Amos Milburn, Aladdin Records' great blues artist of "Hold Me, Baby" and "In The Middle Of The Night" fame, is at it again in this recent session sure to produce several more hits for the Mesner Brothers' enterprising disk firm. Giving out at the ivories is Amos, with saxophonist-arranger Maxwell Davis standing by. Amos' string of...
Fall Business
Is Waiting For YOU—
Come And Get It
With an AD
in the

FALL SPECIAL
ISSUE OF
THE CASH BOX
Dated: OCTOBER 1st
CIRCULATES THRUOUT THE TRADE THE LAST WEEK OF SEPTEMBER
ALL ADS GO TO PRESS ON FRIDAY NOON
SEPTEMBER 23

The Timing is Perfect . . . The Opportunity is Ripe . . . Reach the entire coin machine industry when the operators are in the market TO BUY!

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TALKING IT OVER

The cup drink vendors, just like the cigarette machines, have found a very special place for themselves in the coin machine industry's run.

It seems that it was just yesterday when the first of these vendors was introduced and the battle started. There were those who said they would fail and there were those who said they would succeed.

To keep the records straight, the cup drink vendors have come thru with flying colors and are, today, regarded among the very best of the automatic merchandisers.

And no wonder. Here is a machine which, without any doubt whatsoever, meets the demand of the American public for speedy and efficient service—the one thing everyone in this grand nation adores.

There was a time when the health authorities in some city looked with alarm upon any cup drink vendor. They tested and examined and took bacteriological tests.

In the long run the constant demand of the public for beverages automatically vended won over the keener scrutiny and the very fact that engineers of every kind in every industry from paper cup to compressors joined in the search for a clear, pure, beautiful and exceptionally fine carbonated drink, brought the automatic cup vendors to the fore. But, with such outstanding glory that anywhere in the nation man, woman or child knows just how to operate these machines, regardless of what dress they come in or what vending method they use.

It is one of the outstanding triumphs of the automatic vending industry and of the nation's automatic merchandising to look back on the many years of hard and ceaseless effort that went into building the cup vendor as one of the "staple" products of an industry where too much stability is not the fact.

There are, actually, three types of drink vendors on the market. The bottle vendor which is well known to thousands or hundreds of people from coast to coast. The mixer vendor which mixes the syrup with the carbonated water right before the face of the purchaser. And the prepared drink vendor where the drink is placed in barrels and prepared before hand and then vended in the quantity desired.

Regardless of the fact that the drink vendors are not too cheap in price, because the cost of steel and components and raw materials keep rising, up and, furthermore, because highly skilled and specialized labor is needed for their completion in manufacturing, they march ahead more rapidly than any other type of vending machine now being offered to the coin operated merchandising machines industry.

Now soups, coffees, and other beverages are being offered to the public by and because of the fact that the soft drinks which have been automatically vended are so pleasing to the palate of the average public these too, have been winning popularity.

It will not take long before the beer vendors which were talked about for many, many years will be appearing in busy bars and taverns and these, too, just as the others will win their way into the public's hearts. That, of course, is here a problem of the manufacturer to overcome with the clever placement of the coin chutes for above the average reach and in such locations where minors are not allowed.

But, just keep your eyes peeled for what's coming forth in drink vending. What you have seen to date is only the beginning of a tremendous era. At Lymo Industries in Chicago they are planning on which will probably astound the entire automatic merchandising industry when they are completed.
Can the Manufacturer Cut Prices?

Much of the discussion regarding the fact that a better fall season can be expected by the industry is based on the question, "Can the manufacturer cut prices?"

Regardless of the fact that the country's leading economists and Washington's noted statisticians have come out very boldly with the statement, "Prices must be cut!" no one has yet told the manufacturer "how" this can be done.

In the midst of a possible fourth labor wage increase and with the fact that the producers of raw materials as well as the manufacturers of component parts haven't substantially lowered prices, it is impossible to see where, how and when the average manufacturer can lower the price of his finished product.

It is well known to all in the coin machine industry that to manufacture any type of coin operated machine today a tremendous financial investment is required.

Yet even the extent and size of the financial investment means very little when other factors are considered. For example, the ingenuity necessary to present the sort of products which will meet trade approval and, better still, public approval.

The need for engineering, experimental development and production staffs which can efficiently and quickly produce a sufficient number (should the product be in demand) to cover all overhead costs and produce a decent margin of profit so that the manufacturer will find it profitable to continue in business.

These are only a few of the many problems which have to be considered by the average factory in the coin machine industry today.

For example, the fact that someone states, "Prices must be cut," doesn't mean that prices "can be cut." This is a statement without thought. Without the background of facts and without the substance of understanding of manufacturing processes.

How in the world can any factory cut the price of its finished product if each worker wants mere money per hour for his efforts? How can this factory cut when the raw materials producers and the components manufacturers want just as much if not more for the same products they have been serving the factory with all this time? How can any factory anywhere cut if the promotion and exploitation work which is required to "sell" the product is just as great as ever and, at the same time, engineers, production experts, and large clerical staffs are required to keep the manufacturer in business so that he knows in just what direction he is moving at all times?

Just to say, "If the manufacturers will cut prices on all equipment, this Fall season may be one of the best in history," isn't substantiated by facts. And facts are what count.

So many sheets of steel are required to stamp out so many component units. So many men must be employed to do this job. Labor wages are so much dollars. All other factors involved in the stamping, delivery, etc., of these components are also so much dollars. How, then, can prices be cut?

The logical answer, then, seems to be to cut down on profits. But, is there sufficient profit so that it can be cut to a point where enough cut will be shown to bring prices down considerably?

The average factory today works on a very small profit margin. This is due not to the fact that the factory management wants to work on a small profit margin, but, more due to the fact that it is forced to do so because of the many price rises and labor wages it has assimilated in an effort to "maintain its present price structure."

As the demand for price cuts continues and as the surrounding factors to production of coin machines lower their prices to meet this demand, then, and only then, will prices fall sufficiently in this field to make way for price cuts by manufacturers in every category.

All that it requires is for the average coinman to walk thru any coin machine factory and note what is today required in the construction of any product. The surprises which many have had thru taking this advice has culminated in a better understanding of the problems of the average manufacturer.

Too many fly-by-night manufacturers have entered the field with the statement, "Our prices are lower because we don't have the overhead of our big factory competitors."

But, where are these people today? What's happened to them? Simply this—that one after the other they have failed, and failed miserably, and in the meantime left those who bought their products high and dry without parts and without anyone to go to in an effort to keep their equipment working.

One high priced bowling alley is a glaring example of what can happen. Many a shuffleboard manufacturer has left customers hanging on the ropes with units which won't last for a month.

Other types of manufacturers have also entered the field and have practically wiped out jobbers, distributors and operators who had faith in them—because of their story that they could produce at a lower price because they were so much smaller.

Those who were caught in these traps would today pay a much higher price for equipment and know that at least they had somewhere to go to get parts and materials which would at least keep their equipment working. And not have to junk it or attempt to sell it to someone else—which is no different than cheating.

Yes, there will be price cuts by all manufacturers. But, these will only be because of the ingenuity and efficient methods used by the manufacturers—until—the time comes when labor stops screaming for higher and ever higher wages and when the raw materials and components come to the manufacturers at lower prices—and when exploitation and promotion can be substantially cut to a lowered point—then, and only then, will it be logically possible for the manufacturer to cut prices to meet the demand of the trade to "buy cheaper."

Everyone loves to buy cheaper. Yet, logical business people must consider the facts as to whether such cheaper products as they demand will be what they want and will stand up for years to come as ten year old games and phonos are standing up today and are still bringing in very fine returns tho they were amortized and paid for years and years ago.

The field must reckon with facts. It must not go off half cocked. It must remember that everyone in the manufacturing business wants to do more business to insure the continued growth and progress of the factory and the entire organization, but, that this cannot be done under present conditions until the entire economic situation has leveled itself to a point where this is practical and possible.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
### The Nations TOP TEN Juke Box Tunes


<table>
<thead>
<tr>
<th>Code</th>
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<tr>
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<td>AR-Arcadia</td>
<td>HA-Handel</td>
<td>RO-Rando</td>
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<td>BB-Bluestreak</td>
<td>HT-Hi-Tone</td>
<td>SA-Savoy</td>
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<td>CB-Columbus</td>
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<td>DA-Dana</td>
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<td>DE-Deca</td>
<td>NA-National</td>
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### SOME ENCHANTED EVENING

- BB-31-0009—Eve Young
- CA-57-529—Paul Wexter O.
- CA-59-546—Jo Stafford
- CA-57-596—Gordon MacRae
- CO-18466—Frank Sinatra
- DE-24637—Al Jolson
- DE-24609—Bing Crosby

### YOU'RE BREAKING MY Heart

- CA-77-519—Jan Garber O.
- CO-2369—Buddy Clark
- DE-24603—The Ink Spots
- HT-163—Jimmy Soudin

### A ROOM FULL OF ROSES

- BB-31-0013—Jackie Scott
- CA-57-537—Paul Weston
- CA-57-526—Roy Williams
- CO-20934—George Mogen
- CO-19259—Jerry York
- CO-26309—Bing Crosby
- DT-353—Pilt Rod
- DE-16716—Cass County Boys

### LET'S TAKE AN OLD-FASHIONED WALK

- BB-31-0010—Johnny Bradford
- CA-57-646—Margaret Whiting
- CO-25371—Frank Sinatra-Dors Day
- DE-24686—Fred Waring O.
- DE-24690—Dick Wynn

### BABY, IT'S COLD OUTSIDE

- CA-57-524—William Meade
- CO-30463—Shane-Cork
- DE-24564—Trogg Nord-Jordan
- HA-1489—Evelyn Page
- HT-132—Cob Calloway

### I DON'T SEE ME IN YOUR EYES ANYMORE

- CA-15402—Jan Garber O.
- CO-3546—Buddy Clark
- DE-24575—The Stardus

### THE HUCKLEBUCK

- CA-57-576—Ben and Goodman C.
- CA-57-7000—Big St. Andrews
- CO-18464—Frank Sinatra
- DE-40897—Bob Marshall
- DE-24652—Lionel Hampton O.
- HA-1508—Beeley-Pige
- HT-972—Cob Calloway O.

### AGAIN

- CA-14524—Nat King Cole
- DE-24593—Doris Day
- DE-24602—Oscar Davis O.
- HT-109—Frenzy Lane

### RIDERS IN THE SKY

- CA-57-682—Peggy Lee
- CA-57-526—Billy Byrds
- CO-24454—Bert Ives
- DE-4616—Bing Crosby

### M A Y B E IT'S BECAUSE

- CA-57-559—Andy & Della Russell
- CO-18521—Bob & Ray
- MS-2064—Pippa Morgan
- CR-4270—Connie Hallen
- DE-24630—Dick Haymes

### CODE

- DE-DeLus|
- HA-Handel|
- LO-London|
- MG-MGM|
- MI-Miracle|
- MO-Mutosonic|
- NA-National|
- RA-Rainbow|
- RG-Regent|
- RO-Rando|
- SA-Savoy|
- SP-Specialty|
- ST-Spartite|
- SU-Supreme|
- TE-Tempo|
- TW-Twanger|
- VA-Varity|
- VO-Vocation|

### THROUGH A LONG AND SLEEPLESS NIGHT

- BILL FARRELL
- M-G-M 10488

### Popular

- WOULDN'T IT BE FUN
- HOP SCOTCH POLKA
- IT'S COLD OUTSIDE
- BILLY ECKSTINE
- M-G-M 10500
- (Just One Way To Say) I LOVE YOU
- GOOD-BYE
- BETTY GARRETT
- M-G-M 10467
- RECKON I'M IN LOVE
- SIDE BY SIDE
- LEE WILLIAMS
- M-G-M 10473
- THE HUCKLEBUCK
- OLD-FASHIONED WALK
- HELEN FORREST
- M-G-M 10463
- TEN CENTS A TIME
- TAKE MY MAMA
- FRANKIE MASTERS
- M-G-M 10465
- RIGHT ON THE TOWN
- LITTLE NEW LITTLE
- BLUE BARRON
- M-G-M 10417
- THIS SWEET SONG OF MINE
- FIDDLER DE FIDDLER
- JIMMY DURANTE
- M-G-M 20207
- LET'S BREAK THE ICE
- JOHNNY DESCMOND
- M-G-M 10480
- I DON'T SEE ME IN YOUR EYES
- BABY, IT'S COLD OUTSIDE
- BILL BARRON
- M-G-M 10364
- ANYMORE
- BILLY ECKSTEIN
- M-G-M 10458
- THE HUCKLEBUCK
- GEORGE SHEARING QUINTET
- M-G-M 10458
- I DON'T SEE ME IN YOUR EYES
- LORRAINE
- M-G-M 10461
- ANYMORE
- RUSS CASE
- M-G-M 10579
- THE HUCKLEBUCK
- DERRY FILLIANT
- M-G-M 10483
- ANYMORE
- HANK WILLIAMS
- M-G-M 10332
- THE HUCKLEBUCK
- MIND YOUR OWN BUSINESS
- HANK WILLIAMS
- M-G-M 10461
- THE HUCKLEBUCK
- THERE'LL BE NO TEAR DROPS TONIGHT
- BOB WILLS
- M-G-M 10424
- THE HUCKLEBUCK
- I AIN'T GOT NOBODY
- BUD HOPPS
- M-G-M 10454
- THE HUCKLEBUCK
- PAPA'S JUMPIN'
- DIME A DOZEN
- ART LUND
- M-G-M 10481
- THE HUCKLEBUCK
- M-G-M 10454
- THE HUCKLEBUCK
- M-G-M 10451
- THE HUCKLEBUCK
- WEDDING BELLS
- FRED KIBBY
- M-G-M 10474

### ORDER FORM

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<th>City</th>
<th>State</th>
<th>M-G-M Records</th>
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"It's What's In THE CASH BOX That Counts"
**The Cash Box, Music**

**Page 6**

**September 10, 1949**

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**THE CASH BOX**

**WORD INDEX**

"I Found A Million Dollar Baby" (2:40)
"Arms And Legs & Polka" (2:42)
BO BANNERS ORCH. (Fortune 117)

- Some light, pleasing waltz by the Bob Banner Orchesas in happy style, with "I Found A Million Dollar Baby" and "Arms & Legs & Polka" in the Amazon for good measure. "I Found A Million Dollar Baby" is a suitable rendition of a popular oldie that has been popularly received. This rendition should do more than hold its own in the jazz boxes. On the other end of the scale, "Arms & Legs & Polka" comes off very well and the metronome of the polka, and turn in a very effective musical performance. Both sides are there for the asking—music ops take note.

"My Baby Missed The Train" (2:53)
"Slider" (2:48)
RAY ANTHONY ORCH. (Columbia 38555)

- The band with that new sound, echoing with a ton of top drawer fare for years to come, comes up with a sure-fire hit. It's Ray Anthony and his gang, knocking out a winner in "My Baby Missed The Train." Essentially a choo-choo-story, the instrumental finesse of this band creates the ride out to make for some excellent listening. Vocal refrain by the Skyliners in suitable tempo. A hit from start to finish. It's a melody that makes you wanna play this thing: time and again. On the other end with "Slider," the Anthony ork continue to keep the wave on the other great side that should score heavily. It's a straight instrumental tune that seems a clinch to clinch with music fans. Don't miss this platter!

"Miami Beach Rhumba" (3:13)
"Cancion Del Mar" (3:05)
CARMEN CAVALLARO ORCH. (Decoy 2476)

- Pair of side that Carmen Cavalaro ork, and the set-up of "Miami Beach Rhumba" and "Cancion Del Mar" in the offering for good measure. Top deck is a widely known piece that has long won the acclaim of music fans throughout the nation. The edition is one of the best around and shows quite well in the palate. The flip has a maestro tendency the ivories behind a plush background of strings on a semi-classical piece. This side should do well in wired music rotation and any one who have a call for this brand might listen in.

"You're Different" (2:47)
"Let Me Grow Old With You" (3:11)
LES BROWN ORCH. (Columbia 38574)

- Orkster Les Brown kicks off another pair that should satisfy his many listeners. Balladeer Ray Kellogg and a vocal choir harmonize the lyrics on the coupling, with the top deck seems a little different; getting the nod. Ditty is a slow, infectious ballad, offered in smart built-in manner throughout. Ray Kellogg is notably talk about that it spells the difference between hit and flop. The band really shows its stuff on the other end as they offer a very dramatic musical performance. The flip "Let Me Grow Old With You." Tempo is slow, with the vocal expression purr-ed by Ray in soft tones, but adequate enough to hold the air. The flip is more of the same style, with a slight edge going to "You're Different."
Every One a Winner! Load up now!

Another just-out Como smash!

**Perry Como**

**DREAMER'S HOLIDAY**
and **MEADOWS OF HEAVEN**

RCA Victor 20-3543

On the heels of his "Huckle-Buck"!

**Tommy Dorsey**

**THE KNOCK SONG**
and **TWILIGHT**

RCA Victor 20-3544

It sets their toes a-tappin'!

**Lawrence Duchow**

**I LOVE AN OLD FASHIONED POLKA**
and **VAGABOND WALTZ**

RCA Victor 25-1132

The No. 1 country hit!

**Eddy Arnold**

**I'M THROWING RICE**
(At the Girl That I Love)
and **Show Me The Way Back To Your Heart**

RCA Victor 21-0083

---

**The Four Tunes**

Sleeper comes up with a rush!

**CARELESS LOVE**

RCA Victor 22-0024

---

**THIS WEEK'S RELEASE!**

**POPULAR**

Jealous Heart
If You Ever Fall In Love Again
My Own, My Only, My All
Love Is Such A Cheat
My Hot Tomato Went Chilly
On Me
Get! It's Tough
To Be A Skunk
She's A Wine-O
Slider
Karina
Ichabod
The Merrily Song
The Headless Horseman
Hollywood Square Dance
Belmont Boogie

**COUNTRY**

I Wish I Knew
I Would Send You Roses
Nothing Won't Cure The Blues
I Got Mine
Just When I Needed You
Buried Alive

**BLUES**

Put Your Money Where Your Mouth Is
It's A Brand New Boogey

**POP-SPECIALTY**

Alpine Polka
Boy And Girl Polka

---

**SELECTED BY CLEVELAND COIN OPS**

**JOHNNY VADNAL**
and his Orchestra

**PRAIRIE POLKA**

RCA Victor 25-1133

---

**CERTAIN SEVEN COIN CATCHERS**

**PERRY COMO**

Same Enchanted Evening
SAMMY KAYE

RCA MONROE

VAUGHN MONROE

HUSTLER-ROSEY

SPIKE JONES

DANCE OF THE HOURS

**EDDY ARNOLD**

I'm Throwing Rice
(At the Girl That I Love)

**EDDY ARNOLD**

The Echo Of Your Footsteps

---

**THE STARS WHO MAKE THE HITS ARE ON**

---

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Katrin" (2:42)
"My Street" (3:01)

ART LUND
(MGM 120-5532)

- Long missing from the promo spotlight, balladeer Art Lund comes up with a ditty that very well may receive a more than fair share of play. "Katrin," from the new Disney film "Sleeping Beauty," is a waltz that has attractive heavy attention. It's the top deck we're wild about. Titled "You're In Love With Someone," Bing displays a world of tuneful vocal allure about this slow, tempo-dancing ballad. Vocal backdrops provided by the Jeffrey Alexander chorus adds hand and polish to an already glowing bit of writing. The song is a smooth affair that makes for wonderful listening pleasure. Bing's vocal refrain is first rate throughout the platter. On the other end with the title tune from flier, Bing adds a touch of the Irish to this cute ditty. Tempo is light and refreshing as is the excellent musical fare under the direction of maestro Victor Young. Ops should get with this platter—especially, "You're In Love With Someone."

"Dime A Dozen" (2:56)
"Everything They Said Came True" (2:50)

SAMAH KRYE ORCH.
(RCA Victor 20-3332)

- Ditty kicking up a storm in many locations is this classy dish of music served up by Sarah Vaughan. With the Kaydets to render "Dime A Dozen," the platter proves to be a side that has loads of promise. "Dime A Dozen" as a jive box winner. Novel use of a steel guitar in the platter makes the recording all the more attractive. The flip is styled in the well-known and widely popular Sammy Kaye manner and features the vocal group once again. It's that same platter that could very well catch on. Both sides should satisfy the many Sammy Kaye fans.

"Land Of Love" (3:01)
"Yes, Sir, That's My Baby" (2:56)

KING COLE
(Capitol 57-716)

- Latest waxing by Nat "King" Cole turns out to be a platter that should make music fans sit up and take notice. Coupling "Land Of Love" and "Yes Sir, That's My Baby," Nat proves his potent coin-culling ability by coming thru with a pair of hot jive box tunes. Top deck is patterned after Nat's "Nature Boy" epic. It's a plaintive melody that makes you wanna listen all the more. Vocal work is excellent, as is a superb bit of musical assistance rendered by those of Pete Rugolo. The flip is the oldie with an appeal of its own. Nat's version of the Cole classic makes life a bit lighter. Tempo is light and merry and very easy on the ears. Both sides will nab some heavy play.

"That Lucky Old Sun" (3:19)
"Make Believe" (2:45)

SARAH VAUGHAN
(Columbia 35599)

- Fresh wax by Sarah Vaughan, and her rendition of "That Lucky Old Sun" and "Make Believe." While the top deck receives a wonderful orchestral push, Sarah's vocal on the side just doesn't quite sound as rich as many of her former waxings. Nevertheless, the platter will definitely meet with better than average approval, especially so from many of Sarah's fans. "That Lucky Old Sun" is a fine slow, sentimental tune that shows Sarah's wonderful vocal style to excellent advantage. It's a side that has an extra special round of applause for the exciting musical backdrop on both sides.

BING CROSBY
(Decca 24079)

- Crooner Crosby pops up with a pair of fresh tunes that seem certain to whack a whole of jive box coin. Both songs are from Bing's new Paramount film "Top O' The Morning" and as such should attract heavy attention. It's the top deck we're wild about. Titled "You're In Love With Someone," Bing displays a world of tuneful vocal allure about this slow, tempo-dancing ballad. Vocal backdrops provided by the Jeffrey Alexander chorus adds hand and polish to an already glowing bit of writing. The song is a smooth affair that makes for wonderful listening pleasure. Bing's vocal refrain is first rate throughout the platter. On the other end with the title tune from flier, Bing adds a touch of the Irish to this cute ditty. Tempo is light and refreshing as is the excellent musical fare under the direction of maestro Victor Young. Ops should get with this platter—especially, "You're In Love With Someone."

"Mexican Hot Foot" (2:44)
"Lingerin' Down The Lane" (2:45)

LAWRENCE WELK ORCH.
(RCA Victor 20-3339)

- Pair of light, pleasin' sides by the Irving Fields Trio and the refrain of "Mexican Hot Foot" and "Lingerin' Down The Lane" are headed ops' way. Top deck is an easy-going instrumentally ditty, with the maestro tickling the ivories in top notch manner. Bing's vocal work on op, all the instrumental work shines quite bright. Both ops' should earn its fair share of buffalo hide.

"Katrin" (2:36)
"Ichabod Cranes" (2:40)

BILL LAWRENCE
(Capitol 20-3539)

- Some wax from the new Walt Disney film titled "Ichabod & Mr. Toad," with maestro Lawrence Welk's Trio "Katrinas" and "Ichabod Cranes" for music operators' pleasure. "Tux" Crawford handles the vocal work of the top deck in fair manner. Tune is a light, playful girl song that might be headed for a top spot on the nation's music machines. The flip is a cute novelty song, with piper Dick Noodleman's "Ick-Trina" is the side music ops should keep their eyes peeled for.

"If Love Is Trouble" (2:59)
"Body And Soul" (2:56)

BILL ECKSTINE
(MGM 19501)

- Billy Eckstine seems quite certain of remaining in the spotlight, especially with the latest disc. The pop ballad is a side that will draw loads of fans. Billy's easy-going, relaxed vocal manner makes for excellent musical fare. His rendition of the standard "Body And Soul" is offered replete with loads of vocal quiverings that show off his versatile vocal manner to perfection. The coin-collaring power of Eckstine will continue to remain a tough op to beat in the jazz department. Wonders of the Week, "If Love Is Trouble" leading the way on this biscuit.

"To Gotta Buy, Buy, Buy For Baby" (2:48)
"Break It To Me Gently" (2:43)

KAY STARR
(Capitol 57-718)

- The kid with the bell in her pipes, chipp Kay Starr, comes up with some mighty catchy ops. "To Gotta Buy, Buy, Buy For Baby" and "Break It To Me Gently" Kay's vocal work on songs of this sort is hard to beat. The gal's jazz intonation is easily swine of winning potence and had the pleasure of bearing. Top deck is a mellow—tempo deck, with Kay snickering a world of wonderful lyrics. Flip slows down to a blues ballad, which holds the turning in another excellent performance. The guys and gals who go for this brand won't hesitate a second.

"A Breathless Promis" (2:48)
"Lingerin' Down The Lane" (2:45)

RICHARD HAYES
(Mercury 5318)

- Balladeer Richard Hayes steps into the vocal spotlight via this new warming ballard titled "A Breathless Promise." Dick's big voice is extremely pleasing, but with much feeling on this side. The tune is an excellent sentimental item that should satisfy the kids who love dance cocoon. Wonderful musical background under the direction of Mitch Miller rates an extra salute. The coupling shows Dick's versatile vocal style in effective manner as he offers "Lingerin' Down The Lane," a light, easy-going ditty that is currently causing wide talk. Top deck is the better of the pair.

"If You Ever Fall In Love Again" (2:59)
"Jolous Heart" (2:47)

BILL LAWRENCE
(RCA Victor 20-3539)

- The vocal allure of piper Bill Lawrence is displayed in effective fashion on this latest outing. Top deck has Bill purring a plaintive cupidity that tops off the two sides. Bill's vocal work is warm and sincere throughout the waxing. Song has a lovely high spot that tops off the two sides. Bill is offering his rendition of a current hot musical item. This version is by far one of the best around and should achieve the same popularity of the song immensely.

"That Lucky Old Sun" (3:04)
"Make Believe" (2:54)

VAUGHN MORONE ORCH.
(RCA Victor 20-3531)

- Maestro Vaughn Monroe should continue his streak of hot wax via this recording of "That Lucky Old Sun" and "Make Believe." Monroe's ops should be well acquainted with the fervor spread by the top tune. Vaughn's rendition, with the Moon Men offering a vocal backdrop, is a very effective item, and should receive some lively coin play. The flip is a smoothly styled pleaser that makes a platter. Vocal work by the maestro and a chorus is a delight to the ears. Platter rates a spot in ops' machines.
RCA Victor Opens All Out 45 RPM Campaign

New Player Available At $12.95

CAMDEN, N. J.—RCA Victor announced that its completely automatic 45-rpm record-play ing attachment will be offered to the public, effective September 29th, with a new price tag of only $12.95, making it the lowest-priced automatic record playing instrument ever put on the market.

The reprinting of the 45-rpm instrument, originally listed at $23.50, is the heart of an all-out advertising, promotion, and sales drive designed to speed the mass distribution of 45-rpm instruments and spur the sales of the new 45-rpm records. The campaign opens September 29th and will continue through the Christmas buying season, it was revealed by G. B. Elliott, Vice President in Charge of RCA Victor Consumer Products.

Following the opening of the campaign which introduced the 45-rpm system last March, RCA Victor will make use of flying squads of top company executives and special distributor-dealer meetings to completely familiarize the retail trade with the introduction.

"We are completely aware of our responsibilities to our dealers in connection with the reprinting of the automatic record playing attachment," Mr. Elliott said, "an arrangement has been made which will adjust the cost of the new instrument to these instruments. Details of this arrangement will be disclosed to dealers by their distributors at the forthcoming meetings."

THE THREE FOR THE MONEY

BY THE ORIOLES

1. "A KISS AND A ROSE" backed with "It's a Cold Summer"

Jubilee 5009

2. "I CHALLENGE YOUR KISS" backed with "Donkey Serenade"

Jubilee 5008

3. "TELL ME SO"

Jubilee 5005

Ops: Don't Take Our Word—Refer to the Cash Box HOT Charts.

JUBILEE RECORD CO., INC.
764 10th Ave. N.Y., N.Y.

the same low price since 1955

The Cash Box—JAZZ & BLUES
"AWARD OF THE WEEK"—Sept.3, 1949
TEACHO WILTSHEIRE's
"HEAVEN HELP THIS HEART OF MINE"
backed with "TRAVEL ON"
Order From Your Nearest Distributor Or
APOLLO RECORDS, INC.
437 WEST 45TH ST.
NEW YORK, N. Y.

"It's What's In THE CASH BOX That Counts!"

NEW YORK:
London Records signed Chevy Biever this past week as they are about the singing in the jazz field. Gala pipes as it is. Sam Green of Alladin Records disclosed the appointment of M & M Distributors, Buffalo, New York, and Specialty Distributing Co., Pittsburgh, Pa., to handle the firm's line... Frank Cooper, manager of the C. F. Cooper studio, is in New York for a personal appearance with a bunch of strange musicians. "What a gang," he said. "Every time you said, 'Take Five,' they threw thru your pockets." Stimson Records enter the king play to it's own way with the announcement of four Buri Ives recordings. Wax is available on 33 1/3 rpm... the heat is still burning, New Yorkers love these, but one of its silliest gimmicks get loose in RCA Victor's studio directors in the public's eyes during the month. After about a dozen takes at waxing a hit tune, the boys were finally heating the heat back and were well into the fatal thirties. Suddenly the sax man stood up for a solo and the wax section... made a neat and skillful job.

CHICAGO:
Congrats to songstar Eddy Howard and his Missus on the birth of their new son... Frank Warren, RCA Victor recording star, hosted a cocktail party for des-jays who were in the city for one-nighters... Frank is working nightly over at the Show Place... Woody Herman signed for the Blue Note Sept. 6... Rumors have it that Dick Bradly of Tower Records is considering moving his offices over to the Show Place on 35th street. Pinocchio, A & R man for Shapiro-Bernstein, in town... the Shaft, one of the biggest names in the business, backs, and tape-tap of Forster Music vacuuming up in the north woods... Nick Laney of Rondor Records out of town on his own... Frank Grilhot, picking big with their new Ken Griffin disk "Beautiful Wisconsin" and are now set to kick off 8 sides with the Gordon Trio for fall schedule... Every other Aristocrat Records singer is going to be about their new recording star, Louis Blackwell, who has already cut four sides, two of which are set for early fall release... Mr. Kaz, a Columbia model, another hold-over at the Boulevard Room of the Stevens Hotel, was kept busy on the air until the boys were backed by Forster Music for all time... Trianon Balroom this past week for a four week stand. Jimmy, before forming his own orch, was drummer with the Art Kazell crew... Mitch Miller, recorder of records, is in town for another waxing session. During his stay, Howard, Kitty Kallen, and Lawrence Welk... Jo Stafford inked for the Chicago Theatre Sept. 29th... Galaxy is doing a bang up job at the Oriental Theatre where he now holds forth... Vaughn Monroe's RCA Victor disk of "Someday" catching on here in leaps and bounds. Peg this one for the top spot on music charts... Al Gallico, who heads his own publicity in New York, in town recently visiting with friends.

LOS ANGELES:
With some folks concentrating strictly on the blues when it comes to the recording business, it's refreshing to see enterprises judging cast art destinies and locate into a new label that looks to us like it could pay off, and before long... Label "Wax Majic" and its stories, and musicians are several artists and songwriters of our acquaintance who have asked us to hold off on quoting prices and getting "tread" on the public's ears before having the best reasons known to themselves... Their first release, just coming off the presses and probably to beenchmarked as the label's "Universal" record, has a musical backing from the Black-Smith Trio... Same music combo on the other side, "The Big Go By," for the label's signature tune... Allen Green of the Foolish Youth, and Allen's brother, Dana Gibson and featuring the very pleasing voice of his twin sister, Sue, has been working the studio and the studio, and has a very interesting combination of Italy's reputed greatest accordions, Wolmar Beltrami on "Slightly Frantic" and Francisco Ferreri on "Harem Serenade," that has been recorded, the biggest being a "Battle of the Accordionists." You pick the winner... Enhanced also has been clever pianist Mike Henke, now drawing the supper crowd to Victor's in Hollywood and for merly doing sax of the same at Chicago's Colonnade Inn... Cap Records folks just going wild about King Cole's "Land of Love."
Johnny Clarke

WJR—Newark, N. J.
1. DARKTOWN STRUTTERS BALL (Ray Anthony)
2. SAY IT, PLEASE (Joe Godfrey)
3. SOME ENCHANTED EVENING (Perry Como)
4. YOU'RE BREAKING MY HEART (Vic Damone)
5. THERE'S YEL, YES IN YOUR EYES (Carmen Cavallaro)
6. MILWAUKEE (Kitty Kallen)
7. ARENE (Alan Foster)
8. FOUR WINDS AND SEVEN SEAS (Sean Keys)
9. SAN (Brother Nasri)
10. CABARET (Fos Young)

Hol Tonis

WNY—Newark, N. J.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. CIRCUS (Tony Martin)
3. SOME ENCHANTED EVENING (Perry Como)
4. HUCKLEBERRY (Paul Bley—Hot Lips Page)
5. LET'S TAKE AN OLD FASHIONED WALK (Frank Sinatra—Dick Haymes)
6. THAT LUCKY OLD SINE (Frankie Laine)
7. MY BOLELO (Vic Damone)
8. YOU'VE GOT A HEART OF GOLD (A. Foster)
9. IT'S ME (Fos Young)
10. AGAIN (Vic Damone)

Willie Bryant-Ray Carroll

WHOM—New York, N. Y.
1. 8 WHATEVER I AM (Barbra Streisand)
2. CRYING (Billy Eckstine)
3. GODFREY (Johnny Hartman)
4. THAT LUCKY OLD SINE (Hank Lane)
5. IT'S WARTIME (Frank Sinatra)
6. HUCKLEBERRY (P. Bley—Hot Lips Page)
7. LA BELLE (Bosley)
8. TELL ME SO (Ondine)
9. FLAMINGO (Errol Garner)

Jack Lucy

WINS—New York, N. Y.
1. THAT LUCKY OLD SINE (Frankie Laine)
2. MY BOLELO (Vic Damone)
3. JOLIETJANIE DO MARGO (Les Brown)
4. SHE ENDS LAMBERTH (Les Brown)
5. GIVE ME YOUR HEART (Perry Como)
6. CIRCUS (Bill Evans)
7. TELL ME WHY (Edward Harris)
8. CAFE RENDEZVOUS (Tony Martin)
9. IN LOVE WITH ANY (Ray Bolger)
10. I WISH I HAD A RECORD (Perry Como)

Bill Wright

WSCN—Birmingham, Ala.
1. SOME ENCHANTED EVENING (Perry Como)
2. YOU'RE BREAKING MY HEART (Vic Damone)
3. HOMEWORK (Jimi Whitten)
4. WHISPERIN' HOPE (Steford—MacRey)
5. MAYBE IT'S BECAUSE (Dick Haymes)
6. CABARET (Raymona Couping)
7. OUT OF LOVE (Tammy Harris)
8. CAFE RENDEZVOUS (Dorris Day)
9. I'D LIKE TO BE WITH YOU ANYTHING (Dorothy Dandridge)
10. I WISH I HAD A RECORD (Perry Como)

Bob Koogle

WHJP—Jacksonville, Fla.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. SOME ENCHANTED EVENING (Steford)
3. LET'S TAKE AN OLD FASHIONED WALK (Frank Sinatra—Doris Day)
4. AGAIN (Doris Day)
5. THERE'S YEL, YES IN YOUR EYES (Blue Brown)
6. A WONDERFUL GUY (Frank Sinatra)
7. ROOM FULL OF ROSES (Sean Keys)
8. LOVER'S GOL (Don Shire)
9. LOVE IS (Don Martin)
10. SLIPPIN' AROUND (Margaret Whitner—Jimmy Whalley)

Bob Nelson

WBBG—Augusta, Ga.
1. HOMEWORK (Perry Como)
2. NEW SHADE OF BLUES (Billy Eckstine)
3. I LOVE TO (Ray Brown)
4. A WONDERFUL GUY (Frank Sinatra)
5. SEPTEMBER IN THE RAIN (George Shearing)
6. LOVER'S GOL (Elga Fitzgerald)
7. LOST IN LOVE (Billy Eckstine)
8. SOMEDAY (Yayna Mann)
9. FRANKIE'S BAR (Elga Fitzgerald)
10. I WISH THAT IT WOULD BE (Artie Shaw)

Phil Spencer

WHHT—Durham, N. C.
1. DRINKIN' WINE (Green MacGee)
2. TELL ME WHY (Ted Howard)
3. THAT'S THE ONE (Frank and Ronnie)
4. WHISPERIN' HOPE (J. Stafford—MacRey)
5. DO YOU THINK OF MY (Gordon MacRae)
6. DO YOU EVER THINK OF ME (Gordon MacRae)
7. I LOVE YOU (Frank Sinatra)
8. YOU'RE BREAKING MY HEART (Vic Damone)
9. SOME ENCHANTED EVENING (Steford)

John Lahbun

KRE—Indio, Calif.
1. LUCKY OLD SINE (Frankie Laine)
2. CRYING (Billy Eckstine)
3. PALS MUND (Arthur Simplex)
4. LUSH LIFE (Kenny Clark)
5. FINE ROMANCE (Gene Brown)
6. AGAIN (Doris Day)
7. BLACK VELVET (Iraick Specter)
8. ROOM FULL OF ROSES (Frankie Laine)
9. INDOCHINE (Jean Marais)
10. DRINKING WINE (Lionel Hampton)

John Smiley

WGAR—Cleveland, O.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. NOW THAT I NEED YOU (Frankie Laine)
3. JEALOUS HEART (All Margar)
4. I LOVE YOU (Billy Eckstine)
5. I'M SO LONELY (Dee Jay Keifer)
6. SOMEDAY (Yayna Marree)
7. I'M TAKING AN OLD FASHION WALK
8. LET'S TAKE AN OLD FASHIONED WALK
9. AGAIN (Doris Day)
10. I'M GONNA BE SLEEPING (Billie Clark)

Phil Haines

WTRC—Elykirt, Ind.
1. KISS ME KATE (Kenny Hunter)
2. I'LL SEE YOU IN MY DREAMS (Tony Martin)
3. DREAMS (Rory Martin)
4. WARBLER CANNONBALL (Ray Brown)
5. LOVING HEART (All Margar)
6. I LOVE YOU SO MUCH (Billie Clark)
7. THE MAN I LOVE (Bonnie Goodman)
8. LET'S GO FOR ALUMINUM CRACKER
9. DANCE OF THE HHOURS (Spils Jones)
10. SENTIMENTAL JOURNEY (Mary Mack)

Harold Tote

WATC—Chicago, III.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. HOMEWORK (Frank Warren)
3. SUOOSULLY (Gene Krupa)
4. SOMEDAY (Yayna Marree)
5. THAT LUCKY OLD SINE (Frankie Laine)
6. A NEW SHADE OF BLUES (Ella Fitzgerald)
7. IS IT TRUE WHAT THEY SAY ABOUT DIXIE
8. JEALOUS HEART (All Marrr)
9. AIN'T SHE SWEET (James Brown)
10. AT THE CAFE RENDEZVOUS (Doris Day)

Eddie Gallaher

WTOP—Washington, D. C.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. SOME ENCHANTED EVENING (Steford)
3. ROOM FULL OF ROSES (Elga Fitzgerald)
4. SOMEDAY (Yayna Marree)
5. BALL HA (Kevin Crows)
6. FUMOUSDUG (Sway Euthy)
7. I'LL SEE YOU IN MY DREAMS (Tony Martin)
8. HAVE YOUR WAY (Frank Sinatra)
9. I WISH I HAD A RECORD (Perry Como)
10. WOULDN'T IT BE FUN (Artie Shaw)

Art King

WEI—Boston, Mass.
1. IF I WERE YOU (Bill Pennell)
2. WHEN YOU LIVER GOOD (Fred Wall)
3. JUST GOT TO HAVE YOU (Willie Nelson)
4. HOP SCOTCH POLKA (Art Mann)
5. THE KING (Tommy Lewis)
6. TELL ME WHY (Elga Fitzgerald)
7. LET ME BE (Frank Sinatra)
8. I LOVE YOU (Billy Eckstine)
9. YOU'RE BREAKING MY HEART (Vic Damone)
10. YOU'RE BREAKING MY HEART (Vic Damone)

Bary Kow

WPAT—Paterson, N. J.
1. YOU'RE BREAKING MY HEART (Vic Damone)
2. SOME ENCHANTED EVENING (Steford)
3. BABY, IT'S COLD OUTSIDE
4. THINKING OF YOU (Terry Clark)
5. ROOM FULL OF ROSES (Elga Fitzgerald)
6. DO YOU THINK OF MY (Gordon MacRae)
7. HUCKLEBERRY (Frank Sinatra)
8. CIRCUS (Tony Martin)
9. OVER (Martha Trower)
10. YOU'RE BREAKING MY HEART (Vic Damone)

"It's What's In The CASH BOX That Counts"
"That Lucky Old Sun" (2:50)
"If My Dream Would Come True" (2:48)

HERB LANCE

- There shouldn't be any doubt at all about this one. Sure to reap harvest for music operators throughout the nation, and likewise result in the beaming of a national spotlight on balladeer Herb Lance, is this rendition of "That Lucky Old Sun." Herb isn't a crooner—he sings right down deep from the heart on this one. His rich, sincere vocal effort on this rapidly rising song hit is nothing less than sensational. The magnificent depth and feeling displayed by Herb is sure to result in this platter becoming a big winner. On the other end with "If My Dream Would Come True," Herb once again comes thru for music operators with an equally great disk. Tempo is slow, while the comedy lyrics, patterned in the romantic vein make for excellent musical fare. Music ops shouldn't miss this disking by any means. The wax will wear white.

"When You Love" (2:51)
"Crying Blues" (2:47)

CLIFF BUTLER (King 4311)

- Some great wax in the offering for music ops is this disking by pipe Cliff Butler. Top deck is a soft, hush-hush ballad, purred by Cliff in smooth tones that ring true. Music is toned down enough to make you wanna listen twice. The flip has Cliff coming back with a bit of ballad blues that should do well in the boxes. We like the top deck, "When You Love."

"Don't Blame Me" (2:49)
"Yesterday" (2:57)

FOUR SHADIES OF RHYTHM
(Fringermaster 33)

- Pair of fair sides which music ops can use to fair advantage are those by the Four Shades Of Rhythm titled "Don't Blame Me" and "Yesterday." Top deck is a novel rendition of this old standard. Vocal work is effective, as is the light instrumental patter in the background. The coupling switches to a slow, dreamy ballad, which the vocal combo handles in smooth style. Ops who have the room on their machines might listen in.

"Landslide" (2:47)
"A Tenor Plays The Blues" (2:47)

VON STREETER & HIS WIG POPPERS
(Coral 65015)

- Ya' ain't heard nothin' yet, 'til you've heard this side tagged "Landslide." Mastering more drive rhythm than we've heard in a long while, Von Streeter and his Wig Poppers come up with a side that's gonna have the jump fans going wild. Up tempo isn't the word for this—it's some of the wildest and wooliest ever. Sax work is featured throughout, and is offered in top notch style. The flip is just what the title says. Put your money on "Landslide."

"You Satisfy" (2:53)
"Blues For My Baby" (2:39)

BILLY WRIGHT (Savoy 710)

- Piper Billy Wright on deck with some mellow blues, and the metro of "You Satisfy" and "Blues For My Baby" seeping thru the wax. Both sides of this platter are rendered in slow, tempting tones that satisfy. It's smooth blues, the kind you just wanna sit and relax with. Billy's pipes pitch effectively throughout the platter. Ops should get with this biscuit.

"As I Love You" (3:02)
"Lovely In Her Evening Gown" (3:00)

BUDDY JOHNSON ORCH.
(Decca 24716)

- The wide following of Buddy Johnson and his gang should result in some heavy coin play for this duo. The top deck, with chirp Elia Johnson wailing the vocal expression is a strong, teeming blues ballad that makes for mellow listening pleasure. Elia's pipes make you wanna listen on the side. Arthur Prysock takes over on the flip and turns in a very effective performance on another plush ballad. We like the top deck.

"Let The Power Of The Holy Ghost Fall On Me" (2:12)
"I Can Put My Trust In Jesus" (3:08)

MAHALIA JACKSON
(Apollo 213)

- Wherever you can place a gospel disk place Mahalia Jackson's latest platter and there's no doubt that either side will please tremendously. The gorgeous voice of this gospel singing thrush is absolutely thrilling. It's one of the most outstanding of all the gospel platters produced in a long, long time. Latch on.

"It's What's In The Cash Box That Counts"
INTEREST IN MOA CONVENTION SOARS AS RECORD COMPANY EXECS FORMULATE PLANS FOR PLATTER FORUMS WITH OPS

Diskery & Needle Firm Officials To Be In Attendance At MOA Meet In Chicago Nov. 7, 8, 9. Suggestion And Proposals To Be Received From Music Operators At Planned Panel Discussions

15 MAN EXECUTIVE COMMITTEE TO MEET SEPT. 12, 13 TO ARRIVE AT PROGRAM FOR CONVENTION

NEW YORK — Trade executives from recording and needle manufacturing firms throughout the nation this past week were learned to formulating plans will be on panel meeting and discussion sessions at the forthcoming Music Operators of America convention in Chicago, November 7, 8, 9.

Long suggested by several members desire to try, the planned meeting will give both the music operators and the record company an opportunity to get together and discuss their mutual problems, for their mutual interest.

It was learned that suggestions and proposals for arriving at most beneficial mode of operation with regard to recordings, would be received from music operators at these planned panel discussions. Several executives of the major recording companies have even gone one step further by suggesting that regular scheduled clinics be arranged thru the firm’s distributor organization to promote the sales of recordings and at the same time take up any matter of importance the music operator may have. Thus the means of a clinic it was pointed out, the music operator will have direct contact with the record manufacturer, and therefore both the point of purchase individual will be available for discussion.

A statement from George A. Miller, national chairman of the Music Operators of America said, “First and most important of all will be the opportunity for the operator to discuss the real economical problems that face the music operator as of today. Executives of the phonograph manufacturing companies will be invited to attend our meetings for the entire day to work out such problems to the advantage of all concerned. Further, representatives from record companies will be present to receive suggestions and proposals by the music operators, and last, but not least, representatives from the leading needle manufacturing companies will be on hand.”

“The fifteen-man executive committee, which represents as many states, will meet in Chicago September 12 and 13 for the purpose of arriving at a program that will be most valuable and interesting to every music operator in the nation from a mercenary standpoint. This meeting is considered important that members of the executive committee are going to Chicago. All parts of the nation at their own expense to arrange the most important program that has ever been presented to the music operators at any time during the existence of the automatic phonograph business.”

Vic Damone Wins “Best Baritone” Contest

NEWARK, N. J. — Vic Damone (right) sheepishly accepts congratulations from disk jockey Barry Kaye, who ran “Best Baritone” contest via station WPAT. Vic won hands down and with little wonder too, in view of his current success with “You’re Breaking My Heart”, “My Bolero” and “Again.”

Barclay Allen Injured In Automobile Accident

NEW YORK—Plsnet Barclay Allen was seriously injured in an automobile accident it was learned this past week. Allen had been driving in Nevada, and at present is in a hospital there. It was reported that Allen had suffered serious spinal injuries.

NOTICE

Members of the music trades who desire to contact Music Operators of America can use the following address for correspondence:

George A. Miller
Chairman of the Board
Music Operators Of America
128 East 14th Street
Oakland 6, California
(Tel.: TWINOAKS 3-6364)

London Records Move
NY Coinrow Offices To Larger Quarters

NEW YORK—D. H. Teller-Bond, general manager of London Records Inc., this city, this past week announced the opening of new and larger sales offices on New York’s coinrow at 602 Tenth Avenue. The move was made it was learned to better service the city’s music operators. London currently is riding hot with the Anne Shelton recording of “Twilight,” Al Morgan’s “Jealous Heart,” the Edmundo Ros rendition of “Chocolate Whiskey & Vanilla Gin” in addition to their large backlog of George Shearing recordings.

RCA Victor Records Scores Again With

London Records Move
NY Coinrow Offices To Larger Quarters

NEW YORK—D. H. Teller-Bond, general manager of London Records Inc., this city, this past week announced the opening of new and larger sales offices on New York’s coinrow at 602 Tenth Avenue. The move was made it was learned to better service the city’s music operators. London currently is riding hot with the Anne Shelton recording of “Twilight,” Al Morgan’s “Jealous Heart,” the Edmundo Ros rendition of “Chocolate Whiskey & Vanilla Gin” in addition to their large backlog of George Shearing recordings.
Benny Goodman & Martha Tilton Do "The Huckle-Buck" At Recent Fun Fest

NEW YORK—Maestro Benny Goodman and clarinetist Martha Tilton took time out recently and really let go with their version of "The Huckle-Buck", the dance craze that resulted in one of the nation's top song hits. Benny and Martha seem to have been quite a wonderful time too. Pictured in the background is Benny's record promotion chief Bob Brenner.

RCA Victor Launches Nationwide Promotion On Three Popular Disk Hits

NEW YORK—RCA Victor has launched a nationwide distributor-dealer promotion on three outstanding new popular discs, Spike Jones' "Dance of the Hours", Perry Como's "Give Me Your Hand" and Vaughn Monroe's "Somewhere". Each record will be given equal emphasis in a large-scale exploitation program utilizing trade paper, disc jockey and RCA Victor promotion media, supported by special publicity, stunts and contests. The national campaign will be augmented by local distributor tie-ins and point-of-sale promotions.

A national distributors and dealers contest to estimate which of the three discs will sell the most copies by November 30 has lent strong impetus to the promotion, according to D. J. Finn, Advertising Manager for the RCA Victor Record Department. Distributor record sales managers as well as dealer sales personnel can indicate their choice for the "biggest of the big three" on self-addressed postcards supplied by RCA Victor, with dealer personnel also having to guess an estimate of their choice's total retail sales by November 30 to qualify in the contest. The winning distributor record sales manager will receive a personalized gift from the artist he has chosen as the best seller. Three winning dealer salesmen will each receive a radio-phonograph combination and $50 in RCA Victor records. Awards will be announced in mid-December, says Finn.

A special contest with three hundred disc jockeys will spearhead promotion on "Give Me Your Hand". The participating jockeys have asked their listeners to write a letter telling of their "most unusual marriage proposal" for the grand prize of a $5,000 feature Locke Diamond ring, with additional jewelry for local prizes to the best letters. A display piece has been prepared by the Locke Company for $4,000 retail jewelry outlets, promoting the contest throughout the country.

A shipment of two special transcriptions to two thousand disc jockeys, in addition to regular shipments of the three records to 800 key jockeys has added comprehensive air coverage to the promotion. The transcriptions are Vaughn Monroe's "Own Story Set to Music", backed with a recording of "Somewhere" on a 12-inch record, and Spike Jones describing the "City Slickers" musical instruments on a 10-inch disc, backed by "Dance of the Hours". Perry Como's "Give Me Your Hand" also was sent to the 2,000 additional jockeys with a white label pressing supplied each distributor as an advance for special Jockey promotion in his territory.

"New Song Of The Islands" (2:37) "Like No Alike" (2:40)

EDDIE MARTIN

Some wax styled in the Hawaiian vein with the Eddie Martin gang to serve up "New Song Of The Islands" and "Like No Alike". Both records made for fair-thrilling, listening pleasure and should earn their fair share of juke box coin. Vocal work on the sides are effective, as is the instrumental background. Opa who has the locations might listen in.

"Molly & Tenbrooks" (2:42) "I'm Going Back To Old Kentucky" (2:54)

BILL MONROE

Bill Monroe and his Blue Grass Boys come up with some swell music, especially so in the top deck, "Molly & Tenbrooks". Ditty is offered with leads of spice, and make for excellent listening. It's a wax story that few country fanatics can resist. A likable record, it's got the topping up.

"Reaching For The Moon" (2:43) "Two Hearts Are Better Than One" (2:41)

ELTON BRITT & THE SKYTOPPERS (RCA Victor 22-0929)

Music ops in the market for a better than average hit of folk wax are sure to find it in this disc by Elton Britt and The Skytoppers. Titled "Reaching For The Moon" and "Two Hearts Are Better Than One", the gang display their great vocal and instrumental flair throughout the platter. Top deck is a slow romantic hit, while the flip picks up in tempo some, and the lyrics beat a path about the title. The wax rates a spot on music ops machines.

"Oceans Of Love" (2:53) "Waltz With Me" (2:44)

COWBOY COPAS (King 802)

"Oceans Of Love" is a pair of sides that are current winners, and adequately prove their versatile vocal style on "Waltz With Me" and "Waltz With Me". Vocal harmony displayed on this duo is effective as it takes on the willowy, romantic side, and all is in good measures. Both waxes have proven popular in the drive-in and drive-through areas. As they do go, they are making good headway in the country biz.

"Save The Next Waltz For Me" (2:56)

JIM BOYD (RCA Victor 22-0994)

Jim Boyd steps into the vocal spotlight with his latest pair titled "Save The Next Waltz For Me" and "Dust On My Telephone", and comes up with a pair that will do well for the juke box trade. Top deck rolls along in slow, Waltz tempo, while Jim spoons the lamenting lyrics of the tune. The flip picks up a bit and has Jim offering a bit of traditional music. Jim's many fans should go for this duo.

"Lost Highway" (2:58) "You're Gonna Change" (2:59)

HANK WILLIAMS (MGM 10506)

Hank's sensational following and undoubtedly a flock of new fans are sure to take to this platter. The top deck is a smartly flavored song which Hank handles superbly throughout. It's a tune with a story, and is one that makes for top listening. The flip has Hank in equally excellent vocal voice and adequately shows his writing talent in potent coin ringing ability. Lyrics of the song weave about the title, and are sure to meet with tremendous approval on the part of music operators and fans alike. Both sides of this recording appear to be headed for peak phonograph play—music ops should get with 'em—but pronto!
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Chicago Disk Jockeys Join In Heavy Promotion On New Al Jolson Pic

CHICAGO, ILL.—Chicago's disk jockeys got together for this one, part of the tremendous campaign currently being waged about the new Al Jolson film, "Jolson Sings Again." Caught holding the Decca package of records from the soundtrack of the picture are, left to right: Marty Hogan, WJJD; Claude Kerschner, WIND; Bill Evans, WGN; Hal Brillair, WCFL; Myron Burr, WMOR; Dick "Two Tone" Baker, WGN featured entertainer; Rosemary Wayne, WJJJD; Linn Burton, WIND; John McCormack, WBBM; and Eddie and Fannie Cavannah, WATF. Smiled at the piano is Jolson, and Harry Akin, piano accompanist for Jolie. All indications point to a huge success for the sale of platters from the film.

Decca Signs Josephine Premice—Jerry & Sky

NEW YORK—David Kapp, vice-president of Decca Records, Inc., announces the signing of c Alyce-singer Josephine Premice and the country-singing team of Jerry and Sky to exclusive Decca recording contracts.

Josephine Premice, a native Haitian, arrived in this country at the age of 10, later graduating from Columbia University and then taught anthropology at Cornell before taking up singing as a profession. Currently appearing in Montreal, Canada, she will soon sail for Paris for a two-month stand at Club Le Florence. She has cut several exciting sides for Decca, scheduled for early release.

Jerry and Sky, country-singing team, have their own weekly coast-to-coast radio show over Mutual Broadcast System. The program emanates from the Albany (N.Y.) outlet WROW. Inexpressable buddies since their boyhood days in Knoxville, Tenn., Jerry and Sky have just waxed a number of original songs featuring a unique style of singing and playing.

Godfrey Disk Looms As Promising Hit

NEW YORK—Big Chief Arthur Godfrey came back from his summer vacation to find his record of "Heap Big Smoke But No Fire" the third best seller for Columbia Records. Written by Buddy Kaye and Dick Manning for Godfrey in time to beat the record ban, "Heap Big Smoke," recently released, looks as the highest novelty for Godfrey since his "Too Fat Polka." Orders for sheet music copies have reached as high as one thousand in a day for publisher Bobby Mellin, presently working on "You're Breaking My Heart." This, incidentally, makes it two in a row for lyricist Buddy Kaye, co-writer of "A-You're Adorable."

Signature Records Schedule Low Price Christmas Disks

NEW YORK—With Sears-Roebuck already listing Signature's Christmas Albums in their fall catalog, the company this week made its full Christmas line available to all of its accounts which include leading five and dime stores and department stores.

The Ray Bloch Christmas Album and the Johnny Long, Ray Bloch, Monica Lewis Album will be available in two different packages. The albumette or envelope will retail at $1.25 and the deluxe hand box package will retail at $1.49 (both prices include taxes).

Bob Tiede, president of Signature, states that the price of the hard box package is the lowest on the market. He also stated that the advance orders are staggering. He predicts Signature's best year since its inception in 1941. Also available will be five singles by such artists as Monica Lewis, Ray Bloch, Johnny Long featuring tunes such as "White Christmas" and "Silent Night."
Why Every Music Operator In America Should Plan To Be In Attendance At The Music Operators Of America’s Convention November 7, 8 and 9

By GEORGE A. MILLER, National Chairman, MUSIC OPERATORS OF AMERICA

First and most important of all will be the opportunity for the operator to discuss the real economic problems that face the music operator as of today. Executives of the phonograph manufacturing companies will be invited to attend our meetings for one entire day to work out such problems to the advantage of all concerned. Further, representatives from record companies will be present to receive suggestions and proposals by the music operators; and last, but not least, representatives from the leading needle manufacturing companies will be on hand.

The fifteen-man executive committee, which represents as many states, will meet in Chicago September 12 and 13 for the purpose of arriving at a program that will be most valuable and interesting to every music operator in the nation from a mercenary standpoint. This meeting is considered so important that members of the executive committee are going to Chicago from all parts of the nation at their own expense to arrange the most important program that has ever been presented to the music operators at any time during the existence of the automatic phonograph business. There will be no time for play during this three-day convention because matters of such importance will take up the entire three-day period.

Secondly, a sound program will be arranged to eliminate the present federal tax of $10 per phonograph which has worked a hardship on the music operators due to the fact that it has set a precedent for every city and county in the nation to shoot at. Also, the excise tax which was supposed to have been a war-time measure and has never been removed should be eliminated at the earliest possible date. We talked about these particular matters at the last convention but very little has been done about them.

Our legal counsel and committees will be instructed as to what procedure to take immediately after the coming convention and all music operators in the nation, whether they be members of Music Operators of America or not, will have a voice in these matters.

There shall also be much discussion regarding the full time employment of a legal counsel who shall be authorized to assist every operator in the United States to eliminate unfair taxation and whatever other assistance is needed to make the automatic phonograph business one of the leading industries of the nation.

The next important matter to be discussed will be left entirely to the vote of the operators present and that will be in regard to whether we continue on as a national committee or whether we become a national association with a full time secretary-manager. Much legislation is being planned at the present time regarding automatic phonographs and wired music equipment that should cause great concern among the operators and which will call for the services of a full time secretary rather than the procedure that is being employed at this particular time. The executive committee can and will be increased from 15 to 30 or more if that is the consensus of the music operators present.

One of the very important features of the meeting in November will be the election of the national officers and the period of time which they should serve. It is the writer’s opinion that a time limit should be set, whether it be one year or five years; but so that the organization can remain strictly democratic, no one should be allowed to hold office indefinitely.

And last but not least, there will be a meeting of the music operators which will be strictly of a confidential nature to discuss some important features of the music business to improve conditions for the far-ahead future. This meeting will exclude all others except bona fide music operators.

Remember that every music operator in the nation is invited to attend and take part. You need no membership card; all you need is the proof that you are a legitimate phonograph operator from anywhere in the nation.

THE PART THE MANUFACTURERS WILL PLAY

Manufacturers of automatic phonographs, wall boxes, speakers, phonograph needles and phonograph recordings will be invited to play a large part at this convention. The foremost thought in everyone’s mind is that this is the first time the music operators have held a convention of their own and all parts of the music industry should be vitally interested in this procedure. It is going to be most important now and in the future.

Manufacturers will be invited to have their own displays in various rooms at the same hotel where the convention is to be held at a very small cost to themselves because this convention is strictly a non-profit convention. Register desks and room registrars with the name of each company and their room numbers will be posted and provided by the MOA convention representatives. Many of the manufacturing representatives of various types of phonographs and auxiliary equipment will be invited to address the operators in convention meetings so that a better understanding on what constitutes good business and what will prove a benefit to both operators and manufacturers can be arrived at.

We solicit all suggestions and constructive criticisms from the manufacturers, jobbers and operators so that the MOA convention will be a huge success and something that all parties concerned will be proud and satisfied with. What we really would like to know is just exactly what the manufacturers and operators want at this convention. The executive committee is arranging a large constructive program.

We sincerely hope that many suggestions will continue to pour into the office of Music Operators of America as they have in the past few weeks. Address your correspondence to George A. Miller, National Chairman, Music Operators of America, 128 East 14th Street, Oakland, California.
INSISTENT DEMAND FORCES US BACK INTO PRODUCTION ON

Williams

TERRIFIC

STAR SERIES

The Baseball Thriller of All Time!
TESTED "4-TO-1" EARNING POWER!

Featuring NEW CREDIT UNIT • PITCHING UNIT • BATTER UNIT

Plus • 5c, 10c, 25c Slug-Proof Single Entry Coin Chute • Credit Unit Records Advance Payments • Player Pitches and Bats • Ball Players Actually Run Bases on Backboard • Lights on Playfield Diamond Indicate Men On Bases • Novelty or Replay.

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SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS

NAMA Signs 23 Additional Exhibitors For November Show

CHICAGO—Twenty-three additional manufacturers and suppliers of vending machines, equipment and merchandise have contracted for exhibit space at the 1949 Convention and Exhibit of the National Automatic Merchandising Association (NAMA), to be held in Atlantic city, November 27 to 30, according to an announcement by the association. The latest exhibitors, who are in addition to 92 firms previously signed, will have from one to three booths each.

In announcing the names of the new exhibitors, George M. Seedman, convention chairman, said: "The industry-wide acceptance of this year's convention is nothing short of overwhelming. With three months yet remaining before opening day, 197 booths have already been sold. This recognition of the show's importance to automatic merchandising is even more significant when one realizes that the 1948 exhibit space is 55 percent larger than 1948."

The 23 new exhibitors are:


Mandl Appointed Adv. Mgr. Of Trans-Vue

CHICAGO—R. R. Greenbaum, President, Trans-Vue Corporation, this city, manufacturers of commercial and home television systems, announced the appointment of Fil Mandl as Advertising and Sales Promotion Manager.

Mandl was formerly Vice-President and Account Executive of the Harry J. Lazarus Advertising Agency in Chicago. In this capacity, Mr. Mandl directed the advertising and sales promotion of the Trans-Vue Corporation for the past 18 months.

WASHINGTON, D. C.—Hirsh de La Viez, national coin machine figure, and head of the Hirsh Coin Machine Corporation, this city, as well as president of the music operators association here, became a grandpop on August 25, when his daughter (Mrs. Fred Weisgal) gave birth to a girl. No doubt, our good friend Hirsh, is getting quite a thrill out of the event, and is preparing a number of surprises for the baby. Our advice to the parents is that they keep the proud grandpa at a distance from the baby. We would particularly like to warn them not to permit Hirsh to diaper the kid—as taking our own experience into consideration—a firecracker will surely find its way into the four-cornered pants.

"It's What's in THE CASH BOX That Counts"
EASTERN FLASHES

With the Labor Day holiday coming along this week-end, coinrow was nice and quiet, as was expected. While most of the conversation was directed toward where to spend a three or four day holiday, every wholesaler was giving his best for the coinrow and right after this last big push the dealer... and all felt business was available, and they were going to do their utmost to get it.

Al Schlesinger, head of Square Amusement Company, Poughkeepsie, N.Y., was a visitor on coinrow. If there ever was a coinman respected and loved by all, and we mean all, it's Schlesinger. We didn't catch up with him until our first stop on the avenue, but we learned of his visit at the very first stop. Having nothing but friends (is that bad?) Al just had to spend some time with everyone on the row. We caught up with Schlesinger at Alfred Simon, Inc., where he is a very intense coinman with Al Simon: one coin machine could learn plenty by just listening to his analysis of the business, and by just following some of his business methods... Al Simon leaves for Chicago Thursday, and expects to spend the weekend there... Schlesinger tells us he will leave on a nice long vacation around the middle or end of September. He will relax somewhere in the southwest... Murray Sandow, former New York operator, now active in Buffalo, drives down for a few days. He asks how his former partner, Davy Friedman is doing, and we tell him Davy's doing fine operating in Miami, Fla.

Paul Quackenbush, Royal Music Co., Oneonta, N.Y., celebrates his 20th wedding anniversary on August 31 with a trip thru Canada. He calls it his second honeymoon... Another wedding anniversary celebration was held by Irv (Kempy) Kempner of Runyon Sales Company. His method of celebrating was to drive thru a maze of Quackenbush who was on his way thru the north, miss the break by remaining home for several days... Jack Mitnick, the demigod eastern sales representative for AMI, home for the 10th of September, after a successful trip thru the south and southeast... Morris Rood, manager of Runyon Sales Company, suffering with hay fever, Moish, not only miserable, but because continual sneezing, strained several muscles through his body. We suggested a visit to Miami Beach for several weeks, but Barney (Shuggy) Supergerman, head man of Runyon, almost decapitated us with the Model "B" he threw at our head.

Max Munves, Mike Munves Corp., putting together a scrap book of all arcade equipment from the early days right up to the present. When completed, will be a real history of the amusement machine business. Harry Berger, West Side Distributing Company, marking time until his entire staff is back from vacations. They will then rush off for a trip south... Davy Lowy, Dave Lowy & Company, just about getting ready for the terrific week end last week, when his boy was under treatment for polio. The youngster was released from the hospital with no ill effects. "I'll be back in shape" smirks Dave "to get busy after Labor Day..." Phil Mazza, Firestone Distributing Company, now conducting his wholesale business from Irvington, N.J., reports some nice business the past few weeks... Harry Koeppe, Koeppe Distributing Company, another swing down the end of the summer. Harry will get out on the road the day after Labor Day... Catch up with Joe Eisen, all his by his nickname. Joe bemoaning the fact that he was unable to get a "gin" opponent. "I guess I'll just have to lose a few games once in a while" sighed Joe "or they'll bar me."

DALLAS, TEXAS

Better late than never say we, as we congratulate Gene Carlson of Tyler, on his August 15th wedding to Mrs. Robert Alt, and from what we hear she is quite a gal... Our apologies to John McGee whom we labeled as Howard. Quoting Mr. McGee "When I get my name in The Cash Box, I want everyone to know who I am." Conquered with Lester Godwin, to learn that Earl Coleman is in a Dallas hospital, seriously ill. We all miss Earl, so get well soon... Mr. J. V. Stone, Dallas, has been trying to entice us into his Squash Dance Club. Sounds like great fun... Ed Mahone returned to Marshall following an extended vacation... After a two week vacation in Mexico City, George Bury, Hamlin, Texas, has tackled a Senor to his name... The latest gimmick on Fred Dobbs red wine has us all in stitches. Fred finally got tired of serving the wine individually. So what happened? He filled his electric water fountain with three gallons of red wine.

Tom and Dorothy Lambert had no sooner returned from California when they took off and went to Colorado... Those Bihari Boys are at it again... Their Saul and Jules, Modern Records, are beating round the States visiting distrib... Sun Ayo Standard Dist. Co., Houston, has gone into the manufact... Their most recent acquisition is the Worth Dist. Co. of St. Louis, and took over Dallas the last couple of days. Benny McDonald, Harry Hoosier, Mr. and Mrs. Bob Moessmer, and Howard Davis of the Moessmer Distributing houses. Johnnie Caldwell tells us that out of his carload of photographs delivered to Ft. Worth, all have been set with the exception of three... Glad to see Raymond Wharton back in the saddle at Connecticut. Raymond took a short trip to New York and Chicago, to find out what was new in the coin machine biz... Guy Kincaid dropped by to say "Howdy Podner"... Mr. R. A. Thorton called from Cooking... He is doing her shopping over the telephone... Jimmy Garret and Guy Ormand both from Longview, laughing over the fact that every stop one made, the other was there.

Operators in Texarkana are doing a slow burn because of an unmerited lashing being handed out by a local newspaper editor. We understand, accordin...
**CHICAGO CHATTER**

The cool winds blowing in from Lake Michigan have stirred the spirits of all columnists here and already better business is foreseen ... in fact, one noted music, and newspaper reports that business pickup has been really marvelous and that he is certain that the trade field has at last reached its level and that operations are under way which meet with this readjustment ... so that those of you who felt the business would pick up this fall can now go around putting yourselves on the back dressed up and go for it. On the other hand, a large number of new manufacturers have started with their new fad ball "Play Time" they have had a very definite increase in sales and that has heartened them to the fact that the business could be better all around were their distrists, jobbers and ops to be given a price break ... Batten reports that it took one battle after another to get the distributors materials and component supplies to get their prices down so that Exhibit could get this savings to the trade ... That reminds us, Charlie Pier of Exhibit just returned from one of the most extensive trips yet made by a man in town this year. Charlie traveled all the way down from New England to Miami and came back by way of Georgia and Kentucky. In Miami he was looking at fishing with Red Rodrigues (Winn-Dixie, D.C.) and caught himself a salish which he is now having mounted for his den.

Good news ... Dotty Bilheimer tells me that Bill (The Shadow) Bilheimer, Chicago's most experienced and still at the top, is now getting along a whole, full pound ... if this keeps up they won't be calling him "The Shadow" much longer ... Bell-O-Matic working with a dedication which has never been matched while the vacuums are undergoing a whole new blast of sales advice. And Grant just returned from his vacation just this past week ... Jerry Hally over at Buckeye much enthused over the orders they've been getting for their Cric-Cross Belle, but downhearted because they can't seem to get a lot of their men to join the promotion to meet the demand ... Dave Genszburg of Geneo out of the office this past week attending the funeral of his father-in-law who died suddenly Sunday (August 24th) at home in Chicago. George J. Gensburg who was with this forthcoming October. George plans to visit a city he's never seen and which is one of the most beautiful in the nation—San Francisco—and George going there will be just the right time of the year, too ... Nate Gottlieb talking about the fact that what's needed right now is "a new idea" and believes that every one of the 1,000 plus manufacturers in the country is working on their experimental departments overtime to get that "idea" under way ... Lester Fleck over at H. C. Evans & Co. advises that Constellation phoens getting under way very well and that the firm look forward to a very good year ahead.

They tell me that one of the most interesting golf matches of the year was that between Tommy Callaghan and Ray Monlewy, Tommy seems to have gone out to Bob-O-Link to see who could outdrive outscore whom ... with the result that Tommy is still gasping in amazement at the game Ray played. The magic of AMI machines is no report to us this past week ... advised that AMI's biz for the months of July and August among the best they've enjoyed all year, which certainly is a fact that will be heard all over the land ... Mr. and Mrs. David C. Rockola dining at Mike Fitzel's ... C. T. McKeey of J. P. Seeburg Corp. very optimistic over the future of the phone biz and foresees a grand season ahead for the ops, who seem to have reached their readjustment level, and that the music business has perked up terrifically all around now that the ops are working out their problems. Two of the Christmas merchandising plans was worked over by them by the manufacturers ... Herb Jones of Bally was a very busy man this past week, dashing here, there and everywhere, and workers in the entire coin machine industry ... H. P. (Denny) Dennon toss off in Chi for a few hours to say "hello" and advises that he is on his way to the West Coast where he will make his headquarters and will probably be busy with that coin operated pool table.

Sam Stern of Williams Mfg. Co. busier than a bee between both sides of the fence. The new factory at 4242 W. Fillmore St. is in full action and merchandising is under way, most of the office staff is still down in the Loop district and so Sam is torn between both places running from one to the other all day long ... Art Weinstein has become a golfer ... but Art likes to shoot for those big scores ... Says Art, "What's the use of shooting in the 80's? That just isn't as much fun as you can get shooting 150 or over 150 ... In short, Art believes in playing for highest score ... Presentation of the Cash Box awards started this past week with the manufacturers who won the first annual amusement poll quite proud of the trophies which they received. The ops who voted in this First Annual Amusement Poll to pick the outstanding amusement equipment would have been thrilled to see how happy the wins were to them by the manufacturers ... Herb Jones of Bally was a very busy man this past week, dashing here, there and everywhere, and workers in the entire coin machine industry ... H. P. (Denny) Dennon toss off in Chi for a few hours to say "hello" and advises that he is on his way to the West Coast where he will make his headquarters and will probably be busy with that coin operated pool table.

**THE CASH BOX**

**CHICAGO**—Ben Coven, Coven Distributing Co., this city, reported this past week that he had greatly expanded his service department and that Joe Schulman was named supervisor in charge of parts and repairs. Coven has had mechanics trained by the Rudolph Wurlitzer Company who are experts in the repair and maintenance of automatic music equipment and those men are turning out some of the finest reconditioned work in the country, according to both Schulman and Ben Coven.

In addition, experts from the Bally Manufacturing Company, another line exclusively handled by Ben Coven, are on hand at all times and every one of the Bally games which the firm have shipped, either new or used, are always praised by those who have received them as, "The best games we've ever yet received," according to Coven. Coven also stated, "We believed that the time had come when we must greatly increase our present service department due to the business we are enjoying from all over our territory and also due to the fact that operators and jobbers all over the country are now calling for our reconditioned machines because of the expert work which goes into each one of them. Each reconditioned machine we ship is guaranteed, regardless of price," Coven continued, and "this alone is one of the most outstanding features of this greatly expanded service department. It has won us a tremendous following everywhere in the country with those operators and jobbers who want used equipment that is in perfect condition."
CALIFORNIA CLIPPINGS

Art Crane, Geneo's goodwill ambassador to Southern California, flagged us right across Pico Street to pass on the wonders of his firm's new rebound shuffle, "Glider"... Just to see what it was, short of life's basic urges, that could so excite a man on one of the hottest days of this or any other year, we hied right over to Sickings, where Art told us the only model in town was stationed... It's a fine game all right and, heat and all, we tried a half dozen on her... Action is much the same as several other games of the type recently out of Chicago but possibly the upgrading of this one. (Bird legs are higher than front) may result in more player appeal for those customers who like to make it the hard way... Otis Murphy of Bally in at Paul Laymon's on one of his periodic visits and telling us how nice and cool it was—in San Francisco... W. R. Hapgel, Jr., of Bally's, up to Hemet this weekend for a change in the weather... Said hello at Sickings to Rommy Malandra, the genial young man who manages the Gittelton Bros. miniature golf courses... He's one newspaperman who was smart enough to get further way from the racket than most of the ink-soaked characters we know.

Mark Jennison of Mills flipped a "No News" at us, adding that business had been good all week despite heat wave... If that isn't news, and good news, what is?... George Warner of Automatic Machines insisted on coking us and got off this rare line, "Business is not voluminous, but it's profitable. We had two customers today"... Sammie Donin coming along fine after operation and now spending few hours per day at the place... Dannie Jack- son was outstanding with the Louis friend around the town... One of the coolest places on the Row was General Music, where everybody, including leading Bud Parr, goes quietly about their business, come heat or high water... C. A. Robinson in Nevada and Al Bettelman glad to be sitting this one out... Auerbach, read us a letter, to the effect that Aubrey is jumping from Seattle to Portland, then Fresno and home to Idaho Day, selling NH anti-hangover pills like mad as he goes along... Must be this town is really cut to lick those mornings after... Now it's Nels Nelson sporting a sample display of Pre-Care pills on his desk though Nels himself was visiting Ray Powers up in Sacramento, maybe on a test run for the hangover pills.

Walter Solomon fighting the heat at Joe Penk's by throwing open the back door and all the windows but not too noisy. Phyllis had a simpler expedient; she just let her hair down... Walt passed on word to Cash Boxers from Allan Wallace of Mineral Wells, Texas... On the Row: Roy and Mrs. Niles Smith of Oldale... Inyokern's Jim Murphy... R. R. Fossman from Santa Monica... Colton's Milton Noriega... Bakersfield's contingent of Wm. Black, Slim Erwin, Paul Butts and Fred Allen... Al Anderson of Shasta... Clyde Denlinger from Balboa... Charlie Cahome and Jack Henderson of Long Beach.

MINNEAPOLIS—ST. PAUL, MINN.

Darwin Leslie of Bonesteel, South Dakota, in the Twin Cities over the weekend, and calling on a few distributors... August Streyle of Hazelton, North Dakota, will embark on the Queen Elizabeth Saturday, September 3rd, for his European trip. While in New York, he expects to visit several of his friends in the coin business.

WANT—5 Ball F.P. original Flipper games and new models—Slate, Slotters, Slotters, and models; Keesey Bonus Super Bells; Bally Triple Bell, Bally model games. All good condition. Allographs. All equipment must be in A-1 condition. State quantity and price. ROYKEN F. CO., 269 MAIN STREET, BURLINGTON, N. Y., or phone Lincoln 9106.

WANT—Any quantity original Five Ball Flipper games. Adv. condition is price. ALFRED SALES, INC., 881 MAIN STREET, BURLINGTON, N. Y., or phone Lincoln 9106.

WANT—We buy cash all kinds of arcade equipment any type. Also all kinds of Skee Ball alleys. We also buy vending machines. METROPOLITAN DISTRIBUTORS, 2936 W. 22nd Street, BROOKLYN 24, N. Y.

WANT—Any quantity Bally Citations. Adv. condition is price. All orders, ALFRED SALES, INC., 881 MAIN STREET, BURLINGTON, N. Y., or phone Lincoln 9106.

WANT—Your used or surplus records. We are in round and pay top prices. No blues or race. No lot too large or too small. All types. Also complete or almost complete inventories complete. BEACONSHOPS, 605 NO. MAIN, PROVIDENCE, R. I.

WANT—Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel.: C 6-8093.

WANT—McClashon Air Guns and live ammunition gallery; antique music boxes, coin operated or otherwise. Also, old Coin-Slot-Operator DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT—West Side wants to buy games. Will pay cash. We will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel.: C 6-8464.

WANT—Free play one-halls; flipper games and new games closeouts; phonographs; all bells; Keeney Super Bells. Must be in A1 condition. State quantity and lowest prices in first letter. ACTIVE AMUSEMENT CO., 103 N. MAIN ST., ANDERSON, S. C.

WANT—Mills and Jennings Slots; Bally's Spot Bells, Citations; Keeney Super Bells. We will pay up to $46, 47 Seeburg and 100 record Seeburgs. Cash ready. GOLDEN CAVIAR NOVELTY CO., 701 GOLDEN CAVIAR AVE., SAN FRANCISCO 2, CAL.

WANT—Late flipper type used pin games for resale. State lowest price and quantity. Also, we will pay for your old machines, records, reasonable condition. Old years, condition, not. NATIONA NOVELTY CO., in INTERSTATE DISTRIBUTORS, 2085. MERRICK, N. Y. Tel.: FReport 8-8320.

WANT—Monroe wants to buy: Seeburg 3000, used, old post-war Wall-O-Matic's; Exhibit Rotary Merchandiser, Pickard Wall Boxes, MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVENUE, CLEVELAND 14, O. Tel.: Superior 4600.

"It's What's In THE CASH BOX That Counts."
FOR SALE—Bermuda RD $75; Melody RD $75; Cover Girl RD $60; Trinidad RD $50; Singapore Rd $45; Hawaii RD $40; Advance Roll $35. HAWK SKILL GAMES CO., 67 WAGGERTOWN ROAD, SCHAFFTOWN, N. Y.

FOR SALE—Total Rolls $25; Advance Rolls $45; Hy-Rolls $85; Two-man rolldown "Turf Champs" $200 (an excellent arcade piece); Cigarette machines; Juke Boxes; Slot Machines; New and used pin games; Call, write, phone for price. LEWIS HAWLEY, 2345 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—10 assorted Ray Guns: Shoot-The-Beer, Jap, Chutes, Tall Gunner, Tokyo. Best offer takes one or all. 1/3 down, balance C.O.D. Wheel of Fortune, GATEWAY AMUSEMENT CO., 748 NO. 5th AVENUE, PORTLAND, IDAHO. Tel.: 1760-4 or 4040-W.

FOR SALE—18 Panoramas, tip top shape, $125 ea. Panorams Perks, extra full length $8.55 each. "Em & Rat Em" $200 ea.: 1 Hy Roll $125; 3 Seaberg $140 $300 ea. DAVID K. SPINNER CO., 404 TIOGA AVE., NEW YORK, N.Y. Tel.: 4-1100.

FOR SALE—As good as new, Refinished and rebuilt. Mills Nickel Vest Pockets $39.50 ea.; Mills Late Nickel Q.T.'s $95 ea.; Mills Blue Fronts, Brown Fronts, Chromes, etc., $95. MILTON BRAUN & SONS, RT. 3, BOX 5228, SAVANNAH, GA. Tel.: 4-9898.

FOR SALE—One Two Three $135; Tempilation $105; Gismo $95; Three Kickoff $115; Humpty Dumpty $125; Triple Action $75; Miss America $125; 1/3 Odd 5$; 1/3 Odd $100; Trinidad $90; King Cole $100; Crazy Ball $80; Contact $60; Watling Scale $50. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Phone: 750.

FOR SALE—Exhibit's Dale Pistol. Call, write, phone for price. HIGH SPECIALTY CO., 826 NORTH BROADWAY RD., PHILADELPHIA 30, PA. Tel.: PO 5-3299.

FOR SALE—Bally One-Ball: Cabinets touched up where necessary, worn parts replaced, guarantees new class condition. Victory Specials—make offer. Special $85; $95.50. Jockey Specials $104.50 ea.; Gold Cops $194.50 ea. Limited quantity at $149.50 each. C.O.D. ALFRED SALES, INC., 831 MAIN STREET, BUFFALO 3, N. Y., or phone Lincoln 1906.

FOR SALE—Phil Mason offers: 6 Wurlitzer 1015 $299.50; 1 Wurlitzer 1025 $259.50; 2 Wurlitzer 1080, write; 4 Wurlitzer 1100, write; 10 Wurlitzer 3020 Wall Box $39.50; 4 Wurlitzer 219 Stepger $22.50, $5 extra for crating. MASIN DISTRIBUTING CO., 184 PAINE AVE., IRVINGTON, N. J. Tel.: Essex 6-4645.

FOR SALE—Ring-A-Rolls, excellent condition $175; Advance Rolls $30; Chicago Coin Pistol $200 ea.; Enkhill Pistol $150 ea. A. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: Tyler 4-3810.

FOR SALE — We have a limited amount of reconditioned, ready for action Black Cherry or similar. Select 1080's and 1017's. Post war Wurlitzer and Packard Wall Boxes. Write for prices. ECONOMY SUPPLY COMPANY, 2015 MARYLAND AVE., BALTIMORE 18, MD. (Tel.: G6 6612).

FOR SALE—Opportunity: Southern California Route for sale. Over 100 pieces, 40 locations. All types of games and phonographs. Good Will and exclusive connections. New netting over $1000 a month. Can be divided or sold as complete operation. Write for immediate reply. WESTERN DISTRIBUTION CO., 1216 SOUTHWEST 16TH AVE., PORTLAND 5, ORE.

FOR SALE—All machines priced for quick sale. Mills Black Cherry $95; Standard 5c 10c, 25c, $90 each. All machines, clean, in excellent working order and ready to play. 1/3 odd $125 ea.; 1/3 odd $150 ea.; KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH PHILADELPHIA 57, PA. Tel.: 953-7575.

FOR SALE — Guaranteed Used Machines—Bells, Consoles, One-Ball, Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING, 3425 METAIRIE RD., NEW ORLEANS, LA.

FOR SALE—Bossboards. Free! Write for catalog "Bossmaster Nebraska Bulletin." New low prices—gigantic assortment—fastest sellers. 100 years your giving immediate delivery on full stock. LEGAL SAVINGS SALES, P.O. BOX 1449, SOUTH BETHLEHEM, PENNSYLVANIA.


FOR SALE—1 3c Jennings Standard Chief $125; 1 10c Jennings Standard Chief $155; 1 Williams All Stars $135; 1 Keeny 5c Bonus Super Bell Convertible $175. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA AV, EVANSVILLE 10, IN.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for $85; catch special. Rosewood cabinets, top quality refined castings. Wood Case Club. Handle, Proof Drilling, Award Card, Jewel Case, etc. C.O.D. ALFRED SALES, INC., 831 MAIN STREET, BUFFALO 3, N. Y., or phone Lincoln 1906.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for $85; catch special. Rosewood cabinets, top quality refined castings. Wood Case Club. Handle, Proof Drilling, Award Card, Jewel Case, etc. C.O.D. ALFRED SALES, INC., 831 MAIN STREET, BUFFALO 3, N. Y., or phone Lincoln 1906.

FOR SALE—2 Wurlitzer 1100, write; 2 Wurlitzer 600 $100 ea.; 3 Wurlitzer 500 $110; 25 Fiveball pinball games $10 up. All machines in excellent condition. X-COL NOVETY CO., 1929 W. TOGA ST., PHILADELPHIA 40, PA. Tel.: RA 5-8905.

FOR SALE—Falcon Shoe Shine, floor sample. Write for prices. ALFRED SALES, INC., 831 MAIN STREET, BUFFALO 3, N. Y., or phone Lincoln 1906.

FOR SALE—Attention Operators: Phone, write or wire. We have all types of Bell equipment. Also new and used Bally's. Fully equipped, ready to go. 1080's and 1017's. Кула War-\ Liltzcr and Packard Wall Boxes. Write for prices. ECONOMY SUPPLY COMPANY, 2015 MARYLAND AVE., BALTIMORE 18, MD. (Tel.: G6 6612).

FOR SALE—Special Sale: Rock-Ola Supers, 1422 and 1426. Also Seaburg 47. 1/3 Standard and 2105 Super Wurlitzer. Reasonable offer refused. Phone or wire: HA- COOLBA, 265 FRANKLIN ST., BUFFALO 2, N. Y.

FOR SALE—Clearance on Super De luxe Arcades, New coin conversion on door, new accumulator, up-to-date machine. Discuss models—list of new machines—prices. HODGES SALES CO., BOX 21, NORTH SHORE, HILTONS, N. C. Tel.: 769.

FOR SALE—Special Sale: Rock-Ola Supers, 1422 and 1426. Also Seaburg 47. 1/3 Standard and 2105 Super Wurlitzer. Reasonable offer refused. Phone or wire: HA- COOLBA, 265 FRANKLIN ST., BUFFALO 2, N. Y.

NOTICE—David Loy & Company is exclusive distributors for J. H. Kenney & Company's fast selling Cigarette Vending Machine for entire New York City, Nassau and Westchester counties. Will accept trades. DAVID LOY & COMPANY, 509 TENTH AVE., NEW YORK, N. Y. Tel.: Ch 4-5100.

NOTICE—Music Opas: We re-grind your used phon no doors scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE- SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

South Louisiana Distributor for: Buck- ley—Cols Cross, Track Odds, Par- ley, banana; Universal—Arrow Bell; Keeny—Cigarette Vender; Arco—Phonographs; Jobb- ers for: Jennings—Challenger, Monte Carlo; Evans—Winter Book, Stock; Mills—Bonus. LOUISIANA COIN MACHINE CO., BOX 861, LAFAY- ETTE, LA. PHONE: 2441.

FREE CLASSIFIED ADVERTISING ON SPECIAL SUBSCRIPTION DEAL TO THE CASH BOX
You can run a 40-word Classified Ad FREE each week (worth $3.25) plus shipping cost on any of the following dealing:
52 WEEKS (Full Year) $48.00
26 WEEKS (1/2 Year) $26.00
13 WEEKS (1 Year) $15.00

THE CASH BOX
EMPIRE STATE BLDG, NEW YORK 1, N. Y.

PARTS & SUPPLIES
FOR SALE—Television Bargain! 10" tube, 2 sq. inch picture; Full size console with 10" speaker. Table Model $225.69, television antenas, Indoor and Outdoor. C. I. C. or cash. Belaid on request. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—All Tubes—Standard Brands, individually boxed 25% off list. 50 assorted tubes 60 cents off list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

"It's What's In THE CASH BOX That Counts"
### How To Use "The Confidential Price Lists"

**FOREWORD:** Many times, wide discrepancies appear in the high and low prices of certain equipment. Like any true reporter, "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" are exactly the same as the market quotation board at the Stock Exchange—putting 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 Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at last has the last known prices as a basis with which to compare. Prices of very wide divergencies are found. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., all must be taken into consideration. "The Confidential Price Lists" quote 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 Confidential Price Lists" 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.

| Model | Type | Price | Price
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**CONFIDENTIAL PRICE LIST**

**FIVE-VALE AMUSEMENT GAMES**

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### CLASSIC CONFIDENCE PRICES

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<td>$99.50</td>
</tr>
<tr>
<td>Santa</td>
<td>69.50</td>
<td>$79.50</td>
</tr>
<tr>
<td>Super Racer</td>
<td>104.50</td>
<td>$129.50</td>
</tr>
<tr>
<td>School Days</td>
<td>15.50</td>
<td>$19.50</td>
</tr>
<tr>
<td>Screwball</td>
<td>74.50</td>
<td>$99.50</td>
</tr>
</tbody>
</table>

### NEW SHUFFLEBOARDS

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Super Deluxe</td>
<td>$55.00</td>
</tr>
<tr>
<td>American Cushion and Rebound</td>
<td>$65.00</td>
</tr>
<tr>
<td>Mecury 18&quot; 20&quot; and 22&quot;</td>
<td>$55.00</td>
</tr>
<tr>
<td>Mecury 20&quot; 22&quot;</td>
<td>$55.00</td>
</tr>
<tr>
<td>National Deluxe '49er</td>
<td>$55.00</td>
</tr>
<tr>
<td>Nu-Art Black Diamond 20&quot; 22&quot;</td>
<td>$45.00</td>
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</table>

### USED SHUFFLEBOARDS

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>American</td>
<td>$225.00-$495.00</td>
</tr>
<tr>
<td>Chicago Coin ShuffleKing Rebound</td>
<td>$89.00-$149.50</td>
</tr>
<tr>
<td>Item</td>
<td>Price</td>
</tr>
<tr>
<td>----------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Jumbo Parade Comb.</td>
<td>49.50</td>
</tr>
<tr>
<td>Jumbo Parade 25c</td>
<td>49.50</td>
</tr>
<tr>
<td>Lucky Luce 5-5</td>
<td>39.50</td>
</tr>
<tr>
<td>Lucky Star</td>
<td>39.50</td>
</tr>
<tr>
<td>Pisces 3 Bells</td>
<td>177.50</td>
</tr>
<tr>
<td>Pisces 7 Bells</td>
<td>250.00</td>
</tr>
<tr>
<td>Pisces Red Arrow</td>
<td>20.00</td>
</tr>
<tr>
<td>Pisces Saratoga</td>
<td>18.00</td>
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<tr>
<td>Pisces Saratoga Jr.</td>
<td>30.00</td>
</tr>
<tr>
<td>Reels Saratoga Sr. P.</td>
<td>37.00</td>
</tr>
</tbody>
</table>
UNITED'S UTAH

HIGH SCORE OVER 8 MILLION

NEW DOUBLE 1 TO 5 (CONTINUOUS) SPOT FEATURE

MULTIPLE OBJECTIVES FOR REPLAYS

7 WAYS TO SCORE

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