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."

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.

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.

Ask your Wurlitzer Distributor about

GENEROUS TRADE-IN
ALLOWANCES

on your old phonographs

EASY TERMS ON WURLITZER 1100s
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.

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ENCORE MFG. CO.
4310 CARNEGIE AVENUE
CLEVELAND, OHIO
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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THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment: automatic coin operated vending machines and service machines as well as all coin operated amusement equipment: the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

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

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

Talking It Over

This industry deserves complete, national recognition for the great good which it has done for so many.

During 1947 this field gained recognition from Walter Winchell who acclaimed it for the marvelous job it did that year to raise over $250,000 for the Damon Runyon Memorial Cancer Fund.

The coin machine industry plans such a drive again in 1948.

Advising the public what this industry has done for so many is the job of a Public Relations Bureau. There is such a bureau, a division of CMI (Coin Machine Industries, Inc.).

What can be done, and what is being done individually by coin machine men all over the nation who work in close cooperation with local organizations and thereby gain local recognition for the trade, should be openly explained on a national basis by a Public Relations Bureau gathering all these local elements into one complete nationwide whole.

Columnists in a great many cities have donated juke boxes, pinball and other amusement equipment to Police Youth Centers. They have done the same for hospitals, churches, and for many other institutions.

They have worked closely with their American Cancer Fund chapters, with the Red Cross, United Jewish Appeal, Catholic Charities, Community Chests, and so many, many more, it is impossible to list them all here.

All these efforts should bring greater recognition to the industry. Should win for it the acclaim of many peoples. Especially those peoples who know only what politicians and blumones spout for the attention of the press.

Bringing these facts openly before the nation would help bring about a closer and better understanding of this industry. A great need.

It is high time, therefore, that such facts were brought out into the open. It is also high time that many, who lackadaisically only think about bringing greater recognition to this field, do something about their thoughts.

There are a great many good men in this industry. There are manufacturers who work hard to benefit the trade. There are distributors, jobbers and operators who have always gone all out to bring good recognition to the business.

The time has come when all must work hard, as a unit, to gain recognition for this field. Recognition of such character that it will offset whatsoever the very few might do or say against this industry.
BEAT THE HEAT

New Era Dawns as Coinbiz Goes All Out to Bring on Boom.

There is no longer any doubt that a new era is dawning for the coin machine business. For the first time in many summer seasons, the trade has gone all out, making every possible effort to bring on the long awaited boom.

"Beat the heat", seems to have become the slogan for energetic and enterprising coinmen all over the nation.

As reported last week, never before in the history of even prewar summer seasons, have so many new games been presented to the field.

Never before has there been such intensive effort on the part of the automatic music industry to bring back its former sales position in the field.

This energetic spirit seems, at last, to be catching on. Many in the trade are now on the way to help bring on the boom.

Not only is this hustling to smother the idea of the coin machine business slumping during the torrid summer months, but, it opens every possible avenue for operator, jobber and distributor to follow in the path already cleared by progressive manufacturers.

There is every belief in the trade that this field can boost itself right up by its own bootstraps into the greatest and most prosperous era it has ever enjoyed.

There is always a natural pickup in all business with the entrance of the Fall season. This year the Fall season came early. It started in July, when the manufacturers went all out to present brand new and better equipment. Something they haven't done in years.

Since the season got going so much earlier, the trade has the opportunity of following thru and opening wide the door leading to the best times it has ever enjoyed.

The majority of the field have adjusted themselves to this new era. These men can well afford to enter into a smashing attempt to "beat the heat" by proclaiming this the entrance of the new era, and fight their way with all their might into the boom period so many have so long awaited.

There is no reason today, and there never has been before, why this field should shamble itself with the idea that summertime is "slump time".

Certainly the progressive manufacturers, those who chose the most torrid months of the year for presentation of brand new machines, were not just investing only a few pennies in this attempt. They were investing many, many thousands of dollars. Adding their intelligence, foresight and fortitude to this investment.

They can foresee ever greater achievement for the entire business if the men in the field, especially those men who have sufficiently adjusted themselves to the new economics demanded of them to continue on ahead during these times, will now go forth to create this new era.

Operators who have cut down on their overhead expenses, who have amortized the majority of their present machines, who are working closely with their locations, who are trying every possible method to boost collections (and the majority of these men are succeeding in so doing) will find this summer one time when they have every opportunity of progressing steadily forward, as well as encouraging their location owners, enchanting the public, and winning for themselves the necessary wherewithal to continue onward.

As in former years, only by keen, aggressive and progressive foresight have coinmen gone ahead. They can do the very same today. The very same conditions exist out in the field. The very same people are willing to be entertained. The very same location owners are willing to cooperate. Everything that faces them now faced them before. Their energy, their salesmanship and their foresight is all that is needed to insure them a greater and more prosperous era.

The manufacturers have handed the ball to the wholesalers and operators. The operators and the wholesalers realize that new machines instantly pick up collections by reviving interest. They also know that revived interest can be continued at a high pitch if they follow thru correctly and energetically.

The stories of bread and butter are true. The price of staple foods has risen tremendously. Yet, baseball games, horse races, boxing bouts, and other sports, are drawing the biggest crowds in all history. People still love entertainment. It's the American way.

People long, long ago proved that they enjoyed coin operated entertainment. They are proving it more than ever today. Most operators agree that their collections are still the same in gross as they always were. Their net, they state, is lower.

The intelligent operator immediately arranged to bring the net up. He cut here and there and more efficiently handled his business. He quickly changed over to what was necessary to continue on profitably. Now he is in a position to further promote his business to higher intake levels.

This opportunity is offered to him by the manufacturers who have brought the Fall season two months closer to him by presenting games in a "beat the heat" effort.

The trade has before it the possibility to get the boom under way. The boom it knows is coming. But, instead of sitting idly by and waiting for it to come, the members of this industry must go out to bring it to them.

The big grizzly bear may find his way into the trap which has been set for him, but, it's much quicker to go out there and get him. Not wait for the days to pass by until he finds the trap himself.

This is true of the coin machine field today. The men in the business must get out and boom. They just can't sit back and wait. They've just been given the tools they need. The new equipment. The better products. The sort of equipment which will attract players all over again. Players who have grown tired of seeing the same machine day after day, week after week.

This is what the public want. This is new. It's different. Better. More appealing. It's what can boom business.

The next step is up to the members of the field themselves. They can bring on the boom so much faster now if they, too, will go out and "beat the heat", just as the manufacturers have already done.
Phono Ops Ravin' About The Ravens Latest Click Platter

Undoubtedly one of the hottest vocal combos in the business today, The Ravens, pictured above, listen to a pre-run playback of one of their winning recordings. Ever since coming to National Records in 1947, the group have been riding hot and heavy on phonos throughout the nation, with their click recording of “Old Man River” skyrocketing them to fame. The Ravens copped first place in the coveted Pittsburgh Courier Music Poll last year, in addition to showing strongly in The Cash Box Annual Music Poll. Some of their winning platters: “For You”, “Summertime”, “Write Me A Letter”, “Would You Believe Me”, “Mahna!” and their latest click, “Send For Me If You Need Me”. Pictured above, left to right: Maithe Marshall; James Ricks, leader of the group; Leonard Puzey, Howard Biggs, pianist and arranger; Warren Suttles; Ben Burt, personal manager and prez of Universal Attractions Inc., and recording director Bob Shad. The Ravens are exclusively featured on National Records.

Features:
- The Nation’s Top Ten Juke Box Tunes
- The Cash Box Record Reviews
- Juke Box Regional Record Report
- Round The Wax Circle
- Rollin’ Round Randolph
- Race Record Reviews
- Folk & Western Record Reviews
- The Cash Box Disc-Hits Box Score
- Hot in Harlem, Chicago, Los Angeles & New Orleans
- The Nation’s Big 5 Hillbilly, Folk & Western Juke Box Tunes
Watch your bankroll grow...
WITH THESE
TERRIFIC RECORDINGS

"Rambling Rose"
recorded by

PERRY COMO
RCA VICTOR #20-2947

RUSS MORGAN - BOB EBERLY
DECCA #24449

TONY PASTOR
COLUMBIA #38207

GEORGE PAXTON
M-G-M #10192

PHIL BRITO
MUSICRAFT #560

JOHNNY FRANK
VARSITY #105

LAUREL MUSIC COMPANY
1619 BROADWAY • NEW YORK 19, N.Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Nation's TOP TEN Juke Box Tunes


**CODE**

A1—Alfredon  
A2—Angel  
A3—Anodine  
A4—Art  
A5—Atkin  
A6—Baltic  
A7—Capital  
A8—Commander  
A9—Columbia  
CA—Cassell  
CD—Capitol  
CE—Congress  
CM—Continental  
CO—Columbia  
CS—Cousins  
DA—Davis  
DB—Doe  
DL—Drohan  
DS—Drohan  
IU—Imperial  
LD—Lowry  
ME—Majestic  
MH—Majestic  
MO—Mercury  
NR—National  
NU—National  
PA—Parlophone  
PB—Peer  
PM—Philips  
PR—Parlophone  
RS—RCA Victor  
SA—Sire  
SD—Sire  
SP—Spa  
ST—Starrling  
TD—Top  
TV—Tow  
VU—Vogue  
YD—Yamaha  
YV—Vitaphone  
YT—Vitaphone  
YT—Vitaphone

**YOU CAN’T BE TRUE, DEAR**

AP-1721—N. Emmett  
CA-13077—The Spiremen  
CO-13211—The Milt sisters  
CT-24438—Dick Haymes  
DL-1771—Jazzy Lane  
GA-1405—Fred Keyes  
MI-1232—R. Breslin

**MY HAPPINESS**

BU-1323—Romeo Deaunville  
CA-13076—The Four Pigs  
CO-13217—The Starlet Sisters  
CH-1331—The Mallers  
CO-2446—Ella Fitzgerald

**WOODY WOODPECKER**

CA-13145—The Spiremen  
CO-30197—Ray Ryer O.

**LOVE SOMEBODY**

CO-33174—Doris Day & Buddy Clark

**LITTLE WHITE LIES**

CO-33114—Dinah Shore  
DE-24280—Dick Haymes  
JE-2002—Martha Davis

**YOU CALL EVERYBODY DARLIN’**

AP-361—Tennessee King  
DE-1372—Brose Hayes  
ME-3135—Anne Vincent

**JUST BECAUSE**

CO-3079—Frank Yankovic O.  
DE-25378—Dick Slaughter O.  
MA-1321—Eddy Howard O.

**CONFESS**

CO-3071—Dorothy-Dixie Clark  
DE-2440—The Mills Bros.  
ME-5129—Patti Page

**TOOLIE OOLIE DOOLIE**

CA-13055—The Spiremen  
CN-1333—Young Horton  
DN-2113—Dave Saunders  
DE-24390—Andrew Sisters  
FL-4005—Alpine Belles

**TELL ME A STORY**

CO-3089—Frankie Carle O.  
DE-24129—Anne Stro.  
ME-3120—Vic Damone

**CANADIAN CAPERS—BYNG WHITTEKER**

In Toronto Byng does a lot of free lance shows, concentrates on CJBC where he originates his popular "You Are In Love" stanza. It's on from 1 to 1 pm every day, spots every type of music from Blue Barron to Stan Kenton.

**Johnny Long and his Orchestra**

**JUST LIKE THAT**

Vocal by The Ensemble  
If I Can't Have The One I Love  
Vocal by Franvey Lane  
on Sig 15205  
**POOR BUTTERFLY**

Vocal by The Ensemble  
Night And Day  
Instrumental  
on Sig 15196  
**THE DARK HORSE**

Vocal by The Five Beach Boys  
Allah's Holiday  
Instrumental  
on Sig 15215

Johnny Long is an Exclusive Signature Artist  
Signature Records, 601 W. 25th St., New York

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

Record Lead Off

July 31, 1948

"For You" (2:51)
"Tony's Place" (2:55)

ARTHIE WAYNE
(Capitol 13140)

- Making his bow on Capitol wax, ballader Artie Wayne steps out in the next big thing, a pair which should add to ops summer phonotape. Titled, "For You" and "Tony's Place", Artie purs the soft delicate wordage of the pair in pleasing fashion to set the stage for the possible coin play. Aby assisted by the Crew Chiefs and the Andy Phillips orch., the deck takes on a new set of momentum to boost it higher yet. Topside always has grabbed some jistty—Artie's rendi-

- tion should keep the coin flowing, Flip is set in low, mannerly fashion, with the wordplay a million dollars to love. Topside is one for the coin. It rates your listening time.

"Every Day I Love You" (2:32)
"I Can't Believe That You're In Love With Me" (2:57)

MINDY CARSON
(Maccart 578)

- Rapidly pushing her way to the forefront, Mindy Carson plucks the climber with music ops, thrud Mindy Carson offers a pair here that fairly ranks among this year's firsts. This is the one they'll go for—and go for in a big way at that. From the widely publicized Norman Brothers, Bix, "Two Guys From Texas", Mindy offers a pair that delights the ops, and "Every Day I Love You", and does so in sparking manner to boost this platter's stock sky high. Lyrics of the song run along in light bouncy tempo, with Mindy making it work this side, by the top notch voice. The song showcases the gal's pipes to best advantage throughout the platter. On the flip with the standard "I Can't Believe That You're In Love With Me", Mindy once again offers ops more coin calling wax with another top notch vocal performance. Rodgers is again on the pair by maestro Glen Oazer heyps the platter to add loads of luster and charmed this side indeed. Get next to this one—pronto.

"Just For Now" (2:31)

CONNIE HAINES WITH RAY BLOCH ORCH.
(Signature 8253)

- Pair of sides bound to feature on a slew of phonos in the very near future are offered here by chix Conn- nie Haines, with maestro Ray Bloch twirling the baton in the background. Top side is the one that is sure to score with music ops. Wax, titled "Just For Now", is from the forth-

- coming Warner Brothers flicker "Whiplash" and should get an avalanche of ops. Connie's chirping on this side shows as one of the best we've ever heard from the gal. Her harmonizing is a magical bit that ad-

- vantage point to a load of praise sure to come for this recording. The flip is "Serenade In Blue", and the much heralded "Where Flamingo's Fly", Connie bounces back with an-

- other top notch flip. This side is also in this beautiful ballad. Ditty is based around a song by Artie Eberle and peating throughout the theme of the song. Setting is strong, with Connie's pipes ably matching the brilliance of the song. Take note of the wonderful music that maestro Ray Bloch serves up on the pair, and ops have some-

- thing to go on.

"Serenade In Blue" (3:12)
"Easy Ride" (2:21)

RAY EBERLE ORCH.
(Signature 15214)

- A song that flashed across the nation years ago, and whirled merily in Juke boxes everywhere is offered once again by the ballader who made it famous. Chip Eberle sponing the beautiful, glowing wordage to "Serenade In Blue", Ray's em-

- phasis on the key spots, coupled with the kids chirp the light fanciful wordage. Wax bounces along with a Latin beat inton, while the group, the kids chirp the light fanciful wordage. Wax bounces along with a Latin beat inton, while the group, the kids chirp their part in captivating manner to this side. The gang displays their wares in favor-

- able fashion to set the stage for the possible coin play. Wax whirls in fast tempo with loads of spots by the boys break-

- ing the top deck is one the listener will want to watch for.

"With All My Heart" (3:01)
"Goodbye Romance" (2.50)

THE FIED PIPERS
(Capitol 13139)

- There's no doubt about this one! In many it's a pipper Ray Eberle bale we've heard in many a moon, and a disk that is sure to be taken up by music operators throughout the nation. The Fied Pipers on do this with great warmth and with ball-

- ing rhythm, with a tune equally as hard to match. Titled, "With All My Heart", the combo in grand tones of flowing wordage to let music ops in for an avalanche of coin play. Ditty weaves in slow met持, with the deep, sincere lyrics and a true vocal interpretation spelling wins to the coin deck. Song is one that makes you keep re-

- peating it and draws the listener back to the phone again, for another earful. Stuff is definitely tailor made for the cupid kids who love to dance while they listen. Utopia plays with romantic at-

- mosphere, with the Pipers putting the radiant lyric in resplendent fashion throughout the platter. On the flip, go for the soft yet glowing "Goodbye Romance", and sure to please any ops, to the coin deck. This side is one that is well known—it has repeatedly been an established coin philosophy throughout the year. Offered by the Five Beachcombers in top notch harmonic styling, with the melody as the one you've been hearing in some wonderful background support. On this flip, with an instrument arrangement, Harry and the boys offer "Allah's Holiday", some music styled with an Oriental mixture. Ditty is light and rolls along in effective manner throughout. Wax should meet with fair approval—especially so with the campus crowd.

"Green Eyes" (2:39)

"Barclay's Boogie" (2:40)

BARKLEY ALLIANCE
(Capitol 15141)

- Light delightful ivory touch of piano thumper Barclay Allen, and the gallant Joe Long on guitar. This side is "Green Eyes", and the other side is "Barclay's Boogie" seep thru here, to offer ops a bit of the best of the best in a rather wild in the boxes. Both sides are styled in light manner suitable for the more sedate dancing spots. Top deck is widely known by music ops—it scored heavily years ago. Barkley's "88 tinkling should meet with loads of praise in music circles. On the flip, in an original piece, Bar-

- clay bounces back with a bit of boogie in this piece titled "Barclay's Boogie" who have the spots that go for this brand would do well to get next to this duo.

"Loco Poison" (2:51)
"En Tampo" (2:50)

MIGUELITO VALDES ORCH.
(Maccart 583)

- Latin warbling of Miguelito Valdes and a pair of sides which is the focal approval of his many fans. He takes it steady way on the top deck titled "Loco Poison", with the op-

- sining in a very melodramatic back-

- ground of music. Ditty is light and operatic. On the backside with "En Tampo", Valdes switches tempo to a very fast Latin beat, and assures the ops on him once again. Music ops should reap harvest with this piece, and ops that go for this type of music.
USE THIS PAGE AS YOUR CHECK SHEET—Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS
on
The Nation's
TOP TEN
Juke Box Tunes

(as reported by THE CASH BOX)

1. YOU CAN'T BE TRUE, DEAR
   DICK JAMES     RCA Victor 20-2944

2. MY HAPPINESS
   DOROTHY MORROW ENSEMBLE     RCA Victor 20-2965

3. LITTLE WHITE LIES
   TOMMY DORSEY     RCA Victor 27521

4. JUST BECAUSE
   LONE STAR COWBOYS     RCA Victor 20-2941

5. CONFESS
   TONY MARTIN     RCA Victor 20-2812

6. TOOLIE OOLIE DOOLIE
   HENRI RENE     RCA Victor 25-1114

7. TELL ME A STORY
   SAMMY KAYE     RCA Victor 20-2761

RCA VICTOR release!

✓ POPULAR

☐ Ready, Set, Go! Seventh Avenue Express
   COUNT BASIE     RCA Victor 20-3003

☐ A Woman Always Understands
   TEX BENEKE     RCA Victor 20-3001

☐ This Is The Moment!
   TONY MARTIN     RCA Victor 20-2958

☐ If I Could Be The Sweetheart of a Girl Like You
   VAUGHN MONROE     RCA Victor 20-3000

☐ Mama's Gone, Good Bye
   Early in the Morning
   FREDDY MARTIN*     RCA Victor 20-3004

✓ FOLK

☐ I'm Gonna Get Tight
   Dizzy Strings
   CHET ATKINS     RCA Victor 20-2966

☐ Easy Payment Blues
   I'm a Tired Cowboy
   ZEKE MANNERS     RCA Victor 20-3005

✓ RHYTHM & BLUES

☐ I Can't Tell A Lie to Myself
   My Blue Heaven
   DELTA RHYTHM BOYS     RCA Victor 20-3007

☐ I Know My Baby Loves Me
   Roaming and Rambling
   TAMPA RED     RCA Victor 20-3008

✓ SPIRITUAL

☐ Lead Me to the Rock
   Heavenly Gospel Train
   HEAVENLY GOSPEL SINGERS*     RCA Victor 20-3009

✓ INTERNATIONAL NOVELTIES

☐ Poul Jones Rumba
   Linda Mijer
   IRVING FIELDS     RCA Victor 24-9029

☐ Old MacDonald
   Behind the Barn
   SILVER BELL ORCHESTRA
   B. WITKOWSKI, DIRECTOR     RCA Victor 25-9186

✓ THE AMERICAN BANJO ALBUM

☐ Nathaniel Shilkret and Orchestra, REX SCHEPP, BANJO SOLOIST
   Old Black Joe and Down South
   Holiday for Strings and Sand Dance
   Serenade Rhapsody and Banjo Concerto
   RCA Victor Album P-218

☐ Cool Water
   VAUGHN MONROE     RCA Victor 20-2923

☐ Meadowlands
   TEX BENEKE     RCA Victor 20-2898

☐ Friendly Mountains
   SAMMY KAYE     RCA Victor 20-2912

☐ The Old Piano Polka
   ZEKE MANNERS     RCA Victor 20-2875

☐ Boogie Hunky Tonky
   ROOSEVELT SYKES     RCA Victor 20-2962

☐ Cuckoo Bird Waltz
   HENRI RENÉ     RCA Victor 20-3062

*Re-issued by Popular Demand!

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

www.americanradiohistory.com
THE CASH BOX

Kerkin'" (2:55) "I Don't Care If It Rains All Night" (2:49)

TEX BENEKE ORCH. (Victor 20-2956)
- Magic movie tune on the Beneke orch and more flesker music for phone fans to latch onto. Both sides of this disk are from the Vac-Harmonie Flicker "Two Guys from Texas," and are sure to come in for a load of flack from many dealers, as the lead instrumental on the A's has maestro Tex purring refreshing tones into his trivots and the band blending tones to spike the cookie sky high. Tex's Western twang adds loads of flavor to the side to boost it all the more. On the flip with "I Don't Care If It Rains All Night," balladary Bary Stevens bounces into the limelight to turn in a favorable performance, but it's rather amusing to see light dance rhythm and should meet with wide favor from the soda-sipping crowd. "Hankerin'" for the coin, Hop to it!

"The New Moon" (3:01) "Shangri-La" (2:39)

FREDDY MARTIN ORCH. (Victor 20-2960)
- Maestro Freddy's latest hits into the phone spotlight again, with a pair that are well loaded with coin culling potentialities. "The New Moon" is a fine balladary, Arthur Wade to the mike for the cued wondrous of "The New Moon," this platter could play for garage fans next to. Ditty is softly rendered, with its delicious tones more raucous and closer to the phone. Stuart's pipes weave an aura of calm about the deck, while the MD Virtuoso echoes, and the background of magic music hype the needling into the phone. And on the flip with "Shangri-La," Freddy's trio boys display their instrumental charm in all its glory. This is the kind of platter Waxing features piano thumper Bar- clay Allen in grand fashion, with the oldies, blending tones to round out this side. "The New Moon" is the deck to watch.

"Every Day I Love You" (2:58) "There's Music In The Land" (2:56)

VAUGHN MONROE ORCH. (Decca 23404)
- More music from the widely heralded motion picture "Two Guys From Texas," and from the scene it continues to deliver up "Every Day I Love You" and "There's Music In The Land." Vaughn joins with his vocal group to spoon the light fanciful wordage. Ditty repeats itself throughout, and makes for cute listening pleasure. On the flip with "There's Music In The Land," Vaughn and the Monroe Maids spill more light melody in effective measure. Wax weaves around the title throughout and bounces along in pseudo Western manner. It's the maestro all the way in the vocal spot, biding on the pair, and the dreamy spot is it; The many Monroe fans are sure to jump with this duo.

"Till We Meet Again" (2:50) "My Donna Lee" (2:54)

BOB CROSBY (20-2968)
- Pair of playful sides by that old Boeater himself, Bob Crosby, and the fond refrain of "Till We Meet Again" and "My Donna Lee" seeping thru the wax. Bob's mellow phone phrasing thrill pleasure without the top deck, a standard that has repeatedly proven itself a heavy coin winner. Setting of the song is slow and affectionsate, with some wonderful background music thrown back by the Jerry Gray orchestra in the background. On the flip with a romantic affair in "My Donna Lee," Bob pitches pipes in sweet mood as he tells of his gal, Donna Lee. Ditty is tailor made for the quiet spots where the moon-in June love hugs gather. Both sides are potential coin winners. The wax rates ops. whirling.

SLEEPER OF THE WEEK

"Love Is A Dangerous Game" (3:00) "Just A Girl That Men Forget" (2:56)

DON REID (National 9050)
- Chalk this thing up on your calendar! Boud to be one of the nation's foremost coin callers in the near future, Don Reid makes his bow on National platters, and sets our high on the right foot. Loaded with the stuff that makes for winning platters, Don delivers this piece "Love Is A Dangerous Game," with more feeling and depth than we've heard in many a moon. The song is set in continuous manner, with Ditty's pots ringing out in crystal clear tones of pip-perfect beauty. Ditty flows easily and makes for some wonderful listening pleasure thru- out the entire thing. The simul- tating tones displayed by Reid weaves a pattern of grand rapport to the listener and captures the attention of the most avid music fan. Ditty makes you sit back and take the song in all its splendor. On the backing with an oldie titled "Just A Girl That Men Forget," Don bounces back with another first rate performance to keep the stage hot for coin plaes. Ditty should remember this piece since it scored well with the kids a few years ago. "Love Is A Dangerous Game" will spotlight Don Reid into phone fame, and add a ton of coin for music ops. Grab this platter!

Pat's fond tones spill in ever refreshing tones that satisfy, with loads of tricks and quivers in her pipes to keep the fans on their toes. This is a helluva hunck of wax. Ditty skips along in many breathante tempos, with waxing the last in fine style throughout. On the flip with a ballad, maestro Don is back to its full potential with "We'd Be The Same," a ditty which shows the baton twirler's style as it can be shown anywhere. It's the top deck we go for— we're sure phone fans will too.

"Dude Ranch Serenade" (3:00) "Moon Tron" (2:55)

VIRGINIA O'BRIEN (Decca 23403)
- More novelty wax, with thrush Virginia O'Brien, of movie fame on deck for the vocal offering. Both sides, styled with a western kick, show the Arches in stock phrases that satisfy. Top side, titled "Dude Ranch Serenade" loaded for laughs throughout, with Virginia in a well deserved vocal spotlight. On the flip with "Wrong Tron," Virginia tells of the smal- bles she gets into when she takes the "wrong train." Wax is cute as a bug, and altho it probably can't cause too much excitement, it should make for excellent fiber material. If anything at all, the wax should point to Miss O'Brien as a potential coin caller for music ops. The wax is there for the asking—ops take it from here.

"You Twisted My Heart Around Your Little Finger" (2:51) "We'd Be The Same" (3:00)

HERBIE FIELDS ORCH. (Vocalion 20-2959)
- Bouncing back into the phone spotlight, Herbie Fields and his wonderful aggregation set with a pair that fairly reel with coin play. It's the top deck that is sure to garner loads of praise from music ops. With chippy Fat Flah- nerty to the mike for the spoofen wondrous of "You Twisted My Heart Around Your Little Finger," the deck takes on an even more alluring air.

"Gloria" (2:41) "Oh! Moon" (2:34)

RAY ANTHONY ORCH. (Signature 15213)
- We're bettin' heavily on this hunk of wax! This stuff like this that ops need to hyp their phone take, with this ditty easily nabbing top notch honors. A terrific coin caller. A boff recording for maestro Ray An- thony shows him as the leader. The maestro showers balladary Donna Deaville to the fore with the smooth and smart vocal treatment. Will be able to showcase the melody of the song wearing the title, Rhapsody in Blue, and our maestro's take on "Gloria," with the refrain of the tune ringing true throughout. Waxing is soft and rich with intimate meaning. On the backing with an instrumental affair titled "Oh! Moon," the Anthony affair displays their versatile styling to come up with another poten- tial winner. In the bank of wax "Gloria" is definitely a winner—latch on!

"Underneath The Arches" (2:21) "Why Does It Get So Late So Early" (2:40)

BARRY GREEN (Rainbow 7007)
- Ditty rapidly kicks up a storm throughout the nation is this bit done up in excellent fashion by Barry Green, with the sound of Al Paul's voice. Coming at a time when music of this sort was supposedly done with, this little, titled "Underneath The Arches" shows as wax well loaded with the melody. Waxing is a little rougher with string band rhythm. Barry offers ops some favorable vocal potential to go for. Ditty has loads of bounce to it and is a cutie as the maestro's take. On the flip with "Why Does It Get So Late So Early," Barry bounces back with another pleasant dish of wax to keep the incentive warm for music ops. Tops- side is the one that will—nab it.

"I Went Down To Virginia" (2:56) "What Do You Want To Make Those Eyes At Me For" (2:51)

LES ELLGART ORCH. (Decca 23402)
- Pair of fashionable sides by the Les Ellgart crew, and the set up of "I Went Down To Virginia," and more. On the flip with "What Do You Want To Make Those Eyes At Me For," top deck is current, as it is loaded with the sound of the side. This rendition should add to its laurels as a winning platter. Vocal refrain of "What Do You Want To Make Those Eyes At Me For," the platter shows effectively and makes 50 (Decca 24462) a veritable home run. On the side with the oldie, the group come back again for another mellow platter. Wax spins in slower tempos with the fragrant woddling in tones that satisfy. Ops looking for some wax that is in the juke, this platter and the phone play should get next to this pair.

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

July 31, 1948
NEW YORK:

Who started all the commotion and why all the sudden noise about the record ban? The dumb thing has been going on now for over six months, and all of a sudden diskers throughout the nation cry out, but vehemently so, agaist the ban.

As a matter of fact, we know several record manufacturers who have more or less implied they will go ahead and cut, with union musicians, if the ban doesn't come to an early halt. Nat Cohn, of Modern Music Sales Corp., leaves for a six week trip throughout the country shortly. Nat will cover all principal cities, combining business with pleasure, and will visit top pop organizations and professional recording sessions. His mission is not to win over the disheartened records, "In The Dark," "Sinbad the Samba" and "Hokokus." Nat tells us he's anxiously awaiting his meeting with his old friend Dick Gilbert, now a disk jockey at station KEMP, Vaughn Monroe, and a collection of keys to the city which have been presented to him on various occasions when he has been officially greeted by civic authorities, since arriving in this country on April 30.

DeLuxe Record contemplating setting up their own distribution in certain territories. Progressive jazz, as purveyed by Stan Kenton and his orchestra will continue to come to the nation's concert halls this fall. Stan has 32 jazz concerts lined up for September and October, including the highlights in Philadelphia, New York, Boston and Baltimore, Md. Everybody's ravin' about the new "Fly" and "Jive" of the Bette Davis, ditto Blue Barn-'

The Modern Records travellin' Bihari family will almost all be in New York this week, and Saul is in, with sister Florette expected momentarily. Aside to the Queen of the Juke Box Biz—Gloria Friedman, Have a wonderful vacation honey, As reported by Warner Winchell, Tex Beneke is scheduled to receive a third letter from listeners who have vio-

The disk incidentally, is nothing short of terrific. Why don't some of New York's disk jockeys publish talks about the current disk jockey box ops buy records also. All the calls we get from ops who want to buy, and don't know where the disk is.

CHICAGO:

Five of Chicago's disk jockeys held a farewell shindig for Vaughn Monroe closing his national tour last night... It was also an occasion for the celebration of eighth anniversary of Vaughn Monroe Orchestra. The ballroom at Crystal Garden was packed with Vaughn Monroe fans. Following the conclusion of the tour, the band is scheduled to leave tonight for New York. Vaughn Monroe fans were on hand in force. Vaughn Monroe is scheduled to appear at the Crystal Garden every Thursday night. Vaughn Monroe fans are looking forward to seeing the "Blue Beetle" Vinegar in action. The band will also make a stop in Chicago for the last time.

Anita D'Kay, former Voice of Krupa vocalist and Signature Recording star, closed in Chicago on a concert engagement at the Wigmore and leaves for Milwaukee, where she will open at the Stage Door. The Wigmore has a long list of big names coming in. Nina Mae Murray and Joe Bonner are on the bill. Anita D'Kay opened at the Blue Note at the end of the month as does Muggsy Spanier. She hopes to open a little of her "It's Magic" for the people. Jimmy Nabor, arranges and "The Happy Girl" originated in Chicago and is now touring with his own family for a couple of weeks. He and the Happy Girl for Victor in Canada and has done some records for President Records in the States. Charlie Spencel takes over at the Aragon this week for a two week run. Mercury Records is busy this week with their new releases. Among them, Anne Vincent doing "Star-\n
LOS ANGELES:

Some small stir in record circles over the recent development in St. Louis distrib Miller case deposition. Local man, who had been named, emi-

Paul Reiner of Black & White Records still in Gotham and working away on the record industry. Paul has made a neat tie-in with Central Avenue disk jockey Joe Adams to plug Ralphy's new BOP line, whose "The Hunt" is seeking 'em on their heels. Visitied with George Kort, pinching for ad man George Moresen while he's on leave. She tells us the sales charts are really zooming these days, with Mabel Scott's "Elevator Boogie," Herb Jeffries "Beyond The Stars" and Joe Liggins "Roll 'Em" going wild. Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**BOUQUET OF ROSES**

Eddy Arnold
(Victor 20-2806)

**TEXARKANA BABY**

Eddy Arnold
(Victor 20-2806)

**ANYTIME**

Eddy Arnold
(Victor 20-2700)

**TENNESSEE WALTZ**

Pee Wee King
(Victor 20-2680)

**SWEETER THAN THE FLOWERS**

Moon Mullican
(King 673)

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

**TENNESSEE MOON**
Cowboy Copas
(King 714)

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

**OKLAHOMA WALTZ**
Johnny Bond
(Columbia 38160)

**KENTUCKY**
Hank Penny
(King 698)

**HUMPETY DUMPTY HEART**
Hank Thompson
(Capitol 40065)

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**Columbia Names Walter Murphy Press Chief**

NEW YORK—The appointment of Walter Murphy as Director of the Press Department of Columbia Records Inc. was announced today by Frank K. White, President of CRI. Mr. Murphy goes to his new post after several years as Assistant Manager of the Magazine Division at the Columbia Broadcasting System.

He attended St. John's University before joining CBS, as an apprentice, in September, 1939. Following a period as College Editor in the network's Press Information he became a staff Press Representative. In December, 1941, he was appointed Director of Press Information of WEEI, Columbia-owned station in Boston.

A year later, Mr. Murphy entered the Army and was assigned to Public Relations and Special Services, handling publicity for GI shows, preparing War Department training manuals, and arranging for network and local broadcasts. His off-duty hours were devoted to writing special articles for a number of publications, including American Magazine.

**Signature Records Sign Plianist**

CHICAGO—Bob Thiele, president of Signature Records Inc., announced the signing of Liberace (Liber-Ah-choe), pianist-entertainer, as an exclusive Signature recording artist here this past week.

Involved in the contract are 16 sides waxed by Liberace on his own before the recording ban went into effect. First release will be "Teo Tico," coupled with "I Don't Care As Long As You Care For Me." An extensive promotion and advertising campaign for the ivory thumper has been planned.

**MGM Records Cut First Post-Ban Wax**

NEW YORK—MGM Records this past week cut its first recording since the recording ban imposed by the American Federation of Musicians (AFM).

The platter cut balladier Art Lund will have background of harmonica and wailing alto sax, with tune "You Call Everybody Darlin'" and "Hair of Gold." The former platter is currently one of the hottest disk items around and brought veteran crooner Al Trace back into the music spotlight. "Hair of Gold," a sleeper recorded by Metro-Tone Records, Brooklyn, New York, indes outfit is rapidly rising on the nation's popularity listings, and has already been cut by Mercury and London Records.

MGM has observed strict compliance of the recording ban since its imposition, and was the last major recording company to offer a capella wax.

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**MY HAPPINESS**

WILL BE TOP NUMBER INTERNATIONALLY A LONG TIME!

EVERYONE DEMANDS THE SUPERIOR ORIGINAL

by JON and SONDRA STEELE

DAMON-11133

THE JON and SONDRA STEELE SEQUEL TO "MY HAPPINESS"

IS COMING SOON!

AMERICA'S NEXT BIG SELLER D-11130

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVENUE

KANSAS CITY, KAN.

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**Bullseye of the Week**

"I Don't Care If Tomorrow Never Comes"

*Pan American*

HANK WILLIAMS
(MGM 10226)

Hank Williams is one of the leading contemporary hillbilly singers and is the author of the hit song "I Don't Care If Tomorrow Never Comes." His latest recording, "Pan American," is a classic example of the style of music that has made him famous.

**MGM Aims for the Top**

"If We'd Ever Meet Again"

CHARLIE MONROE
(Victor 20-2961)

Charlie Monroe is one of the leading contemporary hillbilly singers and is the author of the hit song "If We'd Ever Meet Again." His latest recording, "If We'd Ever Meet Again," is a classic example of the style of music that has made him famous.

**Capitol Aims for the Top**

"Brand On My Heart"

"I'll Never Forget My Mother's Prayer"

HANK THE SINGING RANGER
(Victor 20-2962)

Hank Williams is one of the leading contemporary hillbilly singers and is the author of the hit song "Brand On My Heart." His latest recording, "Brand On My Heart," is a classic example of the style of music that has made him famous.

**Peacock Aims for the Top**

"Peace Of Mind"

"Born To Lose"

ELTON BRITT
(Victor 20-2712)

Elton Britt is one of the leading contemporary hillbilly singers and is the author of the hit song "Peace Of Mind." His latest recording, "Peace Of Mind," is a classic example of the style of music that has made him famous.

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
 Extends Sincerest Thanks To MICHIGAN AUTO. PHONO OWNERS ASSN. For Its Selection As No. 1 HIT OF THE MONTH (AUGUST) To Be Featured during the Month of August, on over 3,000 Boxes, in the #1 Slot throughout the Michigan Territory.

BILLY ECKSTINE'S New Sensational Release

“SOPHISTICATED LADY” backed by “JITNEY MAN” NATIONAL # 9049 Grateful Appreciation to PAN AMERICAN DIST. CO. of Detroit and Cleveland for submitting the Recording which resulted in the “Hit Tune of the Month” Honors.

“Run, Run, Run” (2:49)

“The Tourist Trade” (2:40)

THE CHARIOTEERS (Columbia 32651)

Ditty starting to move on many an op's machine is this bit offered here in a fresh fashion by The Charioteers. Titled, “Run, Run, Run,” the combo display their usual vocal charm and glamour about this melodic piece. Wax whirls in light calypso tones, with the group's harmony bit rounding out the side. On the flip with the novelty kick, the combo come back with "The Tourist Trade," a hunk of wax that might be used as excellent filler material. Lyrics spill around the title and alto there isn't much to the song, it should meet with fair approval. The gang that goes for this brand will hold still for this duo. Ops take it from here.

“Sad Eyes” (2:40)

“Feelin’ Low” (2:46)

ERSKINE HAWKINS ORCH. (Victor 20-2961)

Music styled in the Erskine Hawkins manner and a pair of sides that are tinted with the odor of buffallo about them. Top side, titled "Sad Eyes," with thrust Laura Washing-ton on deck for the vocal chorus shows as the leader, with the gal's piping ring true throughout platter. Ditty spills in slow tender mood, as the Hawkins lads trickle the background with delightful rhythm. On the flip with an instrumental affair, the Hawkins gang display loads of stylish in their arrangement. Although the wax lacks luster, it should come in for good share of coin play nevertheless. "Sad Eyes" should make ops bright eyes. Latch on!

“Just For Now” (3:00)

“Where Flamingos Fly” (3:02)

THE INK SPOTS (Decca 24461)

Top songs currently getting a heavy push throughout the nation are these offered here by Ths Ink Spots, with both sides of this platter showing as strong contenders for promo honors. Top deck has piper Billy Kenney piching some beautiful tones to the warm and invigorating splendor of this enchanting song. Wax is plain and simple, with Kenny's soprano warbling throughout. On the flip with another potential winner in "Where Flamingos Fly," Kenny and the gang come back with "Where Flamingos Fly," the stuff that makes for added promo play. Song spills in slow tender tones of affectation wondrously. With the solo by Kenny showing the pipe's tones to best advantage. Both sides of this platter are sure to draw raves and boost ops' take. The wax rates a spot.

“Pickin' A Chicken” (2:34)

“I Found A Twinkie” (2:50)

KING ODUM QUARTET (Muscroft 579)

Pair of playful harmonic sides by the King Odum Quartet and some melow-music in the offering of "Pickin' A Chicken" and "I Found A Twinkie." Leads of delightful vocal splendor spill in refreshing tones that satisfy on the top deck, with the title of the song offering the bill of fare. Wax is set soft and low and makes you wanna listen all the more. On the flip with "I Found A Twinkie," the combo bounces back with another pleasurable "I Found A Chicken" in this light hunk of wax. You've gotta listen to this bit to really appreciate it. Wax rates a spot in your machines, get next to it.

“Candy Store Blues” (2:41)

“Loocho-There” (2:45)

BABY ROSETTA (Rainbow 70021)

Here's one that is sure to move in your machines! Carrying up a storm on thousands of juke boxes in the nation, "Candy Store Blues" as offered here by Baby Rosetta shows as a platter bound to boost promo ops' take, and boost it sky high at that. The gal's pipes trickle delightfully and make for loads of mellow listening pleasure. You've gotta keep time to this thing as it swirls on the turntable. Instrumental backing on this side hyphen the wax immensely. On the flip with "Loocho-There," piper Ram Carver steps to the mic with some of the wordage of this bit echoing in fashionable manner. Wordage repeats itself throughout the wax, with Ram deliver- ing his vocal spot in mellow tones. "Candy Store Blues" is the side to ride with.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DECCA POPs WITH BRUNSWICK LABEL—NAME FIRST INDI DISK DISTRIB

NEW YORK—Milton Raeburn, executive vice president of Decca Records Inc., announced the formation of the Brunswick Record Corp., a wholly-owned Decca subsidiary, to market a complete line of records on the Brunswick label thru independent distributors.

Initial releases will include popular, country and race recordings with other classifications to follow in the near future.

The new Brunswick records will list at 75 cents and consist largely of new recordings of top artists never before released. The first new releases scheduled for September will include such artists as Woody Herman, Tony Martin, Charlie Barnet, Jimmy Dorsey, Bob Crosby, Count Basie, Jimmie Lunceford, Frances Langford, The Merry Macs, Johnny Messner, Bobby Hackett, Mahalia Jackson, Gallagher and Shean, Mannie Klein and others.

Meanwhile the firm announced the signing of their first indie record distributor in their history.

Decca named the Salt Lake Harward Co., as exclusive distributor for the Salt Lake, Utah area. The move by Decca was stated as possibly being "the forerunner of others". The appointment of the Salt Lake Harward Company will allow the plattery wider coverage and is sure to account for a larger sales volume in their juke box business.

Decca also named Mr. Michael Ross as general sales manager for the Brunswick label. Mr. Ross will immediately appoint indie distribures throughout the nation for the latter firm.

The ORIGINAL "Rendezvous With a Rose"

The Nations Latest Love Song

RENNZEVOWS with a ROSE

BACKED UP BY "YOU DIDN'T BELIEVE ME (DID YOU)"

Featuring the Romantic Tenor Voice of DICK WONG

with J. JACK STOUT at the ORGAN

It's TREMENDOUS—The NATION'S Newest SENsATION

"RENDEZVOUS WITH A ROSE"

On D & D Record No. 45-1903

Wire, Phone or Write to

TOM & DEB'S MUSIC SYNDICATE

318 W. 10th ST., KANSAS CITY, MO.

(Phone: Victor 6942)

for all

D & D (Popular) WHITE CHURCH (Religious) RED BARN (Hillbilly) RECORDS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist/Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Long Gone</td>
<td>Sonny Thompson/Miracle 126</td>
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<td>2</td>
<td>Run Joe</td>
<td>Louis Jordan/Decca 24448</td>
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<td>3</td>
<td>Don't Fall In Love With Me</td>
<td>Ivory Joe Hunter/King 4220</td>
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<td>4</td>
<td>Send For Me If You Need Me</td>
<td>The Ravens/National 9045</td>
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<td>5</td>
<td>I Can't Go On Without You</td>
<td>Bull Moose Jackson/King 4230</td>
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<td>6</td>
<td>More Than You Know</td>
<td>Johnny Moore/Modern 599</td>
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<td>7</td>
<td>We're Gonna Rock</td>
<td>Bill Moore/Savoy 666</td>
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<td>8</td>
<td>Tomorrow Night</td>
<td>Lonnie Johnson/King 4201</td>
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<td>9</td>
<td>Out Of The Blue</td>
<td>Hudda Brooks/Modern 605</td>
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<td>10</td>
<td>Pretty Mama Blues</td>
<td>Ivory Joe Hunter/4 Star 1254</td>
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Compiled from reports submitted weekly to The Cash Box by leading music operators in New York City's Harlem area.
Waiting Sales Fall by the Wayside As Pencil Pushing Salesmen Disregard Music Ops

NEW YORK—As the record market continues to remain at its lowest ebb since the field started to boom in 1941, it is glaring at the lack of effort put into selling records continued to remain a bold fact to the music machine industry.

Steadily increasing reports, and literally an overflow of mail from music managers to the War Department, have increased the list of those who have been or will fly to the following office of The Cash Box. More music managers than ever before continue to ask, "Where can I buy a box of the following record?"

This past week a Times story past week featured a story on the slump of the entertainment business in general and made reference to the decided drop in the recording industry. While the drop in sales of records remains apparent in the retail market, the music machine industry continues to hold and stabilize sales of records. Music operators today remain the only faction of the record buying trade who will pay a definite amount of recordings each and every week.

Music operator Tom Courcy of Syracuse, New York, voiced a complaint recently which seemed to be typical of music operators in all but the biggest cities throughout the nation.

"It is almost impossible for the average music operator who has race and western spots to get records from any but several of the larger firms. An exception to this rule is King Records who have adopted a liberal policy toward the supply of the juke boxes with hard to get recordings. But, in general, most of the recording companies do not follow thru with their promotion and sales efforts, by disregarding the music operator as a potent buyer of recordings. This is not true only with race and western records, though they are the best examples, but it is true of many of the firms who supply standard popular platters also."

Not only is the above situation representative of Syracuse, New York, but rather pictures a true cross section of existing conditions throughout the nation.

Music operators do not know where to buy records—simply because the distributors today will not make the effort to contact them.

As has been repeatedly pointed out the machine market represents a minimum of FIFTY MILLION record sales a year, figured at the basis of two record changes per week per machine, for the more than 500,000 juke boxes in active use on location.

A recording executive in New York recently made a spot check of music locations and retail stores and came up with startling results. Eight of the ten locations visited had the phonograph playing almost constantly. Two of five retail stores visited did not own a phonograph and the other three had a "bunch of damn fools playing gin rummy."

A music operator from Tulsa, Okla., this past week mailed The Cash Box a $50.00 check for records along with a "plea" from the music operator to "please see if you can buy these records for me—I'll be damned if I have a phonograph and the others in my territory interest enough in making the sale."

A music operator in Amarillo, Texas, writes: "I'll keep playing the songs I've got in my boxes, and the standards that have always meant money to me just long as I can chiseling record distributors continue to tell me what I have to buy and at what prices, above the standard fair trade wholesale price, I have to pay. Sometimes I think I'm buying an automobile rather than records. The entire country knows that records wholesale at 49c. The only people who don't know it are the unscrupulous record distributors who feel they can take advantage of the music operators, because the op must have those records and keep the machines filled up."

These conditions continue to prevail in the record business today. Record manufacturers must currently know they exist. It's time they started to do something about it.

Blue Barron Beams At Latest Phonio Click

MINNEAPOLIS, MINN. — MGM Record star Blue Barron, beams widely as he points to his latest disc, "You Were Only Fooling", while visiting with Harold Lane, sales manager for Reinhard Brothers, MGM distributor in this city. The disc was recently selected by the Cleveland, Cincinnati and Detroit Music Operator Associations as their Hit of the Month. Ops throughout the nation are climbing on the Barron bandwagon as "You Were Only Fooling" starts whirling merrily in the phonios.

King Cole's Bass Player Leaves Trio

NEW YORK—Johnny Miller, bass player with Nat "King" Cole's group, has left the trio's formation left the combo this past week. Word has it that no replacement has as yet been found.

Miller's exit leaves the leader, Cole himself, the only original member of the group. Oscar Moore, former guitarista in the trio left several months ago to join brother Johnny Moore's Three Blazers.

Damon Readies Next Steele Platter

KANSAS CITY, MO.—Vic Damon, president of Damon Records Inc., this past week disclosed that his next release, another Jon & Sondra Steele recording, will be out in the market shortly. The duo currently keep shouting with "My Happiness."

Damon also pointed out that his firm is in no manner connected with any other firm. Several record companies are currently imitating Damon's advertising style, which has led to rumors that Damon was connected with another label.

nobody is Disillusioned about BULLET'S Top release of 1948

Francis Craig & his Orchestra

"Disillusioned"

VOCAL BY BOB LANNM

The flip—"I STILL GET A THRILL" AND HOW THEY RAVE! We quote—

GENE NOBLES

Sax Jockey WLAC

BECK O'DONNELL

Top G's The Morning Nashville Tennessean

The nickels are rolling in for "Disillusioned"

JIMMIE CLAXTON

Juke Box Buyer

Nashville, Tennessee

Bullet Record $1040 is really willing, and it's "Disillusioned" they're asking for.

ERNEST YOUNG

Owner—The Record Mart

Large Nashville Record Retailer

MONROE PASSIS

Chicago Distributor

BULLET Records

VIRGINIA SUMMIT

Nashville Secretary

Ask your distributor for Bullet Record # 1040

423 BROAD STREET

NASHVILLE, TENNESSEE

Another new MODERN release

"SWEET GEORGIA BOP"

backed with "SWEET GEORGIA BROWN"

by Wendell Gray and Vida Musso

(From Gene Vincent's "Just Listen"")

MODERN 20-611

TWIN SONG SONGS FROM M-G-M'S A DATE WITH JUDY

IT'S A MOST UNUSUAL DAY

JUDALINE

ROBBINS MUSIC CORPORATION

This song, and all others, are being produced and copyrighted by M-G-M for M-G-M Records for all the world over.
PINBALL CHAMPION TO BE PICKED IN NATIONAL CONTEST

CMI And United Artists To Tie Up Exploitation Of Cagney Movie "Time Of Your Life"; CMI Building Six Giant Pinball Machines; Receipts To Runyon Cancer Fund

Editorial Comment: We are happy to see plans for this national exploitation of the pinball machine get under way, as Bill Gersh, publisher of The Cash Box, originally suggested a promotion of this kind to George Glassgold upon the appearance of United Artists' "Time Of Your Life."

One of the most hilarious scenes in this motion picture is devoted to the antics of a pinball player. Both, the producing company, and the coin machine industry, can garner much favorable publicity throughout the country in the months to come.

Coin Machine Industries, Inc., is building six giant pinball machines, three times the normal size. Bumpers will light up and spell out "Time Of Your Life" and when the "lift" appears, the words "Naughty, Naughty" will flash out on the backboard. These machines will be placed in the lobbies of the theatre where the picture is playing, or in some prominent location in the city.

United Artists will soon release "Time Of Your Life" nationally, and the giant pinball machines will be displayed in those cities showing the movie. A complete roster of cities and theatres will be printed in next week's issue of The Cash Box.

The exploitation plans call for a contest on these oversized pinball machines in each city. Winners will then be put into competition with each other until a national champion is determined.

The industry will receive national publicity thru leading newspapers, radio and poster material. Each of the giant pinball machines will have a 10¢ coin chute, and all receipts will be donated to the Damon Runyon Cancer Fund, thru the CMI.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
PIN BALLS IN STOCK
These Games Are In Perfect Mechanical Condition And Clean
WE MEAN CLEAN

FIVE BALLS

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hi Ride</td>
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<tr>
<td>Honey</td>
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<tr>
<td>Humpty Dumpty</td>
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<td>Elroy</td>
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ONE BALLS

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<td>Longscore</td>
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TERMS: 1/3 DEPOSIT, BALANCE C.O.D.

WESERHAUS COMPANY
3726 KESSEN AVENUE
CHEVIOT 11, OHIO
PHONE: MONTANA 5000-1-2


PHILADELPHIA, PA. — Jack Sheppard, president of the Phonograph Operators Association of Eastern Pennsylvania, informed members attending a special meeting on Monday, July 19, that it was necessary that he take a leave of absence from association duties effective immediately.

Sheppard pointed out that he was spending considerable time, as well as a large amount of his own money, to carry out the duties of his office as president, and that it was impossible at this time to do justice to both his business and association matters. He spoke of the many accomplishments of the organization, and detailed some of the remaining problems that must be overcome to make the association 100% effective.

The association called a Board of Directors meeting for Thursday, July 22, to appoint an alternate to be ready to meet with George A. Miller’s National Executive Committee in Chicago, at the date which is to be set.

Charles Hannum, business manager, will continue with his duties of running the association, and will take over those matters handled by Sheppard, until Sheppard can see his way clear to once again take an active part in the association.

Bingo Games Ruled Games Of Skill

ABSEY RARK, N. J.—Prosecutor J. Victor Carton ruled this week that winners at “Bingo” may now legally receive cash at this resort on the grounds that they won thru a display of “skill” and not by chance.

Carton based his ruling on a three-year-old decision by Vice Chancellor Leon Berry, who held that the completion of the scoring into an angular pattern of openings requires skill.

Winners heretofore had been given merchandise prizes, but payment in cash was obtainable by redemption of merchandise coupons.
Williams

Dew-Wa-Ditty

YES! IT'S EVEN GREATER THAN YANKS!

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

SEE YOUR DISTRIBUTOR TODAY

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

Bally CARNIVAL is doubling and tripling 5-ball profits

Fewer Coins Produced This Year

U. S. Mint Reports Output Cut During Fiscal Year Ended June; Dimes Increased

WASHINGTON, D. C.—The Treasury Department reported this week that the United States Mints cut the production of coins in the fiscal year 1948, ending last June 30, to less than half the production of the previous year.

In 1948 the mints turned out 802,922,066 coins with a face value of $41,702,788.

In the fiscal year of 1947, production reached 2,016,485,295 coins, with a value of $77,066,507.50.

Coin manufacture in the last fiscal year included 479,285,000 one-cent pieces; 124,252,000 nickels; 144,774,000 dimes; 50,223,400 quarters; 7,388,696 half dollars.

It is interesting to note that the production of dimes was greater than nickels for the last fiscal year. Twenty million dimes were minted and sent into New York City at the end of June when the ten cent subway fare went into effect. Investigation shows that New Yorkers carry dimes in proportion of three to one to all other coins. In addition to the 10c fare, other items are up, and the nickel is gradually losing its place as the most popular coin. It seems that the dime is taking the place of the nickel.

Williams Introduces New Five-Ball

CHICAGO—Williams Manufacturing Company, this city, introduced its new five-ball game this week, "Dew-Wa-Ditty."

"We have just completed a successful run of "Yanks!"" stated Sam Stern, "and it is our opinion that 'Dew-Wa-Ditty' is a game that can successfully follow our previous hit. It has all the intriguing playing features that make money for the operator, including a new rapid Bonus take-off; rotating special Bonus Holes; and four Bonus Score Holes."

The new five-ball is being delivered to all distributors and jobbers at this time.

Congrats To Irv Morris

NEWARK, N. J.—Irv Morris, the well known and popular distributor here, is accepting congratulations from coinmen on the birth of a son this week.

Irv now boasts of a family of three sons. "I'm building up a quintet" claims Irv "for a basketball team. Naturally, we have to wait another few years, but we'll make it."

Bally CARNIVAL is doubling and tripling 5-ball profits

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

GOOD NEWS!
Due To Great Demand
For MERRY WIDOWS,
We Will Continue Produc-
tion For At Least
Thirty Days More!

Featuring
Sensationally
NEW

“CONTACT BUMPERs”

FLIPPER ACTION
KICK OUT HOLE
SINGLE, DOUBLE,
TRIPLE BONUS
SUPER HIGH SCORE
7 EXTRA ROLL-OVER
BUTTONS
3—100,000
BUMPERs

You’ll find MERRY WIDOW even BET-
TER than TRIPLE ACTION, TRADE
WIND or MARCH GRAS!

ORDER FROM YOUR
NEAREST DISTRIBUTOR

GENCO
BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

THE CASH BOX • Page 22 • July 31, 1948

Inventory Closeout
10 Late Buckey Track Odds, F.P.,
Chs. & Cash, 460,000 Serials, $750.00
4 D.D. 12,000 to 13,000 Serials, ea.$250.00
2 D.D. 11,000 Series, ea. .........150.00
4 Seven Bulls, ea. ...........00.00
6 Empire-Royal 1946 Model, ea. 250.00
20 F.P. 1-ball, Bally, late pre-war
model, $25 ea. the lot, plant
covered ...................................55 ea.
30 White F.P. ea. ..............35.00

Bally CARNIVAL is doubling
and tripling 5-ball profits

EASTERN FLASHES

With the operation of amusement machines limited, due to the recent legis-
lation, Skee Ball Machines are once again coming into favor. Ben Becker, Ben
Becker Sales Corporation (Bally regional sales representative) is display-
ing Bally’s “Deluxe Bowling”, Max Levine, Scientific Machine Corporation,
has an alley on location test, and will soon be producing them in quantity; and Blen-dow & Meyers, Inc., distributors, showed two new nine foot skee ball alleys to the
operators who attended their exhibit. Many operators studying the coin operated shuffle board possibilities locally, with many eyeing locations on Long Island. These spots have large floors and space available for a piece
of equipment of this kind.

Al Blendow, Al Meyers and Theodore Seidel of Blendow & Meyers, Inc.,
were highly pleased with the results of their showing on Thursday and Friday.
July 12 and 13. On display were Bally’s “DeLuxe Bowling”, a new Bally
Series, plus a $750.00 250.00 BUMPERS and “DeLuxe Bowling”.

Barney (Shugy) Sugarman, Runyon Sales Company, who has been travel-
ing the state these past few weeks, returns for a few days. But he didn’t stay
in the city long. After a check-up with Morris Reed, manager, to
familiarize himself with things, Shugy gets into his car and hits the road for
another protracted period. “There’s business around,” claims Shugy, “and I’m going after it.” . . . Denny DeNatonio returned the city after a trip to Texas, where he claims he did some very nice business with the Solotone tele-
radio music unit. He’ll be around for a few weeks resting up, then expects to
get back again. . . . Mike Munves, who’s been off the cigarettes for a long while,
is back again in the same capacity. His wife claims he’s been as long as he
was a chain-smoker. “We’re making book that he’s as big a smoker within a
month as he ever was. Meanwhile, Mike tells that the firm is still exception-
ably busy shipping equipment to arcade owners. “They need single pieces
mostly to fill in their arcades,” states Mike. In addition, Munves states that the
sale of parts and supplies is very substantial.

Dave Stern of Seacoast Distributors (Newark office) visiting around his
old stamping grounds, coinrow. Whenever Dave’s around there’s bound to be
a half dozen deals brewing. Listened in to a three-cornered verbal by-play with
Stern, Phil Mason and Sid Mittelman—plenty of laughs. . . . Phil Mason, Dave
Lowy & Company, had expected to take to the road this week, but explained
he had to stay around as Dave Lowy hopped a plane to Miami Beach, Fla.
We’d be expecting something like this to happen. . . . We understand that
Buffalo legislators have been studying the recent New York City pinball bill
with the view in mind to enact something similar. . . . Mel Weiss, Brooklyn
district sales manager, seen filing at “Gin” with Bill Weinier of U-Needa
Vendors. Jack Semel kibitzing. Semel is considered quite an expert, but he
admits there’s a Mid-Western coin machine distributor who’s way ahead of him.

The trade was offering its sympathies to Jack Breidt, president of U-Needa
Vendors, Newark, N. J., over the death of his mother, Sarah Breidt. Mrs.
Breidt died July 16 at her home in Newark. Surviving besides Jack, are son
Joseph, police attorney, and Harry Breidt, Cigarette and Havana Ven-
gro Company; Dr. Murry Breidt, and a daughter, Miss Anna Breidt. . . . Joe
Munves reports that he’s doing a very fine business in supplying recording
discs for automatic and semi-automatic voice machines. . . . Marcus Klein,
corporate jobber, away for a few weeks, vacationing. . . . Nat Cohn, Modern
Music Sales Corporation, bundled his wife and three kids into his car and
set off for a cross-country tour. Nat will be on the road for six weeks, prob-
ably returning the first week in September. While the trip is primarily that
of a vacation, Cohn will visit all his friends and disc jockeys in the major
cities. Before leaving, he had several invitations to appear on disc jockey
programs in connection with his Gem Records.

We’re happy to welcome back to coinrow the ever-pleasant and smiling
facer of Beas and Ike Berman of Apollo Records. The firm has taken over
the location formerly occupied by Modern Music Sales Corporation on the corner
of Tenth and 46th Street. When we visited them, we noticed plenty of activity
at the office, and we’re sure that plenty of new business will be run-
ning, to boot. With the weather running around the nineties these days, the last time we
called up with Becker, he was tieless. We’ll wager a jigger of this kind
would never happen with the Senator. Becker is now, in a hot coffee diet (one
every fifteen minutes). He claims it’s the most satisfying drink during hot
weather. “Bingo” games were ruled “games of skill” by Prosecutor J. Victor
Carton this past week, and winners may now receive cash awards at Astor
Park, N. J. Previously, awards made were in merchandise, but payment in
cash has been obtained by the redemption of merchandise coupons.
SOMETHING REALLY BIG IN OPERATING...

ALI-BABA
An Array of Gottlieb Profitable Play Features—
Including
PROGRESSIVE BUILD-UP BUMPERS!
As important to your earnings as our history-making
Original Flipper Bumpers!

HOLD-OVER BONUS
Proven Play Incentive!

ORDER FROM YOUR DISTRIBUTOR NOW!

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

GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION PROTECT YOUR INVESTMENT!

Bally CARNIVAL is doubling and tripling 5-ball profits

Indiana Music Op Has Special Punch Card System For Operation Of 1200 Machines

SHOALS, IND.—One of the most progressive music machine operators in the country is Thomas D. Sherfick, head of Sherfick Music Service, main office in this city.

The operation consists of close to 1,200 juke boxes on location throughout Indiana and southern Illinois. The firm maintains offices in Terre Haute and Evansville, Ind., in addition to the main office in Shoals. "The business started in this small town of Shoals," states Sherfick, "and although we spread out, it will no doubt always be located here."

In order to personally supervise this large operation, Sherfick has installed a very elaborate system built around a punch card electric counting machine. Coded and colored cards are performed to tell him a complete and perfect story on every machine on location. (Sounds like another Joe Calcutt to us.)

"Our machines are all checked once every week," reports Sherfick, "which means our organization checks around 200 phonographs every day. We conduct a large business and as we are selling entertainment, we insist that both our equipment, and the records in them, must be such that will bring us back a profitable return."

Bally CARNIVAL is doubling and tripling 5-ball profits

Children Viewing

Television Ousted
From N. J. Tavern

HOBOKEN, N. J.—A tavern owner here, with a big heart and a love for children, was restrained this week from indulging in his favorite hobby.

Seeking to entertain the children of his neighborhood, Nat Radigan, owner of the Terrace Tavern, would empty his barroom every evening at 6 o'clock, and run a television hour for them. This showing has been going on for several weeks.

However, this week, State Alcoholic Beverage Commissioner Erwin B. Hock ordered Radigan to stop this practice immediately.

Commissioner Hock wrote: "However worthy your intentions, I disagree. Henry Wardsworth Longfellow would turn over in his grave if he could see the locale of your 'Children's Hour'."

Bally CARNIVAL is doubling and tripling 5-ball profits

NAME YOUR PRICE!
PIN BALLS
ROLLDOWNS
ALL TYPES—ALL MODELS
WIRE—WRITE—PHONE

RUNYON SALES COMPANY
123 W. Avenue M, Newark 9, N. J.
Tel.: Bigelow 3-8777
103 Tenth Ave., New York 15, N. Y.
Tel.: Longacre 5-1900

Nat Cohn On Coast-To-Coast Auto Trip

NEW YORK—Nat Cohn, Modern Music Sales Corporation, this city, left on Tuesday, July 20, for a coast-to-coast automobile trip, and expects to be on the road until the beginning of September.

The jaunt will be a combination business-vacation trip. Cohn will visit the principal cities, primarily seeing disk jockeys and juke box operators, promoting his Gem record line. Top recordings he'll exploit are "In The Dark," "Sinbad The Samba" and "Hobokus.

Bally CARNIVAL is doubling and tripling 5-ball profits

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

By the time you and you and you read this—Billy will have held their big annual picnic. And there's no doubt that some of the old boys, will be glancing thru this column this Monday morning, will be sick and sore and wonder what we mean. Learned what good name Grand Herb Geittinger of Bell-O-Matic has learned some weeks ago—that when you get older and a little bit feeter (even if you don't think so yourself) it just does not pay to engage in baseball games and other sports with youngsters. As the parents are supplant and plentiful. Yeh, man, lots of the guys and gals over at Billy this A.M. are gonna wish they were home in a nice soft chair just lettin' the time pass. But save a good time for next year's big picnic when they can all have some fun again.

Sure do like to make that long northern trek out to United and meet with our old friends and bunch of the Blax—Ray Riehl... Lyn Durant... and all the many, many others. Never saw such a busy gang. Yet, everyone smiling and happy to see you, and anxious to please. And all working like beavers trying to get those games out just as fast as they possibly can to all their many, many accounts everywhere in the state, better. While there this past week bumped smack into Lou Casala of Rockford, Ill. with whom Billy DeSelim was engaged during the past war period and Lou, as per usual, full of pep, vim, vigor and raving about United's games. Also met Dick Parr and Harold Austin of Jackson, Miss., who were around the factory and who were much impressed with the activity they saw.

Quite a reorganization under way over at Exhibit Supply... seems that the entire sales staff is being reorganized since John Christensen is tied on.

Charley J. Pieris has just been appointed Exhibit's factory roadman and is traveling the nation now to learn what's what regarding play balls. Other announcements will soon be forthcoming of other appointments as is believed, Exhibit will be back in there with lots of young blood, rushing thru the torrid months to enter into the forthcoming boom era with some great sales.

Gran and Vince Shay and Midge Ryan and all the guys and gals over at Bell-O-Matic tremendously elated with the way those orders are flooding in for the new "Buzzer Box" line, now in production. Our production line has been set up for this grand machine and is working hard to fill all orders as they arrive... and with the way some of the bell operators are stocking up equipment these days... looks like Bell-O-Matic will be way behind in deliveries of this great unit... even regardless of the fact that Vince Kong his golf game in between time... and wonders that we think of it, how Vince is doing with those elusive golf sticks of his.

The execs over at Rock-Ola just can't wait to get back into 100% production... which will happen on July 26 when all employees return from vacation... in the meantime the guys and gals engaged in the production of the Rock-Ola shuffleboards have been working right thru the heat trying to get these out in on the largest quantities each and every day and the orders simply growing bigger by the minute as demand for this game goes up, up and ever upward.

Seems like vacations continue to be the main topic of the week... but, seems like we, poor guys, can't get around to enjoying one... for those presses simply must roll and there's no way of stopping 'em... Anyway, Illinois Simplex is giving all of their employees a vacation at this time... and, we're hearing the happy howling of the hounds in the distant territory saying "Howdy" to everyone of the big and little music ops and learn what's to be learned... just as if he doesn't know... that parlor football player.

Williams Mfg. Co. had a busy week... as we entered the place we met with Pat or Charlie or whatever of the fine gang. Herman always has a smile and a joke and can always temper a situation with a nice joke and a story... and what a sweet time to be able to think about such nice things. Yessir, Nate and Dave Gottlieb lied themselves to those north woods and just ain't available for a while... so Dave's son, Alvin, and his brother, Sol, are in charge of the plant... just shipping out games as fast as they come off that "controlled production" line.

Gerry Buckley got himself a very lovely task... he's touring New England... which is one of the nation's very grandest summer vacation grounds. In the meantime, Patrick J. (Pat) Buckley is shooting between here and the east and back again, faster than a flash, his name and conditions so good for the firm they changed their mind about vacation plans. They will not close down the first two weeks in August as they originally planned. Buckley is holding off because orders are heavier than ever.

Heard from O. W. Glenn of Las Vegas who advises that he broke one of his legs in a recent accident and is now recuperating... here's hoping the limp won't hold him from his many activities... Martin J. Parker, Jack Nelson tells us, is traveling with a portable showroom in an attractive trailer with Fiblen phones and Pop 'N Hot popcorn vendors... as present he's on his way thru Illinois, Indiana and Missouri... Jack also advised that Harry Miele of Williamsport, Pa., has taken over Miele Universal Bar Brackets and that Harry is doing one grand job with Fiblen phones and gadgets.
The Cash Box

July 31, 1948

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:
- Cherry or Diamond Ornaments, Harvest, Copper, Gold, Green, Aluminum Gray, Chocolate, Soft Blue
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club handle and Handel Colar chrome plated.
- Heavy brass chrome plated shielded Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cups.
- Drillproof Plates.

THE NEW Music Box

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

$29.00

Bucky TRACK ODDS has long been recognized as the only seven-cent race horse contest that would stand up month after month, year after year—and outearn 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 more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4723 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!
CALIFORNIA CLIPPINGS

Looks as if local jobbers and distributors have at last decided to work together in bring ing the industry's story to the public and in retaining a battery of top lawyers to present their interests directly to city administrators. It is a "clean-up craze." George Warner, Automatic Games, reports they're still very far in there as far as Vegas and other live territories are concerned. It's a new state of mind--and the town's operators are hopeful that the worst has passed since the Mayor has apparently acquiesced. The most objectionable practice was the no limit on machines with action limited to target guns, skeeballs and shuffleboards. The boards have been doing a good job for the distributors, the operators handling them and the locations taking them, despite the understandable caution with which they were first viewed by many.

Rock-Ola's shuffleboards, now available at General Music Co., have caught on well with local ops whose faith in the game is really bolstered by a big national coin machine firm going in for the product. . . . Fred Gaunt, incidentally, steadfastly ousted us on fact that General is this city's official distrub for board and any other kind of handling are subdistrib, just for the record. . . . Fred also threw in plug for Champion coin operated, small rebound board and the big baby, non-warping, non-burning, non-chipping plastic playing field. . . . Aubrey Stemler reports his Catalina boards are also doing fine. . . . Speaking of Aubrey reminds us that we finally got around to dropping into Alvine Sales and Service of So. Calif., and meeting headman Joe Craco, who told us that his service chief Don Peters has developed a new plastic, permanent dyed to replace any, for a nominal cost, that may have faded on them. He's multi-colored light setup. . . . Bill Wolf in San Francisco for few days and due back soon. . . . His staff indicated things were quiet on the home front. . . . Charlie Pulcher out trying to stimulate business in local circles and his assistant admitted that things could stand stimulation.

In fact, we encountered more than the normal weekly ration of blues in most puts we called on, and the usual bad weather and delays and details that made sense to us with the following: When are some of the people in this biz going to realize that the honeymoon in this field and most others is over? . . . Some within the industry insist that machines are an unwarranted, whistling-in-the-dark optimism along with wild-eyed, unfounded pessimism. . . . With a million and a half consumers out to the beach in the scorching weather, Jack wants to know how they can be spending their spare change at the same time . . . Yep, it makes sense to us. . . . Despite the beach influx, game action is apparently not too terrible out there. If Lyn Brown's purchase of $6 Gold Cup Handicaps from an Ocean Park establishment is any gauge. . . . Lyn plans to store the units for awhile but has his eye on Honolulu as their eventual . . . Coral's setup still looks as solid as ever. . . . We're in the process of writing a favorable action from the local authorities on "Pitch 'Em & Beat 'Em," Brown's latest budget model, for a combination vacash-biz trip. . . . Arnold Micon of Pacific Coast Distributes out drumming Genco's "Merry Widow," a lively game if we ever played one.

Latest word in this neck of woods ye new AMI distrub setup is that a bigtime Chicago operator named Joe Peskin is due out here to take root either in vicinity of Mercury Record office or closer to the M. S. Wolf headquarters. . . . Next word we hear on the kiddies-from-Chicago is that reports by him things are hustling and well they might be judged by loads of used model and game equipment moving in and out of his spot. . . . He also says his exclusively handled French Octagon Miniature Billiard Game off to a fast start with orders pouring in. . . . Mape office's chief George O'meare out selling Mape's "Arctic" and the "Pinto" and the "Hula Girl" and the "Ginger" . . . and Paul Laymon has his usual friendly word for us and for Hally's "Carnival" and the "Quizzing" game, on which trial reports assure a healthy play for ops looking to get some into their setups . . . Jim Whitaker of Missouri Adaptors; . . . Paul Laymon has his usual friendly word for us and for Hally's "Carnival" and the "Quizzing" game, on which trial reports assure a healthy play for ops looking to get some into their setups . . . Jim Whitaker of Missouri Adaptors; . . . Ed Wilkes, Laymon's assistant, claims that Buck will make a very favorable impression on the local authorities on "Pitch 'Em & Beat 'Em," Brown's latest budget model, for a combination vacash-biz trip. . . . Arnold Micon of Pacific Coast Distributes out drumming Genco's "Merry Widow," a lively game if we ever played one.

MINNEAPOLIS

Mr. and Mrs. Jim Donall of Spooner, Wisconsin spent a few days in Minneapolis, Mrs. Donall doing some shopping while Jim called on a few distributors. . . . George Nickelson of Eau Claire, Wisconsin in Minneapolis just happened to call in on us. . . . Eurekas; . . . The Phones; . . . Dr. Harry Steenbergen, known as Phyls Music Company, Mitchell, South Dakota, in Minneapolis for a few days, purchasing some new equipment.

James Lucking of Benson, Minnesota, also in town for a few hours calling on a few distributors. . . . Mr. and Mrs. Don Ehmke of Winona, Minnesota just happened to call in on us. . . . Eurekas; . . . The Phones; . . . Dr. Harry Steenbergen, known as Phyls Music Company, Mitchell, South Dakota, in Minneapolis for a few days, purchasing some new equipment.

Sam Parker, Minneapolis operator is spending the summer with his family at Medicine Lake, close by to Minneapolis where he commutes daily. . . . Los Fin, parts manager at Mayflower Distributing Company, St. Paul, back at his job after a nice vacation in New York with his family. Lou is formerly of New York City.

Please mention THE CASH BOX when answering ads—it proves you're a real machine man!
FOR SALE—Recordings Discs for auto-
matic machines: Fibre $6.90 per 
hundred in 1,000 lots; Abalone $7.90 per 
hundred in 1,000 lots. Also sizes for semi-automatic 
machines. Write for Free 16 page 
ouvert for coin machine 
supplies.
J. O. MUNVES, 615 
TENTH AVENUE, NEW YORK, N. Y. Tel.: Plaza 7-2175.

FOR SALE—You Don’t Get Wracks 
When You Buy At Rex. Victory 
Specials $140; Victory Derbys $155; 
Humpty Dumptys $122.50; 
Superpins $7.90. Singapore $15.95; 
Rooster $18.95; Hawaii $125.
1/3 deposit, balance C.O.D.
REX CINEMACHINE CO., 
2629 JEFFERSON HIGHWAY, NEW ORLEANS 21, LA. Tel.: TEnnessee 4686, 
Al Morgan, Gen. Mgr.

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

FOR SALE—25 Model 80 Kirk 
As trology Sets $169.50 ca. 
THE VENDING MACHINE CO., 205-215 
FRANKLIN ST., FAYETTEVILLE, 
N. C. Tel.: 3171.

FOR SALE—10 Keeny Three 
Way Bonus Super Balls, like new. 
Guarantee perfect mechanically 
and outward appearance $800 ca. 
Terms 1/3 Deposit, balance C.O.D. 
ADVANCE AUTOMATIC SALES CO., 
1350 HOWE AV., SAN FRANCISCO 3, CALIF.

FOR SALE—10 new Samba $175; 10 
new Williams Yanks, write; 5 new 
Shanghai $175. WANT—any make 
5 ball free play machines 
regardless what make and age. Quote 
best prices. K. C. NOVELTY CO., 
419 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6391.

FOR SALE—10–616 Wurl $75 ca. 
2–600R Wurl $150 ca; 1–1940 
Rock-Ola G. M. $90; 3 Seeburg May-
fairs $150 ca; 2 Seeburg Regals 
$150 ca. All above machines in 
electric condition. X-CEL NOV- 
ELITY CO., 1926 W. TOGA ST., 
PHILA. 40, PA. Tel.: Ra 5-8705.

FOR SALE—5 Ball Pin Games. 
All three machines conditioned, 
france rails refinished, packed in good 
carton. At $25. Sporty, Blandie, Big 
League. $35.50. Hobo Automatic, 
Grassline. At $30: Four Roses, Band 
Wagon, Twin Six, Ten Spot, ABC 
Bowler, Flat Top, Clubby, Wild 
Fire. At $35: Towers, Show Boat, All 
American, Tennessee Ray Baby 
Slot, Gun Club, Dixie, Clover, Hi Hat, 
Champ, School Days, Laura, Legion- 
maries, Liberty Bell, Seven Up, 
Arizona, Surf Queen, Midget Racer, 
Big League. At $75: Superscore. 
One Ball F.T.; Sport Special $45; 
Dark Horse $60; Blue Grass $65. 
Immediate $15.50 deposit, bal.
C.O.D. W. F. KEENEY MFG. 
CO., 7229 CONSTANCE AV., 
CHICAGO, ILL.

FOR SALE—Special $25 each: 5 Kil-
roy; 1 Superliner; 2 Baffle Cards; 
3 Rocks; 2 Up; 1 Big Hit; 1 Surf 
Queens; 1 Double Barrel; 1 
Spellbound. All reconditioned 
ready for location. 1/3 certified 
delivery, bal. C.O.D. AUTOMATIC AMUSE-
MENT COMPANY, 1000 PENNSYLVANIA 
ST., EVANSTON 10, ILL.

FOR SALE—New Black Cherry 
and Golden Falls Case Assemblies 
for $40 each. Each Assembly 
includes Castings, Wood Case, Club 
Handle, Drill Proofing, Award Card, 
Jack Pat Cards, etc., completely 
assembled and packed in individual 
carton. Write us for list of prices 
and order. $29-35 PENN. M. 
WOLFE MUSIC CO., 1201 W. 
MAIN ST., OTTAWA, ILL. Tel.: 
1312.

FOR SALE—Williams All Stars 
used but very clean $275; 2 Photomats, 
inserts cleaned, repainted, good 
condition $325 ca; Spottie, brand 
new $175; this is a very good ar-
cade game with \("-pin'Klop\"") slots, 
$266 MILLS ST., KALAMAZOO, 
MICH.

FOR SALE—Popcorn machine route 
of 20 Kunkels on location in 
New York City. Good income. 
Sterilizer #199, THE CASH BOX, 
381 FOURTH AVE., NEW YORK 16, N. Y.

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

FOR SALE—Aloron Super Deluxe 
phonographs, A-1 mechanical condi-
tion, ready to operate $249.50 ea.
H. M. BRANSON DISTRIBUTING 
CO., 516 50th 2nd, ST. LOUISVILLE 
2, KY. Tel.: Wahab 1501.

FOR SALE—Advance Roll $125; Bing-
A-Roll $275; Heavy Hitter $50; 
Rock-A-Score $50; Singapore R. 
100; Hawaii R. $75; Super Tri-
ngle $35; Ten Strike H. D. $65; 
MOHAWK SKILL GAMES Co., 
67 SWAGGERTOWN ROAD, 
SCHENECTADY 2, N. Y.

FOR SALE—10 Strikes ‘N Spares, 
$348 each as is. From a non 
deal. Original cost of $1,000.
IDEAL NOVELTY CO., 2283 LO-
CUST ST., ST. LOUIS 3, MO. Tel.: 
FFlatlaxk 5544.

MISCELLANEOUS

FOR SALE—Music Operators. Motors 
rewound $5.50; Watlurier counter 
model trays refinished and rebushed 
$6.50. PIN'S PHONO REPAIR, 
5947 EMERALD AVE., 
CHICAGO 21, ILL. Tel.: Engle- 
wood 8192.

FOR SALE—Distributor closing out 
complete stock new Majestic records 
and albums at less than half price. 
Drop card for complete stock and prices. 
ALLIED APPLI-
ANCE DISTRIBUTORS, 415 
DEN AVENUE, MEMPHIS, TENN.

FOR SALE—We have them in stock. 
Contact us for your Hirsch Red Balls 
for state of Florida. Best money 
maker out today. Trouble free. 
Immediate delivery. Make your 
stock up now on our new or used pin tables you need. 
MURRIEL AMUSEMENT CO., 308 FLORIDA AVE., 
LAKEVILLE, FLA.

FOR SALE—Gottlieb Lady Robin 
Hood $140; Humpty Dumpty $130; 
Ball 1500E $120; League $150; 
Queens $25; Chicago Coin Coziel 
$75; Seeburg Royal $150. 
Original, specs $10 ea. ANTHONY 
HIRT, 2301 NO. 11TH ST., 
SHEBOYGAN, WIS. Tel.: 3619.

FOR SALE—50 Stands $12.75 each; 
35 Black Cherry Floors, original (5c 
$125, 10c $135, 25c $135); 3 1948 
Wurlitzers 5c $99; 7 beautifully re-
built in new Golden Falls Cabinets 
with new machine game equipment; 
6 each; 6 Pace Consoles, completely 
refinished $75 each; 2 1941 Gal-
loping Dominos, beautifully 
finished $225 each. MAR-MATIC 
SALES COMPANY, 48 WEST BID-
DIE STREET, BURLINGTON 1, I. D.

FOR SALE—Steel Ball Rolldowns: 
Hawaii $54.50; Hawaii with flipper 
$64.50; Singapore $64.50; Rubbles 
$64.50; Wooden Rolldowns: Ecco 
Arrows $54.50; Ecco Stars, all new 
works operate perfectly $44.50, 
Novelty Roll—Total Roll with but-
tons added $44.50. NATIONAL 
NOVELTY CO., MERRICK, N. Y.

FOR SALE—Scale Route of 46 Wat-
ing TT Fortunes and 44 Mills 
Moderns, Chicago district. FOR 
SALE COMPANY, 247 EDEN PL.
HOLMWOOD, ILL.

FOR SALE—$181.40 for only $48 
when you buy this "Special," a 40-
word classified ad free (cost $3.20) 
each and every week for a full year 
(52 weeks, total $1640 ca) at the cost 
of a full year's subscription $15. 
Grand total of $181.40 for only 
$48, the cost of the "Special" 
subscription to The Cash Box. Send 
your check for $48 immediately to: 
THE CASH BOX, 381 FOURTH 
AVEUE, NEW YORK 16, N. Y.

FOR SALE—Radio Tubes, 60% off 
list, minimum shipment 50 tubes 
assorted. Popular brands. All types 
in stock. Mazda bulbs, No. 47, $3.65 
per 1000; No. 40, 44, 46 and 47, 
$.85 per 100; No. 51 or 55, $.30 
per 100. Bulbs can be ordered at 
best price. BELMONT RADIO SUP-
PLY CO., 1921 BELMONT AVE., 
CHICAGO 13, ILL.
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 with. Prices quoted are to be very significant because of this change on the West Coast may feel a certain machine worth $50.00 whereas someone on the East Coast may think it worth $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 his territory.

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.
UNITED’S

MAJOR LEAGUE BASEBALL

- LIVE ANIMATION . . .
  “Base-Running” Unit on Playfield

- "CAPTIVE" SCORING Lanes

- ANIMATED BACK-GLASS

- FAST "BASEBALL" ACTION

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS
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, 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!

A BALLY GAME FOR EVERY SPOT

GOLD CUP • TROPHY • TRIPLE BELL
WILD LEMON • DOUBLE-UP • HI-BOY
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS