Charles Kanter's

WURLITZER 1100s

are SAVING $3.50 per week per location on records and service... taking in $20.00 more per week

"Because there is a terrific needle saving and practically no record replacement, the Zenith Cobra Tone Arm, used on Wurlitzer 1100s, can't be compared with any tone arm on the market. My locations are impressed with the streamlined turret-top appearance of the 1100 — also with the Encore Program Selector whose novel appeal stimulates play."

Estimate what your extra earnings should be from Wurlitzer 1100s in your best locations. Add to this the savings in records and service, then you will appreciate why, for net profit, no other commercial phonograph can compare with Wurlitzer 1100s.

You, too, can make more money by replacing your old phonographs that take in too little—cost too much to service. Step up your profits by putting Wurlitzer 1100s in your top spots, and then a better paying phonograph in every other location right down the line. The Rudolph Wurlitzer Company, North Tonawanda, N.Y.

In addition to saving him $3.50 per week in records and service, Wurlitzer 1100s are taking in $20.00 more per week than the phonographs they replaced in Charles Kanter's top spots.

CHARLES KANTER, Ace Sales Company Cincinnati, Ohio

Ask your Wurlitzer Distributor about

GENEROUS TRADE-IN ALLOWANCES on your old phonographs

EASY TERMS ON WURLITZER 1100s
Take a look! Operators who want enlarged profits are choosing the new CORONET... and no wonder! CORONET gives you flawless performance... beautiful P. A.* design... and a price you can't magnify. 495 for the Aireon CORONET—the lowest price ever paid for perfection!

The World's Finest Phonograph Equipment
...at the World's Lowest Prices
NATIONALLY NOTED COLUMNIST GIVES
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TALKING IT OVER

The month of July may prove a very noteworthy and memorable one in New York's history, as plans being discussed by leading juke box ops. The men believe that once the 10c subway fare goes on July 1, they will be better able to adopt the new "volume play" plan.

In short, at such a time, they believe, they can change over to either 1 play 10c and 5 plays 25c, or adopt the plan which many other ops are now using, closing off the 5c machines and replacing them with "out of order" sign and feature 2 plays 10c, 6 plays 25c.

They figure that with the subway fare upped to 10c people will have more dimes in their pockets and that the idea of 10c for 2 plays (instead of 2 nickels) will be more apt to meet with approval.

What has been learned to date, is that the 2 plays 10c, 6 plays 25c, seems to be progressing most rapidly. These New York ops, then, will have the opportunity, after July 1, to decide which they like best.

Also interesting is the demand being built up for the combo juke box-television units. Leading distribs are suddenly starting to pay more attention to TV. They believe now that the ops should start taking advantage of TV plus juke box music for they find that many tavern owners just haven't the cash available to purchase the better video receivers.

As one leading Kentucky distribs pointed out, "There's no reason for the storekeeper to buy a television receiver when the operator can bring it to him in combination with the juke box at no extra outlay to him. In fact," this distribs says, "the tavern owner would be more than happy to insert his own coin to keep the machine in action during important events, knowing that he will get half of it back and also realizing that once he starts the action others in the spot will continue it."

One well known coinman, who has now entered into the finance business, claims that all juke boxes should sell for around $350 and pinballs for about $125. "At such time," he continued, "it would pay all finance firms to immediately reenter the business."

He also seems to think that regardless of the higher costs of raw materials, components, labor and increased general overhead expense, that by ingenuity, inventiveness and keen engineering, the average manufacturer should be able to produce a product at much lower price.

"At these prices," he claims, "regardless of conditions, the average operator can come out ahead."

Six years have gone by since The Cash Box entered into the field. It has been under the careful and capable supervision of men long engaged in the coin operated machines industry. It is the general hope for all those who helped put this medium to bed every week that the trade will soon find itself recovering from the present slump and will be hitting harder than ever for tomorrow.

Furthermore, now in its sixth year, The Cash Box presents a new format for the trade, offering greater uniformity and a larger section of just about everything that the trade needs, forceful, intelligent and far seeing leadership to once again bring confidence to all engaged in a portable, economic entertainment which has always been able to do because of its very portability and economy, continue to progress.


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ADVERTISING RATES on request. All advertising closed Friday at 5 P.M. preceding week of issue.

SUBSCRIPTION RATES $5 per year anywhere in the U. S. A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including 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 other in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

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

The C. M. I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C. M. I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."
H. I. Phillips "The Once Over", Nationally Syndicated Column, Should be Used by Every Pinball Coinman in the Nation to Answer All Arguments. Read it

NEW YORK—We want to take this op-
portunity of extending our most sincere
and heartfelt thanks to Mr. H. I. Phillips
(whose column "The Once Over" we regu-
larly read in The Newark Evening News)
for his column which appeared in the
Saturday, June 12, 1948 editions of that
fine newspaper.

There is no one, it gives us great gratifica-
tion to know that Mr. Phillips' column,
"The Once Over," is nationally syndicated.
Without any doubt, this column answers
everyone of the nation's pinball probers.
Those politicians who mean to put their
names on the front pages of their local
press by damning whatever the public
likes. Those buncheons who believe that
they, and only they, can tell the public—
how to live—what to eat—where to play—
and in what fashion to be entertained.
It's high time America's rugged individ-
ual's, its great citizenship, stepped to the
fore like their forefathers, and demanded,
forcefully demanded, to live their own
lives the way they believed best fitted them
—without the unholly and constant inter-
vention of buncheons and politicians whose
only aim is greater self prominence.
The pinball industry has long undergone
such crusading action. It has bent far
backwards to please these crusaders.
This industry has heard and seen itself
pulled thru the muck and mire of open
public crusades—when it has constantly
attempted to only answer the public's de-
mand and desire.
The imaginary conversation which is so
well written in this column by Mr. Phillips
between a father and his son—should be
used by every pinball coinman in the na-
tion as an example of the unthinking cri-
cism which is being constantly leveled
against him by persons who have little,
or no, knowledge of him or of his business.
For many years now, pinball has been
one of the exciting examples of American
ingenuity, and the success which comes
with such ingenuity.

There is no one, absolutely no one, urg-
ing anyone to play a pinball game. It is
a simple, harmless and extremely enter-
taining amusement. It allows the Ameri-
can public, by its very economy and enter-
taining intricacy, to enjoy some moments
of relaxation, peace and calm.
In his marvelous column, Mr. Phillips
asks the very same questions which pin-
ball coinmen, time after time, have asked
of those who are viciously and violently at-
tacked them without any regard for them
or without any study of their business.
And, just as the father in this column
couldn't answer his son, neither can these
buncheons or politicians logically answer
the pinball industry. Except, and this is the
one outstanding exception, to simply "at-
tack" without regard for investment, with-
out thought of the harm which may be
done, simply because pinball is a "coin
operated entertainment business."
Here, in this column, is an "answer"
to everyone of those pinball attackers.
This is one column which speaks forth logically
and clearly to those people who have little
regard for the other man's business, his
reputation, his livelihood or his future,
and who set themselves up as "little gods,"
who feel they must lead the lives and
destinies and wills of all peoples every-
where.
The time has come when those men, who
are now engaged in the pinball business,
and who further wish to retain their posi-
tion, investment, reputation and livelihood,
must get up on their hind legs and pro-
cede themselves with every possible method
which can be used against the type of
people who attack them and who have little,
or no, knowledge of what harm they
are doing, except to know that they are
obtaining headlines in their local press
and, many times, use these headlines as
a smoke screen for whatever other and
greater problems confront their commu-
nities and themselves.
Such persons should most definitely not
be allowed to set themselves up as "dicta-
tors of all the peoples' desires."
There is hope. It is, for all engaged
in the pinball industry. Hope, because there
are logically minded people in this nation
who will not stand for others to continu-
ously be persecuted without rhyme or
reason.
And to such people this industry should
give its most heartfelt and sincere thanks.
"Woody Woodpecker" Wins Juke Box Laurels

Enough to drive bartenders daffy, but keep juke box operators happy—that's the story with maestro Kay Kyser's latest novelty hit "Woody Woodpecker." Music men shrugged when they first heard this latest Kyser topper, only to later marvel and applaud the sensational disking. Song is currently climbing on music charts and whirling merrily on juke boxes throughout the land. Instrumental and novelty records have always been predominant in the Kyser musical scheme; among his string of hit recordings are "Three Little Fishes," "Little Red Fox" "Huggin' And Chalkin'" and "One-Zy Two-Zy." Exclusively featured on Columbia Records, Kay Kyser's College of Musical Knowledge, Saturdays 10 P.M., NBC. Direction: Music Corp. of America. Personal Management: Paul Mosher.
The Nation's Top Ten Juke Box Tunes


1. YOU CAN'T BE TRUE, DEAR
   In second place last week, this plug tune jumps up to the top spot this week.
   AP-1121—M. Emmett
   CA-15077—The Sportsmen
   CO-38211—The Mantle Sisters
   DE-24389—Dick Haymes
   DEL-1171—Ziggy Lane
   AS-145—Fred Syles
   BU-10032—R. Decuirville
   LO-202—Vera Lynn
   CN-10097—Whistling Jitterettes
   MU-558—Russ Brooks
   GR-2009—M. Wilson
   RO-1128—Ken Griffin
   VI-25-1117—Will Glohe
   VI-20-2944—Dick James

2. NATURE BOY
   Drops one spot alto play continues to ride strongly in the boxes.
   CA-15054—King Cole
   CO-38210—Frank Sinatra
   DE-24435—Dick Haymes
   EX-36s—Herb Jeffries
   ME-5124—John Laurenza
   JE-2006—The Hollywoodaires
   MU-567—Sarah Vaughan
   RA-10070—Eddy Mannen
   VI-20-2944—Dick James

3. TOOLIE OOLIE DOOLIE
   Makes the big jump this week with play suddenly surging throughout the nation.
   CA-15059—The Sportsmen
   CN-1223—Youghs Horton
   DN-2015—Dona Soreanos
   DE-24380—Andrews Sisters
   FL-5003—Alpine Belles
   LO-201—Johnny Dennis
   SP-5505—Larkin Sisters
   ST-1013—Dick Hayman
   VI-25-1114—Hernie Rene O.

4. MY HAPPINESS
   In the fourth spot again. A real happy winner for music ops.
   BU-1032—Ronnie Decuirville
   CA-15094—The Pied Pipers
   CO-38217—The Mantle Sist.
   CN-1241—The McRay Trio
   DE-24466—Ella Fitzgerald
   DA-20-17—Ann Vincent
   DM-11137—Jon & Sandra Steele
   ME-5144—John Laurenza
   SI-1920s—Alan Dale
   FA-1004—F. Sheridan

5. THE DICKEY BIRD SONG
   Repeats its position of last week, with ops praising this one to the skies.
   CO-38085—Jerry Wayne
   DE-24301—Larry Clinton O.
   MA-1224—George Olsen O.
   MG-10138—Blue Baran O.
   VI-20-2617—Freddy Martin O.

6. LITTLE WHITE LIES
   In third place a week ago—this plug tune drops to the sixth spot here. Still a featured item tho.
   CO-38114—Dinah Shore
   DE-24280—Dick Haymes
   JE-2002—Martha Davis
   MU-558—Mel Torme
   VI-27521—Tommy Dorsey O.

7. ST. LOUIS BLUES MARCH
   Continues to whiz away in the boxes. A real click for ops and Tex Beneke.
   VI-20-2722—Tex Beneke O.

8. WOODY WOODPECKER
   Breaks into the big time with this ditty driving ops and fans daffy.
   CO-38197—Kaye Kyser O.
   ME-5154—The Hanydreamers

9. SABRE DANCE
   Drops to the ninth spot after a great ride across the board as a top coin caller.
   CO-38102—Woody Herman O.
   DE-24388—Victor Young O.
   DE-24427—The Andrews Sisters
   MG-30048—MacKlin Marrow
   SI-15180—Ray Black O.
   RE-111—Don Henry Trio
   VI-20-2721—Freddy Martin O.

10. NOW IS THE HOUR
    In seventh place last week—on the bottom here. Still prying loads of coin.
    CA-15024—Margaret Whiting
    CO-38086—Horace Heidt O.
    CO-23711—Sookie Clark
    CM-7502—Jerry Wald O.
    DE-24279—Big Crosby
    LO-110—Grace Fields
    MG-1191—Fred Howard O.
    ME-5103—Les Paul Trio
    MG-10125—Kate Smith
    MU-552—Shel Fields O.
    SI-10178—Ray Block O.
    VI-20-2704—Charlie Spivak O.
Well here it is. We've been spouting steam about our new format for quite some time now—and after loads of diligent work, elbow grease, blood sweat and tears—baby is taking its first step. We're mighty proud of our new look—and interested in learning the comments of our many friends in the music industry. And since we're on the subject of voting opinions; this space is open to you guys and gals who might have something to say or bring to the attention of the industry. We'll carefully screen all gripes and praises and put 'em down in black and white for all to see.

Harry Link, general professional manager of Leo Feist, Inc., no sooner gets started on a big score of songs when up crops a couple of tunes that fairly reel with stardom. The Feist publicity is currently working on "Better Luck Next Time" and "A Fella With An Umbrella," plug tunes from the much-heralded Irving Berlin flicter "Easter Parade." Well up comes two sleepers for Harry and the boys in two oldies that sold plectrely in years gone by. When I Get You Alone Tonight," recorded by Dick Kuhn on Top Records is is kicking up a storm in juke boxes throughout the nation, while a novelty of "My Blue Heaven's Awake on Umbra" has that Chicago diskjockey going wild. Both songs were million sellers some twenty years ago and the way it looks, they might certainly repeat today. No rest for the weary, Harry.

Pan American Records, thru Vice-President Robert A. Gray announced the appointment of The Merchant Shop of Kansas City, Mo., as distributor for Pan-American in Missouri, Iowa and Minnesota. "Despite the current slowing up of business in the record trade as a whole," said Gray, "the demand for the Latin type of music is steadily progressing." mmmmm...Loads of talk in the disk biz about Bill Cook's wonderful piece on Manor Records, titled "Because My Skin Is Brown" and "What Is Love." Wax is a narration, and of the finest we've ever had the privilege of hearing. Bill has a daily disk jockey show via WAAT, Newark, N. J., and a fine show it is. I, for one would take great pleasure in meeting Bill, who rates more than an average guy, and his wonderful recording...Shirley Temple will make her RCA- Victor recording debut in an excerpt from "Bambi," famous Walt Disney story. Despite Shirley's graduation to more mature film roles, the narration of the famous Disney opus is exceptionally well suited to her youthful personality. "Bambi," recorded in December, 1947, at RCA-Victor's West Coast studios, will be released in August.

Most of the activity in the music business centered around Chicago and the National Association of Music Merchants (NAMM) Convention this past week. Never saw so many diskers, artists and music publishers gathered in one spot...Ran into the West Coast contingent with Art Rupe, Saul & Joe Bihari, Paul Reiner, Guy Ward, and Ralph Bass, Jr., all spouting the wonders of California—the land of sunshine. Capitol Record top-notcher Floyd Bitaker, Paul Weston, Jo Stafford and Paul Featherstone grinned widely when we mentioned the putrid weather we've been having in New York...Jimmy Martin and Milk Salitong gaibbing the time of day away in the Celtic Cafe...Ed Zehley of Major Dist. Co., singing the praises of Francis Craig, who also appeared at the show...Monroe Passini of Chord Dist. Co., gaining weight...Moe Asch jiving along with his swell line of Disc hits...ditto Herman Lubinsky of Savoy, whose "Robbie-Dooby Boogie" caused loads of talk.

Dave Krantz and David Miller of Philadelphia singing the praises of their ball-teams at the Shangri-La...Lee Eganick of Miracle Records walkin' "In The Rain"...Sandy Rederer of Bullet and Maurie Hartman of Cherie Music musing the wonderful food at Ricardo's...And the spread those swell RCA-Victor people put out. Jim Murray, Mr. D. J. Finn Jack Hallstrom, Richard Fielding et al must certainly be weary after all the handshaking...A. B. Green, presy of National Records points to the Ravens and another banner year for his firm...Fred Mendelson of Regent Records calling "everybody darlin'" with Al Trace's recording of that famed tune going wild...Irv Green and Jimmy Hilliard of Mercury Records taking it quiet and easy...Paul Southard, vee pee in charge of sales at Columbia hush-hush about S.p...Bernard Saks and Walt Dana visiting the new owners on "Seabone Maeddl"...Julius Schiff of Manor Records beaming as Savannah Churchill continues to click...Saul Bournstein, major domo at Bourne Music, Inc, whistling gaily at Henriett's...With Bobby Melton, George Givot, Henry Youngman, and Sonny Skyler laughing at ourselves...David Warner, doubly funny...Musicraft Records' exhibit really stopped the show...Gerry Ross and Neil McDonald of Signature spinning the praises of Johnny Long and his disking of "If I Can't Have he One I Love" and "Just Like That"...and the amazing work of Kelly Camarota who had the town's disk jocks lined up two weeks in advance.
"Some Things Will Never Change" (3:05)
"You Took Advantage Of Me" (2:34)

MINDY CARSON (Muscrait 574)

- Bound to attract loads of attention in musical circles is the latest bit by thrush Mindy Carson. Wax, titled "Some Things Will Never Change" and "You Took Advantage Of Me" has that tinct of ballet about it, with the gals' voices nicely velvety and the iridescent share of jittance. Topside is the one we like—its dramatic and melodic simplicity draws the listener closer to the phone all thru the waxing. Mindy's teeming tones are intimately styled to perfection as she spoons the sugar-coated wondrous in glowing mood. Bottom in fast word schemes with a more life to it, as Mindy purses to the tempo of "You Took Advantage Of Me." Platter bounces along at a lively pace, with the title giving off the wax message. Orchestral support on the pair by maestro Glen Osser shines brilliantly, adding to the disk's winning potential. Both sides deserve a spot in your machines.

"If I Didn't Have You" (3:00)
"All Dressed Up With A Broken Heart" (2:56)

ALAN GERARD (National 7010)

- Smart song styling of Alan Gerard and a pair of tunes that should add to ops phone logs. On the latter side, with Alan spoicing the magic warble of "If I Didn't Have You" and "All Dressed Up With A Broken Heart." Top side, definitely a cornor for the kids. Alan's love to be, shows Alan's first vocal flavor off to good advantage. Wording of the ditty weaves around the title, with his soothing pitch in the spotlight throughout. On the back with a ditty that grabbed coin not too long ago and has since remainin' on a fashionable performance. Both sides of the wax make for pleasant listenin'—get next to 'em.

"To Sonriso" (2:48)
"La Rundada" (2:51)

JOSE CURREJO ORCHE. (Victor 26-9036)

- Delightful Latin rhythms of the Joe Currejo orchestral line styled in the best "south-of-the-border" fashion show as the tune that made the trick. Both spill in light rhumba tempo, sassy suited for the set that loves to shake. Top deck, a strong vocal spot by Tito Rodriguez. Flap's show down cute so well received by the moon-in-june kids. Both sides are there for the asking—ops take it From here.

"Piano Fantasy" (2:37)
"I Love You Much Too Much" (2:49)

ALAN LOGAN (National 7021)

- Sprightly fashioned piano rhythms of Alan Logan's "Piano Fantasy" and the novel melody of "Piano Fantasy," and "I Love You Much Too Much" offer the showmanship music ops have been lookin' for. Top deck, in beautiful phrases of Latin melody is a delight to all who loves a swell song. Everything for this brand. Flipped we find the oldie "I Love You Much Too Much," with Alan displaying his liquid flow in effective manner. Both sides are nothing to shout about, altho' they might be used as fair disk fillers.

"Everybody Loves Somebody" (3:18)
"Just For Now" (3:00)

FRANK SINATRA (Columbia 38225)

- It's another bell ringer for Frank Sinatra, and a sure coin puller for music operators in this recording! Offering one of his best ever "Everybody Loves Somebody" and "Just For Now," Frank displays an easy-going and rich manner in his delivery, immensely adding to the disk's winning ways. Bottom in fast word schemes with a more life to it, as Mindy purses to the tempo of "You Took Advantage Of Me." Platter bounces along at a lively pace, with the title giving off the wax message. Orchestral support on the pair by maestro Glen Osser shines brilliantly, adding to the disk's winning potential. Both sides deserve a spot in your machines.

"O'Clock F'In' Feeling" (2:41)
"You Started Something" (2:52)

JACK EDWARDS ORCH. (MGM 10214)

- Strong vocalising of maestro-bal-ids by Jack Edwards and the winning rhythm of "That Five O'Clock Feeling" bounces thru here, to possibly set against heavy coin for music ops. Edwards' deep meaning-ful top makes the smart lyrics in pleasing fashion, while the band gives out with some mellow melodic notes which certainly goes well with the crowd. On the backside with "You Started Something," this comes back again for another favorable performance. Ditty is offered in the light vein, with the band flouting off the melodic tapping manner. Both sides rate ops listening attention.

"For Heavens Sake" (3:03)
"Cafe De Janeiro" (2:53)

JAN GABER ORCHE. (Jubilee 26-903)

- Light music styled in the Jan Garber manner, and the set-up of "For Heavens Sake" and "Cafe De Janeiro," as show as sides ops with wired music locations can use to excellent advantage. Ditty is excellent as the tune that makes the trick. Bottom in fast word schemes with a more life to it, as Mindy purses to the tempo of "You Took Advantage Of Me." Platter bounces along at a lively pace, with the title giving off the wax message. Orchestral support on the pair by maestro Glen Osser shines brilliantly, adding to the disk's winning potential. Both sides are there for the asking—ops take it From here.

"I Remember Mama" (2:57)
"A Thousand Times A Day" (2:59)

RAUL MANZON (Jubilee 3308)

- Heavy vocal style of sipper Ralph Young and the strong wording of "I Remember Mama," with the meaningful lyrics pointing the way to the above. Bottom in fast word schemes with a more life to it, as Mindy purses to the tempo of "You Took Advantage Of Me." Platter bounces along at a lively pace, with the title giving off the wax message. Orchestral support on the pair by maestro Glen Osser shines brilliantly, adding to the disk's winning potential. Both sides are there for the asking—ops take it From here.
DECCA RECORD FIRE RUINS 80,000 DISKS

Chicago Distrib Branch Burns During NAMM Convention—Place Damage at More Than $50,000

CHICAGO, ILL.—A three alarm fire this past Tuesday, June 15, destroyed more than 80,000 phonograph records stored at the Decca Distributing Corp., 22 W. Hubbard St. The fire sent clouds of smoke billowing over the Loop, center of Chicago's business district.

More than 1,000 persons, part of the morning rush hour crowd were attracted to the scene. Many were showered with water when a fire hose burst and spewed a geyser skyward.

Albert Chapman, branch manager of the firm, disclosed that the fire started a half-hour before 40 employees were to report to work.

Because of the fire, Decca representatives were notably missing from the National Association of Music Merchants Convention, being held in the Palmer House, this city. Decca's exhibit booth was notably empty throughout the rest of the convention.

All available personnel of the distributing office were directed to be aiding in restoring the business office to normal condition.

There was a wide discrepancy in the estimates of the damage. Early reports placed the damage at approximately $50,000.

Meanwhile music men convening at the NAMM show were learning to toss around rumors that the distributing office would close temporarily.

IMITATION IS THE SINCEREST FORM OF FLATTERY

Our AL TRACE Regent Record is being imitated—but not equalled. Insist on the original, genuine AL TRACE recording of

"YOU CALL EVERYBODY DARLIN'", obtainable only on REGENT RECORD No. 117, backed by LINGER AWILE

RECORD BUILDING, 324 PLANE ST.

NEWARK, N. J. Mitchell 5-1179

IF "OSCARS" WERE GIVEN FOR OUTSTANDING NEEDLE PERFORMANCE

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

- Extraordinary Long Needle Life
- Unequaled Kindness to Records
- Dependability on Locations
- Economy—Still at the Same Low Price

More Perma needles sold than all other longlife needles combined.

PERMO POINTS

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

PERMO, Incorporated

Chicago 26

A SMASH!

"The Cash Box" Rates It

"WHEN I GET YOU ALONE TONIGHT"

Backed by "HEARTBROKEN"

Recorded by 

DICK KUHN ORK on TOP RECORD No. 1157

READ AND REAP— ... wax is so great that we can picture phone fans laughing in their hear as they play and play the same thing time and time again . . . will hype phone play—and most an avalanche of coin for music apa . . . from Sleeper of the Week, THE CASH BOX, May 26.

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

9th CONSECUTIVE WEEK

TOP IN HARLEM

"TIME OUT FOR TEARS"

SAVANNAH CHURCHILL

MANOR 2 1118

Another CHURCHILL Winner!

"I WANT TO CRY"

MANOR 2 1128

on MANOR RECORDS

313 WEST 57th ST., NEW YORK, N. Y.
SLEEPER OF THE WEEK

"You Call Everybody Darlin'" (2:44)
AL TRACE ORCH.
(Repub 117)

"Linguist Awhile" (2:56)
AL TRACE ORCH.
(MGM 320)

"I'm True To You" (2:43)
BUDDY GRECO & THE SHARP'S
(Musicalite 569)

"How Many Times I Think Of You" (3:10)

Bobby Jureaus ORCH.
(Capitol 1511)

"I've Got A Way With Women" (2:56)
KING COLE TRIO
(Capitol 15110)

"Don't Blame Me" (2:51)

"Mississippi Mud" (3:14)

"Kiss-Kiss-Kissin' In The Cor" (3:06)

DICK JURGENS ORCH.
(Columbia 30226)

Brightly styled music of maestro Dick Jureaus and a pair that have the tint of buffalo about them spill in easy quarter notes, purring the tender wondrous. Mellow clay spot by the maestro adds another laurel in Bee Gee's cap. Chirpy Emotions, Lou Welch steps out on the backing, displaying her best blues tones on a mile high bit. The pair should meet with fair approval from the many Good Man fans.

"Feeling Zero" (2:41)

"Love That Boy" (2:51)

BARBARA CAMERON
(King 4185)

"Have You Ever Been Told" (2:58)

"The Blues Jumped Up And Got Me" (3:01)

BENNY GOODMAN ORCH.

Pair of sides that beckon coin play are these offered in the best of musical styling by maestro Benny Good-

man. Titled "Have You Ever Been Told" and "The Blues Jumped Up And Got Me," Benny and the crew display

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"Feeling Zero" (2:41)

"Love That Boy" (2:51)

BARBARA CAMERON
(King 4185)

"Have You Ever Been Told" (2:58)

"The Blues Jumped Up And Got Me" (3:01)

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Majestic Names New Sales Mgr. - New York Disk Distributor

CHICAGO—Mr. E. A. Tracey, president of Majestic Radio & Television Corp., announced the appointment of Loyd Dophkins as Vice President in Charge of Sales this past week, succeeding Parker H. Erickson who recently resigned. Mr. Dophkins, former radio sales manager for the firm became associated with Majestic four years ago as Eastern Division manager.

Prior to his association with Majestic he held a division manager position with Zenith, and prior to that with the Croley Corp.

The appointment of Midtown Distributing Corp., New York, under the direction of John Frederick, as exclusive distributors for Majestic Records was also announced this past week.

Majestic had been without a New York distributor for the past two months since Majestic Brands, headed by Lou Suritz shut down.

Lack of Publicity on Disk Ban Cause of Record Sales Slump

NEW YORK—Music publishers and record industry executives this past week pointed to the lack of proper publicity concerning the recording ban as one of the major causes of the current record sales slump.

That a fallacy exists among the nation’s buying and phonograph record playing public was seen this past week in increased reports concerning the hesitancy on their part to make a purchase, owing to the belief that records on the market are “old” ones.

Many believe, it was pointed out, the current crop of recordings are material that has lain on the shelves for quite some time. The buying public is not aware that most songs being pushed today are new material that was recorded before the record ban went into effect.

A heavy promotion and publicity schedule coordinated to this end is being talked about in major publishing circles.

“California Women”  
“Mary Had A Little Lamb”  
HANK THOMPSON  
(Capitol 40112)

Mellow spooning of Hank Thompson and a pair that may set well with music ops. Wax, tagged “California Women” and “Mary Had A Little Lamb” shows as material which can be used effectively as fillers. Top side is a robust piece with Hank’s vocal backed by some mellow toe-tapping rhythm. Flip is a Western parody on this famous nursery rhyme, which shows as a possible coin clincher. Take a look-see here.

“Since I’m Learning Not To Yell”  
“Ten Pretty Girls”  
JENNY LOU CONN  
(Decca 46099)

Top notch piping of chimp Jenny Lou Carson and some wax that seem loaded with possibilities to score with music ops. Top deck is the one we like. Jenny’s mellow warbling of this side definitely shows off her to excellent light. Wax is a slow, heart and flowers affair with the title acting as the hallmark of fans throughout. Flip is an all instrumental side ably suited for the crowd that likes to dance. Both sides of this platter rate ops listening time.

“Hid A Little Mule”  
“Blues For Dixie”  
BOB WILLS  
(MGM 10213)

Pair of sides for ops to take a peek at are those offered in pleasing fashion by Bob Wills and his Texas Playboys. Topside is a western jam session with the group doing wild all thru. Wax is a country diamond that spells out fine coin. Flip slows down to a slower, more romantic mood with Tommy Duncan spooning the vocal glory. Wide popularity of the group should prompt attention to this piece of wax. Climb on the bandwagon.
**NEW RELEASE!**

by **King**

I CAN'T GO ON WITHOUT YOU by FARRAH HOWE & WESLEY JONES

BOSTIC'S BOOGEY by BAR RAY

BOOGIE MAMA by LYNDA BERRY

INDIAN BOOGIE by BEN SMITH

WHAT COULD I DO by SWAN'S SILVERTOP SINGERS

I'M ON MY WAY SOMEWHERE by GRANDPA JONES

PEACH TREE STREET BOOGIE by DELMORE BROTHERS

JOLE BLOOM'S BLUES by WAYNE REINEY

**WATCH!**

MANY OF THESE WILL JUMP INTO THE KING ALL-TIME "HITS & FAVORITES" LIST. AVAILABLE ONLY ON KING!

**THREE BLOCKS DOWN—TURN TO THE BACK**

**THE CASH BOX**

June 26, 1948

**RACE DISK O' THE WEEK**

"Send For Me If You Need Me" (2:47) (BILLY ECKSTINE)

"Until The Real Thing Comes Along" (3:07) (THE RAVENS)

**THE RAVENS**

The Ravens bow into the spotlight again via this sensational disk titled "Send For Me If You Need Me," a sure coin currier for music ops with race spots. With James Bick's deep bass voice setting the pace on this mellow crooner, the waxing stacks up to an avalanche of coin play. baseball harmony by the entire group fills the air with loads of the old Cross Comets, which makes for easy listening pleasure. Ditty is a follow-up on their recent click tune "A Letter." The platter rolls along at a fast clip with the boys direningly playing top notch vocal harmony throughout. Flip shows as another excellent performance and should be kept for the standard, "Until The Real Thing Comes Along." The song is one that has been always been a good play for the races.The Ravens rendition is sure to boost it all the more. Don't miss "Send For Me If You Need Me"—it will ring the bell in race spots throughout the land.

**"I'm Falling For You"** (2:24) (Mr. B's BLUES)

**BILLY ECKSTINE**

(MGM 12086)

Pair of sides which might go well in the race spots are these decked out in able fashion by Billy Eckstine. Offering the soothing and graceful wordage to "I'm Falling For You" on the flip side of his latest winning winner in tender tones, in effective manner. Ditty is a heavy ballad, a touch of soul food in its feeling in the background. Flip has Billy offering some straight soul blues, with the title acting as the bill of fare. Stuff spills in shuffle mood to possibly suit the romantics and clubbers of Billy's wide popularity and then spin 'em.

"Imagine You Having Eyes For Me" (2:40) (NELLIE LUTCHER)

(Capitol 13112)

Uh-oh! This pair has the makings of another click for Nellie Lutcher. Individual piano and vocal styling of Nellie blossoms for Nellie's first-rate fashion throughout this duo, to set the stage for phonograph ops. For, Old Nellie ticks the ivories and wafting the clavvy wordage in teeming tones that add up to a hunks of wax that can go. The gal displays her tricks and quiets throughout the platter in the winner of many fans appreciative so well. Flip is an older which scores a number of years ago. Nellie's slow, pleasing rendition here should add laurels to the tune that has possibly been once again. Topside will grab the jinxy.

"In Love Again" (2:56) (LONNIE JOHNSON)

(King 4225)

Kicking up a storm in race spots throughout the land with his top-notch disking of "Talking Night," piper Lonnie Johnson sets with another pair of sides that have the mark of coin about it. Lonnie's versatile vocalizing is sure to win favor with his rapidly growing clan of fans. Topside spins in slow, vibrant fashion with Lonnie on the piano and guitar throughout. Wax is offered in the mood to make it one of Lonnie's best to date. Both sides show the balladier up in excellent styling. Get next to Lonnie Johnson and this pair pronto.

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Top Ten Tunes Netting Heaviest Play
Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New York City's Harlem Area.

1. LONG GONE
Sonny Thompson (Miracle 126)

2. TOMORROW NIGHT
Lonnie Johnson (King 4201)

3. I WANT TO CRY
Savannah Churchill (Manor)

4. RUN JOE
Louis Jordan (Decca 24448)

5. EUPHORIA
Charlie Ventura (Sittin' In 504)

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

7. CANDY STORE BLUES
Toni Harper (Columbia 38229)

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

9. NATURE BOY
King Cole (Capitol 15054)

10. ROBBIE-DOBY BOOGIE
Brownie McGhee (Savoy 667)

For MIRACLE PROFITS—You'll Do Well to Load up on these MIRACLE HITS!

CD
DUTCH KITCHEN BOUNCE
Arnett Cobb (Apollo 778)

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

THE RAVENS—The Greatest Quartet In The Country
#9045 "SEND FOR ME IF YOU NEED ME"—UNTIL THE REAL THING COMES ALONG"
[9046] "Searchin' for Love"—"For You"
[9047] "I'll Bumblebees Or Not"—"Fool That I Am"
[9048] "Write Me A Letter"—"Summertime"
[9049] "Together"—"That's My YOUTH"
[9050] "Of Man River"—"Would You Believe Me"

BILLY ECKSTINE—Voted #1 Male Vocalist In Recent Poll
#9014 "COTTAGE FOR SALE"—#9017 "PRISONER OF LOVE"—#9016 "I'M IN THE MOOD FOR LOVE"
#9014 "ALL OF ME"—#9037 "GLOOMY SUNDAY"

CHARLIE VENTURA & Orch.—Greatest Small Combo
#9044 "SOOTHE ME"—"ELEVEN SIXTY"—#9039 "MOON NOCTURNE"—PARTS 1 & 2

Ventura & Lillyann Carol—in a duet
#9014 "PLEASE BE KIND"—"HOW HIGH THE MOON"

ALAN LOGAN—Formerly Featured Pianist with Louis Prima & Charlie Spivak
#9021 "I LOVE YOU MUCH TOO MUCH"—"JUNGLE RHUMBA"—"LOVE ME"

JOE TURNER—The Man Who Shoots The Blues
#9037 "THAT'S WHAT REALLY HURTS"—#9038 "ROCK O' GIBRALTAR"

UNA MAE CARLISLE—Song Stylist
#9034 "WHERE THE RIVER MEETS THE SEA"—"STOP GOIN' THROUGH THE MOTIONS"

ALAN GERARD
#9023 "MELODY TIME"—"TELL ME WHY"—#9019 "IF I DIDN'T HAVE YOU"

BUDDY BOYLAN
#9017 "SIMPLE THINGS"—"EVERY NIGHT"

JACK CARROLL
#9033 "MAYBE YOU'LL BE THERE"—"STELLA BY STARLIGHT"

THE ORIGINAL
HAPINESS KIDS
on DAMON RECORD D-11133
“MY HAPINESS”
by JON and SONDRA STEELE
“IT'S INCOMPARABLE”
Say the Jukes, Jocks and Record Counters
WHY ACCEPT SUBSTITUTES!!
DOUBLE YOUR SALES WITH DAMON D-11133
DAMON RECORDING STUDIOS, INC.
1221 BALTIMORE AVENUE
KANSAS CITY, MO.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NAMM SHOW DRAWS THOUSANDS OF MUSIC OPS—DEALERS

Diskers Hold Panel Meet With Many—Discuss Problems Confronting Music Industry

CHICAGO, ILL. — Thousands of music operators and record dealers jammed the convention halls of the National Association of Music Merchants (NAMM) convention here in Chicago, the Palmer House this past week. Attendance figures revealed that the crowds attending this past convention were the largest in the history of the trade association.

Music men met throughout Chicago and discussed with all segments of the music industry, the problems confronting them in the operation of their business.

Music publishers, artists, and representatives of recording companies were on hand throughout the convention to meet and greet the many music ops and dealers attending.

Panel discussions pertaining to various sales methods, improvement of recordings and needles and methods of stimulating sales through promotion were discussed at the show.

Wide talk came from all quarters of the recording industry represented in Chicago about the stand the American Federation of Musicians has taken at its recent convention in Asbury Park, N. J. Music men readily agreed that new methods and ways and means of skirting the Petrol ban would have to be used to continue producing music and recordings which the buying publics want.

Children’s recordings and the recently announced Columbia plan of long play platters drew wide attention. Music operators speculated throughout the show with the idea of adapting the long play method to automatic phonographs, to possibly introducing a new field of music for juke box fans.

Watch these PLATTERS
Skyrocket Sales!

"IF YOU WERE THE LAST MAN IN OMAHA"
Vocals by BOB "TEX" CROMER

backed by

"MELODY TIME"
DECCA #24416
and

AT LAST
The Champagne Maestro’s Theme

"BUBBLES IN THE WINE"
backed by

"KENTUCKY WALTZ"
DECCA #24442

MUSIC MERCHANTS-OPS
Stock Up On These 2 Smash Hits!

The Sensational Waltz Novelty
"ROSIE O’TOOLE"
and
"THE TOUCH OF YOUR LIPS"
by BILL CLEMENT ORK

Vaugn Horton’s Newest Novelty
"JOHN’S OTHER WIFE"
by Johnny Morris Ork

DEALERS-OPERATORS: Order Direct from
ORPHEUS RECORDS
1585 BROADWAY, NEW YORK, N. Y.
LONDON RECORDS' Ambassador of Popular Song . . .

Brings you a Trio of Winning Vocals with Backing by The Song Pedlars and The Stanley Black Orchestra

DENNY DENNIS

LONDON #214
“I’D GIVE A MILLION TOMORROWS”
and
“NEED I SAY”

LONDON #156
“HONEY”
and
“DANGER AHEAD”

LONDON #206
“A FELLA WITH AN UMBRELLA”
and
“STEPPIN’ OUT”

NOW TOURING in the U. S. A. with the TOMMY DORSEY ORCHESTRA

The Critics Heap Their Praises About These 2 Releases!

. . . sure to draw raves from his rapidly growing clan says . . . THE CASH BOX

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK — The long awaited answer as to who would fill the artist and repertoire spot at RCA-Victor recently vacated by Eli Oberstein was announced this past week when the plattery disclosed the appointment of Mr. Jack Burgess as artist and rep chief of the firm.

Assisting Burgess in his new duties will be a governing board headed by general manager Jack Hallstrom, veteran figure in the RCA-Victor set-up. Included on the group are Steve Scholes, Charlie Green, Herb Hendler, Alex Bosh, Dave Finn and Walter Heebner, all well acquainted with the Victor plan of operation.

The new set-up at Victor is a vast deviation from former artist and rep programs. The group will now coordinate the artist and rep formula with the sales and merchandising departments — emphasis on the latter. The governing recording group will be dispatched to all songs submitted by music publishers and artists, taking into consideration the merits of the song from every viewpoint.

Burgess, up from the ranks in the Victor set-up had formerly been a top notch field salesman and is well acquainted with the problems confronting both the dealer and music machine operator.

Many of the men on the recording committee have had artist and repertoire experience before and certainly have a wide background of knowledge with which to aid them in making decisions concerning the selection of a song. It was emphatically pointed out that no one man would pass on the value of a song. The entire committee would offer suggestions and then come to a meeting of the minds. More coordination will be placed on the publicity and promotion end of the new plan it was learned. Herb Hendler will work with Alan Kayes in New York concentrating on individual record promotion.

A Man Could Be
A Wonderful Thing
Ray McKinley ...... Victor
Buddy Rich ...... MGM
Hugger Cornealde ...... Decca
Patti Clayton ...... Ballet
Hall Sisters ...... Victor

Delmac Music Co., Inc.
1619 Broadway · New York 18, N. Y.

Camille Howard
And Her Trio
A New Star on Her First Release!
"You Don’t Love Me"
Available on Delmac Records
Announcing
"LIVING SOUND"

DISTRIBUTORS!

* HIGH FIDELITY RECORDINGS
* QUALITY SHELLAC PRESSINGS
* TOP TALENT
* ATTRACTIVE LABEL

Available on Delmac Records

Contact
Delmac Record Co.
1515 Howard St., Chicago 26, ILL.

Vita Acoustic
Awarded for the Best Record of 1947

Modern Records
"Five Foot Two, Eyes of Blue"
backed by Lone Star Waltz
by Buddy Harris and His Lone Star Playboys
Modern 28-153

Please mention THE CASH BOX when answering ads — it proves you’re a real coin machine man!
### The Cash Box, Automatic Music Section

**June 26, 1948**

#### THE CASH BOX

#### DISC-HITS BOX SCORE

COMPILATION BY JACK ‘One Spot’ TUNNIS IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

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<th>Week</th>
<th>1. The Cash Box</th>
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#### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

**19. SUSPICION** 14.3 2.6
**20. SUSPICION** 14.3 2.6
**21. CONFESSION** 13.3 2.4
**22. TELL ME A STORY** 13.2 2.6
**23. LAWRO LAROO LILLI HOLLER** 12.9 13.9
**24. TEA LEAVES** 9.7
**25. DECK OF CARDS** 9.6 12.1
**26. MAHARAJAH OF MAGA- DOR, THE** 8.5
**27. IT’S MAGIC** 8.3
**28. I’VE GOT A CRUSH ON YOU** 8.2 5.7
**29. FIDDLE FADDLE** 5.7 12.1
**30. MANANA** 4.9 2.2
**31. AIRIAYZ** 4.8 8.9
**32. CARAMA IT’S THE SAMBA** 3.8
**33. BETTER LUCK NEXT TIME** 3.7 6.2
**34. BLUEBIRD OF HAPPIESS** 4.0
**35. YOU WERE MEANT FOR ME** 3.3
**36. IT ONLY HAPPENS WHEN I DANCE WITH YOU** 3.1 5.8
**37. BEYOND THE SEA** 2.8 3.8
**38. THOUGHTLESS** 2.7
**39. OCEAN BLUE** 2.0 3.5
**40. BLUE SHADOWS ON THE TRAIL** 1.8

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**June 19 June 12**

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<td>I’VE MY HAPPINESS</td>
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<td>I’VE SOMEONE</td>
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We Repeat...

GOTTlieb Leadership IS AGAIN ACCLAIMED WITH THE CONTINUATION OF

GAUGED PRODUCTION

and

CONTROLLED DISTRIBUTION

POLICY

Inaugurated February 15, 1947

Under this policy only as many games have been manufactured as could be conveniently absorbed by the nation’s Operators. Such positive control assures the Operator many advantages. Gauged Production guarantees quality. The value of a Gottlieb Game is maintained for a longer period. Each machine can be fully exploited on a number of locations and always have “new game” earning capacity. The Operators’ investment in Gottlieb equipment is further insured by HIGHEST RESALE VALUE. Now more than ever, it pays to BUY GOTTlieB GAMES!

“THERE IS no substitute for QUALITY!”

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

TWENTY-ONE YEARS OF LEADERSHIP

FREE PLAY GAMES

Ready For Location

<table>
<thead>
<tr>
<th>BAFFLE CARD</th>
<th>$ 29.50</th>
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<tr>
<td>BALLYHOO</td>
<td>$ 69.50</td>
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<tr>
<td>BASEBALL</td>
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<td>BONANZA</td>
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<td>BRONCHO</td>
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<td>CAROUSEL</td>
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<td>COVER GIRL</td>
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<td>CROSSFIRE</td>
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<td>FLAMINGO</td>
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<td>GOLD BALL</td>
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<td>GOLD MINE</td>
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<td>HAVANA with</td>
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<td>motor</td>
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<td>HI RIDE</td>
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<td>KILROY</td>
<td>$ 39.50</td>
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<td>LEAP YEAR</td>
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<td>LUCKY STAR</td>
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<td>MAISIE</td>
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<td>MISS AMERICA</td>
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<td>NEVADA</td>
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<td>PLAYBOY</td>
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TERMS: 1/3 Deposit, Balance Sight Draft
WRITE FOR NEW LIST OF OTHER MACHINES

SOUTHERN AUTOMATIC
MUSIC COMPANY
624 S. THIRD STREET LOUISVILLE 2, KY.

Chicago Coin
MACHINE CO.
1721-25 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS • BITTERSWEET 4800

Mr. William Gerash,
The Cash Box
381 Fourth Avenue,
New York 16, N. Y.

Dear Bill:
Congratulations on the 6th anniversary of The Cash Box ——
May it continue to prosper.

Cordially,
CHICAGO COIN MACHINE CO.
Samuel Wolberg
Samuel Greensberg

FAMOUS FOR USED GAMES

If you are a legitimate pin game operator and you would like to receive information and prices from time to time on the best used pin games that are obtainable then write us a letter on your company letterhead and we will put you on our mailing list.

NEW ORLEANS NOVELTY CO.
115 Magazine Street New Orleans, La.
(Phone: CANal 5306)

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

Buckley

BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Grey, Chocolate, Sift
Blue.
• Complete new precision-built
light wood Cabinets expertly
fluted with perfect fit new
edges.
• Club Handle and Handle Col-
lor chrome plated.
• Heavy brass chrome plated
inglish Reward Plates, 3/8 or
3/4.
• 5c-10e-25c chrome Denomination
Coin intake.
• Payout Cups with anti-spoon
Cup.
• Drillproof Plates.

THE NEW Music Box

Buckley gives Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
PRICE. Today, Buckley leads the field by offer-
ing a NEW music box of advanced design and
perfection at a NEW LOW PRICE.

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

Buckley’s exclusive features of con-
struction, combined with out-
standing beauty and eye appeal
makes this the outstanding re-
 mote control music box
made in America for wall or bar
installation.

$29.00

TRACK ODDS

BUCKLEY TRACK ODDS has long been recog-
nized as the on-
lty seven-coin rate
bump assault that
would stand up month
after month—year after year—and out-
earn all other coin machines.
Buckley operators know this to be a
fact. Experience has proved that no
other machine can even come in a
close second from the shopper’s
earnings. Every day new operators are
converting old machines to BUCKLEY
TRACK ODDS are even more profitable
to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4233 West Lake Street • • Chicago 24, Illinois

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Will Be In Production 'Til Mid-July

Williams

YANKS

ORDER FROM YOUR DISTRIBUTOR TODAY!

Williams MANUFACTURING COMPANY
161 W. HURON ST., CHICAGO 10, ILL.

* Congratulations to THE CASH BOX on its SIXTH ANNIVERSARY... and with sincerest appreciation to Bill Gersh and his Staff for the efforts expended in the interest of the operators' problems and welfare.

PHONOGRAPH OPERATORS ASSOCIATION OF EASTERN PENNSYLVANIA
1505 RACE STREET PHILADELPHIA, PA.

CONGRATULATIONS TO Bill Gersh and THE CASH BOX on its 6th ANNIVERSARY

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSOCIATION
712 FORD BUILDING DETROIT, MICHIGAN

Genuine "WHIRLWIND" PLAY BOOSTER—FITS ALL MANUFACTURERS' GAMES
INSTALL 'EM ON ALL YOUR GAMES, NEW OR OLD, AND WATCH YOUR PROFITS SKY-ROCKET. LANDS NEW LOCATIONS—PROMOTES MORE PLAY—PRICED WITHIN REACH OF ALL OPERATORS.

TESTED AND PROVEN • SEND FOR SAMPLE • $11.95 EACH

CORRECTION: In our ad June 19 issue of The Cash Box an error was made. The TONE ARM for Wurlitzer and Seeburg Phonos will make it possible for you to get 50,000 plays instead of the 2,000 mentioned in the ad.

JOE MUNVES, 615-10th Ave., New York, N.Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
There's truth and beauty in that statement, because it's the sparkling new FILBEN MAESTRO '48 and we guarantee that it will never stop playing in your location. Who could resist the scintillating beauty of an artistic dream? No one, because it gives you an ultra modern-design, piano-finished true walnut cabinet with a polished aluminum trim and colorful plastic panel that allows a multitude of animated rainbow-hued lights to catch all eyes. Check the famous FILBEN engineering achievements and know why the FILBEN MAESTRO is your best buy for 1948:

- The only one-sided 30 record selector made, and it's changing time is less than six seconds. That means 30 hits.
- Adaptable with 20-24-30 record wall boxes, and coin be used with 2 or 3 wire installation in conjunction with an adapter unit. That means more intake and more coin.
- Amplification unit has a maximum undistorted output permitting the use of FIVE AUXILIARY SPEAKERS. That means better sound coverage for any location.
- A high temperature crystal pickup with less than 1¼ ounce needle pressure. That means noiseless surfaces, longer wear, and more plays.
- And only $595.00, f.o.b. factory. That means the best money making and money saving buy for 1948. Available immediately. Contact your nearest distributor.
Experienced, Responsible Coin Machine Executive

Will Purchase

Manufacturing rights and/or patents, as well as tools, dies, jigs, plus entire manufacturing plant and facilities already producing, or ready to produce completed and tested

Automatic Cup Drink Vending Machine

Automatic Bottle Vendor

and other coin operated equipment.

Your correspondence assured complete confidence

Please write: Box 626, % The Cash Box, 381 Fourth Ave., New York 16, N. Y.

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Heath Distributing Company

217 Third Street, Macon, Georgia

Phones: 2681-2

Steele Distributing Co. Takes Over Houston, Texas Territory For Wurlitzer Phonos

Commercial Music Co. Retains Dallas, San Antonio and Oklahoma City

HOUSTON, TEX.—Steele Distributing Company, this city, has been appointed authorized distributor of Wurlitzer commercial phonographs and auxiliary equipment for the Houston territory, replacing the Houston branch of Commercial Music Company, Inc., according to an announcement by Ed R. Wurlger, general sales manager of Horace Wurlitzer Company, North Tonawanda, New York.

"Commercial Music's Dallas headquarters territory and its San Antonio and Oklahoma City branch operations are not affected by the change," Wurlger stated.

Steele Distributing Company is owned by Joseph R. Steele, a lifelong resident of Houston and one of its leading businessmen. Until he formed the new distributing firm, Steele was part owner of Taylor & Steele Music Company, which conducted a large and successful phonograph operation in the Houston area. During his twenty years of activity in the Houston business world, Steele has also held top executive positions in the lumber, building and insurance fields.

Thus arrangements made with Commercial Music Company, Inc., Steele Distributing Company has taken over the established Wurlitzer distributing headquarters at 5360 Louisiana Street, this city. All sales and service personnel and facilities of this office will be retained by Steele.

In conjunction with this arrangement of the Steele Distributing Company appointment, Wurlger has also announced a territorial revision affecting music merchants in Northeast Texas. This revision involves the Texas counties of Bowie, Camp, Cass, Franklin, Morris Red River and Titus, which formerly were considered a part of the Arkansas territory. These seven counties have now been consolidated with the territory served by Commercial Music Company, Inc., 726 North Ervay Street, Dallas, Tex.

Walbox Sales Co. Moves To Own New Building

DALLAS, TEX.—Walbox Sales Company, Inc., one of Southwest's best known firms, announces that they will be situated in their own new building after June 15, located at 3909 Main street.

The firm is headed by George Wrenn and Fred Barber, both known in the industry for many years. Recently these men bought out Collins Irby's share of the business. Irby has retired from the coin business.

The firm is distributing games and music in the southwest territory.
AMI Appoints Crown Nov. Co., New Orleans; South. Amuse Co., Memphis

Arcades In East
Hurt By Weather

NEW YORK—The unusually bad weather that struck the East this spring has raised such hobb with the outdoor entertainment phase of the business that the New York Times sent out reporters to visit the amusement spots to get the reaction of the owners.

Arcades in these beach and resort locations naturally have been hard hit. The Rockaways, Coney Island, Jones Beach, Asbury Park, Atlantic Beach, Bradley Beach, Long Beach, and resorts hotels stated that they were a month behind last year. In most beach resorts the arcade owners have to make their final rent payment on July 5, which means that they have to depend on favorable weather over the Fourth of July holiday week-end.

Added to the woes of the arcade men is the fact that 1948 rentals in most instances are above those paid in 1947.

However, the arcade men interviewed, in a majority of cases, were optimistic and were looking for a pick-up as they feel that "there are hardly of men, women and children anxious to set new spending records with the first ray of sunshine!" In addition, the weather man has promised a long season, which will make it possible to operate right thru September.

MAYFLOWER SALES CO. 572 TENTH AVE. NEW YORK, N. Y.
1200-A SUPER AIREON $219.50 • 46S SEEUBURG $450.00
750 WURLITZER $310.00 500 WURLITZER $110.00
700 WURLITZER 275.00 HITONES SEEUBURG 110.00
600K WURLITZER 150.00 LOTONES SEEUBURG 165.00

We have all Makes and Models at Terrific Savings

GUARANTEED USED PHONOGRAPH

Contact Us For Low Prices
Write-Wire-Phone
Dave Lowy & Co. 61 - 200 AVE., N. Y. C. (PHONE: Ch. 4-2166)

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

DAVIS DISTRIBUTING CORPORATION

Congratulations To —
Bill Gersh and Joe Orleck
on the Sixth Anniversary
of The Cash Box
Mike Munves 510-512 West 34th St.
New York 1, N. Y.

IMMEDIATE DELIVERY of ALL NEW BALLY GAMES

Jennings Challenger, 2c-3c….. $350.00
Jacky Specials, $115.00
Bally Triple Reels, 2c-3c….. $225.00
Kenzyme Gold Nuggets, 5c-2c….. $144.00
Kenzyme Bonus Balls, 5c….. $165.00
Bally Draw Balls….. $150.00
Bally Alpine Draw Balls….. $175.00
Bally Victory Specials (Chroma Balls)….. $145.00
Bally Melody….. $115.00
Mills Four Balls…. $40.00

ONE-HALF DEPOSIT WITH ORDER

BALLY REGIONAL DISTRIBUTORS FOR MARYLAND,
PENNSYLVANIA, VIRGINIA AND DELAWARE

CHRIS NOVELTY COMPANY
1217 N. Charles St. (Phone: Vernon 4223) Baltimore 1, Md.

FLASH BULLETIN—
N. Y. C. Board of Estimate Adopts Pinball Bill. Geo. Glassgold Fights For Trade

NEW YORK—Altoh attorney George Glassgold, representing the coin machine industry, put up a valiant battle at the meeting of the Board of Estimate on Thursday, June 17, the measure banning pinball was unanimously adopted as enacted by the City Council, and now goes to Mayor O’Dwyer for his signature.

Prior to signing the bill, a public hearing will be held in the Mayor’s office, but he indicated he would be out of the city at that time.

As O’Dwyer has personally sponsored the bill, and appeared at the Board of Estimate meeting, his approval is expected to be automatic and the bill should become law within ten days to two weeks.

In arguing for the cointrade, Glassgold and Samuel Markewich, attorney for a local pinball operator, insisted that the men in the industry were businessmen, and the machines were not gambling devices according to court rulings. They urged that the bill be defeated as it is so loosely drawn as to be confusing, and a licensing measure be substituted.

Glassgold made it clear that the validity of the measure would be tested in the courts if it is approved by the Board of Estimate and later signed by the Mayor after the required public hearing.

An Operator Tells The Truth

Our next issue (July 3, 1948) will feature a letter received from an operator on the lead editorial. I believe that this is the greatest letter you’ve ever read. It darts tell the truth. Be sure to make a note right now to watch for this feature editorial:

“the answer to the operator’s prayer”

You’ll read it, reread it and reread it again and again. It’s "the answer" to what can be done to bring this business back stronger, bigger and better than ever before.

FOR SALE
Best money making night club on the Gulf Coast. Open Tuesday for anything you are big enough to do, wide open Club room.
E. O. VICK
P.O. 247
Gulfport, Miss.

WE HAVE ALL TYPES OF STEEL AND WOOD ROLLDOWN S

Contact Us For Low Prices
Write—Wire—Phone.
Dave Lowy & Co.
616-618 AVE., N. Y. C. (PHONE: CH 4-5460)

RECONDITIONED 5-BALL FREE PLAY GAMES

4 Big Hit…$25.00 Hawaii with motor…$49.50
Big League…15.00 Heaven…19.50
Brooklyn…12.50 Heine…19.50
Chicagoans Basebal…12.50 Hawaiian…19.50
Clyde…12.50 Lucky Star…19.50
Crosst…19.50 Miami…19.50
Double Barrel…25.00 Mexico…19.50
Dynamic…19.50 Midgley Raider…25.00
Fastball…15.00 Mystery…25.00
Ginger…15.00 Oscar…25.00
Gold Ball…15.00 Play Boy…25.00
Gold Mine…15.00 Rio…25.00
Havana without motor…6.00 Rocket…69.50
Havana with motor…8.00 Torpedo…69.50

260 Prewar games all Parts intact. Lots 6 or more. Write for list.

Congratulations to Bill Gersh and The Cash Box.

IDEAL NOVELTY COMPANY

1927 LOCUST ST. (PHONE: ST. LOUIS 4, MO. FR. 1544)

FREE PLAY PINS
Robin Hood, F.P. $150.00
Tennessee, F.P… $125.00
Triple Action, F.P… $99.50
Tropicana, F.P… $89.50
Catalina, F.P… $89.50
Bermuda, F.P… $89.50
Stormy, F.P… $89.50
Manhattan, F.P… $89.50
Sea Isle, F.P… $49.50

ROLL DOWN SPECIALS
Gold Mine on base $395.00 EACH
Sea Isle on legs $287.00
Surf Queen $287.00
Tropicana, base $287.00
Robin Hood, legs $287.00
Tropicana, legs $287.00
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294 Tenth Ave. Phone: Chickering 4-5100
New York 18, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
N.Y. CITY COUNCIL VOTES TO BAN "PINBALL" GAMES

N.Y. City Council Votes To Ban "Pinball" Games

Bill Now Goes To Board Of Estimate And Mayor For Signature. Measure Wins By Slight Margin Of 17 To 10. Minority Fought For Control And Licensing . . . . Injunction Hearing In Supreme Court Continues. Decision Probably Due Next Week.

NEW YORK—The games division of the industry locally will know definitely next week exactly where it stands, although there can be no question that the results of this week's events in the City Council and the courts, paint a black picture for the future.

The worst blow to hit the industry in its history was the bill banning "pinballs" voted on Tuesday, June 15, by the City Council. By a vote of twelve to ten, the measure was passed, and now goes to the Board of Estimate, then to Mayor O'Dwyer for signature. As the Mayor sponsored the bill, there is no doubt that he will sign it immediately.

The minority, who argued for control, Republican: Louis P. Goldberg, to fight defeat the measure. It appears as if the Council disregarded the merits of the bill and voted strictly on party lines, with the majority sticking with the desires of the administration. During the meeting, the Democratic majority lacked the crucial vote of Councilman L. Gary Clemente, who was absent. Roll call on the measure was delayed until Clemente's arrival, and the majority was accused of filibustering.

Councilman Stanley Isaacs led the fight against the measure, claiming that it was "loosely drawn and that a substitute should be drafted." He claimed that licensing should be used to control the machines rather than prohibiting them. He contended that he believed the machines should be banned in any establishment open to children under 16. He said he saw no objection to their use in billiard and pool rooms, bowling alleys and saloons.

Another strenuous objector was Councilman Michael Quill who stated "I object to sending pinballs and screwballs underground to operate illegally."

Minority members of the Council who voted against the pinball measure included: Stanley Isaacs, Manhattan, Republican; Benjamin Davis, Manhattan, Communist; Eugene P. Connolly, Manhattan, ALP; Walter McGahan, Queens, Republican; Ira Palestine, Bronx, Liberal; Alfred J. Phillips, Queens, Republican; Michael J. Quill, Bronx, ALP; Edward Rager, Manhattan, Republican; Howard S. Brown, Brooklyn, Liberal; and Mrs. Genevieve B. Earle, Brooklyn, Republican and minority leader.

The measure, as written and dis-
Sincerest Congratulations to—
Bill Gersh and Joe Orleck on
The Sixth Anniversary of
THE CASH BOX
CHICAGO—Ray Moloney, George Jenkins and Herb Jones of Bally Manufacturing Company, this city, flew over their plant one day and were so impressed with the set-up and size that they went back again, but this time had a photographer with them. Dipping low, they came up with the above shot. General offices and factory are located at the left, and the shipping department is seen at the right rear. Right foreground shows the parking area.

La. Governor Signs Bill
NEW ORLEANS, LA.—The Governor signed House Bill No. 106 (The Cash Box, June 10), and enacted into law the measure that provides for taxation on coin machines.

The bill does not change the existing tax on amusement games ($50), music machines ($10), or digger and iron claw machines ($25); but provides for a $100 tax on slot machines. Section 2 of the bill prohibits a parochial or municipal corp’n from imposing levies covered by the act.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
OUR OFFICERS, directors and members wish THE CASH BOX future prosperity and continued success.

AUTOMATIC MUSIC OPERATORS ASSN.
250 WEST 57th STREET, NEW YORK, N. Y.

Albert S. Denver, President
Charles Bernoff, Vice President
Harry Wasserman, Treasurer
Sidney H. Levine, Counsel

CONGRATULATIONS
Bill Gersh
ON THE
6TH ANNIVERSARY
OF
THE CASH BOX
MAY THERE BE MANY MANY MORE

INTERNATIONAL MUTOSCOPE CORP.
Established 1895
WM. RABKIN, President
44-01 Eleventh St., Long Island City 1, New York

Manufacturers of the great Mutoscope Family of profit makers including Photomatic, Voice-O-Graph, Fishing Well, Silver Gloves, De Luxe Movie Machine and Card Vendors.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—Vendor selling out! Big group of Headlight lamps, parts, and accessories. Foreign and Domestic. Call Hot Pop Corn Vendors. Selling out at a big sacrifice price of $129.50 each. These machines are thoroughly reconditioned, like new. Let us know what you have or phone: ALFRED SALES, 811 MAIN ST., BUFFALO 3, N. Y. Tel: Lincoln 9106.

FOR SALE—You Don’t Get Wracks When You Buy At Wholesale. Specials $140.; Victory Derbys $125; Humphy Dumpyts $122.50; Sunnys $122.50; Singapors $122.50; Tropianews $139.50; Hawaiis $85; 1/2 deposit. Balance C.O.D. REX COIN MACHINE CO., 2629 JEFFERSON. ENGLEWOOD 21, I. A. Tel: Temple 4686. Al Morgan, Gen. Mgr.

FOR SALE—Stands for Wurlitzer Counter Model Phonographs, refinished like new. 1 Metal, brown finish $17.50; 1 Wood, red plastics, list up to $20; 1 Wood, Wurlitzer red and brown finish $22.50. AUTOMATIC AMUSEMENT CO., 1000 PENN AVE., EVANSVILLE 10, INDIANA.

FOR SALE—United Rendezvous $175; Unified Monterey, write: Chicago Coin Trinidad $160; Gottlieb Lady Robert $180; Bally, Comet $150; Seeburg 1947 Phonos reconditioned $245; 1 New $49.50; Seeburg 9800 ESRC $200; Seibon Hitlows $900 ES $150; Wurlitzer, NEW — Finished $150, new plastics $150; Seibon original specials $150. ANTHONY 2303, 11th St., SHEBOYGAN, WIS.

FOR SALE—Packed—ready to ship, Advance Rolls $95; Red Balls $59—50; Essex Arrows $49.50; Wurlitzer 616 Lite up $95.50; Strike $49.50; NATCO, PENN CO., 138 E. MERRICK ROAD, MERRICK, L. I., N. Y.

FOR SALE—Favorites $375 ea., original and be sure to get $1175 used. Many other types. Gottlieb Daily Races $1755; Keeny Hot Tip $255; Strike N Spares $95.50. Write for quantities. WESTERN EK-VITRORS, 1326 W. 16th AVENUE, PORTLAND 5, ORE. Tel: AT-7565.

FOR SALE—Selling Out! Brand new and used Steel Ball Rolldown Games and Wood Ball Rolldown Games. Tell us what you need. Make offer. Bally, Watling, Chicago , Watling, Rowe, Chicago, Pfeiffer. 4th Avenue, New York 16, N. Y.

FOR SALE—5 Bally; Ballie Cards, Kilroy $55 ea.; Play Boys 70 ea.; Streamliners $20 ea.; Sky Blazers $12 ea. All above are in top condition. Terms: 1/3 deposit. C. & M. SPECIALTY CO., 530 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE—Operators! We have a large collection of machines from various makes—from $20 up; all in good working condition. Also Slot Machines. We will not be undersold. Tell us what you need and we will quote you on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., NICKERSON, VA. Tel: Portsmouth 1025.

MISCELLANEOUS


NOTE—Music Ops: We re-grind your used phonograph needle 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. RESEARCH NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

PARTS & SUPPLIES

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

FOR SALE—Skee Ball Alley Sets; Main Set $595; 2nd Set $555; Goldlesser Glasses and any part for any alley. Also complete stock of Ten Strike Parts. Tell us what you need. REUSABLE SKEE BALL CO., 2312 W. IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE—Tubes: 6CA 29c; No. 842c; No. 53 38c; 6JS 45c; 6JL 66c. Other tubes 60% off list. ENGLISH SALES COMPANY, 620 W. RANDOLPH STREET, CHICAGO, ILL.

FOR SALE—Radio Tubes, 60% off list, minimum shipment 50 tubes assorted. Popular brands. All types in stock. Muzza bulk, No. 47, $36 per 1000; No. 48, 44, 46 and 47, $4.35 per 100; No. 51 or 55, $3.50 per 100. Bulbs can be assorted for best price. BERLANGA RADIO SUPPLY CO., 1921 BERLIN AVE., CHICAGO 13, ILL.

Business Opportunity

CLASSIFIED ADVERTISING SECTION offers you the opportunity to list whatever equipment, merchandise, parts or supplies you want to SELL or BUY at an economical price in the one publication that really gives you action. Rate: 8c per word (100 limit, name and address. Minimum ed $1.00) ALL ADS CASH WITH ORDER.

Write or wire, name, address, city, zone and state, make机器数. Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Lots of excitement around town and yet not too many visitors... what with the NAMM show at the Palmer House, there’s been quite a few...now the column from around the country, and with the hearings on in New York with column phoning in from about the nation trying to get info as to what’s in the future...with the next edition also have them pounding the highways and byways...lots of action everywhere...as column fight hard to shake off the slump and get booming again.

The NAMM convention at the Palmer House brought out everyone of the record manufacturers and distibutes in this area to greet the visitors from about the country...Harry Rosen who handles the record dept for his brother, Dave Rosen of Philadelphia, was in town and was scouting about getting acquainted all over again...Milt Salstone of M. S. Distributing Co. who may soon be much deeper in the coinbiz than in the record field was also a prominent sight wherever column and record men gathered this past week...Jimmy Martin was also out meeting everyone...talking and smiling and saying “hello” to many friends of long standing while explaining the great job he’s done with the disks...remember when Jimmy used to be one of the outstanding cig machine salesmen? Well, he’s doing even better in the record biz these days.

Montros Passio of Chord Distributors called around to say “hello” to all who were coming around the office. Harry...Nate...those we had some releases he had just received...Chuck and Evelyn Aron of Aristocrat were also here, there and everywhere...Lee Egalin of Miracle Records around meeting everyone and smiling happily over the hits his disks were making and Chicago’s ops among his best buyers...Those column who came from miles away, was at the Palmer House reported it as one of the best they had ever seen.

Harry Williams still busy trying to satisfy the terrific demand for his “Yanks” with Skeet Moore and Sam Stern on long distance phones all day long trying to get machines to everywhere at one and the same time...this game being one of the most outstanding hits in many a moon...with ops reporting it one of their very best moneymakers...That reminds me...If Nate Gottlieb he himself had such a white, a nice big pause...he could be called, “Oldie King Cole”...himself...providing, of course, that Nate goes in for eating puddings and things...and when we think about that we also think in the last few weeks, the fortunate walk...walking down the streets...a few pennies as a tip by some big sport...ask Nate to tell it to you...it’s a real belly laugh.

They tell me that Harry Brown of American Amusement has again become one of the traveling east of the traveling men covering all sort of miles and places visiting with leading ops and distibutes and reported to be doing a very fine job, too...Lindy Force of AMI a very happy guy this past week announcing the appointment of Nick Carabul of Crown Novelty in New Orleans to represent the firm in Louisiana and southern Mississippi...and Clarence Camp of Southern Amusement, Memphis, who will represent AMI in Tennessee, Arkansas, Kentucky and northern Mississippi...Lindy is expecting “great things” from both men who are among the south’s most noted leading distibutes and who have done very fine jobs for the factories they represent...passing on the word... goodies...there’s no doubt that AMI have doubled production on their 40 selection wall box with production on their new model “B” getting bigger and better every day.

Gordon Sutton of Illinois Simplex (Wurlitzer distibute) still flying around in his “flying ash can” as one of the other Wurlitzer distibutes term it...what’s it’s all fair...since Gordon has one of the newest planes and is well known as a very fine flyer...he’s just returned from covering the southern part of the state and reports that ops are beginning to once again get some more of the factors that never worked before to begin thinking of upward...which is good news for everyone...Over at United...Billy DeSelm was a busy little boy this past week...entertaining out-of-town column. Among them Woff Solomon of Central Ohio Coin: Dave Simon of New York and Charley Trau of Cincinnati...Billy says that one of the nicest things about the coinbiz is that the more you do the more you like it...and with the taste for each other and the way they simply love to get together and just talk things out... “With people like that,” he continues, “this industry must simply continue to go on ahead.

Hymie Zorinsky pulled in from Omaha this past week...with that big, fat cigar sticking out of his mouth...saying, “Well, what’s new?...” and generally enjoying himself visiting around the factories in town to “just talk things over.” Art Vedrara & Ola back from a visit to the east found the factory crowded with visitors who had come along to the service school which they conduct and which has helped tremendously to get the Mystery in motion for the new year. Among them are Louis, Allan E. Fisher of Cleveland, M. J. Woodward of Seattle, Charlie Gaines of Indianapolis, H. E. Morris of Dallas, R. E. Knose of Montgomery, to mention a few who were in the factory when Art arrived.

Jean Bates of Pace just back from a roadtrip and reporting that conditions out that way are much better...with many of the column working right on ahead...and doing darn good which...is also grand news to hear these days...Among the most active of all the active people in town is Bally gang...brother, they don’t wait for a thing...just go on ahead and work like mad...shipping and selling and shipping...and that young, up and coming sales manager, Bill O’Donnell pounding that long distance phone and, believe me, getting the business, which is most important...Didn’t see much of Georgie (the “G”) Jenkins this past week...wonder where he’s hiding?...the older kids are ready for their first day of school; a bit of a feud between Georgie the “G” and Tommy the “C” is calmed down...which is a shame...could always depend on one or the other bustin’ wide open with a terrific crack...or shootin’ the breeze...now Tommy (just as dapper as ever, by the way) seems to have calmed down...can’t even get a good wisecrack out of him these days...What’s with you Ying-Ling?...
EASTERN FLASHES

The amusement machine division was spotlighted in the news once again this week. The Supreme Court injunction proceedings to restrain the police from molesting equipment continued throughout the week, and the bill banning games was introduced to the City Council on Tuesday, June 15. Whatever the result of the injunction hearings may be, the trade is on a high fever when the City Council voted 12 to 10 to ban the machines.

As is always the case, the City Council's bill aimed at "pinballs," is so loaded or produces the bill, June 15, 1948. The Supreme Court injunction hearing (Allied, Hynol, Seaboard of New York and Supreme against the Police Department) which began Thursday, June 10, continued throughout the week. Among the witnesses called by the coinman's attorney, Samuel Rosenman, were Sam Stern of Williams Manufacturing Company and Herb Oetinger of United Manufacturing Company. The trade's witnesses made a very strong impact with their forthright and honest testimony. Police Commissioner Arthur W. Wallander was on the witness stand all day Wednesday, June 10. The City Council considered his contention that there are criminals in the industry. Under questioning of former Supreme Court Justice Rosenman, the Police Commissioner was embarrassed and weakened when he was cross-examined, a situation which he didn't have when he was cross-examined by Mr. Rosenman. He also pointed out that he was a busy man, and shouldn't be kept on the witness stand for so many hours. Rosenman didn't let up, however, explaining that "The Police Commissioner has signed these affidavits and he is the one I can examine concerning them unless he will give me the subordinates upon whose information he relies." The question was "slammed off." All of it. While it would be a wonderful victory if the injunction was continued, the trade is of the opinion that it gains little if the City Council bill is vetoed into law. As pointed out in previous issues of The Cash Box, the only remedy for the trade would be an appeal against the bill as "unconstitutional." A move of this kind would be lengthy and costly.

Coinmen in Nassau County, Long Island, were also the victims of an adverse court ruling when Justice Cortland A. Johnson in Supreme Court refused to enjoin six Nassau County law enforcement officers from interfering with pinball operations. Earle Backe, National Novelty Company, and other operators had asked for the injunction, charging that the police officers put pressure on tavern owners and other locations to keep pinball machines out of their spots.

John J. Fagan, City Collector, Bureau of City Collections, New York City, asks that we notify local coinmen who may be affected by the Occupancy Tax, that the last day for payment of tax falls due on July 15, 1948. The City Treasurer, Spencer C. Young, points out that the tax applies to all occupants of rented premises used for a gainful purpose for one month or more prior to July 15. Young states that failure to make payment on or before the due date will entail penalties which the law prescribes for late payment, namely, five times the amount of tax due plus interest of five percent per month.

Abbe Green, Runyon Sales Company of New Jersey, is all excited over a call he received from Milton Gelman, Major Enterprises, Newark, N. J. this week. The conversation started off with Gelman pretending about the "new model" AMI phones he had just bought. When the conversation was concluded, Green was grinning from ear to ear. It appears that the complaint was about the size of the cash box in the "B." "What's the matter with AMI's" exclaimed Gelman. "If they're going to make such an appealing machine, why don't they make the cash box bigger." Milt reported to Green that the five machines out on location one week averaged between $55 and $80. The phone call wound up with Gelman placing an order for more machines... Barney (Shelly) Sugerman of the Runyon New York office had so much success with his recent road trip that he left once again this Thursday. This time he'll see the ops in Connecticut... Ben Becker, Ben Becker Sales Company (Bally regional sales representative) awaiting the arrival of Art Garvey, Bally's roadman. "Maybe I'll knock him off in 'gin' for another million dollars or so" chuckles Ben. Meanwhile, he reports that orders for Bally's new five-ball "Rancho" are flocking into his office, with the trade indicating that it's a real winner. The "Tenth Avenue Beau Brummel" has been a big hit in Ben's territory. A tough little' man, he'll keep his Rossy. However, "Senator" Bodkin, are you going to let Ben step ahead of you in the "tie sweepstakes." Let's have a contest. I'll be the impartial judge.

Hymie Koppel, the industry's "Truckologist," has his truck rolling the streets sporting a beautiful Rock-Ola sign. While in Newark, N. J., Dave Lowy and Joe O'Leary of Seacoast Distributors (Rock-Ola distributors) put the sign on both sides of the truck. Hymie serves the entire trade, and was slightly worried about what the other music distributors would say, but it appears as if they were more amused by Stern's tactics than aggrieved. "We'll have to get a bigger and more beautiful sign" stated one distributor "and paste it right over the Rock-Ola sign.... Mike Munves, regardless of bad weather or business conditions, claims that 1948 season the best ever enjoyed by his firm, particularly the export department. Hymie Rosenberg, H. Rosenberg Company, finally caught giving something away, but when we investigated we found that the candy bar offered was a "phyony." All we got was a handful of water.

Phil Mason, Dave Lowy & Company, hardly has the time to say "hello," rushing all over the place, taking care of customers, and seeing that orders are being shipped. Dave Lowy, the other half, spends most of the week on the road and at court listening to the goings on.... Joe Munves, Economy Supply Company, tells us that The Tone Arm he advertised in the June 19 issue of The Cash Box permits the playing of 50,000 plays per record—not the 2,000 as stated in the ad. We're sorry, Joe. 50,000 plays is slightly different from 2,000. Joe also tells us that he's got the Wico "Whirlwind" part for pinballs.... With Joe Young, Young Distributors, Inc. (Wurlitzer distributors) out of town, Danny Kipnis is kept busting every minute of the day. Jim Healy, spends some time around the office, prior to entering the hospital for that ulcer operation. Mike Colland splits his time between the Newark, N. J. and New York Offices.... Jack Sheppard, president of the Philadelphia Music Ops Assn. in town for Louis Prima's (famous rock leader) wedding.... Teddy Seidel, newly appointed sales manager for Blendow & Meyers, Inc., continually on the go. If he isn't rushing somewhere to see a customer, he's bugging away on the phone. Al Blendow, head of the firm, tells us he'll have an announcement of importance to make very shortly.... Bill Rabin, Filben, in town to see Bill Goetz of Capitol Automatic Music Company, distributor for the phone.... Charley Wertheimer, the jovial Boston arcade owner and music operator, in town. Everybody is happy to hear that he's recovered completely from his recent heart attack.
E. T. Mape L. A. office blossoming out with new Filben Maestro floor model. A handsomely constructed and lighted box, it boasts a moderate price, good playing quality, 30 selections and only four major adjustments, according to George O’Mee, Mape’s new major-domo here. Also visited with Bill Clayton, Service Mgr. of the local establishment who came down from San Francisco, where he worked with O’Mee for the late Jack R. Moore and, afterwards, for R. F. Jones. Paul Laymon’s showroom looking like an arcade, with a fine lineup of new 5-balls, headed by Bally’s turret-kicking “Rancho.” If you’re hungry these days when dropping in on Laymon’s, you can always sample his new line of pan candies. Paul has just taken on the “Hi-ho Jr.” trayvender and expects big things of it… Bill Williams still awaiting more “Yanks” from son Harry’s Chicago plant. Current baseball fever has really boosted the stock of this particular 5-ball… that is, wherever the game can go in this region… Aubrey Stemler a busy man, what with promoting Airone’s new boxes and maintaining a nice business on new Kaycem vendors and used general equipment.

Chi Coin’s “Spinball” no longer a mystery but nonetheless an intriguing game, with its unique spinning wheel action. We tried a few shots on it at Sticking Distributs and found it one of the most exciting 5-balls yet out… Plenty of fast action and that spinner on hand as an added attraction for higher score and mad ball antics… Genco’s “Mardi-Gras” alongside also lured us into a contest of skill with Jack Ryan, who lured the game’s dressy board and lively play… Charlie Fulcher back from several days in Las Vegas, where he reports “Black Gold” is the thing… Charlie a philosophical gee, says “business isn’t bad… you just gotta go after it”… The Mills office here ready to go all out on their new electrically scored shuffleboard.

Speaking of shuffleboards and their operation in this city, we don’t know whether to feel complimented or sorry about getting our first rise out of several distributs who previously brushed our stuff off as so much puffery… Those gents—and they’re perfectly right and honorable in their comment—wanted to know how come the “scare” item a few weeks ago re shuffle… We gave out this explanation, not apology, and we think it belongs here: What we said was not meant as a scare… we’re not attempting to become a regional Walter Winchell in this industry… certainly, optimism in the tradition of The Cash Box and its publisher, Bill Gersh, is a fine thing, and we’re all for it—by nature and by loyalty to an employer and source of revenue… But as a newspaperman of some experience and integrity, we believe in reporting news as news, rumors as rumors and just talk as just that… Our comment on the boards at that time was presented as just talk… and we certainly assumed that experienced, mature operators and distributors would take it as just that… Now, in the same spirit of truth and honesty, let it be known that there is, at this date, absolutely nothing official and not even any news indicating that the authorities are going to concern themselves unduly with shuffleboard operation… Okay, fellers?… And if you still want us to check with our newspaper friends, optimistic and maybe at times otherwise let us know.

Automatic Games, unperturbed by it all, a happy, busy bunch of boys this week as they prepare to open their second office up the street by extending their staff… Genial George Warner reports they’ve just completed an installation of new “Black Golds” for Santa Monica Elks Post 906… That was a handsome new Lincoln Dannie Jackson was driving the other day… and an even handsomer item up front with him… Seen around Row from outa town: Dan Gould in from Chicago on behalf of Gould Enterprises, and lining up orders for parts… Carl Noto down from San Francisco… William Black and J. A. Ewing from Bakersfield… William Shorey from San Bernardino… Art Thorn of Idyllwild… S. L. Griffin from Pomona… Ventura’s Perry Irwin… Ivan Wileox from Visalia… Claremont’s Jack Malette… Ollie Trevillian from Santa Barbara, just up and around after three months in the hospital… Bud Parr and Fred Gaunt of General Music Co. busy with Rock-Ola shipments and shuffleboard orders… Fred reports the usual seasonal pickup in arcade business came early this year and promises new high.

Musically, everything was pianissimo this week, with most of the big boys back in Chi for the NAMM Convention… Among those missing from the local scene were Black and White’s Paul Reiner (with wife), Modern’s Saul and Joe Bihari (continuing on to New York, where Joe stays and Saul launches national sales tour), Aladdin’s Leo Meender, Specialty’s Art Rupe, etc.… Sales Mgr. John Davis holding down fort and making noise like Art until the Rupe gets back from the Windy City… Jules Bihari is dubbing in for the entire family at Bihari, with Saul and Joe in East and Ad Gal Flerette taking a much deserved vacation… Ralph Bass of Coast Records also off to Convention to plug Charley Washburn’s Coast waves and his own BOP label… Washburn stayed home this trip and throws in boost for Kay Starr’s (pre-Capitol) Lamplighter disc, “I Cried For You” and “Frying Pan”… Likewise for Jimmy Zito’s “Key Largo” from film of same name.

Holiday’s Lou Chudd also traveling, a long one through South, on to Cuba, New York and back to home base in Hollywood… His Imperial label currently doing a nice biz this country and abroad… Bill McCall of Four Star out and chatted with publicity chief Fleming Allen, who reports T-Texas Tyler’s new “Dad Give My Dog Away” heading for strong spot on folk lists… Tyler back in town from successful tour East but will head out soon for playdates in his home state… Should be plenty buzzing come next issue with the local boys back from Chicago full of big ideas and stuff.
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