack Lathrop and his Drugstore Cowboys cut a hunk of wax here that's bound to win them a tremendous following among juke box fans everywhere the platter is featured. This is one disk you can "invest in" and be sure that it will bring back its weight in dollar bills.

"Hy 'A Sue" (2:15)
"On A Turquoise Cloud" (3:20)

DUKE ELLINGTON ORCH.
(Columbia 38234)

● When you want the greatest sort of instrumentalization—get the Duke's wax. In "Hy 'A Sue," backed with "On A Turquoise Cloud" (which, by the way, comes from the great album the Duke just produced) are two of the very finest hunks of instrumental wax ever yet presented. Maestro Ellington gives "Hy 'A Sue" that magic touch, opening with his own nimble fingered piano plunking, and leading into a brass section that'll have the boys and girls listening open-mouthed. It's the sort of music that you expect from the Duke, but that's rarely heard anywhere else. The backing, "On A Turquoise Cloud," has a new kind of vocalizing that zings thru the tune with the orchestra following thru to make it one of the greatest musical biscuits that your locations have ever yet heard. It's grand wax, Mr. Operator, with grand instrumental all the way thru. It's well fitted for every spot where they like to listen to the instrumental rendition of a tune.

DISK OF THE WEEK

"Baby, Won't You Please Come Home" (2:43)

"Trouble In Mind" (3:02)

JO STAFFORD
(Capitol 15171)



JO STAFFORD

● The "Queen of the Juke Boxes" cuts a hunk of wax here that's gonna put her away up in the top position everywhere it's featured. Here's wax as is wax. With Nat (King) Cole at the piano and with Maestro Paul Weston and his ork to back her, the gorgeous Jo gives

her all to, "Baby, Won't You Please Come Home," from the Universal pic, "That's The Spirit," to cut another really great disk. It's the grandest chirping this great chirp has produced in many and many a moon. It'll stick with you after you hear it for a long time to come. But, that isn't all, just listen to Jo give with the flip side, "Trouble In Mind." A semi-blues number where the gal proves her versatility and sells this song right over the top. She's backed by Paul Weston and his great ork. Brother, here's moneymaking wax if ever there was moneymaking wax. This is one disk you can buy by the boxful. It's great.

"It's You Or No One" (3:13)
"I'm In Love" (2:04)

DORIS DAY
BUDDY CLARK
(Columbia 38290)

● It's the thrilling voice of chirp Doris Day and a song sure to win wide praise from her rapidly growing clan. From the Warner Brothers production "Romance On The High Seas," Doris gives out with strong winning melodic "It's You Or No One" to score heavily with a sure fire phono hit. The gal captures the deep, meaningful wordage in scintillating style hard to beat. Her beautiful phrasing, loaded with soft and yet sharp tricks and quivers in her pipes make you stop and listen, then come back and spin the wax time and again. Ditty is one of the better ballads we've heard in a long time—Doris' vocal interpretation can only lead to jitney by the ton for music ops. On the flip with another tune from the same flicker, Doris teams with piper Buddy Clark to offer "I'm In Love." Altho the song has no phono qualities at all, it does show the combo up in fine light. Top deck will literally rake in the silver—get next to it.

"Where Or When" (3:16)
"Time May Change" (2:43)

ANNE SHELTON
(London 255)

● Anne Shelton from across the pond, London, does one of her grandest chirping jobs on the oldie, "Where Or When," beautifully backgrounded by Stanley Black and his ork to produce wax that's bound to meet with approval in many a spot where the romantic couples gather 'round. This is grand piping and should click well with many a location in the nation. On the flip, "Time May Change," the chirp once again puts the tune away over the top, and with Roy Robertson and his ork to background her, produces wax that's bound to go places. If you've got those romantic couples gatherin' 'round in locations, this is the wax to feature.

"Hearts Win, You Lose" (3:07)
"Where The Apple Blossoms Fall" (2:58)

JACKIE BROWN QUARTET
(MGM 10248)

● Here comes a crew from the other side of the Atlantic with their very first recording for the MGM label. On the top side, with Denny Vaughan, who is known as one of England's best "swoon-crooners" to pipe the lyrics, "Hearts Win, You Lose," turns into one neat piece of shellac. It's in slow tempo and runs its course in smooth sentiment all thru the spinning. It's very mellow and should meet with approval of many a location. On the flip, "Where The Apple Blossoms Fall," the Jackie Brown Quartet show off their instrumental artistry, featuring piano, pipe organ, guitar and bass, and blending these into a combination which makes for listening pleasure. It's the kind of a disk that has possibilities in many a spot where the folks like their music soft and mellow.

"The Man On The Carousel" (2:55)
"Yours With Love And Kisses" (3:01)

CYRIL STAPLETON ORCH.
(London 261)

● With Dick James doing a terrific piping job, and with The Keynotes plus maestro Cyril Stapleton to background him, the warbler puts this tune away over the top in the slow, romantic mood which fits into spots where the lights are dim. From the grand musical that clicked in New York comes, "The Man On The Carousel," and Dick sells the tune right into the hearts of the romantic couples. On the flip, "Yours With Love And Kisses," in slower tempo, with the muted instruments of Maestro Stapleton behind him, Dick James once again pipes a grand tune with a gorgeous love lament that is sure to go over with many a romantic and sentimental couple. Here's a disk you can bank on if you've got those dim lit spots.

"Deep Night" (3:01)
"Sleep My Child" (3:08)

JOHN LAURENZ
(Mercury 5161)

● The gorgeous voice of John Laurenz takes the standard, "Deep Night," and turns it into a thrilling, slow-tempoed piece of business that's sure to click with those sentimentally inclined patrons of juke boxes. John is to be complimented for his beautiful piping of the grand lyrics. His marvelous styling of the tempo and his interpretation of the tune make grand wax. It's slow, smooth, sentimental shellac that has lots of possibilities. On the backing, "Sleep My Child," John takes over a lullaby and makes it into one neat hunk of wax. The soft, sentimental spooning of the lyrics here will have every gal who is listening in dropping tears. If you've got the spots—here's a very fine disk.

"Copenhagen" (2:59)

"B'wanga" (3:10)
AMBROSE ORCH.
(London 247)

● If you've got the spots where they like dancin' rhythm and wax that's cut to meet with approval of junior and his pals, then latch onto Ambrose and his orchestra doing that grand, grand oldie, "Copenhagen," in what he calls "quick-step" time, but, what we call one of the greatest bits of wax with real heat beat in it yet produced. Ambrose does a very great job of "Copenhagen" and gets it picked here as the topside of this danceable disk. On the flip with "B'wanga," he once again kicks into the beat and produces a swell hunk of shellac that will meet with approval of the boys and girls clear across the continent. Take it from there, Mr. Operator, if you've got the spots.

"Constellation" (3:01)
"September In The Rain" (2:49)

SAM DONAHUE ORCH.
(Capitol 15172)

● Once again Maestro Sam Donahue proves what a great instrumental platter his crew can cut with "Constellation." This is one hunk of wax that the boys and girls will go for. It's dancin' rhythm and it's got what it takes to get the kids tappin' their toes and clappin' their hands to keep time with the ork. On the flip, "September In The Rain," from the Warner Bros. pic "Melody For Two," Maestro Donahue again impresses with a cutting that's got some of the very finest instrumentalization heard in a long time. The ork does a grand job and the Maestro is to be complimented on the handling of the instruments thruout the piece. Here's dancin' wax for junior. Latch on if you've got the spots.

"After All" (2:34)
"Judaline" (3:00)

DENNY DENNIS
(London 254)

● Just listen to Denny Dennis pipe "After All" and you'll know why his fan club is growing with leaps and bounds everywhere in the U. S. A. Soft, smooth, sentimental and romantic, with Bob Farnon and his ork beautifully backgrounding the warbler, Denny cuts a disk that's gonna make everyone in the dim lit spots, where the romantic couples gather 'round, sigh with love. It's grand. On the flip with "Judaline," from the pic, "A Date With Judy," the piper once again lends his tonsils to one of the very best versions of this tune yet cut. Denny is bound to go places with this romantic wax and there's no doubt that ops everywhere will click with the platter. Latch on.



ROUND THE WAX CIRCLE

NEW YORK :



PEGGY LEE

Forthcoming Columbia release, featuring two great stars, now with another diskery, has one side spinning in 1 min. 59 sec., but label for this side reads, "3 minutes" . . . "Rendezvous With A Rose," which captured "Sleeper" here (Aug. 7) for Dick Wong, Chinese tenor (D & D) also well cut by Bullet Records featuring Pepper Nealy . . . First post-ban cutting by Victor features Jack Lathrop with speedy spinning disk on two currently hot tunes, "Hair Of Gold" and "You Call Everybody Darling" . . . Where's Harry Link keeping himself these days and nites? . . . *ASIDE TO DISKERIES: Please pack platters more carefully . . . many cartons coming in smashed and disks broken . . . Have you gotta label for a well known Canadian?*

Nick Kenny (N. Y. *Mirror*) looks forward to Eddy Arnold pressing his tune, "Beyond The Purple Hills" . . . should be a natural for Eddy . . . Apollo Records taking on platter lines for Metropolitan New York and North New Jersey tee off with Gem, Gotham and 20th Century labels . . . Lester Sacks asks me why "Everybody Loves Somebody" . . . just as if I would know . . . or would I? Dick Jurgens tells me that the very grandest tune he ever cut was "Elmer's Tune" . . . only wishes he had a couple more . . . And Lenny Herman tells me that his greatest was, "Put Your Arms Around Me, Honey" . . . ooh, Lenny . . . Harry Garfield (whom we now call "Kid Chi") sends over a billet doux to our table with, "Every Day I Love You" written on it . . . believe me . . . Skitch Henderson thinks that his grandest was "Five Minutes More" . . . and done with a studio band on one of Crosby's programs.



SONNY THOMPSON

Metrotone prexy, Carl LeBow ("Hair Of Gold") in 'Frisco clearing up distrib problems and now wingin' his way to Chi . . . reports that his grand disk of "Hair Of Gold" has just passed the 200,000 mark . . . The guys up at Feist Music are battin' at me with, "Better Luck Next Time" . . . Absolutely passed all expectations, when Blue Barron and The Three Suns pulled one of the most terrific crowds of the year up to the Astor Roof (Mon. Aug. 16) opening. All the big wigs of disk and music world attended en masse . . . and were highly enthused over these two very grand recording attractions . . . Paul McGrane, vice-prexy of Gen, continues on with all biz while Nat Cohn's on vacation and promotional trip to West Coast.



SKITCH HENDERSON

Ooohh . . . the way that Peggy Lee is wowing 'em at the Times Square Paramount . . . and gettin' plenty of whistles every time she walks out on the stage . . . Howard Richmond of Robbins should have been a novelist . . . never read such an interesting report as the one he just produced on "Underneath The Arches" . . . giving the wherefores of how the tune came into being . . . by accident . . . absolutely reads like a short story . . . and so interesting, too . . . Never saw a guy so excited as Jerry Blaine over the way The Orioles clicked on "Barbra Lee" . . . Rock'n 'em right out of their seats at the 125th St. Apollo—"Long Gone" Sonny Thompson.

CHICAGO :

Jimmy Hilliard, musical director and A & R man for Mercury Records and Lew Douglas, arranger, both exited from Mercury this past week . . . Jack ("How Soon") Owens making a personal appearance at the Illinois State Fair with the National Barn Dance . . . should bring his daughter along and wow 'em with "Will You Be My Darlin'?" . . . They claim that Will Osborne will be coming into the Edgewater Beach to be followed by Victor Lombardo . . . Myron Barg, son of Erwin Barg, is reported to be doin' a very grand job sellin' Obie's new Varsity label around this Windy City . . . Tony Pastor fans here all elated . . . 'cause two of his disks comin' up fast in Chi . . . "Rambling Rose" and "Boy From Texas" . . . Lawrence Welk wowed 'em on his return to the Trianon here



TONY PASTOR

Billy Bishop back to the Bismarck's Walnut Room for an eight week stay . . . the boy clicked big on his first engagement . . . Horace Heidt and his gang doing a very nice biz at the Oriental . . . Dick Gordon wound up his engagement at the Walnut Room. Otto Eitel so pleased with Dick he gave him a week's bonus and a return engagement . . . Solly Wagner (remember him?) taking over the four Warner Bros. catalogs while Al Beilin takes it easy for a few weeks in cool, cool Wisconsin . . . Bob Weems out of GAC . . . for the concert promoting field with Pat Hayes and Sid Page . . . and a tour with Fred Waring already in their pocket.



ROSE MURPHY

George Olsen signed contract with GAC . . . Sarah Vaughan really packed em in at the Blue Note . . . now that the total figures are out . . . and scheduled for an appearance with Dave Garroway on his disk jock show.

NOTE: California disk comments appear Page 46 this issue.

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THE CASH BOX

Record Reviews

"Stella By Starlight" (2:40)

"Maybe You'll Be There" (2:57)

JACK CARROLL
(National 9033)

● You've probably heard this piper performing in well known spots. His voice has always been pleasing, but, in this disk Jack gives his all to bring a very fine hunk of warbling wax to juke boxes which is sure to meet with approval everywhere. On the top deck, "Stella By Starlight," backgrounded by Dave Rhodes ork, Jack cuts a smooth, soft and sentimental side which has all the earmarks of being a moneymaker in almost every type of location. This deck sounds like the winner. On the flip, "Maybe You'll Be There," Jack sings a slow tempo, backed by Maestro Dave Rhodes, to produce a tune that has lots of romance woven into it. The boy's voice is a natural for juke boxes. This platter should put him right in there as an important contender for top honors. Grab yourself this biscuit and listen to Jack Carroll.

"Walkin' With My Shadow" (2:48)

"Put The Blame On Mame" (3:28)

MONICA LEWIS
(Signature 15229)

● A gorgeous chirping job by the gorgeous Monica Lewis, is about the best way to describe the topside of this platter, "Walkin' With My Shadow," and beautifully backgrounded by the well known Maestro Ray Bloch and his orchestra. Suffice it to say that Monica really takes this tune right to heart and sings it into a beautiful package. Only way she could do it even better, would be to have a moving picture of herself singing the tune along with the disk. On the flip, "Put The Blame On Mame," is one tune which is practically Monica's property. She's done it before audiences for a long time. It won her lots of applause at the old Rio Cabana in Chicago where many a Chi juke box op dropped around to hear the beautiful chirp give her version of the reason for the big Chicago fire. The lyrics are grand. Monica herself is grand in this tune. The platter is one of her best.

"Lillette" (3:07)

"Azusa, Cucamonga And Anaheim"
(3:05)

JIMMY DORSEY ORCH.
(MGM 10245)

● "Leave it to the Dorseys," someone once said, and he sure wasn't wrong. At least not as far as Jimmy and his performance on this disk. Eliminating all the outside praise, just boil it down to the fact that Jimmy Dorsey and his gang have cut one of the very best hunks of wax in many and many a moon. On the top side, "Lillette," Jimmy mixes up one grand biscuit, adding that famous beat of his to the grand piping of Bill Lawrence and The Skylarks. You're gonna like "Lillette" and you're gonna remember the tune. It's the kind that continues to ring in your ears. On the flip, "Azusa, Cucamonga And Anaheim," kidding three of California's small communities, Jimmy turns this into the best version yet heard. Here he lets The Skylarks handle the vocal and they do a real job. All in all, this is one platter you should be spreading over your route. It's got beat, rhythm, novelty, swell vocalizing and—it's loaded with moneymaking dynamite.

SLEEPER OF THE WEEK

"Little Girl" (2:19)

"Baby, Baby All The Time" (2:56)

KING COLE TRIO
(Capitol 15165)



KING COLE

● "Nature Boy" himself, Nat (King) Cole, once again brings juke boxes one swell hunk of wax. With Nat doing the lyrics as only he can, with marvelous support from the trio, as well as his own

sparkling piano heard thruout, the top deck, "Little Girl," becomes one of the most shining sides of shellac King Cole has yet cut. It's an oldie, but, the way Nat does it, it comes back to life to make itself outstanding wax. What will interest ops even more, is the fact that this is one side that spins in quick time, only 2 minutes and 19 seconds, which means faster take for every juke box. That isn't all, turn it over and just listen to Nat Cole doing, "Baby, Baby All The Time," in slower, more romantic mood and with really swell lyrics. This side rates with the topside, but, as far as juke boxes are concerned, "Little Girl" has the stuff. This is one biscuit you can immediately order to get terrific action.

"Spanish Boogie" (2:51)

"I Wish I Had A Girl" (2:50)

ALVINO REY
(Capitol 15167)

● For this platter we're choosing an instrumental as the topside—it's that good. Grabbing hold of Bizet's "Carmen," Alvino Rey and his boys simply tear the tune into teeny little pieces to turn it into one swell hunk of boogie wax. All the way thruout the platter, Alvino keeps that "Carmen" theme, and hugs the melody tight. It's unique wax if you've got the spots. On the flip, "I Wish I Had A Girl," Maestro Rey cuts down to a slow, sentimental tempo with piper Jimmy Joyce doing the vocal stint and the Blue Reys backgrounding him. It's sweet melody and it's got charm. Listen to this biscuit.

"You're Mine, You" (2:32)

"Hup-Je-De-Bee" (2:52)

ZIGGY ELMAN ORCH.
(MGM 10243)

● They call Ziggy Elman's trumpet "the sweetest this side of heaven." So listen to an instrumental platter wherein Ziggy gives his all, terrifically backgrounded by his crew, and making up into a dancing, hot beat disk for the high school and college crowds. The boys and girls are simply gonna swoon over Ziggy's grand trumpeting. On the top side, "You're Mine, You," Ziggy zings right into the shellac and his boys back him up to produce a fast spinning instrumental. On the backing, "Hup-Je-De-Bee," Ziggy is once again featured, but, this time he opens the beat and tears the tune to bits to bring junior and his gang a great hunk of dancing instrumental.

"Paddlin' Madelin Home" (2:44)

"Then I'll Be Happy" (2:40)

CHUCK FOSTER ORCH.
(Mercury 5162)

● Two famous oldies that had 'em dancin' and singin' way back when, revived by Maestro Chuck Foster and his ork, and cut into two really grand sides. Chuck should be given a loud and resounding hand for the very swell

job he's done with these two great tunes. On the topside, "Paddlin' Madelin Home," with piper Tommy Ryan doing the sweet vocal, and in medium tempo, the wax turns into one of the surest moneymaking tunes. It's the kind of disk that'll stay put in juke boxes for some time to come. And one that ops should latch on to now. On the flip, "Then I'll Be Happy," just as great a performance by the Chuck Foster ork, and just as grand a warbling job by Tommy Ryan, to turn this part of the biscuit into sweet wax. Here's one that will stick with locations.

"Crime Doesn't Pay" (2:15)

"Go See Seattle" (2:48)

TED WEEMS ORCH.
(Mercury 5159)

● Ted Weems has just cut a biscuit that's simply loaded with moneymaking dynamite. And with Ted understanding just what the juke box ops want and need, note that the topside of this platter spins in only 2 minutes and 15 seconds, which means fast take. Piper Elmo Tanner opens the topside, "Crime Doesn't Pay," in a speedy talking version of the lyrics. It's one of the best jobs the capable Elmo has yet done and beautifully backgrounded by Maestro Weems all the way thru, giving it just what it needs to spell c-o-i-n for juke boxes. On the flip, "Go See Seattle," everyone of Seattle's juke box ops should load their machines with this tune. In fact, if they let the Mayor listen to it, he's sure to endorse it. It's a honey for Seattle and it's grand Weems' music.

"Ah, But It Happens" (3:12)

"Hold Me" (2:47)

FRANKIE LANE
(Mercury 5158)

● The boy that set them away back on their heels with his grand singing style once again comes thru with two sides that bid fair to boom take for juke boxes. On the top side, following so many who have already made this tune, Frankie presents his own unique interpretation, backed by his terrific styling to make "Ah, But It Happens"

one of the very best hunks of shellac he's cut in a long time. The way Frankie applies the beat to this tune, in just the right spots, is something to listen to. This boy's just simply grand. On the flip, "Hold Me," Frankie tears into an oldie as only he can. And when he's thru warbling, you're gonna agree that he makes "Hold Me" sound like just what the name implies. Get hold of this disk—especially where you've got those Frankie Lane fans.

"Gliss In The Dark" (3:07)

"Thirty Minutes From Times Square"
(2:58)

LEO GUARNIERI QUINTET
(MGM 10249)

● Brother of the famous Johnny Guarnieri brings one of the best instrumental biscuits to market. Leo and his Quintet do a very workmanlike job on the topside, "Gliss In The Dark." It's sure pop that the high-schoolers as well as the university boys and girls will hug the juke box to catch every note of this quintet as they strain at the leash to let out for the homestretch with one of the most beatenest of all beat tunes. On the backing, "Thirty Minutes From Times Square," the boys again open up wide and give all they have to make this a fine hunka wax. All instrumental. But what instrumentalization. It's grand beat time with the toe tapping rhythm that the kids eat up. Take it from there, Mr. Operator.

"Hair Of Gold" (2:48)

"You Call Everybody Darlin'" (2:33)

ART LUND
(MGM 10258)

● The piper that rocks 'em on their heels with his dulcet tones, Art Lund, tears right into two tunes that are rocking 'em 'round the nation. On the top side, for Sunny Skylar's great "Hair Of Gold," Art cuts one grand version of this tune, backed by the Crew Chiefs and The Harmonica Gentlemen. It's great warbling. That's one thing you can depend on Art Lund to give you. On the flip, "You Call Everybody Darlin'," Art cuts down somewhat on the tempo, but at the same time, produces a faster spinning disk. He spoons the lyrics to this tune, that's winning so many followers everywhere, and is sure to increase his own following with his interpretation. On this side of the biscuit, Art is again backed by the Crew Chiefs and The Harmonica Gentlemen and he winds up turning out a grand disk.

"Love Is Just Around The Corner"
(3:05)

"Cherokee" (3:10)

BENNY GOODMAN SEXTET
(Capitol 15166)

● Here's an instrumental disk that's bound to keep the kids dancing. The king of the clarinet, Benny Goodman, takes two great oldies, and with that fine sextet behind him, puts these thru the wringer to turn out a biscuit that has rhythmic, beautiful beat all the way to the very finish. There's no doubt that when the kids hear Benny and his boys on "Love Is Just Around The Corner" they'll go simply wild. And, when it comes to "Cherokee," we'll take Benny's version against anything yet presented. The grand, smashing, frantic windup on this under side is really something. If you've got the spots where junior and his friends gather 'round—grab yourself as many as you need. This is junior's dancing wax.

More Assns Plan Hit Tune Parties

NEW YORK—Word has been received from juke box ops' associations not featuring "hit tune parties" that, beginning sometime this Fall, they plan to also initiate such parties for their organizations.

The success which is being enjoyed by the Eastern Pennsylvania operators, who hold a monthly "Click Tune Party" at the Click Theatre Cafe in Philadelphia, and the well known "Hit Tune Party" of the Cleveland Phono Merchants Assn., as well as the parties staged monthly by Detroit's and Cincinnati's juke box operators, may soon also be seen in various other cities throuth the country.

"In short", as one noted association leader stated, "it's time that we started to promote our business the way we should always have done. We're selling music. Music on records. Therefore, we should be out there getting the public to play the hit records we make with our machines."

He also said, "We've already spoken with some of the record distributors and we've found them very willing to cooperate with us. In fact, they were highly enthusiastic over the idea and, because of this, we believe that we can make our party a very successful one in this area."

As yet these associations are asking *The Cash Box* to withhold any info regarding when and where they intend to start their hit tune parties. This news will be given out just as soon as the organizations officially vote the affairs.

As far as the disk manufacturers are concerned, such parties have proved of great value in promoting their new tunes to the public. Since juke box men usually tie in with radio stations as well as newspapers in arranging these parties, the news of the disks chosen reaches the public immediately.

A good example of the promotion

being used are the advertisements of the Philadelphia and Cleveland ops' associations after a tune is chosen.

At the same time all the juke box operators in these cities feature the tune in the number one slot.

It's Malvin Vocal on "San Jose"

NEW YORK—Error on the label of RCA-Victor's "All The Way From San Jose" has just been corrected. The vocalist erroneously appearing on the first few labels was Ray McKinley. Actual vocalist is Artie Malvin. The tune was picked as "Disk Of The Week" by *The Cash Box*, August 14.

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



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GOING "STRONG"...

"The Young Man Who Sings The Old Songs"



BENNY STRONG
and his Orchestra

Read *The Cash Box* Aug. 14 Page 14

"That Certain Party" (2:38)
"My Best Girl" (2:40)
BENNY STRONG ORCH.
(Tower 1271)

★ Talk about music this side of heaven for juke boxes—that's Benny Strong and his orchestra doing two of the great, great oldies, "That Certain Party," backed with, "My Best Girl." It's the way Benny does 'em that counts. He introduced "That Certain Party" away back when he was with Paul Ash and his ork at the old McVicker's Theatre in Chi. Now with his own ork to back him, with a really beautiful, toe-tappin' beat and style, Maestro Benny Strong sells the tune for a base cleaning home run. Here's shellac that has "moneymaker" written all over it. On the backing, "My Best Girl," Maestro Strong, does swell support from his orchestra, with one of the best versions of this great tune yet cut. It's got sweet beat, clean rhythm and marvelous arrangement. It's a toss-up as to which side is best. We kinda like "That Certain Party," because of the novel ending and the neat lyrics the way Benny tonsils 'em. But, whichever side you choose, you're choosing moneymaking wax. Grab this one, brother, it's got what you need to boost take these days.

"THAT CERTAIN PARTY"

backed by

"MY BEST GIRL"

on TOWER RECORD No. 1271

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Management: MUSIC CORPORATION OF AMERICA

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

AUGUST 21, 1948

New York, N. Y.

1. MY HAPPINESS (Jon & Sondra Steele)
2. LOVE SOMEBODY (Doris Day-Buddy Clark)
3. IT'S MAGIC (Dick Haymes)
4. YOU CALL EVERYBODY DARLIN' (Al Trace)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. WOODY WOODPECKER (Kay Kyser)
7. HAIR OF GOLD (Jack Emerson)
8. TWELFTH STREET RAG (Pee Wee Hunt)
9. UNDERNEATH THE ARCHES (Primo Scala)
10. LITTLE WHITE LIES (Dick Haymes)

Chicago, Ill.

1. YOU CALL EVERYBODY DARLIN' (Al Trace)
2. MY HAPPINESS (Jon & Sondra Steele)
3. TWELFTH STREET RAG (Pee Wee Hunt)
4. UNDERNEATH THE ARCHES (Primo Scala)
5. TREE IN A MEADOW (Margaret Whiting)
6. IT'S MAGIC (Dick Haymes)
7. LOVE SOMEBODY (Doris Day-Buddy Clark)
8. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
9. HAIR OF GOLD (Harmonicats)
10. EVERYDAY I LOVE YOU (Dick Haymes)

Los Angeles, Calif.

1. MY HAPPINESS (Pied Pipers)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. IT'S MAGIC (Doris Day)
4. CONFESS (Patti Page)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. WOODY WOODPECKER (Mel Blanc)
7. YOU CAME A LONG WAY FROM ST. LOUIS (Ray McKinley)
8. HAIR OF GOLD (Jack Emerson)
9. YOU CALL EVERYBODY DARLIN' (Al Trace)
10. A TREE IN A MEADOW (Margaret Whiting)

Cleveland, O.

1. CONFESS (Patti Page)
2. MY HAPPINESS (Jon & Sondra Steele)
3. WOODY WOODPECKER (Kay Kyser)
4. BLUEBIRD OF HAPPINESS (Art Mooney)
5. YOU WERE ONLY FOOLING (Blue Barron)
6. MAYBE YOU'LL BE THERE (Gordon Jenkins)
7. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
8. IT'S MAGIC (Tony Martin)
9. MAHARAJAH OF MAGADOR (Vaughn Monroe)
10. LITTLE WHITE LIES (Dick Haymes)

Atlantic City, N. J.

1. MY HAPPINESS (Pied Pipers)
2. IT'S MAGIC (Sarah Vaughan)
3. WOODY WOODPECKER (Kay Kyser)
4. SAXA-BOOGIE (Sam Donahue)
5. YOU CAN'T BE TRUE, DEAR (Vera Lynn)
6. SERVES ME RIGHT (Buddy Johnson)
7. JUST LIKE THAT (Johnny Long)
8. RUN, JOE (Louis Jordan)
9. YOU CALL EVERYBODY DARLIN' (Al Trace)
10. HAIR OF GOLD (Jack Emerson)

Philadelphia, Pa.

1. MY HAPPINESS (Jon & Sondra Steele)
2. MAYBE YOU'LL BE THERE (Gordon Jenkins)
3. IT'S MAGIC (Tony Martin)
4. RAMBLING ROSE (Tony Pastor)
5. WHERE'S MY LOVE (Four Tunes)
6. YOU CALL EVERYBODY DARLIN' (Al Trace)
7. CONFESS (Doris Day)
8. JUST BECAUSE (Frank Yankovic)
9. GLORIA (Ray Anthony)
10. LOVE SOMEBODY (Doris Day-Buddy Clark)

Indianapolis, Ind.

1. MY HAPPINESS (Pied Pipers)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. IT'S MAGIC (Gordon MacRae)
4. WOODY WOODPECKER (Kay Kyser)
5. TREE IN A MEADOW (Margaret Whiting)
6. YOU CALL EVERYBODY DARLIN' (Al Trace)
7. LOVE SOMEBODY (Doris Day-Buddy Clark)
8. LITTLE WHITE LIES (Dick Haymes)
9. HAUNTED HEART (Bing Crosby)
10. THAT CERTAIN PARTY (Benny Strong)

Boston, Mass.

1. MY HAPPINESS (Jon & Sondra Steele)
2. WOODY WOODPECKER (Kay Kyser)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. IF I LIVE TO BE 100 (Bob Hannon)
5. SAXA-BOOGIE (Sam Donahue)
6. THIS IS THE MOMENT (Jo Stafford)
7. SERVES ME RIGHT (Buddy Johnson)
8. JUKE BOX SONG (Vic Valenti)
9. IT'S MAGIC (Sarah Vaughan)
10. WHERE FLAMINGOS FLY (Martha Tilton)

Brodhead, Wisc.

1. YOU CALL EVERYBODY DARLIN' (Anne Vincent)
2. TWELFTH STREET RAG (Pee Wee Hunt)
3. MY HAPPINESS (Jon & Sondra Steele)
4. WOODY WOODPECKER (Kay Kyser)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. LOVE SOMEBODY (Doris Day-Buddy Clark)
7. TREE IN A MEADOW (Sam Browne)
8. WILLIAM TELL OVERTURE (Spike Jones)
9. RAMBLING ROSE (Perry Como)
10. JUST BECAUSE (Frank Yankovic)

Redwood City, Calif.

1. MY HAPPINESS (Ella Fitzgerald)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. IT'S MAGIC (Dick Haymes)
5. YOU CALL EVERYBODY DARLIN' (Al Trace)
6. TREE IN A MEADOW (Margaret Whiting)
7. LITTLE WHITE LIES (Dick Haymes)
8. CUCKOO WALTZ (Ken Griffin)
9. ST. LOUIS BLUES MARCH (Tex Beneke)
10. SO TIRED (Russ Morgan)

Shoals, Ind.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. MY HAPPINESS (Jon & Sondra Steele)
3. WOODY WOODPECKER (Kay Kyser)
4. YOU CALL EVERYBODY DARLIN' (Al Trace)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. IT'S MAGIC (Doris Day)
7. TREE IN A MEADOW (Margaret Whiting)
8. LITTLE WHITE LIES (Dick Haymes)
9. PUT 'EM IN A BOX (Eddy Howard)
10. COOL WATER (Vaughn Monroe)

Gretna, La.

1. YOU CALL EVERYBODY DARLIN' (Al Trace)
2. WOODY WOODPECKER (Kay Kyser)
3. MY HAPPINESS (Pied Pipers)
4. LOVE SOMEBODY (Doris Day-Buddy Clark)
5. TWELFTH STREET RAG (Pee Wee Hunt)
6. YOU CAN'T BE TRUE, DEAR (Jerry Wayne)
7. RAMBLING ROSE (Perry Como)
8. TREE IN A MEADOW (Margaret Whiting)
9. HAIR OF GOLD (Jack Emerson)
10. IT'S MAGIC (Tony Martin)

Newark, N. J.

1. YOU CALL EVERYBODY DARLIN' (Al Trace)
2. MY HAPPINESS (Jon & Sondra Steele)
3. WOODY WOODPECKER (Kay Kyser)
4. LOVE SOMEBODY (Doris Day-Buddy Clark)
5. UNDERNEATH THE ARCHES (Primo Scala)
6. ARIZAY (Ray McKinley)
7. HAIR OF GOLD (Jack Emerson)
8. FICKLE FANNY (Al Trace)
9. IT'S MAGIC (Tony Martin)
10. RAMBLING ROSE (Perry Como)

San Antonio, Tex.

1. WOODY WOODPECKER (Mel Blanc)
2. YOU CALL EVERYBODY DARLIN' (Al Trace)
3. MY HAPPINESS (Jon & Sondra Steele)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. TREE IN A MEADOW (Margaret Whiting)
7. PUT 'EM IN A BOX (Doris Day)
8. IT'S MAGIC (Doris Day)
9. EVERY DAY I LOVE YOU (Dick Haymes)
10. HAIR OF GOLD (Jack Emerson)

Saginaw, Mich.

1. MY HAPPINESS (Pied Pipers)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. YOU CALL EVERYBODY DARLIN' (Al Trace)
4. TREE IN A MEADOW (Margaret Whiting)
5. WOODY WOODPECKER (Kay Kyser)
6. LOVE SOMEBODY (Doris Day-Buddy Clark)
7. EVERY DAY I LOVE YOU (Dick Haymes)
8. IT'S MAGIC (Dick Haymes)
9. YOU WERE ONLY FOOLING (Blue Barron)
10. BETTER LUCK NEXT TIME (Perry Como)

St. Louis, Mo.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CALL EVERYBODY DARLIN' (Al Trace)
3. THAT CERTAIN PARTY (Benny Strong)
4. TREE IN A MEADOW (Sam Browne)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. LOVE SOMEBODY (Doris Day-Buddy Clark)
7. RAMBLING ROSE (Perry Como)
8. IT'S MAGIC (Tony Martin)
9. YOU WERE ONLY FOOLING (Blue Barron)
10. EVERY DAY I LOVE YOU (Dick Haymes)

Seattle, Wash.

1. MY HAPPINESS (Jon & Sondra Steele)
2. THAT CERTAIN PARTY (Benny Strong)
3. YOU CALL EVERYBODY DARLIN' (Al Trace)
4. RAMBLING ROSE (Perry Como)
5. TREE IN A MEADOW (Margaret Whiting)
6. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
7. LOVE SOMEBODY (Doris Day-Buddy Clark)
8. IT'S MAGIC (Tony Martin)
9. EVERYDAY I LOVE YOU (Dick Haymes)
10. YOU WERE ONLY FOOLING (Blue Barron)

Milwaukee, Wisc.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. YOU CALL EVERYBODY DARLIN' (Al Trace)
4. LOVE SOMEBODY (Doris Day-Buddy Clark)
5. HANKERIN' (Gordon MacRae)
6. TREE IN A MEADOW (Margaret Whiting)
7. TEA LEAVES (John Laurenz)
8. HAIR OF GOLD (Jack Emerson)
9. RAMBLING ROSE (Perry Como)
10. THAT CERTAIN PARTY (Benny Strong)

Denver, Colo.

1. YOU CALL EVERYBODY DARLIN' (Anne Vincent)
2. WOODY WOODPECKER (Mel Blanc)
3. MY HAPPINESS (Jon & Sondra Steele)
4. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
5. HAIR OF GOLD (Harmonicats)
6. NATURE BOY (King Cole)
7. TREE IN A MEADOW (Sam Browne)
8. RAMBLING ROSE (Perry Como)
9. SIDEWALK PENNY ARCADE (Guy Lombardo)
10. AH, BUT IT HAPPENS (Frankie Laine)

Ellis, Kans.

1. TREE IN A MEADOW (Sam Browne)
2. YOU CALL EVERYBODY DARLIN' (Al Trace)
3. LOVE SOMEBODY (Doris Day-Buddy Clark)
4. MY HAPPINESS (Jon & Sondra Steele)
5. TWELFTH STREET RAG (Pee Wee Hunt)
6. BLUEBIRD OF HAPPINESS (Art Mooney)
7. IT'S MAGIC (Doris Day)
8. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
9. RAMBLING ROSE (Perry Como)
10. ST. LOUIS BLUES MARCH (Tex Beneke)

Butte, Mont.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CALL EVERYBODY DARLIN' (Al Trace)
3. SAXA-BOOGIE (Sam Donahue)
4. RAMBLING ROSE (Perry Como)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. HAIR OF GOLD (Jack Emerson)
7. WOODY WOODPECKER (Kay Kyser)
8. IT'S MAGIC (Dick Haymes)
9. UNDERNEATH THE ARCHES (Primo Scala)
10. LITTLE WHITE LIES (Dick Haymes)

Portland, Ore.

1. MY HAPPINESS (Jon & Sondra Steele)
2. YOU CALL EVERYBODY DARLIN' (Al Trace)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. LOVE SOMEBODY (Doris Day-Buddy Clark)
5. HAIR OF GOLD (Jack Emerson)
6. THAT CERTAIN PARTY (Benny Strong)
7. WOODY WOODPECKER (Mel Blanc)
8. IT'S MAGIC (Dick Haymes)
9. UNDERNEATH THE ARCHES (Primo Scala)
10. SAXA-BOOGIE (Sam Donahue)

Omaha, Neb.

1. IT'S MAGIC (Sarah Vaughan)
2. LOVE SOMEBODY (Doris Day-Buddy Clark)
3. MY HAPPINESS (Jon & Sondra Steele)
4. HAUNTED HEART (Jo Stafford)
5. WOODY WOODPECKER (Kay Kyser)
6. LITTLE WHITE LIES (Dick Haymes)
7. TREE IN A MEADOW (Margaret Whiting)
8. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
9. THAT CERTAIN PARTY (Benny Strong)
10. SAXA-BOOGIE (Sam Donahue)

Little Rock, Ark.

1. MY HAPPINESS (Jon & Sondra Steele)
2. WOODY WOODPECKER (Mel Blanc)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. YOU CALL EVERYBODY DARLIN' (Al Trace)
5. LOVE SOMEBODY (Doris Day-Buddy Clark)
6. HAIR OF GOLD (Jack Emerson)
7. IT'S MAGIC (Dick Haymes)
8. LITTLE WHITE LIES (Dick Haymes)
9. THAT CERTAIN PARTY (Benny Strong)
10. TREE IN A MEADOW (Margaret Whiting)

TOPS in the H-O-T RACE SPOTS IN THE COUNTRY!!

- # 1—HOT IN NEW ORLEANS
 - # 1—HOT IN LOS ANGELES
 - # 1—HOT ON CHICAGO'S SOUTH SIDE
 - # 5—HOT IN HARLEM
- (As Reported in THE CASH BOX—August 14, 1948)

IVORY JOE HUNTER'S "PRETTY MAMA BLUES"

backed with
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4 Star Record # 1254

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THE CASH BOX

Race Record Reviews

RACE DISK O' THE WEEK

"Barbra Lee" (2:08)

"It's Too Soon To Know" (2:49)

THE ORIOLES
(Natural 5000)



THE ORIOLES

● A new vocal quintet on a new disk that speeds right into the top spot of the race disks this week and is really something to listen to. The five boys harmonizing on this tune, featuring a new, young tenor,

Sonny Til, who spoons the lyrics of "Barbra Lee" to a fare-thee-well. It's great wax and it's got every possibility of hitting the top everywhere in the nation. What's more, as far as juke boxes are concerned, it's terrific from the standpoint it spins in only 2 minutes and 8 seconds. This means faster take for juke box ops and, combined with a great tune, it should prove a winner from every angle. On the flip, "It's Too Soon To Know," The Orioles, once again featuring Sonny Til, produce another side of wax that's sure to set 'em battlin' as to which is the best of the two sides on this platter. Both sides are set to spin themselves into ribbons on any location where they like their music soft, sweet and mellow. Grab a boxful and spread 'em around. This disk's got "it."

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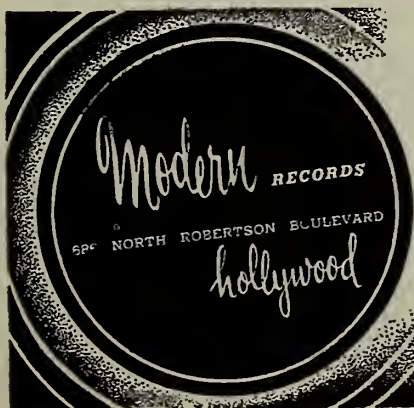
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— UNDISPUTED LEADERSHIP SINCE 1929 —



New MODERN Release
Featuring "The Blues Man"

GENE PHILLIPS
and his Rhythm Aces

"YOU'RE GETTIN'
DOWN WRONG"

backed with
"RAMBLIN' WOMAN"
MODERN 20-603

"Sometimes I'm Happy" (2:30)

"It's Mad, Mad, Mad" (2:58)

LENA HORNE
(MGM 10246)

● A sexsational record by that sexational gal, the gorgeous Lena Horne, singing an oldie that's among the best, "Sometimes I'm Happy." Here's wax that absolutely glows. Lena brings her chirping right off the disk and into the room—it's intimate. You can just simply picture her singing this tune. Sultry voiced Lena Horne, beautifully backgrounded by Luther Henderson and his ork, makes "Sometimes I'm Happy" a hunk of wax you'll want in every one of your juke boxes. It's got lots of nickels pressed right into it. On the flip, "It's Mad, Mad, Mad," a semi-blues number catches Lena in slow tempo doing a fine job. We're betting on the topside. It's got what it takes.

"Ready! Set, Go" (2:49)

"Seventh Avenue Express" (2:51)

COUNT BASIE ORCH.
(Victor 20-3003)

● Music styled in the Count Basie manner, and the set up of a pair of sides that have the glint of coin play about them. With chirp Jeanne Taylor spooning the vocal flavor of "Ready! Set, Go" on the top deck, the wax takes on a refreshing air. Gal's pipes trill the smooth lyrics in mellow timing, with the wonderful Basie ork filling in the background to round out an attractive side. On the flip with "Seventh Avenue Express," the Basie boys display some of their top notch instrumental wares, with a fond spot by the maestro shining brightly. Music is mad and makes for wonderful dancing pleasure—especially so for the hep crowd. Wax rates an earful.

"Stingy Blues" (2:47)

"Bring 'Em Down Front" (2:37)

COOTIE WILLIAMS ORCH.
(Capitol 15164)

● Yes, sir, here comes Cootie with two fast spinning sides which are sure to ride themselves white in many a spot in the nation. Famed for his grand style, Cootie steps right into "Stingy Blues" without wasting time and "sells" the song right down the real gone highway for as grand a hunka wax as has yet been heard. He

gives his all to the tune and winds it up in a terrific finish. On the backing, "Bring 'Em Down Front," Cootie and his boys go into a lighter mood featuring an old ork term and telling all about it to lyrics that are gonna get attention. Once again it's fast spinning wax with lots and lots of fine instrumental artistry and great shout-in' by that shouter or many a shoutin' tune, Cootie, himself. You can't go wrong latching onto this one. It's got the stuff that'll make 'em spend.

"Tootsie Timesie" (2:15)

"What Have I Done" (2:47)

HADDA BROOKS TRIO
(Modern 20-602)

● Here comes Hadda Brooks as you like her. A disk that's simply full of bounce and melody with Hadda taking the limelight and chirping the top deck, "Tootsie Timesie," with piping that will lift 'em out of their seats and get 'em around that old juke box clappin' hands in time with this gal's beat. It's one of the best platters that Hadda has cut and one that has c-o-i-n pressed right into it. On the flip, in slower tempo, Hadda goes into "What Have I Done" with all the charm that's made this gal one of the best juke box moneymakers. It's a foto finish as to which side is best. We choose, "Tootsie Timesie," not only because the disk spins in only 2 minutes and 15 seconds, but because we think that Hadda "sells" this tune right over the top. Latch on, brother, this is moneymakin' wax.

"My Fault" (2:36)

"Married Women Blues" (3:00)

BROWNIE MCGHEE
(Savoy 5551)

● Brownie McGhee will rock you, sock you and simply lay you down cold to the grandest hunk of wax this boy's yet cut. His lament, asking for "just one more chance" on the top deck, "My Fault," is real gone and hot. With a great ork beat behind him, Brownie turns out one grand platter. On the flip, "Married Women Blues," Brownie goes low down and blue and "sells" the tune for everything that's in it—right to one of the beatenest finishes. Just listen to Brownie say, "I'm tired of lovin' single women." His lyrics tear you right out of your seat. Brother, grab a boxful.

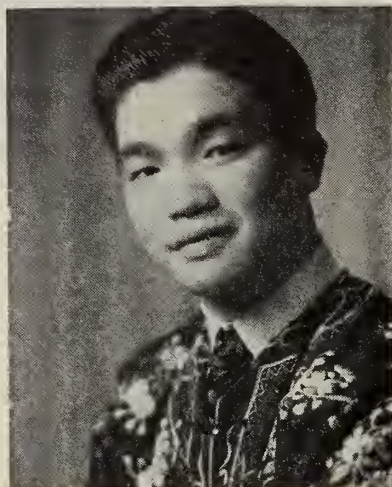
THE CASH BOX REPORTS

THE NATION'S

Big 5

HILLBILLY FOLK & WESTERN JUKE BOX TUNES

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Chinese Boy Sing
American Love Song SWELL!
DON'T DELAY ORDERING
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Number 1 Hit for FALL SEASON
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Words and Music by Deb Dyer
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REGENTS LUCKY SEVEN

117—YOU CALL EVERY-BODY DARLIN' AL TRACE

122—YOU DARLIN' LANG THOMPSON

126—UNDER-NEATH THE ARCHES AQUA STRING BAND

119—FUNICULI FUNICULA DON HENRY TRIO

123—FICKLE FANNY AL TRACE

114—WED-DING BELLS JACK BERCH

120—BABY DON'T BE MAD AT ME JOE DOSH

47 Distributors Coast to Coast

REGENT RECORDS Inc.
58 Market St., Newark, N. J.
"Regent Gives You the HITS"

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Memories Of France" (2:45)
"Honky Tonk Gal" (2:44)
"T" TEXAS TYLER
(4-Star 1249)

Garnishing the Bull's Eye this week is the boy who made "Deck Of Cards" one of the great folk tunes of all time, "T" Texas Tyler, who now comes thru with a biscuit that's got c-o-i-n pressed deep into it. Just listen to "T" Texas do "Memories Of France". How this boy can sell a tune. With beat, rhythm, meaning, and in slow tempo, "T" Texas wades right into the tune and tells listeners how he "dreamed he was back in France" and what went on from there. It's great wax. It's gonna make a lot of people plunk coins into juke boxes. On the flip, "Honky Tonk Gal", Texas simply rips right into the tune and makes you feel that the gal's right there with him. He's got that certain something that makes even the most usual song sound great. And that's saying, in just a few words, here's a disk you simply can't afford to pass up.

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

2 ANYTIME
Eddy Arnold
(Victor 20-2700)

3 TENNESSEE WALTZ
Pee Wee King
(Victor 20-2680)

4 HUMPTY DUMPTY HEART
Hank Thompson
(Capitol 40065)

5 SWEETER THAN THE FLOWERS
Moon Mullican
(King 673)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

TEXARKANA BABY
Eddy Arnold
(Victor 20-2806)

WHO! ME?
Tex Williams
(Capitol 15113)

TENNESSEE MOON
Cowboy Copas
(King 714)

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

DADDY GAVE MY DOG AWAY
"T" Texas Tyler
(4 Star 1248)

YOU CAN'T STOP THE KING STEAMROLLER

BEST SELLING RETAIL FOLK RECORDS

AS LISTED IN AN AUGUST 14TH, TRADE SURVEY

WEEKS TO DATE	POSITION		RECORD
	LAST WEEK	THIS WEEK	
14	3	4	SWEETER THAN THE FLOWERS.....MoonMULLICAN.. KING 673
8	-	6	TENNESSEE WALTZ.....Cowboy COPAS.. KING 696
1	-	8	RED ROSES TIED IN BLUE.....CLYDE MOODY...KING 706
6	9	11	TENNESSEE MOON.....Cowboy COPAS.. KING 714

BEST SELLING RETAIL RACE RECORDS

AS LISTED IN AN AUGUST 14TH, TRADE SURVEY

WEEKS TO DATE	POSITION		RECORD
	LAST WEEK	THIS WEEK	
5	1	1	I CAN'T GO ON WITHOUT YOU...BullMoose JACKSON.. KING 4239
13	2	2	GOOD ROCKIN' TONIGHT....WYNONIE HARRIS... KING 4210
13	6	6	TOMORROW NIGHT.....LONNIE JOHNSON... KING 4201
4	10	11	LOLLIPOP MAMA.....WYNONIE HARRIS.. KING 4226
5	-	13	DON'T FALL IN LOVE WITH ME..IVORY JOE HUNTER..KING 4220
13	11	15	ALL MY LOVE BELONGS TO YOU..BullMoose JACKSON..KING 4189

KING Records
1540 BREWSTER AVE. CINCINNATI 7, OHIO

"It Never Rains But It Pours" (2:41)
"I'm Not The Triflin' Kind" (2:31)
SAM NICHOLS
(MGM-10242)

Sam has long been recognized as one of the outstanding Western artists. With, "It Never Rains But It Pours", he does one grand job. It's got toe tappin' rhythmic beat and, bustin' wide, wide open with his tonils, Sam just makes 'em sit right up and listen in. The grand guitar work he adds to his warbling is something to remember. Here's a top deck that's got what it takes to pull coins out of pockets. On the flip, "I'm Not The Triflin' Kind," Sam goes into medium tempo with pleasing vocal and offers guitar backing that'll get him plenty of applause from those who know how a guitar should be plunked. Latch on to this platter quick.

"Your Key Don't Fit My Lock Anymore" (2:46)

"That Silver Haired Daddy Of Mine" (2:46)
TINY HILL
(Mercury 5163)

Big, jovial Tiny Hill cuts a platter that's got all the earmarks of being one of the best. With the top deck, "Your Key Don't Fit My Lock Any more," Tiny does the lyrics with a beat that'll bring 'em out of their seats. The platter spins in medium fast tempo and Tiny's Cactus Cutups background him beautifully. The tune sounds like it was written for him, and him only. On the bottom deck, Tiny comes back with a tear jerker in medium tempo, "That Silver Haired Daddy Of Mine," that's just as good as the topside. In fact, it's a fotofinish as to which one is the winner. Grab yourself an earful and decide for yourself.



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.



ON CHICAGO'S SOUTH SIDE!



ON CENTRAL AVE. in LOS ANGELES



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

1 I CAN'T GO ON WITHOUT YOU
Bull Moose Jackson
(King 4230)

2 OUT OF THE BLUE
Hadda Brooks
(Modern 600)

3 DON'T FALL IN LOVE WITH ME
Ivory Joe Hunter
(King 4220)

4 PRETTY MAMA BLUES
Ivory Joe Hunter
(4 Star 1254)

5 RUN JOE
Louis Jordan
(Decca 24448)

6 LOLLIPOP MAMA
Wynonie Harris
(King 4226)

7 SOPHISTICATED LADY
Billy Eckstine
(National 9049)

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

9 LONG GONE
Sonny Thompson
(Miracle 126)

10 EAST OF SUEZ
Charlie Ventura
(National 9048)

PRETTY MAMA BLUES
Ivory Joe Hunter
(4 Star 1254)

I CAN'T GO ON WITHOUT YOU
Bull Moose Jackson
(King 4230)

DON'T FALL IN LOVE WITH ME
Ivory Joe Hunter
(King 4220)

SEND FOR ME IF YOU NEED ME
The Ravens
(National 9045)

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

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

THE TWISTER
Paul Williams
(Savoy 665)

RUN JOE
Louis Jordan
(Decca 24448)

MORE THAN YOU KNOW
Johnny Moore
(Modern 599)

SOPHISTI-CATED LADY
Billy Eckstine
(National 9049)

PRETTY MAMA BLUES
Ivory Joe Hunter
(4 Star 1254)

I CAN'T GO ON WITHOUT YOU
Bull Moose Jackson
(King 4230)

RUN JOE
Louis Jordan
(Decca 24448)

SEND FOR ME IF YOU NEED ME
The Ravens
(National 9045)

ELEVATOR BOOGIE
Mabel Scott
(Exclusive 35X)

DON'T FALL IN LOVE WITH ME
Ivory Joe Hunter
(King 4220)

LONG GONE
Sonny Thompson
(Miracle 126)

WRITE ME A LETTER BLUES
Saunders King
(Rhythm 206)

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

MORE THAN YOU KNOW
Johnny Moore
(Modern 599)

PRETTY MAMA BLUES
Ivory Joe Hunter
(4 Star 1254)

I CAN'T GO ON WITHOUT YOU
Bull Moose Jackson
(King 4230)

SEND FOR ME IF YOU NEED ME
The Ravens
(National 9045)

OUT OF THE BLUE
Hadda Brooks
(Modern 600)

FRIENDLESS BLUES
Johnny Moore
(Exclusive 272)

RUN JOE
Louis Jordan
(Decca 24448)

LONG GONE
Sonny Thompson
(Miracle 126)

MESSIN' AROUND
Memphis Slim
(Miracle)

I MUST SEE JESUS
Marie Knight
(Decca 48072)

SPECIAL DELIVERY
Cecil Gant
(4-Star)

SPEEDY DISKS OPEN WAY TO 6 FOR 25c PLAY

Six 2 Minute Disks Spin in Same Time as Four 3 Minute Platters. Encouraging Many Ops to Swing to 6 For 25c Volume Play Plan. Overplay on 25c Action Booms Take. More Records Being Used by Ops.

NEW YORK—Now that the new speedier spinning disks are becoming ever more apparent on the market many ops are swinging over to the "Volume Play Plan" recommended by *The Cash Box* some months ago.

The "Volume Play Plan" is based on giving the public the very same type of bargain that is now being offered by Coca-Cola whose ads feature the 6 for 25c bargain carton.

This very same plan is used by the juke box op who features 1 play for 5c, 2 plays for 10c and the "big bargain"—6 plays for 25c.

In view of the fact that six of the 2 minute disks spin in the same time as four of the 3 minute platters, gives the operator 50 per cent more earning power for the very same period of time. This, then, allows him to enter into the "Volume Play Plan" and arrange to give the public the "big bargain" of 6 records for 25c.

Overplay on 25c action always booms take, as has been proved by all who are now featuring the "Volume Play Plan."

In short, player following player to the juke box will, in almost every instance, duplicate two, three or more of the same numbers the former player chose, therefore the op benefits tremendously from this "overplay."

Now, because of the greater number of 2 minute disks coming to market, the op benefits even more from "overplay" for the entire time period is tremendously shortened.

Ops are, therefore, purchasing more and still more records to take care of the players' demand. In this way they offer wider variety, greater choice

and can handle the difference in overhead because of the shortened playing time as well as the increased overplay action.

The fact remains that the 2 minute disk will last just as long as the 3 minute disk. Even tho playing time has been shortened, quality has not been cut down.

Record manufacturers questioned, are all in favor of the speedier spinning disk and agree with *The Cash Box* that this allows for a greater "bargain" to the public while the op can still earn 50 per cent more.

Some of the outstanding manufacturers of juke boxes have endorsed the "Volume Play Plan." One manufacturer is known to have printed a very handsome sticker which is being turned over to the operators by his distribution outlets. This has greatly encouraged many of the juke box ops.

Other manufacturers have arranged for "kits" which make the changeover for the operator a very simple mechanical process. In one case, one distrib is known to have given these away free to his customers in an effort to encourage "Volume Play" action.

One juke box distrib, without any fanfare, has been working right with the operators in his city to adjust all phonos to 6 for 25c play without charge to the op as the machines are brought in to his repair shop.

In short, the industry is learning that offering the public a "bargain" is earning more money for the juke box men.

This was immediately dispelled by the "overplay" action which resulted

on actual location tests among those first ops who adopted the 6 for 25c "Volume Play Plan."

Now, with the record manufacturers cooperating, by producing speedier spinning two minute disks, the time period is again shortened, and with "overplay" taken into consideration, the average time for the entire 6 record action is found to be approximately eight to ten minutes.

This cuts one-third of the time that six 3 minute disks used to take. (Changer time must be taken into consideration. Old phonos with slow change mechanisms are losing money for many ops.)

At the same time, because of the faster play action, and the great increase of quarters found in the cash boxes of the average juke box featuring the 6 for 25c "Volume Play Plan," overhead expense has been steeply cut down. Less wear results, which allows for ops to buy more of the newest disk releases to constantly induce their customers to play more music.

One well known record distributor reported on a survey he made among his dealers (printed in *The Cash Box* at the time) that he found everyone of these dealers more than willing to receive shorter timed disks.

* **NO. 1** in **CLEVELAND and MIDDLE WEST**

"CONFESS"

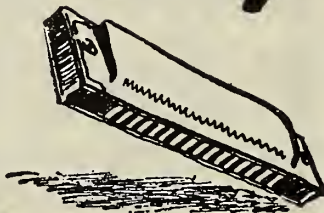
By

PATTI PAGE and Her CONSCIENCE

Mercury # 5129

* according to survey among Juke Box Operators by CLEVELAND PHONO MERCHANTS ASSN

Why Accept These?



DEMAND

the One AND Only VOCAL DUET with the Sensational A.F.M. INSTRUMENTAL BACKGROUND

the Original SMASH RECORD

(TITLES Temporarily Withheld)

FOLLOW UP to the

ORIGINAL "MY HAPPINESS"

BY JON and SONDRRA STEELE

ORDER NOW!
FROM YOUR DISTRIBUTOR
DELIVERY—ABOUT 10 DAYS

IT'S

Damon RECORD D-11130

Capitol Names Lee Gillette as Director of Folk & Western

HOLLYWOOD — Promotion of Lee Gillette, one of the key figures in the repertoire department of Capitol Records, Inc., for more than four years, and a program for expansion of the company's activity in western and folk music were announced today by James B. Conkling, vice president and director of repertoire.

Under the new program Gillette is moved up from assistant director of repertoire to the post of Director of Folk and Western Repertoire.

In the past a large portion of his time was devoted to development of repertoire for Capitol Transcriptions in addition to his phonograph record activities in folk and western music.

The Transcription duties were taken over last week by Ken Nelson, formerly music director of radio station WJJD, thus relieving Gillette for full time action on folk and western music.

"Capitol has long felt the need to expand its work in these fields," Conkling explained. "This promotion of Gillette to full director status means we will now be able to concentrate even greater attention in that direction. There is a tremendous demand for folk and western music, and Capitol feels it must make every effort to provide its dealers with the outstanding material in that classification."

Ballen Names Dist.

PHILADELPHIA, PA. — Leonard Schwartz of Ballen Record Co., this city, reported this past week that the firm had appointed two new distributors.

Specialty Distributing Co., Pittsburgh, Pa. and Seaboard Distributing Co., Hartford, Conn. will handle the firm's line of disks in their territories.

Guy Ward Gets TV Boost for New Disks

NEW YORK — Guy Ward, Sales and Promotion Manager for Black & White Records, is reported to have beat the field on record promotion via television when in Hollywood recently.

Ward arranged to have "live" new releases presented over TV station KTLA. The show itself was directed by Ward whose background includes radio and motion picture sales and promotion.

Ward reports that he is going to attempt the same type of "live" promotion with other TV stations.

Currently Ward is in this city. He has been covering the entire eastern market meeting with disk jockeys, record distributors and juke box leaders, stimulating business for Black & White, Jewel, Supreme and the other labels handled thru the Black & White national setup.

Having already traveled over 26,000 miles, Ward believes that by the time he reaches the firm's headquarters he will have covered over 50,000 miles.

He reports, "The livest of all the industries right now in the disk field is the juke box business".

Ward has some unique plans for the juke box ops and is preparing to have his distributors arrange for intensive coverage of this field so that these plans may be put into immediate action.

Leeds Takes New Tune

ATLANTIC CITY, N. J.—Max C. Freedman, co-composer of "Give Me Back Those Kisses", writes in to report, "This is to advise you that my new song, written in collaboration with Jean Blaine and Sid Onflick and recorded on the Algene label by the Emil Coté Serenaders, which received a very favorable review in your publication, was picked up by Leeds Music Corporation this week."

Freedman has been writing since 1918 and reports that since 1945 he has been enjoying his most productive years.

He was co-writer for such hits as, "Sioux City Sue", "Heartbreaker", "Tea Leaves", "Midnight Waltz", "It's Raining Down In Sunshine Lane", "The Beaut From Butte", "Alibi Baby", "That's My Gal", "Blondie", "Give Me Back Those Kisses", and many others.

Freedman concludes, "There's still plenty of life in the old boy."

Signature Features New Label

NEW YORK — Commencing with the next three releases, Signature Records will inaugurate a new label and series which will encompass all race, blues, and spiritual material.

The new label, red and black, will be known as the "32000 Series".

First sides on the new label will include selections by Georgia Peach and her Gospel Singers and The Sons of Harmony.

The 1000 series, formerly reserved for western, race and blues, will now consist solely of hillbilly, western, and country music. The label color, black and gold, will remain the same.

Selvin Tells of New Columbia Kid Disks

NEW YORK — Ben Selvin, Director of Children's Records for Columbia, reported in full on the firm's new "Playtime" label this past week. The disks will be 7" and will sell for 25c.

Selvin believes that the kids like to put on and play their own disks and therefore the smaller size, which fits more comfortably into a child's hand.

The price is very attractive and Selvin believes it will open the way to a new era in kid disk sales.

In addition, Columbia will feature kid albums in Vinylite. The first of these are already being issued.

Music - Of - The - Month Club Under Way

CHICAGO — The Music-of-the-Month Club got under way this past week in this city and is being watched by all in the disk field.

Belief is that since the club ties in closely with the ideas used in book clubs this may open an entirely new approach to consumer record sales.

Most complete story of the new club and its plans was given to the press this past week by Josephine Huddleston.

Apollo Juke Box Biz Jumps in New Coinrow Central Offices

NEW YORK — With the opening of their new central headquarters at the corner of Tenth Avenue and 45th Street, Apollo Records have started to enjoy a boom in record sales to the juke box operators here.

The location is right in the very heart of what is known in this city as "Coinrow" where all coin machine operators congregate and where all jobbers and distributors of machines are also located.

Juke box ops have been dropping into these new Apollo offices daily to congratulate the firm and to remark on the convenience which it allows them so that they can pick up disks while shopping on Tenth Avenue's "Coinrow".

Apollo execs report that all offices and shipping facilities have now been completely removed to the new quarters.

They have also issued an invitation to the industry to visit with them and look over their new facilities.

Operators—
Retailers—
Disc Jockeys—
"RENDEZVOUS with a ROSE"
with Pepper Nealy is on
Bullet # 1056 . . . and
it's a smash hit!
Order from your nearest distributor
BULLET RECORDS
423 Broad Street, Nashville, Tennessee
6-4573

ATTENTION -- OPS

Get the MOST PLAY on your machines with these SPIRO HITS—

The Beautiful Waltz

"YOU, YOU LIVE IN MY HEART"

backed by

"DON'T BE CROSS"

by

FITZ HERBERT at the Organ

Vocal by WALTER SCHEFF

SPIRO RECORD # S-9511

★ ★ ★

2 Hits On 1 Record

"UNDERNEATH THE ARCHES"

and

"HAIR OF GOLD"

by

THE LARKIN SISTERS

SPIRO RECORD # S-3001

★ ★ ★

Order from your nearest distributor or direct from

SPIRO RECORDS

1133 BROADWAY, NEW YORK, N. Y.

(PHONE: AL 5-3419)

NOW AVAILABLE FOR RECORD MANUFACTURERS

LARGE PRESSING PLANT PLUS COMPLETE DISTRIBUTION FOR YOUR RECORDS THROUGHOUT THE DOMINION OF CANADA. ALL JUKE BOX OPERATORS AND RETAILERS COVERED. OFFICES IN MONTREAL, TORONTO AND VANCOUVER. IF YOU ARE INTERESTED IN HAVING YOUR RECORDS PRESSED IN CANADA PLUS BEING ASSURED COMPLETE COVERAGE OF THE CANADIAN MARKET WRITE OR WIRE TODAY.

Box No. 614 % THE CASH BOX
381 FOURTH AVE., NEW YORK (16)

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

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

Aug. 14 Aug. 7

1—MY HAPPINESS 123.7 115.9

- BN-504—A. & J. NELSON
- BU-1032—R. DEAUVILLE
- CA-15094—THE PIED PIPERS
Highway To Love
- CO-38217—THE MARLIN SISTERS
The Man On The Carousel
- CN-1241—THE McKAY TRIO
- DA-20-17—ANNE VINCENT
- DMN-11133—JON & SONDR STEELE
They All Recorded To Beat The Ban
- DE-24446—ELLA FITZGERALD
Tea Leaves
- ME-5144—JOHN LAURENZ
Someone Cares
- PA-1004—PAUL SHERIDAN
- SI-15206—ALAN DALE
Tea Leaves
- VI-20-2965—DOROTHY MORROW ENSEMBLE
A Tree In A Meadow

2—WOOD WOOD-PECKER 115.1 120.0

- BN-508—DOROTHY HOWE
Mother Never Told Me
- CA-15145—THE SPORTSMEN
I'd Love To Live In Loveland
- CO-38197—KAY KYSER O.
When Veronica Plays the Harmonica
- DE-24462—DANNY KAYE & ANDREWS SISTERS
Put 'Em In A Box etc.
- ME-5154—THE HONEYDREAMERS
- MG-10247—PHILIP GREEN O.

3—YOU CAN'T BE TRUE, DEAR 90.2 109.4

- AP-1121—N. EMMET
- AS-145—FRED SAYLES
- BN-501—LARRY STEWART
- BU-1032—RONNIE DEAUVILLE
- CA-15077—THE SPORTSMEN
- CN-1009—WHISTLING JITTERETTES
- CO-38211—THE MARLIN SISTERS
- DE-24439—DICK HAYMES
- DEL-1171—ZIGGY LANE
- GR-2009—M. WILSON
- LO-202—VERA LYNN

Aug. 14 Aug. 7

- MU-588—RUSS BROOKS
- RO-128—KEN GRIFFIN
- VI-20-2944—DICK JAMES

4—YOU CALL EVERYBODY DARLIN' 62.5 58.8

- AP-161—TENNESSEE KING
- CA-15156—JACK SMITH
Cuckoo Bird Waltz
- CO-38286—JERRY WAYNE
Cuckoo Bird Waltz
- DEL-1178—BRUCE HAYES
- ME-5155—ANNE VINCENT
Blue Bird Polka
- MG-10258—ART LUND
Hair Of Gold

RE-117—AL TRACE O.

- Linger Awhile*
- ST-3023—AL TRACE O.
- VI-20-3109—JACK LATHROP
Hair Of Gold

5—TWELFTH STREET RAG 59.9 69.4

- CA-15105—PEE WEE HUNT O.
Somebody Else, Not Me
- DE-24450—MILT HEARTH TRIO
Hearthquake Boogie
- SI-15240—LIBERACE
Tea For Two
- VI-20-3120—SIDNEY BECHET O.
Suey

6—A TREE IN A MEADOW 58.6 32.9

- CA-15122—MARGARET WHITING
I'm Sorry But I'm Glad
- CO-38279—BILL JOHNSON
Galway Bay
- DE-24411—MONICA LEWIS
On The Street Of Regret
- LO-123—SAM BROWNE
An Old Sombraero
- ME-1548—JOHN LAURENZ
Tea Leaves
- MG-10211—PAUL FENNELY ORCH.
Reflections In The Water
- VI-20-2965—DOROTHY MORROW ENSEMBLE
My Happiness

7—IT'S MAGIC 53.3 50.6

- 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

8—LOVE SOMEBODY 44.7 58.7

- CO-38174—DORIS DAY & BUDDY CLARK
Confess

9—CONFESS 38.9 27.6

- CO-38174—DORIS DAY-BUDDY CLARK
Love Somebody
- DE-24409—THE MILLS BROS.
Someone Cares
- ME-5129—PATTI PAGE
Twelve O'Clock Flight
- MG-10194—JIMMY DORSEY O.
If I Were You
- MN-1131—THE FOUR TUNES
- VI-20-2812—TONY MARTIN
Bride & Groom Polka

Aug. 14 Aug. 7

10—COOL WATER 36.2 26.9

- CA-15148—NELLIE LUTCHER
Lake Charles Boogie
- DE-46027—SONS OF THE PIONEERS
- MA-6000—FOY WILLING
- MG-30059—KATE SMITH
- VI-20-1724—SONS OF THE PIONEERS
- VI-20-2076—SONS OF THE PIONEERS
- VI-20-2923—VAUGHN MONROE O.
The Legend of Tiabi

11—WILLIAM TELL OVERTURE 35.9 64.7

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

12—LITTLE WHITE LIES 30.9 42.9

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

13—THE MAHARAJAH OF MAGADOR 25.7 14.2

- VI-20-2851—VAUGHN MONROE O.
Give A Broken Heart A Break

14—MAYBE YOU'LL BE THERE 24.4 9.8

- CA-397—BILLY BUTTERFIELD O.
- CO-37339—TOMMY TUCKER O.
- DE-24403—GORDON JENKINS O.
Dark Eyes
- MA-1120—EDDY HOWARD O.
- ME-5160—JACK FINA O.
Dardanella Boogie
- VI-20-2189—BETTY RHODES

15—RAMBLING ROSE 20.4 9.6

- CA-15178—GORDON MacREA
Hair of Gold
- CO-38207—TONY PASTOR O.
Boy From Texas
- DE-24449—RUSS MORGAN O.
So Tired
- MG-10192—GEO. PAXTON O.
Better Luck Next Time
- MU-560—PHIL BRITO
Boy From Texas
- VA-105—JOHNNY FRANK
- VI-20-2947—PERRY COMO
There Must Be A Way

16—IT ONLY HAPPENS WHEN I DANCE WITH YOU 18.4 2.9

- CA-15086—ANDY RUSSELL
If I Were You
- CO-38192—FRANK SINATRA
Fella With An Umbrella
- DE-24434—GUY LOMBARDO O.
Fella With An Umbrella
- ME-5166—VIC DAMONE
Just For Now
- MG-10184—ART LUND
May I Still Hold You
- VI-20-2888—PERRY COMO
Better Luck Next Luck

17—ST. LOUIS BLUES MARCH 16.5 14.1

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

18—YOU CAME A LONG WAY FROM ST. LOUIS 14.5 —

- VI-20-2913—RAY MCKINLEY O.
For Heaven's Sake

Aug. 14 Aug. 7

19—NATURE BOY 9.9 35.3

- CA-15054—KING COLE
Lost April
- CO-38120—FRANK SINATRA
S'posin'
- DE-24439—DICK HAYMES
You Can's 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

20—BLUE BIRD OF HAPPINESS 9.5 3.4

- MG-10207—ART MOONEY O.
Sunset To Sunrise

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

21—BECAUSE 9.4 8.1

22—BLUE SHADOWS ON THE TRAIL 8.6 9.5

23—JUST BECAUSE 7.9 8.1

24—HAIR OF GOLD 7.8 3.2

25—EVERY DAY I LOVE YOU (JUST A LITTLE BIT MORE) 7.7 9.7

26—UNDERNEATH THE ARCHES 7.6 3.1

27—HOW HIGH THE MOON 7.2 4.2

28—MEADOW-LANDS 6.8 1.5

29—HAUNTED HEART 6.7 5.5

30—BETTER LUCK NEXT TIME 6.6 14.0

31—TEA LEAVES 6.2 10.0

32—TURKISH DELIGHT 6.1 8.2

33—MISSISSIPPI MUD 6.0 —

34—TOOLIE OOLIE DOOLIE 5.7 23.6

35—HANKERIN' 5.2 2.4

36—PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON 4.6 11.8

37—CARAMBA! IT'S THE SAMBA 4.5 —

38—JUST FOR NOW 4.4 1.9

39—FRIENDLY MOUNTAINS 3.9 1.2

40—DON'T BLAME ME 3.7 —

What's New?



MUSIC

AMI, INC.

Model A Standard	\$935.00
Model A w/playmeter	945.00
Model B, blond, standard	900.00
Model B, blond, w/playmtr	910.00
Model B, mahogany, stand	885.00
Model B, mahogany, std.	895.00
Hideaway selective play std.	515.00
Hideaway continuous play, w/amplifier	470.00
Selective mech. only	262.00
40 Selection single mech.	335.00
80 selection twin mech.	660.00
Playmeter	10.00
Bar Brackets	4.00
Wallbox, 5c	53.50
Wallbox, 5-10c	59.50

AIREON

Coronet 400	495.00
49' Golden Belle	595.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
48' Model Hideaway	299.50
48' Carillon Speaker	32.50
48' Melodeon Speaker	27.50
48' Impresario Speaker	19.50

BUCKLEY

Music Box	29.00
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ENCORE MFG. CO.

Wall Box	No Price Set
Bar Box	No Price Set

FILBEN

Maestro	595.00
Mirrocle Cabinet	325.00
30 Selection Stowaway Mech.	398.00

MILLS INDUSTRIES

Constellation	795.00
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PACKARD MFG. CORP.

Manhattan Phonograph	1060.00
Hideaway Model 401	506.00
Model 1000 Spkr.	175.45
Butler Hi-Chrome Wall Box 5c	43.95
Butler Hi-Chrome Wall Box 10c	46.15
950 Speaker	63.25
1200 Speaker	153.45
Prices subject to discount.	

ROCK-OLA

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

SEEBURG

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

WURLITZER

1100 Standard	999.50
1080A Colonial	899.50
1017A Con. chng. w/stepper	529.50
1015 Standard	914.50
1080 Colonial	875.00
1017 Con. chng. w/stepper	499.50
2140 5-10c Wireless	50.00

MUSIC

3025 5c 3-wire	49.50
3045 Wireless	59.50
3020 5-10-25c 3-wire	69.50
3031 5c 30-wire	39.50
212 Master Unit	70.00
215 Wireless Transmitter	17.50
216 Wireless Impulse Rec.	22.50
217 Auxiliary Amplifier	35.00
218 30-wire Adptr. Term Box	15.00
219 Stepper	46.50
4000 8" Metal Star Speaker	45.00
4002 8" Plastic Star Spkr.	45.00
4004A 8" Metal Musical Note Speaker	30.00
4005 8" Walnut Rnd. Spkr.	22.50
4005A 8" Wal. Rnd. Spkr.	25.00
4006A 8" Deluxe, Walnut Round Mirror	35.00
4007 12" Inter. Delux. Spkr.	135.00
4008 15" Deluxe Speaker	185.00

PINS

BALLY

Carnival	289.50
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CHICAGO COIN

Crazy Ball	275.00
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EXHIBIT SUPPLY CO.

Short Stop	No Price Set
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GENCO

Merry Widow	289.50
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GOTTLIEB

Alice	294.00
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UNITED MFG. CO.

Major League Baseball	275.00
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WILLIAMS MFG. CO.

Dew-Wa-Ditty	299.50
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COUNTER GAMES

A.B.T. MFG. CORP.

Challenger	65.00
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BALLY MFG. CO.

Heavy Hitter	184.50
w/stand	196.50

GOTTLIEB

DeLuxe Grip Scale	39.50
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GROETCHEN MFG. CO.

Camera Chief	19.95
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ONE-BALLS

BALLY

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

BELLS

BUCKLEY

Criss Crosse Belle	No Price Set
Criss Cross Jkpt. Belle	No Price Set

GROETCHEN

Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50

O. D. JENNINGS

5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Cl. Chief	324.00

BELLS

10c Sup. DeLuxe Club Chief	334.00
25c Sup. DeLuxe Club Chief	344.00
50c Sup. DeLuxe Club Chief	454.00

PACE

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

CONSOLES

BALLY

Wild Lemon	542.50
Double-Up	542.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
Reserve Bell 5c	549.50
Reserve Bell 25c	564.50

BUCKLEY

Track Odds DD JP	1250.00
Parlay Long Shot	1250.00

EVANS

Bangtails 5c Comb 7 Coin	No Price Set
Bangtails 25c Comb 7 Coin	No Price Set
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
Winter Book JP	No Price Set

GROETCHEN TOOL & MFG. CO.

Columbia Twin Falls	485.00
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O. D. JENNINGS

Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console	545.00

PACE

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

ARCADE TYPE

BALLY MFG. CO.

Big Inning	539.50
Bally DeLuxe Bowler	539.50

H. C. EVANS CO.

Bat-A-Score	No Price Set
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INTERNATL. MUTOSCOPE CORP.

Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
Fishing Well	375.00
Silver Gloves	375.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

The great need for a Credit Bureau for the coin machine industry is once again being noted by coinmen. One well known coinman tells about what financial reports he was forced to give to obtain \$65 worth of credit from a large components manufacturer, even after he and his partner had invested \$25,000 each to capitalize new company. "Were there a credit bureau in our field all this would have been much simplified", he says. *The Cash Box*, for over 6 years, has been urging creation of a National Coin Machine Credit Bureau with branch offices in all important cities thruout the country. Such an organization would help every operator to obtain credit he deserves as well as help better assure wholesalers regarding credit risks. The importance of credit bureau for this industry can no longer be minimized. The work that one southwestern coinman is now doing may help get such a bureau under way.

* * *

Rochester, N. Y., then Buffalo, and now possibly Syracuse, N. Y., down on "Play Balls". Regardless, tho, demand from other sectors in the nation continues heavy for late used equip't. Everything from Rochester and Buffalo will be gobbled up. These towns will probably return to amusement type machines and give more intensive attention to music. Still, this does not help coinmen in these centers, who feel pretty downhearted. Were there some sort of agency in the industry to help towns of this kind, when threatened with closing, such a service would be absolutely invaluable. Not only would this keep territory open, but, would also preserve market for all concerned. Public relations effort is one of the best means to forestall loss of good markets. PR programs should be worked up by ops in all local communities and a national agency should tie in with them to make such effort doubly effective.

* * *

Just a tip to smart coinmen—watch the "C.M.I. Blue Book" (The Confidential Price Lists). When prices jump up and down and are jittery—this is the time when more careful attention should be paid to all equip't prices.

* * *

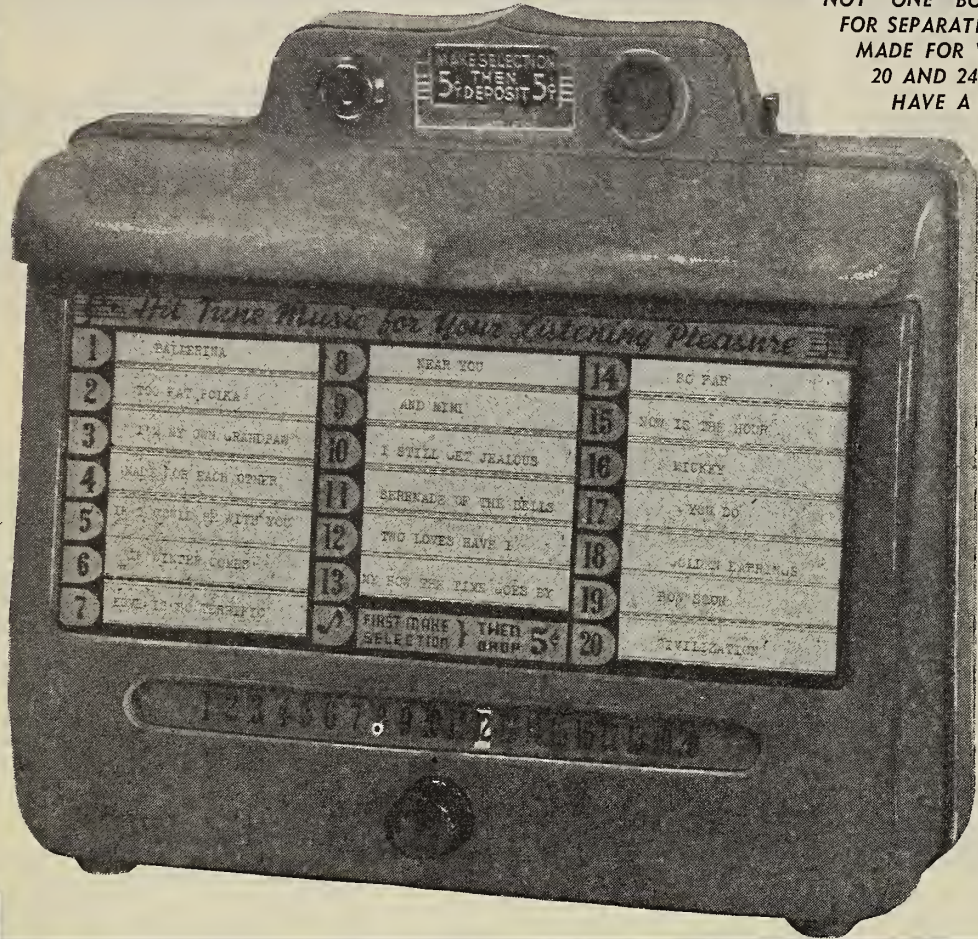
Months ago *The Cash Box* urged 10c play for amusement games, especially for those freely giving FP awards. Shuffleboards on west coast (with coin operated light up scoreboards) get 10c and as much as 40c full game. Here 10c play is being featured and no awards given. Proving once again that 10c amusement game play is practical if the greater majority of new games feature it at one and the same time. As one west coast coinman states, "You guys in the east, where shuffleboards have been working for many years, are crazy for not coin operating these games. We're getting 10c per play and as much as 40c for a full game." He forgets, of course, that when shuffleboards were introduced into eastern market, play tables and other equip't was operating. In fact, many coinmen manufactured and sold these direct to tavern owners, non-coin operated. It will still pay amusement game mfrs. to consider announcing new games with 10c chutes—"5c chute if desired."

* * *

More investors in coin machines expected this forthcoming Fall than ever before. The majority of these newcomers will be "part-timers". That is, they will buy very small routes and operate them during evening hours, Saturdays and Sundays. Already some of this has been noted in some of the larger cities where workers can't make out on present salaries and seek other effort to help boost income.

“ENCORE”

America's Finest WALL And BAR BOX



NOT "ONE" BOX TO DO THE JOB FOR "TWO"—BUT—TWO INDIVIDUAL BOXES BUILT FOR SEPARATE AND SPECIFIC REQUIREMENTS. THE "ENCORE" WALL BOX ESPECIALLY MADE FOR WALLS AND WALLS ONLY. THE "ENCORE" BAR BOX ONLY FOR BARS. 20 AND 24's ARE INTERCHANGEABLE ON LOCATION. BOTH WALL AND BAR BOXES HAVE A RADIO DIAL SELECTION. FOR A PERMANENT, PERFECT, MONEY-MAKING INSTALLATION—THE FIRST REALLY NEW, COMPLETELY BETTER, 30-WIRE WALL AND BAR BOXES—BUY "ENCORE"!! "ENCORE" WALL AND BAR BOXES HAVE PROVED THEMSELVES "THE BEST" ON LOCATION!

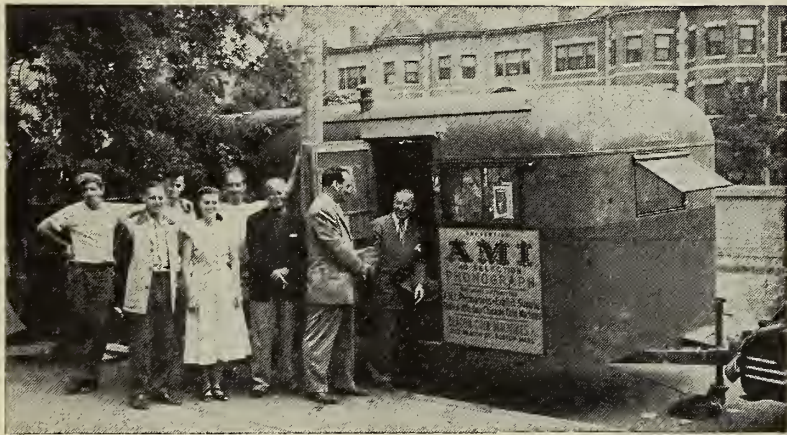
MOST LIBERAL TRADE-IN DEAL EVER MADE TO OPERATORS ON YOUR OLD WALL AND BAR BOXES. YOU HAVE TO HEAR IT TO BELIEVE IT.

See Your Nearest Distributor Or Write Us Direct

DISTRIBUTORS NOW BEING APPOINTED — WRITE

ENCORE MFG. CO.
 4310 CARNEGIE AVENUE
 CLEVELAND, OHIO
 (PHONE: HENDERSON 1044)

The Start Of A New England Tour



BOSTON, MASS. — Jack Mitnick and Harry Poole of Beacon Coin Machines, this city, bought themselves a 21 foot Schultz trailer, fitted it out with a model "B" AMI phono and all accessories, and now are carrying on a whirlwind tour of the New England states, demonstrating the equipment to operators right in their own baliwick.

Jack Mitnick is the impresario of the trailer, and plans on calling on music operators in Maine, New Hampshire, Vermont and Rhode Island on this first tour. Mitnick will drive right up to the operator's shop, run an extension cord to the shop for power, and put on the demonstration. If the operator gets thirsty at any time, the trailer is equipped with the necessary ingredients to relax the guest.

While traveling, Mitnick won't miss the opportunity to plug for business on the games the firm distributes in the territory, among which the United

Manufacturing Co., Chicago Coin and Exhibit Supply.

The trailer is pictured above just before the trip got under way. At the extreme right is Mitnick accepting the good wishes of his associate Harry Poole. Third from right is Jack Ravreby of Owl Mint Co., who had just placed a substantial order for the model "B". The remaining people are the Beacon staff.

Appointed Florida Distributor For D. Gottlieb & Co.

MIAMI, FLA. — Joseph Mangone announced that his newly organized firm, All Coin Amusements Company, this city, has been appointed distributors for the products of D. Gottlieb & Company for the state of Florida.

The firm also represents Packard Manufacturing Corporation for the state.

YOU

CAN SAVE
\$\$\$\$\$\$
 BY INVESTING
LESS THAN
30¢ Per Week

\$15 WILL BRING YOU A FULL YEAR'S SUBSCRIPTION (52 WEEKS) OF "THE CASH BOX"

Weekly Features :

- CMI BLUE BOOK (listing market quotations on all equipment). Know what your equipment is worth.
- MANUFACTURERS NEW EQUIPMENT—Lists all new machines and list prices.
- EDITORIAL VIEWS & NEWS—Written by experts with over 25 years of coin machine experience.
- MUSIC SECTION—For Juke Box Operators, containing reviews, charts and news that not only makes money for the operator, but saves him considerable amounts as he knows he buys only money makers.
- ADS from leading manufacturers, distributors and jobbers.

FOLLOW THE LEAD OF AMERICA'S MOST PROGRESSIVE COINMEN — SUBSCRIBE TO "THE CASH BOX"

THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y.

Enclosed Find \$15. Please Start Sending Me The Cash Box Immediately

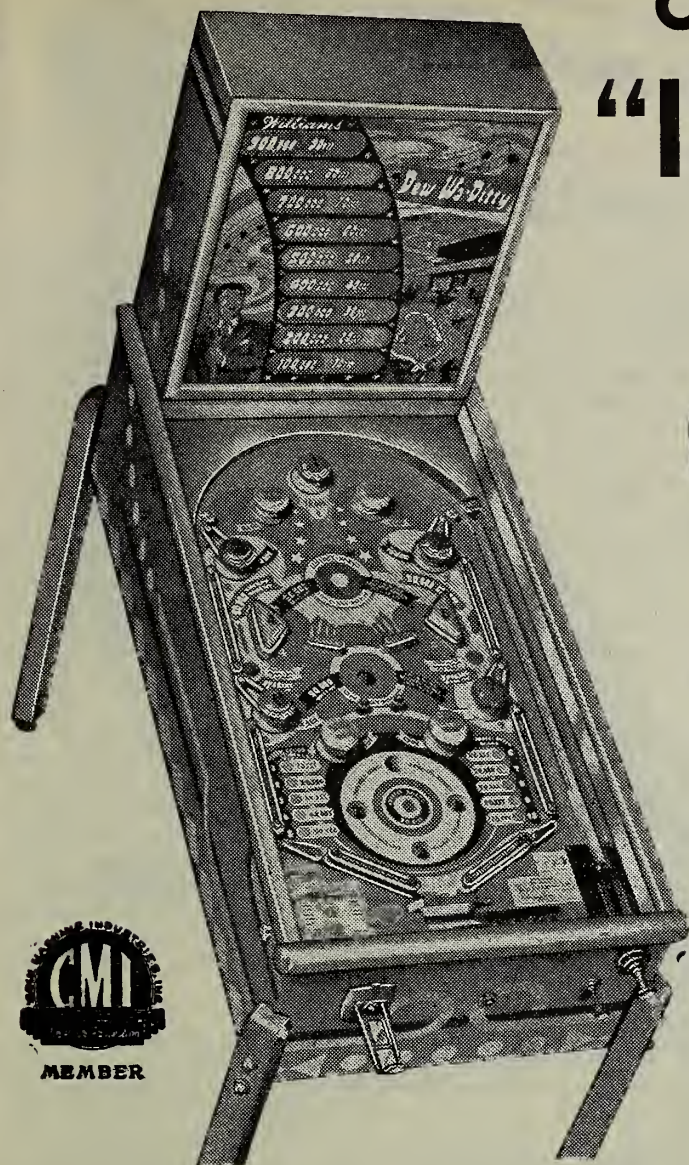
NAME

FIRM NAME

ADDRESS

CITY..... ZONE..... STATE.....

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



**OPERATORS SAY:
"IT'S GREAT!"**



Williams
Dew-Wa-Ditty

**New RAPID BONUS TAKE OFF!
ROTATING SPECIAL BONUS HOLES!
4 BONUS SCORE HOLES!**

SEE YOUR DISTRIBUTOR TODAY

Williams
**MANUFACTURING
COMPANY**

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

**Ryan Elected Pres.
of J. H. Keeney & Co.**



W. J. (BILL) RYAN

CHICAGO—W. J. (Bill) Ryan was elected as president and treasurer of J. H. Keeney & Company, Inc., this city, by the company board of directors at the conclusion of its most recent meeting, according to an announcement by the firm.

Ryan was selected by unanimous vote to assume full administrative duties formerly held by the late Jack Keeney, because of his long and successful record as vice president and general manager of the Keeney organization, and in keeping with the predetermined wishes of Keeney himself.

Bill Ryan, one of the most popular coinmen in the industry, has been associated with coin machines for the past thirty-five years, having been connected with J. H. Keeney & Company for the last dozen years. During these years, Ryan has built up an enviable reputation with distributors and operators throuth the country, and enjoys the respect and confidence

"Action"!

The CMI BLUE BOOK was returned as a regular weekly feature to The Cash Box in June. Since that time subscriptions are pouring in daily, giving the advertiser more coverage and sales opportunity than ever before.

"My recent ad in The Cash Box resulted in outstanding ACTION and very exceptional business," writes an advertiser (name on request).

YOU can reach the most active and foremost buyers and sellers of equipment thru advertising in The Cash Box. Start off with a trial schedule of weekly ads and find out for yourself.

MAIL IN YOUR AD RIGHT NOW!

THE CASH BOX
The Confidential Weekly of the Coin Machine Industry
381 FOURTH AVENUE, NEW YORK 16, N. Y.
(Phone: MUrray Hill 4-7797)

of these coinmen, as well as that of his co-workers.

Since the death of Jack Keeney, founder of the company, on July 26, Ryan has taken over active management of the business. "The same long range program and policies as previously established will continue in effect" stated Bill. "At this time the

company is engaged in a vast program that comprises the manufacture and sale of our electric cigarette vendor, console machines, and other amusement devices. We shall continue uninterruptedly to carry on production of our regular equipment, with a series of additional new units which soon are to be announced."

100%
RETURN PRIVILEGE WITHIN
10 DAYS IF NOT SATISFIED
WITH OUR RECONDITIONED
EQUIPMENT

**SEND TODAY
FOR OUR NEW LIST
DAVID ROSEN, INC.**

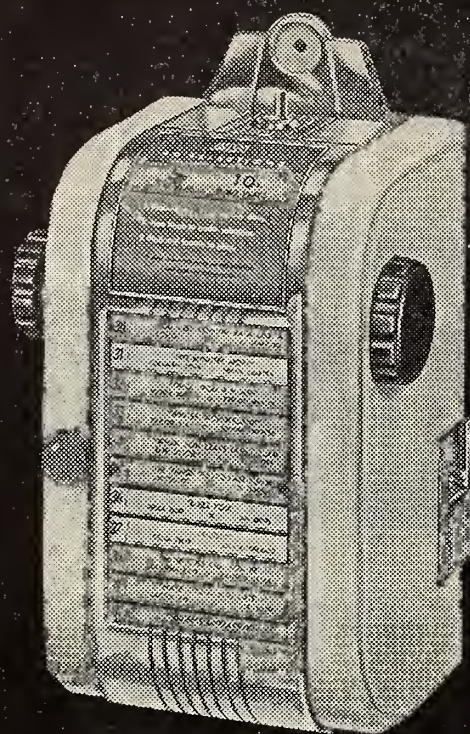
Exclusive AMI Distributor
855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2983
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

ALL TYPE SLOTS REBUILT.
WE SPECIALIZE IN REBUILDING
BUCKLEY TRACK ODDS.
Exclusive Distributor of
BUCKLEY TRACK ODDS and
CRISS CROSS SLOTS.
COMPLETE STOCK OF
COIN MACHINE PARTS.
CONSOLE DISTRIB. CO., Inc.
1006 Poydras St., New Orleans, La.
AND
3425 METAIRIE ROAD
JEFFERSON PARISH
METAIRIE, LA.

COIN MACHINE MOVIES
For Regular Panorams and Solo-Vuee
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE \$32.50 TO \$34.50 Per Reel
PHONOFILM
3331 No. Knoll Dr. Hollywood 28, Cal.

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

AMI 40 Selection Wall Box



As revolutionarily simple and reliable as the AMI record changing mechanism!

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

THRU THE COIN CHUTE



EASTERN FLASHES

With the draft of young men for military services getting under way in a very few weeks, many army camps and naval bases will once again be functioning full blast. Thousands of young men looking for entertainment at the bases and surrounding towns, will give the coin machine operator in those territories an opportunity to improve his collections, as well as place many additional machines. Operators who have contacts in the military should see about getting started right away. Coinmen in towns where military camps were situated during the war, and those which are still functioning, should get busy immediately to grab up all available locations—even if they aren't profitable at this time, and only warrant a secondary piece of equipment. The location is of prime importance. Army officials in this area announced this week that Camp Kilmer, N. J., will be opened for 11,000 recruits for basic training. During the war Kilmer was used as an embarkation and receiving point for overseas troops. At this time it will be used to supplement the large Fort Dix camp, which is overcrowded. The live-wire coinman can take advantage of these camp openings thruout the country, and we suggest that they get busy at once to see that their equipment is "on the spot."

* * * * *

Combination coin-operated tele-music machines were brought to the public's attention this week, when stories appeared in some of the local newspapers. The *New York Times*, Saturday August 7, and the *Newark Sunday News*, August 8, both featured nice sized stories about the equipment. . . . Al Blendow, Blendow & Meyers, Inc., out on the road this week, while Teddy (Champ) Seidel, the firm's manager, handles the local trade, and sees that the out-of-town orders are filled. . . . Ben Becker, Ben Becker Sales Corp. (Bally regional sales representative), drives up to his office while we were calling there. Ben was on the road for a few days, and reports that Bally's "Carnival" is getting a big play. "The ops who have them out are rushing in orders for more," reports Ben.

* * * * *

Barney (Shugy) Sugerma, Runyon Sales Company, away all week on the road. Irv (Kempy) Kempner, road salesman for the firm, spends a day in New York office, but hits the road again. Wonder what Kempy and Sam Bushnell of Standard Factors were cooking up in that closed huddle. . . . Dave Lowy, Dave Lowy & Company, rushes out to the mid-west for a fast biz trip. He and Phil Mason of the Lowy firm, will be making an important announcement next week. . . . Gene Lane, American Vending Company, Miami Beach, Fla., asks us to relay his best to Dave Lowy. Gene tells us that our good friend Charley Polgaar is home and getting around, but still is a pretty sick fellow. . . . Telecoin Corporation ran some ads in the local papers, directed at industrial plants. They were seeking locations for their Fruit Juice Machine, and stated their franchised operator would place the equipment. The interesting part of the ad (to us) was that the location would get 1c on every 10c can of juice. That's 10% to the location, a real money making commission deal on vending equipment. Commissions, by the way, are payable once a month by check. . . . Dave Stern, Seacoast Distributors, Newark, N. J., will be ready to break with an announcement on a new product soon. Meanwhile, Dave tells us that he's moving quite a few Rock-Ola phonos thruout his territory. . . . Geroge Ponsler's many friends happy to hear he's returning to the distributor fold, and we're wishing him success.

MINNEAPOLIS

E. A. Grunden of the North West Piano Company, Minot, N. Dak., has bought part of Robert Westrum's route. We understand that Bob Westrum has sold all of his equipment except that which he is operating in Bismarck. He says that he wants to stick close to home. . . . R. E. Aherin of La Moure, N. Dak., made one of his quick trips into Minneapolis, and seemed well pleased with the purchases that he made. . . . Wes Rydell of Mora, Minn., gave his wife a treat and took her along with him on a shopping trip. . . . Art Hagness of Grand Forks, N. Dak., brought his wife into the Twin Cities and while he shopped for coin equipment, she shopped for fall styles. Art informed us that his brother Martin is in Seattle, Wash., at the present time, looking things over there.

Harry Nold, the well known Candy Jobber and Coin Machine Operator of Cambridge, Minn., was in town, as busy as ever. . . . Walter Hugeback of the Red Line Vending Company, New Hampton, Iowa, and his side kick, L. H. Pickron of Rock Island, Ill., made a fast trip into the city on their way up to Lake Milac and a little fishing trip. . . . Solly Rose of the Hy-G Music Company is making a leisurely trip out East with his wife. They intend to spend a few days in and around New York City, taking in some of the high spots.

Bill Hattlestad of Cottonwood, Minn., stopped in to see the boys at Hy-G and told them about the hunting trip which he is planning out West. Bill, incidentally, goes for the big game such as Moose and Bear. . . . Hank Krueger of Fairfax, Minn., also in the city taking care of some of the menial tasks which his boys usually do, and happy about the whole thing. . . . Gus Loehr, the genial gentleman from Melrose, Minn., also in town doing some shopping. . . . Ly Kesting of the well known Kesting Family, who operate in Western, Minn., also in town purchasing coin machine equipment for their vast operations. . . . George Harrison of the Howard Sales Company passing out cigars these days. His wife presented him with a bouncing baby girl.

Here's An Investment That PAYS OFF 392 1/2% IN ADVANCE!!

● Greatest investment in your history . . . you get IN ADVANCE \$181.40 VALUE for only \$48 . . . when you buy the "SPECIAL" subscription which allows you a 40 word classified ad FREE OF CHARGE (worth \$3.20) each and every week for 52 weeks along with your regular subscription to *THE CASH BOX* . . .

Figure it out for yourself:

40 Word Classified Ad FREE EACH WEEK
40 Words @ 8c Per Word = \$3.20 Per Week
\$3.20 Times 52 Weeks (Full Year) = \$166.40
Plus Cost of Full Year's Subscription 15.00

Actual Value . . . \$181.40

ALL FOR ONLY \$48 IF YOU MAIL YOUR CHECK. NAME AND ADDRESS AS WELL AS YOUR FIRST FREE CLASSIFIED AD, IF YOU SO DESIRE, THIS WEEK TO:

THE CASH BOX

The Confidential Weekly of the Coin Machine Industry
381 FOURTH AVE. • NEW YORK 16, N. Y.

Personal Income Rises To New Heights

WASHINGTON, D. C.—Advances in industrial wages and farm income pushed national personal income to a new annual record, according to a report from the Department of Commerce.

For the first half of 1948, net in-

come stood at an annual rate of \$208 billion compared with \$200 billion in the first half of 1947.

Due to various factors, the amount of available spending income increased more than 4 per cent over the first quarter of the year, the department reported.

Even Tweedledum and Tweedledee
Find It Easy to Agree on

ALICE *in* Wonderland

YES! Everybody Goes for GOTTLIEB'S Wonder Game!

TIME-TESTED
PLAY IDEAS!

SUCCESSIVE
SUPER SCORE STEP-UPS!

JET-ACTION BONUS!

ORDER FROM YOUR
DISTRIBUTOR NOW!

GAUGED
PRODUCTION
AND
CONTROLLED
DISTRIBUTION
PROTECT YOUR
INVESTMENT!



"There is no
substitute for
QUALITY!"

ORIGINATORS OF FLIPPER BUMPERS

D. Gottlieb & Co.



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

GIANT PINBALLS CLICK BIG IN CITIES WHERE SHOWN

CMI And United Artists Exploitation Campaign On "Time Of Your Life" Expanded, Six Games Now On Locations; Aug. 15 NBC Network Radio Show Features Pinball Project.

NEW YORK—"The exploitation tie-up of CMI and United Artists on the hit movie 'Time Of Your Life' starring James Cagney, and featuring a sensational pinball scene, is clicking better than we had ever hoped" beamed George Glassgold, attorney for the pinball industry, and responsible for the public relations effort.

Reports from St. Louis, Mo., where the giant pinball is on location in one of the city's largest and most prominent drug stores, were so sensational that the field men of United Artists and coinmen in Louisville, Ky., and Columbus, O., demanded the game be displayed in their cities. Plans have already been completed to have the oversized pinball machine in Louisville on August 26 when the movie opens for its run.

Leon Roth, in charge of exploitation for United Artists on this campaign, states that reports coming in from their field men in Atlanta, Ga., and Rochester, N. Y., where the other machines were exhibited, were of the same exuberant nature. "Rochester,

in particular was great," stated Roth. "The giant pinball game, located in one of the most prominent spots in this city, attracted exceptionally big crowds of players."

CMI built six oversized pinball games for this campaign at the cost of \$5,000 each. Three were rushed out to the various cities a week ago, and the remaining three were shipped this week. Six games will be displayed from now on in six different cities.

Other cities lined up are Syracuse, N. Y., (August 26); Cleveland, O.; Washington, D. C.; and Dallas, Tex. CMI and United Artists are in contact with a great many more cities as they go along.

As a result of the efforts of both organizations, the tie-up came in for a tremendous radio network plug over the National Broadcasting Company on Sunday, August 15. "Let's Talk It Over," the summer replacement for the Jack Benny show, gave pinball games considerable time on their show.

The six giant pinball games are fitted out with a ten cent coin chute, and all receipts will be donated to the Damon Runyon Cancer Fund thru CMI.

CMI Establishes Complete Library Of State Laws

Index Of Coast Cases To
Be Compiled

CHICAGO—Dudley C. Ruttenberg, head of CMI Legal and Tax Department, advised the trade this week that the first complete library of state laws on coin operated equipment to be compiled in the coin machine industry has been set up.

"The need for a central source of such material became evident soon after the department was established last November since it was not available any other place in the industry," stated Ruttenberg. "A research and compilation project resulted in the library."

(Ed. comment: The Cash Box suggested thru its editorial pages thruout the last six years that a Legal and Tax Department be organized, and a library be kept. We are happy that the department can now serve the industry in an important phase of its business.)

WANT TO BUY!
TOTAL
ROLLS

ANY AMOUNT
WRITE—WIRE—PHONE QUANTITY
AND PRICE

GEORGE PONSER CO.
OF NEW YORK
250 W. 57th ST., NEW YORK, N. Y.
(PHONE CIRCLE 6-6651)

Used and New
JUKE BOXES

for
EXPORT AND DOMESTIC TRADE

Write For Prices
RUNYON SALES COMPANY

123 W. Runyon St., Newark 8, N. J.
Tel.: Blgelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LOnacre 4-1880

Ruttenberg states that the department's next undertaking is the creation of an index of all coin machine cases decided by courts of all jurisdictions.

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

**WE TOLD
YOU
SO!**

**MERRY
WIDOW**

WAS

BETTER

THAN

**TRIPLE ACTION
TRADE WIND
MARDI GRAS**

YOU FOUND OUT WE WERE

RIGHT!

and NOW . . .

**MERRY WIDOW
IS GROWING STRONGER
THAN EVER!**

**ORDER FROM YOUR NEAREST
DISTRIBUTOR**

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

BIG SALE . . . BIG SAVINGS

- Bally SPECIAL ENTRY . . . \$265.00
- Bally VICTORY SPECIAL . . . 135.00
- Bally VICTORY DERBY . . . 130.00
- Bally MELODY . . . 100.00
- United TROPICANA . . . 100.00
- Gottlieb HUMPTY DUMPTY . . . 90.00
- United SINGAPORE . . . 90.00
- United HAWAII . . . 85.00

REX COIN MACHINE CO., Inc.

3023 Jefferson Hiway, New Orleans, La.
(Telephone: TE 6391)



**MILLS
BELLS!**

We have all Mills latest Bells
in stock.

FRIEDMAN

AMUSEMENT COMPANY

441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



CHICAGO CHATTER

Big army camps expected to be plenty crowded and very soon, too, according to the press. Ops have already started to make contact but report that this time it will absolutely be a jam to get spots since so many are trying for locations in and around army-draftee installations. Reports filtering thru are to the effect that everyone of the present camps, chosen for training the new crop of boys in khaki, will be plenty crowded—but plenty—and very, very soon. . . . Get together of distribs in Chi (past week, Wednesday) has stirred much interest. There is now much debate pro and con regarding what good such an organization can do for the industry. Distribs, by working together, can be of good value to the trade. Just as they are in other industries. Only trouble is that many here believe they will start off on wrong foot by “making demands.” Personally, we don’t think so. Have intelligent leadership and also have many good men in group. There is some difference about the \$300 initiation fee and the \$25 per year dues. Some claim initiation fee should be based on “size” of distrib. This is extremely difficult to compute. Therefore, one set fee for all seems to be the fairest basis, at least that’s what members claim. It’s six of one and half-dozen of another. Future will tell.

Herb Jones over at Bally tells me that the firm are going right ahead . . . busier that ever . . . trying to supply demand for the various products. Bally clicked with “Carnival,” which ops report to be a “real moneymaker,” according to letters they’ve sent in already. Other products of firm are already taking strong hold, such as “Bally Bowler”—the great one-balls and consoles . . . seems like Bally will be working hard right up to the big Fall season to take care of demand. . . . Filben named two new distribs this past week . . . Filben Sales of Dallas, with C. M. Durham at the head of the firm . . . Filben Sales of Arkansas in Little Rock, with A. F. Pfarr, Jr., to head firm . . . Sam Drucker of Filben reports he will be in Little Rock for two days at showing of Filben line, from where he will return to Chi and then go on to Williamport, Pa., for still another show on Aug. 22 . . . hopes to get back in time to attend showing in Omaha where Al Rotella will put on a grand shindig for all music ops in that area, Sam reports.

Grant Shay of Bell-O-Matic left for a two week’s well earned vacation . . . and tho he’s sticking near town is really enjoying himself, using the golf sticks practically every day . . . better watch this guy in any golf matches from now on. . . . Fulton (Skeet) Moore of Williams Mfg. Co. reports that “Dew-Wa-Ditty” is “goin’ great guns.” Claims that the name alone is attracting players. Which is one angle lots of others ought to look into. . . . Sam Stern of Williams left for the East . . . on business. . . . Everything is nice and quiet, peaceful and restful over at D. Gottlieb & Co. . . . Dave, Sol and Alvin are up in Eagle River, Wis., taking in the sunshine and resting. . . . Nate’s holding down the fort in the meantime and is constantly on the longdistance phone taking care of orders. . . . Adman Mac Churvis’ son, who is barely 20, is already creating a sensation as a disk jockey . . . he’s heard regularly over WKMO, Kokomo, Ind. Got his start at WBBM here in Chi. He now features two very popular waxed programs . . . “Koffee Klub” . . . “Keynote Klub” . . . is on his way to many big places.

AMI closes down for the two week vacash period . . . starting August 16 . . . and Lindy Force advises he just doesn’t know where he’ll go for a vacation this time . . . the boy’s just about traveled all the spots. . . . Bumped into Mr. and Mrs. Walter Sims in Lindy’s offices . . . they’re from Canal Zone and represent AMI line in Panama as well as in the Canal Zone . . . look to very big doings this Fall . . . the folks tell me. . . . Lindy reports that July was the second biggest month in the firm’s history . . . which ain’t bad . . . believe me. . . . Buckley plant closed down for two weeks to give employees well deserved vacation, but this did not stop orders from coming in . . . they won’t be filled, tho, until the shipping room opens again on the 16th . . . in the meantime “Smitty” Smith is working hard to get his home on the Fox River completed . . . it’s near Johnsbury, Ill., and Smitty intends to make this his fishing paradise . . . which ain’t bad, either. . . . Adman Ed Vojack of O. D. Jennings & Co., now back on the job working harder than ever to get the firm’s ad program properly under way for the Fall season when the Jennings’ roadmen believe they will hit an all time high in sales.

Over at Exhibit Supply everything’s nice and quiet . . . this lazy summer weather putting all in the mood for fishing instead of working . . . even tho orders keep coming in. . . . There was a meet this past Thursday at the CMI offices of the Board of Directors . . . no official news release as yet. . . . Over at United Mfg. Co. the heat’s on . . . Billy DeSelm is working like a Trojan to meet demand for the firm’s products and with Herb Oettinger and his Greek recordings to interfere and Lyn Durant working away in the experimental dept. while all others are scooting here and there about the place . . . this is one spot to avoid if you feel like taking things easy . . . these guys don’t know what the word “relax” means . . . they just keep right on going at top speed . . . maybe that’s why they’re selling those United games right over the top.

Art Weinand back on the job at the Rock-Ola plant, but, hasn’t yet made any report on how he enjoyed his vacation. . . . Everytime I’ve called over at Coin-A-Matic . . . found the place closed . . . what’s what? . . . Gordon Sutton of Illinois Simplex seems to be working too hard these days . . . the guy’s never around anymore . . . always on the road. . . . Willie (Little Napoleon) Blatt of Miami was in town . . . first, to attend the distrib’s meet . . . second, to learn why he doesn’t get more AMI’s. . . . Call came thru this past week for the “coin machine firm that handles steel window shades” . . . which, of course, is Bell Products Co., Al Sebring, who is reported to be doing a very nice job with these units. . . . Don’t be surprised if coin operated shuffleboards click big here . . . seems promotion is already under way and these may become as big moneymakers here as they are on the West Coast . . . what with 10c to 40c per game . . . ain’t to be sneezed at, brother. . . . Seems like Joe Peskin is definitely set to remain on the West Coast . . . likes the climate and likes the idea of distributing AMI merchandise out there, we hear. . . . Was that Harry Brown coming out of the Sherman the other day all dressed up?

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

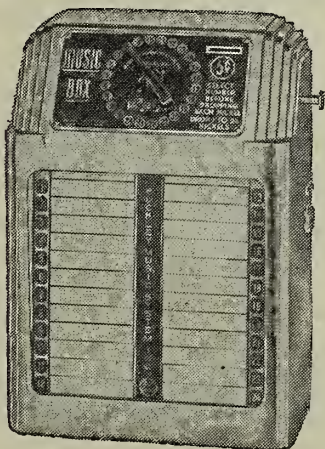
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

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

\$50⁰⁰



THE NEW Music Box



Buckley gave Music Operators the FIRST practical and profitable music box of 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.

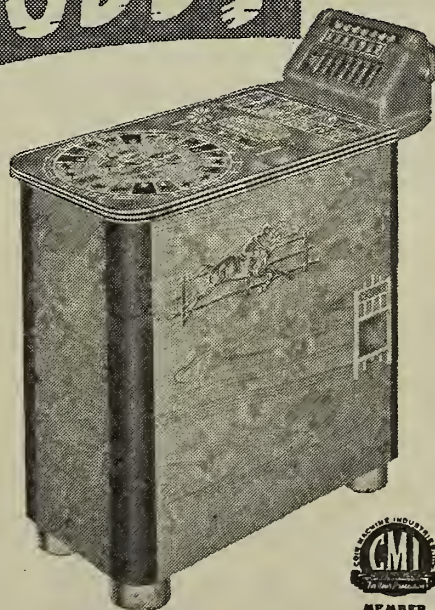
The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selection always in full view. Buckley's exclusive features of construction, combined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

\$29⁰⁰

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250⁰⁰



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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

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

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Coin Row the past week did not resound to the joyous strains of "Happy Days Are Here Again" . . . No. 1 blues note was struck by August 4 decision of Municipal Court jury over Bing-A-Roll . . . Atty. Tom Howard put up a valiant battle and even succeeded in having the defendants cleared of one charge, that of operating game of chance . . . But the other one, that said game was "illegal because of its similarity to pinball or marble tables prohibited by city ordinance," went against the boys . . . Jury was out for one and one-half hours, showing that there was considerable difference of opinion and that there is a fair chance of getting a fair shake from a jury . . . Appeal of case, however, is considered quite useless and waste of money by legal experts and others . . . The next and only move, according to those we consulted, is to attack the city ordinance on the grounds of its loose and ambiguous terminology and to seek a new ordinance . . . In line with this, Lyn Brown is still conducting his one-man campaign toward that end . . . He appeared before City Council last week but was moved up a week because of, what they considered, more pressing business . . . Lyn expects the fur to fly come this Friday and we'll be there to give you a blow-by-blow account. No. 2 rap was reported that San Bernardino "went down."

Looks as if Joe Peskin of Chicago will soon be set up as AMI distrib without moving a machine . . . The deal for him to take over the Bill Wolf bldg. appears to be going through . . . Chatted with Joe, who seems a very friendly soul and expressed belief that there's plenty room for more juke boxes in this area . . . He's been getting acquainted with local ops and preparing for son-in-law Sol Brown to head up local office . . . Something new has been added to shuffleboards, with both General Music's Fred Gaunt and Mills' Charlie Fulcher proudly showing off their firms' attractive new remote electric, coin operated scoreboards . . . Charlie also promised an ice cold Coke come next week out of the new Mills 400 cup drink dispenser . . . Jack Simon of Sicking up to Arrowhead Springs for some more of that vacation-business action . . . Jack Ryan showed us a nifty little new arcade target game in Dale's Pistol Range and we surprised him (and ourselves) by running up a perfect score . . . See what four years in the Army will do for ya, Son . . . Automatic's threesome, Dannie, Sammie and Georgie, all cutting it up, with Dannie back from Arrowhead and the boys wondering what next.

Aubrey Stemler's Nish Tara tells us that Aubrey, who was out, still has his "legal game" under wraps but the Catalina board was out in the open and going places . . . Ray Powers busy moving used equipt. in and out . . . F. E. Wilson of Solotone up to his ears readying Solotone's new remote record-radio combo for mass delivery, with L. B. McCreary expected back from that extended Idaho fishing trip any day now . . . Discussed business conditions and advertising media with W. R. Happel Jr. at Badger Sales and arrived at the more or less happy medium that one begets the other . . . Paul Laymon's right hand man Charlie says the "Quizzer" is going like a whizzer and that, after due consideration, city authorities seem to have decided the educational game is as legal as a high school diploma . . . Seen around the Row this past week: C. E. Collard from San Berdoo, S. D. Baird of Inglewood, Visalia's faithful Ivan Wilcox, C. E. Peddicord from Anaheim, Robert Chacon of Laguna Beach, Ventura's Perry Irwin, W. Edmunds from Compton and V. J. Spagnol of Long Beach.

ROUND THE WAX CIRCLE

Rumor has it that local bootleggers have launched one last desperate spurt to rake in their crooked shekels before pending city and county legislation puts 'em out of business . . . One story is that even before the release of Louis Jordan's latest, "Burn the Candle at Both Ends," the hookers had 5000 copies ready to unload . . . Paul Reiner of Black and White now in Memphis visiting distribs following his powwow with Congressmen in D. C. re stopping counterfeiters by national legislation . . . Paul will huddle with Ben Pollack in Chicago when the Jewel maestro and Reiner associate exec reaches the Windy City en route to New York . . . Heard their new T-Bone Walker "Plain Old Down Home Blues" and it sounds good, much in the Louis Jordan Calypso vein that does so well on most juke spots . . . Lunched with Carl Lebow of Metrotone, who's out here from Gotham for few weeks . . . He impressed us as a fine, enterprising gent who deserves the terrific success he's having with John Emerson's "Hair of Gold" . . . The majors are going for that baby in a big way, with Capitol's Gordon McRae and Mercury's John Laurenz versions now on the market.

Tempo, the strictly class outfit operating in sumptuous quarters on the Sunset Strip, have something of real promise to jukebox men in their "Talkin' to the River," with vocal by Anita Boyer . . . Col. Irving Fogel, the firm's genial headman and ad chief George Wield, played it for us and the thing is so movingly melancholy in a "Gloomy Sunday" sort of way that we warned the boys they'd better be ready to take the rap for all the river suicides wherever the record's played . . . They ingeniously countered by saying they'd launch a campaign whereby they wouldn't permit the disc to be sold or played in any waterfront bar or any location within a mile of a river . . . Sounds very interesting . . . Lunched with Al Patrick of Supreme Records, the up-and-coming Central Ave. outfit which is now hitting the boxes in a big way with Jimmy Witherspoon's "Frogmore Blues" and Buddy Tate's "Blowin' for Snake" . . . Leo Mesner holding down Aladdin's lamp while brother Eddie hits road on national talent tour in new Caddy and not traveling light this trip . . . Art Rupe of Specialty reports that Oklahoma City, of all places, is going mad with Jimmy Liggins' new "Rough Weather Blues."

Nice, long chat with Jules Bihari, who tells us that Modern has launched its new outside pressing deal under moniker of American Record Pressing Co. . . . He assures all prospects that firm will put out same fine type of pressing, labeling etc. enjoyed by Modern's own product . . . Joe in N. Y. and doing a real job on Hadda Brooks' "Out of the Blue" and Saul doing likewise in Baltimore at present . . . Exclusive's Leon Rene reports things are looking up nicely with Mabel Scott's "Elevator Boogie" and the Doye O'Dell novelty, "Dear Oakie," really a cutie, this one . . . George McDonald of Mercury says John Laurenz' "Hair of Gold" off to fabulous start and also complainin', from ear to ear, about being all out of Frankie Laine records because of hot run on 'em ever since the Laine man hit town . . . Imperial's Lou Chudd now in N. Y. plugging hillbilly gal Loyce Nettles' "Tear Drops," a tearjerker if ever there was . . . Met up with Jenks Carmen and Ford Lewis, two of 4-Star's top cowhands, while visiting Bill McCall, who's singing the "Pretty Mamma Blues."

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE 8 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 8c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSURES WEDNESDAY, 5 P.M. AT: The Cash Box, 381 Fourth Avenue, New York 16, N. Y.

WANT

WANT—All types of Music Machines, especially Wurlitzer 800, 750 and 750 E. 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—Will buy any quantity used slot machine, 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—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 Adaptors for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT., CANADA.

WANT—Amusement Lite - Leagues. State lowest price, quantity and condition. SOUTHTOWN PHONOGRAPH CO., 2108 WEST 51st STREET, CHICAGO 9, ILL.

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—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 NOV-ELTY, 369 ELLIS STREET, SAN FRANCISCO 2, CALIF. Tel.: TUXedo 5-4976.

WANT—To make \$133.40 for just a minute's work? Sit right down and write a check for \$48 for a full year's "Special Subscription" to The Cash Box. You get 52 classified ads (one each and every week) absolutely free of charge with as many as 40 words allowed in each week's ad (a total of \$3.20 per week, 40 words times 8c per word) plus the cost of the regular year's subscription \$15, or actually \$181.40 for only \$48. You earn \$133.40 for just a minute's work—writing a check for \$48 for the "Special Subscription" to: THE CASH BOX, 381 FOURTH AVE., NEW YORK (16) N. Y.

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

WANT—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.: ORD-way 3-3069.

WANT—New or Used Buckley Adaptors for Wurlitzer 24's. WINNEPEG COIN MACHINE CO., 277 DONALD ST., WINNEPEG, CANADA.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—10—616 Wurl. \$75 ea.; 2—600R Wurl. \$150 ea.; 1—1940 Rock-Ola C. M. \$90; 3 Seeburg May-fairs \$150 ea.; 2 Seeburg Regals \$175 ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1926 W. TIOGA ST., PHILA. 40, PA. Tel.: Ra. 5-8705.

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

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

FOR SALE—5 Hy-Rolls \$260 ea.; 5 Bing-A-Rolls \$285 ea. Used very little, well crated, ready to use. 1/3 deposit. Make offer on (1) Werts Box Score Electric Baseball Machine with 20 gross pull tickets 16 on card. Machine new and cost \$300. HI-TONE AMUSEMENT CO., 309 BAYVIEW BLDG., SEATTLE 99, WASH.

FOR SALE—\$181.40 for only \$48 when you buy this "Special," a 40-word classified ad free (cost \$3.20) each and every week for a full year (52 weeks) total \$166.40 plus the cost of a full year's subscription \$15. Grand total of \$181.40 for only \$48, the cost of the "Special" subscription to The Cash Box. Send your check for \$48 immediately to: THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y.

FOR SALE—7 Keeney Single Super Bonus FP-PO, in A-1 condition, ready for location. Also several Keeney Super Bells. Make us an offer. MONTANA SALES, BOX 1463, BILLINGS, MONTANA.

FOR SALE—Music and Pinball route, located in heart of gas fields, in county seat in Western Kansas. All new equipment. BOX 812, GARDEN CITY, KANSAS.

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

FOR SALE—Steel Ball Roll-downs: Mimi \$79.50; Bubbles \$64.50; Hawaii \$54.50; Kilroy \$54.50. Wooden Ball Roll-downs: Arrows \$54.50; Esso Stars new works \$44.50; 10 Ft. Skee Balls \$94.50; Buccaneer \$50. Write for list. NATIONAL NOVELTY CO., MERRICK, N. Y.

FOR SALE—Diggers, Exhibit Merchants, Iron Claws, Mutoscopes, Roll-A-Chutes, Erie hand-operated Diggers, Electric Hoists, Rotary Merchandisers. NATIONAL, 4243 SAN-SOM, PHILADELPHIA, PA.

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

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—Advance Roll \$100; Bing-A-Roll \$250; Heavy Hitter \$50; Singapore R.D. \$100; Hawaii R.D. \$75; Ten Strike H.D. \$35. MO-HAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHE-NECTADY 2, N. Y.

FOR SALE—United Streamliner, Sky Chief, Midway, Wagon Wheels, Grand Canyon, Idaho, Trade Winds \$10 ea., 6 for \$50; Big League, Dynamite, Smarty, Suspense, Super Score, Spellbound, Surf Queens, Superliner \$15 ea., 6 for \$75. 1/3 deposit, balance C.O.D. K. C. NOVELTY CO., 419 MARKET STREET, PHILADELPHIA 6, PA.

FOR SALE—Well established Music Machine Route, 35 machines, \$19,000, terms. L. B. WHEELER & SON, 805 COLORADO AVENUE, GRAND JUNCTION, COLO. Tel.: 1570-W.

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

FOR SALE—Vending Machine Men Attention: I have a ten percent interest in the Douglass Automatic Shoeshining Co., Inc., for sale. Write or wire for details. P. D. DOUGLASS, 787 HARDER RD., HAYWARD, CALIF.

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—Brand new portable coin-operated Typewriters \$105 ea. HOWARD MACHINE PRODUCTS, 2754 DIVERSEY BLVD., CHICAGO 47, ILL.

FOR SALE—Old established phonograph and pin game business, located in St. Louis, Mo. Will gross out in 12 to 15 months. Get full particulars. BOX 731, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—Look at This: Special Entry \$265; Victory Special \$135; Victory Derby \$130; Melody \$100; Tropicana \$100; Humpty Dumpty \$90; Singapore \$90; Hawaii \$85. CROWN NOVELTY CO., INC., 920 HOWARD AVENUE, NEW ORLEANS, LA. Tel.: Canal 7137.

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

FOR SALE—Best used Mills Slots in the South. We also refinish and rebuild same. Seventeen years of rebuilding. Mills Slot parts and stands bought and sold. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. Tel.: 3-5432.

FOR SALE—Mills Jumbo Parade P. O. \$60; Mills 10c Blue Front \$50; Keeney Hi Ride \$50; Broncho \$30; Cyclone \$25; Silver Streak \$20; Super Score \$25; Nevada \$35; Sea Isle \$50; Carousel \$25; Flying Trapeze \$35; Ginger \$35. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, O. Tel.: 750.

FOR SALE—Going out of business—50 Arcade Machines. Will sell one or all. Send for list. GENERAL AMUSEMENT CO., 915 N. SAGINAW ST., FLINT 4, MICH.

FOR SALE—Rebuilt Black Cherry's, new fronts and cabinets; Rebuilt Jewell's, new fronts and cabinets; also Blue Fronts, Brown Fronts and Cherry Bells; one set of 5-10-25c Club Bells, rebuilt. Write for prices. COLEMAN NOVELTY COMPANY, 1025 FIFTH AVENUE, ROCKFORD, ILL.

MISCELLANEOUS

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

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

PARTS & SUPPLIES

FOR SALE—Tubes: 6C4 29c; No. 80 42s; No. 5Y3 38c; 6J5 45c; 6J7 66c. Other tubes 60% off list. ENGLISH SALES COMPANY, 620 W. RANDOLPH STREET, CHICAGO, 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—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—Recording discs for automatic and semi-automatic machines. Send for parts catalog. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y.

Lucky Star '41	79.50	99.50	Skill Time '41	35.00	52.50
Mills 4 Bells	50.00	99.50	Sun Ray	39.50	59.50
Mills 3 Bells	159.50	245.00	Super Bell 5c Comb.	35.00	89.50
Mills '47 3 Bells	250.00	395.00	Super Bell 25c Comb.	59.50	89.50
Paces Races Bl Cab	29.50	40.00	Super Bell Two Way		
Paces Races Br Cab	39.50	59.50	5-5	89.50	125.00
Paces Races Red			Super Bell Two Way		
Arrow	59.50	75.00	5-25	99.50	169.50
Paces '39 Saratoga	39.50	75.00	Super Bell Four Way		
Paces Saratoga w rails	37.50	49.50	5-5-5-5	125.00	169.50
Paces Saratoga no rails	25.00	39.50	Super Bell Four Way		
Paces Saratoga Comb.	49.50	69.50	5-5-5-25	169.50	185.00
Paces Saratoga Jr. PO	25.00	49.50	Super Bell Four Way		
Paces Saratoga Sr. PO	37.50	69.50	5-5-10-25	189.50	199.50
Paces Reels Comb.	49.50	79.50	Super Bonus Bell 5c		
Paces Reels Jr. PO	49.50	75.00	FP & PO	275.00	345.00
Paces Reels Sr. PO	50.00	69.50	Super Bonus Bell 5c-25c		
Paces Reels w rails	49.50	69.50	FP & PO	475.00	625.00
Paces Reels no rails	30.00	49.50	Super Bonus Bell 5c-5c		
Paces Twin 5-5	49.50	59.50	FP & PO Combo	545.00	575.00
Paces Twin 5-10	69.50	89.50	Super Bonus 5-5-25c	795.00	
Paces Twin 10-25	69.50	99.50	Super Bonus Bell		
Paces Twin Console			5-10-25c PO	695.00	800.00
5-25	99.50	119.50	Super Track Time	69.50	89.50
Pastime	39.50	59.50	Super Track Time		
Roll 'Em	32.50	39.50	TKT	69.50	119.50
Silver Moon Comb.	50.00	89.50	Track Odds	149.50	150.00
Silver Moon PO	39.50	59.50	Track Odds Daily Dbl.	150.00	279.50
Silver Moon FP	49.50	75.00	Track Odds DD JP	225.00	250.00
Silver Moon 10c	49.50	79.50	Track Time '39	39.50	59.50
Silver Moon 25c	55.00	85.00	Track Time '38	30.00	49.50
Skill Time '37	20.00	37.50	Track Time '37	29.50	
Skill Time '38	25.00	37.50	Triple Entry	49.50	89.50

MILLS (Cont.)		PACE (Cont.)	
1c Blue Front	65.00 75.00	10c Comet FV	39.50 60.00
5c Blue Front	50.00 89.50	25c Comet FV	50.00 89.50
10c Blue Front	50.00 89.50	50c Comet FV	98.50 125.00
25c Blue Front	75.00 99.50	5c Comet DJP	40.00 69.50
50c Blue Front	100.00 249.50	10c Comet DJP	50.00 69.50
1c Brown Front	65.00 89.50	1c Comet Blue	20.00 37.50
5c Brown Front	65.00 99.50	5c Comet Blue	30.00 39.50
10c Brown Front	85.00 109.50	10c Comet Blue Front.	30.00 40.00
25c Brown Front	95.00 120.00	25c Comet Blue Front.	59.50 89.50
50c Brown Front	135.00 175.00	50c Comet	125.00 145.00
1c Cherry Bell	69.50 89.50	5c All Star Comet	57.50 69.50
5c Cherry Bell	74.50 105.00	10c All Star Comet	29.50 49.50
10c Cherry Bell	74.50 105.00	25c All Star Comet	49.50 69.50
25c Cherry Bell	89.50 110.50	50c All Star Comet	89.50 149.50
1c Bonus Bell	69.50 99.50	1c All Star 2-4	20.00 29.50
5c Bonus Bell	75.00 119.50	1c Rocket	49.50 69.50
10c Bonus Bell	80.00 124.50	5c Rocket	55.00 79.50
25c Bonus Bell	99.50 139.50	10c Rocket	69.50 89.50
5c Original Chrome	70.00 109.50	25c Rocket	79.50 100.00
10c Orig. Chrome	75.00 124.50	5c TJ Comet	25.00 29.50
25c Orig. Chrome	80.00 129.50	5c Club Bell	49.50 69.50
50c Orig. Chrome	139.50 165.00	10c Club Bell	69.50 89.50
1c QT Glitter Gold	30.00 49.50	25c Club Bell	119.50 125.00
5c QT Glitter Gold	59.50 85.00	50c Club Bell	139.50 169.50
10c QT Glitter Gold	69.50 100.00	5c Comet Red	79.50 90.00
25c QT Glitter Gold	69.50 100.00	10c Comet Red	79.50 120.00
1c VP Bell	19.50 31.50		
1c VP Bell JP	25.00 37.50		
1c VP Bell Green	22.50 29.50		
5c VP Bell Green	29.50 39.50		
1c VP Chrome	25.00 34.50		
5c VP Chrome	30.00 44.50		
5c VP Chrome Plus	47.50 55.00		
1c P Bell B&G	29.50 32.50		
5c VP Bell B&G	29.50 50.00		
Vest Pocket '46	30.00 59.50		
5c Futurity	49.00 85.00		
10c Futurity	89.50 109.50		
25c Futurity	119.50 150.00		
50c Futurity	149.50 194.50		
5c Black Cherry Bell	125.00 154.50		
10c Black Cherry Bell	119.00 159.50		
25c Black Cherry Bell	135.00 169.50		
50c Black Cherry	249.50 295.00		
25c Golf Ball Vendor	195.00 275.00		
5c War Eagle	35.00 65.00		
10c War Eagle	69.50 79.50		
25c War Eagle	70.00 85.00		
50c War Eagle	149.50 150.00		
5c Melon Bell	74.50 125.00		
10c Melon Bell	85.00 125.00		
25c Melon Bell	100.00 140.00		
Golden Falls 5c	155.00 164.50		
Golden Falls 10c	155.00 164.50		
Golden Falls 25c	155.00 179.50		
Golden Falls 50c	250.00 350.00		
5c Jewel Bell	155.00 170.00		
10c Jewel Bell	165.00		
25c Jewel Bell	180.00		

Big Game PO	25.00	39.50	Pastime (Rev)	39.50	49.50
Big Parley	65.00	124.50	Pacemaker PO	15.00	35.00
Big Prize FP	20.00	30.00	Pimlico FP	44.50	79.50
Big Prize PO	15.00	20.00	Race King (Rev)	29.50	49.50
Blue Grass FP	45.00	59.50	Record Time FP	37.50	59.50
Blue Ribbon PO	20.00	35.00	Rockingham	75.00	105.00
Club Trophy FP	44.50	74.50	Santa Anita	24.50	50.00
Contest FP	30.00	45.00	Sport Event FP	19.50	51.50
Daily Races	124.50	200.00	Sky Lark FP & PO	30.00	59.50
Dark Horse FP	37.50	60.00	Special Entry	289.50	349.50
'41 Derby FP	60.00	79.50	Sport Special FP	19.50	45.00
Dust Whirls	49.50	75.00	Sport Page PO	19.50	35.00
Entry	369.50	595.00	Spinning Reels PO	19.50	37.50
Gold Cup	10.00	30.00	Sport King PO	44.50	59.50
Grand National	19.50	25.00	Stepper Upper PO	15.00	50.00
Grand Stand PO	14.50	25.00	Sportsman (Rev)	32.50	37.50
Gold Medal PO	10.00	25.00	Thoroughbred	19.50	25.00
Hot Tip	225.00	235.00	Turf Champ FP	35.00	44.50
Jockey Club	44.50	69.50	Turf King	75.00	79.50
Jockey Special	399.50	425.00	Victory FP	10.00	25.00
Kentucky	44.50	62.50	Victory Derby	119.00	189.50
Long Acre	50.00	89.50	Victory Special	75.00	199.50
Long Shot PO	44.50	59.50	War Admiral (Rev)	15.00	50.00
One Two Three '41	29.50	39.50	Whirlaway (Rev)	25.00	39.50
Owl FP	22.50	39.50	Winning Ticket	15.00	25.00

MILLS		MILLS (Cont.)	
5c Black HL	55.00 79.50	25c Gold Chrome HL	79.50 129.50
10c Black HL	65.00 90.00	50c Gold Chrome HL	125.00 149.50
25c Black HL	95.00 125.00	5c Gold Chrome	70.00 119.50
5c Emerald Chrome		10c Gold Chrome	75.00 119.50
HL	85.00 120.00	25c Gold Chrome	80.00 125.00
10c Emerald Chrome		50c Gold Chrome	150.00 209.50
HL	90.00 129.50	5c Copper Chrome	79.50 119.50
25c Emerald Chrome		10c Copper Chrome	89.50 129.50
HL	99.50 149.50	25c Copper Chrome	99.50 139.50
50c Emerald Chrome		5c Club Bell	90.00 149.50
HL	119.50 154.50	10c Club Bell	100.00 169.50
5c Gold Chrome HL	65.00 129.50	25c Club Bell	135.00 165.00
10c Gold Chrome HL	69.50 129.50	50c Club Bell	189.50 250.00

GROETCHEN		PACE		WATLING	
1c Columbia	29.50 39.50	5c Comet FV	37.50 49.50	5c Rolatop '48	90.00
5c Columbia Chrome	39.50 49.50			5c Rolatop '46	60.00 75.00
5c Columbia JPV Bell	40.00 69.50			10c Rolatop '46	60.00 75.00
5c Columbia Fruit	37.50 69.50			25c Rolatop	60.00 95.00
5c Columbia Cig RJ	39.50 49.50			50c Rolatop	145.00 295.00
5c Columbia DJP	45.00 75.00			5c Club Bell	65.00 95.00
10c Columbia DJP	59.50 89.50			10c Club Bell	75.00 125.00
5c Columbia Club				25c Club Bell	145.00 185.00
Cig GA	29.50 37.50				
5c Columbia Club DJ	50.00 89.50				
10c Columbia Club					
Cig GA	59.50 79.50				
5c Columbia Cig. GA	35.00 39.50				
5c Columbia Fruit GA	49.50 69.50				
5c Columbia Orig GA	25.00 45.00				
5c Conv Columbia					
Chrome	49.50 59.50				

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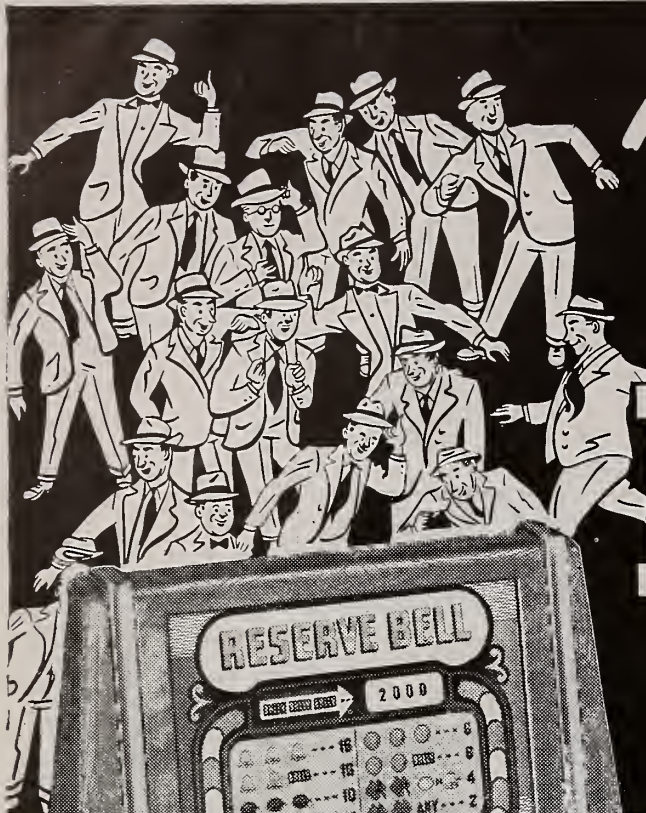


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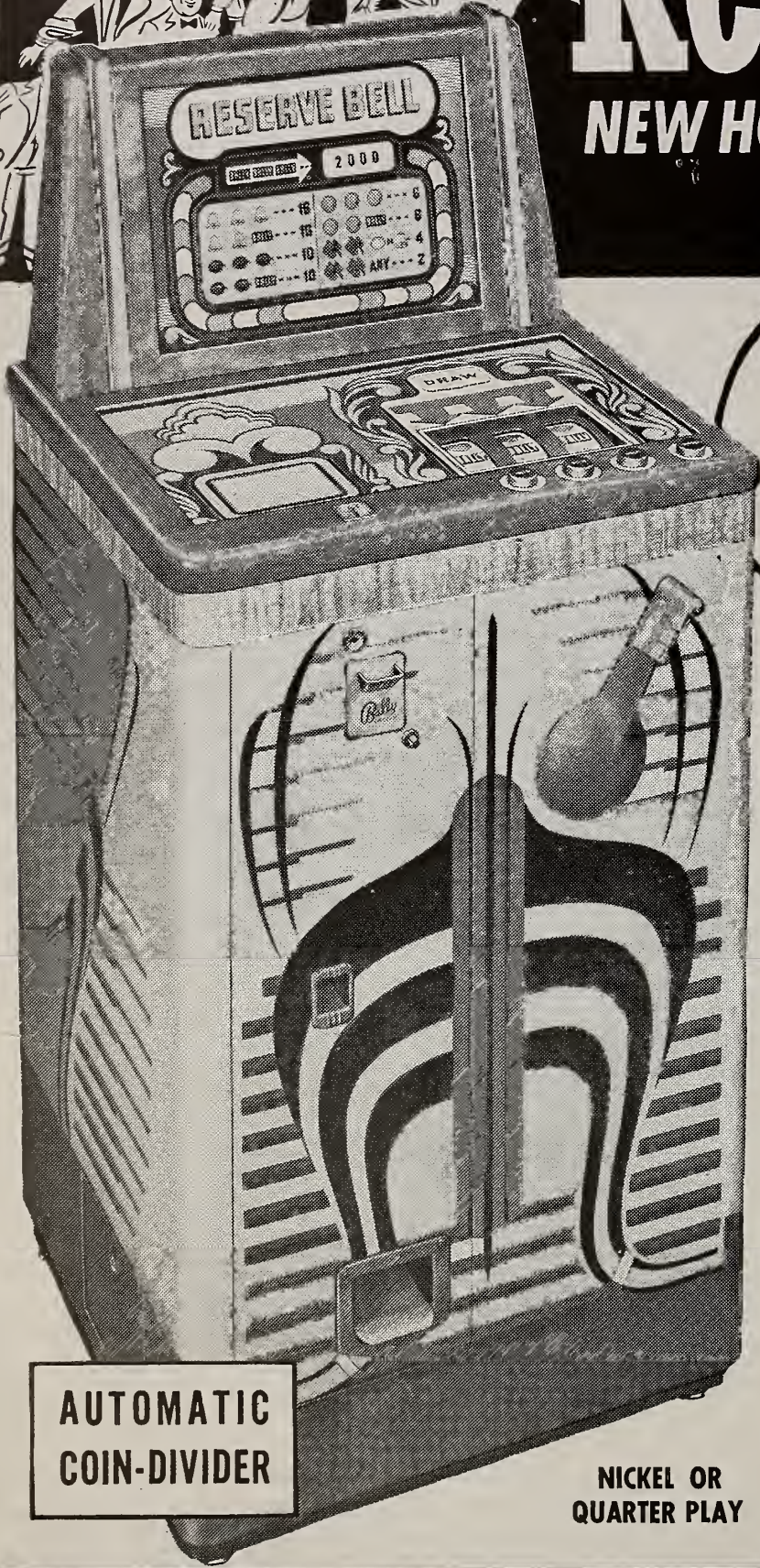


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