Not "Cruising Down The River", but working on another click MGM platter is orkster Blue Barron, right, whose band currently is one of the nation's hottest musical attractions. Blue's sensational disking of "You Were Only Fooling" and "Cruising Down The River" are at present, two platters wearing white on thousands of juke boxes across the land. Pictured above during a recent session are, left, Harry Meyerson, artist and repertoire chief at MGM Records; and Blue's arranger, Ivan Lane. Meyerson predicts another smash hit for Blue in his latest release titled "You're So Understanding". Blue is currently touring the nation on a lengthy one-niter stand. Blue Barron is exclusively featured on MGM Records. Direction: Music Corporation of America. Personal Manager: Joe Galkin. Record Promotion: Hal Fine.
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"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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Talking It Over

The biggest problem facing the automatic music business this time is financing equipment operators want to buy.

Leaders in the trade believe that once this problem is settled, and they further believe that a solution can come about, that sales of automatic music equipment will once again zoom to new heights.

Leading automatic music sellers have stated for some time that they could make volume sales in almost every territory if they had satisfactory financing like they used to have.

As one well known distributor of music equipment reported, "Operators here in my territory need new equipment. Many of these ops held out from buying when we had a good financing arrangement for them. Now that their machines are becoming more worn each day, they realize that new equipment would tremendously help cut down their servicing overhead, and also boom take.

"But," he continues, "our problem now is to arrange for satisfactory financing for them. Therefore your idea of some years back, regarding the creation of a finance set-up within the industry, in opposition of a pool of members of the trade, who people understand our business thoroly, would be the answer for today."

Without a new, "better finance arrangement for sales of new equipment, it is generally believed by almost all in the field that music equipment will continue moving at a very slow pace. This, as many states is due to the fact that the ops are not now in position to invest their capital for financing the purchase of new equipment.

There is also a general belief that the manufacturers of music equipment can work out some plan between them which would handle this problem very satisfactorily for all concerned.

"This can be done," as one leader stated, "by pooling a certain amount of finance in one organization to carry those men who want to buy new equipment. The creation of such a finance organization will make money for all investors."

As yet, no attempts have been made to create any sort of finance set-up exclusively for this industry from among its own members.

It is also noteworthy at this time to bring out the fact that many an operator is in a better financial position than ever before. Such men are now in the mood to buy new equipment. They want to replace wornout machines. They would also be in position to meet all payments.

It is well known that the average operator, if not oversold, can handle payments for whatever equipment he feels he needs. Those manufacturers who have worked closely with ops in this regard claim that they have not suffered any financial loss.

In most cases, it is agreed, the members in the field are in position to make this business boom in much better fashion than ever before, for they have greatly diversified their routes and are no longer dependent on only one type of equipment.

This diversification has reacted very favorably for the average coin machine man. He now can take in new equipment of various kinds if the market properly, and meet all payments because of the income he enjoys from the entire route, not from just his music equipment alone.
A LEADER

Wanted

A daring, far-seeing, pioneering spirit, like that of our forefathers with faith, courage, audacity, clear-sightedness, logic, good humor, is wanted to lead the way for an entire industry.

He who fears fear. He who has no faith in America's future. The man who does not believe in people. Who does not figure out the dramatic touch. Who is too many good years. Who gets frightened easily. Who lacks confidence in himself. Who is not a man's man. Such a man need not apply.

But, if the applicant has all the above qualities in positive, not negative, form, let him step forward and lead an industry destined for greatness on the glorious path of tomorrow.
The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

The Top Ten Tunes - Netting Heaviest Play In the Nation's Juke Boxes

1. **I've Got My Love to Keep Me Warm**
   - CA-15110: The Starlighters
   - CA-15116: Len Brown O.
   - MG-10343: Art Lund
   - VI-20-3502: Roy Noble O.
2. **Cruising Down the River**
   - CA-15573: Jack Smith
   - DE-10479: Homer Coxe O.
   - DE-24568: Russ Morgan O.
   - LO-356: Prime Steel
   - ME-10345: Ben Carrell
   - VI-20-3349: Time Sun
3. **Lavender Blue**
   - CA-15525: Jack Smith
   - DE-10229: Dink Shore
   - CL-10274: Ivan Campbell
   - CR-185: Hugh Cameron
   - DE-24547: Earl Isley
   - LO-354: Anne Vincent
   - VI-20-3100: Sammy Kaye O.
4. **Red Roses for a Blue Lady**
   - DE-24549: Guy Lombardo O.
   - ME-3201: John Lawrence
   - VI-20-3319: Vaughn Monroe O.
5. **Galway Bay**
   - CA-15401: Clark Dennis
   - CA-15285: Bill Johnson
   - CA-15287: Bobby Worth
   - DE-24129: Bing Crosby
   - LO-258: Al Steffen
   - MG-10270: Joseph McNally
   - RJ-7005: Ben Leroy
   - RU-184: Frank Allison
   - VI-20-3238: John Pickens
   - VI-26-7506: Michael O'Duffy
6. **The Pussy Cat Song**
   - CA-15342: Jo Stafford-Garden MacRae
   - DE-24522: Betty Andrews-Bob Crewe
   - ME-527: Anne Vincent-John Lawrence
   - MG-30076: Betty Garrett
   - LO-354: Jack McRae
   - VI-20-3288: Perry Como
7. **So Tired**
   - CA-15114: Kay Starr
   - DE-24549: Russ Morgan O.
   - DE-24449: Russ Morgan O.
   - DEL-1165: Nancy Denver
   - ET-330: Laura Johnson
   - VI-20-3350: Freedy Martin O.

**POPULAR M-G-M Records Hits**

- **Blue Barron**
  - MG-M-10315
- **Billy Eckstine**
  - MG-M-10348
- **Peggy Lee**
  - MG-M-10339
- **Johnny Desmond**
  - MG-M-10358
- **So In Love**
  - MG-M-10349
- **Jane Harvey**
  - MG-M-10371
- **"A" You're Adorable**
  - MG-M-10310
- **The Buddy Kaye Quintet**
  - MG-M-10345
- **Don't Save Your Kisses for Tomorrow**
  - MG-M-10373
- **Art Lund**
  - MG-M-10365
- **Betty Garrett**
  - MG-M-10367
- **Billy Eckstine**
  - MG-M-10340
- **Frankie Masters**
  - MG-M-10346
- **HeLEN Forrest**
  - MG-M-10373
- **Derry Faggien**
  - MG-M-10306
- **Jack Finis**
  - MG-M-10332
- **Blue Barron**
  - MG-M-10349
- **Jack Kilty**
  - MG-M-10339
- **Art Lund**
  - MG-M-10348
- **Johnny Desmond**
  - MG-M-10349
- **Kate Smith**
  - MG-M-10356

**Folk and Western**

- **Lovesick Blues**
  - HANK WILLIAMS
  - MG-M-10352
- **Never Again**
  - MG-M-10352
- **Playboy Chimes**
  - BOB WILLS
  - MG-M-10270
- **Dog House Blues**
  - MG-M-10233
- **Foolish Questions**
  - ARTHUR (Guitar Boogie)
  - SMITH
  - RAIN DROPS and TEAR DROPS
  - MG-M-10233
- **Ebony Series**
  - SLIM GAillard
  - MG-M-10309
  - BULLMOOSE JAcKSON
  - MG-M-10318
  - THE EBONAIRES
  - MG-M-10361

**M-G-M Records**

The Greatest Name In Entertainment

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"My Mom" (2:50)
"My Mother's Arms" (2:48)
EDDY HOWARD ORCH.
(Mercury 5259)

- Some light, sentimental wax by the Eddy Howard ork, with the massive purring of the soft tones of these pleasing tunes in excellent manner, should meet with the favor of Howard's many fans. Wax, titled, "My Mom" and "My Mother's Arms" is slow and easy, with the affectation of a softness done up in plush styling throughout. Both sides are rendered in the usual excellent manner of the Howard ork, with Eddy basking in the spotlight on the pair. Music ops who have the spots that go for this brand should reap harvest with the tunes.

"Amen" (3:07)
"Say Si Sl" (2:26)
WOODY HERMAN ORCH.
(Carol 60028)

- Here's a pair of sides re-issued on Coral that should win the immediate favor of music ops and fans through- out the nation. Two of Herman's greatest ever are offered in "Amen" and "Say Si Sl." The sparkling refrain of the pair, which went like wildfire during the heyday of the band hit, still retain their vibrance. Music ops looking for wax they can depend on should get with this duo.

"Gotta Love 'Til I Die" (2:52)
"Headin' For A Heartache" (2:42)
PAT RAINIEY
(Gold Medal 949)

- Wax that has the spark of becoming a hot item on the phonos is this bit tagged "Gotta Love 'Til I Die." Offered by chirp Pat Rainiey and the Four Notes of Rhythm, the platter appears to have enough in it to warrant music ops avid attention. Pat's trilling of the tune, done up with a faint Latin beat and the boys' chirring in the background, is top notch throughout. It's cute stuff that makes you listen, with the refrain offered filling the air with inviting bits of music. The flip has Pat doing a slow, soft ballad that should win ops favor. Take note of the tricks in the gal's vocal pitch which adds to the flavor of the disking. Ops should get with this platter.

"A"—"You're Adorable" (2:25)
"Beautiful Eyes" (2:15)
LARRY FOTINE ORCH.
(Decca 24579)

- Some fresh wax by orkster Larry Fotine, with the bright tones of "A"—"You're Adorable" and "Beautiful Eyes" seeping thru. Top deck, with a split vocal job performed by chirp Maralyne March and Johnny Good-fellow, is a light novelty tune that makes for fairly pleasant listening. It's cute stuff that is easily taken to, and might blossom into a big item. The flip, wailed by Larry's vocal ensemble in steady up-tempo manner, is another novel dishing that bears ops attention. Both sides rate some heavy listening—and possibly more.

"I Don't See Me In Your Eyes Anymore" (3:10)
"Because You Love Me" (2:56)
THE STARDUSTERS—GORDON JENKINS ORCH.
(Decca 24576)

- This recording will undoubtedly be one of the biggest hits ever. It's a smash junk of wax if we ever heard one and is a platter that should wear white in juke boxes throughout the nation in the very near future. Bound to bask in a blare of glory via this recording are The Stardusters, a vocal group music ops and fans are sure to hoor plenty of. Song, titled "I Don't See Me In Your Eyes Anymore" definitely is one of the better things to come out this season and seems certain to catch on in a big way as yecial refrain of the group, in soft, refreshing tones of splendor, is top notch wax from start to finish. The music flows throughout the waxing, in glowing manner and makes for some of the best musical listening pleasure we've heard in a long time. Take note of the wonderful musicianship furnished by maestro Gordon Jenk- ins, which adds to the glamour of this disc. Ditty fair- ly overflows with infectious notes of lavish splendor—it's the kind of tune music fans and jube box or- ders can take to easily. On the flip with another ballad, The Star- dusters and the Jenkins ork once again display their musical wares in excellent taste to bounce back with another scintillating performance on wax. We go for the top deck's smash tunes of the wax. Music ops should latch on, and buy 'em by the ton!

"Everywhere You Go" (2:45)
"No Orchids For My Lady" (2:44)
JAN GABBE ORCH.
(Capitol 15397)

- Pair of sides by the Jan Gabbe ork, and the sweet refrain of "Everywhere You Go" and "No Orchids For My Lady" in the offering for music operators. Both tunes should be fairly well known to ops since they have kicked around a bit in the past. Vocal refrain of the pair by "Singing" Key-notes is top notch, as Primo's string orchestra does the waxing. Both tunes are rendered in novelty fashion and should catch on with music ops fancy. Platter rates a spot in your machine—get it!
Competition for his "Chime Bells"!

Elton Britt

"CANDY KISSES"

and

"YOU'LL BE SORRY FROM NOW ON"

RCA VICTOR 21-0006

THE TRADE AGREES THAT THESE TWO ARE GOING PLACES. TAKE A TIP—GET THEM WHILE THEY'RE CLIMBING!

Freddy Martin

"ONCE IN LOVE WITH AMY"

and

"You Was"

RCA VICTOR 20-3324

HAVE YOU HEARD FREDDY ON THIS ONE? THE BILLBOARD DID—GAVE IT A RATING OF "84"!

7 CERTAIN COIN-CATCHERS

20-3316 For Away Places
20-3321 Careless Hands
20-3174 A Heart Full Of Love
20-3319 Red Roses For A Blue Lady
20-3101 Lavender Blue
21-0002 Don't Rob Another Man's Castle
10-1454 Bluebird of Happiness

Love Me! Love Me! Love Me!
(Or Leave Me Alone)
The Right Girl For Me
Comme Ci—Comme Ca
The Bells In Her Earrings
Don't Gamble With Romance
Busy
St. Louis Blues
Beautiful Eyes
Lover, Come Back To Me
Guauachi Guara
(You May Not Be An Angel, But)
I'll String Along With You
Bon Soir, Paris

FOLK

Run For The Roundhouse Nellie
They're Out To Trap Ya
ZEKE MANNERS 21-0018

What Became Of That Beautiful Picture
Sweetheart, I Love You Best
CHARLIE MONROE 21-0019

Corn Fed Arkansas Gal
A Woman Was The Cause Of It All
LUKE WILLS 21-0020

BLUES

Walkin' And Talkin'
(and Crying Away)
I Want A Man
LIL GREEN 22-0008

THIS WEEK'S RELEASE!

SAMMY KAYE 20-3366
TONY MARTIN 20-3367
WAYNE KING 20-3368
IRVING FIELDS 20-2369
DIZZY GILLESPIE 20-2370
HENRI RENÉ 20-3271

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who make the hits are on RCA VICTOR Records

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

"Five Foot Two, Eyes Of Blue" (2:51)

**BENNY STRONG ORCH.**

(Tower 1456)

- Here's a ballad that will definitely whir like mad in the boxes. The spark of a "sleepier" hit is to be found in this platter tagged "It's A Cruel, Cruel World," issued by the George Towne orch. The steady up-tempo beat of the orchestra, behind the excellent chipping by Sonny Hayes and Patti Chapman make this disk the winner it is. Lyrics flow around the melody and make you wanna sing, dance and hum along with the biscuit. Ditty is bright throughout and should be greeted with healthy fevers by music ops for coupling, an all instrumental tune titled "Shuffle Boogie" is another tune that might catch on. Light piano work on the side is combined with the vocals, creating a chime effect in the band blending to round out an excellent side. Music ops should get with this disking.

"I Don't See Me In Your Eyes Anymore" (3:00)

"Forever And Ever" (3:04)

**FERRY COMO** (RCA Victor 20-3347)

- Pair of new sides by balladeer Ferry Como seem sure to grab on for some heavy coin play. Ferry's, plugging of "I Don't See Me In Your Eyes Anymore" is first class throughout. The light, subdued tones of the pipers tonal on this easy-drawing ballad are sure to catch on the cupid set. The flip, a rolling Waltz is rendered in equally brilliant manner. It's a pair of great sides turned out by Ferry and wax that should grab a featured spot on any machine. Ops should get with it.

"Blue Skirt Waltz" (2:49)

"I Betcha-Polkas" (2:33)

**LAWRENCE DUCHOW ORCH.** (RCA Victor 20-3356)

- The highly popular Lawrence Duchow orch on deck with a pair, and the refrain of "Blue Skirt Waltz" and "I Betcha-Polkas" in the offering for music operators. Top deck, with the vocal limelight shining on Leo Rohan, has suddenly sprang out of left field, and is a hot item on many jukeboxes. It's a pleasing Waltz ditty that rolls along in mellow temps, with Leo's vocal spot sparking all the way. The flip is just what the title indicates—a fair polka tune, done up in medium polka tempo. Music ops should listen to the top deck.

"You Can't Buy Happiness" (2:48)

"It Only Happens Once" (3:01)

**THE AMES BROS.** (Coral 60036)

- Pleasant waxing offered by The Ames Brothers is this pair titled "You Can't Buy Happiness" and "It Only Happens Once." Top deck, currently earning loads of comment in the music biz gets a nice sendoff by the group. It's slow, tender stuff that flows easily and makes for a world of excellent listening pleasure. Vocal harmony on the side is first class, with the boys turning in a top notch performance. The flip, "It Only Happens Once" has kicked around a bit. It's a slow, heart and flower tone, effectively performed by the group. Music ops should get with the top deck—it has tremendous possibilities.

"Galway Bay" (2:50)

"I've Got My Love To Keep Me Warm" (2:37)

**LARRY DOUGLAS—EUGENIE BAIRD** (Hi-Tone 101)

- Here's a double-decker waxing that should really cause music ops to jump for joy. New low-cost label bowing into the disk biz really sets right with its first release, offering "Galway Bay" and "I've Got My Love To Keep Me Warm," with both sides of the platter rendered in top notch fashion. Balladeer Larry Douglas displays his vibrant tonal on the top deck, to come up with some great warbling. It's smooth stuff that Larry offers, with his resounding lyrics effective and true throughout. The flip, well known to ops also, gets a splendid sendoff from chippie Eugenie Baird. Gal's pipes pitch pretty and add loads of life to this clicheco. Music ops who haven't as yet caught these tunes should latch on to this platter—but pronto.

"Sunflower" (2:47)

"How Many Tears Must Fall?" (3:00)

**SAM BROWNE** (London 394)

- Piper Sam Browne on deck with a pair that shine brightly. It's the mellow refrain of "Sunflower" that Sam shuns, while the flip is "How Many Tears Must Fall?" a strong ballad weaving in slow, dreamy tempo that satisfies. Vocal spot here is effective enough and should meet with music ops favor. Platter is there for the asking—ops take it from here.

"All Is Lost" (3:09)

"Go Now" (3:03)

**ANNE SHELTON** (London 198)

- Here's a disk that bears music operators avid attention. It's chippie Anne Shelton out with a pair of fresh tunes that bear the spark of being hot items for the jule box trade. Titled "All Is Lost" and "Go Now," Anne displays a tone of warmth in her vocal and style of rendition of these ballads. Top deck, with it's original style of reading by Merv Grinnell is pleasing enough. Music ops should know the wax well since it is currently one of the better items on phonos. The flip, with the title giving off the hint of a false note, is a light rhumba with the lyrics playing around an old ad a boogy of Hollywood stars. The rhumba side is novel enough to cause a bit of attention. Music ops take note.
NEW YORK:

Orkster Jerry Wald back on wax again, signing a pact with Columbia Records ... Mrs. Jimmy Dorsey badly burned in the fire at her California home. Understand that the maestro's record collection, some 20,000 odd records, was destroyed ... Keep your eyes peeled on "It's A Cruel, Cruel World" by the George Towner ork. Ditty seems to be a real sleeper. ... Dick jockey Hal Tuni really turning in a grand job over at WVNY, Newark, N. J. Hal predicts big things for long idle thrush Joan Merrill, who's just been signed to a recording contract. Hal conducts the Herald Tribune Forum on Saturday, March 12th, and recently presented an award to orkster Elliot Lawrence as the nation's top college band at the Adams Theatre, Brother Bones, of "Sweet Georgia Brown" fame in the city, set for several weeks of smash personal appearances. ... Herbie Fields ork, currently appearing at the Flame Club, St. Paul, Minn., has added Eugene Thraller on drums and has appointed Bob Warner manager for the band. The Fields crew are currently doing one-nighters in the mid-west. ... Barbara Belle exits from the Brill Building into larger quarters at 1650 Broadway, with her stable including Van Warren, Gene Williams and the Renata Movie Publishing firm. ... Novel promotion stunt is currently being turned by RCA Victor thru a contest pegged on Perry Como's recording of "Far Away Places." The contest, going to music fans via AM, FM and television, features as the grand prize a two week vacation at the famed Italian resort, Lake Como. Winner will be picked by the Italian Government, with Look magazine scheduled to do a pictorial feature on the trip. ... All you have to do is tell why, in 25 words or less, "Why I Would Like To Visit Lake Como." Aladdin Records contingent expects a large response. ... Nellie Robinson, Music Sales Co., New Orleans, one of the hottest disk distrub in the nation. ... A ton of good music, and plenty of it, is to be found in MGM's new release "Take Me Out To The Ball Game." ... Like the way Mel Torme spoons "She's A Home Girl" at the Paramount, Irving Tata, Apollo Records sales whiz, doing a bang up job on those steady selling Mahalia Jackson platters.

CHICAGO:
The Windy City weather proved a bit too much for some of the stars recently appearing here. One night this past week, while rainin' round the town, found Ed Howard absent from his stand at the Aragon Ballroom, Evelyn Knight among the missing at the Empire Room and orkster Art Kassel taking time out from his duties over at the Blackhawk to nurse a cold. Looks like we'll have to prove our Chicago hospitality and promise some of these guys and gals a little nicer weather from now on. ... Charlie Ventura's ork and Nellie Lutcher slated for the Oriental Theatre beginning March 17. ... Horace Heidt and his radio winners inked for the Civic Opera House March 10 to 15. ... Big doings expected at the small "Lobby" March 12 when orkster Vanghe Monroe comes in for a one-nighter. ... Jack Kapp, prexy of Decca Records, in Chi this past week-end for a speech before the graduating class of the U. C. Law School. Jack is making a tour of the country, giving talks to college students from east to west coast.

LOS ANGELES:

Two thousand cats, of assorted sex, and all jumping at the same time—that's a thumbprint sketch of the big doin's the night of Feb. 24 at the Avalon Ballroom, where Bull Moose Jackson and his great band held forth prior to opening at Cricket Club. ... We were there and presented Bull with his Cash Box "Oscar" for "I Love You, Yes, I Do." ... And contrary to what the gang in the New York office may think, we were cold sober when we did our coonskin cap, along with Jack and King RecordsBranch Man, Al Sherman, the benefactor of photographer, King chief Sid Nathan, it seems, got hung up in San Francisco and didn't get down in time for the event but was expected to spend some time with his local staff and Bull more later on. ... The Jackson music has such an irresistible beat that we even picked up our old bones and cut a hunk of floor with Al Sherman's obliging and comely new dance, Helen, who we're sure will never forget or forgive the beating she took on that one. ... Been hearing some promising new tunes for the boxes and of all around hit caliber. ... Among them, just due for their first waxings on the biggest books, are Hal Burrell's "To You" and "I'll Love You Forever," the latter by Charley Hayes and Paul Weinrick and both rich in meaningful lyrics and beautiful melody. ... In different vein, but by all accounts a standout debut are "Hollywood Bowl," writer Al Gannaway's "Dear Mr. Sears and Roebuck," cut by Dorothy Shay on Columbia (Ought to sell a million 'em via mail order catalogue) and America's first Bobby Soxers, Rogers Brothers on Capitol and the song's writer Jack Deau, on Henry Schelb's up-and-coming Crystal label. ... From Berle Adams' office comes a full dispatch to the effect that Paula (Little Bird) Watson is joining Louis Jordan and band for current Empire Room engagement and for an extensive cross-country tour via San Francisco, Indianapolis, Cleveland, Cincinnati one-nighters, then to New York Paramount Theatre for March 30 opening, and from there one-week theatre dates in Newark, Baltimore, Washington, Detroit and Chicago.

ANDY RUSSELL

NEW YORK:

PAULA WATSON

With the Hottest Blues Record On The Market Today

"AIN'T NOBODY'S BUSINESS"

1 & 2 Supreme 1506

Dick Peirce

With Hollywood's Greatest Dance Band On The Original

"AN OLD PIANO PLAYS THE BLUES"

Supreme 1513

Backed by "Peirce Arrow" Dick Peirce and his 16-piece orchestra

ORDER FROM YOUR NEAREST SUPREME DISTRIBUTOR!

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Frisco Bay" (2:44)  "Timmy's Whimsy" (2:52)  MEMPHIS SLIM (Miracle 123)

MEMPHIS SLIM QUARTETTE

Here's that man again, Memphis Slim and the House Rockers to rock off a new cliché to the sound of the air for plenty of moolah in those juke boxes clear across the nation. In the blues of

"D' Natural Blues" (3:00)  "Little Girl, Don't Cry" (2:49)  LUCKY MILLINDER ORCHESTRA  (RCA Victor 20-331)

Back again, the great Millinder himself, the man who has made many a bright star shine forth on the disc firmware, with a new group behind him and once again proving why they'll jam the house to hear Lucky Millinder and his orchestra. The Maestro takes right off on the top side of this disk, "D' Natural Blues," in the blues style for which he's famous and cuts wax (just don't please his many fans clear 'cross the nation. He squirms every bit of emolliet out of every little note and does it with such shining clarity and harmonious blending that this platter bids fair to last for a long, long time in your personal box. On the flip, "Little Girl, Don't Cry," Maestro Millinder slows the tempo and introduces a new group of ears open for Big John Greer. Big John pipes over the blues with his characteristically unique blues and a mandolin bangeroo punch. With Millinder behind him, this boy's sure to go around, go around. Just listen in to this wax—it's got what you want.

"Blues Mixture" (2:45)  "Drinkin' Wing, Spo-Dee-O-Dee" (3:05)  "STICK McGHEE  (Atlantic 873)"

Here's a platter you'll rate high on your "list to it. 'Stick' McGhee and His Buddies really cut lots and lots of grand blues when they put it. "Blues Mixture," a traditional hunk of wax with the theme, "I'd Rather Drink Muddy Water" behind it and instrumental that's gonna make you away along with "Stick" and His Buddy. It's a side that rates a spot in everyone of your juke boxes. On the flip, "Drinkin' Wine, Spo-Dee-O-Dee," "Stick," in our estimation, goes all out, greater and better than on the top, with plenty of heat, good lyrics, lots of rhythm and melody supremacy. Here's a "slicker" side if there ever was one. Just listen in to it.

"Sugar Hill Bop" (2:30)  "Five Star" (2:50)  AL HAIG QUINTET  (Seco 10-002)

Here's the hot at its hottest, with Al Haig and an all star aggregation boppin' "Sugar Hill Bop" to a fare thee well. Terry Swope comes in to make this top side one of the best yet heard and a outside drive for the bop

GROWING UP THE WEEK

blue moods, out and gone, Memphis Slim simply sends "Frisco Bay" the toppside of this platter, right into an intimate spin for one of the sweetest cliché's he's ever cut. He covers plenty of territory in the lyrics, but, the music is something's that's gonna get bluesy nodding and feet tapping and lots and lots of people pushin' more and more onto this side. On the flip, "Timmy's Whimsy," Memphis Slim and the House Rockers turn in one of the most terrific instrumental's they've ever put on a platter. They know just the beat for all it's worth and send the tune into a spinneroo of a wham platter with plenty of surefire nickels, dimes and quarters pressed right into it. This is one disk you can grab onto now— and grab plenty. It's got money eatin' melody right inside of it.

"Oo Bop Choos Dop" (2:40)  "Tell Me Why" (2:44)  JAMES QUINTET  (Coral 60022)

Welcome change in this grand blues disk with the James Quintet doing themselves grand honors for a grand bank of melodic instrumental effort. On the top side, "Oo Bop Choos Dop," the boys kick off in speedy tempo and carry the unique blues vocal all over the line with some of the best instrumental work yet heard. This is a side that's sure to please lots and lots of customers in locations all over the land. On the flip, "Tell Me Why," the boys slow the tempo 'way down and let their tenor turn in one of the best vocal jobs yet heard. This side will be played for a long time to come, and may even be termed "topside" by the ops who are sure to latch on.

"Ray's Groove" (2:51)  "Phips Deed" (2:43)  BABY'S 3 BIPS AND A BOP  (Apollo 767)

More bop in speedy tempo with a bop vocal by "Babes" Gonzales that's unique, to say the least, and that has all the earmarks of a winning disk on any spot where the kids like their bop hot and speedy with fiery melody cutting thru the instrumentalization. There's plenty of fun in the background, and with "Babes" doing the vocal, and the rest of the gang backing him up, the tune sounds 'round the grooves to make this a very different kind of bop platter. On the flip, "Phips Deed," in slower tempo, the gang again cuts bop wax with lots of grand instrumental and good vocalizing to make this a platter that every juke box op should make it his business to listen to if he's got the spots where the patrons like their bop, but old.
"I Know What It Means To Be Lonesome" (2:32)

"I Waltz Alone" (2:43)

CLYDE MOODY

- We're picking Clyde Moody's "I Know What It Means To Be Lonesome" as topside of the "Bull's Eye" deck. Here Clyde Moody as you love him, swingingly singing one of the liveliest tunes you've yet heard. He'll get your toes tappin' along with him and your mood's from then on in it. For the ver- stings Clyde has ever yet made and is sure to pull a million nickels, dimes and quarters from juke box customers on country locations all over the land. On the flip, "I Waltz Alone," comes Clyde Moody with one of the cutest waltz melodies and grandest lyrics backed by a very versatile and able string band to again cut a side that has just about everything any old could ever ask from a platter. The complete title is "I Waltz Alone In The Moonlight" which gives you some of the lyrics to this sweet hook of waltz melody. Here's Clyde Moody as you like him. Grab a boxtop and spread 'em around quick.

"Tennessee Border" (2:33)

"I Watched You Walk Away" (2:42)

CARL STORY

- A folk hunk by Carl Story backed by The Rambler Mountaineers that proves and gains with all the good approval through the hill and dale locations. Carl really shows off his pipes to the grand tune. On the flip, "I Watched You Walk Away," a tear jerker from every standpoint, but with grand folk melo- dy behind it, Carl really shows off his pipes to most complete advantage. Like the topside, it's also in slo-mo, and has grand lyrics to back up the melody. Listen in.

"Sundown In My Heart" (2:49)

"Our Anniversary" (2:36)

TEXAS JIM ROBERTSON

- Texas Jim Robertson and his grand, deep baritone voice, backed by The Panhandle Punchers, turns in a whale of a western with "Sundown In My Heart." It's in a sentimental mood and the lyrics do justice to his grand-piping of the melody. Here's a side that will win Jim Robertson's fan's applause. On the flip, "Our Anniversary," Texas Jim goes into one of the very saddest laments we've ever yet heard him do. The lyrics and melody are sure to bring many a tear to many an eye everywhere to the hills and plains. It's Texas Jim at his best. His voice clear and soulful, the Panhandle Punchers beautifully back- grounding him thruout. This is one deck you should make it your business to listen to.

"An Old Farm For Sale" (2:46)

"Where You Goin'?" (2:50)

COWBOY COPAS

- That grand, grand folk star comes thru with another smasheroo in "An Old Farm For Sale." And all you gals and gals who come from farms will sentimentally feel the sadness of the lyrics and melody as Cowboy Co- pas sings them intimately to you. It's a grand job, a great tear jerker, a side that has that money-makin' Co-
THE CASH BOX, Music

The Critics go ALL OUT!!

March 12, 1949

MUSIC PLAY STANDS AS DISK SALES LAG

NEW YORK — While disk sales throughout the nation continued to lag this past week, music operators reported a steady volume of automatic music play.

Ops reported that juke box play held its own the past few weeks, altho there was no smash disk hit on the market to cause any excitement. Fastest-rising hits were "Cruising Down The River", "Galway Bay", "Barnstormer", "You, You, You, Are The One", "So In Love" and "Careless Love".

Ops reported the continued play of two novelties in the field, "Blue Skirt Waltz" and "Clancy Lowered The Boom."

Meanwhile dealers appeared to be skeptical in ordering records. Many pointed to the confusing situation with relation to 45 rpm, 33 1/3 rpm, and the standard 78 rpm, platters to result of low disk sales. One local dealer stated, "My customers don't know what to buy anymore. They'll come in, ask for a recording, and then ask me whether or not it can be played on the particular phonograph they have at home. That in itself makes the potential customer hesitant, and more times than none lately, the customers have been walking out of the store."

The RCA Victor's 45 rpm platters are not yet out on the general market, many dealers were already paving the way for their sale thru demonstration recordings and record cover. The Past RCA Victor rapid-changer phonograph and color platters are scheduled for release early in April.

Music operators disclosed that the advent and novelty of television play, in preference to juke box play, as had been the situation in large cities at the outset of television's wide growth, has worn off to a great extent. Locations with TV and juke boxes are now playing both, with booted forms of entertainment controlled in tempestuous volume to suit the needs of the particular locations.

Charles LaVere Inks Decca Records Pact

NEW YORK — Charles LaVere, pianist-vocalist with the Gordon Jenkins orchestra, was signed to a one-year recording contract this past week with Decca Records.

The pact came as a result of the success LaVere scored with his Decca recording, with the Jenkins' ork, on "Maybe You'll Be There."

LaVere cut two sides for the platter this past week, "Dreamin' With A Penny" and "Have A Little Symphony," backed by the Jenkins ork and the Four Hits And A Miss.

Wayne Varnum, Publicity Executive Dead

BETHESDA, MD. — Wayne Varnum, until recently head of the public relations firm of Wayne Varnum Associates, and former publicity director of Columbia Records, Inc., died this past week at the National Naval Medical Center here following an extended illness. He was 56 years old.

Upon his discharge from the Navy as a lieutenant in 1946 after three years of service, he returned to Columbia Records, with which company he had been associated in various capacities, including assistant advertising director. Varnum organized Columbia's first New York publicity office. The next year he resigned his position to establish his own company, handling such clients as Bandleader Vaughn Monroe, Dick Jurgens, Larry Green, singer Beryl Davis, the Hotel Commodore and the Artkraft Strauss Sign Corporation.

Born in Butler, Pa., a son of Mr. and Mrs. George Varnum, he attended Penn State College where he was a member of the famous dramatic society, The Thespian. Upon his graduation in 1934 he joined the staff of the Chicago Daily News as a local news commentator, broadcasting over station WMAQ. From here he went to the Des Moines Register and Tribune prior to joining the advertising department of Columbia Records in 1940. In the course of his radio work with the Register and Tribune, he was responsible for exposing a Nazi propaganda broadcaster in Germany as an American who formerly lived in Iowa.

In addition to his other activities he wrote a newspaper column that was published daily in several newspapers, including the Los Angeles Times and the Los Angeles Times in California, under the heading "To Be Continued," by the by-line, Eli Brown.

Surviving are his ten-year-old daughter, Elma Varnum of Chicago, his parents in Butler, Pa., a brother George of Pittsburgh, and a sister Virginia of Vernon, Vt. Burial service took place at Butler on March 2.

"You, You, You Are The One" Philly Click Tune For March

PHILADELPHIA, PA. — "You, You, You Are The One," recorded by Russ Morgan on Decca Records, was selected as the Click Tune Of The Month for March by more than 1000 teenagers at the recent Click Tune Party, sponsored by the Independent Phonograph Owners Association and owner Frank Pullman.

The winning tune at the Click Party was voted tops over eleven other entries. Featured guest star at the affair was the Kirby Stone Quintet. The Click Tune Of The Month, "You, You, You Are The One," will be placed in the number one position in more than 5000 juke boxes throughout the Philadelphia and Eastern Pennsylvania area.

Please mention THE CASH BOX when answering ad—It proves you’re a real coin machine man!
1. **CLOSE YOUR EYES**
   Herb Lance
   (Sittin' In 514)

2. **THE HUCKLEBUCK**
   Paul Williams
   (Savoy 603)

3. **FAT MEAT AND GREENS**
   Edgar Hayes
   (Exclusive 78X)

4. **A LONG TIME**
   Don Juan
   (Modern)

5. **WRAPPED UP IN A DREAM**
   Do-Re-Me
   (Commodore 7505)

6. **TREES**
   Al Hibbler
   (Miracle 501)

7. **DEACON'S HOP**
   Big Jay McNeely
   (Savoy 685)

8. **BEWILDERED**
   Amos Milburn
   (Aladdin 3018)

9. **BOOGIE CHILLEN**
   John Lee Hooker
   (Modern 26-627)

10. **WHERE CAN I FIND MY BABY**
    Johnny Moore
    (Exclusive 69X)

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**WRAPPED UP IN A DREAM**
Do-Re-Me
(Commodore 7505)

**WHERE CAN I FIND MY BABY**
Johnny Moore
(Exclusive 69X)

**BOOGIE CHILLEN**
John Lee Hooker
(Modern 26-627)

**A LONG TIME**
Don Juan Trio
(Modern 650)

**TREES**
Al Hibbler
(Miracle 501)

**GET YOURSELF ANOTHER FOOL**
Charles Brown
(Aladdin 3020)

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**LEONARD**
Charles Brown
(Aladdin 3020)

**CHICKEN SHACK BOOGIE**
Amos Milburn
(Aladdin 3014)

**FAT MEAT AND GREENS**
Edgar Hayes
(Exclusive 78X)

**GET YOURSELF ANOTHER FOOL**
Charles Brown
(Aladdin 3020)

---

**THE HUCKLEBUCK**
Paul Williams
(Savoy 603)

**FAT MEAT AND GREENS**
Edgar Hayes
(Exclusive 78X)

**WHERE CAN I FIND MY BABY**
Johnny Moore
(Exclusive 69X)

**TELEPHONE BLUES**
Eddie Gorman
(DeLuxe)

**BLUES ON RHUMBA**
Sonny Thompson
(Miracle 131)

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**SOUTHWESTERN BLUES**
Sonny Thompson
(DeLuxe 20-628)

**ANOTHER FOOL**
Charles Brown
(Aladdin 3020)

**BOOZER**
Charles Brown
(Aladdin 3020)

**GET YOURSELF ANOTHER FOOL**
Charles Brown
(Aladdin 3020)

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**ST. LOUIS, MO.**
1. Trees (Al Hibbler)
2. Frisco Bay (Georgia Slim)
3. Blues Of Khabama
4. The Huckle-Buck (Paul Williams)
5. Lips (Ralph Williams)
6. Ain't Nobody's Business
7. You Brought Your Woman Home
8. Bewildered (Amos Milburn)
9. Rager Bits (Ralph Watson)
10. A Long Time (Charles Brown)

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**SAN FRANCISCO, CALIF.**
1. The Huckle-Buck (Paul Williams)
2. Trees (Al Hibbler)
3. It's Too Late To Change
4. Deacon's Hop (Jay McNeely)
5. Empty Bedroom Blues
6. Boogie Chillen (John Lee Hooker)
7. Rock Island Blues
8. Bewildered (Amos Milburn)
9. Midnight In A Barrel House
10. Frisco Bay (Memphis Slim)

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**PHILADELPHIA, PA.**
1. Hot Biscuits (Jay McShann)
2. Grandma Plays The Numbers (William Harris)
3. Racking At Midnight
4. Bewildered (Amos Milburn)
5. Partida (Flip Phillips)
6. Deacon's Hop (Lewelly Falson)
7. Boogie Chillen (John Lee Hooker)
8. The Huckle-Buck (Paul Williams)
9. Blues On Display
10. Trees (Al Hibbler)

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**KANSAS CITY, MO.**
1. Bewildered (Red Milford)
2. Sweet Georgia Brown (Brother Bones)
3. Please You (Hab Meadow Johnson)
4. A Little Bird Told Me
5. Wish I Was In Walla Walla (Nellie Lasher)
6. Wrapped Up In A Dream
7. Deacon's Hop (Big Jay McNeely)
8. St. Louis Blues (Ralph Williams)
9. I Didn't Like It The First Time
10. Pettin' And Poppin' (Louis Jordan)

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**MELBOURNE, FLA.**
1. I'll Always Be In Love With You
2. Texas Hop (Pee Wee Crayton)
3. Deacon's Hop (Jay McNeely)
4. Bewildered (Amos Milburn)
5. Chicken Shack Boogie
6. Get Yourself Another Fool
7. Trees (Al Hibbler)
8. Pretty Mama Boogie
9. Hot Biscuits (Jay McShann)
10. Blues After Hours

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**SAN ANTONIO, TEXAS**
1. Bewildered (Amos Milburn)
2. Chicken Shack Boogie
3. Texas Hop (Pee Wee Crayton)
4. Ain't Nobody's Business
5. Boogie Chillen (John Lee Hooker)
6. Deacon's Hop (Big Jay McNeely)
7. Delta Blues (Pee Wee Crayton)
8. Blues After Hours
9. Get Yourself Another Fool
10. A Long Time (Don Juan Trio)
NEW YORK — Major recording companies throughout the nation continued their plans for heavy emphasis in the race and boop music fields this past week by several of strong promotion campaigns aimed at swinging a bulk of the disk sales their way.

It is well known throughout the disk trade that the independent diskers have long dominated the race field. The position in the race field held by Aladdin, Modern, Exclusive, King and Savoy Records, to name but a few, is envious by the majors to some extent. The above mentioned "indie" recording companies, have dominated the race record field for some time now, with all firms leading in "race" disk sales at present.

Many in the trade point out that the indie diskers in this field have gained the position they hold thru a constant program of cooperation with juke box operators. While major platteries do not grant music ops a return privilege, many of the Indies do. The same situation holds true insofar as the issuance of free print issues are concerned. Of far-reaching importance, is the stress made by Indies of giving music ops rapid delivery in their purchase of recordings.

One well known independent disker stated recently, when queried about relations with juke box operators, "I'd rather deal with the music ops simply because I stand a better chance of getting my money out of the deal."

It is a well known fact that business mortality rate is higher among dealers than juke box operators.

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**The Cash Box, Music**

**March 12, 1949**

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**THE CASH BOX REPORTS**

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**THE NATION'S BIGGEST**

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**HILL BILLY FOLK & WESTERN JUKE BOX TUNES**

---

**ONE HAS MY NAME**

Jimmy Wakely

(Capitol 15162)

---

**A HEART FULL OF LOVE**

Eddy Arnold

(RCA Victor 20-3174)

---

**I LOVE YOU SO MUCH IT HURTS**

Jimmy Wakely

(Capitol 15243)

Floyd Tillman

(Columbia 20430)

---

**THEN I TURNED AND WALKED SLOWLY AWAY**

Eddy Arnold

(RCA Victor 20-3174)

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**LET'S SAY GOODBYE LIKE WE SAID HELLO**

Ernest Tubb

(Decca 46144)

---

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

**TENNESSEE SATURDAY NIGHT**

Red Foley

(Decca 46136)

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**HAVE YOU EVER BEEN LONELY**

Ernest Tubb

(Decca 46144)

---

**BOUQUET OF ROSES**

Eddy Arnold

(RCA Victor 20-2806)

---

**JUST A LITTLE LOVIN'**

Eddy Arnold

(RCA Victor 20-2806)

---

**DON'T ROB ANOTHER MAN'S CASTLE**

Eddy Arnold

(RCA Victor 21-0002)
HERE'S YOUR CHANCE TO DIG UP REAL BUSINESS...

THE CASH BOX 'SPRING SPECIAL'

BIGGEST BUYING ISSUE OF 1949!!

All Ads go to press- Thurs. 5 p.m. March 17

RUSH YOUR AD- WRITE NOW

THE CASH BOX

32 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
(Phone: DEarborn 2-0045)

Publication Office
EMPIRE STATE BUILDING
NEW YORK CITY 1, N. Y.
(Phone: LOngeacre 4-5321)

1520 NORTH GOWER
HOLLYWOOD 28, CALIF.
(Phone: HUdson 2-3359)

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

NEW YORK—Coinmen throw the country for a loop today, and the weather, looking to the approach of the spring months for a decided pick-up in collections and sales. It’s a well known fact that with the approach of better weather each year, business for all in the industry improves greatly.

Operators at this time are scotching their routes with the thought in mind of switching and buying new equipment to take advantage of the increased attendance at their locations. Those coinmen who cater to summer resort and outdoor locations are now making their plans to set in their best money making machines, and purchase added equipment necessary to bring them the best income.

A check-up on wholesalers brings to light the fact that they’ve had calls from operators who have been quiet for months, asking if certain machines were available, and what they had that was new. These requests covered all types of machines, including music and vendors.

Most active at this time, and sure to become increasingly active as each day passes, are those coinmen who have arcades and locations at outdoor and shore locations. It is noticeable that arcade owners are now gathering at the wholesalers, not only buying machines, but on the lookout for deals for certain arcade locations.

Several very fine new amusement machines have been manufactured in the past month, suitable for both arcades and individual locations, and the trade can look forward to quite a few more within the next few weeks. Those machines that have been shown so far have met with the approval of the operator, and wholesalers are being pushed to keep up with the demand.

Within the next week or so, greatly increased activity by the buyers can be expected, as more and more interested in preparing for openings of these spring and summer locations becomes a fact. From every indication it appears as if the trade is headed for a banner season.

CHICAGO—“Six months run on an amusement game is a phenomenon in this business” stated George Jenkins, vice president and general sales manager of Bally Manufacturing Company, this city, “but, six months of continual, top production of an amusement game is something never heard of before. That’s the Bally record on ‘Citation’ one-ball free play, and ‘Lexington’ one-ball automatic.”

March 1st marked the end of the first six months of production, with the demand continuing unabated, according to Jenkins.

“Operators throughout the country have informed us that ‘Citation’ has injected new life into the entire industry” continued Jenkins. “Wholesalers of all types of equipment have told us that because of the collections derived from Bally’s one-ball, other machines have been purchased by operators. We are more than happy that this condition exists, as the improved financial condition of our industry makes for a healthy and continuous future.”

It is a well known fact that Bally representatives throughout the country have praised Ray Moloney, president of the firm, to the skies, and have indicated their appreciation by presidential trophies of all kinds. In addition they recently expressed their congratulations to the popular Moloney in print (The Cash Box, February 26 issue).

Jenkins stated that production on “Citation” and “Lexington” will continue full scale to keep up with the continuous demand of the trade.

Genco’s New Five-Ball Game
In Full Volume Production

CHICAGO—Complete and instant acceptance of Genco’s new five-ball “Big Top” by the operators have started the firm on a full time volume production schedule, stated Genco officials.

“Altho ‘Big Top’ has been in the testing stage these past weeks” stated one of the firm’s executives “our reaction has been so favorable that we are now going full blast to get the games to our distributors in all territories.”

Distributors and territory representatives for Genco who have been visiting the factory recently have expressed their enthusiasm upon their individual study of “Big Top”; but when they were shown the results of rigid tests on locations, they advised the factory to go into immediate full production. As one of these distributors stated “It’s wonderful how Genco keeps turning one hit after another. And ‘Big Top’ looks like it will top Genco’s previous efforts.”

“Citation” Completes First Six Months Production Run—Still Going Big

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SHUFFLEBACK*

*16 FOOT CONTINUOUS PLAYING FIELD
IN 8 FEET OF SPACE!

SHUFFLEBACK is a shuffleboard that eliminates cumbersome features. Built into a small cabinet to accommodate any size location.

Two elevations, one of transparent material, the other of a hard long wearing natural wood finish, gives a sixteen foot continuous playing field in 8 feet of space.

SHUFFLEBACK is not a rebound or billiard type game.

It’s SENSATIONAL! It’s TERRIFIC! It’s the only game for your shuffleboard locations!

SHUFFLEBACK comes complete with Wax, Score sheets, weights etc.

PHONE WIRE OR WRITE TODAY!

A few territories still available.

WIRE OR PHONE FOR DETAILS.

SHUFFLEBACK Sales Co.
2633 W. LISBON AVE., MILWAUKEE 5, WISC.

Phone Hopkins 2-5381

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Six solid months of steady production . . . and still going strong! Sales actually equal to many of the famous five-ball sensations of pre-war years! Earnings that sound impossible until you see for yourself! But the greatest record broken by CITATION is the sudden magical way CITATION injected new life into the entire coin machine industry. Almost over-night CITATION brought thousands of players back to pin-ball plungers . . . and gave operators and distributors the financial pick-up they needed. If you're one of the rare operators who has not yet seen CITATION in action, now is the time to get on the band-wagon. Try one CITATION. You'll never rest till you, too, cover all your spots with the greatest one-ball in history. See your Bally distributor today . . . get going with CITATION now.
CITATION

(ONE-BALL FREE PLAY)

Guaranteed odds feature holds players by the hour. Odds either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10, 12 or more coins per game for additional selections.

LEXINGTON

(ONE-BALL AUTOMATIC)

Bally Lexington is identical to Citation in features and appearance, and is equipped with automatic payout.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Sensationally Popular
CONTROLLED SCORING
HIGHEST RATING FOR
SERVICE-FREE PERFORMANCE
AND PROFITABLE PLAY!
THUMPER BUMPERS!
SEE IT—BUY IT AT YOUR DISTRIBUTOR TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILL.
Creators of Dependable Play Appeal

THE ONLY GUARANTEED
SHUFFLEBOARD WEIGHT AVAILABLE
★ WILL NOT PEEL
★ WILL NOT DENT
★ WILL NOT WOBBLE
★ WILL NOT JUMP

MERCURY SHUFFLEBOARD MFG. CO.
(Division of Mercantile Display, Inc.)
1525 N. CLARK STREET
CHICAGO 10, ILLINOIS

Central Sales Apptd.
Dists For Aireon

ROCHESTER, N.Y.—Central Sales & Distributing Company, this city, has been appointed distributors for Aireon Manufacturing Company, according to an announcement by Bernard D. Craig, Aireon's general sales manager. Central Sales, headed by Raymond and James V. Alexander, will cover Rochester and surrounding counties.

Jim Alexander, who heads the sales department, will have as his assistant and roadman, Bernie Shapiro, who has long been identified with the sale of Aireon phonographs in this territory. William Simone will head the parts department, and Annabelle Audino is in charge of the office.

The new Aireon Coronet Model 500 with Tmar, as well as a complete line of Aireon parts and supplies for all Aireon phonos, are now on display at the firm's showrooms.

"After seeing all the postwar phonographs," stated Jim Alexander, "I feel that the new Coronet is the only phonograph for operators because of its low original price and low operating cost."

Independent Lock's New Herculock

FITCHBURG, MASS.—The Independent Lock Company, this city, announced this week an entirely new conception in keyways for the New Herculock.

In the New Herculock, it was stated by the firm's officials, a compact, pick-proof lock for coin machine and vending use, the re-designed keyway has two rows of teeth set opposite each other, much like the teeth of meshing gears, giving it its name, "Gears Tooth."

It was further stated that only Herculock keys will fit this re-designed keyway, and the keys themselves have been given a unique shape to make them quickly identifiable. A key coding arrangement has also been introduced whereby keys are registered for the exclusive use of the operator.

Application Filed For Video Station In Ft. Wayne
FT. WAYNE, IND.—An application for a video outlet to be located in this city was filed with the FCC by WSB-TV, Inc. of WSB-TV, Inc. and WSB-TV, Inc. The station will be affiliated with WOWO and WOWO-FM. J. B. Conley, general manager, stated that they were applying for Channel 2.

Bill Veeck, Cleve. B. B. Pres. On Weekly Tele Program
CLEVELAND, O.—A weekly television program, which is sure to attract the attention of all sports followers in this town, will start Wednesday, February 28. Bill Veeck, president of the Cleveland Indians championship baseball team, will be featured in the show, titled "Bill Veeck's Report To The Fans."

The program will be televised over WENS at 10 to 10:15 p.m. every Wednesday, and will be sponsored by General Electric Supply Co. and GE Radio and Television dealers.
Step this way gentlemen .. and get a load of this action-packed .. thrill-filled headliner!

IT'S BIG! IT'S GREAT!

It's a TOPPER and a STOPPER!

Yessirree .. every day will be a BIG day with BIG TOP!

HURRY! HURRY! HURRY!

ORDER FROM YOUR NEAREST DISTRIBUTOR

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
GREATEST BARGAIN IN
COIN MACHINE HISTORY!

Special Subscription Deal
To THE CASH BOX

With FREE ADVERTISING PRIVILEGE

... a 40 word classified ad FREE OF CHARGE
each week (worth $3.20 per week) plus sub-
scription—at a cost to you of approximately
$1 per week. Your very first ad can
bring back your investment, plus a profit.

☐ 13 WEEKS (1/4 YEAR) $15.00
☐ 26 WEEKS (1/2 YEAR) $26.00
☐ 52 WEEKS (FULL YEAR) $48.00

Select the deal you wish—enclose your
check and classified ad. It’ll be the best
investment you’ll ever make.

THE CASH BOX
The Confidential Weekly of the Coin Machine Industry
EMPIRE STATE BLDG., NEW YORK 1, N. Y.

EASTERN FLASHES

Spring is starting to creep into the air. Not that it can be noticed as yet
by the weather, but activity among the wholesalers of arcade and amusement
games is building up, due to the interest of outdoor advertising agencies,
who are starting to get ready for the new season. Not only are these wholesalers
getting letters and phone calls inquiring about equipment, but many of these
operators are visiting the wholesalers personally selecting whatever machines
they figure will be of benefit to them.

Recognizing the usual spurt in buying at this time of the year, The Cash
Box is preparing its annual SPRING SPECIAL ISSUE, which will bring its
readers many stimulating and authoritative articles. (Note by the advertising
manager—Get those ads in by March 17, Thursday.)

Harry and Hymie Koeppe1, Koeppe Distributing Company, appointed
Metropolitan New York distributors for the new pool type amusement game
"02," manufactured by Paul Bollia1e Manufacturing. Local column showing
great interest in this amusement machine, as Koeppe1e has been invited
by the city. Harry expects to go to town from April Ist on, when the operators
buy their licences. Many are holding off until that time, so it would cost them
the same $50 for the next one month . Hymie Rosenberg back in the city
after an extensive four weeks coverage of the Southern States for American
Shuffleboard Co. Harry (Shug) Super, one of the new 1'se agents for the
ace roadman, Irv (Kempy) Remapp1er, covering the trade through Connecticut
this week. Morris Rood, manager, reports that the orders for AMI's are
pouring, as salesmen are driving hard for the coming season. Also called in by
these two hustlers. Abe Green, Eastern New York, J. impressario, back from a wonderful two weeks at Miami Beach.

Dave Stern and Tom Burke, Seacoast Distributors, Inc., Newark, N. J.,
and Elizabeth, N. J., spent an entire day on Coin row, who had just
returned from a Miami Beach vacation, looked like a million, what with a
brilliant suntan. Tom Burke, the seer, who sees the suntan was due strictly
to a sun lamp Stern had taken with him. Could be, as we've never seen the
sun (as powerful as it is in Miami) out at night. While there, Dave saw all
of his coin machine friends, and stayed at Lou Kawan's place.

The window washer was standing on a ladder cleaning the windows of Dave
Lowy & Company when we came along. Dave, Teddy Selz1, manager, and
the 1r'se assistant secretary, were hiding in the back private office, and the
day before this cleaner went right thru the plate glass, spraining everyone
with flying glass. Dave had just returned from a trip up-state New York,
where he competed in some very fine deals on used equipment.

Mike Munves starting to get busy for the coming season, and wonders
if he should call back Max, who is resting up in Miami Beach. But if we knew
Mike, he'll take care of things himself, and let Max come back when he wants to.
Meanwhile, he's pretty excited about Exhibit's "Dale Gun," which is
being exhibited in charity work in the Boston area.

A friend of ours, the Boston
coinman, visiting in the city . . . Al Siegel, Siegel Distributing Company,
Wurllie's Canadian distributor in the city for a fast two days—just relaxing.

Phil Mason, Mason Distributing, collects thoroughly from his recent
trips, and immediately gets on the road again—we hear it's Chicago this time . . .
George M. Seid11, secretary of The Rowe Corporation, and vice-
president of NAMA (National Automatic Merchandising Association)
dressed the marketing class of Columbia University's School of Business Ad-
imistration on March 1. Subject: "Automatic Merchandising."

Larry Serling, well known Long Island operator, County Enterprises, Wood-
side, L. I., rates an accolade for outside activities which bring credit to this
industry. Serling is the chairman of a committee who will do businessV.
ities at the Central

in Cuba. Card
is J. Muss, president of the Bayside Jewish Center of Long Island, at a testi-
monial dinner to be held on Sunday, March 20. Proceeds from this dinner
will be used to build a new extension to the present building of the Center....
Have a postcard from the travelling F. McKim Smiths, datelined Cuba. Card
reads, "We are still enjoying our honeymoon..."... Al Simon, Al Simon Com-
pany, representatives for Chicago Coin, plays host to a continual stream of
coinmen, who are drooping in to get a looksee at Chicago's new pistol.
We took a look at it and missed only one shot, which we swore we hit. But
evidently we were mistaken, because AI took over and hit it on the first try.
Probabley been practicing all day long.

Ray Alexander and brother Jim, Central Sales & Distributing Company,
Rochester, N. Y., happy over their appointment as distributors for Aimee
Manufacturing Company's line of phonos and accessories. Jim is in charge of
the sales department, with Bernie Shapiro, well known in central New
York, traveling the territory. Bill Simon heads the parts department, with
Aimée's president in charge of the office... Harry Bergman, West Side Dis-
tributing Company, out to do some buying to fill orders he's been getting ...
... Al Bergman, Alfred Sales, Inc., recuperating rapidly from his recent illness,
spends a few hours a day at the office. After a medical checkup this week
Al heads for Florida for a vacation. He had intended to go West, but changed
his mind, and will rest up down south... Al Blendow and Al Meyers, Blendow
and Meyers, getting set for a good spring. Columnists are beginning to place
orders for machines, and in addition Blendow is getting out on the road to
see arcade owners.
The Most Fascinating PLAY APPEAL Ever Put on a Juke Box!

Mr. Operator: If you haven't seen TONAR in action, you're missing the most electrifying sight in juke box history.

You've inspected a lot of phonographs, with various types of "play appeal"—lights, colors, decorations—and you're not easily impressed. But we guarantee that TONAR will interest you... and it will be a sensation in your location.

TONAR employs the cathode ray principles of radar, to make the playing of cash record a new, exciting adventure. Let your Aireon representative demonstrate TONAR in action. You'll see why the new CORONET is fast becoming the top location-getter of the industry.

THE OPERATOR'S PHONOGRAPH

BIGGEST BUYING ISSUE OF THE YEAR
"Perfectly Timed"
THE CASH BOY SPRING SPECIAL
All Ads Go To Press Thurs., 5 P.M., MARCH 17th
Rush Your Ad—Phone! Wire!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CLASSIFIED AD RATE
8 CENTS PER WORD

Count every word including all words in line numbers. Minimum 10¢. Maximum 75¢. Minimum ad accepted $1.00. CASH ON CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash check is not accompanied by your order, your classified will be held for follow-up. Pay in cash or mail check or money order. Classifieds do not cover business, or use of mail for advertising. Classifieds in this issue are open and close March 1.

ASSOCIATED PRESS

CLASSIFIED ADVERTISING SECTION

WANT

WANT—All types Phonograph Maton, Adapters, Wall Boxes, Speakers, Coin Operated Radio's, Phonograph base, tables, radios, etc., in stock. Please inquire or write: KOEPPEL PHONOGRAPH CO., 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 7606.

WANT—Phil Mason wants to buy for cash any quantity new or used phonos, pins, rollodowns, arcades, and vending machines, any type of equipment. MASON DISTRIBUTING CO., 402 TENTH AVE., NEW YORK 18, N. Y.

WANT—5 Ball F.P. original Flipper games and new game coinbases, Stairs, all makes and models; Keeny Bonus Super Bells; Bally Triple Bells; Ennekas late model phonographs. All equipment must be in A-1 condition. State quantity and prices in 1st letter. NOBOV, ELYT, 369 ELLIS STREET, SAN FRANCISCO 2, CALIF. Tel.: TUN-5-4976.

WANT—Any type used phonographs. Especially Seeburg Classics, Vagons and Envoys. Any condition. No parts missing. Quote lowest price and condition. ACE PHONOGRAPH CO., 1324 CARNEGIE AVENUE, CLEVELAND 3, OHIO.

WANT—Your used or surplus records. We buy all year round and pay top prices. No bids or rates. No lot too large or too small. We also buy entire equipment. Just call collect. SEEBURG, 905 NO. MAIN, PROVIDENCE 4, R. I.

WANT—Bally Triple Bells, Packard Boxes, all Chrome Buckey Boxes, and any amount of new or used Flipper Games. Quote prices and send catalogs to M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT—Used 100 Trays for Adams-Fairfax Cash Trays or 100 heavy Locking locks for same. KING-PIN EQUIPMENT CO., 2856 MILLS ST., KALAMAZOO, MICH.

WANT—Used Jennings post-war slots; used Packard Boxes; used Ball Citations and Lexington. Write price and condition. WESTERN DISTRIBUTORS, 3126 ELLIOT AVE., SEATTLE, WASH.

WANT—Keener Favorites, LIEBERMAN MUSIC COMPANY, 1124 KEDCRIPIN AVE., MINNEAPOLIS, MINN.

WANT—The used records from your house you buy. Pick ups around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write to: USED RECORD EXCHANGE, Anthony, 1412 S. BALTIMORE AVENUE, CHICAGO 39, ILL. Tel.: Dickens 7606.

WANT—Minnesota—St. Paul, Minn.

MINNEAPOLIS-ST. PAUL, MINN.

Teddy Hell, Gaylord, Minnesota feeling a lot better, after having an accident two weeks ago with his truck. Going around the bend, Ted clipped off a telephone pole. Fortunately, he was not hurt too badly ... Frank Mayer of Grand Rapids, Minnesota, in Minneapolis for the day on a quick business trip ... Bud Nittburg of the Nittburg Brothers, Castlewood, Minnesota, spending a couple of days in Minneapolis, picking up a truckload of paint for the 40 boats which he has to paint for the opening of fishing season.

Mr. and Mrs. Oscar Sundem of Montevideo, Minnesota, spending several days in Minneapolis taking in a few of the night spots. This is one winter they were unable to get away for a little trip down sunny south ... Music Williams of Nashwauk, Minnesota in town for a few days... Charlie Bohmen of St. Cloud, Minnesota on a hurry-up trip to Minneapolis to purchase records ... Vince Jorgensen of Mason City, Iowa, in Minneapolis just for the day calling on a few distributors, and just recently returned from a trip to Arizona and Los Angeles where he visited his folks.

Jack Bally of Twin Brooks, South Dakota, in Minneapolis just for the day ... Glen Bischel of Chippewa Falls, Wisconsin, in Minneapolis making a few calls ... Irv Heltman of Lake City, Minnesota also in Minneapolis just for the day ... Mary Paul Hayes of Rochester, Minnesota, just recently sold the last of her inventory ... Gil Hanson of St. Peter, Minnesota, in Minneapolis on a hurry-up trip.

Al Reece of the Watertown Amusement Company, Watertown, South Dakota, spending a few days visiting his folks ... H. C. Carey of Watertown, South Dakota, visiting his family in Texas.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—One-balls: Bally Long- acetate [$27 ea., Spel- lbound, 2 Bally, Streamline, and Skyline lakeside, C & M SPECIALTY CO., 832 CAMP ST., NEW ORLEANS, LA.

FOR SALE—Metal Ball Rolldowns: Shipped to Great, TROP, 1/4, 5/8, Tropleans $54.50; Gold Mine, Cover Girl or Hendroma (original flippers) $45.50 ea., 1/2 deposit, C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—"Hollyhore"—the answer to the operator’s prayer. This is the Holy Smoke No. 1 & 2, one of the biggest hits in history for opera- tor after operator everywhere. Cost our last first before you buy. Here’s a machine that will put you back in the really big money again. Write or wire: Box No. 444, c/o THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N.Y.

FOR SALE—Havana, Rio, Ranger, Fast Ball, Kiroy, Playboy, Maide, Balle, Card, Cross Fire, Marjorie, Bowling League, Super Liner, Spellbound, etc., $19.50 each. C.O.D. Write or wire BINGAL SALES, INC., 817 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—2 Mills 2/5 Black Cherry Ball, C.O.D. Write or wire C. H. LITER & SONS, 1312 AVENUE, PHILADELPHIA 30, PA. Tel.: PO 5-3299.

FOR SALE—Cash sales. For all machines in effects. In lots of five $99.95 ea. Singly $199.50. 1/3 deposit balance cash. C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—Mills Golden Falls and Black Cherries 5-10-25-50¢: $145 each. Look like new, money-back guarantee; Mills Blue Cover 45’s with F. room 50¢—25¢ each; Jennings Lives 5 new 5-10-25-50¢ $165 each. We have piles of M. Mills, Bally, and Pace Slots. Write for prices, AUTOMATIC GAMES COMPANY, 2538 NO. 5800 BLYD., LOS ANGELES 6, CALIF.

FOR SALE—American Blonds Bumble and Fiestas, latest mechanisms and all improvements. Machines absolute new, $395.00 each. 1/3 deposit, balance C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—2-Bing-A-Roll $225; Advance Roll $650; Bang-A-Fifty, 12’ or 18’ Ball, All New; Bally 35. 1/3 deposit, Hitter $35; Hoop-A-Roll $150. Roll Down $55. MOHAWK SKILL CARDS, 692 MADISON AVENUE, NEW YORK 21, N.Y.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for 40¢ each. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack and Number, complete and packed in individual cartons. Write us for list of prices on request. L. A. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.

FOR SALE—Bally Carnivals, like new, $150 ea. Also other late flipper games. ANTHONY HIRTH, 2263 NO. 11th STREET, SHEBOYGAN, WIS.

FOR SALE—Packaged to go, checked and cleaned, ready for location. Washington: Auto Roll $95.00; Sportsman Roll $45.00; Auto Roll $45.00; Sportsman Roll $45.00. Steel Ball R.D.; Mimi and Kracken 10¢. Write or wire C.F. CONN, 295 F.P.: Tropleanes $35; Treasure Chest $49.50; Counter Games, Chal- lenger, post-war $24.50 ea. NATIONAL NOVELTY CO., MER- RITTEN, L. I., N. Y. Tel.: Flushing 8320.

FOR SALE—Best used Mills Slot in the South. We also refinish and rebuild same. Seventeen years of rolling and operating experience stands bought and sold. MILTON BRAIN, 546 B. BOX 422, SAVAN- NAH, GA. Tel.: 3-5432.


FOR SALE—Close-out: Best Big Eye! Brand New Pro-Scores in original crates, $189.50 each. F.O.B. Chi- cago. Write: ALFRED BROOKS COMPANY, P.O. BOX 3, N.Y., or Phone LI 9106.

FOR SALE—Victory Specials $99.50; Specials $199.50; Humpty Dumpty $75.50; Sunny $79.50; Virginia $99.50; Rollers $119.50; Yankee $89.50; Lady Robin Hood $124.50; Bonanza $149.50; Re-grind from 1015 $399.50; Seeburg 1474M $419.50. Terms 1/3 Deposit, Bal- ance C.O.D. WOOD PRODUCTS CO., 515 MARYLAND AVENUE, BALTIMORE 18, MD.

FOR SALE—4 Havanas, 4 Rio, 4 Fast Ball, 4 Amber, 4 Superliner, 2 Big Hits, 5 Royal Dukes, 3 Big Leagues, 2 Midget Racer, 2 Sea Breezes, 2 Spellbound, 2 Kiroy, 1 Dough Beauty, 1 K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel.: MA 7-6461 or 7-6391.

FOR SALE—Wurlitzer: 700 $180; 610 $90; 850 $160; Kero VICTORIES $121.50. Seeburg Symphony Rollers, 2 New $49.50 each. 57th AVENUE, NEW YORK 16, N. Y. Tel.: 3-5432.

FOR SALE—Guaranteed Used Ma- chines—Bells: Consoles, One-Ball; Pinos; Parts; Price List; the prices are right! Write for list. CONSOLE DISTRIBUTION, CO., 3410 BROAD ST., NEW ORLEANS, LA. or 304 IVY ST., N.E., ATLANTA, GA.

FOR SALE—Bally Sales. For all machines in effects. In lots of five $99.95 ea. Singly $199.50. 1/3 deposit balance. C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—2-Wurlitzer 1110, write: 2 Wurlitzer 600 $100 ea.; 3 Wurlitzer 500; $110; 2 Five-ball pin ball games $10 up. All machines in excellent condition. JOHN B. STARK COMPANY, 1929 W. TIoga ST., PHILADEL- PHIA 40, PA. Tel.: RA 5-6705.

FOR SALE—Cover Girl Console $50; Singapore Console—Flippers $50; Gold Mine Console $50; Skill Jump with standards $19.50; Improved Dyer $25; Seeburg-Des ET $89.50; Carnival $49.50; Vogue $85; Cover $75.00. Phone TENTH W. Trade Supply Catalogue, WEST SIDE DISTRIBUTING CORP., 611 TENTH AVENUE, N.Y. C. Tel.: Circle 6-8364.

FOR SALE—29 Super Deluxe Airecons, new coin conversion on door, new accumulator, up-to-date mechanism, dies reprinted. These machines perform and appear in best condition than when originally shipped from factory. $219.50 ea. Lots of 5—$200 ea. 1/3 deposit balance. C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

FOR SALE—All tubes—Standard Brands, individually boxed 60 off list, 50 assembled tubes 60 and 10% over C.O.D. Wurlitzer, 280 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Radio Tubes, 60% off list, minimum shipment 50 tubes assorted. Popular brands. All types in stock. WRITE: H. R. PERRY, 1932 BELMONT AVENUE, CHICAGO 13, ILL.

FOR SALE—Bally Sales. For all machines in effects. In lots of five $99.95 ea. Singly $199.50. 1/3 deposit balance. C.O.D. Write or wire ALFRED SALES, INC., 811 MAIN ST., BUFFALO 3, N.Y., or Phone LI 9106.

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FOR SALE—Radio tubes, 60% off list, minimum shipment 50 tubes assorted. Popular brands. All types in stock. WRITE: H. R. PERRY, 1932 BELMONT AVENUE, CHICAGO 13, ILL.

FOR SALE—2 Pinos; $200; Seeburg Lo-Tones $175; Classies $150. All machines in excellent condition. In stock at handsome prices. WESTERN Wurlitzer distributors. Write: L.L. ROY, 1124-1126 FREDERICK ST., HENNEPIN AVENUE, MINNEAPOLIS 3, MINN.

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Radio tubes 60% off list. Kicker Kits $6.95; Ex. Filler Kits No. 2386, $3.95; Pieces, MARBLE, $1.40, 600-700 BLYE RD., PHILA. 22, PENNA.
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