ONLY WURLITZER Music Merchants are backed by a profit-stimulating national magazine advertising campaign. See the April 12th issue of LIFE and the May 11th issue of LOOK for the advertisement illustrated above—the first in a sensational new series of full page, four color ads that will feature famous recording artists. This advertising is making more and more location owners want Wurlitzer Phonographs—is persuading the public to put more money into Wurlitzer Phonographs and that means extra profits for every Wurlitzer Music Merchant.

The Rudolph Wurlitzer Company, North Tonawanda, New York
EXCLUSIVE PROTECTION FOR CIGARETTE MACHINES, DRINK DISPENSERS, CANDY VENDORS, SCALES, ALL OTHER AUTOMATIC MERCHANDISERS AND SERVICE MACHINES.

Exclusive protection by the world famous William J. Burns International Detective Agency is offered to all cigarette machines, drink dispensers, candy vendors, scales, all other automatic merchandisers and service machines, anywhere in the U. S. A.

This internationally famed service can now be obtained by operators of the above equipment at a very special rate, covering everyone of the automatic merchandisers and service machines on each individual location anywhere in the nation.

Automatic merchants who wish the ultimate in protection at a special rate, arranged exclusively for them, should immediately inquire for full details.

Associations of automatic merchants can arrange for an all-inclusive rate for the merchandisers of their members. This special feature will meet with complete approval of the officers and members. Arrangements for meeting with any association executive board are now complete. Associations are urged to make inquiry through a responsible officer.

THE COIN MACHINE OPERATORS OF AMERICA, INC.
1309 NEW JERSEY AVE., N. W.
WASHINGTON 1, D. C.
(All Phones: HOBART 3170)
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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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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Talking It Over

Some of the most exciting talk about the country at this time during the term which appeared here last week regarding progress made (and expected) by video industry. Music op was very excited, saying, "This is one report which gave us a lot of food for thought."

It seems that whenever a group of Juke box ops get together these days, someone pops up with, "What about television?"

The result has been discussions, pro and con, which have raged on and on. Many believe that eventually there will be a machine built featuring combos of coin operated video-radio-phonos.

Therefore the discussion given in this column (last issue) and suggested for analysis to those ops most interested seem to have given many much "food for thought."

** ** **

"We've been tipped off to look for a revival in the bowling layover," says the tipster, "I'll see the bowling games come out with coin chutes."

The fact that some ops are now testing pinballs on dime play (giving higher free play awards naturally) may have interested the bowling game fields which feels it, too, can get a dime from players.

In fact, recently known bowling game ops in 20 cities, "I've already got one machine on test and you can believe me," he says, "the take jumped over 30 per cent the first week. I'm now waiting to see how long the take will stay up, or whether it will fall down as ads," he concludes. "If it doesn't fall, I'm changing all my games over to dime play."

** ** **

The new electric cigarette machines have, quietly and efficiently, met with quick public approval. It was interesting for the writer to watch people walk up to one of the newest of these machines, in an airport location, and operate them without a moment's hesitation, just as if they were used to them for years.

In fact, accidentally meeting with the operator, who had come to service the machine, we learned the case in everyone of the locations where the new electric cigarette vendors had been placed.

This sort of quick public acceptance and approval of a new product bodes well for the future of the industry.

Juke box ops everywhere have been enthusiastically taken to the idea (as suggested in an editorial here) of featuring window streamers and other point-of-sale advertising aids to help boom play.

Ops believe that record mfrs and publishers can supply the window streamers reading, "Listen to America's new song sensation (name of song) and all the other new tunes on the Juke box here."

Belief is that this will help offset some of the window streamers now being given to retailers by beer and whiskey firms for their television sets. Also feel that it will definitely help popularize tunes for the diskeries and pubeaters.

"And," as one well known music op says, "it will also stimulate sheet music sales as well as help exploit artists who do the tunes."

** ** **

The used machines market is enjoying something of a lift around the country. At first used sales were spotty, wholesalers report, but, in past few weeks, they have crested upwards, and are continuing to go up.

Return to better sales action in used machines is considered one sure way to clear out inventories and give many ops working on pinball games a lift.

"This," says one of the biggest in the used field, "is sure to get sales going for new equipment, because there's no guess work," he concludes, "and by getting cash for their old equipment can start buying once again in better quantity."
NEW YORK—For the first time in the history of the industry there has come unanimous approval of a new plan, a new idea—the entrance of a new era— from everyone of the outstanding leaders of this field. All agree, “The dime is ‘king of coins’ today.”

And that, without much further ado, is what the nation’s ops need know to go on ahead with plans to change over to 10c plays so that, once again, this entire field will enjoy the prosperity to which it is accustomed, that is, $8 per location, $.50 per machine. It’s still better, more thrilling and more enduring products to meet with the public’s approval, and naturally, to bring even more prosperity, more income into the outstretched hands of this trade.

There is no longer any earthly doubt that, “The dime is the ‘king of coins.’”

Everywhere in the nation. On the transit systems. In stores. By reason of tradition and American life, the dime has superseded the nickel, just as the nickel superseded the penny long, long ago.

There was a time in this coin operated machines industry when only penny machines were considered profitable. In fact, an outstanding meat packer entered into the automatic music business and produced and presented the “Penny Phono.”

All amusement machines that were built in those days, even the “dime” (the old “dote”) as they are known today, were penny play. (Check back on this and note the 1c play “hells” which are still in existence, and are still reported to be taking in some coins.)

After that came the pinball, and the modern phonograph, with the result that all changed to meet the new era—the 5c play era—and the result was that from thenceforth onward the trade continued with 5c play.

Five cents is dead. It’s finished. The 5c dime died with the entrance of inflation. Best example is the fact that the 5c cigar is gone—it has been replaced with a 10c sign—even tho it’s the same nickel cigar.

The ice cream cone died—the 5c cone—it’s 10c now. The nickel shoe shine is all over—it’s 10c—and even more in some place. That 5c haircut (and, brother, how they squawked when they made it 50c) is now 75c and $1.00 in some barber shops.

Bus fares were always a nickel. They’re a dime today. Even the street cars, elevated lines, subways; every mode and type of transportation, has jumped from the nickel to the dime. (There’s no in-between coin.)

The Cash Box, years ago, urged the minting of a 7.5c coin. But, with politics what they are in Washington, that would take years and years, so merchants jumped to 10c. There you are—inflation—but, at the same time, opening the wedge for the coin machine industry to get its rightful coinage—the new “king of coins”—the new coin that is increasing in quantity in the pockets of the public—that is jingling a merry tune—the dime.

Long live the “king”—the dime.

Why, the dime will open a new era, for all coin machine operators. Because the American public is now dime-conscious. Because they will NOT BE SHOCKED when all coin machines change over to 10c play.

Whether the phono op wishes to still continue on 5 plays for 25c—while 1 play is 10c—is up to him. But, the amusement game ops, by hiking up their awards—can instantly change over to 10c play in the greater majority of their locations.

The answer is 10c.

And the dime, (brother, can you spare it?) is no longer the BIG COIN of yesteryear—it is the penny of years and years ago—the nickel of yesterday. And, therefore, is the coin which the operators of America are totally enthusiastically favoring for the coin operated entertainment which they offer.

Phono ops have reported, time and time again, that even when they cut down their commissions to the location owners—10c a week up against it. Why? Because when a location owner gets a measley $2 bill as his week’s take from a phono—he doesn’t give one damn about that machine anymore. He never again puts coins into it to stimulate people in the place to play it. He, in fact, wants the operator to get it the hell out of his place. It’s all over, at least as far as he’s concerned.

Whatever anyone will tell you or you or you about 5c play being “traditional”—simply stinks. Because New York’s subways always maintained that the 5c fare was “traditional.” And no politician had the guts to change it.

The day of the nickel is over. It’s dead. It’s gone. It’s only used for change—just like the penny is used today. It’s the coin that will be placed as “tax” on cigarette packages soon. They’ve hiked the tax to 3c per pack—they’ll hike it to 5c per pack—watch—and don’t let us be surprised! (Brother, what are the 5c tunes?)

So, why play for pennies when machines cost more than they ever did? When the materials that go into the manufacture of those machines recognize the “dime as king.”

The one and only answer is to supersede the nickel with the dime, as has every single storekeeper in the nation, whether he operates a bar, grill, tavern, ice cream parlor, diner restaurant, drug store, or whatever the hell else it is.

You know it—it I know it—we all know it—that the dime is the ‘king of coins.’ And, everyone of the manufacturers in this business knows it, too. They know it by the prices they’re paying for materials and components which they formerly purchased AT HALF THAT PRICE.

Therefore, they must (simply must) expect the operator to get DOUBLE what he’s getting today to meet his tremendously increased overhead and cost of equipment, so that he can continue on in this business profitably and assure these manufacturers that they, too, will have a good, solid, substantial business for the future.

Music operators howl over the price of records, “We paid 10c and 21c before the war,” they say. “Today,” they cry, “we pay 49c for pop tunes and 65c for race tunes.” And they lament, “How in the hell are we going to make a living if we have to pay those prices for records?”

One operator writes, “Collected $8 from a location today. Gave the storekeeper $4. Then put some new records in the juke box. Where the hell am I when it comes to any profit?”

There’s the answer. That nickels won’t take any
operator “off the nut” today regardless of who he is. And, if this operator thinks he’s outsmarting the world by keeping old records in his machines—he’s nuts. Because the world (his world) the American public, just won’t be interested in playing his machines anymore. And that’s that.

So, he’s got to have new recordings. New interest. New “something” for the players. And, today, the players are dime-conscious, because they’ve got more dimes than they’ve ever had before in history.

The answer? Dime play!

The old counter games, as stated in an editorial here in the May 8 issue, took instant advantage of the many pennies which were suddenly appearing in the public’s pocket due to the rise of prices throughout the nation—and the counter games boomed—maybe too much—but, they boomed, during those old days—and their coin chutes left the way open for pennies, nickels, dimes and quarters—with many an op telling about the “heavier coins than pennies” he collected regularly from those machines.

One of the greatest moneymaking games to ever appear in the coin machine industry was the “duck jar.” This was a simple candy jar with a floating cork duck with a slot in the cover of the jar which allowed the player to drop anywhere from a penny to a silver dollar. But, he had to make that coin land on the duck’s back—and stay there. And he was paid according to the odds. (The entire game sold for about $2 and odds earned anywhere from $10 to $100 weekly, and more with it.)

But, that only proved that if the “odds are right” the players will play and go along with any type coin operated machine. They’ll go along with pinball, rolldowns, one-halls, consoles, bells, arcade machines, and all other types of amusement games as long “as the odds are there.”

And, tell me, what in the hell is to prevent a pinball or rolldown from setting odds for 10c play as against nickel play? (Remember, this play is all within the same time limit for what he gets a nickel today.)

The very same thing applies to the automatic phonos. With the ops getting 10c per play they can afford to give the public the finest records, the best service, the better machines, and meet the public approval in every regard. That’s the answer!

Prosperous ops can do things they can’t do today—because the operator, today, isn’t making money—he’s losing money, instead. And he can’t go on losing money—for that means the wind-up of the entire automatic music industry.

The operator MUST be made prosperous. He must be shown that the way out is to meet with the one coin now jingling in the public’s pocket because it was brought about by inflationary economic conditions NOT OF HIS MAKING. He MUST GET 10c PER PLAY.

And, when he gets 10c a play, he can then buy the machines he needs, feed that machine the records, needles, tubes and all other things it requires and be WAY AHEAD as far as profits on his investment are concerned.

The one firm that bucked 10c play learns now that they can’t buck the “inevitable.” There is no such thing as a “traditional coin,” especially during an inflationary era. Look at the average operator—the guy who operates the machines of the very manufacturer who bucked 10c play. Ask him if he’s MAKING MONEY? Just ask him.

The answer is what leaders of the entire industry have now agreed to—DIME PLAY. Why? Because the dime is “king of coins” in the public’s pocket and this industry (even tho the fact, because all other industries (except those making 10¢) must face the inevitable—MUST CHANGE TO DIME PLAY.

Dime is king.

There is no argument which can offset the fact that the dime is today becoming the most popular coin in the public’s pocket and their money, and kept there for years to come.

Maybe some guys don’t like to think about inflation. If they don’t—they should ask their wives what these sweets are paying for the meat, onions, potatoes and lettuce they’re eating. MAYBE THAT WILL MAKE THEM CHANGE THEIR MINDS.

And if that doesn’t do it—then they should look at their BANK ACCOUNTS. Maybe that, that’s the final answer, will do it.

Or, if that doesn’t do it—THEN LOOK AT THE PRICE OF ALL PARTS AND SUPPLIES, ALL OVER-HEAD, ALL PRICES OF MACHINES AND, FURTHERMORE, AT COST OF OPERATING TODAY.

DIME IS KING!

It’s that thin dime (brother, can you spare a dime?) we all laughed at years ago—but—it’s no laughing matter for the business today. It’s the salvation of this business. It’s the answer to the future. It’s the encouragement the manufacturers need to go ahead. It’s the basis for new inventive genius to come into this industry and bring about better, more unusual products that WILL EARN MORE PROFITS.

And, you joke box ops, should ASCAP win in Washington—what will you need? Believe me, plenty more money than you need today to meet your overhead. So, there’s no choice. If you’re smart—you’ll immediately jump to dime play. And the public won’t notice the difference.

Why won’t they note the difference? Because the dime is king. Dimes are jingling in their pockets. They’re using dimes all day, every day. They’re paying away above what they ever paid. And every storekeeper in the nation has switched his 5c ice cream cone, for the kids who come to his store, to 10c. Are you going to be the nut—caught between the nutracker of two manufacturers’ arguments—one for 10c play and one against. Well, my friend, if you want to be a “nut” and go “broke” that’s up to you. But, I believe, because I have faith in everyone of the guys who are in this business (because they’re my kind of people, they’re educating their sons and daughters, they’re sending them to colleges, they’re trying to raise them to be fine men and women, and also trying to leave them a buck or two when they pass on) that these guys, these coin machine operators, whom a lot of you guys say, “haven’t the intelligence to know what the hell to do to help themselves” are going to switch over to 10c play—WHETHER YOU LIKE IT OR NOT—because they KNOW TODAY THAT THIS IS THE ANSWER.**
Success story à la Horatio Alger—that's the pitch behind "T" Texas Tyler. Causing loads of comment throughout the music world, Tyler's recent disking of the controversial "Deck Of Cards" has boomed the western star into the national limelight. Pictured above with New York disk distributors Herman Botkin (left) and Morton Shad (right) of Georgia Music, the trio eye Tyler's position in the Folk & Western Music Charts of The Cash Box. "Deck Of Cards," a religious recitation piece, currently occupies the top spot as the nation's number one folk and western tune. Juke box operators throughout the nation report peak play with the disking.

Tyler's recent engagement at New York's swank Carnegie Hall proved to be a winner for him and the huge throng who came away delighted. Tex guest stars on the Grand Ole Opry airshow, WSM, NBC this coming May 15th. He is also featured on two radio shows emanating from Hollywood, KGER and KXLA. Tex is exclusively featured on 4-Star Records.

**FEATURES**

- The Nation's Top Ten Juke Box Tunes
- The Cash Box Record Reviews
- Juke Box Regional Record Report
- 'Round The Wax Circle
- Hot In Harlem
- The Broadway Beat
- Rollin' 'Round Randolph
- Folk and Western Record Reviews
- The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
- Hot On Chicago's South Side
- The Cash Box Disc-Hits Box Score
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<th>No.</th>
<th>Title</th>
<th>Artist</th>
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<tr>
<td>1</td>
<td>Sabre Dance</td>
<td>Woody Herman O.</td>
<td>CO-38102</td>
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<td>Victer Young O.</td>
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<td>Macklin Marrow</td>
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<td>Now Is the Hour</td>
<td>Margaret Whiting</td>
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<td>Horace Holit O.</td>
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<td>Buddy Clark</td>
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<td>Jerry Wald O.</td>
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<td>Bing Crosby</td>
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<td>3</td>
<td>You Can't Be True, Dear</td>
<td>N. Emmett</td>
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<td>The Sportmen</td>
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<td>R. Deauville</td>
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<td>Nature Boy</td>
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<td>Frank Sinatra</td>
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<td>Andrews Sisters</td>
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<td>Because</td>
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<td>Perry Como</td>
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<td>Baby Face</td>
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<td>Jerry Wayne</td>
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<td>Uptown String Band</td>
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<td>Aqua String Band</td>
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<td>Little White Lies</td>
<td>Dick Shore</td>
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<td>Dick Haymes</td>
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<td>9</td>
<td>St. Louis Blues March</td>
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<td>Tex Beneke O.</td>
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<td>10</td>
<td>The Dickey Bird Song</td>
<td>Jerry Wayne</td>
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<td>Larry Clinton O.</td>
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<td>George Olsen O.</td>
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NEW YORK—The results of a recent survey, conducted by The Cash Box to determine the minimum number of requirements of music operators, definitely pointed out that music ops throughout the nation are not meeting this basic play requirement from recordings actively used today.

Music operators throughout the nation were quick to fill out the questionnaire circulated among the entire phonograph industry. Many commended The Cash Box for seeking such information and generally stated that they "hoped such information would be brought to the attention of record manufacturers."

The general consensus of opinion established the basic requirements with which music operators can make phonograph operation successful at 100 plays. Operators made tests using different machines and utilizing different tone arm pressures.

A well noted juke box operator in southern California writes, "In setting forth our own test requirements, we have gone one step further and specified the number of plays on a particular make machine, at a specified tone arm pressure, with the use of a coin machine playback needle."

"Our own test machine is a model 412 Wurlitzer, with tone arm pressure set at 4 oz. using Pfaffstahl, Peromo-Pinto, Areo-Point and other coin machine needles. When it is understood," he continued, "that approximately double the amount of playing is received from each decrease in pressure in the tone arm pressure, we feel that 100 plays are the minimum amount of plays required from all recordings. On this basis we can say 500 plays at 5 oz., 400 plays at 2 oz., etc."

"It is entirely through ignorance on the part of the manufacturers that this condition of poor wear exists, and it will be remedied only by bringing together the operators requirements and the manufacturer's problems, and establishing an overall standard."

Other operators pointed out that pre-war recordings gave them as much as 300 plays at one time. Records today, particularly those of manufacturers who disregard quality and are intent upon releasing their records at the utmost speed, sometimes wear white after only 15 plays.

A group of operators in the mid-west suggested that a conference be called at the next Coin Machine Convention, and in industry council, composing representatives from both the manufacturing field and the manufacturer, be set up to establish and hold true a minimum play standard.

A music operator in Chicago stated, "The record manufacturer at times does not think of the juke box operator as he might think of a retail dealer. It is common knowledge that juke box operators buy 300 records in large quantities, and the percentage of poor accounts in the juke box field is much lower than that of other record operators. Manufacturers got together with the operators and discussed their mutual problems."

All the talk 'n stuff about the ban being over—or shortly coming to a close. A guy even went down to Randall St. or Sunset & Vine without hear- a live bunch, only to learn that each of those tall stories have. Nevertheless the ban continues with slight reports of discers getting more than a bit perturbed each and every day. One jovial new fellow pointed to 'Nature Boy" as an example. "Normally," he sez, "we would have been able to sell out and make a nice buck. Our platter might not stack up to King Cole's, but the force of distribution alone would have amounted for a raft of sales. As much as I had to admit it, and the people who buy records are not going for a capella disk." Wunder what will happen when the annual "sum- shuffle" come around.

Robbins Music Corp. has assigned its Jimmy McHugh-Dorothy Fields standard, "Doin' the Blarin' Of The Green Music for immediate top plug. Policy of in-transit assignment of copyright within MGM controlled subsidiaries for professional exploitation and current sales has been followed in "Doin' the Blarin' Of The Green Music for Immediate Top Plug." Robbins exploited last month's hit, "Three Loves Have I," which Feist plugged, and Robbins' "Two Loves Have I," which Miller promoted.

Oh Lordy, did that Kay Starr ever break it up at New York's swank Le Directoire. . . . Phil Harris opens at the Palladium, London with Jack Benny. Harris will use British musicians. . . . With Perry Como in Hollywood for MGM film work, his Chestfield aircraft is being broadcast from the west coast twice weekly instead of three times a week. . . . Ray Acuff shelled out $150,000 this week, investing his name and money in a recreation area surrounding Dunbar Cave, near Clarksville, Tennessee. . . . Ray McKinley going like a house on fire with his Victor hit "Airways." . . . News of the recent fracas between Bob Thiele, proxy of Signature and handaleader Ray Bloch with two hoods attempting to ramrodd their car in Syracuse is causing local gossips in that city. . . . Irving Fields' "The Wedding Song" makes for nice listening. . . . Ted Strateris discs of "The Modem Girl In The World" selected as the "Juke Box Record of the Week" by Chicago, Philadelphia, Georgia Music, New York disk distributors have added Harold Hirsch to their sales staff to cover over Long Island. . . . All herald George Scalisi, MGM super disk salesman who ties the knot this coming week. . . . and what's gal. . . .

Jim Bulleit, proxy of Bullet Records announces the appointment of Sandy Bulleit as manager of Western Dist. offices. Bullet plans on having Francis Craig, Patti Clayton and Bob Crosby on deck for the NAMM show in Village Lane. . . . Herman Lahinsky of Savoy prepping a new platter that will guarantee ops a minimum of too many plays. . . . Herman gives us an optimistic outlook for the disk industry too. . . . Our hat is off to columnist Paul Denis for a wonderful time in his birthday bash of "Cassino In Show Business." . . . Al Johnson in New York for radio work. . . . Charlie Barnet turns nifty over the music, with mention of a band in Hwd. . . . Frankie Laine and Shep Fields headline the Coconut Grove, Los Angeles Starting July 13. . . . Don't miss Benny G. when he breaks with his stuff at the 30th. . . . Harry James hoppin' aboard the band tour road again.

**THANKS**

PHONO OPERATORS ASS'N OF EASTERN PA.

for your selection as

*CLICK TUNE OF THE MONTH*

"WE JUST COULDN'T SAY GOOD-BYE"

Recorded by . . . .

FRANK SINATRA

SAMMY KAYE

ANDREWS SISTERS

HAL DERRWIN

HARRY COOL

SEGER ELLIS

Columbia

RCA Victor

Decca

Capitol

Mercury

Bullet

*featured in 21 Spot for month of May, on over 5000 Boxes thru out Penn.*
**Siboney** (2:21)  
“Mama Inez” (2:36)

**BEN LIGHT**  
(Tempo 556)

- Smart piano fashioning for magic ops with with music locations are offered here by ivory stylist Ben Light. It’s the plaiting melody of two old favorites that show promise here, with Ben’s wonderful ’88 thumping making for excellent music. “Siboney” and “Mama Inez” make for top notch dinner music—especially so as offered by Light. November’s famed Ham mond accompaniment fall in the background to round out the side. Ops that have the spots—take notice.

**“Babe”** (2:56)  
“Take Me Out To The Ball Game” (2:41)

**FERKO STRING BAND**  
(Palado 115)

- Here’s a number that is a cinch to be in every music store machine in no time at all. The long awaited tribute on wax, to the King of Swat, Babe Ruth, is both catchy and fun. To Warneke performance. With the title of the ditty, “Babe” filling the entire through-out, saxing the great Ferko String Band bounce back to add lust and polish in a big way. Backside is the standard “Take Me Out To The Ball Game,” with a sparkling arangement in the offering. Music ops should keep their eyes pealed for “Babe”—it’s sure fire phon material.

**“Mississippi Mud”** (2:56)  
“On The Painted Desert” (3:02)

**TOMMY DORSEY ORCH.**  
(Warner 29-2852)

- Music ops and music lovers are in store for a real treat with this one! One of the better Dorsey disks to shine in a long time are offered here with balledeer Gordon Polk grabbing the spotlight and all the glory. Gordon’s round and mellow pipes wrap around the enchanting wordage to “Mississippi Mud” on the top disc to paint the way for an avalanche of coin play. Music drifts with an excellent beat and band break with Gordon nailing in spot on with sharp tones. Backed by the soft and flowing rhythm of Painted Desert, the band with chimp Audrey Young on deck, the wax takes on a price package air. Music offered here is on the romantic side and flows easily throughout. “Mississippi Mud” will make paddy-cakes jingle.

**“It’s Magic”** (3:05)  
“You Or No One” (3:03)

**DICK HAYMES**  
(Decca 23826)

- Melodic balladizing via Dick Haymes and a pair of songs that will hype phonos for the song. Top deck, plugging with the Warner Brothers flicker “Romance On The High Seas.” Dick in a re-splendent manner, spooning up the music wordage in refreshing fashion. Wax is truly made for the “It’s Magic” side and Dick renders this strong piece of sugar-coated wax in grade A fashion for another top notch performance. Orchestral backing by the Gordon Jenkins boys flavors the dish to “You Or No One.” Dick’s voice proclaim- ing will yell loud and long for the pair.

**“Babe”** (2:56)  
“Take Me Out To The Ball Game” (2:41)

**FERNIE STRING BAND**  
(Palado 115)

- There’s no doubt about this pair! Sure-fire phon items in the very near future are these songs from the forthcoming Irving Berlin flicker “Easter Parade,” as offered here by Frank Sinatra. Actually there are no A or B sides to this platter—both show as exceptionally strong contenders for phon honors. Frank lends the top div a air of beautiful simplicity as it weaves in slow melodic, yet behind swinging strings. Soft and charming fragrance flows easily to fill the ether with a shower of emot- phatic rapture. Frank’s gilded vo- cal efforts are sure to be praised loudly as is maestro Alex Stor- dahl’s wonderful musicianship. Backing is a light rhythmic piece tagged “A Fella With An Umbrella” with Frank turning in an- other excellent performance. Splen- dor and enchantment offered here is bound to meet with approval from the host of fans Frank has. Both sides make for top dancing pleasure and are sure to draw races. Take into account the wide publicity which of the disk and music ops have a pair with which they are sure to reap harvest.

**“I Still Love You”** (2:50)  
“Pool Playing Blues” (3:00)

**AMOS MILBURN**  
(Aladdin 211)

- Light hunting and tender pipes of Amos Milburn coupled with the pair of tunes sets the stage for a ton of phon action here. It’s the topside that we’ve go for with Amos offering loads of mellow phrases all thru the wax. Cookie weaves in slow tempo with Amos tinkling the ’88 and purring in soft splash. Flapper is some stock rate material that might grab some glory. Dig the title here for the bill of fare to this wax. Ops with race spots should pay attention to “I Still Love You.”

**“Freight Train Blues”** (2:56)  
“Card Playing Blues” (2:41)

**RED SAUNDERS ORCH.**  
(Store 2007)

- More wax for ops with race spots with the new arrival, Red Saunders on deck for the rhythm offered. Both sides are done at a cranking speed with a ton of mellow melody seeping thru. Bal- ladeer Eddie Redding in the vocal spot offers the music with a fair performance. Top side spills with a theme for the asking it was suited for the crowd that likes to jump. Flapper is a switch to the slow shuffle mood, with Eddie running thru the deck for the blues word- age. Both sides won’t cause a traffic jam, but nevertheless might be suited to ops’ needs as filler material.

**“Little White Lies”** (2:51)  
“Bread & Gravy” (2:58)

**MARTHA DAVIS**  
(Jewel 2002)

- There’s no denying that this kid can sing! It’s chip Martha Davis’ spinning magic melody to the tuneful oldie “Little White Lies.” Altho the song itself is currently up a notch off the safer items, Martha’s rendition here should spike phon play all the more. The gal’s vocal tricks and even the stylish flavoring for the cookie all the way. Mood is slow and甜蜜 is defined in the music for this wide run crowd. On the flip with some heavy race material, Martha displays her versatile pipes in magic fashion on again to the riff of “Bread & Gravy.” Wax is very strong for the spots for “Little White Lies” in a big way.
BEACON IS BACK with a NEW 50¢ RECORD

FIRST RELEASE—AN OUTSTANDING RECORD

WORDS CAN’T EXPLAIN
COUPLED WITH

STRICTLY ON THE SAFETY SIDE
SUNG AND PLAYED BY THE
5 RED CAPS
BEACON RECORD No. 4120

WATCH FOR THE EARLY ANNOUNCEMENT OF
"HITS-OF-THE-DAY"
ON THE NEW 50¢ BEACON RECORD

BEACON RECORDS WILL NOT BE SOLD THRU DISTRIBUTORS—DIRECT SALES ONLY TO DEALERS AND OPERATORS

WHOLESALE PRICE

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INCLUDING FEDERAL EXCISE TAX AND PREPAID SHIPPING CHARGES

Write—Wire—Call—Phone

JOE DAVIS
RECORD MANUFACTURER
1619 BROADWAY—NEW YORK 19—N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**A Fella With An Umbrella** (3:06)
**Blue Shadows On The Trail** (3:02)
*BING CROSSY (Decca 24433)*

- Der Bingle hits the jackpot! More music from the widely hailed Irving Berlin Easter Parade film, with Bing offering the sure-fire "A Fella With An Umbrella" in hit proportions. Bing sings behind plush strings that are sure to wing this thing and make ops machines sing. Platter patter is delightful while the vocal chatter is nothing short of resplendent. It's a disk that can't miss becoming a hit winner. On the flip with a featured ditty from the Disney pie "Melody Time," Bing offers "Blue Shadows On The Trail" for the sake of a shower of coin play. There are no ifs, ands, or buts connected with this platter—it will go like sixty in your phonos.

**The Shoemaker Serenade** (2:56)
**Fiddle Faddles** (2:49)
*EDDY MANSON (Rainbow 10080)*

- Bound to elicit storm of approval in music and phonos circles is this hit offered by Eddy Manson. It's the delightfully jazzy "The Shoemaker Serenade" that Eddy renders and does so with a jazzified harmonic, tones throughout. Stylist instrumentation that Eddy spills greatly all thru the platter, boosting its possibilities. Melody is both haunting and soothing at the same time and shows the harmonicist artist at his best. The flip is the current booming "Fiddle Faddles." This side adds laughter and styling that are sure to top the deck and should win plenty wide. "The Shoemaker Serenade" is the one we like.

"I Wish I Knew The Name" (3:00)
"Oh How I Miss You Tonight" (3:02)
*JOHN LAURENZ (Mercury 5115)*

- Flavorful-favorable sides by song spinner John set out and the set-up of two favorites titled "I Wish I Knew The Name" and "Oh How I Miss You To-night" make their bid for phonos fame here. Music ops should know both tunes well—they being among another item of favorites on the machines really. John's soft touch lends the proper amount of vocal toning to show advantage throughout the entire waxing and might be used in the event that ops have the feeling to do an item on their phonos. Altho both sides won't traffic, they do nonetheless, make for pleasant listening.

"It Only Happens When I Dance With You" (3:04)
"May I Still Hold You" (3:00)
*ART LUND (VGM 10184)*

- It looks like another strong wax item for balladeer Art Lund with this scintillating bit from Easter Parade. Titled "It Only Happens When I Dance With You," Art lends the beautiful ballad a touch of phrasing as he warbles the dainty, delicate worderage. String backing by maestro Johnny Thompson adds lustre to the cookie and points all the more to Lund's coin-winning potential here. On the backing by Johnny and his boys, all the coddle kids, Art spoons the tender and charming phrasing to "May I Still Hold You." Art lends the ballyhit an ornamental gayness and makes for delightful dancing pleasure. On this side the op will go for the pair. Both sides deserve much attention.

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

"Steppin' Out With My Baby" (3:02)
"Better Luck Next Time" (3:00)
*GUY LOMBARDO ORCH. (Decca 24433)*

- Attractive pair of coin cutters in store for music ops throughout the nation is offered here by maestro Guy Lombardo. Wax is from the forthcoming mucho ballyhooed "Easter Parade" and bears the famed Irving Berlin pen. As such, it stacks up highly and is sure to come in for some bits and coin play. Top deck, "Steppin' Out With My Baby" grabs the lead, with the Lombardo Trio that's got the light and fragrant melody in fine measure, the melody is bright and makes for easy listening throughout. Deck is one that bears watching for the pair looks like a second item to draw loads of buffalo. On the flip with more meet for music ops, piper Kenny Gardner steps to the mike to offer "Better Luck Next Time." Wording weaves around the title throughout, with Kenny's local favorite phrasing in a dazzling tune. Both sides of this "must" platter make for easy listening and dancing pleasure. It's another boffo disking for Guy Lombardo and one that will definitely boom phonos for music ops.

"You're Mine" (2:58)
"The Windshield Wiper Song" (2:50)
*JEFFREY CLAY (PRIMA ORCH 20-2763)*

- Pair of sides for music ops to look into are these offered here by piper Jeffrey Clay. You're Mine" and "The Windshield Wiper Song," Jeffrey displays his vocal warms in adequate fashion throughout the pair. Top deck grabs the lead with the balladeer spooning romantic vocal magic. Wax is made for the crowd that likes to love while the music is soft and low. Flip is a bit of a novelty tune that sounds fairly attractive. Both sides are potential winners and might garner a spot on your machine as filler material.

"Betty Blue" (2:56)
"I Feel So Smoochie" (2:51)
*LOUIS PRIMA ORCH. (Victor 20-2763)*

- It's another winner for maestro Louis Prima with this gay hunk of wax. Titled, "Betty Blue," Louis steps to the vocal speaking and the happy sassy hunk of a ditty is wrapped around the title and weaves in the orchestra Harrumphs. Stuff makes you laugh loud and long as you listen and fairly rocks with the odor of buffalo. On the flip, we have the tempo of "I Feel So Smoochie," Louis gives out with another grade A performance. Ops should know this side well since it did draw some buffalo not too long ago. "Betty Blue" keeps the phonos jingling with green stuff.

"The Things You Left In My Heart" (2:29)
"Maybe I Love You" (2:49)
*JUDY TREMAINE (Decca 24433)*

- Shades of Helen O'Connell! As a matter of fact this kid sounds more like Helen than any other star. Judy turns over that intense twang of hers. A number sure to meet with wide approval and cause loads of comment is this hit titled "The Things You Left In My Heart." Offering a ton of glamorous tricks for the making of and marvel at her wonderful tone and quality. Judy lends this piece an air of beautiful musical magic unlike instrumental background furnished by the Roland Moore Trio spills the cookie all the way to boost its coin-appeal. Flip is another comer titled "Maybe I Love You." You've just gotta hear this kid to appreciate. Both sides of this blue-rubino package of wax are musts on your machine!

"Don't Get Salty, Sugar" (2:50)
"I'm So Happy I Could Cry" (2:57)
*JOHNNY MOSHER & BLAZERS (Exclusive 268)*

- One of the better platters to be released lately; the sure-fire Rodgers & Hart combo stack up as items that may prove potential coin winners in the very near future. It's a beauty, that platter is a. Here Mosher is offering loads of mellow melody on "Don't Get Salty, Sugar," the tune gets a light pick-up from Charlie Brown throughout the waxing as he offers the tenor, Mosher. When it's the turn for the flip, Mosher is toned down a bit with the entire crew displaying their wares in excellent manner. Both sides have the Mosher-Who of a winner wonder and凭借 its wonder reception—take a peek into this pair.

"It's Magic" (3:12)
"It's You And Me" (3:10)
*SARAH VAUGHAN (Muscraft 557)*

- "It's Magic"—that's the story with this kid's pipes! The great Sarah Vaughan offers this top plug tune from forthcoming Wah-Wah Bros, flicker "Romance On The High Seas" with the refrain spelling coin play in a big way. Displaying more of her normal burning in her pipes than we've heard in many a moon, Sarah ably shows her nostalgic tendencies to wonderful advantage. Waxing is one that is sure to go in all types of locations. Flip is done from the same flicker, and has the chuff perring in excellent voice once again. Both sides of this dashing guy bound to meet with wide approval. Her rapidly growing clan, and those covers loads of territory, will yowl like mad for this pair. Don't miss it!

"A Fella With An Umbrella" (2:47)
"Steppin' Out With My Baby" (2:35)
*DENNY DENIS (London 20165)*

- More sweet music from the forthcoming "Easter Parade" flicker, with Denny Denis to the mix for the charming worderage. It's the tope side we go for here—altho both decks are the wonderful listening time. Denis's soft spooning has loads of flavor to it, laying down the listener in a wonderful manner. Again, Light bounce pancing of the tune is delicately provided by Denis's instrumental backing flourishing throughout. On the flip with another plug tune from the same flicker, Denis is out with another good carefree worderage to "Steppin' Out With My Baby." It's another balladeer tapping spot for the balladeers and as such is sure to draw raves from his rapidly growing clan. Get next to this pair pronto.

The Cash Box, Automatic Music Section Page 11 May 15, 1948

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
**CAPITOL'S got the HOT HITS**

*Based on actual sales reports*

**POPULAR**
*(Rhythm, Ballad, Jazz and Novelty)*

- **MANANA**
  - ALL DRESSED UP WITH A BROKEN HEART
  - Peggy Lee
  - Capitol 15062

- **NATURE BOY**
  - LOST APRIL
  - King Cole
  - Capitol 15064

- **NOW IS THE HOUR**
  - BUT BEAUTIFUL
  - Margaret Whiting
  - Capitol 15024

- **BABY FACE**
  - HEARTBREAKER
  - Jack Smith
  - Capitol 15078

- **TOOLIE OOLIE DOOLIE**
  - (The Yodel Polka)
  - YOU CAN'T BE TRUE, DEAR
  - The Sportsmen
  - Capitol 15097

- **LARRY LARRIO LILY BOLERO**
  - TALKING TO MYSELF ABOUT YOU
  - Peggy Lee
  - Capitol 15048

- **HAUNTED HEART**
  - I'M MY OWN GRANDMAMAW
  - Jo Stafford
  - Capitol 15063

- **I'M LOOKING OVER A FOUR LEAF CLOVER**
  - SPANISH CAVALIER
  - Alvino Rey
  - Capitol 491

- **REC YOUR PARSON**
  - MELANCHOLY
  - Dining Sisters
  - Capitol 498

- **SUSPICION**
  - FLO FROM ST. JOE MO
  - Tex Williams
  - Capitol 46100

- **SUSPICION**
  - CLABBERIN' UP FOR RAIN
  - Jo Stafford
  - Capitol 15048

- **THE PEANUT VENDOR**
  - THEMOPOLAE
  - Stan Kenton
  - Capitol 15062

- **THOUGHTLESS**
  - YOU WERE MEANT FOR ME
  - Gordon MacRae
  - Capitol 15027

- **CIGARETTE, WHISKEY, AND WILD, WILD WOMEN**
  - PEARLY MAUDE
  - Red Ingle
  - Capitol 15045

- **HE'S A REAL GONE GUY**
  - LET ME LOVE YOU TONIGHT
  - Nellie Lutcher
  - Capitol 46117

**SEPIA**

- **FINE BROWN FRAME**
  - THE PIG-LATIN SONG
  - Nellie Lutcher
  - Capitol 15082

- **KING SIZE PAPA**
  - WHEN YOU'RE SMILING (The Whole World Smiles With You)
  - Julia Lee
  - Capitol 46002

- **I GOT A BREAK, BABY**
  - MEAN OLD WORLD
  - T-Bone Walker
  - Capitol 15023

- **THAT'S WHAT I LIKE**
  - CRAZY WORLD
  - Julia Lee
  - Capitol 15049

- **HE SENDS ME**
  - COME AND GET IT, HONEY
  - Nellie Lutcher
  - Capitol 15064

- **BEBOP BLUES**
  - SHUFFLE WOOGIE
  - Joe Lutcher
  - Capitol 46171

- **NO-NAME BOOGIE**
  - HIT THE BLOCK
  - Joe Lutcher
  - Capitol 46181

**WESTERN**

- **I'M WALTZING WITH A BROKEN HEART**
  - ANYTIME
  - For Willing
  - Capitol 43191

- **DECK OF CARDS**
  - ROUNDED UP IN GLORY
  - Tex Ritter
  - Capitol 40114

- **SIGNED, SEALED AND DELIVERED**
  - EASY TO PLEASE
  - Jimmy Wakely
  - Capitol 43841

- **WARBLER BLUES**
  - PEEPIN' THRU THE KEYHOLE
  - Cliffie Stone
  - Capitol 46163

- **HUMPY DUMPTY HEART**
  - TODAY
  - Hank Thompson
  - Capitol 40905

- **DON'T TELEPHONE—DON'T TELEGRAPH**
  - (Tell A Woman)
  - BLUE AS A HEART ACHE
  - Tex Williams
  - Capitol 40981

**COUNTRY**

- **SWAMP WOMAN BLUES**
  - LOVE IN AN AEROPlane
  - Mile Twins
  - Capitol 40904

- **WHAT'S ANOTHER HEART TO YOU**
  - A PELT FROM A FADED ROSE
  - Eddie Kirk
  - Capitol 40972

- **REN OVER ROUND**
  - I CAN'T WIN FOR LOSIN' YOU
  - Karl and Harty
  - Capitol 40939

- **SWEET THING**
  - YEDELING WALTZ
  - The Original Arthur Smith
  - Capitol 40668

- **BORN TO LOSE**
  - HOW DO YOU MEND A BROKEN HEART
  - Eddie Kirk
  - Capitol 41116

**COMING UP FAST**

- **GOOFUS**
  - THE HILLS OF CALIFORNIA
  - Johnny Mercer
  - Capitol 15061

- **HELEN POLKA**
  - MY WIFE HAS GONE AND LEFT ME
  - The Sportsmen
  - Capitol 15046

- **WHAT'S GOOD ABOUT GOODBYE**
  - GYPSY IN MY SOUL
  - Margaret Whiting
  - Capitol 15031

- **BLUE SHADOWS ON THE TRAIL**
  - LOVE OF MY LIFE
  - Andy Russell
  - Capitol 15041

- **GIVE ME THOSE GOOD OLD DAYS**
  - YOU TURNED THE TABLES
  - On Me
  - Benny Goodman
  - Capitol 15044

- **SPANISH BELLS**
  - WESTPHALIA WALTZ
  - Cliffie Stone
  - Capitol 40906

- **MY HAPPINESS**
  - HIGHWAY TO LOVE
  - The Pied Pipers
  - Capitol 15081

- **IT'S MAGIC**
  - SPRING IN DECEMBER
  - Gordon MacRae
  - Capitol 15097

- **RHYTHM Rhapsody**
  - RHUMBA BOOGIE
  - Chet Rees
  - Capitol 15097

- **HIP-BILLY BOOGIE**
  - WHAT IS THIS THING CALLED LOVE
  - Lee Paul
  - Capitol 15079

- **WORRY WORRY WORRY**
  - WE JUST COULDN'T SAY GOODBYE
  - Hal Darwin
  - Capitol 495
Columbia Records To Issue Collector Item Wax

NEW YORK—Columbia Records Corporation is planning on adding a new label to their line to consist of records which have become known as collector's items. The new series is to be known as "Special Edition".

The Columbia records will be available to music ops and dealers such artists as Al Jolson, Glen Gray and His Casa Loma Orchestra, the Dorsey Brothers orch., Bunny Berigan, Duke Ellington, Hoagy Carmichael and other artists are sure to be in great demand. Columbia will press these recordings only on order. Minimum standards set by the platter are that dealers and ops must purchase at least ten records, priced at $0.90 each plus shipping and insurance charges. The platters are supposed to retail at $1.00.

Dealers this past week received a letter announcing the release. The letter was reported to be sent under George Avakian's name on the stationery of the American Record Co. Columbia is not mentioned in the letter, although the return address is the same.

BEACON 50c PLATTER INITIAL RESPONSE—OPS

NEW YORK—Initial response by music operators in the east and middle west, to the new Beacon Record, listed to retail at 50c, points to a tremendous bonanza for Joe Davis, president of the firm.

Music operators contacted were quick to state that the Beacon label would give them their first chance in a long time to cut overhead operating costs and possibly increase their weekly phonograph income.

The new Beacon label, which will wholesale to music operators and dealers for 35c, tax included, is one of the first to come down in price.

Music operators disclosed that initial tests of the Beacon first disk release, "Words Can't Explain" and "Strictly On The Safety Side" by the Red Caps, met with widespread approval on the part of phonograph fans. Ops further stated that the platter's durability is far superior to many recordings currently on the market.

Davis, a veteran figure in the music and recording business has disclosed that he will ship orders of records at prepaid expense. No territorial distributors are involved in the Beacon firm.

Many music operators pointed out that by cutting down on the cost of records, one of their largest operational costs, they would in turn be able to afford better representation on their phonographs, thus giving the record manufacturer and the recording artist greater sales and a wider medium for disk promotion.

"The music operator market represents a very definite force of sales potential and exploitation in this music industry," said Mr. Davis.

"By giving the music operator a record that will not only wear well, but one that will substantially boost the earning power of the phonograph, we believe that we are establishing a greater market for record sales, heretofore neglected."

Davis disclosed that he has a large backlog of masters which were never issued. Although the recording artists appearing on these records could not be learned, it is known that they are artists who are in great demand.

Davis disclosed the signing of maestro Vincent Lopez to a recording contract. Lopez' records will headline under the Beacon banner.

HEY OPS, RETAILERS—LOOKA HERE! ON JEWEL RECORDS

HOT OFF THE PRESSES INTO YOUR CASH REGISTER
JUST RECORDED IT'S DIFFERENT GREATEST SELLING RECORD TODAY
JUKE-HAPPY NICKEL-GETTING RAPID RETAIL-SELLING
JEWEL # ON-2006

"NATURE BOY"
"Don't You Want That Stone"
RECORDED LAST WEEK entirely with voices, MAUDIE BILLBREW with the HOLLYWOODAIRES SPHRTUAL GROUP, singing the W. C. Handy TUNE "One Unusually DiffereENT SPIRITUAL. JUMP TEMPO... THE GREATEST VERSION OF any Tune Ever Recorded... RELEASED FIVE DAYS AGO AND SELLING Over The COUNTERS On The JUKES to The Tunes Of $5.00 per day and growing BIGGER BIGGER BIGGER.

GOING STRONG! JEWEL # ON-2004
"RECESS IN HEAVEN"
"Why Must I Adore You"—DAN GRISOM with Buddy Harper and His Orchestra

Another GREAT LATE RELEASE! JEWEL # R-5006
"THAT'S A PLENTY" "CARAVAN"
LEW MARCUS and his Nostalgic Piano follows his last Big Hit "IDA" & "DAR-DANELLA" (Jewel R-5005)

EXCLUSIVE CUTS "NATURE BOY"

HOLLYWOOD, CALIF.—Leon Rene, proxy of Exclusive Records, announced the platteries first cutting since the recording ban went into effect.

Herb Jeffries flew to Los Angeles to wax the popular "Nature Boy" and "Just Naive." Jeffries was backed by The Celebrities, a vocal choir under the direction of Tom Traynor. Disk jockey's in this area had test cuts of the disk the same day the platter was cut, Rene disclosed.

WEBSTER-CHICAGO NYLON NEEDLE with Knee Action and Precious Jewel Tip $3.50

WEBSTER-CHICAGO NYLON NEEDLES
— by the makers of Webster-Chicago Record Changers and Wire Recorders
WEBSTER-CHICAGO 5610 West Bloomingdale Avenue Chicago 39, Illinois

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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<td>TOMORROW NIGHT</td>
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<td>16</td>
<td>I LOVE YOU YES I DO</td>
<td>Bull Moose Jackson</td>
<td>King 4181</td>
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<td>17</td>
<td>GOOD ROCKIN' TONIGHT</td>
<td>Wynonie Harris</td>
<td>King 4210</td>
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<td>18</td>
<td>FINE BROWN FRAME</td>
<td>Nellie Lutcher</td>
<td>Capitol 15054</td>
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<td>19</td>
<td>IF I SHOULD LOSE YOU</td>
<td>Emile Jones</td>
<td>Staff 606</td>
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<tr>
<td>20</td>
<td>GOOD ROCKING TONIGHT</td>
<td>Wynonie Harris</td>
<td>King 4210</td>
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<td>21</td>
<td>YOU DON'T LOVE ME</td>
<td>Camille Howard</td>
<td>Specialty 307</td>
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<td>22</td>
<td>THE MOJO</td>
<td>Sax Mallard</td>
<td>Aristocrat 2001</td>
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<tr>
<td>23</td>
<td>YOU DON'T LOVE ME</td>
<td>Camille Howard</td>
<td>Specialty 307</td>
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<td>24</td>
<td>RECESS IN HEAVEN</td>
<td>Dan Grissom</td>
<td>Jewel 4004</td>
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<td>25</td>
<td>ALL MY LOVE BELONGS TO YOU</td>
<td>Bull Moose Jackson</td>
<td>King 4189</td>
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<td>THAT'S WHAT I LIKE</td>
<td>Julia Lee</td>
<td>Capital 15060</td>
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<td>27</td>
<td>TOMORROW NIGHT</td>
<td>Lonnie Johnson</td>
<td>King 4201</td>
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<td>35-30</td>
<td>Paul Williams</td>
<td>Savoy 661</td>
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<tr>
<td>29</td>
<td>FINE BROWN FRAME</td>
<td>Nellie Lutcher</td>
<td>Capitol 15054</td>
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<td>THERE'S NO YOU</td>
<td>The Ravens</td>
<td>National 9042</td>
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<td>31</td>
<td>LONG GONE</td>
<td>Sonny Thompson</td>
<td>Miracle</td>
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<td>MILKY WHITE WAY</td>
<td>Trumpeteers</td>
<td>Score 5001</td>
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<td>33</td>
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<td>BUBBLES</td>
<td>Bill Moore</td>
<td>Savoy 662</td>
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<td>DUTCH KITCHEN BOUNCE</td>
<td>Arnett Cobb</td>
<td>Apollo 778</td>
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“Greek Ambassador” Eyes Wurlitzer Phono

CHICAGO—George Givot, “The Greek Ambassador,” “Original Pardner” and “Greek with Cash” are backed by his trio, “The Greek Ambassador.” His Trio, “Down Route 105, Delaware, New York,” are playing at the “KING” on 1540 Boston Ave., Cincinnati, Ohio.

BEST BET for the BOXES

“If You Had All the World and Its Gold”
recorded by
PERRY COMO
RCA Victor 20-2653

Published by
LAUREL MUSIC CO.
1917 BROADWAY—NEW YORK

Current Releases by KING

KING 4220
DON'T FALL IN LOVE WITH ME
backed by
Siesta With Sonny
by IVORY JOE HUNTER

Juke Box “NATURALS”

LARRY VINCENT’S
“THOSE WEDDING BELLS
ARE BREAKING UP THAT
OLD GANG OF MINE”
PEARL No. 20

“LITTLE GIRL”
PEARL No. 22

“DOWN ON THE FARM”
Novelty Riot
PEARL No. 63

PEARL RECORD CO.
Route 1, Box 105, Covington, Ky.

New Release

“LIL’ LIZA JANE”
backed with
“BABY FACE”
by
BUDDY HARRIS & His Lone Star Playboys
MODERN 20-579

Modern RECORDS
685 NORTH ROBERTSON BOULEVARD
Hollywood

Top notch balladizing of Denver Darling and a pair of tunes that should brighten the phono take.

DENVER DARLING (MGM 10182)

Folk and Western RECORD REVIEWS

“I Had A Dream”
“Unloved & Unclaimed”
ROY AUFF (Columbia 38189)

- It's the old favorite Roy Auff who grabs all the glory this week with his smash dishing of “I Had A Dream” and “Unloved & Unclaimed.” All three sides are offered in plaintive mood, with a sad story in the background. Roy's excellent styling draws the listener closer to the phono and makes him listen attentively. Fond string spot on the top deck hypes the platter all the way. On the flip with a bit of a sordid story of a drowning, Roy comes thru for music ops with another one that beckons coin play. Both sides of this cookie will boost ops phono take.

“Spanish Bells”
“Tennessee Baby”
JIMMY DOLAN (Modern 20-376)

- Pair of favorable sides by Jimmy Dolan and his Texas Ramblers show as items music ops may use to fair advantage in their machines as excellent filler material. Top deck gets a novel musical interpretation, with the Ramblers displaying their wares adequately throughout. Flip is a straight hill piece, with Jimmy's pipes ringing true. Both sides bear investigation, and rate a spot on your machine.

“I Know You'll Understand”
“End Of Memory Lane”
CHARLIE MONROE (Victor 20-2834)

- Charlie Monroe and his Kentucky Partners offer a pair here that might meet with ops approval. Utilising fern chipping on both decks, the duo show as wax loaded with potentialities. Both sides of this platter play in slow tired fashion, with adequate instrumental backing weaving throughout. G ditl duet bounce back on the flip to brighten the patter a bit and make for pleasant listening time. Both sides won't stop traffic, but might be one of those sleepers.

“Little Strands of Silver”
“If That’s What You Want It”
DENVER DARLING (MG 10182)

- Top notch balladizing of Denver Darling and a pair of tunes that should brighten ops phono take. Top deck, offered in slow waltz fashion has Denver spooning in sincere expression as he tells how every strand of silver is a sign of love. Flip is a switch to a bright and peppy piece that should meet with wide appeal. Denver's wide following should account for many a call for this pair. The wax definitely is of the better sort and will move in your machines.

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Mercury Cuts "Nature Boy" In England & U.S.A.

CHICAGO — Mercury Records Inc., this city, is scheduled to release their version of the hobo song hit "Nature Boy," with their disking offering one of the most unique platters in many a moon.

Mercury cut the musical accompaniment in England, utilizing a full 20 piece orchestra. This is undoubtedly the first instance in which a diskier has gone beyond the American Federation of Musicians' jurisdiction to cut. The musical accompaniment master has been flown from England to Chicago, where balladeer John Laurens will dub in the lyric to the song.

Mercury's "Nature Boy" will probably be the only other disk with musical accompaniment to compete with the Capitol King Cole version. All others thus far are a capella.
The Cash Box, Automatic Music Section
Page 18
May 15, 1948

MUSIC BIZ MAINTAINS OPTIMISTIC STAND TOWARD END OF RECORDING BAN

A Capella Disks Not Meeting With Ops Approval;
Rumor Disk Officials Huddle With Pettrillo

NEW YORK—Continued optimism on
the part of music publishers, diskers and
artists, with regard to the supposed end
of the current recording ban, reigned
throughout the nation this past week.
The ban, now in its fifth month, seems to
have been generally accepted by the
major platters, with most not seeking
ways and means other than vocal dub-
ing for orchestral background, as a
substitute for cutting and recording hot
songs. On the other hand, the inde-
pendants, who do not have the large back-
ground of masters that the majors do,
have continued recording to some extent,
using non-union musicians and those in-
struments sanctioned by the American
Federation of Musicians.

Nevertheless, those affected by the re-
cording ban continue to foresee an early
end to the ban. General opinion functions
around the belief that the major dis-
eries, many of whom have missed out on
flash song hits and a large volume of sales
because of the ban, are seriously invest-
guating all possibilities of getting around
the Taff-Hartley Law, which seems to be
the thorn in the current dispute.

Rumors to the effect that meetings are
being held between officials and repre-
sentatives of the recording industry and
James C. Pettrillo, president of the AFM,
continue to persist.

While Mr. Pettrillo offers no immediate
statement regarding the possibilities of
an early settlement, it is rumored that
discussions both pro and con have been
entered into.

Meanwhile the continued flourish of a
capella recordings seems to have met
with little approval on the part of music
operators. Opin reports that their phon-o-
graph customers have not accepted the
utilization of vocal backgrounds in the
place of an orchestra.

King Records Appoint
Three New Distributors

CINCINNATI, O.—Al Miller, sales
manager for King Records, Inc., this
city, announced this past week that his
firm had appointed three new distri-
butors, two in the Northwest and one to
service the Dakotas.
The Northwestern Music Co., Pierre,
South Dakota, will handle North and
South Dakota, sales and distribution.
The Vogue Dist. Co., of Seattle, Wash-
ington, will service Washington, Oregon,
western Montana and northern Idaho.
Utah, western Wyoming, eastern Ne-
braska and southern Idaho will be covered
by El Rancho Cordova, Salt Lake City,
Utah.

In addition to the new distributors, King now has eleven branches and plans on
opening additional branches in Nash-
ville and Pittsburgh within 60 days.

CHICAGO—Eddy Howard is bringing
"en into the Aragon in crowds...reach-
ing the place...for some more...for it is
something to whistble about these days
...in fact, the cab driver, that sage of
the road, uncertainly added, "I reckon
they told us, "Boy, when Eddy Howard's
plating, I'll go out and get yer "Can't
come from way out on the south side..." Joe
Whalen and Chester Conn (BVC) covering
the show...with huge ads in the paper
Telling us all about the "old days in Chi" when he was young..."the gay
day..." and "Million Dollar Quartet."
Joe Sudy at the Bismarck's Walnut Room,
in between his six-o'clock show, is telling
us how he came to record for the Fortune
platter. It seems that when Joe played Detroit with Moon Walton walked up to
the bandstand and asked him would he like
to make a record? Joe, thinkin' it was a
kid, answered "yes." Little did he know
that the Fortune platter was sent to the
gal, who was also part owner of the disk-
ery, and that the actual owner was a juke
box op. So there you have the why and
wherefore of Joe's first Fortune disk which received very next notice here
some weeks ago...Armand Baun of Dreyzel and Co., has appointed John
"Dear! if I don't get mention..." hope
this time...Do you love me?" for his own
sous, the byye, is clicking nicely.

George Givot, "The Greek Ambassa-
dor," came to town in a whirl...seems
that George has gone into the record biz
and is now pressing under the "Tele-
record" label...George has an oddity that
has plenty of shmalts in it and by the
way, was much, much surprised that we
hummed the tune for him...it's "My California"...done by Con Conrad
and Cliff Friend...and one of the best of
the oldies with George...their disk destined for
lots of action if he keeps up that smashing
sales offensive he has started...Chuck
Foster is staying on at the Stevens with the
Ice show and will remain right into the
summer season...it should be a very
trendy way to spend a Chi summer... with
an ice show, a new "Oklahoma!"...Should
be a favorite around our Windy City, will
have Eddie Oliver's orch for her opening
at the Palmwood, Thursday...to the
bandstand, the Northwestern Music Co.,
who just recorded "Nature Boy" for Musi-
craft, proved the power of her grand
piping by making the Civic Opera House,
week ago Satty night...Jerry Abbott had
a tough break with his opening at the
Chicago Inn...after reappearing with
Herbie Fields all week long...he was
given a mashed up fisted piece to back
him up...and it was a race from start to
finish...with Jerry boling mad and nervous through...but the kid's pipes
still pullin' plenty of hand clapping from
the assemblage.

Chuck and Evelyn Aron of the Aristo-
crat plattery, who are doing their own
distributing hero, report that they should
have started yarts and yars ago...it's
that lucrative...and, they also find that they are getting more requests for
and more juke boxes than ever before...good
luck, kids... Dick (Tower) Bradley on
his way to Noo Yaw to attend Jack
Owens' personal appearances on the
Chesterfield, Supper Club, Paul Whitem-
wood "Terry Fox" and many others... and
will also do some pluggin' for his latest,
"I Left My Polka, C.C.," his Balletts,
onpk, ork pilot of the Breakfast Club (now
in (N. Y. C.) can take the bow for this
take...He has his plug tune... by looking at
George's reports, Chiek Kardale is still hard at work and pluggin' away...Chiek has "Nature Boy" on his plug tune...a great
break for a swell guy... George Olsen steps on the bandstand at the Edgewater once
again June 11...can't keep him away from
such a swell spot in the summer-time...he is doing plenty of pluggin'
for his "I Found A Rose"... George, it
sounds very good...Armand Klein, for-
together with Ed Wasser, has leased himself
off to Albuquerque.

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

NEW YORK—Ralph Berson, general sales manager of Apollo Records returned this past week from a trip throughout the middle west with a list of newly appointed distributors of the Apollo label.

Latest firm to take over the line is G & S Dist. Co., of St. Paul, Minn. Others announced recently include the S. E. Schulman Co. of Chicago and the Pan American Dist. Co. of Detroit.

Lou Wendell and Clarence Cocks manage the G & S firm in St. Paul, and will distribute the Apollo platter throughout Minnesota and the states of North and South Dakota. This latest appointment brings the number of Apollo’s distributors to thirty, in addition to the diskery’s branch offices in Los Angeles, Atlanta and New York.

Rube Schoenberg of the S. E. Schulman Co. in Chicago conferred with Berson on his return to New York, and plans were set into operation for directing major promotion on Apollo’s fast rising seller, “If I Live To Be A Hundred,” by Bob Hannon.

Pastner Bows Into Disk Distrib Business

PHILADELPHIA, PA.—Sid Pastner, former Sales Manager of Philly’s David Rosen, Inc., has established himself as a record distributor near the heart of Philadelphia at 510 East Thompson Street. The solid backing Pastner has secured, plus his years of valuable experience and organizational talents promise that his new firm Pastco Dist. Co. will do a top notch job throughout Eastern Pennsylvania.
1—SABRE DANCE 103.9 101.4
CO-38102—WOODY HERMAN O. Swing Low, Sweet Charlotte DE-24388—VICTOR YOUNG O. For Whom The Bell Tolls MG-3004—MACKay MARKLIN CHORUS SI-15180—RAY BLOCH O. Minuet In G RE-111—DON HENRY TRIO Tumpea Polka VI-20-2721—FREDDIE MARTIN O. After You're Gone
3—MANANA 85.0 100.9 CA-15022—PEGGY LEE DE-24333—THE MOLLS BROS. I Wish I Knew The Name LO-187—EDMUNDO ROSS The Concerto VI-20-2819—JOE LOSS O. Teresa
4—LITTLE WHITE LIES 73.1 45.6 CO-38114—DINAH SHORE Crying For Joy
9—HAUNTED HEART 43.8 54.5 CA-15023—JO STAFFORD I'm My Own Grandmaw CH-38112—BUDDY CLARK First Prize At The Fair CO-38083—BUDDY CLARK ME-1099—DON KOCHER DE-24362—GUY LOMBARDO O. Saturday Night In Central Park DE-24370—RING CROSBY Moonlight On A White Picket Fence ME-5120—VIC DAMONE All My Heart MO-10153—GEORGE PAXTON O. Dream Girl VI-20-2713—PERRY COMO Carolina Moon VI-45-0050—RUSS CASE O. Inside U. S. A.
11—NATURE BOY 33.2 32.1 CA-15054—BING COLE Last April MU-567—SARAH VAUGHN I'm Glad There Is You
12—I'M LOOKING OVER A FOUR LEAF CLOVER 33.1 39.3 CA-491—ALVINO REY ORCH. Spanish Cavalier CO-38100—TINY HILL ORCH. I'll Be Your Song
15—ST. LOUIS BLUES March 29.4 24.4 VI-20-2722—TEX BENEKE O. Cherokee Canyon
16—SHINE 26.3 30.0 DE-48074—SLIM GREEN What's The Reason DE-25354—ELLA FITZGERALD Darktown Strutters Ball MG-25351—GUY LOMBARDO O. Corn Silk DE-24383—THE MILLS BROS. Love Is In Fun ME-5091—FRANKIE LAINE We'll Be Together Again VI-20-2760—HOT QUINNETT ORCH. Ebony Rhapsody
17—MATINEE 29.7 32.3 CA-15041—GORDON MacRAE Foathery Feelin' CH-38083—BUDDY CLARK Haunted Heart DE-24375—BOB EBERLY It's All Over But The Crying VI-20-2671—GUY LOMBARDO O. If Someone Cares
18—THOUGHTLESS 13.8 11.9 CA-15027—GORDON MacRAE You Were Meant For Me CO-38079—DORIS DAY For One Only Myself To Blame CS-8039—CURT MASSEY DE-24318—GUY LOMBARDO O. I'll Dance At Your Wedding LO-143—THE SQUADRONIRES That Foathery Feelin' MA-1234—GEORGE OLSON O. The Dickey Bird Song ME-5104—VIC DAMONE Love Is So Terrible MG-10137—BUDDY KAYE KIQUETT Carnival In Venice SI-15176—RAY BLOCH O. At The Candlelight Cafe VI-20-2714—LARRY GREEN O. Wishing
19—DECK OF CARDS 13.3 2.8
CA-40114—TEX RITTER
Rounded Up In Glory
45-1228—T. TEXAS TYLER
Sweet Thing
VI-20-282—PHIL HARRIS O.
Somebody Else—Not Me

20—THE THOUSAND ISLANDS SONG 7.5 14.2
CA-15008—JOHNNY MERCER
Hooray For Love
CO-38081—ARTHUR GODFREY
I'm Looking Over a Four Leaf Clover
MG-10136—KORN KOBBLERS
VI-20-2619—LOUIS PRIMA O.
I'm Living A Lie

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—JUST BECAUSE 5.7 7.8
22—WERE WERE MEANT FOR ME 5.6 16.4
23—PEANUT VENDOR 5.5 6.6
24—SUSPICION 5.4 —
25—WORRY, WORRY, WORRY 5.3 1.3
26—BUT BEAUTIFUL 5.1 11.0
27—CIGARETTES, WHISKEY AND WILD, WILD WOMEN 5.0 5.7
28—LOVER 4.9 7.9
29—AIRIZAY 4.8 3.9
30—I'VE GOT A CRUSH ON YOU 3.9 4.4
31—PIANISSIMO 2.5 6.7
32—BEYOND THE SEA 2.2 2.9
33—BEST THINGS IN LIFE ARE FREE, THE 1.8 3.5
34—ALL OF ME 1.7 —
35—HEARTBREAKER 1.6 4.3
36—LOVE OF MY LIFE 1.5 —
37—I LOVE YOU, YES I DO 1.4 —
38—LOVE IS SO TERRIFIC 1.3 —
39—I WISH I KNEW THE NAME 1.2 —
40—GOOFUS 1.0 1.4

GEORGE GIVOT

SINGS THE MOST SENSATIONAL JUKE BOX TUNE OF 1948...

"My California"
BACKED WITH "Darktown Strutters Ball"
on Tele-Record No. 4803
Disk Jockeys ★ Retail Record Stores
★ Juke Box Ops Are Going Absolutely NUTS Over This Biggest Moneymaker of 1948—MORE THAN A SONG—EVEN MORE THAN A RECORD—It's The One And Only Incomparable GEORGE GIVOT Singing COIN INTO JUKE BOXES! It's The Gay Old Big Time All Over Again!

ORDER TODAY FROM...
TELE-RECORDS, INC.
FAIRMONT HOTEL, SAN FRANCISCO, CALIF.

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

A.M.I.
Model A w/play meter ........ 887.50
Model B w/o play meter ....... 687.50
Automatic Hostess Complete ........ 20 Station Unit ......... 14,800.00

HIDEAWAY CAB. W/Continuous Play Mech.: W/Amplifier & Rem. Vol. Con. 482.50
W/Amplifier & No. Rem. Vol. Con. 370.00

ARION
Coronet 400 ........ 495.00
Blonde Bombshell ........ 595.00
Fiesta Deluxe ........ 595.00
Super Deluxe ........ 595.00
46 Model Hideaway .......... 299.50
46 Model trio wall box ...... 29.50
48 Carleton Speaker .......... 37.50
48 Impressario Speaker .......... 19.50

FILIBEN
Maestro ........ 595.00
Mirrocle Cabinet ........ 595.00
30 Selection Stowaway Mech. .... 398.00

BUCKLEY
Music Box ........ 25.00

MILLS INDUSTRIES
Constellation ........ 795.00

PACKARD MFG. CORP.
Manhattan Phonograph .......... 695.00
H ideaway Model 500 ........ 358.80
Model 1000 Special ........ 125.00
Butler Wall Box Hi-Chrome 3c .. 32.50
Butler Wall Box Deluxe 5c ..... 32.50
950 Speaker ........ 35.00
650 Speaker ........ 16.50

ROCK-OLA
Magpie Phonograph—No Price Set
1807 Moderner Corine Spkr. .......... 107.50
1906 Remote Volume Control ..... 4.60
1930 Bell Box .......... 39.50
1603 Wall Speaker .......... 42.50
1606 Tone-o-Wall Spkr. .......... 27.50
1608 Tone-ology Spkr. .......... 65.00
1607 Tonette Wall Speaker .......... 19.75
1519 Universal Bx Bk/reckerstepper ...... 33.99
1532 Universal Bx Speaker .......... 35.00
1795 Wall Box Line Booster .... 16.35

SCHR. CHIEFS
148-M Symphonola ........ 965.00
148-B Symphonola ........ 895.00
H-148-M RC Special .......... 564.00
Wireless Wallamatic .......... 58.50
Wired Wallamatic ........ 49.75
10-50-25 Wireless Wallamatic .... 87.50
5-10-25c Wired Wallamatic .... 75.00
Teardrop Speaker .......... 19.95
R54-8 recess Wall & Cell. Spkr. .......... 18.00
1946 Door & Bome .......... 102.50

WURLITZER
1100 Standard ........ 999.50
1080 Colonial ........ 595.50
1074 Colonial ........ 125.00
1071 Concord ........ 114.50
1060 Colonial ........ 675.00
1017 Concord, chg., w/steper .... 499.50
2140 5-10c Wireless ........ 50.00
3024 25c Wireless ........ 59.50
3045 Wireless ........ 59.50
3050 5-10c-25c Wireless .......... 65.00
3031 5c-30-wire ........ 39.50
212 Master Unit .......... 70.00
211 Melody Unit .......... 70.00
216 Wireless Impulse Receiver ... 22.50
217 Auxiliary Amplifier .......... 35.00
218 10-wire Adjtrl. Term. Box ...... 15.00
219 Stepper ........ 46.50
4000 5c Metal Star Speaker ...... 42.50
4002 8" Plastic Star Speaker .... 45.00
4004 8" Metal Musical .......... 30.00
4005 8" Walnut Round Spkr. .......... 22.50

BERRIBY
Ballerina ........ 289.50

CHICAGO CONIN
275.00

GEMCO
Trade Winds ........ 289.50

EXHIBIT
Banjo .................. 299.50

GOTTLEIB
Jack 'N Jill ........ 294.00

MARVEL
Year Leap ........ 299.50
Year Leap w/5 coin chute .... 299.50

J. H. KEENEY CO.
Cover Girl .......... 265.00

UNITED MFG. CO.
Wisconsin ........ 273.00

WILLIAMS MFG. CO.
Virginia ........ 299.50

COUNTER GAMES

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

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

GOTTLEIB
DeLuxe Grip Scale ........ 39.50

GROECHEN MFG. CO.
Camera Chief .......... 19.95

ONE-BALLS
BALLY
Gold Cap, F. P. .......... 645.00
Trophy, P. O. .......... 645.00

J. H. KEENEY CO.
Favorite ........ No Price Set

BELL S

BUCKLEY
Cris Crosse Belle ........ No Price Set

BELL-O-MATIC CORP.
5c Jewel Bell .......... 248.00
10c Jewel Bell .......... 253.00
25c Jewel Bell .......... 450.00
50c Jewel Bell .......... 450.00
5c Bonus Bell .......... 265.00
10c Bonus Bell .......... 268.00
15c Bonus Bell .......... 268.00
30c Bonus Bell .......... 268.00
60c Bonus Bell .......... 268.00
1.00 Bonus Bell .......... 268.00

GROECHEN
Columbia Twin JP ........ 145.00
Columbia DeLuxe Club .......... 209.50

O. D. JENNINGS
5c DeLuxe Club Chiefs .......... 299.00
10c DeLuxe Club Chiefs .......... 309.00
25c DeLuxe Club Chiefs .......... 319.00
30c DeLuxe Club Chiefs .......... 329.00
5c Super DeLuxe Club Chief .......... 324.00
10c Super DeLuxe Club Chief .......... 334.00

PARTS AND SUPPLIES

GLASS SIZES—PIN GAMES
Bally .......... 2x41
Marvin .......... 2x41
Exhibit .......... 2x41
Gottlieb .......... 2x41
Keene ....... 2x41
Marvin .......... 2x41
United .......... 2x41
Williams .......... 2x41

* ALL EQUIPMENT ON THIS PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.
FOR MILLS ESCALATOR BELLS®
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Maroon. Copper. Gold. Green,
- Complete new practically-built
  light wood Cabinets expertly
  finished with perfect 81 new
  aluminum castings.
- Club Handle and Handle Col-
  lor chrome plated.
- Heavy brass. chrome plated
  valued Reward Plates, 2/3 or
  7/5.
- Select. chrome Denominator
  or Coins Intake.
- Payout Cups with anti-spoon
  Clip.
- Drillproof Plates.

Buckley gave Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
PRICE. Today, Buckley leads the field by offer-
ing 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 new price is
the result of economies realized in large quan-
tity 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
reward plates, complete program
of selections always in full
view. Buckley's exclusive feature
of construction, combined with
outstanding beauty and eye appeal
makes this the outstanding re-
 mote control music box —
equally popular for wall or bar
installation.

BUCKLEY TRACK ODDS has long been recognized as the on-
ly competitive route horse console that
would stand up month
after month—year after year—and out-
core all other coin machines.
Experience has proved that no other machine can even come in a
close second from the standpoint of
standings. Every day new operators are
finding out that the new BUCKLEY
TRACK ODDS are even more profitable
to operate than they hoped for.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
JACK 'N JILL
SOLID AS THE ROCK OF GIBRAL T AR
IN POPULARITY—PLAY—PROFITS!

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

AVAILABLE NOW!
GOTTLIEB ORIGINAL
FLIPPER BUMPER KIT

All necessary parts for complete installation of 2 Original Gottlieb Flipper Bumpers on any old type 5-Ball game. Some sturdy quality in use on new Gottlieb Games. $3.95

ORDER DIRECT FOR IMMEDIATE DELIVERY

Weather Improves; Arcade Biz Shows Substantial Increase

Look Foward To Big 1948

NEW YORK—Due to the unusually adverse weather conditions that prevailed throughout the month of April, arcade owners report that their 1948 season was off to a poor start. However, many arcades report the month of April is always uncertain, and that many arcades open only for week-ends during this month. In addition many other arcades start preparing for the season during this month and open up around the middle or end of May.

"It's been my experience" stated an old time arcade man "that April is always a gamble with the elements. Many arcade men try to push the season, and open up early, hoping to benefit by a few nice week-ends. If things don't go right, then they start moaning. However, the real outdoor arcade season begins in the end of May, and it looks to me that we're in for a real big season."

This past week-end was bright, sunny and warm in most parts of the country and the reaction was felt immediately. Arcade owners report that their receipts showed up very well, auguring well for the balance of the season, if they get any break at all in the weather.

Distributors and wholesalers of arcade equipment report that sales of machines have been brisk during the past few months, with arcade owners replacing many obsolete pieces with newer machines. In addition, they report, more new arcades have been built this year, than for many years in the past.

"It seems that building supplies have been more available this spring than for quite some time" stated a supplier of arcade equipment. "We've been called upon to lay out quite a few new arcades, and to supply the machines. Naturally these new amusement places bought a large percentage of new equipment, in addition to the standard arcade machines."

Console Distrib. Co. Opens Offices In Good Hope, La.

NEW ORLEANS, LA.—Bob Buckley and Sam Tridico, Console Distributing Company, Inc., with offices in this city, announced that they had opened a new shop in Good Hope, La., to take care of the refilling and overhaling of all type of coin operated games. Distributors for Buckley's "Crist Crosse Bell," "Daily Double Track Odds" and "Parlay Long Shot," the firm will maintain a complete line of parts at both offices.

"The Good Hope offices are located on the old river, just twenty minutes drive from the city" states Buckley. "We have set up signs along the Airline Highway, directing commuters to the shop. In addition to a complete line of equipment and supplies, we keep a factory trained man available for operators to consult at all times. We also have three trucks ready on a moment's notice to pick up and deliver any machines."

Tridico and Buckley report that business continues to improve with each succeeding week, and they look forward to a record breaking year.

Indication Of Things To Come

SAN DIEGO, CALIF.—The Associated Press reported this week that Bohr Aircraft Corp., this city, had recalled 100 former women employees due to the shortage of men to handle the necessary increased work.

Expert economists expect this condition to become ordinary once again when the government's defense money starts circulating.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
AMI Model “B” Phono Introduced To Distribrs At Two Day Meet

GRAND RAPIDS, MICH.—AMI phonograph distributors from all over the country gathered at the factory here for a two day meeting, Friday and Saturday, May 7 and 8.

The feature of the meet was to present to the distributors the new AMI phonograph, Model “B.” In addition, the distributors and factory officials set up a policy for the sale of the equipment, decided upon a date for the formal introduction of the machine to the operators throughout the country, toured the factory to gain first hand information on the production facilities of the company, and climbed the two days with a gala banquet at the Morton House, Grand Rapids.

John Haddock, president of AMI, Inc., and Lindy Force, general sales manager, spent two hectic days, greeting all their distributors upon their arrival in Chicago, then at the plant.

"We were tremendously pleased and excited over the manner in which our distributors reacted to their introduction to the Model 'B' phonograph," stated Haddock, "and it's their opinion that the music operator will in turn go for it in a big way.”


In addition to the distributors, members of the trade press, and others were on hand.

Pro-Score AT NEW LOW PRICE

Not just another rolldown game—but the greatest—steadiest, biggest money-maker in all rolldown games' history—the others are gone—but "Pro-Score" is still selling—and selling bigger than ever—that's why, because of volume production, we are now in a position to offer you—a new low price—get over on "the right side of the fence"—write for new low price today!

GEORGE PONSER CO.
158 E. GRAND AVE.
CHICAGO 11, ILL. • 250 WEST 57th ST.
CHICAGO 11, ILL. • NEW YORK, N. Y.
(PHONE: SUPERIOR 4427) (PHONE: CIRCLE 6-6651)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
REAL BUYS!
Completely
RECONDITIONED LIKE NEW
WOOD BALL ROLL DOWNS
TOTAL ROLLS $69.50
CHICAGO COIN ROLL DOWN 129.00
ESSO ARROWS 115.00
ADVANCE ROLL 145.00
HY ROLLS 265.00
STEEL BALL ROLL DOWNS
HAWAII $169.50
GOLD MINE 189.50
SINGAPORE 189.50
TROPICANA 229.50
BERMUDA 229.50
COVER GIRL 229.50
RUSH YOUR ORDERS
1/3 Dep. with Order
Bal. C. O. D.

RUNYON SALES CO.
593 Tenth Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

NEW AMI PHONOGRAPH WITH 40 SELECTIONS
AND STARTLING NEW FEATURES.

Watch for next week's announcement

AMI Incorporated
127 NORTH DEARBORN, CHICAGO 2, ILL.

Readies Two New Consoles

J. RAYMOND BACON
CHICAGO—J. Raymond Bacon, vice-
president of O. D. Jennings & Company,
this city, announced that the firm is in
production on its new model bell console,
and that initial deliveries are now being
made.
The console is available in nickel,
dime, quarter, half dollar and dollar
models. The machine will be produced
under two names, those being shipped
to the Western States tabbed "Prospector"
and those sent to the Eastern territory
named "Monte Carlo."
"These two consoles are exactly the
same" stated Bacon, "except for the
names. Attention will be called to our
'drawer full of silver,' referring to the
drawer near the base of the machine that
holds 1,000 coins." Bacon further stated that operators
who have been given a look at these con-
soles have placed substantial orders de-
manding priority in delivery.
Meanwhile, the firm goes along stead-
ily with its production of the Standard
Chiefs, Super DeLuxe Club Chiefs, Chal-
lengers and Club Consoles. "Business
has been going great guns" states John
Nieas, sales manager, "and we are look-
ing forward to a great reception of the
new 'Prospector' and 'Monte Carlo' con-
soles."

Re-enters Jobbing
And Distributing Biz

HAROLD KLEIN
MILWAUKEE, WIS.—Harold Klein, well
known midwestern coinman, fully
recovered from a recent heart attack,
announced that he is re-entering the coin
machine business as a jobber and dis-
tributor.
Previously Klein conducted a distribu-
ting business under the name of Klein
Distributing Co., and then later on was
associated in the manufacture of a roll
down game under the name of Great
Games, Inc.
Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Try it BEFORE YOU BUY IT!

BUCKLEY TRACK ODDS
AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.

TRACK ODDS

Illustration on the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Payers like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows PARLAY top glass. Notice the big odds—10-15-20-25-30 to 1 plus j полит ак 100 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.

SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parley Long Shot will be placed and we will recommend the model for your particular location.

Buckley Manufacturing Co.
4223 West Lake Street • • • Chicago 24, Illinois

PHONES: VAN BUREN 6636-6637-6638-6639

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THE LION BEVERAGE VENDER is now being manufactured to vend 9 oz. drinks of Pepsi-Cola. For complete details write for Bulletin X.

LION MANUFACTURING CORPORATION
MANUFACTURERS OF BALLY COIN-OPERATED GAMES
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

LYMO Industries, Inc., Exclusive Distributors
MERCHANDISE MART CHICAGO 54, ILLINOIS
WATCH THE PLAY!
YOU, TOO, WILL SAY
VIRGINIA!

★ PREMIUM AND DOUBLE PREMIUM SCORE
★ PYLON LIGHTS
★ 5 ADVANCE PREMIUM ROLL-OVERS AND FAST PREMIUM BUILD-UP
★ SCORE TO 900,000
★ AMAZING 6-FLIPPER ACTION

ORDER FROM YOUR DISTRIBUTOR TODAY!

Williams
MANUFACTURING COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS

United Coin Holds Filben Showing

MILWAUKEE, WIS.—United Coin Machine Company, this city, held its first showing of the Filben Corporation's newest phonograph "Maestro" at the Wisconsin Hotel on May 2, and capacity crowds thronged the showroom continuously throughout the day.

Operators partook of the refreshments and were treated to a continuous flow of entertainment furnished by stars of stage, screen, radio and records. Headlining the array of talent was Bobby Breen, former protege of Eddie Cantor. Accompanying Breen was the genial maestro Johnny Davis, one of "Milwaukee's own." Among other personalities seen were: Tommy Sheridan, modern pianist; Mark Steger of the Vocalaires; Bob Scott, songwriter; Ted Wayne, orchestra leader; Jimmy LaMare, manager of Claude Thornhill's orchestra; Clyde Gordon the singing bellboy; Joey Sanger, former world's lightweight champion; and Jimmy Sherrer, middleweight contender. Also in attendance was Pat Graham, former runner-up for the "Mr. America" title, and present holder of the "Mr. Wisconsin" strong man title.

In addition to Harry Jacobs, Jr., and Harry Jacobs, Sr., heads of the firm and their entire staff, two lovely professional models acted as hostesses to the visiting columnists. On hand also were officials from the Filben Corporation.

Pictured above surrounding a Filben mechanism are: Sam Mannerino, on the board of directors of Filben Corporation; Harry Jacobs, Sr.; Harry Jacobs, Jr.; and Sam Drucker, vice president of Filben Corporation.
R. R. "Rudy" Greenbaum Resigns From Aireon; To Head Finance Corp.

NEW YORK—R. R. (Rudy) Greenbaum announced this week that he had resigned as Vice President and General Sales Manager of Aireon Manufacturing Corporation, Kansas City, Kansas, to assume the presidency of Product Credit Corporation, a new national general financing corporation.

Product Credit Corporation will estab-

ish its headquarters in New York City. Bob Waggener, well known in coin machine financing circles, joins Greenbaum in this firm and will act as general operating manager.

Greenbaum in announcing his resignation from Aireon stated: "It was with great reluctance that I leave this great phonograph company and its wonderful personnel. However, the opportunity presented itself to enter this new finance firm, and I couldn't possibly refuse. I am happy to know that I leave Aireon at a time when the sales of the new "Coronet 400" phonograph is booming, and prospects for the future are indeed bright."

Complete information regarding the details of the new organization will be made shortly, stated Greenbaum.

Burns Protection For Coin Machines Creates Great Stir

WASHINGTON, D. C.—Hirah de La Vies, Coin Machine Operators of America, Inc., this city, reports that the firm has received a wonderful response from operators throughout the nation regarding the protection service being rendered for the coin trade by the William J. Burns International Detective Agency.

Thru the offices of the Coin Machine Operators of America, coin machine companies can be protected on all their equipment on their routes by the Burns Detective Agency at a special rate. This service can be obtained to cover cigarette machines, drink dispensers, candy vendors, scales, music machines, etc.

"Experience has taught us," states Hirah, "that the best way to combat vandalism is to prevent it. The display of Burns 'Warning' signs has proved to be one of the most effective preventive measures. This sign creates in the minds of persons planning a wrongful act, the psychological effect that the entire organization of Burns is employed to protect all the equipment, and even the location where it is displayed. Furthermore, Burns' operatives are on guard 24 hours a day and are instructed to be alert for information of interest to the sub-

scriber to this service, and when in the vicinity of a machine bearing one of their 'Warning' signs, to be watchful to prevent any activities of criminals.

REAL BARGAINS!

KEENEY BIG PARLAY—ONE BALL PAYOUT MACHINE...$75.00
BUCKLEY AUTOMATIC DICE MACHINE...25.00
BALLY SKY BATTLE GUN...45.00
WURLITZER 80 KEYBOARDS...150.00
15 PRE-WAR PIN GAMES...GOOD ORDER, all for...100.00
OLSHEN DISTRIBUTING CO.
1100-52 BROADWAY, ALBANY 4, N. Y.
Wurlitzer National Magazine Ads Feature Famous Record Artists

NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Company, this city, have launched its 1948 national magazine schedule of Wurlitzer juke box ads, and are convinced that the theme is based on one of the most logical advertising tie-in campaigns ever presented. Co-featrued with the music machines are top recording artists and their testimonials to the fidelity of Wurlitzer music.

At Jelone, his full color portrait and statement that Wurlitzer music "Gives You Everything I Put Into My Songs," established the new theme of the Wurlitzer series. This initial ad, which appeared in the April 12th issue of Life and the May 11th Look, has already created widespread interest among juke box operators who appreciate Wurlitzer's national advertising helps to keep coins flowing into their juke boxes.

Commenting on the new series, M. G. Hammergren, Vice President and Director of Sales of The Rudolph Wurlitzer Company, stated, "Juke boxes are one of the principal outlets for phonograph records. Many of our outstanding recording artists proudly attribute much of their popularity to the tremendous impetus given their efforts by the network of juke boxes e...ending to every city, town and hamlet in this land."

We deemed it a natural to picture some of America's leading entertainers in our advertising for 1948. Such prominent personalities are frequently asked to testify in favor of products on which they are not authorities. Here is one, music on which they can speak with authority and their words will carry weight. Everyone we approached freely volunteered a statement complimenting Wurlitzer Phonograph music. And, he added, "since the initial advertisement appeared, a great many more have evidenced their interest in testifying to the fidelity with which our instrument reproduces their music."

Mr. Hammergren concluded by saying: "The present series is a continuation of the Wurlitzer Company's advertising campaign launched two years ago. The purpose of this advertising is to keep more money flowing into Wurlitzer juke boxes than would otherwise be the case under comparable business conditions. Today tavern and restaurant business is off, but collections from Wurlitzer juke boxes are much higher than in the past under similar business conditions. More and more location owners are insisting on having Wurlitzer Phonographs.

"Beside the direct benefit to Wurlitzer Music Merchants and the indirect benefit to the Wurlitzer Company itself, we feel that Wurlitzer national advertising is the greatest force for better public relations in the industry."

"In previous magazine ads we depicted the wholesome entertainment our juke boxes provide for people of all ages. In the present series the juke box is associated with great recording artists—men and women whose pictures and statements lend prestige and dignity to the business. The outstanding characteristic of this advertising is giving the public a better understanding and appreciation of the constructive part that juke boxes play in the American way of life."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
TRADE SPEAKS BEFORE N.Y.C. COUNCIL


NEW YORK—Without any doubt the greatest gathering in the history of the coin machine industry’s amusement machine business was present at the New York City Council meeting (Thursday, May 6, 1948), to fight passage of a bill which would close this town to pinballs and other types of coin operated amusement machines.

Manufacturers representative of the entire amusement industry in this field were all present at these hearings. As one well known reporter stated, “This is, without any doubt, a full dress rehearsal.”

Never before have there been gathered together everyone of the nation’s well known manufacturers. Never before such grand oratory with the members of this field taking the lead by a wide margin.

Opposing them were the District Attorneys of the five Boroughs, Police Commissioner Wallender, the Associate Superintendent of Schools, the Parents’ Organization, representing 130,000 mothers and others.

The speech, which seems to have captured the imagination of all present, was that of Max D. Levine who heads Scientific Machine Corp. and, as he stated, almost he makes equipment which is not concerned with the hearing, he threw everything to the winds to come in and wind up the day’s oratory with one of the most moving and dramatic speeches ever heard in the New York City Council chambers. In fact, the applause was tremendous for his speech.

Dave Gottlieb, president of Coin Machine Industries, Inc., also talked and spoke very well. The ex-G.I, opa who were called on did a grand job. In fact, as far as oratory was concerned the coin machine business’ representative carried the day.

George M. Glassgold, attorney well known to the entire trade, led the opposition to the sponsored bill. All ‘ing him were Samuel Markowitz and Sidney H. Levine. These latter attorneys also spoke and impressed the Council.

But, all is now before the Council. They will vote on whether the bill, backed by Police Commissioner Wallender, License Commissioner Commissioner Fielding and the five district attorneys as well as the representatives of the Parents’ Organization, etc., should be passed.

It is believed that a full delation will be given to this bill which was originally requested for passage by Mayor O’Dwyer.

PHONOGRAPH ROUTE FOR SALE

Located in LAS VEGAS, NEVADA, a 24 hour town. 38 Phonographs mostly 1927 and 1948 Models. Also Continuous Music by wire in the finest Resort Hotels and Bars. Locations within a Two Mile radius. Permanent Army Air Base now being activated. Excellent opportunity and will stand rigid investigation.

EARL V. BUCHANAN

1114½ SOUTH FIRST ST. LAS VEGAS, NEVADA

PHONES: 377 or 2303-R

OPERATORS ONLY — FREE AD LISTING

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

TEAR OFF, Fill Out, and Mail This Part Immediately To:

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

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

NAME

FIRM

ADDRESS

LUMILINES - LAMPS

BIG BULBS: 7½, 15, 25, 40, 60, $10.50

Write, 150 in case, Per Doz.

LUMILINES—24 in case, Tc. each: 40 Watt, 60 In. Long, Fluorescent, Give Price on Form. If It’s A Bulb—We Have it

GOVERNMENT SAVING—a 2% included on ALL LAMPS.

ARECUE BALL CO.

381 FOURTH AVE. New York 16, N. Y.

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLD-OUTS

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE $3.50 TO $3.85 For Real

PHOTO FILM

1111 NO, KNOLL DR., HOLLYWOOD 28, CAL.

USED PIN GAMES WITH FLIPPERS!

BALLYHOOF

$54.50

BAFFLE CARD

44.50

SUPERCARD

39.50

KILROY

54.50

SUSPENSE

39.50

AMBER

65.50

BIG HIT

34.50

OLSHEN DIST. CO. 1126 BROADWAY

ALBANY 4, N. Y.
OPERATORS' EQUIPMENT LISTINGS

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

WANT—Bally Victory Specials and used Eurekas. For SALE—Y's will trade the following: 1 Seeburg Cadzo; 2 Seeburg; 3-1 Seeburg Classic; 1 Wurlitzer 800; 1 Wurlitzer 950; 1 Wurlitzer 600K; 4 Wurlitzer Victory, 609, 828, 819, 824A; 2 Wurlitzer 616; 4 Wurlitzer 412S. (Code #58919)

FOR SALE—6 Evans 1947 Ten Strikes. Or will exchange for late pins. What have you to offer? (Code #519092)

FOR SALE—Music, Wall Boxes, Five Ball payouts, over $10,000 worth new five balls on route 15 years old, city over 90,000, heavy building program in progress. Reason for selling given by mail. (Code #519092)


FOR SALE—In central Massachusetts route established for 20 years consisting of One Balls and Pin Games. About 100 machines on location, all late equipment, complete shop trucks and service organization. Operators net receipts well over $40,000. For detailed information write (Code #518091)

WANT—Active partner for Jake and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about $20,000. (Code #519096)

FOR SALE—Have large quantity of A1T targets will sell cheap. (Code #519099)

FOR SALE—Wurlitzer 600E, 616, 412, Rock-Ola Standard, Seeburg Royal. Make offer. All in good condition. (Code #519092)

WANT—6 column Rowe Royal and 6 and 8 column Rowe President cigarette machines. For SALE—5 column Royals and 3-10 column Presidents, completely refinished and overhauled. (Code #519096)

NEW WANT—New or used Packard Adapters for Wurlitzer 24s. (Code #519113)

FOR SALE—1947 Columbus Bells, interchangeable, used, change bell makes five-ball FP pin games pre-war, at give away prices: 1 Super Bell, comb., 5c play; 1 Club Bell, comb., 5c play; 1 Five Ball comb., w/button, 5c; 1 Face's Reels Jr., P.O. 5c; 1 Face's Reels, comb. w/rails 5c; 3 Bally High Hands 5c; 1 Shoot-Your-Way-To-Tokyo; 1 Rapid Fire. (Code #519094)

WANT—Victory Derby P.O. For SALE—Free play games: Carousel, Kilroy, Playboy, Torch-Flamingo, Rocket, Cyclone. (Code #519096)

WANT—Use route records. Pay top prices plus freight. (Code #519098)

WANT—Hi-Tones, Envoys, 24A's, perfect condition. Just off location. No reasonable offer refused. (Code #519093)

FOR SALE—1 Bally Eureka, perfect, cheap. (Code #519117)

FOR SALE—2 Rowe 10 column Presidents; 1 Rowe 8 col. President; 2 Rowe 8 Col. Royals; 2 Mills 8 cols.; 1 Stewart McGuire Belvedere; 1 Wurlitzer; 1 Mills Belvedere; 1 Wurlitzer Exhibit BluBird; Exhibit three Love Meters; Exhibit Washing Well; 1 Waiting Fortune Scale; 3 small Jennings Scale; 1 Hit Me scale; 2 insert; 1 Keeney Keeney; 1 Royal Amber; 1 punch; 1 Mercer 10c; 1 9c Bally and Super Bell; 1 5c Bally and Super Bell; 1 5c Bally and Super Bell. Will trade for Bally Deluxe Draw Bell. (Code #519095)

EXCHANGE—Will trade Bally Triple Bell new only two weeks on location for either of the following: Keeney's Two Way Bonus Super Bell or Keeney's Gold Nugget. (Code #519096)

WANT—Panoramas full view or Peek. Also want parts for Panoramas. (# 518081)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #519095)

FOR SALE—Jennings Chief, Mills Blue Front, both are 5c play 3-5- pay; Watling 5c Big Game Hunter F. P. console; Oold model 25c Pace Slot; Mills QT. prev. model. All are well kept. Will trade live for Bally Deluxe Draw Bell. (Code #519095)

FOR SALE—Pinballs and rollslow games. Wood wall and ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price. (Code #519096)

WANT—New free play pinball closeouts, used post-war games. Panoramin and rolloff film. (Code #58922)

FOR SALE—Mills Melon Bell 5c; Mills Black Chrome 5c; Mills 25c Extraordinary. (Code #519097)

FOR SALE—New or used 30-wire Wall Boxes, adaptors and Speakers. Adaptors for Rock-Ola any kind. (Code #589082)

FOR SALE—Sacrifice. Best offer takes all. 10 Bing-A-Rolls nearly new; 4 Advance Rolls; 1 Pro Score. Also Juke Box route, complete, 18 machines on location. (Code #519094)

FOR SALE—A-1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #519093)

FOR SALE—2 Genco Advance Roll; 1 Genco Total Roll; 2 Singapore; 1 Genco Bubbles. No reasonable offer refused. All guaranteed to be in good shape. (Code #519105)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest, Absolute sacrifice. Name your own price. Write quick. (Code #519092)

FOR SALE—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #519096)

WANT—Coin operated Radios. State make and price. 2 hour timer preferred. Also used or broken gum ball and pistols machines, either 5c or 1c. Will also consider vending machine routes. (Code #519198)

WANT—Goose necks; Bluefronts; Mills QT. (Code #589093)

FOR SALE—9 consoles, Mills 1947 model Thre Bells, in use only 2 months, 87 slots, Mills Black Cherry, Mills Blue Fronts and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #589092)

FOR SALE—Mills 10c Bonus like new, Mills 5c Silver Chrome like new, Mills 5c Jewel like new, Mills 10c Extraordinary like new. (Code #519093)

WANT—Milco checks in 10c and 25c denominations. (Code #589065)

FOR SALE—2 Master Gum Venders, 125 pounds ½ inch bubble gum, 5 Cash Trays used. (Code #519090)

WANT—A few Watling Sales, no other make wanted, Clean and in good condition, ready for location. Prefer Junior Tom Thumb, Fortune Tom Thumb or 500 Series Fortune. (Code #519098)

FOR SALE—Model “A” AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #519092)

FOR SALE—1 Jennings Black Hawk, used only two weeks, late type jackpot, knee action, pays 5-on-1 cherry; 1 Watling 5c and 1 25c like new. Highest bidder will get one or all. (Code #519097)

FOR SALE—7 Bally Deluxe Draw Bells. (Code #519090)

FOR EXCHANGE—1 Telesmatic industrial and background wired music studio. (Code #519091)

WANT—Williams All Stars. Will trade brand new pinballs for same. (Code #519007)

FOR SALE—2 Voice-O-Graphs, late model. (Code #58918)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #519093)

FOR SALE—10 Wurlitzer Model 506 clean, 5 Wurlitzer Victory clean, 8 Packard Wall Boxes clean, 5 Klivo's as same as new. Write and tell us what you want and what you will pay. (Code #519001)

FOR SALE—8 Pre-Flight Trainers, complete with maps and projectors, used only 3 months, will sacrifice. (Code #589025)

FOR SALE—375 phonographs on locations largest city in the deep south. Net income from $90,000 to $115,000 yearly. In working or part. Owners retiring after 20 years in business. Will show books to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #519091)

FOR EXCHANGE—Pace & Black Cherries 10c & 25c to trade for 5c slots. (Code #519091)
WANT

WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI's 146 and 117 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

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, 4142 W. ARMI-
TAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 7066.

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., BROOK-
LYN 29, N. Y.

WANT—Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY JUKE, 1347 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761.

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

WANT—Will buy any quantity used slot machines, all makes and models. Also Columbus, 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—1 DeLuxe Bally Draw Bell, and Triple Bell; Keeley's Three Way Draw and Single Bonus Bells; Mills original Black Cherry Bells. No quantity too small or too large. Spot Cash! SILENT SALES COMPANY, 200 ELEVENTH AVE., SO., MINNEAPOLIS 15, MINN.

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

WANT—Escalator Slot machines, War Eagles, Blue Fronts, Brown Fronts. State price and condition. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PA. Tel.: City 2-3637.

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

WANT—Operators with obsolete equipment that would like to turn their machine into a hundred ($300.00) for your twelve records and up phonographs. For details without obligation write, WALKER MUSIC CO., 2711 HAMPTON BLVD., NORFOLK, VA.

WANT—Used records. Will positively pay more. Sell to the East's largest distributor of used records. Will pick up. Write, call or ship to BERNARD MUCHNICK, 1315 NO. 52nd ST., PHILADELPHIA 31, PA. Tel.: CR 3-6628.

WANT—Twin and Triple Bonus Super Bells. State condition and price in first letter. WESTERN DISTRIBUTORS, 1225 S.W. 16th AVENUE, PORTLAND, ORE.

FOR SALE—Roll-Downs: Advance Rolls $17.50; 14ft. Bang-A-Finx $150; Sportman Roll $60; Roll-A-Scare $55; Bong-A-Roll $300; Marble $80; Tropicana $300. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCIENTIFICITY 4, N. Y.

FOR SALE—the original change dispenser Nickle Nudger $3.45 ea. Write for quantity prices. Victory Specials $125 ea.; Gottlieb Deluxe $175; Komet $225; Strikes 'N Spares $295. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND 5, Ore. Tel: AT 7565.

FOR SALE—5-Ball Pin Games, shipped in good cartons: Baseball $69.50; Big Hit $24.50; Bonanza $124.50; Broncho $104.50; Coved $99.50; Crossfire $69.50; Fast Ball $29.50; Flamingo $99.50; Gold Ball $89.50; Havana $79.50; Hawaii $124.50; Honey $79.50; Kibroy $49.50; Lightning $64.50; Lady Star $99.50; Melody $174.50; Mexico $99.50; Mystery $69.50; Nevada $124.50; Opportunity $24.50; Oscar $74.50; Playboy $84.50; Ranger $99.50; Stage Door Canteen $29.50; Stormy $174.50; Superliner $49.50; Torando $69.50; Super Score $49.50. Machine shipped, shipped now, 1% or 3% deposit balance. C.O.D. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE—The Biggest Show In Town Is Always At Crown. Rally Victory Specials $150; Victory Derby $135; Rally Rates $195; Tiger $175; Bahama $125; Hump $100; Singapore $140; Bermuda $140; Tropicana $155; Hawaii $105; Mexico $95. These machines are excellent and the prices are right. 1/3 Deposit required. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel: Canal 7157. Nick Carabajal, Gen. Mgr.

FOR SALE—Completely refurbished, one ten station Automatic Hostess Unit, can be used as 1st, 2nd or 3rd unit; 10 Solo- tone Bases, amplifiers, nothing later than 1947 models; 2 Seeburg remote control pipe organ speakers. This equipment is in excellent condition. Will trade for antique consoles, MARRIAGE SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

FOR SALE—or trade, 10 Batting Practice in perfect condition, improved with hardware cloth on inside of glasses; 50 Free Play Baseball Tables, nothing later than 1939 models; 2 Seeburg remote control pipe organ speakers. Equipment of this type will not trade for antique consoles. LEE NOVELTY COMPANY, 1004 SPRING STREET, SHREVEPORT, LA. Tel: 24345 or 3-6365.

FOR SALE—9 10¢ Waiting Big Games, best console built. Owing to closed territory will take $25. ca. Also 6 Lucky Luckes at $50. ea. First come, first served. 1/3 down, C.O.D. HY-LG MUSIC COMPANY, 1415 WASHINGTON AVE., SOUTH, MINNEAPOLIS 4, MINN. Tel: Atlantic 8387.

FOR SALE—Williams All Stars used but very clean $275. 2 Photomats, inside lights, repaint, good condition $325. ea.; Spotlights, brand new $175. this is a very good arcade piece. KING-A-HIT equipment, C.O.D. MILLS ST. MERRILL, KALAMAZOO, MICH.

FOR SALE—New and Used Pheon Records. New records are last year's popular labels. Used are in excellent condition, playable on both sides. Write for prices. ART SCHIER, 2255 HAVILAND AVE., BROOKLYN 64, N. Y.

FOR SALE—Williams All Stars $250; Goofies $120; Nudgeys with 16 girls $105; Hallbox $80; Rocket $80. A-1 Condition. FESSLER COIN CORP., 714 CENTER AVE., BEBOYAN, WIS. Tel: 5721.


FOR SALE—Test Quest, combination question and answer machine closing out. Legal anywhere. $32.00 brand new. Extra questions added $5 each. BRICK VENUE CO., 2823 LOCUST ST., ST. LOUIS, MO.

FOR SALE—Bing-A-Roll $249.50; Mam'zelle $129.50; Tropicana $159.50; Treasure Chest $139.50; Lady Robin Hood $179.50; Bermuda $80.50; Mills rollaways $134.11; first class condition, packed to ship, complete, 1 1/3 down. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y. Tel: FR 6-3220.

FOR SALE—7 Model 80 Kirk Astrology Sales $139.50 ea.; 4 A/B Targets like new $15 ea.; 100 Sun Pistachio Nut Venders, will ship sample $85. PARRIS MUSIC MACHINE, BOX 97, SMITHFIELD, N. C. Tel: 210-J.

FOR SALE—Two Rock-Ola Playmasters; Six Buckley Boxes; Tone Column; lots of parts $300. ABC NOVELTY CO., 2509 S.O. FRESA ST., SAN ANTONIO, TEX.

FOR SALE—Diggers: 10 Mutoscope Roll Chutes, 12 Exhibit Merchandisers, 10 Erie hand operated Diggers, $25, 10 Exhibit Chutes, 10 Hand Diggers, $49 each, 10 Exhibit Rotary Merchandisers (Pusher Type), Buy as many as you need. Getting overseas. NATIONAL, 4243 SANSON ST., PHILADELPHIA 4, PA. Tel: Boulevard 5775.

MISCELLANEOUS

NOTICE—Music Operators. Motors rewound $5.50; Walters counter model trays finished and rebushed $6.50. BILLS PHONO MOTOR REPAIR, 3945 EMERALD AVE., CHICAGO 21, ILL. Tel: Englewood 1892.

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

NOTICE—Now available. Route Mechanic with 18 years in the Coin Machine Business. One balls, five balls, consoles, slots and music. Marketed, Solered. Reliable. Now employed as manager route 125 phonographs, 200 pin balls, also cones- des with current exponent employer we will furnishing references. Write Box 25, care of THE CASH BOX, 301 FOURTH AVENUE, NEW YORK 16, N. Y.

PARTS & SUPPLIES

FOR SALE—Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6541 $5; MG-66, MG-74, MG-78 Batts $4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Parts and supplies for all types coin operated machines. Send for our illustrated wall chart. Lists over 1200 different items. Free of charge. You must be a coin machine you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lots for 10" screens, $25, Mardi gras bulbs, No. 47, $4.00 per 1000. No. 40, 44, 46 and 47, $4.50 per 100. No. 51 or 53, $4 per 100. Batts can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.


FOR SALE—Pencil Soldering Irons $1.25 each. Thousands of coin machine parts. Parts made to specification for your special needs. JOE MUNIVES, 615 TENTH AVENUE, NEW YORK, N. Y. Tel: Plaza 7-2175.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Reaction to the editorials which appeared in the May 1 and May 8 issues regarding 10c play for amusement machines, such as pinballs, rolltops, bowling alleys and various other equipment, was instantly noted in this city. Some of the largest manufacturers immediately arranging for tests. One of the best known called in one of his distribs who arranged a test on a 10c pin game. The test was set up about as difficult as possible that could have pinball being placed alongside of a 5c game in the same spot where the 5c machine had already been getting action. Results? In three days (from Friday to Sunday) the 5c machine took in $12 and the 10c unit took in $17. As the test continues, it is generally believed that a great many others will be switching their pin chutes over to new games to 10c play. Where free play awards are made, same cards are used, but, instead of the two free plays for two nickels they are now worth two dimes. Where amusement action only is considered, more free plays are given. For example, instead of the two on the 5c machine, ops suggest four for the same score on 10c machines.

In the phone field majority agree with proposal that there be one play for 10c and five plays for 25c. "This will quiet any argument as to raise in price," they say, "for five plays for 25c still obtainable." Furthermore quarter action keeps machines going, and duplication of tunes earns ops more money. It is well known that most players, those who will insert quarters, will pick two or three of the same top ten tunes, therefore duplication.

We believe the above reports will prove of value to all concerned. And now down to general business in the Windy City. . . . Bill O'Donnell at Bally, one of the busiest execs in town . . . full of youthful pep, vim and vigor, Bill is proving himself one of the outstanding salesmenagers in our town . . . with Phil Weinberg to one side of him, Dan Moloney on the other and Georgie Jenkins standing in the doorway just looking on, Bill shouted off pretty good, one day this past week on his hopes for "10c play going away over the top." . . . Tommy (Dapper Man of the Year) Callaghan still down in San Juan, Puerto Rico, enjoying the darkness as well as the lighted days, and getting himself all sunburned. . . . Otis Murphy also away enjoying the sunshine. . . . Ben Coven, new Beau Brummel, in and out of Bally, saying this and that, and very much elated over some things he's doing right now, with biz picking up all down the line for Coven Distribs.

Jack Cohen of J. C. Music Co., Cleveland, and who is also proxy of the Ohio and Cleveland phone ops assns., pulled into town this past week with Sanford Levine, also of the Ohio and Cleveland assns., advising that he (Jack) had got into a very interesting conversation with Dudley C. Ruttenberg of CMI at the Minneapolis airport to the point where they didn't hear their plane announcement and so missed it. Jack and Ruttenberg taking one plane and Sandy being forced to wait a few hours before he could get a ride in. Said Sandy, "That Jack can talk planes out of the sky." . . . Dave Gensburg of Genco back in town after an eight month stay in his California home and getting back on the ground floor of events here . . . Myer Gensburg leaves for a visit out of town . . . Lou remains to help Dave get going here once again . . . and action started almost the moment Dave walked into the plant.

Sam Stern of Williams Mfg. Co. flies back from Boston, after a hurry-up visit, with the remark, "I wanted to get back a few days before the election and find out what Sam further says, it seems like more action is taking place. "We sold more Virginia so far than we believed we ever would, and" he continues, "orders are still coming in" . . . and Skeet Moore of Williams standing alongside Sam, vigorously nods his head in agreement, saying, "That ain't nothin' yet, just watch those shipments, Virginia is setting a record." . . . Jim Mangan of Mangan & Eckland is one of the busiest ad and public relations execs in the Windy City at this time. Seems some of the nation's largest firms are seeking Jim's services. And Jim advises that he will, very soon, have an important announcement with all the trade. The Rubenstein of Marvel Manufacturing Co. absolutely thrilled at the swing to dime play because his pinball, "Leap Year," features the "plus 4" chute which allows the player to insert 5c, 10c and up to 20c per game. Says Ted, "The time has come when the pinball ops simply must get more coin to take care of higher overhead and increased costs. We hope all the ops will follow the new trend."

Billy DeSelv over at United Manufacturing Co. right on the ball this past week . . . so busy, in fact, that he just hasn't had time to leave the plant and is working away speedier than ever . . . so he says . . . but, checking into matters, we learn that Herb (the music critic) Gettinger is out of town and that Ray Riehl is busy in his own department . . . so . . . Billy has to work, whether he likes it or not . . . and that photo we mentioned last week . . well, Ray Riehl didn't snap it . . . Nate Gottlieb one of the busiest of the busy boys this past week as their new game, "Jack & Jill," begins to get out into the territories all over the country. "Seems," Nate says, "that the more games we get out the more they want" . . . like crackerjack, hey, Nate! . . . Didn't catch up with Ed Levin this week over at Chicago Coin . . . seems Ed is busier than ever . . . watching that big, new addition to the Chicago Coin factory going up and going up fast . . . from what we saw of it . . . the plant should be all completed in about 30 to 60 days . . . and mighty, mighty impressive . . . drop around and take a looksee for yourself . . . Just can't catch up with Lindy Force over at AMI this week . . . Lindy rushing here and there . . . getting ready for the big show in Grand Rapids on May 7 and will be in the front when all of their distrbs will be present to see the Model "B," AMI phone (which was previewed at the Minneapolis four states convention) and discuss thisa and thata about it . . . and also hear the price for the first time, we're told.

Dick Hood over at H. C. Evans on the phone until he reaches the point where he says, "Hey, my arm's gettin' tired," so that's that . . . We hear that Jack Cox of Rock-Ola Manufacturing Corp. bedded at the Berwyn Hospital in Berwyn, Ill., is now on the road to recovery . . . and all who know Jack very, very happy to get this news . . . Talking to Art Weinand this past week disclosed the fact that Rock-Ola phonos are being shipped in greater quantity and that biz is reported to be definitely picking up everywhere . . . that's the kind of news we like to hear . . . Al Stern over at World Wide Distribs keeping himself busy these days on the long distance phone as ops call in for this and with that and Al working like a beaver to supply their wants . . . Gerry Haber still busy as a bug, going along with some runs for more of the Buckeye Wall & Bar Boxes. The "Criss Cross Belle," according to Gerry, still continuing its run far ahead of anything else . . . Eddie Hanson out of the office one day this past week . . . the newlyweds moving to new quarters . . . which is really something to obtain these days . . . John Neise has been enjoying the gift of fresh longings . . . O. D. Jennings in his office with hisulings . . . one fellow came in and bought machines in carload lots, and he is stock-piling them in warehouses . . . Jennings is finding that more and more of the operators are calling for equipment than ever before.
Big news of the week for the games industry here was the flight being put up in opposition to the bill that is being presented to the City Council. The industry held a meeting on May 1st, attended by Mr. Maloney's office, and was advised by the featured speakers to write letters to the councilmen on the committee, and have location owners, employees, and everyone affected by the bill do the same. 

Fifteen speakers for the bill and eleven who opposed it were heard. The most effective and dramatic talk was made by Dax D. Levine of Scientific Machine. Levine pointed out that the equipment being manufactured by his firm wasn't in controversy, but he spoke simply and convincingly why the equipment being manufactured by his firm could be affected by adverse legislation. Max was warmly congratulated by all present. The spokesmen for the bill, Police Commissioner Wallander, the District Attorneys, et al., laid great stress on the members of the industry. In one part, Wallander stated "Gang violence is likely to flare in the city unless Mayor O'Dwyer's bill is adopted." District Attorney Samuel F. Foley of the Bronx also used the same theme. "Vicious racketeering elements directly attributable to this industry (pinball) was responsible for widespread spread criminal activity," he stated.

George M. Glassgold, counsel to the games operators, told the committee that the pinball manufacturers were average individuals of good character. He urged regulation of the games by the city, including a ban against children playing the machines.

Dave Gottlieb, president of CMI, told the body that the manufacturers grouped together over a year ago, and that this was not only to protect themselves, but to counteract the attacks against the games industry, which has been growing considerably over the past year. Sidney Levine spoke about the earnings of the equipment, stressing the fact that the machines only gross between $8 to $10 per week. The individual GI operators made a most impressive stand. They spoke of seeking advice from the city officials prior to investing their money, and money they borrowed under the GI Bill of Rights, and were told that the equipment was legal, and that they could proceed to operate the machines.

The Committee, headed by Councilman Samuel Di Fazio, is expected to report out the measure for Council action soon.

Harry Siskind, Master Automatic Music Co., Brooklyn, N. Y., vacationing in Miami Beach, Fla. . . Nat Cohn, Modern Music Sales Corp., Bob Thiele and Earl Winters, Signature Records, a three-some walking along coinrow. Nat still retains most of his position at the Palais Royal, contesting sales of rockola, estimated around $4,000. Police reported that the thieves entered the building thru a window on the second floor and descended to the first floor where the safe was kept. They drilled a hole in the safe and opened it with a collapsible jimmy, an operation which police state took several hours. The money lost was over some 300 pounds of coins. "Fortunately" said L. McCough, treasurer of the company, "they left behind $1,200 which was in the safe, but in another compartment.

R. R. "Rudy" Greenbaum, popular coin machine executive, announced his resignation as vice president and general sales manager of Aireon Manufacturing Corporation, phonograph manufacturers of Kansas City, Kan. Rudy left the phonop firm to head a general financial corporation, Product Credit Corp., and will establish head-quarters in New York City. Bob Waggener, who has been associated with the company since the beginning of the coin machine industry, is to be associated with Greenbaum as general operating manager . . . Tony (Rex) DiRienzo and Leo Knoblauch of Lee Enterprises, report that they have been making grand progress with the sale of the Rock-Ola phonos. The company is also featuring a featherweight pickup and amplifier, which they claim increases the playing life of records held by Rock-Ola distributors (Rock-Ola distributors), Newark, N. J., states that the demand for Rock-Ola phonos in his territory keeps increasing each week. The firm also handles the Pfanzstiehl needle and Watling Seasons in this territory. Not satisfied with all this, and jobbing of games too, Dave is looking for other lines. Sol Trel, Benny Silsby, Co, restocking at his Sarasota, Fla. home again. This is the third trip this season.

Barney (Shugy) Sugerman and Abe Green, Runyon Sales Company, drive out to Grand Rapids, Mich. to the AMI factory for the national distributors meeting. Seymour Bushnell, Standard Factors, Inc., goes along with Shugy and Abe. Before leaving for the Midwest, Shugy supervised a showing of the AMI mechanism at a service class. On hand for Runyon were New York Indians, who conducted the class, Morris Rood, Irving Kemper, James Jackson and Johnny Zwicker. Among the operators and mechanics who attended were: B. Stecher, Nat Fass, Mike Cignarelli, Anthony Lee, Irving Gersh, Philip Brillan, David Noll, Saul Levine, Sam Quinto, Milton Abramowitz, Harry Zoll, Walter Carey, Rudy Ginsgars, Walter Kotch, Peter Svetiefsa, Vincent Goetz, Al Clare, Phil Schwartz, Bill Goetz and Sam Lerner.

Sol Silverstein, Hub Enterprises, Baltimore, Md., played host to many music operators who attended the showing of the Aireon "Concerto" phonon at the Gray Room of the Hotel Emerson. The showing was held Saturday and Sunday, May 1 and 2. On hand was a service engineer from the CMI office, Fred Wallander, and a sales representative of Aireon . . . Louis Boasberg, New Orleans Noveltty Co., New Orleans, La., in town for the week, and takes in the latest shows and entertainment palaces. . . . Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., writes that he and Jack Lovelady worked out a deal. Lovelady took over the operation of the route, and Willie retains the distributing part of the company . . . Cy Jacobs, Interstate Music Co., Boston, Mass., spends a week in the big city just relaxing and having some fun.

Joe Young and Dan Kipnis, Young Distributing Co. (Wurlitzer distros) proudly handing out reprints of the beautiful full page Wurlitzer ads that appears in the April 12 issue of "Life" and the May 11 issue of "Look." This ad is a colorful spread featuring Al Jolson and the Wurlitzer 1100. Meanwhile over at Newark, N. J. Wurlitzer offices, Jim Sisti and Mike Colland busy taking care of the Jersey music ops.

Jack Rubin, who is busy taking care of his business in Hoboken, N. J., hustles around with an eye to acquiring a fast moving Arcade—and other propositions in the coin industry. Eight Lafayette coin machine manufacturers of the electric cigarette machine, gets a spread in the May issue of Die Casting magazine . . . Dick Shaw, Shaw Music Company, has his troubles—his twins are in bed, the boy with chicken pox, and the girl with scarlet fever . . . The Automatic Music Operators Association getting ready to have their meeting at their lives at an outing at the Laurels Country Club in Monticello, N. Y. the last week-end in June. A soft-ball baseball game is scheduled, as is a golf tournament. We hear that some of the boys are secretly practicing right now . . . Abe Levine, Federal Music Co., tells us that the printed title strips are going big with local music ops. Federal is distributor here for Star Title Strips and Standard Factors, Inc., is doing quite well with the nice sized order phoned in as a result of his ad in The Cash Box . . . Dave Rosen, Philadelphia, distributor for AMI in Pennsylvania and Baltimore, Md., out at Grand Rapids, Mich. for the big distributor meet.
CALIFORNIA CLIPPINGS

Los Angeles city cops and distribs continue to make headway, public relations-wise at least, in their defense against official's claims they're rolling in ... Following case on demonstra-
tion of skill game by newspapers, local radio station went for story and broadcast a recount of event ... Art Crane was at the demonstration controls once again and none other than the Pacific Coast Distribs for Genco, handled the naviga-
tion...While Len may not be causing Don Wilson and Jimmy Wallington any sweat on announcings laurels, he did a fine job of stating the cops' case and describing how Bing-A-
Rolls, Total-Rolls, Pokersinos, etc. are not "pinball" machines and thus not subject to city ordinances governing same.

Several local columnists have also interested themselves in the potential heat being poured on the boys...Among them is the widely read Edith Gwynn, whose "Rambling Reporter" column is the genesis of the movie trade's bible, the Hollywood Reporter...Gwynn, who also appears in N. Y. Morning Tele-
graph, Philip Noel and half a dozen other big papers, wrote: "They pick on Hollywood for concerning itself with a lot of trivia, but dig this: With L. A. out in front in the nation's Crime Parade, the downtown police have launched an attack on the dangerous game!! This issue is now being aired in the local municipal courts and boils down to 'are the holes on the boards objectives or obstructions?' If the former, it's a skill game and legal; if the latter, it's a pinball machine. How busy can you get?"...Meanwhile the lads are out of action and sweating out an appeal and several other legal hearings.

Charlie Fulcher just back in from sales trip to San Diego on biz for Mills Sales and reports that Black Gold is bringing in the green down Mexico way...Jack Simon of Sicking Dis-
tribs getting ready to play host to Bill Marner of Cincy's Sicking Co. and waiting for Gottlieb's new Jack and Jill 5-ball... Ran into Chi Coin's Phil Robinson at Sicking and told him his artist brother-in-law is a brother Welfare Fund colleague of ours...The gypsy in Bill Wolf came out again and he's en route to Rapid City, Mich., for AMI distribs and meet...His Nels Nelsen busy with AMI selectors...Solotone's F. E. Wilson and partner due back from Texas where they showed their super new record and radio combo selector unit to interested parties...Bill Williams out plugging "Virginia" 5-ball that the boys goded.

Paul Laymon rearranged his showroom this week so that a-
Bly's new console beauteous form neat design in center of floor and 5-balls and rolldowns form a frame around the walls ... Lyn Brown, in addition to shuffling along in fine style with his shuffleboards, broke out with Scientific's new "Pitch 'Em and Eat 'Em" this week...We played a few games, found it good sport and should be as legal as baseball itself...Auto-
matic Games' Georgie Warner back from Arrowhead and Big Bear on a buying and selling spree...Especially buying for a heavy demand of used equipment from Wyoming, Utah and Nevada...Sammie Denin was on tap but Georgie Jackson was bedded down with a cold...Len Micon of Pacific Coast Dis-
tribus busy with Genco's "Trade Winds" outside of city and in three pitching all the way with city cops on present rolldown

situation...Had interesting chat with Gordon Rooper, Harry Goldman, Gale Orland, W. R. Marriott and several other city cops on same...The boys are all worried but still optimistic that justice and a fair shake will prevail in the end.

Record-wise, the town is still buzzing with bootlegging and counterfeiting...Paul Reiner, Black and White head man and leading spirit behind the platters' organized campaign to stamp out the vicious racket, hopped up to San Francisco on a clue...Leo Mesner of Aladdin, Art Rupe of Specialty and Ben Pollack of Jevell somewhat encouraged by investigation progress and Mirache's injunction action against a St. Louis distribs specializing in handling alleged phoney discs...Rumor has it that eras labels are being printed in L. A. and bogus pressing centered in Detroit...Local Internal Revenue inves-
tigators tell us 'Nothing official yet in rounding up suspects... still working on it!'...Most indie outlets hit hard by the racket now claim that their hit numbers sales just about halved by the illegal cookies...As Ben Pollack puts it, re his "Recess in Heaven": "If they had been satisfied with horning in on in 10 per cent of your sales, it might have been written off to plugg-
ing expenses...but when they try to beat your sales, that's too much."

Art Rupe reports his artists all on road at present and rihs that Roy Milton, Jimmy Liggins, Nelson Alexander Trio and The Pilgrim Travelers keeping "Pappy" broke by calling him collect from all over country, telling him how fine they're doing...Spaultry's sales mgr. John Davis now in Cleveland and sends Art glad tidings that Camille Howard's "You Don't Love Me" is a big thing there.

Joe Bihari of Modern Records raving about Little Willie Jackson's "Little Willie's Boogie" and "You Can Depend on Me" and Jimmy Witherspoon and Al Wiehard Sextet's "Ge-
neva Blues" and "Cake Jump"...All the Biharis in town for change, with Jules taking it kinda easy these days, and enter-
taining Modern distribs Tony Valerio down from San Fran-
cisco...Joe really went on about way Mirache's "Long Gone" has caught on with locals...Bill McGall of Four Star still planning release on "Dine at Cardinal and Empire," in other companies...or so he says...Bill also points out that his outfit pioneering with "Whoa Sailor" by Maddox Bros. and Rose is drawing other diskers to cut in on the honey...Well, somebody's gonna be first...and somebody's gonna be last.

MILwaukee

The Four State Northwest Regional Convention held at the Radison Hotel in Minneapolis on April 26 and 27 was a successful one. Senator Homer Capelart, president of the Packard Manufacturing Corporation, who was to be the guest speaker at the banquet was unable to come at the last minute. The show drew arrivals attending "Beverly Hill's, 90210, The Cash Box" was able to attend this convention and gave a stirring talk at the business meeting.

Don Hunder, a graduate of Law School at the University of Minnesota, who has been blind since he was six years old won his first case in court. His brother is Bill Hunder, successful operator at Wheaton, Minnesota. Don has helped Bill take care of the route when he was not attending school, during summer semesters...Paul Atlas of the Howard Sales Com-
pany is back at the Veteran's Hospital, same ailment (back) injuries suffered during World War II.

Additional visitors who attended the two day convention in Minneapolis are as follows: G. E. Bard and Mr. Peterson of the Cub Products, Huron, South Dakota. Bismarck, North Dakota had a very fine turnout as Bob Wentrup of the Westrum Music Company, Wally McFarland of Wally's No-
vility Company, and Roger Chester of the Chet's Amusement Company were also there.

R. M. Shee of Wessington, South Dakota and Mr. and Mrs. Ike Pearson of Bridgewater, South Dakota spent the week in Minneapolis giving Mrs. Pearson the opportunity to replenish her summertime supply. Ike Pearson spent a few days in Minneapolis, his first visit in over a year. Norman Gefe of Sioux Falls, South Dakota also visiting...Clee Angen of Portland, North Dakota dropped into Minneapolis for a few days. Joe Blank of Junction City, South Dakota is attending the University of Minnesota...Mr. and Mrs. Roy Stone of Rice Lake, Wisconsin drove into Minneapolis to spend just the day, spent a few hours at the convention, then drove back home. Joe Blank of Junction City, also in town for the meeting...Mark Coughlan of Mankato, Min-
esota, J. Allen Redding of Houston, Minnesota, Gabby Clu-
seau of Grand Rapids, Minnesota, Hank Krueger of Fairfax, Minnesota, also in town for the day...Jerry Hardwig and Urban Kost, the jovial operator from St. Cloud drove into Minneapolis and made the rounds.
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