“WURLITZER 1100s
Practically Eliminate
RECORD REPLACEMENT”
says Joe Schaffer

Because no other commercial phonograph approaches the Wurlitzer 1100 in quality of music, play promoting design and low operating costs, it is the greatest money maker of all time.

Thanks to the Zenith Cobra Tone Arm, record wear on the Wurlitzer 1100 is at an all-time low. Record replacement is practically eliminated.

Mr. Schaffer, who says, “Cafe owners like the new look the Wurlitzer 1100 gives their place of business,” reports that Wurlitzer 1100s are taking in $10.00 more per week than his previous top-paying phonographs that they replaced—are saving him $2.50 per phonograph per week on records and service. This means that in addition to their increased earning power, his 1100s will save him $520.00 in four years.

Deduct savings like this and you will be surprised how little Wurlitzer 1100s actually cost per year of service.

What a great saving when you seldom need to replace even the most popular records...when you play every record upwards of 2,000 times with only 5% loss of fidelity, and finally sell it for the top used record price!

Give your route a new lease on life by trading in your old phonographs on Wurlitzer 1100s. With Wurlitzer 1100s in your ‘top spots, and a better paying phonograph in every other location right down the line, you can’t fail to make more money. The Rudolph Wurlitzer Company, North Tonawanda, New York.

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

America's Finest Wall And Bar Boxes

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

★ ENCORE BAR BOX
THE FIRST AND ONLY ONE OF ITS KIND. Not a pre-war box. A brand new, completely better, bigger and steadier money-making 30-wire BAR BOX—MADE ONLY FOR BARS. Here's a BAR BOX that has been tested ON LOCATION. And has been PROVED PERFECT. What's more—the "ENCORE" BAR BOX is priced to meet your pocketbook. Comes COMPLETE WITH BRACKETS—no extras. Write! Wire! Phone for Complete Details TODAY!

★ ENCORE WALL BOX
"Beautiful" . . . "Perfect" . . . these are the words everyone uses to describe the "ENCORE" WALL BOX. Indirect lighting. Program flat smack against the glass. ALL THE RECORDS CAN BE SEEN AT ONE TIME—quickly—easily—makes the music EASIER TO BUY for all customers. See the "ENCORE" WALL BOX first! A whole box load of better features never before built into any wall box. Write or wire for details TODAY.

DISTRIBUTORS NOW BEING APPOINTED—WRITE

ENCORE MFG. CO. 4310 CARNEGIE AVENUE CLEVELAND, OHIO

www.americanradiohistory.com
July 17, 1948
Vol. 9, No. 42

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The Cash Box

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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IN THIS ISSUE


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

SUBSCRIPTION RATE $15 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 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 through the United States as their official weekly magazine.

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

Talking It Over

Have faith in your business. Don't sell your industry short.

Monday lies within the trade, mean absolutely nothing. The public have proved their acceptance of the products of this industry. They want, and like, coin operated equipment of all types.

The public is what you must worry about, not whether inner-industry sales are slow or fast, prices low or high.

The public is creating one attendance record after another at all sports events. At baseball games, horse races, prize fights, golf matches, etc. They're also patronizing the equipment of this industry more than ever before. That's what counts. Don't sell your industry short. Get into action now.

Prepare for the biggest boom play period you've ever enjoyed. Get into every location you can possibly handle. But handle locations efficiently, enthusiastically and correctly.

Get machines out and get them working. Do it now, while there's still time. Have faith. This is the time to roll along with the reawakening of the American Industrial colossal. This nation will soon be supplying almost the entire world with merchandise of every kind under the "Marshall Plan."

Employment will continue to even higher levels than ever before known. Past employment records will fall by the wayside. Labor will be spending the biggest pay checks in history.

The draft, too, will account for many young men receiving more money than they ever enjoyed before. They will seek entertainment. You can make the entertainment they will seek—your entertainment—coin operated entertainment.

Time is shorter than you think. Be prepared. Grab those locations and hold them close to you. It's the location that counts.

Don't sell your industry short. This is the business where you will collect more per dollar invested than in any other in the nation. Consistently. And over a longer period of time.

Act quick. Act now. The public will play your coin controlled amusements. They'll buy from your coin operated vending machines. They'll listen, sing and dance to your juke box music.

This is the time for action. This is the time to worry about "If" and "when." Why let competition set in on you? Time is running out.

Don't sell your industry short.
The Cash Box "Volume Play Promotion Cards" Win Praise of Leading Juke Box Ops. Tests Prove "6 Plays 25c" Win Public Approval. At Cost of Only 5c Per Week Per Machine Music Ops Show Average Week's Collection Increase Better Than 20%.

Only two issues have gone by since The Cash Box presented its "Volume Play Promotion Cards" to the juke box industry.

Prior to that, as is now known to all the field, The Cash Box had been conducting tests thru the good offices of well known music ops, to learn just what "volume play" could accomplish in juke boxes.

The results were so terrific, that The Cash Box immediately released the news to all the trade, so that every juke box operator could take advantage of the play increase which these tests had shown.

And to make it easier for the nation's music operators to conduct their own tests, The Cash Box enclosed, with each of these past two issues, as it is doing this issue, a sample card for use in any juke box.

The letters of praise which have flooded The Cash Box because of tests made here and there throughout the country by progressive operators seeking ways and means to better their earning power has been the most remarkable achievement in the history of this publication.

From villages, towns and cities, everywhere in the country, have come letters of praise. Without fail, every one of these letters enclosed orders for quantities of the "volume play promotion cards" to be mailed each week.

Months ago The Cash Box presented the "volume play" plan to the music machine industry. It urged every operator in the nation to give the public a "bargain." All the nation's leading merchandising minds were stating that, "the public is only buying bargains." The famous Coca-Cola firm has again openly advertising their 6 bottles for 25c carton. Everywhere, and in every city, merchants were making higher income, but only with "bargains."

The Cash Box proved to the automobile industry that, "there is a big bargain." The bargain of 6 plays for 25c.

And The Cash Box also proved that duplication of play (or some in the industry term it, "overplay") actually results in higher sales. And if the public were to overplay on any one brand, the result would be to keep the price of that brand up, which would then "spread" the public for the "bargain." The Cash Box which pro"
Do music ops “Love Somebody”? Sure they do—and it’s Buddy Clark and Doris Day who are causing lobs of tongue wagging today. Their waxing of the current click tune “Love Somebody” is setting a torrid pace on juke boxes throughout the nation. Balladeer Buddy bounced into the phono spotlight last year with his smash disking of “Linda,” and has since followed with such winners as “You Don’t Have To Know The Language,” “Serenade” and “Talking To Myself About You.” Doris will be remembered for her “Sentimental Journey” platter which started her off on the road to fame. She is currently starred in the Warner Brothers flicker “Romance On The High Seas.” Both are exclusively featured on Columbia Records.
MUSIC OPS RECORD COST CUT IN HALF AS OBERSTEIN BOWS WITH NEW LOW-COST PLATTER. INITIAL REACTION POINTS TO BOOM IN FIELD

Eli Oberstein To Release 39c List Disk. See Ops Buying More Records Than Ever Before. Obie To Concentrate On Music Ops. To Release Varsity Label This Week

Lee Savin Joins Staff

NEW YORK—Eli Oberstein, former artist and repertoire director at RCA-Victor Records, this past week disclosed to the trade the debut of his new record venture, Varsity Records, designed to hit the music operator market.

Oberstein disclosed that his new label will market for the astounding low price of 39c list, with a 40% reduction in price to music operators and dealers.

Oberstein, long associated with the music business, and well noted as one of the most successful men in the industry, disclosed that the Varsity line will activate immediately, with releases of current popular tunes expected out within a week.

In addition to the Sonora pressing plant in Meriden, Conn., Oberstein will set up a plant in Chicago and on the West Coast. The firm will do away with the regular distribution channels, and will make sales directly to music ops and dealers. A staff of 15 men, concentrated in the larger cities, will be employed in both a sales and exploitation capacity. These men will contact music operators and dealers, and keep on the lookout for song hits which very often spring up as territorial hits. Information pertaining to special exploitation progress will be forwarded directly to Mr. Oberstein in New York.

The firm will grant a 5% return privilege to music operators and dealers on new and unused records. It is well to note that very few of the major recording companies allow a privilege of this sort, and in some cases, any return privilege at all.

At the outset Oberstein plans on using comparatively unknown talent, to be featured on records backed with two popular song hits. Along the record ban prevents Oberstein from possibly using name talent at the present, he disclosed that he may at the end of the ban, possibly sign several name artists. Oberstein has been recording masters in England, and dubbing in vocal parts in this country. He can have a finished product in the hands of dealers and ops within a week. In addition to the general mode of recording Oberstein has purchased a large amount of masters from the Sonora Record firm, and will select and weed out those tunes he believes labeled hit material.

The initial reaction of music operators in this city was vividly expressed in the statement of one large music op, "I'll have a standing order in with that fellow just as long as he can supply me with the hit tunes. The people who play phonographs today don't as a rule, give a hoot who is on the record. They want to hear the hit tunes and the songs most popular. Where I might have been hesitant about buying records at the prevailing prices, certainly won't be now. I don't see how I can miss, with my largest expense, the coat of records, cut in half."
The Nation's Top Ten Juke Box Tunes


The Leading Weekly In Cash Weekly

The leading hits of the week as compiled by music operators from across the country.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>To The Tunes</td>
<td>The Serenaders</td>
<td>Decca</td>
</tr>
<tr>
<td>2</td>
<td>Written On The Wind</td>
<td>Jimmy Dorsey</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>Happiness</td>
<td>Bing Crosby</td>
<td>Columbia</td>
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<tr>
<td>4</td>
<td>Mandy</td>
<td>Nat King Cole</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>Little Bit Of Everything</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>The Nearness Of You</td>
<td>Tony Bennett</td>
<td>Columbia</td>
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<tr>
<td>7</td>
<td>Memories Of You</td>
<td>Tommie Dorsey</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td>The Surrey With The Fringe On Top</td>
<td>Tony Bennetts and Mamie Smith</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>I'll Take You There</td>
<td>Ray Charles</td>
<td>Columbia</td>
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<tr>
<td>10</td>
<td>Come Rain Or Come Shine</td>
<td>Nat King Cole</td>
<td>Capitol</td>
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The Darktown Strutters’ Ball

(Special Lyric written by Sy Oliver) coupled with Little Boy Blues With Ray Bloch’s Swing Eight

The initial orders on this record are staggering—it’s a sure fire hit for dealers and operators.

Signature records

Connie Haines and Alan Dale are exclusive Signature artists.

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

**DISK OF THE WEEK**

**Where Flamingo's Fly** (2:50)  
**On The Waterfall** (3:15)

**Buddy Clark** (38247)

**Your Darlin'** (2:54)  
**Where The Apple Blossoms Fall** (2:57)

**Snoopy Lanson** (Mersy 5156)

**Ready Set Go** (2:19)  
**Got-To Have More Money** (3:06)

**Patti Page** (Mercury 5142)

**You're The One I Care For** (2:55)  
**The Silver Wedding Waltz** (2:28)

**Fatti Page** (Mercury 8091)

**The Day Dreamers** (Done 2016)

**It's another bell ringer for chippy Fatti Page—and another sensational nickel nabber for musical ops throughout the nation with this hunk of wax. Patti's strong vocal flavors of the same varnish are displayed on this pair should boost the gal's name to new heights in phono and music circles. Sure to come in for a fair load of attention is her rendition of "Tomorrow Night," currently kicking up a storm on boxes across the map. The gal is full of tricks and quivers with her pipes as she captures the gal's shuffle wondrous in winning fashion. The flip, titled "Give Me Time," combines with the rhythm backing displayed here is of the finest caliber and shows the gal's pipes in fine light throughout. Don't miss this pair—they are definitely coin winners.**

**Ditty**

**Time Out For Tears** (3:00)  
**Be Mine** (2:38)

**Anne Shelton** (London 236)

**Pair of sides ops may opt to go for are offered here in pleasing fashion by chimp Anne Shelton. "Time Out For Tears" and "Be Mine" is effective as it stands, with Anne holding out positively master to the cookie. Top deck, a ditty that ran wild in race spots not too long ago, but never was as effective this time as Anne parring the strong wondrous in adequate manner. Flip, some lyrics patterned to the "La Paloma" melody rolls along in sprightly fashion, with the title and the chirp of its bit of fare. Wax won't stop traffic by any means. Ops who need filler material might do well with this duo.**

**On The Painted Desert** (3:11)  
**October Twilight** (3:07)

**Anne Shelton** (London 236)

**More music via chimp Anne Shelton and the sides ops for "On The Painted Desert" and "October Twilight" sees through to show as effective platters with top deck. The gal's winning light with this soft romantic bit twirling slowly in warm intimate manner. Both sides are there for the asking, and since music ops know their routes better than we, we'll say—take it from here.**

**A Tree In A Meadow** (2:56)  
**Tea Leaves** (2:59)

**John Laurens** (Mercury 5148)

**The slow, tender tones of ballader John Laurens and the top notch splendor of a pair that have the hint of coin play about them show here in "A Tree In A Meadow and "Tea Leaves." Both songs are currently riding on phones across the land—this rendition should add to the gal's waxes which are already receiving. Topside of the pair is the vocalise, "Tea Leaves," as the gal's pipes pitch prettily throughout, with the platter as the vocalise plays in glowing phrases that satisfy. Orchestral backing on the pair rates a ton of credit. The gal's singing strings fillers throughout the beautiful passages of the wax. Take note of John's wide and ever increasing popularity—then run out and grab a handful.**

**Take It Away** (2:36)  
**The Laughing Dorch** (2:51)

**Edmund Ros Orch.** (London 230)

**Ditty kicking up a storm in many spots throughout the nation is offered here in, no doubt, Edmundo Ros orchestra. Wax, titled "Take It Away" is a strong one and with the title of the ditty being repeated throughout the song for the gal's A wall, the gal's pipes pitch prettily throughout the mile for the cute lifting, rhythmic wondrous, with her vocalise quite attractive. Flip parrots the title throughout the wax, with Edmundo playing a bit of fare. Both sides go for rhumba rhythm should hold still and settle for this pair.**

---

**My Home, My Home** (3:07)  
**Lullaby Of The Leaves** (2:54)

**Mary Roberts** (Apollo 1125)

**Long missing from the phonos as a game theme and opener, offers a platter here that has the possibilities of stepping out and blossoming into big business. The song is limited to those sentimental locations, the waxing itself is one that should cause a loud load of attention to be focused on the thrush. Titled, "Mary's Heaven," this one promises plea- sa for Israel on this bit, with her strong, deep meaningful tones ringing true through. Through one listen with the thought that the song will garner wide appeal—which is in by Jewish voters. On the flip with "Lullaby of The Leaves," Mary comes back with another wonder- ful spot, spoofing the charmed wordage in tones that don't miss this platter—it's sure to add to your phonos take—and add considerably.**

**Where Flamingo's Fly** (3:00)  
**Evelyn** (2:59)

**Tommy Roberts** (MGW 10210)

**Heavy ballading of pipper Tommy Roberts and a side that has the glitter and gloss of a winner. The strong wordage of "Where Flamingo's Fly" that will offer ops the incentive here, with Tommy singing way down deep and low, and with loads of vigor and meaning in day, is a knock out launce of splendor about it, with the Hugo Winterhalter orchestra displaying their usual vibrant orchestrated pat- ter of beauty behind Tommy's vocal spot. Flip. Titled "Evelyn," has been kicked around a bit. Tommy's rendition here should add to the tune's winning ways, matching well to "Where Flamingo's Fly," by all means.**

**Blue Danube** (3:04)  
**Sophisticated Swing** (3:20)

**Les Brown Orch.** (Columbia 38255)

**Pair of instrumentals by capa- ble and very popular Les Brown and the side of "Blue Danube" and "Sophisticated Swing" shows as possible items to latch on to. Both decks, aimed at the kids that love to jump, should meet with fair approval and possibly out take. The crew take off on the top deck, "Blue Danube," and the side wares in able fashion throughout. Arrangement of the song is attractive and makes for pleasant listening. Flip switches to a slower beat, with the unit once more coming in with a mel- low performance. Ops that have the spots—take note.**

**Sweetheart of Television** (2:35)  
**Toodle-oo-baby** (2:41)

**The Day Dreamers** (Done 2016)

**Ops catering to locations that go in for polka rhythm would do well to take a look at this platter. Com- bo tagged The Day Dreamers step out in all the colors of the polka rhythm with the tempo fast and furious all thru. Altho the wordage of the songs are slightly lost due to too much instrumentation, the waxing as it stands, makes for pleasant listening. Topside is the one that should corner the market. The pair is there for the asking.**

**Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.**

July 17, 1948
<table>
<thead>
<tr>
<th>Name of Record Here</th>
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<td>Artist Or Band Here</td>
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**TOP FIVE WESTERN AND FOLK TUNES**

<table>
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<tr>
<th>Record Number</th>
<th>Tunes For This Week</th>
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Here's a handy way to order and to re-order RCA Victor's top new hits!

**RCA Victor Stars**

RCA Victor Stars on The Nation's Top Ten Juke Box Tunes (as reported by THE CASH BOX)

**You Can't Be True, Dear**
Dick James  RCA Victor 20-2944

**Tooie Oolie Doolie**
Henri Rene  RCA Victor 23-1114

**Nature Boy**
Dick James  RCA Victor 20-2944

**Little White Lies**
Tommy Dorsey  RCA Victor 27521

**The Dickey Bird Song**
Freddy Martin  RCA Victor 20-2617

**Tell Me a Story**
Sammy Kaye  RCA Victor 20-2761

**St. Louis Blues March**
Tex Beneke  RCA Victor 20-2722

**This week's RCA Victor release!**

**Popular**
- Every Time
- Au Reverie Again
- The Sad Cowboy
- Bubble-Loo Bubble-Loo
- Ain't Doin' Bad Doin' Nothin'
- Somebody Else's Picture
- Don't Blame Me
- The Blue Room

Jean Sablon  RCA Victor 20-2650
Louis Prima  RCA Victor 20-2982
Sammy Kaye  RCA Victor 20-2983
Beryl Davis  RCA Victor 20-2019

**Folk**
- Atom Bomb Baby
- Wishy-Washy Woman
- Everytime I Feel the Spirit
- Singin' As I Go
- Playboy's Breakdown
- Tulsa Waltz

Dude Martin  RCA Victor 20-2985
Golden West Quartet  RCA Victor 20-2986
Jimmie Revard  RCA Victor 20-2987

**Rhythm & Blues**
- The Donkey and the Elephant
- Don't Let It Get Away
- Katie May
- Boy Friend Blues

Jesse Stone  RCA Victor 20-2988
Artur "Big Boy" Crudup  RCA Victor 20-2989

**International Novelties**
- Tzatski Kozatski
- The Draidel Song
- Ven...Te Espero...Canción
- (Come...I'll Wait for You)
- Hablamos Claremente...Bolero
- (Let's Speak Plainly)

Mickey Katz  RCA Victor 25-5084
Pedro Vargas  RCA Victor 25-0902

**Hot Jazz Album**
- "Louis Armstrong All Stars"
  - Louis Armstrong, Jack Teagarden, Bobby Hackett, Pancho Hucko, Bobby Haggart, Dick Cary, Sid Catlett, George Wettling.
  - Rockin' Chair
  - Save It, Pretty Mama
  - Ain't Misbehavin'
  - Pennies From Heaven
  - Back O' Town Blues
  - St. James Infirmary

RCA Victor Album HJ-14
RCA Victor 40-4004
RCA Victor 40-4005
RCA Victor 40-4006

**Riding High... Climbing Fast**

- Rambling Rose
- The Old Piano Polka
- Cool Water
- Tunnel of Love
- Boogie Honky Tonky
- William Tell Overture (Beetlebaum)

Perry Como  RCA Victor 20-2947
Zeke Manners  RCA Victor 20-2875
Vaughn Monroe  RCA Victor 20-2932
Henri Rene  RCA Victor 25-1123
Roosevelt Sykes  RCA Victor 20-2983
Spike Jones  RCA Victor 20-2863

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Your Heart And Mine" (2:30)
"I'd Love To Live In Loveland" (3:03)
JERRY WAYNE
(Columbus 38251)
• Latest pair of sides from picker Jere Waynes "The Reason Why," "An Old Flame Never Dies" and "Keep A Knockin'," to start the ball rolling in his direction. Top deck, the standard
Gene displays his ability to find the proper pipes in comedy fashion, with some adequate instrumental background. The flip, a ditty that scored a number of years ago is a repeat performance for Gene, and a possible winner for music ops. Folks are sure to remember Austin and start some thunder with this duo.

"My Blue Heaven" (2:24)
"Keep A Knockin'" (2:31)
GENE AUSTIN
(Universal 100)
• Bouncing back into the music spotlight, Austin's "My Blue Heaven," that grand old favorite Gene Austin sets with "My Blue Velvet," and "Keep A Knockin'" to start the ball rolling in his direction. Top deck, the standard.
Gene displays his ability to find the proper pipes in comedy comedy fashion, with some adequate instrumental background. The flip, a ditty that scored a number of years ago is a repeat performance for Gene, and a possible winner for music ops. Folks are sure to remember Austin and start some thunder with this duo.

"Where Flamingos Fly" (3:04)
"Mist On The Moon" (3:02)
SHEP FIELD ORCH.
(Mascot 531)
• Pretty new ballad sure to kick up storm in music and disk circles is offered here in high fashion by the Shep Field orch. With pipe Bob Johnstone on deck for the vocal flavor, the wax takes on a refreshing air. Song is one that weaves into your heart. Top deck, the standard.
Gene displays his ability to find the proper pipes in comedy fashion, with some adequate instrumental background. The flip, a ditty that scored a number of years ago is a repeat performance for Gene, and a possible winner for music ops. Folks are sure to remember Austin and start some thunder with this duo.

"Cuckoo Bird Waltz" (2:25)
"Holiday Polka" (2:43)
ANNE & DON VINCENT
THE DAY DREAMERS
(Decca 2018)
• Ditty currently kicking up a storm on a slew of phonos throughout the nation is Anne and Don Vincent in pleasing fashion, to attract some lively coin play. Titled, "Cuckoo Bird Waltz," the vocal team show their warbling strains in surprisingly effective way that is set in slow, patterned waltz fashion with ad-
able orchestral background put through. On the back of this "Holiday Polka," the Day Dreamers grab the spotlight and truly create a masterpiece piece of wax. Wax is speed wrapped in the title, with a pleasant note of harmonics under the direction of Michael Chimes. Top deck is bold and buoyant.

"When I Lost You" (3:02)
"Easter Parade" (2:56)
KATE SMITH
(MGM 10220)
• Always a top runner in the jive field, Kate Smith offers a pair here which might possibly come from the ranks of phonos throughout the land. Kate's well
voiced and capable voice spills in ever
loving mood and manner on the top
duck, an oldie that dates back to Grammys time. Title "When I Lost You," Kate displays her tonality to ex-h
tremely attractive advantage with this tender ditty. Song is wrapped up in the title, with the slow lyrics wrapped around by some tasty orchestral
material in the background. Flip is also wrapped up in the title, with a pleasant note of harmonics under the direction of Michael Chimes. Top deck is bold and buoyant.

"There's Music In The Land" (2:59)
"Chillicothe, Ohio" (2:51)
ART MOONEY ORCH.
• Pair of sides by the widely popular
Art Mooney orch and some wax that should keep the maestro's name alive with phonos fans. Titled "There's Music In The Land" and "Chillicothe, Ohio," Art and the boys serve up a pleasant dish of favorable musical
pleasure. Top deck, from the Warner Brothers' slicker "Two Guys From Texas" should come in for a load of flack. Ditty itself is nothing to rave
about, altho the rendition of the song is favorable. Bud Brees' vocal coaching on top on the title shows how badly needed the song was, and the tune's
chords of shape. Flip has seen better days on the phonos—this rendition of "Chillicothe, Ohio," with the Galli Sisters on deck is one of the better around. The Mooney name might drag some coin into the machines.

"Jolitude" (2:59)
"Baby, Baby All The Time" (3:00)
TOMMY DORSEY ORCH.
(Victor 20-2912)
• Plug tune rapidly starting to pop as an attractive bit of phonos gels is a reminder of the top notch rendition by the Tommy Dorsey orch. With lucid Dorsey in the spotlight for the vocal chores, the wax takes on an alluring air—one that will definitely keep the wax from
any other side. Top deck offers its bit of charm to both domestic and foreign wax buyers. With Dick rathc an offering of a song that mixes well with the other side. Both sides should meet with much applause, starting at the end of the song, and the song rates a spot on your machine.

"Snuggled On Your Shoulder" (2:26)
"In Time To Come" (2:40)
SAM BROWNE
(London 235)
• Grabbing this featured spot on this week's batch of potential disk glory, ballad side "Snuggled On Your Shoulder" sets with a pair that loom to be top gun of phonos outs in coming outs in the very near future. With Sam's smooth vocal refrain ringing true against some beautiful music supplied by maestro Stanley Black, the trios' singing seems to have hit on an even more alluring air. Top deck is the time, that holds the lead of promise —Sam's soothing pitch on this side shows his vocal efforts up in a dazzling display of rapturous
listening pleasure. Ditty rolls along in even tempos, with Sam pattering the delicate wordsmith to this top
man format throughout. Backing titled "In Time To Come," Sam's other comer for Sam and music ops, as the plush strains of this peach fuzz diffusedly over the vocal combo hailed The Quadra add polish to the moment. Soor is an all-out vocal performance and hypo the platter's dimension. Both sides of this coin beckon you to play in a big way—the wax is much material for ops machines.

"I'd Love To Live In Loveland" (2:05)
"I'd Love To Live In Loveland" (3:03)
BOB HOUSETON
(MGM 10227)
• The pleasant vocal styling of Bob Houston and a strong lead-in to string out wildly on juke boxes. It's "On The Waterfall," a new vocal style that we've heard in quite some time. The romantic, intimate manner in which Bob's refreshing vocal spot on this piece is glowing is only one of the many
some excellent music from Jerry Scarsdale hypoing the platter all the more. Add this to the Fontaine Sisters offer the platter and ops have one that should do it. On the back of "I'd Love To Live In Loveland," Bob adds the pace to the sugar and spice mood, with the title acting as the bill of fare here. "On The Waterfall" is the side to ride with.

"Tico Tico" (2:31)
"I Still Get A Thrill" (2:39)
LEE MONTISI TU TONES
(Anson 505)
• Pleasing vocalist, Tico Tico by Lee Montisi's Tu Tones, and the set up of "I Still Get A Thrill" and "Tico Tico" are a welcome addition to the pop music circle. With this very lovely Latin piece, Ditty is one to which you can't get enough of, and some quiet rhumba spots on the flip with "I Still Get A Thrill," ballader Mario Lerner steps to the mike for the vocal splash offered here. Rendering of these tunes is pleasant enough and should find favor with music ops. Both sides rate whirring.

"Donny Boy" (2:28)
"Scratch! And You'll Find It" (3:00)
STEVE GIBSON & THE RED CAPS
(Mercury 8091)
• The vocal harmony of Steve Gibson and The Red Caps, and the set up of a pair that should hyp no. With this, the ever-lovin' wortage of "Donny Boy," with Steve himself in the spotlight that should cause a load of excitement. Volume is one of the points that has been exploited in years—this rendition shows how nicely this man can sing. The deep voice shows the tune to top light, with the crew chanting very softly in the background. On the flip with a lighter piece, piper Romaine Brown steps to the mike for vocal chores and shows his pipes to fair advantage with "Scratch! And You'll Find It." Loads of free rhythm are offered here, with the combo joining in. "Donny Boy" might do the trick—listen.

"Where Flamingos Fly" (3:06)
"I'm Waiting For Ships That Never Come In" (3:00)
BERYL DAVIS
(Victor 20-2925)
• Effective tolls of clarin Beryl Davis show here, with the metro of "Where Flamingos Fly" being thru the wax. Song is one which suits itself well—Beryl's rendition is fairly enough in tone, and would be an effective setting for the gal's excellent voice to ring thru. With this, some fans are sure to approve. Flipping over is ever popular "I'm Waiting For Ships That Never Come In." This side offers "I'm Waiting For Ships That Never Come In" out slightly on this side to possibly attract a few more coin play. Both sides of this coin are strong, and they will nevertheless come in for their full share of coinage.
NEW YORK:
Dropped out to Jones Beach, New York to visit with Blue Barron, at the Boardwalk Cafe out there. Aside from the fact that we didn't get enough of that. Blue's stint at the club is really something. The hits just keep coming. You've Only Fooling is starting to roll, sixty, with record-breaking sales with the news of its greatness. And speaking of You've Only Fooling, we just learned that the music of the hit song is going to be used in the hit movie as their "Hit Tune of the Month", and will place Blue's recording in the number one spot in the juke boxes throughout their respective areas. Keep 'em coming Blue... we love ya...

Irving Berman, proxy of Manor Records spending loads of time home these days with his bouncing boy really starting to bounce... Really like the way that King Record outfit continues progressing. They have been, and all signs indicate they will continue to be, one of the nation's foremost successful record manufacturers. We doff our cap to the entire gang at King, for giving us the hits. We don't want to hear them. And why was Mike Waldman, DeLuxe head chieft, and a pretty one at that, kept busy answering phone calls during her stay at the recent NAMM convention?... Nancy Donovan at the Versailles and really wow'm... James Pastner, takes over the Orpheus Record line for the West Mid, based on the current hit for that firm with "Rosie O'Toole" and "John's Other Wife"... Philadelphia Area Retail Band will hold the opening of the show and banquet at Frank Palumbo's Click Cafe, Philly, Sept. 26, 1948. Top artists of all labels will attend... Congratulations to Nat, Niederman, who is the new boy. Nat is with the Clarino Record Co., Philadelphia. Good luck, Nat... With the Clarino Records Co., Philadelphia. Good luck, Nat.

CHICAGO:
Herman Lubinsky of Regent Records was in town for Al Trace's grand opening at the Bismarck... It was really a grand opening and the crowd could hear Al's "You Can't Buy Everybody Darlin'"... Paul Reiner of Black & White Records talking things over with Chord Distributor's Monroe Montrose. Monday, June 14 is the opening date of Liberman, a theater sensation, at the Palmer House, who recorded "Twelfth Street Rag" for Daytong records... Bob Ripley recently cited it on his show because of the six hundred disks played in two minutes... Viviane Green, the top recording star, has just signed an exclusive contract with Mercury... This is in line with Mercury's enlargement of their race catalogue... Milt Salitzai, who recently came a visit in his Fourth of July week-end trip... The Mary Osborne Trio opened last week at the Blue Note following the very successful Billie Holiday engagement... Benny Strong with the new ice revue at the Stevens starting the 18th of July... Chuck Foster is off to the Netherlands... Great news, Chicago's favorite Eddy Howard is due back in town in early fall... Lawrence Welk brings his band back to his old stomping grounds, the Trianon, Aug. 10th... From there, he goes out on a cross-country tour in July. Two Columbia recording bands, Walker and Herman and Elliott Lawrence, are playing one-nighters in the area... Hal, and his new band play their first engagement at the Mohawk Hotel in Kansas City... Good luck, Hal... Lee Eganlack out at the Miracle diskery reports that he is tired after the big Fourth week-end... are you? They've got a new single, called "Late Freight"... Al Benson, the disk jockey, has given it quite a play, and the calls for it are already beginning... Benny Miller formerly with Sandty-Joy is now plugging away for Laurel Music... Tower Records with two big disks on the presses, Benny Strong's "That Certain Party" and Jack Owens and small daugther, Mary Ann, with "Willin' Be My Martyn"... They both drew raves from all who heard them at the NAMM convention.

LOS ANGELES:
Local indie record companies steadied up and optimistic about plattery prop to Petrillo for formation of the Institute of Music In America, as disk royalty voluntary kitty to end recording ban... Ben Pollack of Jewel Records offered us a fine suggestion that instead of the same meaningless, formal moniker, why not call such arrangement the Major Glenn Trust. Memorial Foundation, as a tribute to the remaining musicians to the late, great band leader... Paul Reiner of Black and White Records in New York, Paul, who has been in the record biz for some time, is now super hit with T-Bone Walker's "Plain Old Down Home Blues." Ben Pollack, an associate of Paul, also getting set with David Stone's "I'm Just A Fooling"... "You Don't Know What It Is," with such tops as Dave Barbour and Buddy Cole sitting in.

Here's a real cute story via Art Rupe, proxy of Specialty Records. Seems as if Camille Howard's cutting of "X-Temperament Boogie" really was just that. With several sides scheduled for cutting just before the ban, Camille asked that the song be left unsliced. "What shall we cut for the last side?" And the Rupe man, the story goes, said, "Aw, just beat out some extensive 'Game of the Year' big band hits... the4 big band hits of the story can be seen in the sales records of that platter by Camille Howard... Modern's Florette Bihari says biz really on the upswing in Los Angeles and New York, due to the news of the label's national sales tour. And speaking of that tall, handsome individual, what's happen with that sun tan you acquired with Milt Sahstane white in Chicago? You've gotta stay in the sun, not the nite clubs to keep it Saul daddy.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DeLuxe & Day Distributors To Interchange Masters — Ops To Benefit From Move

LINDEN, N. J. — Jules Braun, president of DeLuxe Records, this past week announced a plan for the interchange of masters between his firm and the Day Distributing Company of Los Angeles, Calif. Both firms will handle each others labels and will manufacture and distribute the lines. Day Dist. Co. manufacture the Milton, Sacred and Pasta labels.

As a result of this interchange of masters, each company is now better equipped to service ops all over the country. With pressing plants on both the West and East coasts, ops will receive hits while they are still smoking. Speedier delivery is now possible since the distribution is regionally handled. Operators who formerly had ordered records while they were in the hit stage, will receive the platters in time to "cash in,"

FROM COAST TO COAST THE "SUMMER JINX" IS BEING TURNED INTO A SUMMER BOOM ! !
With Our JULY 19th RELEASES on
THE GREATEST LINEUP OF TALENT ON WAX TODAY !
BILLY ECKSTEIN (Sax/Rhymes, Sentimental Walker) & Vox of 'Lady' and with Bop on 'Jitter' 9049 SOPHISTICATED LADY — JITNEY MAN
CHARLIE VENTURA — featuring Buddy Stewart, Kai Winding, Shelly Manne, Gus Cole & Lou Stein
9048 EAST OF SUZY — I'LL NEVER BE THE SAME
HANK D'AMICO — featuring Cozy Cole, Dan Byas, Frank Newton, David Rivera & Sid Weiss
9047 HANK'S FRANKS — JUKE BOX JUDY

INTRODUCING

DON REID — the Voice with a Heartbeat
(Vocalist with Xavier Cugat for years)
9050 JUST A GIRL THAT MEN FORGET — LOVE IS A DANGEROUS GAME — KID
GRACE SMITH — Blows Shoutin' Mama
(formerly with Erskine Hawkins, Lucky Millinder, Tiny Bradshaw)
9046 COMPETITION BLUES — BABY, YOU'RE JUST MY SPEED

Voted Disc of the Week by THE CASH BOX-Highest Rated Record by THE BILLBOARD # 5 (Hot In Harlem) # 6 (Hit Parade in Chicago)
Sailing Like Wildfire Through the Country
THE RAVENS Latest Release
9045 SEND FOR ME IF YOU NEED ME — UNTIL THE REAL THING COMES ALONG

RACE DISK O' THE WEEK

We're Gonna Rock" (2:40)
"Harlem Parade" (2:37)

BILL MOORE
(Savoy 666)

"East of Suz" (2:44)
"I'll Never Be The Same" (2:32)
CHARLIE VENTURA ORCH.
(National 9048)

The orchestra pitter of the great Charlie Ventura ork, and a pair bound to hpy ops phone take. Top deck is the one that is sure to ride, and make the jump and hop fans dig for silver. Titled, "East Of Suz", piper Buddy Stewart combines with Charlie and the gang to offer a hop vocal in the background of some mighty fine rhythm. Ditty spills with loads of sharp notes, with the refrain echoing brilliantly throughout. Wax is set in low mood, and doesn’t feature too much blast. It’s the vocal spot coupled with some great sax work by the maestro that grab all the glory. On the flip with "I'll Never Be The Same", Charlie steps out in all his splendor to offer some slow melodic music that shaps as a top notch piece. "East Of Suz" will fill your jeans with beans—the kind that jingle.

"Married Woman Blues" (2:51)
"My Fault" (2:50)
BROWNIE McGHEE
(Savoy 5551)

Blues shouting of piper Brownie McGhee and a pair that have the odor of buffalo about them. Offering his shouts in fine manner on "Married Woman Blues," Brownie shows his tonals off to splendid advantage on the top deck, as the slow shuffle meter rounds out the background. Guitar Holds' hype the side and should win praise from phone fans. Flip is a repeat grade A performance for Brownie, with the title of the ditty "My Fault" leading the way. Take note of Brownie's wide clan of fans—then run out and load up.

"Walkin' And Talkin' Boogie" (2:48)
"The Walls Came Tumblin' Down" (2:37)

JACK McVEA ORCH.
(Exclusive 42x)

Boogie woogie rhythm of this piece by Jack McVea and the melody of "Walkin' And Talkin' Boogie" show as material ops oughta get next to—but pronto. With the tenor sax and piano standing out in high light, Jack and the boys display some torrid boogie on this bit. Short vocal passages parrot the title, as the metro and refrain of the melody hog the lime-light. On the flip with some blues, the gang offer the "The Walls Came Tumblin' Down". Ditty is set way down low in slow tempo with a crying trumpet in the background leading the way. Wax is attractive and should win favor. Both sides rate a spot in your machine—climb on the bandwagon.

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

DISTRIBUTOR

RACE RECORDS
**The Cash Box, Music**

**July 17, 1948**

**Apollo Records Take Over Gem Label; To Move Offices To New York's Coin Row**

NEW YORK—Apollo Records has taken over the manufacture, distribution and promotion of the Gem Record label, and will assist in the selection of recordings to be produced by Gem in the future.

Paul McGrane, vice-president of Gem, will continue in charge of artists and repertoire, and will cooperate in publicity and promotion of the label. Meanwhile, Apollo has commenced moving its Tenth Avenue distributing, and the Madison Avenue executive offices in New York to take over Nat Cohn's Modern Music office at 457 W. 45th St. This move, to be completed by August 1st, is to secure more space and consolidate operations and cut down overhead.

Apollo also announced that as a result of their New Jersey record distribution, Igoe Brothers Inc., having given up all record distribution, the latter territory returns to New York's branch under the direction of Irving Katz. Nickie Milano, who handled the territory for Igoe Brothers, will assume a similar position with the Apollo plattery.

**THE LUCKY 7—NATURALS**

*Bulls-Eye of the Week—The Cash Box*

1. *“John’s Other Wife”*
   - Recorded by JOHNNY BOND—Columbia
   - JOEY MORROW

2. *“The Big White House”* ([With The Little Green Blonde])
   - Recorded by MISTY HEATH-LAURA DOUGLAS—Decca

3. *“I’m A Lonely Little Petunia”*
   - Recorded by DICK-TWENTY—Baker—Mercury

4. *“Shoe Shine Shuffle”*
   - By Vaughn Horton, writer of Choo Choo O’Bough, Tootie O Uddie, John’s Other Wife
   - Recorded by PAT FLOWERS on RCA Victor 2-2330

5. *“Rosie O’Toole”*
   - Recorded by BILL CLEMENT & Ork on Orpheus 202

6. *“Brother Bill”*
   - Released by Request
   - TONY PASTOR—RCA Victor

7. *“Tell Me Why”*
   - By ALAN GERARD—National
   - CHERIO-RTVOD Music Pub, 1585 B’wy. N.Y.

**Standard Songs are MONEY MAKERS!**

*“Just One of Those Things”*
- Recorded by BENNY GOODMAN—Columbia
- GINNY SIMMS—Sonora
- JON LOBANDO—Decca
- ANDRE PREVIN—Victor

**AMERICAN RECORD REVIEWS**

**“Life Gets Too-Jus Don’t It?”**

**“Wind In The Mountains”**

CARSON ROBISON
(MGM 10224)
- The very capable and popular Carson Robison sets with a pair which should spin wildly on phonos and attract a ton of coinage. Always a heavy coin winner, Carson offers a recitation piece on the top deck in fair fashion, as he tells about the tired and boredom that goes with a ranchers life. Ditty is set in smooth fashion and offered in extremely light vein, to boost and enhance the platter’s winning possibilities. On the flip with “Wind In The Mountains”, Carson comes back with a melodically hit weaving around the title. Both sides show Carson in gala mood and should come in for a slew of jitter on the phonos.

**“No One Will Ever Know”**

**“One Little Tear Drop Too Late”**

TEXAS JIM LEWIS
(Decca 46-294)
- Pair of sides to which music ops might be attracted are those offered here in fair fashion by Texas Jim Lewis and His Lone Star Cowboys. Wax offers nothing unusual or has enough within to cause a traffic jam, but it should fill ops needs nevertheless, as fair filler material. Wax spills around the title on the pair, with the top deck blazing the line and in a routine folk ballad full of pathos and the like. Ops having a spot on their machines—take note.

**“Juke Box Blues”**

**“Oh Monah”**

FEE WEE KING
(VICTOR 20-384)
- Mellow music strains of Fee Wee King and his Golden West Cowboys and the set up of a pair that can really whirl in phonos across the land. Top deck grabs the lead, with the rural styled blues notes trickling thru in top notch styling to score. Chanting in the background and the sort of instrumental treatment offered makes the deck glitter all the more. Flip, a well known piece, has the crew displaying their grade A manner in bounce fashion, with some more merriment ad added lustre to the wax. Both sides should grab a load of coin.

**“Roadside Rag”**

**“I Love Her Just The Same”**

SLEEPY MCDANIEL
(De 809)
- Pair of sides that beckon coin play are offered here in effective fashion by Sleepy McDaniel and his Radio Playboys, with the metro of “Roadside Rag” and “I Love Her Just The Same” seeping thru the wax. Top deck, a very fast instrumental hit shows the gang in everyday fashion and is ably suited for the crowd that loves to dance. Flip, a novelty piece, is loaded with mirth and merriment and should come in for its fair share of phonos play. Both sides are tinted with buffalo—latch on.
TOMORROW NIGHT
Lonnie Johnson
(King 4201)

LONG GONE
Sonny Thompson
(Miracle 126)

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

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

RUN JOE
Louis Jordan
(Decca 24448)

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

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

MORE THAN YOU KNOW
Johnny Moore
(Modern 599)

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

THE TWISTER
Paul Williams
(King 4220)

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

WE'RE GONNA ROCK
Bill Moore
(Savoy 666)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

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

Run Joe
Louis Jordan
(Decca 24448)

Run Joe
Louis Jordan
(Decca 24448)

MESSING AROUND
Memphis Slim
(Miracle)

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

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

LONG GONE
Sonny Thompson
(Miracle 126)

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

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

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

I'M WAITING FOR YOUR CALL
T-Bone Walker
(Black & White)

POOL PLAYING BLUES
Amos Milburn
(Aladdin)

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

TRAIN BLUES
Roy Milton
(Specialty 524)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

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

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

GROOVY MOVIE BLUES
Johnny Moore
(Exclusive)

NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

CANT GO ON WITHOUT YOU
Bull Moose Jackson
(King 4230)

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

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

THE TWISTER
Paul Williams
(King 4220)

I'M WAITING FOR YOUR CALL
T-Bone Walker
(Black & White)

POOL PLAYING BLUES
Amos Milburn
(Aladdin)

YOU DON'T LOVE ME
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NATURE BOY
King Cole
(Capitol 15054)
Production Facilities Upped By Bally To Meet Demand For “Carnival”

Execs Stay On Job During Fourth Of July Week-end To Revise Production Line

Gesick Elected Treas. Mills Ind.

CHICAGO — It was announced by Ralph J. Mills, Chairman of the Board of Mills Industries, Inc., that at a meeting of the Board of Directors on June 20, Edward J. Gesick was elected Treasurer of the firm. Gesick was formerly assistant secretary and assistant treasurer of Popular Amusement Companies of Chicago.

The Board of Directors of Mills Industries, Inc. met of 1948, that consists of Ralph J. Mills, Chairman of the Board; Herbert S. Mills, President; A. E. Tregenza, Executive Vice President, formerly executive vice president of the Jefferson Electric Company, Hollwood, Ill; Simms D. McGuire, President of Belmont Dieter Company; and Fred L. Mills, Jr, son of the former president of Mills Industries.

Governor Signs La. Tax Bill No. 301

NEW ORLEANS, LA.—Louisiana State Bill No. 301 (Louisiana Amusement Tax) was enacted into law as Act No. 297, by approval of the Governor.

This act authorizes Parishes and Municipalities of more than 30,000 inhabitants to levy a tax on places of amusement and entertainment, and games of skill. The proceeds are to be dedicated to public and quasi-public charitable institutions in the parish or municipality where collected.

“Target Master” Deliveries At End Of Month Says Cohn

NEW YORK — Nat Cohn, Modern Music Sales Company, this city, announced that “Target Master” ray pistol will be coming off the production line in quantities by the end of July.

Cohn states that the ray pistol has been on location tests for some time now, and collections have been very high.

Modern is national distributor for the gun.

NAME YOUR PRICE!
PIN BALLS ROLLDOWNS
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RIGHT DOWN YOUR ALLEY

if you are a coin machine salesman or roadman earn $7.50 for yourself from almost every operator you meet. Greatest sideline for any salesman. Big, direct mail campaign now under way backs you up 100%. Right in line with whatever you’re selling. In fact, it’s the most important part of the coin machine business. One salesman, after the first day on the road, phoned, “Sold everyone I called on.” You can do it, too. Cover your expenses and earn extra money. Write for full details today to:

BOX NO. 710
381 Fourth Ave., New York 16, N. Y.

CHICAGO — There’s a fire of enthusiasm burning throughout the Bally Manufacturing Company personnel that is causing the biggest executives down to the shipping clerks to work, not only harder and faster, but to stay on their jobs long hours beyond the regular day, and during weekends.

The reason—“it’s the overwhelming demand for our new five ball “Carnival”, states Herb Jones, vice president.

“The unusual condition brought about by the great demand for ‘Carnival’” stated Jones “brought in all the executives and production experts on the Fourth of July week-end, an unheard of situation. However, it was most necessary that we revise our entire production facilities so as to be in a position to turn out this great game in the quantities demanded by the trade.”

George Jenkins, Bally vice president and general sales manager, was another exec who was on hand during the holidays. “It is important that I know the production schedule” beamed Jenkins “as the distributors on the phone have been banging me for more and quicker deliveries. With the production line now in a position to turn these games out faster than ever before, I am doing my utmost to get them to the trade.”

“It appears as if Bally was right” stated Ray Moloney, president of Bally, referring to his statement of a week ago that the industry would be given a “shot in the arm” by the manufacture of a game similar to its Bally Reserve of ten years ago. “Carnival”, which is reviving the original build-up bonus introduced by ‘Bally Reserve’, is creating the same kind of excitement the original game did in 1938. We hope the increased production facilities of our plant will help us satisfy the initial demand somewhat at this time. However, our production executives are studying the situation to further increase production before demand continues at such a furious pace.”

Herb Jones Will Head CMI Show Committee; Herb Oettinger Is Chairman Of Banquet And Entertainment Committee

Sam Stern And Joe Batten On Jones’ Committee

Herb Joneshas been chosen by the CMI Board of Directors to succeed the late John Christ as treasurer, and Oettinger was named secretary of CMI. Oettinger has been serving as acting secretary since the resignation of James A. Gilmore last April.

“Contracts for exhibit space at the show will be mailed to CMI members in good standing August 1st so that they will be received the day after Labor Day,” stated Jones. “With the contracts will be floor plans of display cases. Therefore, when the show committee will assign space on a ‘first come, first served’ basis as the signed contracts are received at CMI headquaters.

“This will be the biggest show CMI has ever had,” Jones predicted. “Members should return their contracts and choice of space promptly to avoid being disappointed in the booths assigned to them.”

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

FAMOUS BUILD-UP BONUS...

PLUS HIGH-SCORE

NEW Modern Flashy

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

**CARNIVAL**

**MANUFACTURING COMPANY**

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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

ALL-BABA

...you'll find a Treasure of Pepped-up Profits!

All the Famous
Gottlieb Innovations

AMAZING NEW
PROGRESSIVE
BUILD-UP BUMPERS!

Great as Gottlieb’s
Original Flipper Bumpers!

HOLD-OVER BONUS
Peerless Play Incentive!

ORDER FROM YOUR
DISTRIBUTOR
NOW!

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION PROTECT YOUR INVESTMENT!

COIN MACHINE MOVIES
For Regular Panoramas and Solo-Years
REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes
PRICE 50c TO 85c PER REEL

PHONOFILM

2331 No. Keedel Dr.
Hollywood 16, Cal.

NEW YORK—Coinmen throughout the country are carefully eying the local and state financial budgets, for the coming periods. They know that practically every community has made provisions for increased expenditures and will tax every possible source of revenue. Gradually, year by year, taxes have been imposed on coin operated machines, and in following periods, these taxes invariably are increased.

The United States government has a federal tax for years, and today twenty-one of the states now impose taxes on coin machines as a source of revenue. However, with forty-four states meeting this coming legislative year, it is anticipated that many of them will consider state coin machine taxes for the first time, while the states now deriving revenue from coin machines will consider additional and higher taxes.

Operators have indicated the possibility of their municipality adopting local tax measures to meet their increasing budgets.

Some of the coinmen in certain territories are preparing their forces to be in a position to know just when tax measures are being introduced, and will be ready to present their case to the right authorities so that they can overcome legislation imposing unfair and excessive amounts. The newly formed Georgia Coin Machine Operators Association was primarily organized just for this purpose.

HUNTINGTON, W. Va.—Turner Sales Company, 621 Fourteenth St., this city, has been appointed distributors for Airleon Manufacturing Corporation, according to an announcement by Bernard D. Craig, general sales manager of Airleon.

The firm will distribute Airleon phonographs and accessories in the regions of West Virginia and Western Virginia.

Harry Turner and his son Maynard head the firm, with Maynard the manager of the company. Harry is one of the old timers in the coin machine business, having spent the past twenty years operating and wholesaling.

“We are exceptionally happy to inform the trade of the appointment of Turner Sales Company as distributors for Airleon” stated Craig. “Harry and Maynard are not only experienced coinmen, but have a legion of friends in the territory they will contact. They will be ready at all times to give the music operators the utmost in service and cooperation.”

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
• Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue
• Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
• Club Handle and Handle Collar chrome plated.
• Heavy brass chrome plated Reward Plates, 2/5 or 3/5.
• 5c-10c-25c chrome Denominator Coin Intake.
• Payout Cups with anti-spoon Cup.
• Drillproof Plates.

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

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

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

Buckley TRACK ODDS has long been recognized as the only seven-cent race track console that would stand up months after year—after year—and out-corn all other coin machines.

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

$1250.00

Buckley Manufacturing Co.
4233 West Lake Street • Chicago 24, Illinois

(Phone: Van Buren 6826-37-38-6533)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
WHEN PLAYERS CALL
THE DECISIONS... IT'S

Williams

YANKS

ORDER FROM YOUR DISTRIBUTOR

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

DETROIT, MICH. — Headed by
Alex Curtis, president, and Maurice
Feldman, treasurer, the Michigan
Miniature Bowling Association is roll-
ing along in great shape. According
to the officers of the association, the
members are a happy group and ex-
tremely well satisfied with the or-
ganization.

Trivial controversies are a thing
of the past, according to these offi-
cials, and the important matter of coopera-
tion among operators regarding com-
mis sions is practically 100%, and
chiseling for locations almost elimi-
nated.

As the officers are active with their
own routes, the office is handled by
the efficient Miss Jacobs.

Detroit Games Assn.
Keeps Ops Happy

Detroit, Michigan -- The Detroit
Games Association has voted to
prohibit the display and operation of
"gambling machines" in its public
business places. The petitioner for
the law, explained the main purpose
behind the law is to curtail minors
from playing the machines.

C. E. Fox, the local newspaper,
supported the measure, they too
pointing out it was the purpose of
stopping young offenders from patronizing
gambling machines.

The regulation doesn't prohibit
the operation of the many amusement
games in the city.

William

Philippine City
Regulates Machines

CEBU CITY, PHILIPPINES — The
Cebu City Council has voted to
prohibit the display and operation of
"gambling machines" in its public
business places. The petition for
the law, explained the main purpose
behind the law is to curtail minors
from playing the machines.

C. E. Fox, the local newspaper,
supported the measure, they too
pointing out it was the purpose of
stopping young offenders from patronizing
gambling machines.

The regulation doesn't prohibit
the operation of the many amusement
games in the city.

ATTEMPT!

Coin Machine
Salesmen
AND
Roadmen

Unusual opportunity
for a few tried and seasoned
coin machine roadmen.
Write Now!

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

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

Most terrific summer action we've seen here in many, many years. Everyone of the leading manufacturers hustling right out with brand new equipment and creating plenty of excitement among the members of the trade.

One new game seems to follow another, even before the first is fully inspected. And, what's more, each one a honey, as far as mechanism and play appeal is concerned. Some are different, all better, this should prove to be the greatest summer season in many years and has every possibility of leading into a real boom for Fall-Winter of 1948-9.

Look at this line up: Bally out with "Carnival" and "Bally Bowler" United with Vic and Grant, Shay with "Hickey Wickey" with "Ali Baba", Williams with "Yanks", Chicago Coin with "Spinball", Marvit with "New Parade". Others coming out just as fast as we can get this to press. We're hoping that all these names won't be changed by the time the issue hits the streets.

And don't forget that just the pinball manufacturers are out there smashing the summer slump. The machine men haven't been sleeping. This past week, Gordon B. Sutton tells us, was one of the best the firm has ever enjoyed. And Vincie Shav was walking around with the biggest smile he's had in years. Claims this is definitely the "biggest sales month" the firm has ever enjoyed. And Vincie was looking for some sweet orders to roll around, because the factory will close down for two week's vacation in July and he's going to use this time to get their requirements in just as fast as they possibly can to anticipate whatever they will need while the plant's shut down.

Jake Friedman up from Atlanta visiting around town. Advises that his disk distributing business getting better all the time. Also dropped over to visit with Vic and Grant, Shay and before he could count fourteen was in a golf discussion with these two golf fanatics. "Next time" Jake remarked, "I'm gonna bring my golf clubs along and play these guys for their plant."

The boys over at Bell-O-Matic still discussing the golfing prowess of their famous service man, Joe Stutz. Joe played the first hole in the recent annual golf tournament of the firm and it's reliably reported that his score ran somewhere from 6 to 8, all depending of course, who gave the report. Any way, the no advance reports as to just what the game will be.

J. A. (Art) Weinand of Rock-Ola Mfg. Corp., just back from a trip to the west coast and reports that the coin men there are all out for the new Rock-Ola (coin-operated) shuffleboard. Seems that the one there just can't get enough of 'em. And the factory is working at top speed to supply the demand. In the meantime, of course, Art is tremendously pleased with the action on their Magic-Glo phones. He says, "They're selling like sales."

Over at Bally, in the midst of all the action on the new "Carnival" and "Bally Bowler" there's many a chuckle going the rounds regarding that "greatest championship between Ben Becker of New York (who stayed on for some days visiting at the factory) and Art Garvey of Bally. As yet, no definite "result sheet" has been shown. But, from the smiles on Art's face, well . . . whatever the result, Art's feeling fine. From some inside gossip Bally may burst out with one of the grandest publicity stunts to benefit the combine in many and many a year. It'll grab plenty good attention for column. And is bound to help all concerned with the business.

Boys over at United Mfg. Co. are not using Herb Oettinger as an "example" for their brand new "Major League Baseball" game. In fact, they urge Herb and all others to do all baseball playing on "Major League Baseball", from now in. "Herb is sure to keep his body together in one piece that way" says one of United's leaders.

Over at Williams vacations are under way, too. "Seeb" Moore has just left for Maryland where he will spend his vacation days in the warm sunshine. . . . Lindy Force of AMI is all in a dither these days. "It's these guys asking for more, more, more!" he claims that's getting him so worked up. "And", he says, "we're working at top speed to supply the demand!" . . . Buckeye will be closed from July 13 to August 14 . . . all their distributers are urged to order in quick to anticipate whatever demands they will receive. . . . Lou Wolcher of Advance Automatic, San Francisco, killing two birds with one visit . . . the furniture show and covering all the factories he represents. . . . Jimmy (Gloee) Johnson claims he has no news these days. Just rolling along in this lazy summertime weather. . . . Over at D. Gottlieb & Co. they are working very well on their "controlled distribution" and "gauged production" with "Ali Baba" their newest winner a good example of this. And Ed Hollibed of Dixie Coin, New Orleans, around town and much noticeable over at Bell-O-Matic. With the opening of New Orleans getting under way looks like Ed will be a busy boy filling demands of the column men in that part of the world.

Sure do hope you like our new idea of setting off these intimate columns by themselves in various and separate parts of each issue. Let us know, won't you, what you think?

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

SEE SENSATIONAL ANNOUNCEMENT
by Bally

ON PAGES 18 AND 19 THIS ISSUE
As pure as Ivory soap... That, in effect, was the claim last week by Mayor Florence Henderson regarding Los Angeles, as far as slot machines were concerned... Through Hizzoner's regular radio release and newspaper channels, the town's chief exec proudly declared that of the 6,400 Federal licensed slots in Los Angeles, only a single one was to be found operating in the city limits, thanks to the "clean-up" zeal on the part of the co-operative Police Dept.

As to the gauge situation generally in this fair city, things are definitely on the right side, with arcade equipment being the only coin operated machines going, members telephones, jake boxes, craps, etc., and peanut venders... While the August 4 hearings may change this complexion, column here still are convinced that an intelligent, long range program of public relations is the only possible solution to this business' future in this town... AND BY PUBLIC RELATIONS, THEY DON'T MEAN A PRIVATE, DESPERATE PROTEST OR "GOOD-WILL GESTURE" OF OPE. TRIBUTORS OR MFRS. ON THEIR OWN... THEY DO MEAN A UNITED CAMPAIGN PLUS ALL OUT SUPPORT FROM THE LOCATION OWNERS, THEIR FAMILIES AND FRIENDS AND EVERY CITIZEN AND TAX-PAYER WHO BELIEVES SUPPRESSION OF A LEGITIMATE BUSINESS AN INJURY TO THE PUBLIC AMUSEMENT IS INJURIOUS TO THE COMMUNITY... An important part of this program should be the sympathetic support of all related industries, with the subsequent newspaper good-will and cooperation... THIS IS WHAT IS KNOWN AS PUBLIC RELATIONS IN THE MOTION PICTURE INDUSTRY, LIQUOR BUSINESS OR ANY OTHER BIG BUSINESS.

COMING WITH THE JUNE ISSUES OF THE AMERICAN RADIO HISTORY MAGAZINE ARE CALIFORNIA CLIPPINGS, AS DETAILED IN THE PRECEDING COLUMN. YOURS TRULY THinks they're worth the expense and effort, if possible, and recommends them to all those who enjoy an intelligent, newsy look at the entertainment and electronics industries. A year's subscription is $12.00, and is available from...
EASTERN FLASHES

Arcades throttle the East stopped moaning about bad weather this past Fourth of July week-end. For three solid days that the showered, the climate was perfect. Even now, with a resort thrusted the territory did a landoffice business. Some arcades, who have food and drink concessions included in the amusement, were the beneficiaries before the holidays ended. Arcades in the city did also, playing to big crowds visiting the Times Square area.

Ben Becker, Ben Becker Sales Corp., (Bally regional representative), spent the latter part of last week, and the Monday following, down at Atlantic City. He reports, the travel to the trade around Connecticut and Massachusetts. Naturally when these two “Gin” antagonists get together, there’s real royal games under way. As the team is at home, Fred makes every game if at all possible. Maybe that’s why the firm’s baseball games have been such hits. The firm’s “Flame” and “Healy” are fast money makers, and now the firm is featuring its “Pitch ‘Em And Bat ‘Em”.

The death of Everett Masterson of East Coast Distributing Company, Elizabeth, N. J., was quite a shock to his many friends. Everett was one of the nicest men in the business, a ready smile and big heart, and everyone. Masterson was one of the real old timers in the business, having spent over twenty-five years as distributor and operator. Phil Mason and Leo Lohman, both in the office this week, but Phil was on the road this coming week and expects to be away for at least ten days. Lowy continues to do a nice business, they state, in used music and amusement games... Mike Munves returns to the office after a week-end at a Jersey beach. The deep tan confirms his claim that he spent the days on the beach, but he says he alsoights, Mike? We’ll be that he made the round of arcades within fifty miles.

Nat Cohn, Modern Music Sales Corporation, getting ready for deliveries of “Target: Master,” the ray pistol. “The coin operated gun has been tested there in the past by different locations to get a good idea of how to run a money maker.” Modern sold its lease on the 10th Avenue and 45th Street location to Apollo Records, but will remain in the location September 1. Joe Munves, who has just completed a catalog of the parts he handles, now finds that he has taken on many additional items, and will open offices elsewhere. With this fresh merchandise, he is presenting catalogues with indices... Music ops got quite a bang out of the item which appeared in last week’s issue on “Positively No Television.” They tell us they’re showing it around to meetings of their locations.

Joe Young and Dan Kipnis, Young Distributing Company (Warolizer Distributors) kept pretty close to the office. With Jim Healy all gone, it looks like neither will be able to take any vacation this summer... Willie Blatt, Supervisor of the H. E. Blatt, Fla., was expected north for a short vacation, but it appears as if he won’t be able to make it at all this time. “With AMI’s Model B is being delivered at this time, it looks like I’ll have to be around” reports Willie. “That’s okay, Willie, just come up here in December, when it’s nice and cold... When Blatt lived in Brooklyn, he, Willie Levey and George Holzman used to work-end at Sackett Lake in the Catskills every summer, and Levey still drives up every weekend. Wonder who’s his “gin” partner up there!

Al Denver, president of the music operators association, head of Lincoln Service Company, forced out of his present location in Brooklyn, and now ready to move into his own building. Should be in the new headquaters in the next week... Most of the Metropolitan area is coming from a recent operation... Barney Schlach, co-manager of the Union, local 786, drives up to the Catskill Mountains every week-end to be with his wife and two kids, who are vacationing there for the summer... Ruth Nussbaum, office manager of the Music Operators Association, looking forward to vacationing at the end of the month. Another vacationer at this time is Sidney H. Levine, attorney for the music ops association... Eddie Corretech, Palisades Specialty Company, Cliffside Park, N. J., filling off on the side here, it seems, with some of the extra poundage by being kept in fast action these hot days... Al Bladow, Bladow & Meyers, Inc., takes on the “Hilo” ice cream machine for the Metropolitan area, Long Island, and Westchester. He expects delivery next week. Bladow also has the distribution of the new “Strikes ‘N Spares” bowling machine for this territory. Teddy Seidel, sales manager for bladow, keeping busy with the arcade西路.

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

WANT


WANT—Used records. Will positively pay more. Sell to the East’s largest distributor of used records. Will pick up in N. Y. City. Call or ship to BERNARD MUCINICH, 1315 NO. 52nd ST., PHILADELPHIA 31, PA. Tel.: GR 3-6628.

WANT—Mechanic to work with Pinball and Phonographs. RALPH TRAUBER, BOX 207, SENeca, S. C.

WANT—Models: Crane Games, Flash, Red Tops, etc.; late Bally One-Ball Games free play and automatic; Keeny Bonus Super Balls; Bally Triple Balls, etc; Jennings Superspin, DeLuxe, Standard and Club Slot Machines; Warolizer, Seubert, and Rock-Old post-war Phonographs; Packard Chrome Boxes. Write price and conditions. WESTERN DISTRIBUTORS, 3125 ELLIOTT AVE., SEATTLE 1, WASH. Tel.: Garfield 3385.

WANT—The used records from your box. We buy sturdily all year round. Top prices paid. Sell to Chicago’s Largest Distributor of Used Records. We pay freight. Write, call or ship to: USED RECORD EXCHANGE, Anthony “Tony” Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Davenport 7060.

WANT—Or trade the following on Bally Double Ups: Cyclone $25; Tornado $25; Kilroy with dipper $34; Coin, Cost of Play $15; Streak $35; Broncho $40; Watling Rol Top 10c $25; $4 Bells $30. BELMONT VENDING CO., 760 MAIN ST., BRIDGEPORT, O.

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

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


CLASSIFIED AD RATE 8 CENTS PER WORD
COUNT ALL COPY, NAME AND ADDRESS. MINIMUM AD PRICE, ALL CLASSIFIED AD CLASS WITH ORDER.

SPECIAL NOTICE TO $48 PER YEAR SUBSCRIBERS
YOUR WEEKLY CLASSIFIED AD TOTALS TO 48 CENTS, MAXIMUM WORDS—ALL CLASSIFIED AD TOTALS CHARGED AT RATE OF 8 CENTS PER WORD.

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

WANT—To Purchase for export ships—Model 1015 Warolizer, 1946 AMI's 146 and 147 Seubber. Quantity and your lowest price in first letter. DAVE LOWY & COMPANY, 344 W. 31st AVE., NEW YORK 18, N. Y. Tel.: Chickering 4-5100.

WANT—All types of Music Machines, coin-op Extreme Seubber, Hy-Roll, Hy-Roll- oter 750 and 750E, etc. Quote lowest price and condition. DAVE LOWY & COMPANY, 354 W. 31st AVE., NEW YORK 18, N. Y. Tel.: Chicker 4-5100.

WANT—Used jube box records. Highest prices paid. Unlimited quantities. We purchase all year round. Compare our prices before selling your records. We pay freight. Call, write or ship to: AMI’S 146 & 147 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761.

WANT—New and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Old; Mills, Jennings, Fideli, Donnotes andcycle equipment ST. THOMAS COIN SALES, LTD., ST. THOMAS, Ont., Canada.

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


WANT—Will buy any quantity used slot machines, all makes and models. Also Columbia, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first condition class. AUTOMATIC GAMES CO., 2835 W. PICO BLVD., LOS ANGELES 6, CALIF.
FOR SALE—Your New #900 Coin Chutes, regular $1.19 each while they last. COLUMBIA MUSIC CO., 1514 N. E. 33d AVENUE, PORTLAND 13, OREGON. Tel.: TR 5592.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for $46.00. Ask Assortments of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot, Glass St., completely assembled and packed in individual cartons. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, Ill. Tel.: 1312.

FOR SALE—Williams All Stars used last two years, in almost mint condition, inside lights, repainted, good condition $325.00. Spottile, brand new $175.00. Swivel base piece. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—We have the following used games thoroughly renovated and like new ready to ship. Make us your best offer on any of these games and if your offer is accepted we will ship them immediately. Ballerinas, Manhattan, Cinderellas, Wisconsin, Trade Winds, Hawaii, Lady Robin Hoods, Special Entries, Jockey Specials, Nevada's, Caravans, Tramidals, Catalina's, Humpty Dumby's, Humpty Dumptys, Tropicanas, Novelty Specials, NOVELTY NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, La. Tel.: Canal 5306.

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

FOR SALE—Have you used your pin machines 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. SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

FOR SALE—Send any 12 trophies; 5 Black Cherry, 5 $125.00; 5 $250.00; 5 $500.00; 5 $1000.00; 5 $5000.00; 5 $10000.00; 5 $50000.00. Joe KUNKELS, 7001 ST. MARKS RD., MIAMI, FLA.

FOR SALE—Have you used your pin machines 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. SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.
### HOW TO USE THE "C. M. I. BLUE BOOK"

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter, the C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber, at least has the last known prices as a basis to work from. Prices continue to be very widely divergent these days. Someone on the West Coast may quote a certain price while $100.00 more, or less, depending on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of localities.

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

### PHONOGRAPH

**WURLITZER**

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### FREE PLAY PIN GAMES

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### PHONETIC

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The Cash Box, Page 30
UNITED'S
MAJOR LEAGUE BASEBALL

- LIVE ANIMATION . . .
  "Base-Running" Unit on Playfield

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- ANIMATED BACK-Glass

- FAST "BASEBALL" ACTION

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- **Side Rails Fitted with Composition Inserts**
- **Noiseless Operation Wins New Locations**
- **Guaranteed Mechanically Right**
- **Fluorescent Lighting**

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Value of Skill Pocket changes after each ball - ranging from 40 to 80 - a tantalizing score feature that results in record-smashing profits.

**Adaptable Length**

From 9 feet up to 15 feet

**Bally One-Ball Multiples!**

**Gold Cup**

Free Play

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- TRIPLE BELL
- WILD LEMON
- DOUBLE-UP
- HI-BOY
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