Let us help you MAKE MORE MONEY from your route

Our job, as Wurlitzer Distributors, is to help you make more money by cutting operating costs and boosting earnings. This means trading in, for new Wurlitzer 1100s old phonographs that take too little, cost too much to service.

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

This will cut your operating costs because:

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

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40 selections!
Plays both sides of 20 records.

smaller!
Only 64 x 33 x 24

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

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

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AMI Incorporated
127 NORTH DEARBORN, CHICAGO 2, ILLINOIS
"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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May 22, 1948

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SUBSCRIPTION RATE 85¢ per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $1.45 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

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

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

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

Talking It Over

IMPORTANT! THIS MAY BE YOUR LAST CHANCE! Word has leaked out that unused 75 to 80 controls are already voted and that whatever is in place in effect for all merchandise and service businesses will, by emergency control declaration, be forced to remain in effect until the "emergency" is ended.

In short, if machines (of any type) are now charging 6c per play, this price will remain in effect until the "emergency" is lifted. Machines charging 10c, and more per play, will remain at that figure.

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

Those ops who believe that they should raise the price per play of their pinballs, rolltops, bowling alleys and similar amusement games, from 6c to 10c per play, have but little time now to make the necessary change.

Results of survey regarding just how many plays per record should become the "standard" for all disks show that most ops belie what even the use of a 4 ounce tone arm, the minimum should be 100 good, scratch free plays, and that the average should range around 150 to 200 plays per plate. Since the platters are known to what op considers "good quality" recorded, the 150 to 200 play disk is the answer.

Results are everything. Talk can be theory, but, when actual location tests are made and the results reported—theory becomes fact. One test on a 10c a play pinball is very interesting to all the field. The op placed this 10c a play game right smack up against a 6c play machine. Both operated at the same time. However, place that only about 20 to 25 per cent of the players in this spot knew that they could be awarded for free plays. That means from 75 to 80 per cent for play for amusement only. From Friday to Sunday (collection was early Monday) the 6c pinball took $12. The 10c play pinball took $17. That should answer skeptics of 10c pinball play.

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

We've just received a very interesting report from a large Chicago area operator. He advises that he changed over the play on his "peek" machines from 25 feet of film at 5c to 100 feet of film for 25c. He tells that he lost about 8c per play so far the first week. The play of 25c plays at 5c bringing him in $5; 92 plays at 25c have brought him $23 from the same theatre. He says that "the players remain at the machine about 5 to 7 minutes longer. But," he also claims, "that's better than no people at the machines."
NEW YORK—Never before has there been such instant and wide acclaim for the revival of 10c play on juke boxes (as well as on pinballs, rodrolows, bowling alleys and other amusement games in this category) as has the recent changeover of the nickel to a dime. This has appeared in the past three issues of The Cash Box.

From near and far operators have been writing and phoning The Cash Box advising, “This is the answer.” In fact, some of them have even gone to the extent of writing to manufacturers asking that the manufacturers, too, come together to make this an immediate fact.

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

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

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

Another thing which is well known to every experienced juke box operator is that from among the average five plays chosen by any player, there will always be two or three duplications. In short, the average player has been chosen from ten to thirty-fifth have appeared in the past three issues of The Cash Box.

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From near and far operators have been writing and phoning The Cash Box advising, “This is the answer.” In fact, some of them have even gone to the extent of writing to manufacturers asking that the manufacturers, too, come together to make this an immediate fact.Operators, who are testing their phonos on 1 play for 10c and 5 plays for 25c, have already advised that reaction to this system has been “much better than was expected.” One of these men (who asks that his name be withheld) claims, “ Didn’t have a bit of trouble with my location owners. One or two were a little surprised. But, after we explained it, they stated, ‘See no reason why the players should argue the point.’ That’s good enough for us.”

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

He also points, “The very fact that the location owners didn’t even give us an argument this time, proves that this is the answer. We know that when they see more cash, they’ll help boom the play. They always have in the past, and they will in the future. Just as you state in your article, we sure don’t blame them for not giving us cooperation as they should at this time. They aren’t getting anything.

Most of my spots average about $5 per machine. The storekeeper should get $10 and $15 per week and even more, like he used to get. Then he’s 100% for the juke box and not only starts off the play himself many times, but, he actually encourages everyone in the spot to listen to one tune or another he believes that they’ll like.”

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

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

“Thru your continual pushing for more equitable percentages, a great deal of agitation and serious thinking has been started. When local operators, who have always divided 50-50, start carrying ‘The Cash Box’ around in their pockets, and begin approaching
Play is Answer to Help Boost Take. 10c Will be Accepted by the Public.

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

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

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

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

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

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

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

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

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

The Cash Box, five years ago, drove hard at the trade to change its standard 50-50 commission basis to 70%/30%. (70% to the operator, 30% to the location owner). Those who have added on "front service money" to their machines, and who have also cut down on their commissions find that, as their service men walk in and leave a dollar or two on the counter for the storekeeper, that the storekeeper usually shoves this back at the boy with the trite statement, "Maybe you need this more than I do. And, anyway, get your machine the hell out of here. I can do pretty good with my television set and my radio."

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

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

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

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

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

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

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

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

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

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

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

If an operator can't "make out"—then someone must come along to show him "how to make out." And, so far, the very best answer is: 1 PLAY 10c—5 PLAYS 25c.
Ditty inspired by an old American custom got off to a flying start recently when Abe Olman, general manager of music publishers Robbins, Feist & Miller started conducting a nationwide promotion campaign thru the new medium of the penny arcade network, on one of the pubbery's top songs, "At a Sidewalk Penny Arcade". Initial reaction by music operators throughout the nation pointed to a potential coin winner for the pubbery. Look closely at the above photo and you'll be able to pick out the artists who have recorded the tune. Left to right: Art Mooney (MGM); The Pied Pipers (Capitol); Tony Pastor (Columbia); Sammy Kaye (RCA-Victor), and Guy Lombardo (Decca).

FEATURES

- The Nation's Top Ten Juke Box Tunes
- The Cash Box Record Reviews
- Juke Box Regional Record Report
- Round The Wax Circle
- Hot In Harlem
- The Broadway Beat
- Rollin' Round Randolph
- Folk and Western Record Reviews
- The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
- Hot On Chicago's South Side
- The Cash Box Dime-Hits Box Scans
NOW IS THE HOUR
In second place last week, the sensational appeal of this ditty, beats it into the top spot again.

CA-15024—Margaret Whiting
CO-38061—Honor Heidt O.
CO-38115—Buddy Clark
CM-7102—Jerry Wald O.
DE-24378—Bob Carroll
DE-24279—Bing Crosby
LO-110—Groovy Fields

NATURE BOY
Rises from fourth place to occupy this featured spot. Whatta coin cutter!

CA-15054—Kalee Cole
CO-38210—Frank Sinatra
DE-24439—Dick Haymes
EX-366—Herb Jeffries

YOU CAN'T BE TRUE, DEAR
Retains its hold on third place with ups reporting heavy play.

AP-1121—N. Emmett
CA-15007—The Sportsmen
CO-38211—The Melvin Sisters
DE-24339—Dick Haymes
CN-1009—Whistling Jitterettes
MU-358—Russ Brook
GR-3009—M. Wilson

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

CO-38102—Woody Herman O.
DE-24388—Vic Young O.
DE-24427—The Andrews Sisters
MG-30049—Macklin Marrow

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

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

THE DICKY BIRD SONG
Rises from the bottom of the heap to latch onto sixth place and a view of coin play.

CO-38085—Jerry Wayne
DE-24310—Larry Clinton O.
MA-1234—George Olsen O.

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

CA-19059—The Sportsmen
CN-1223—Vaughn Horton
DN-2015—Donna Serenaders
DE-24360—Andrews Sisters

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

AP-1114—Phillie All Stars
CO-30014—Jerry Wayne
DE-25556—Henri King O.
KR-276—Uptown String Band
ME-2120—Aqua String Band

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

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

ST. LOUIS BLUES MARCH
In the tenth spot again. A steady coin cutter if there ever was one.

Vi-20-2722—Tex Beneke O.
THIS WEEK'S RELEASE

TONY MARTIN
with Earl Hagen and his Orch.
It's You or No One
With his new pic "Casbah" going great guns, Tony's appeal is soaring!

Spike Jones
and his City Slickers
William Tell Overture
Spike's famous radio Boetchbaum gag rips this standard classic to shreds.

RAY McKinley
Put 'Em In a Box, Tie 'Em With a Ribbon
(And Throw 'Em in the Deep Blue Sea)
Canny wailing from the film "Romance in High C." Ray's vocal.

LARRY GREEN
Little Girl
Don Grady and Trio on the vocal.

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

WASHBOARD SAM
and his Washboard Band
She's Just My Size and Feel About That Woman

THE GEORGIA CRACKERS
Rats In My Closet

A Dollar Down
(And A Dime A Day)

ROSALIE ALLEN AND BILLY WILLIAMS
with The Black River Riders
He Lived in Texas
(And She Lived In Arkansas)
Whoo Sailor

Glenn Miller
Serenade in Blue
RCA Victor 20-2809

Ray Noble
Turkish Delight
RCA Victor 20-2880

HENRI RENÉ and his Orchestra play—
"Wonder Waltzes By Waldteufel"
Album 5-54

Violets and The Sirens
RCA Victor 25-0107

Espana and Charming
RCA Victor 25-0106

Dolores and Estudiantina
RCA Victor 25-0109

The Skaters and Golden Rain
RCA Victor 25-0110

VAUGHN MONROE
Blue Shadows on the Trail
RCA Victor 20-2765

LOUIS PRIMA
Betty Blue
RCA Victor 20-2763

ROY ROGERS
SONS OF THE PIONEERS
Blue Shadows on the Trail
RCA Victor 20-2760

PEE WEE KING
Oh! Mo'nah
RCA Victor 20-2841

REINA'S ORCHESTRA
Sicilian Tarantella
RCA Victor 25-0045

ALL-TIME HITS RE-ISSUED!

GLEN MILLER
Serenade in Blue
RCA Victor 20-2809

RAY NOBLE
Turkish Delight
RCA Victor 20-2880

A SURE HIT!
VAUGHN MONROE
It's the Sentimental Thing To Do
RCA Victor 20-2748

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Swing Low, Sweet Clarinet" (2:56)
"But Who You" (2:51)
MARK WARNOW ORCH.

- Pair of sides ops might look into are these by the Mark Warnow orch., featuring JIMMY DOZER ORCH. (MGM 10194)
- Moving and pipes with the clarinet by the tune that was written by the Maestro Sonny Burke offers shines the latter's winning potential. On the backings with some music of the moon-in-june kids, Johnnie offers "I Bring You Sound Of Young Things" as the words that satisfy. Vocal flavor is added by The Crew Chiefs throughout the entire platter. With ops, opens the right pace making it a plain old song

"If I Were You" (2:46)
"Confess" (3:00)
JIMMY DOZER ORCH.

- Sparkling music from the forthcoming BARRON ORCH. (MGM 10183)
- Sure to score with phono fans throughout the land is this latest dishing by the Blue Barron orch. It's the plush, soft and delicate air of the vocal line with the lyric coupled with the dreamy atmosphere that the Barron guys give with the words this time. Coupled with the lyric interpretation of this romantic ballad is superb. His velvet tonalizes the affective lyrics in smooth styling throughout the waxing. Orchestral backing by Blue and the crew rates a salute—it's that good. Wax is offered in dreamy, bitting manner sure to win wide approval—especially so from the moon-struck kiddies. Backing is a piece that has kicked around a bit, with Clyde and the vocal combo delivering another, other mellow performance. Later beat in the background offers a kick for the hip-swingin' "You Were Only Fooling" won't fizzle—the photo—it's a nickel naber if there ever was one.

BLUE BARRON

- "On The Little Village Green" (3:00) "Just for the Love of You" (2:52) CLARK DENNIS

- Plug tune from the forthcoming STONE & STARR ORCH. "Romance On The High Seas" and a song for the vocal line of "It's Magic," the song itself is one that is bound to become a favorite from the ops phonos. Gordon's rendition adds to its coin earrig potential all the more. Flip is a ditty that has kicked around a bit, with Gordon turning in another brilliant performance. The kids pipes make for melodious listening pleasure, this wide gathering bevy of fans are sure to go for this pair in a big way. Ops take note.

- "On An Island With You" (2:42) "Put 'Em In A Box—"Em With A Ribbon" HAL McINTYRE ORCH. (MGM 10193)
- Light, delightful patterns provided by maestro Hal McIntyre and his crew and the soft, splendid refrain of "On An Island With You" will still be here, and show us what might come in for some heavy coin play. Long missing from the phonos all the more. Pleasant, soft spoken words occupied with the music, the tune that maestro Sonny Burke offers shines the platter's winning potential. On the backings with some music of the moon-in-june kids, Johnnie offers "I Bring You Sound Of Young Things" as the words that satisfy. Vocal flavor is added by The Crew Chiefs throughout the entire platter. With ops, opens the right pace making it a plain old song

DISK 'O THE WEEK

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

- Of the sides ops might look into are these offered in pleasant styling by chirp Betty Garrett. Title, "I'm Gonna See A Lot Of You," is given for her fond novelty antics to set the stage for possible coin play. Her heavy tonals gild the deck and make you sit up and listen. Ditty is from the MGM flicker "Blue City" and should get some nice ballyho. Backing in the ever-lovin' "Don't Blame Me," from the same flicker as the top deck. Currently on a big push this rendition might shine for a slew of buffalo once the pie breaks. Girch stupefies with the righteous pace making it a fine choice for the Harold Mooney ork rounding out the side.

"Poinciana" (2:45)
"I Went Down To Virginia" (3:01)
ALAN DARE (MGM 10184)

- Vocal flavoring this kid gives with makes you sit up and take notice. It's pithy. Alan's take, with the voice warbling the plaintive oldie "Poinciana." Wax went like sixty quite some time back, but Alan's fine take makes it sound like it might well boom it to the forefront once again. On the flip with the right novelty piece Alan offers the mellow metro to "I Went Down To Virginia." Ditty is light and bouncy along at a mellow pace making it suitable for the dance and listener crowd alike. Alan's wide growing flock of fans are sure to go for this duo especially the top deck.

"Nature Boy" (2:56)
"These Foolish Things" (2:51)
JOHN LAURENZ (MGM 10182)

- Undoubtedly one of the better versions of this current smash song to date is this effort by John. It's John's take on "Nature Boy." Utilizing a beautiful string background, John pitches pipes in smooth, soft relaxed manner to set the stage for a ton of coin play. Delicately delivered with the vocal, it's much more enhanced by John's tender pipes. Delivery of the song is warm and vibrant, and makes the listener aware of the simplicity that John offers. On the backings with a standard, John turns in another first rate performance with "These Foolish Things." It's the top deck to look for—then spimpan

"Hearts Win, You Lose" (2:36)
"In The Shade Of The Old Apple Tree" (2:48)
BRUCE HAYES (Decca 22)

- Plaintive oldie beckoning coin in a real big way is this bit by piper Bruce Hayes. It's Johnnie's take on "Hearts Win, You Lose," a ditty that scored like mad years ago. Bruce's rendition means a great deal. If anyone's going to win the heart of "Hearts Win, You Lose," it's Johnnie. Pithy, it's delivered, it's taken today. Deliciously sweet for ops with its top rate production, Bruce gives off with a tone of smooth refin, sparkling because of some lush ivory tinkling. Waxing waves soft and slow through the meter, Bruce gives off the dancin'-man's mellow tonals ringing true all the way. Flip is offered in typical back room style making it a pithy little ditty. "In The Old Apple Tree" showing as a piece loaded with coin pulling potential. "Hearts Win, You Lose" is the side to ride with—climb on the banjowagon.

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

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

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

**

Jimmy & Mildred Mulcahy's MGM disk- ing of "When Veronics Plays The Harmonica" catching a ton of coin on the West Coast, with Eastern music ops pegging the piece for a coin bonanza... Lunched with Paul Gayton, Deluxe ords star, and "Mike" Waldman, exec chief for that firm. Quite a guy—and gal. Pan is set for an Apollo Theatre date opening Friday, May 21. His disking of "Worried Man" and "Hey Little Girl" continue to rake in jinxy for music ops throughout the nation. More congrats to MGM's super-duper salesman George Sculisi, who done did it this past week. Loads of guys and gals prepping for Boyd Raeburn's Hotel Concert before opening, May 18... *

Minneapolis music ops were really entertained during their convention recently, having the Stan Kenton orch, cornp June Christy and Nat "Nature Boy" Cole on hand. Manor Records clicking again like sixty with two Savannah Churchill disks running wild. "Time Out For Tears" and "I Want To Cry," and speaking of Manor, we wonder why some enterprising agent doesn't latch onto the harmony f the Poor Notes snip, and Steele, veteran arranger, pianist, singer, and disk jockey adds another feather in his cap with the widely hailed "Schneider Maedel" on Saks Records. With only an acetate to work from, 7600 copies have been sold in New York and New Jersey—in less than one week. Mmmmm, can't wait tll I hear Benny Goodman and his sextet at the Click Club, Philadelphia, May 24. RKO Studios paid the unprecedented sum of $50,000 for the motion picture rights to "Nature Boy." Ditty will be the theme of their flicker "The Boy With The Green Hair"—lyrics will not be used.

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

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

**THE CASH BOX RECORD REVIEW**

**Foolin’** (2.49)  
"Do Me A Favor" (2.52)  
**FRANCIS CRAIG ORCHESTRA**

- Ivory thumper Francis Craig with another pair that beckon coin play in a big way. Bob Landon's strength is finely put, in the vocal spotlight again to offer the winning wordage to "Foolin'" and "Do Me A Favor." Their first trip out, and is spiked by Bob's fair vocal spot and powerful by Craig and KB. Ops know the success story behind this boy. Both sides weave around the title three to be the same, and may find favor with music ops.

**Words Can’t Explain** (2.48)  
"Strictly On The Safety Side" (2.56)  
**THE RED CAPS**  
4120

- Sure to click with music ops—and click in a big way is this hit by The Red Caps. Titled "Words Can’t Explain," the combo display their top notch harmony on this soulful piece in fine manner. Stuff is soothing and relaxing and makes for pleasant listening throughout. On the romantic side, the wax should go over big with the masses. A good cut. Flip is another comer for the group, waving the hetero flag, and excells equally on all thru. Both sides of this platter definitely rate your listening time.

**Takin’ Miss Mary To The Ball** (2.56)  
"The Flower Seller" (2.59)  
**GEORGE SMITH** (Capitol 15073)

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

**Better Luck Next Time** (3.00)  
"Steppin’ Out With My Baby" (2.50)  
**DINAH SHORE** (Columbia 38191)

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

**Schoene Moedel** (2.47)  
"Don’t Ever Leave Me Again" (2.50)  
**TED STEELE**  
26-9035

- Powerfully laden with the stuff that makes for coin winners is this bit by Ted Steele and his "Schoene Moedel." Ted's soothing and charming voice hyps this beautiful piece immensely, adding to its wows' source. Wax is full of romance and the like with the beautiful wordage more so an easy toay throughout the dipling. Flip is another of feather in Steele's cap and another first rate performance. It's the top deck that we go for. "Schoene Moedel" rates your avid listening attention.

**Donna Bella** (2.41)  
"It’s Magic" (2.51)  
**BUDDY KAYE QUINTET WITH ARTHIE MALVIN** (MGM 10187)

- Wait! this bit makes the rounds! One of the better things that was to be done with the wax story here. It's the Buddy Kaye Quintet with artist Malvin on deck for the novelty refrain of "Donna Bella," Waxing moves in vibrant fashion throughout, with Artie's fond pipes offer¬ing a ton of sparkling vocal magic. Artie's vocal spot is the highlight of the deck—the refrain that echoes here is lined with plush velvet that draws the listener back to the phono time and again. Set in radi¬cal manner, the simple and yet fra¬grant wordage makes for delight¬ful moments of listening pleasure. On the flip with the phono tune from the highly publicized flicker "Ro¬mance On The High Seas," Buddy and the boys, and Artie of course offer the nostalgic "It’s Magic." Vocal flavor shown here by Malvin adds to the pinners' crowning glory all the more. "Donna Bella" is sure to ring the bell on your phonos. Latch on!

**The Wedding Song** (2.56)  
"Pedro Piper" (2.50)  
**IRVING FIELDS** (Victor 26-9035)

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

**Mother Never Told Me** (2.50)  
"You’re Over The Hill" (2.35)  
**ARTHUR GODFREY** (Columbia 38193)

- The magic power of Arthur Godfrey, and another pair that seem well loaded with possibilities. Wax, titled "Mother Never Told Me" and "You’re Over The Hill," offer Mr. Godfrey in a not too novel manner. Top deck parrots the title throughout, with Godfrey ad-libbing the cute wordage in excellent fashion. Deep nasal tones of Godfrey are pleasant, as well as "You’re Over The Hill" offering the platter all the more. Flip is more melodic music with Godfrey displaying his versatile talents in grade A styling. Ops take it from here.

**When Verenica Plays The Harmonica** (2:43)  
**WOODY WOOD PECKER** (3:02)  
**KAY KYSER ORCHESTRA** (Columbia 38197)

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

**Better Luck Next Time** (2:46)  
"Rumbling Rose" (2.35)  
**GEORGE PAXTON ORCHESTRA**  
(MGM 10192)

- More glory for the George Paxton org with this dishing from the Irving Berlin film "Eastern Parade." It's the musical set of "Better Luck Next Time" with balladeer Dick Merrick on deck, that will cause all the excitement. Diane's pipes have an air that is light melody throughout the piece, which is highly fashioned by the Paxton's fine arrangement. Ditzy is catchy and makes for mellow listening pleasure. On the flip, with more light stuff, Dick comes back again for the refrain of "Rumbling Rose." Stuff moves along at an attrac¬tive pace with a vocal combo flavoring the wax. Cookie-deserves ops listening time.

**If I Live To Be A Hundred** (2:26)  
"Your Heart And Mine" (2.28)  
**BOB HANNON**  
(Apollo 1097)

- Pair of sides currently kicking up a bit of a storm are those rendered in effective fashion by Bob Hannon. Top deck gets all the billing with Bob spoining the pleasant lyrics in fair fashion. Stuff is suited best for dancing, the flip being to tavern locations. Flip is a repeat of this set, with "Your Heart And Mine" a tender pipes excellently throughout. Instru¬mental backing by the Roy Ross Quintet spues the entire setting, then adding to its coin culling potential. "If I Live To Be A Hundred" is the one that may win wide approval. Wax rates an earful.

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The Cash Box, Automatic Music Section

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May 22, 1948

"I Remember Mama" Hassell Settled

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

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

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

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

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

Foremost in mind was the example Mercury Records set recently with their plating of "Nature Boy." Mercury waxed a full studio orchestra in England comprising some 30 pieces, rushed the master to the states and then dubbed in the voice of crooner John Laurens.

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

Music operators generally report that a capella recordings played in automatic music machines to date, have not met with good response.

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

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

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

NATIONAL Sets the Pace

THE RAVENS

9039 "SEARCHING FOR LOVE"—"FOR YOU"
9042 "TOGETHER"—"THERE'S NO YOU"
9040 "FOOL THAT I AM"—"BE I BUMBLEBEE OR NOT"
9041 "LOVE ME A LITTLE"—"SOMEBODY"
9035 "OL' MAN RIVER"—"WOULD YOU BELIEVE ME?"

UNA MAE CARLISLE

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

BILLY ECKSTINE

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

JOE TURNER

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

DICK THOMAS

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

TEDDY PHILLIPS

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

CHARLIE VENTURA

9043 "SOOTHE ME"—"ELEVEN SIXTY"
9036 "BLUE CHAMPAGNE"—"SYMPHONIA"

Charlie Ventura and Lilian Carol

7015 "HOW HIGH THE MOON"—"PLEASE BE KIND"

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ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

SHMASH HIT

ON MANOR RECORDS

4TH CONSECUTIVE WEEK

TIME OUT FOR TEARS

SAVANNAH CUMMILCH

ORDER FROM YOUR NEAREST DISTRIBUTOR

THE SMASH HIT

Original

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<td>1. NAME OF RECORD HERE</td>
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<td>9. NAME OF RECORD HERE</td>
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<td>10. NAME OF RECORD HERE</td>
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OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES FOR THIS WEEK.

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<thead>
<tr>
<th>ARTIST OR BAND HERE</th>
<th>NAME OF RECORD HERE</th>
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<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING UP.

<table>
<thead>
<tr>
<th>ARTIST OR BAND HERE</th>
<th>NAME OF RECORD HERE</th>
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<tr>
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www.americanradiohistory.com
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<thead>
<tr>
<th>Rank</th>
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<tr>
<td>1</td>
<td>Nature Boy</td>
<td>King Cole</td>
<td>Capitol 15054</td>
</tr>
<tr>
<td>2</td>
<td>Tomorrow Night</td>
<td>Lonnie Johnson</td>
<td>King 4201</td>
</tr>
<tr>
<td>3</td>
<td>Good Rocking Tonight</td>
<td>Wynonie Harris</td>
<td>King 4210</td>
</tr>
<tr>
<td>4</td>
<td>Recess in Heaven</td>
<td>Dan Grissom</td>
<td>Jewel 4004</td>
</tr>
<tr>
<td>5</td>
<td>Time Out for Tears</td>
<td>Savannah Churchill</td>
<td>Mono</td>
</tr>
<tr>
<td>6</td>
<td>35-30</td>
<td>Paul Williams</td>
<td>Savoy 666</td>
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<tr>
<td>7</td>
<td>Dutch Kitchen Bounce</td>
<td>Arnett Cobb</td>
<td>Apollo 778</td>
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<td>8</td>
<td>Long Gone</td>
<td>Sonny Thompson</td>
<td>Miracle 126</td>
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<tr>
<td>9</td>
<td>Bubbles</td>
<td>Bill Moore</td>
<td>Savoy 662</td>
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<tr>
<td>10</td>
<td>I Want a Bowlegged Woman</td>
<td>Bullmoose Jackson</td>
<td>King 4189</td>
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<tr>
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<td>Dan Grissom</td>
<td>Jewel 4004</td>
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<td>X-Tempora-neous Boogie</td>
<td>Camille Howard</td>
<td>Specialty 307</td>
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<td>Fine Brown Frame</td>
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<td>You Don't Love Me</td>
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<td>The Twister</td>
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<td>Savoy 665</td>
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<td>Little White Lies</td>
<td>Martha Davis</td>
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<td>Here's No You</td>
<td>The Ravens</td>
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<td>If I Should Lose You</td>
<td>Emile Jones</td>
<td>Stoff 606</td>
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<td>The Mojo</td>
<td>Sax Mallard</td>
<td>Aristocrat 2001</td>
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<tr>
<td></td>
<td>Long Gone</td>
<td>Sonny Thompson</td>
<td>Miracle</td>
</tr>
</tbody>
</table>
Overnight Smash HIT!

GEORGE GIVOT

SINGING THE MOST SENSATIONAL JUKE BOX MONEYMAKER OF 1948

"My California"

BACKED WITH

"Dakhtown Strutters Ball"
on Tele-Record No. 4803

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

Order Quick to DOUBLE Your Take...

TELE-RECORDS, INC.
FAIRMOUNT HOTEL, SAN FRANCISCO, CAL.

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

Personal Management
Louis Cohan, 203 N. Wabash Ave., Chicago, Ill.
Bookings
Wm. Morris Agency — Music Corporation of America

Folk and Western RECORD REVIEWS

BULLSEYE of the WEEK

"Whoa Sailor"
"He Lived In Texas"

ROSALIE ALLEN AND BILLY WILLIAMS
(Victor 202-2853)

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

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

JACK GUTHRIE
(Capitol 40118)

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

"She’s A Shady Lady"
"Fraid Quoll"

THE MILO TWINS
(Capitol 40119)

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

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

BILL MONROE
(Columbia 38172)

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Bogus Disks Still Float; Indies Wary of Pressing Plants

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

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

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

Cleveland Ops Select "Tea Leaves" As June Hit Tune

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

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

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

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

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

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

Herbie Lutz of the Lutz Brothers from the West Coast is in town planting his new song, "May I Never Love Again," a B.M.I. oldie...Jimmie Cairns of B.M.I. and Lenore Longley, his former secretary, were married May 16th...Our congratulations to both of you...Mill Elsman has his whole crew in town this past week...Count Basie gave a concert at the Civic Opera House, and Buddy Rich and The Three Blazers were holding forth at the Regal Theater...Buddy just got his hand out of a cast and is once more drumming away.
Apollo Continues Adding Disk Distributors

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

Ralph Bernson, national sales manager of Apollo announced the addition of the Central Record Sales Company to handle the Apollo line in Southern California. The Radio Supply in Salt Lake City, Utah, was named to distribute Apollo in that territory.

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

All distributors handling the Apollo line are directing concentration on the new Bob Hannon disking of "If I Live To Be A Hundred," recently selected by radio station WTOP, Washington, D. C., as the "Juke Box Record Of The Week." It was learned that Apollo plans on adding distributors throughout the nation until the plattery feels that they have intense coverage in every section of the country. Apollo recently closed its Detroit and Chicago branches and added independent disk distribs there.

1 for the money
2 for the show

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

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

The Cash Box
COMPLETE COVERAGE
of the entire Juke Box industry

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

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

JIMMY DORSEY
and his Orchestra

MGM RECORDS

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

JOHNNIE JOHNSTON
Orchestra conducted by Sonny Burke

STEPPIN' OUT WITH MY BABY
(from the M-G-M film "Easter Parade")
I BRING YOU SPRING
With the Crew Chiefs
M-G-M 10191

HAL MCLINTYRE
and his Orchestra

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

BLUE BARRON
and his Orchestra

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

BETTY GARRETT
Orchestra conducted by Harold Mooney

I'M GONNA SEE A LOT OF YOU
(You've Gonna See a Lot of Me)
DON'T BLAME ME
(Both from the M-G-M film "Big City")
M-G-M 10180

GEORGE PAXTON
and his Orchestra

BETTER LUCK NEXT TIME
(from the M-G-M film "Easter Parade")
RAMBLING ROSE
Both vocals by Dick Merrick
M-G-M 10192

THE KORN KOBBLERS

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

JERRY IRBY
with his Texas Ranchers

GREAT LONG PISTOL
49 WOMEN
M-G-M 10188

SAM NICHOLS
with his Melody Rangers

I'M AS FREE AS A BREEZE
TWO WEEKS NOTICE
M-G-M 10189

M-G-M COIN CATCHERS

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

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
### MUSICAL INSTRUMENTS

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<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Model B Phonograph</td>
<td>$48.50</td>
<td>No Price Set Automatic Harps Complete 20 Station Unit $14,000.00</td>
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### ELECTRONICS

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<td>4005A 8' Walnut Round Spkr.</td>
<td>$250.00</td>
<td>4008 8' Deluxe, Walnut Round Mirror $35.00</td>
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<tr>
<td>4007 Inter., Deluxe Spkr.</td>
<td>$135.00</td>
<td>4008 15&quot; Deluxe Speaker $185.00</td>
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### PINBALL Machines

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<tr>
<td>BALLY</td>
<td>$289.50</td>
<td>Ballerina Chicago City</td>
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<td>Genco</td>
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### CONSOLES

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<tr>
<td>BALLY</td>
<td>$264.00</td>
<td>Wild Lemon                           1250.00</td>
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<td>Hi-Ball</td>
<td>$42.50</td>
<td>Double-Up</td>
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<td>Triple Bell</td>
<td>$95.00</td>
<td>Triple Bell $5-25 $92.50</td>
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### ROCK-OLA MFG. CORP.

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<td>148-M Symphonola</td>
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<td>148-S Symphonola</td>
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<td>148-F Symphonola</td>
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### PACKARD MFG. CORP.

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<td>1000 Spkr.—Paradise</td>
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### MILLS INDUSTRIES

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<td>30 Select Stowaway Mech.</td>
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### BUCKLEY MFG. CORP.

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<tr>
<td>Music Box</td>
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### GROECHEN MFG. CO.

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<td>Columbia Twin JP</td>
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<td>Deluxe Club Speaker $209.50</td>
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### BELL'S

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<td>25c Super DeLuxe Club Chief $344.00</td>
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<td>50c Super DeLuxe Club Chief $454.00</td>
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### PACE

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<td>5c DeLuxe Chrome Bell</td>
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### ARCADE TYPE

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### EDELMAN AMUSEMENT DEVICES

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<td>Flash Bowler</td>
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<td>10—8&quot;</td>
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### INTERNATIONAL MUTESCOPE CORP.

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### GLASS SIZES — PIN GAMES

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<tr>
<td>Bally</td>
<td>$21 x 41</td>
<td>Big Inning                           339.50</td>
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<tr>
<td>Chicago Coins</td>
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### GLASS PARTS AND SUPPLIES

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<td>Glass</td>
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<tr>
<td>Glass</td>
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<td>Exhbit                              21 x 41</td>
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### 중요한 점

- *All equipment appearing on this page listed only until machines are no longer in production.*
Buckley
BUILDS THE Best
NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
- Cherry or Diamond Ornaments
- Morgan, Copper, Gold, Green,
  Aluminum Gray, Chocolate, Surf
  Blue.
- Complete new precision-built
  light wood Cabinets expertly
  finished with perfect fit saw
  aluminum castings.
- Club Handle and Handle Cal-
  binets.
- Heavy brass chrome plated
  attached Reward Plates, 5/8 or
- 5c-10c-25c. chrome Bonemint
  or Coin Intake.
- Payout Cups with anti-spoon
  Cup.
- Drillproof Plates.

THE NEW Music Box

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 per-
fecion at a NEW LOW PRICE.

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

Complete program
of selections always
in full
view, ‘’Buckley’s
exclusive
features
of
construction,
combined
with
out-
standing beauty and eye
appeal
make
this
the
outstanding
re-

omt

equally

popular
for

wall
or

bar

invasion.

BUCKLEY TRACK ODDS

BUCKLEY TRACK ODDS has long been
recognized as the on-
ly seven-coin race
horse console that
would stand up month
after month—year after year—and out-
 They are
profitable
operation.

Buckley, operators know this to be a
fact. They know also
that no

BUCKLEY TRACK ODDS are even more
profitable
to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.
4223 West Lake Street • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-97-38-4533)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
You're WAY UP There When You Operate

JACK 'N JILL
PLAY 'N PROFITS CLIMB FAST WITH PERFORMANCE LIKE THIS!

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

ORIGINAL FLIPPER BUMPERS
(Patent Pending)

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

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

NEW PRICE EFFECTIVE IMMEDIATELY FROM PROMPT DELIVERY

here's the
NEW AMI MODEL
"B"
JUST OUT!
all new!
40 SELECTIONS—SMALLER MORE FLASH—QUALITY DELIVERY NOW!

Exclusive AMI Distributors In

OKLAHOMA-WESTERN TWO-THIRDS OF ARKANSAS

H. W. DOLPH DISTRIBUTING, CO.
222 EAST 4th STREET
TULSA 3, OKLAHOMA

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

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Protestant Episcopal Meet Votes Down "Gaming" Ban

NEW YORK—Of great interest to the trade is the interpretation put on "gaming" by the membership of the Protestant Episcopal Diocese of New York at their 16th annual convention held this week. The convention tabled a resolution condemning the use of lotteries and gambling wheels as money-raising devices for church projects.

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

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

Toledo Coin Machine Celebrates 10th Anniversary

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

At that time Rosic KnoUmüller formed the company and obtained the distribution for Bally Manufacturing Company, and several of the officials of the manufacturing company, Toledo Coin has been one of their leading distributors.

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

Wurlitzer Ad Art On Tour

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

The drawings were offered for two week exhibitions to leading art schools, and are now on tour. The first exhibit was at the Albright Art School, Buffalo, N. Y., April 19th to April 23rd.

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

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

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

Advertising agency for The Rudolph Wurlitzer Company of North Tonawanda, N. Y., is Landsheft, Inc., Buffalo, N. Y.
JUST OUT - all new AMI - Model

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

Runyon Sales Company

593 10th Avenue, New York 18, N. Y.

123 W. Runyon Street, Newark 8, N. J.

Resigns From Videograph; Heads Dennison Sales Co.

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

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

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MEXICO'S COINMEN FORM ASS'N

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

MEXICO CITY, D. F.—In accordance with Mexican law, appearing before a notary public here, March 30, 1948, legal papers were signed recognizing the "Association De Importadores, Distribuidores Y Propietarios De Aparatos Electrónicos De La Republica Mexicana, A. C." (National Association of Importers, Distributors and Proprietors of Coin Operated Machines in the Republic of Mexico, Civil Association.)

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

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

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

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

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

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

Romero continues in this regard, "The Government began setting machines without previous notice. More than 100 machines were seized and fines ranging from $200 to $300 pesos were imposed, plus the payment of $45 pesos as 1948 taxes."

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

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

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

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

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

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

Luis Huerdo Alonso, Secretary of the organization says, "Financial cooperation in any amount will be greatly appreciated and most welcome and may be sent direct to the offices of the association, or to our treasurer, Jose Riojas, whose address is: Rosas Moreno No. 87, Mexico City, D. F., Mexico."
A BRAND NEW IDEA
A 1 TO 4 ROLLOVER BUTTON COMBINATION.

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

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

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

✓ It has terrific action with FIVE ways to score.

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

Force said, "The dimensions of the Model 'B' are: height 64", width 20", depth 24" and weight 261 lbs. Smaller than the Model 'A'. The finish is in two colors, 'Sheraton Mahogany' and 'Bisque Blond'. The cabinet is constructed of waterproof bonded plywood, called 'Marine Plywood', because it will withstand submergence. The construction is very rugged with 1 1/2" and 3/4" plywood. The outer finish is genuine mahogany.

"The Model 'B' is designed for perfect acoustics," he stated, "featuring plastic set in sound insulating tape. Plastic metal trim and insulating tape held in place with tension clamps, no buzz or rattle. Almost four times as much metal trim as the Model 'A'. The back door lifts off. The Model 'B' has 47% of total area illuminated. Model 'A' has 35% of area illuminated."

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

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

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

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

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

Williams

YANKS

THE 100% MECHANICALLY PERFECT 5-BALL THRILLER

WITH

SENSATIONAL EARNING POWER!

Williams

MANUFACTURING COMPANY

161 WEST HURON STREET

CHICAGO 10, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
H. Z. Vending Opens Branch in Lincoln

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

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

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

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

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

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

Maport Distrib. Co. Holds Filben Show

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

Maport combined this open house to celebrate the opening of the distributing firm, and to display the Filben Mirrorette Music line for the first time in the territory. Some of the new furnishings for the showroom and offices hadn’t arrived in time for the showing, but Portale said it is a little thing like that he doesn’t worry about.

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

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

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

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

Active Amusement Machines Co., 444 North Broad St., Phila. 30, Pa., Phone: Franklin 7-4800, M. J.

Joe Ash
Active Amusement Machines Co., 444 North Broad St., Phila. 30, Pa.

Joe Ash, 9/9

===

M. Luber

503 W. 41st (Longacre 5-9393) New York

Motors repaired Urgently — AMI

Ola Mills, Rewind to Factory Specifications; Rapid service—repaired or exchanged within 24 hours after arrival Complete No Extra $6.00

M. Luber

213 W. 41st (Longacre 5-9393) New York

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

NOW...

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

Only $5 Per Month

John Jones Distributing Co.
444 MAIN ST., ANYTOWN, U. S. A.
(TEL: MAIN 0000)

John Jones Distributing Co.
444 MAIN ST., ANYTOWN, U. S. A.
(TEL: MAIN 0000)


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

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

Please list my name as follows:

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

My check for ___________ is enclosed.
There will be a sweet time in Dixie when we display the Marvelous—New...

AMI "B" Model

First Showing In
Georgia and Alabama
Week of May 23rd

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

Virginian Operators:

See and hear the spectacular new AMI

Model "B"

In our showrooms—Week of May 23

New features!
New small size!
New light weight!
New color and flash!

Automatic Music System
306 W. Broad St., Richmond, Virginia

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—375 phonographs on locations largest city in the deep south. Net income from $90,000 to $115,000 yearly. In working condition. Formerly retired after 9 years in business. Will show to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #525293)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #525240)

WANT—Coin operated Radios. State make and price. 2 hour timer preferred. Also used or broken gum and pinball machines, either 5c or 1c. Will also consider vending machine routes. (Code #525293)

FOR SALE—2 Row 10 col.; 1 Row 8 col.; 2 Rows 8 col. Royal; 2 Mills 8 col.; 1 Stewart McGuire 8 col.; 1 Penny Rowe insert. Mills Solo Vue; Exhibit Bluebird; Exhibit Three Love Meter; Exhibit Vendish; Ludlow; Jennings; Pinball Machines; 1 Master Gun $1 Vendess and 125 lbs. 1/4 inch bubble gum. Many used post-war games with flippers. (Code #525291)

FOR SALE—Nine consoles, Mills 1947 model Three Bells, in use only 2 months. 42 slots, Mills Black Cherry, Mills Blue Fronts and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #525293)

FOR SALE—Mills 10c Bonus like new, Mills 5c SilverChrome like new, Mills 5c Jewel like new, Mills 10c Extraordinary like new. (Code #525294)

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 #525291)

WANT—Milco checks in 10c and 25c denominations. (Code #525292)

FOR SALE—70 Phonographs, 25 Cigarette Machines, 50 Pinball machines. These are the best and the latest. Approx. 1,000 machines, consisting of Mills, Wurlitzer, and Seeburg. (Code #525292)

FOR SALE—Mills Melon Bell 5c; Mills Black Chrome 5c; Mills 25c Extraordinary. (Code #525296)

FOR SALE—1 Jennings Black Hawk, used only two weeks, late July thru early Sept. 1945; 1 Jennings Pinball, Watling 5c and 1 25c like new. Highest bidder will get one or other. (Code #525295)

FOR EXCHANGE—Pack & Black Cherries 10c & 25c to trade for 5c slots. (Code #525296)

FOR SALE—in central Massachusetts route established for 20 years consisting of One Bells and Pin Games. About 100 machines on location, all late equipment, complete show trucks and service organization. Operators net receipts well over $40,000. For detailed information write (Code #525381)

FOR SALE—Brand new Personal and Solofone non-selective music boom boxes. These are the best and latest arrival on the market. Name your own price. Write quick. (Code #525297)

FOR SALE—1 Keenie Bonus, single 5c Super Bell, F.P.P.O.: 1 Bonus Super Bell 5-25; 1 Triple Bonus Super Bell 5-10-25. These are like new. (Code #525297)

FOR SALE—Seeburg 3-wire or Wireless Wall-O-Matix. (Code #515937)

WANT—Hampity Dumply. FOR SALE—Fast Ball, Cyclone and Spellbound. (Code #525299)

WANT—New and used 30-wire Wall Boxes, Adaptors and Speakers; Twin 16 Adaptors for Rock-Ola; any 25 cycle equipment. (Code #525297)

FOR SALE—1947 Columbia Bells, interchangeable, used, cheap; all makes five-ball FP pin games pre-war, at give-away prices; 1 Super Bell, comb.; 5c play; 1 Club Bell, comb. & button; 5c; 1 Pace’s Reels Jr., P.O. 5c; 1 Pace’s Reels, comb., w/button, 5c; 3 Bally’s High Hands 5c; 1 Shoot-Your-Way-To-Japan; 1 Rapid Fire. (Code #525295)

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 #525216)

FOR SALE—A 1 column bargains. Cigarette and Candy vending machines. All make/model, lowest prices. What have you to sell. (Code #525293)

FOR SALE—Pinballs and rolldown games. Wood or steel ball return with new walls. Seven Seeburgs, one Wurlitzer Telomatic, one Seeburg, five Wurlitzer columns and one Wurlitzer, all listed to a list free of charge, with introductory offer for whatever equipment they want to buy or have for sale. No prices are allowed to be advertised in these free lists. Operators’ names and addresses are always kept strictly confidential.

WANT—6 Evans 1947 Ten Stripes. Will or exchange for late pins. What have you to offer? (Code #525291)

WANT—6 column Rowe Royal and 6 column Rowe President cigarette machines. FOR SALE—5-10 column Royals and 5-10 column Presidents, completely refinished and overhauled. (Code #525210)

FOR SALE—SLOTS: 1 5c Brown Front; 3 25c Brown Fronts; 1 10c Front; 5 5c Melon Bells; 2 25c Melon Bells; 1 5c Melon Bell, no melon jack pots on these; 2 5c Blue Fronts; 4 10c Blue Fronts; 2 25c Blue Fronts; 1 5c Emerald Handleload with 2-5 P.O.; 1 5c Gold Chrome, 2-5 P.O.; 1 5c Gold Chrome, hand load; 1 5c Newly Built Black Cherry with 3-5 P.O.; 1 25c Columbus. Music: 1 430 Wurlitzer Wall organ type speaker, 5/10c, 5c coin slot, 1 two-wire Wall organ 10c, 25c, coin slot; 1 Model 41 Wurlitzer Counter Model; 1 Rock-Ola 20 Premier; 2 Rock-Ola 20 Windsor; 2 Two Twenties; 4 20 Coin Hideaways; 2 20 Record Adapters; 2 12 Record Adapters. Pin Games: 1 Silver Stake; 1 Malise; 1 Cover Girl; 1 Spellbound; 1 Catalina; 1 Tor- nado; 1 Queenie. (Code #525290)

WANT—Active partner for Juke and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about $20,000. (Code #525293)

FOR SALE—Newly used Packard Adapters for Wurlitzer 24s. (Code #525215)

WANT—A few Watling Seals, no other make wanted. Clean and in good condition, ready for location. Prefer Junior Tom Thumb, Fortune Tom Thumb or 500 Series Fortune. (Code #525215)

FOR SALE—1 Model "A" AMI, 1947 phonos, Used only 6 months. Am selling out. Make you my highest offer in first letter. (Code #525298)

EXCHANGE—Will trade Bally Triple Bell new only two weeks on location for either of the following: Keene's Two Way Bonus Super Bell or Keene's Gold Nugget. (Code #525292)

FOR SALE—5 Bally DeLuxe Draw Bells. (Code #525294)

FOR EXCHANGE—1 Telematic industrial and background wired music studio. (Code #525288)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #525214)

WANT—Bally Victory Specials and used Eurekas. FOR SALE—Or will trade the following: 1 Seeburg Casino; 2 Seeburg Vogues; 1 Seeburg Classic; 1 Wurlitzer 800; 1 Wurlitzer 560; 1 Wurlitzer 600K; 1 Wurlitzer Victory; 600, 500 and 2-24s; 2 Wurlitzer 616; 4 Wurlitzer 414s. (Code #525202)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #525214)

WANT—Have large quantity of A.B.T targets will sell cheap. (Code #525217)

WANT—Any of the best phonograph routes in the North-West. Consists of approximately 20 1015’s, 19 47’ and 48’ Sanders, 5 47’ and 48’ Wurlitzers, 5 47’ and 48’ AMIs, and about 40 older phonographs. Everything on location. No competition. (Code #525215)

WANT—Active partner for phonograph and pin game route in South Carolina. Excellent established route. Cash needed about $8,000 for 50% equity in business. (Code #525296)
WANT
WANT—To Purchase for export shipments—Model 1015 War-\n\nlitzer, 1946 AMI's 146 and 147 Seeburs. State quantity and\nyour best price in first letter. BACHEL SAKES CO.,\nINC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.
WANT—Used Juke Box Records. Unlimited quantities. Top\nprices paid. We pick up within a radius of 150 miles. Write\non letter. DE LUXE MUSIC CO., 2009 OCEAN AVE., BROOK-\nLYN 29, N. Y.
WANT—Used Juke box records. Highest prices paid. Unlimited\nquantities. We purchase all year round. Compare our prices\nbefore selling your records. We pay cash right away. Write\nFIDELITY DIST., 1547 CROSBY AVE., BROOKLYN 61, N. Y.\nTel.: Underhill 3-5761
WANT—New and Used Wall Boxes, Adapters and Speakers;\nTwin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint\nVendors; any 25 cycle equipment. ST. THOMAS COIN\nSALES, LTD., ST. THOMAS, ONT., CANADA.
WANT—Will buy any quantity used slot machines, all makes\nand models. Gumball, Quarter, Goodies, Yard Pockets.\nQuote lowest prices in first letter. Machines must be\nin first class condition. AUTOMATIC GAMES CO., 2838\nW. PICO BLVD., LOS ANGELES 6, CALIF.
WANT—Allmakes and models 5c, 10c, 25c, 50c Slots. Cash\nwaiting. MAT-RETHIC SALES CO., 48 W. BIDDLE ST.,\nBALTIMORE 1, MD.
WANT—Bally Triple Bells; Bally Eureka; Mutoscope Diggers;\nLate Rock-Ola, Wurlitzer & Seebur phonos. Will buy\noverstocks of late pin games for resale. Quote lowest prices,\nquantity & condition in first letter. A. P. POLLARD CO.,\n725 LABRADE ST., SAN FRANCISCO 9, CALIF. Tel.:\nORDway 3-3609
WANT—Operators with obsolete equipment that would like to\nturn them into cash. You can get Three Hundred ($300.00)\nfor your two cents and up phonographs. Receipts by mail\nwithout obligation write. WALKER MUSIC CO., 2711\nHAMILTON ST., PHILADELPHIA 33, PA.
WANT—Used records. Will positively pay more. Sell to the\nEast's largest distributor of used records. Will pick up\nWrite, call or ship to BERNARD MUNCHICK, 1315 NO-\n52nd St., Philadelphia, Pa. or call 2-3628
WANT—Jack-in-the-box Stands; Safe Stands; Used escalator\nslots. EAST COAST MUSIC CO. 10th & WALNUT STS.,\nCHESTER, PA. Tel.: Chest 2-3657
WANT—Gun cables for Bally Rapid Fire; Motor for Exhibit\nRotary Pigeon Type; IDEAL NOVELTY CO., 2253 LOCUST\nST., ST. LOUIS 3, MO.
WANT—Bally Victory Derbys, Bally Entrees and Jockey Clubs.\nCheck Separators. Cash or trade, whatever you need. Also\nwant '46 and '47 Seeburges and '46 and '47 Wurlitzers.\nQuote lowest prices, first letter. SILENT SALES CO., 200\nELEVENTH AVE., SOUTH, MINNEAPOLIS 13, MINN.\nTel.: Geneva 3645
WANT—Mutoscope Cranes, Fac Fronts, Red Tops, etc.; late\nBally One-Ball Games free play and automatic; Keeney Boun-\nters, Jennings, Super DeLuxe, DeLuxe, Standard and Club\nConsole Slot machines; Wurlitzer, Seeburg, and Rock-Ola\npost-war phonographs; Paymaster, PayBoy, Payboy, Pay\nboy. Email G. W. Pollard, 3126 ELLIOTT AVE., SEATTLE 1,
WAH. Tel.: Garfield 3535
WANT—Used records from your boxes. We buy steadily all\nyear round. Compare our prices paid. Sell to Chicago's largest\nDistributor of Used Records. We pay freight. Write, Call or\nto USED RECORD EXCHANGE, Anthony "Tony"\nGalgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL.\nTel.: Dbeck 7660.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE—90-616 Wurl. $75 ea.; 2—600R Wurl. $150 ea.; 1—1930 Rock-Ola CM $90; 3 Seeburg Mayfair $150 ea.; $75 each. Excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel.: RA 5-8785.

FOR SALE—The Biggest Show In Town Is Always At Crown, Bally Victory Specials $150; Victory Derby $135; Daily Races $195; Sunny $135; Humpy Dumpy $140; Seeburg $140; Beretta $140; Tropicana $145. At least $105; Mexico $95. These machines are excellent and the prices are right. 1/3 Deposit required, balance C.O.D. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel.: Canal 7137. Nick Carbajal, Gen. Mgr.

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

FOR SALE—50 Original Black Cherry Bells; 25 Waiting 1948 Bells; 10 Paces Consoles; 1 Mill Four Balls. Double Safe, stands, new and used. No reasonable offer refused. MAR- MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

FOR SALE—Williams All Stars used but very clean $275.; 2 Photomatics, inside lights, repainted, good condition $325.; 42+ Solitaires, new $175.; Spoffite, brand new $175.; this is a very good arcade piece. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—Roll Down: Advance Rolls $175; 14 ft. Baug-A-Fitty $150; Sportman Roll $60; Roll-A-Score $50; Bing-A-Roll $125; All Refurbished. $100 ea.; Tropicana $300. OGDEN WHITBECK, MOHAWK Skill Games Co., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—One-Balls: Longaera and Thorobreds $60 ea. Five Balls: Hollywood $15; Streamliner $20; Biz Hit $25; Cauten $25; Riviera $25. Arcade: Keene Air Raider $50; Undereas Raider $55; Bally Torpedo $50. Slots: all kinds, write for prices. Wall Boxes: 10 @ $20 Wurlitzer with stepper $5; 10 Ball Bells $10; 4 Select Wurl. $200; Seeburg; $250; Tropicana $300. OGDEN WHITBECK, MOHAWK Skill Games Co., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—20 Victory Derbys with automatic parents. Used only 2 weeks. Will guarantee them to be just like new. If you are interested in buying entire lot of 20 F.O.B. Tuscon, write or wire to your offer to JOHN LIVOLI, c/o AMERI- CAN MUSIC CO., 1334 S. 6th AVE., TUCSON, ARIZONA. Tel.: 4204.

FOR SALE—Cigarette machines, just off locations. Rowe Imperial, Aristocrat; DuGrenier “W” and “S”; National 750 and 9 col. All 20c. BOX #73, c/o THE CASH BOX, 341 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—Mills Three Bells used 60 days $395.; Packard Model 400 Hide-a-way, like new with three new Packard Balls and 100 feet 3wire cables $150 complete. COLE- MAN NOVELTY CO., ROCKFORD, ILL.

FOR SALE—Aireon Super De Luxe phonographs, A-1 mechanical condition, ready to operate $249.50 ea. II. M. BRANSON DISTRIBUTING CO., 316 S. 2nd St., LOUISVILLE 2, KY. Tel.: Wabash 1501.

FOR SALE—Territory closed, survived on Flat Tops. 8 Pace Reels, 5c, $25 ea.; 6 Pace Sarazega 5c $25 ea.; Bally Skill Time 7 head $50 ea.; Keene 4 way Super Bell 5c-$5-$25 $39.50; Keene Skill Time 7 head $39.50; Evans Cal- lipoping Dominoes $39.50; Pace 5c-10 combination $89.50; Pace 5c-25 combination $99.50; 2 Mills Four Bells $50 ea. HY. MUSIC COMPANY, 1415 WASHINGTON SOUTH, MINNEAPOLIS 4, MINN. Tel.: 367.

FOR SALE—Bally Hy-Rolls like new $225; Genco Advance Rolls and Total Rolls. Also brand new Williams Virginia and Tennessee, also Genco Trade Winds. Write for prices. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel.: Temple 2-5786.

FOR SALE—20 Victory Stamp vendors. Handles 3c and 5c stamps. Brand new in original cartons $15 ea. WANT—Any quantity Seeburg SS 20-1 Step Selectors; also PS12-32 Power Supply Sub Assembly. Quote price and condition. R & S SALES CO., MARIETTA, 0.

FOR SALE—Mills original Black Cherries, late serials: 1, 5c $139.50; 1, 10c $144.50; 1, 25c $149. Jennings Light-up: 2, 10c $179.50. Jennings Challenge 5/10c like new $375. AUTOMATIC AUCTION CO., 1000 PENNSYLVANIA ST., EVAN- SVILLE, IND.

FOR SALE—The original change dispenser Nickel Nogger $3.45 ea. Write for quantity prices. Victory Specials $125 ea.; Keesey Hot Tip $235; Strikes ‘N Spares $295. WEST- ERIE DISTRIBUTORS, 1220 S. W. 16th AVE., PORTLAND 5, ORE. Tel.: AT 7565.

MISCELLANEOUS

NOTICE—Music Operators. Motors rewound $5.50; Wurlitzer counter model trays refurbished and rebushed $6.50. BILLY PHONOMOTOR REPAIR, 5947; EMERALD AVE., CHI- CAGO 21, ILL. Tel.: Englewood 8192.

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

PARTS & SUPPLIES

FOR SALE—Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-604 45c; M-46; M-47; M-48 Bulbs $4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

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

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Telephone Lens for 10" screen, $241. Mazda bulbs, No. 47, $40 per 1000. No. 10, 44, 46 and 47, $4.50 per 100. No. 51 or 53 or 109 or 106. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—Skee Ball Alley Nets; Mats; Balls; Scoring Units; Coins; Service Glasses and any part for any alley. Also complete stock of Ten Strike Parts. Tell us what you need. RELIABLE SKEE BALL CO., 2512 2. IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE—5¢ Coin Wrappers, 65¢ per 1000. Thousands of coin machine parts. Parts made to specification for your special needs. Write for Parts Catalog. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: Plaza 7-2715.

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

Colleen who knew T. Leon Muara, general manager for Williams Mfg. Corp, who was recently in charge of the 1,000-employee plant of Rock-Ola Mfg. Corp., will be saddened to learn that he passed away Monday, May 10. Muara leaves behind a wife and three sons. In death as in life, he was associated with many music ops and knew practically everyone engaged in the business. As general manager of Williams he came in contact with the amusement machine men and was known for his optimism, and his fine manner of doing business. He will be missed by all who knew him.

Bally enjoyed a busy week of visitors with many coming in to look over the new Trophy and Gold Cup one-balls which the company has just introduced. As usual, he had many representatives of the other pinball and rollondown games, and of the machines, with many old friends calling to see George Glassgold for his powerful presentation of the pinball industry's case. And all talking about the dramatic closing speech made by Mr. Robert K. (Bob) Waggener... in the meantime, Fred stated, that he was on his way to Milwaukee and Minneapolis areas and that the following week would find him somewhere in Ohio, Michigan or Pennsylvania... he stated that the Aireen Coronet "400" was selling faster than ever.

Bill DeSelm of United reported that the firm are already receiving new equipment for their big new factory, and also stated that the plant will be completed within six months after the return from New York... "expect some great news very soon from United," Billy opined, and also advises, "we've got some stuff coming which will make history for the industry"... as if United hasn't already made history.

MINNEAPOLIS

Mr. and Mrs. Wesley Smith, Minneapolis, Minnesota, just returned to Minneapolis after a three month's vacation on the West Coast, taking in all the scenery from Washington right down to California and back. During their absence Mrs. Smith had to get back to take care of her flower beds... Norman Hansen of the Osakis Novelty Company, Osakis, Minnesota, just returned for the day calling on several of the distributors in the Twin Cities.

Ted Bush of the Bush Distributing Company in Chicago on biz... J. G. Black and Ray Stimpert of the Springfield Novelty Company, Springfield, Minnesota, flew into Minneapolis just for the day on a quick business trip... Frank Krell of Chippewa Falls, Wisconsin spent a few days in Minneapolis, taking in some of the night life... The North Dakota State Carnival Operators Association Convention will be held at the Graper Hotel, May 18th. The dates have been changed, and also the place of the convention, Detroit to Jamestown, North Dakota, to May 9th.

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

Jesse Wadell of Charles City, Iowa, and his family spent a few days in Minneapolis sort of vacationing, while Jess called on several of the distributors in the Twin Cities. George Cossette, of Motely, Minnesota in town, took time while in Minneapolis to visit the Twin Cities since the snow thawed. L. Smith, Star Mechanic for Concord Novelty has just returned from an extended trip on the West Coast, principally Oregon and Washington, and he claims he had a wonderful time.
The local battlefront—games division vs. local authorities—was all quiet this week. Both sides had their say last week, and now the corner is quiet waiting patiently. (Notes: 1) The Rock-Ola City Council has yet to introduce its bill, and the trade is hoping for either a regulatory measure or a compromise bill, whichever way it goes. 2) May 19 is the day that the injunction proceedings come before the court. The future of the trade hangs on a knife edge... 3) Everyone we contacted this week was highly complimentary toward Max Levine of Scientific Machine Corporation and the general public hearing. The GI operators also came in for much praise.

At the invitation of Joe Young and Dan Kipnis, Young Distributing Company (Wurrfit Distributors), the local music distributors met at a luncheon at the Chatham Hotel last Thursday, May 5. The purpose of the meeting was to explore the possibilities of working out plans for a better commission arrangement to be recommended to the music manufacturers. RG. It was agreed that the matter should be fully discussed with representatives of the Automatic Music Operators Association and the Union at a later date. (Notes: 26 and 27) At the Laurels Country Club alongside Joe Shugy, Dan Kipnis, and others. Another prominent shorty—R. R. "Rudy" Greenbaum, president of the newly organized Product Credit Corporation, a general finance company, and Hal Hagg, general operating manager of the firm, expected in the city the end of the week. Another visit expected here is B. R. "Bud" Seaboard, Field Sales Manager, Packard Manufacturing Corporation—Tony Rex and Leo Knebel, Rex-Leo Enterprises (Rock-Ola Distributors) hustling around dealing with various manufacturers. (Notes: 26 and 27) Which reminds us that Dave Stern and Irv Orenstein of Seacoast Distributors, Newark, N. J. (Jersey Rock-Ola distributors) are also in town. Nothing is more certain than that Dave Stern down when he makes up his mind to get into action. Jack Samel, Weil Levy and Georgie Holzman, Supreme Enterprises, Inc., New York, N. Y., raving about the new Williams game "Yanks," which they are selling. Another shorty—Russ Nussbaum, president of Seacoast Distributors, tells us that Genco's new five-hedle "Mardi Gras" is making the rounds of the Wasconia hamburger chains in the Midwest and southern territory. "It's positively one of the best Genco games ever made," states Bert.

It's reported (we hope it true) that Johnny Caldwell is getting ready to attempt a hit on the well-stocked market for coin machines on the coast and all his other outside jobs... Altheo not one of those complaining types, Tony Cefalu of Beacon Novelty Company, is meaning about his tough luck with the fish. It seems that he just can't hold his lines just right for a big haul... Roy Axton, president of Seacoast Distributors here, sent word to Club Distributing Company, seen entertaining Marion Matranga and Charles Estes of the One Stop Coin Machine Company... Frank Drago of Manhattan Amusement Company visiting in Chicago, and is expected back this week.

Joe Munsey, Economy Supply Co., building up a nice out-of-town business. Joe has been improving and expanding step by step. He now has a catalog ready... Phil Bogin, dressed like a Polynesian, visits Coin-O-Matic and stocks up on parts. Another (notes about 5)いこ Shorty—R. R. "Rudy" Greenbaum, president of the newly organized Product Credit Corporation, a general finance company, and Hal Hagg, general operating manager of the firm, expecting in the city the end of the week. Another visit expected here is B. R. "Bud" Seaboard, Field Sales Manager, Packard Manufacturing Corporation—Tony Rex and Leo Knebel, Rex-Leo Enterprises (Rock-Ola Distributors) hustling around dealing with various manufacturers. Which reminds us that Dave Stern and Irv Orenstein of Seacoast Distributors, Newark, N. J. (Jersey Rock-Ola distributors) are also in town. Nothing is more certain than that Dave Stern down when he makes up his mind to get into action. Jack Samel, Weil Levy and Georgie Holzman, Supreme Enterprises, Inc., New York, N. Y., raving about the new Williams game "Yanks," which they are selling. Another shorty—Russ Nussbaum, president of Seacoast Distributors, tells us that Genco's new five-hedle "Mardi Gras" is making the rounds of the Wasconia hamburger chains in the Midwest and southern territory. "It's positively one of the best Genco games ever made," states Bert.

We hope the city officials noted a news story appearing in the New York Times on Wednesday, May 12, in which the Protestant Episcopal Diocese of New York, at its 165th convention, refused to act on a resolution condemning the use of hymn books in churches. The resolution was drafted by Rev. Dr. Frank W. Revers. One stated, "The approval of this measure would make us look like a bunch of old fogies." Another commented, "Anyone who bought stocks might as well be labeled as a gambler. I cannot see anything immoral in myself or others buying that intangible thing known as a chance." The ordinary citizen cannot play the stock market, but they love to buy a thrift for a nominal amount on amusement machines.

Barney (Shuggy) Superman and Abe Green, Bunyon Sales Company, return from the AMI distributor meet held at Grand Rapids, Mich., all enthused over the new model "Bi" phonos. "All I want the factory to do," states Shugy, "is keep shipping as rapidly as I send in orders." Another feature attraction on the Runyon floor was the Keeney electric cigarette lighter, and we're glad to note that among those present at the luncheon were: Harry Rosen, Bert Lane and Meyer Parkoff of Seaboard New Jersey (AMI distributors); Morris Rod of Bunyon Sales Company (AMI distributors); Tony (Rex) DiRienzo, Rex-Lee Enterprises (Rock-Ola Distributors); Joe Runyon, whatever. Other phonograph distributors who couldn't be at this meeting, stated they would attend next time.

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Operators have been discussing The Cash Box suggestion of 10c per play, 5 plays for 25c. Practically everyone agrees that this would wipe out their salvation, but want everyone to go on this basis at one time. "If we would get together and agree to put this plan into action," stated one of the city's leading operators, "we could practically wipe out Al Maniacci, Paramount Music Company, one of those ever-smiling ops, always ready to greet his friends with the best of greetings. But the others would soon be in the Newark offices, rushing into the city for a few hours. His many friends are still congratulating the young bridegroom..."
Paul Laymon for one is anxiously awaiting shipment on the long promised Quizer. Meanwhile Paul is still singing the praises of Bally's Gold Cup, says it more than lives up to its name. Says Laymon of the new Bally's Deluxe in costume department, it has rate plug for Laymon. From us too... We think any game that allows a puny little guy to pitch, it's there pitching by way of winning favorable attention from the local sheets and public. Later leading oracle to see eye to eye with the games men is none other than Matt Weinstock, columnist for the Daily News and editor of the bestselling My Life and I. Matt wrote: "Civic zeal for purity is overstepping all reasonable bounds these days, with the Los Angeles Police Dept. now picking up such innocent amusement games as miniature bowling and skee-balls"... Great guy, Matt, and not afraid to call a phony political maneuver by the nose. This is the third time in the history of the operation convinced Gordon Roper, Gabe Orlandi, Harry Goldman et al that a touch of humor could be used to advantage in fighting off one of their stunts in the best Hollywood tradition... Cheetha, Tarzan's playmate in the movie jungles, will not be allowed to go on the road in this rich field of provoing that her near-human talents couldn't cope with the fully human skill required to play game... Look magazine, two newsworthy pictures from the St. Louis Film Features Syndicate; the big draw is the St. Louis Zoo, and several other outlets of national status showed for the occasion and thought Cheetha proved the point just fine... The clever writer averaged a few words on the subject... She is rather, he, real offscreen sex is male and name is Harry) bounces an innocently-anxious farewell and indeed gets tied in for a score of 25,000... still a few grand under-human and skill-play... A lot of laughs, nobody hurt (except the nabobs who talked about looking first cousins to Cheetha) and maybe some good to come out of it all.

Automatic Games still automaticking away this week, with George Warner ozone optimism from every pore... Headman Sammie Donin en route to Chi on extensive buying spree and co-essential Red Jacks on shorter run to Arrowhead for business-vacation while Georgie keeps the home office burning... Mills man Charlie Fulcher just back from San Diego, San Berdo and Riverside jaunt, with a pick up for a few local stunts and Black Gold... Charlie, who has a kind word for one and all, got one in too for Mills' Freezer Division... Going hot, says Charlie, with L. A. summer moving in early this year... Chatted with Jack Simon of Sickening Distrata... He's awaiting a new shipment of 5-ball skee-balls... Jack also talked up the new Silver Gloves game... In fact, he was working out on it when we dropped in... Solotone's F. E. Getz is planning to make this run up with a new stunt... and should have big news for the nation's ops on price and delivery date of the new Solotone record-recorder unit. Those Filben really must be pouring out of E. T. Mape and Co. what with secretary Lucy Garcia getting an assistant... The local office books should show a nice balance for auditing... W. H. Smith, down from San Francisco last week on his annual visit, General Sales Leona, Leonard Bankfield dropped in shortly after from North for a get together with Ray Powers... Bill Williams was up to his old tricks again, out beating the drums for son Harry's latest 5-ball, Virginia... Talked to Nels Olsen over at M. S. Wolf distrata, where the new AMI selectors continue to go out as fast as they come in... Boss Bill expected back from Chicago this week.

Bubbling over with roxy visions was Lyn Brown, who announced he was new shakeoff, locally manufactured and bearing his name. It's an 8-foot rebound job... Len Micon of Pacific Coast Distriata out but attractive and efficient daughter-in-law Ray... Ray's looking over some of Genoa's brand new Mardi Gras 5-ball... Out-of-towners seen around the office are Rowsland & Bird from Pasadena, California; W. E. Erwin from Needles; Harry Irwin from Ventura... Bill Wehrman from San Pedro... Irving Marley from Glendale... E. R. Ewing from Bell... Walter Mason from Downey and Stanley Little from Lakewood Village.

In the record dept. Paul Reiser, pres of Black and White and kingpin in the industry's efforts to stamp out bootlegging, reports that while no official action has yet been taken the investigation has succeeded in scalping off the racketeers to a near standstill... Paul sounded almost optimistic, which means his recent San Francisco trip either chalked up a lot of new business or else a fine time... Art Rupe of Specialty also pointed out that his recent note in the local disckjockeys' common grief... "It's brought us together," says Art, "even to using the same lawyer, Dave Pollock"... Pollock, incidentally, has asked his client's permission to take his lip or they'll give "em the legal green light, as any good lawyer usually handles such matters... We're inclined to agree that indiscriminate, individual lippine of each and every legal status, but we can help also observ- ing that there is one measure even more effective than the law courts in most matters... And that is carefully organized and informed public opinion... in other words, a sound, intelligen- tprogram of public relations for this industry... Chatted with Sol Bihari of Modern Records and listened to his prediction another "Honey, Honey, Honey" hit for Hadda Brooks and the "Blue Bell" from his original "The Blue"... Bihari family intact in Beverly Hills for Mother's Day but Jules may leave soon for swing through Texas.

Almost forgot Art Rupe's special plug for "X-Temporane- ous Boogie"... Claims the Camille Howard number is catching on in general spots and may soon top race popular of its flip "You Don't Love Me"... H. L. Lash from the L.A. music reports same from New York... That reminds us, a couple of good shooters by the name of Jimmy and Mildred Muley, also known as "Mr. and Mrs. Harmonica" and clicking big with their "Veronica Plays the Harmonica on the Pier Down in Santa Monica," are finding time to play such benefits as the R'Nai R'Bith Anti-Defamation League show at Circo's... Four Star's Bill Mogulies is over in Texas this week, playing with Carolina Cotton and Eddie Dean on June 1... New label BOF due via Coast Records this week... Strictly Booth and the P's are a "real room" on "Texas Blue." Bihari family intact in Beverly Hills for Mother's Day but Jules may leave soon for swing through Texas.

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

Some out of town visitors who popped in to Olive Novelty this week to grab some recondemned equipment included Leo Leiwicke of Washington, Mo. Another visitor was famed Murphy from Chicago, who brought up the point "scarred money" becoming evident in the central Illinois area, and more stringent buying the rule.

Definitely "Record of the Week" was a pressing of Sabre Dance by Woody Herman which on Charlie Lorcac took off a W. S. taxi last week. It registered 485 plays in less than seven days, and was literally worn to a powder at points. "Give us a few more like that" Charlie grinned.

No date has been announced for the next meeting of the Missouri Amusement Machine Association "We're resting on our laurels. Our meetings are not frequent enough and there is a job association calls meetings whenever a minor emergency comes up rather than scheduling them at regular intervals.

Ben Axelrod, veteran head of Olive Novelty Company, spent a backbreaking Monday last week moving from the old home- stead to a new place in University City... Monday's only busy item, took a few days off for the job, his first in many moons, while partner Al Haneckau ran things around the shop.

McClure Distributing Company reports a lot of interest in one of the newest products, a new kind of hard candy, a bit of trouble fearing that the machines will cut in on their non-profit cafeterias and exchanges, but the machines have proven to actually increase sandwich and candy bar sales.

Frank Murphy, Murphy Distributing Company, returned from the AMI distributor meet in Grand Rapids, Mich., all enuched over the new Model "B" phono... Cari Trippe, Ideal Novelty Company, ready to shoot with a great new idea... Del Young of the Distributing Co, has a deal working which he will soon announce to his customers.
UNITED'S
WISCONSIN
with NEW
"Player Controlled Kickers"

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

FIVE-BALL NOVELTY REPLAY

KICKER CONTROL BUTTON
EACH SIDE

REPLAY BUTTON

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS
Bally

BELL CONSOLES

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

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

WILD LEMON

CHANGING ODDS BELL CONSOLE

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

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

DOUBLE-UP

HOLD AND DRAW BELL CONSOLE

OTHER Bally HITS

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

Bally M ANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

hi-boy

CLUB-TYPE HOLD & DRAW BELL CONSOLE