Ben Light is both man and artist, as shown by this interesting two-headed study of him recording his latest Tempo platter. Ben is the lightning-fingered pianist whose renditions of such hits as "I Cried For You", "It Had To Be You", "Silhouet" and "Orchids In The Moonlight" have been surefire winners on juke boxes throughout the land. The cigar Ben clutches is as much a part of him as is the Steinway. Ben Light is under exclusive recording contract to Tempo Records.
MAKE PLANS
to see the
Wurlitzer
Twelve Fifty
AT YOUR WURLITZER DISTRIBUTOR'S
ON NATIONAL WURLITZER DAYS
FEBRUARY 12th and 13th
you will see a phonograph that is
NEW
...ALL THE WAY THROUGH
NEW Money-Making Features.
NEW Advanced Styling.
NEW Simplified Record Changing Mechanism.
NEW Record Playing Capacity.
NEW Protection Against Obsolescence.
NEW Time Saving Service Features.

DESIGNED AND PRICED FOR TODAY'S MARKET
THE ONE PHONOGRAPH
YOU CAN BUY WITH CONFIDENCE FOR THE FUTURE
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EASTERN FLASHES—CHICAGO CHATTER—LOS ANGELES CLIPPINGS

Talking It Over

The new games have started a new era for the entire industry, as was predicted on these pages sometime ago.

There is no longer any doubt among all engaged in the amusement games business that this field is, once again, assuming tremendous leadership over all divisions of the trade.

The new games have created a boom that continues to grow greater every day. Everywhere in the country distributors, jobbers and operators report that the new games are opening the way to better times.

"It's a new era." "It's the old days all over again." These, and many more similar expressions, are being heard almost every day by amusement game leaders.

Not only have the shuffles and rebounds taken strong hold everywhere in the field, but a new and entirely different type of five-ball has also caught on, and is going ahead at an amazingly rapid pace.

When Dave Gottlieb introduced his "Just 21" game, eliminating the ball lift and plunger, few believed that this new style five-ball would take such tremendous hold of the players' imaginations. This new style five-ball is bringing as keen action as the shuffles and rebounds.

For sometime many were doubtful whether this game boom would continue. Even today there are some who are continuing along with great caution. But, even these men are being won over each and every day, and now more and more are plunging into expensive experimentation and development to continue the boom.

There is no doubt that as the days go by new ideas will be presented which will probably continue to change the entire future of the amusement games field. In fact, there are many who are now of the opinion that this is already become an entirely new and different business, and that the new type amusement games are leading the field to greater prosperity than has ever before been enjoyed.

There will yet be, as this publication has predicted, a perfect wedding of the five-ball and the shuffle games. The resultant machine is bound to zoom this industry into even greater and more definite progress than any have yet seen.

With the way the factories are working, and in the volume which distributors and operators are using the new amusement games, there is no doubt that shuffles and rebounds will soon be as prominent as was the pinball game of yesteryear.

But, the future is still greater. And the future is what the entire industry looks forward to and is working so hard to attain.
American Institute For Intermediate Coinage” Praises “The Cash Box” Editorials. Senators and Congressmen Line Up Behind New 7½c Coin

Senators Backing 7½c Coin
Sen. Warren G. Magnusen (D., Wash.)
Sen. Harry P. Cain (R., Wash.)
Sen. Homer E. Capehart (R., Ind.)
Sen. Sheridan Downey (D., Calif.)

Congressmen Backing 7½c Coin
Rep. Harry R. Sheppard (D., Calif.)
Rep. Clair Engle (D., Calif.)
Rep. Wright Patman (D., Tex.)
Rep. John W. McCormack (D., Mass.)

GET YOUR SENATOR AND CONGRESS-MAN TO BACK THE 7½C COIN!

This publication is modestly proud of the great number of compliments it has received from business leaders all over the country for its campaign over the years urging the Federal Government to mint a 7½c coin.

Edward W. Mehrer, who is President of the National Brands Soft Drink Institute as well as Chairman of the Board of the American Institute For Intermediate Coinage, was loud in his praise for the work of this publication on behalf of all industries in the nation to help the general public save over $8 Billion per year, or at the rate of $85 per person per year for every man, woman and child in the United States, by the use of a 7½c coin.

Mr. Mehrer reports, “We waste millions of dollars every day because items worth odd amounts are marked up to avoid making change in pennies.”

He has received reams of newspaper and magazine publicity. He has won the friendship and following of the nation’s leaders and all this for his one man crusade to have Uncle Sam mint a 7½c coin. Mr. Mehrer was, therefore, one of the most surprised men in the nation when he learned that as far back as May 6, 1946, The Cash Box had written full page, prominent editorials urging the Government to allow the minting of a 7½c coin.

The American Institute For Intermediate Coinage, whose headquarters is at 202 S. Hamilton Drive, Beverly Hills, Calif.. features among its officers, such men as Stephen Glenion, as its President. Glenion is Vice-President of Popular Science Publishing Co., Inc.

Among the organization’s Vice-Presidents are; Jack Frye, who is also Chairman of the Board of General Aniline & Film Corp., Christine Frederick, writer and lecturer on consumer problems, and Gordon Knox, who is President of the Princeton Film Center.

Treasurer is Robert A. Whitney, who is also President of the National

Sales Executives. Secretary is Leonard A. Levison, who is President of Spencer Equipment Co., Pittsburgh, Pa.

The list of Directors is tremendously impressive and features two well known music machine men, Albert S. Denver of New York and George A. Miller of Oakland, Calif., in addition to men like Gene Tunney, Paul Mahn, Peter Garrellick, Dr. Cecil L. Dunn and Norman Myrick.

The American Institute For Intermediate Coinage has been at work for sometime now trying to get Congress to realize the need for a 7½c coin. It has worked hard thru the press and thru legislators to bring forth all the facts which prove the need for this and other intermediate coins, such as a 2½¢ piece.

The entire coin machine industry is interested in a 7½c coin. The juke box operators of the nation have long continued to mention their need for this coin, ever since the first editorials appeared in The Cash Box calling for the 7½c coin … “the answer to the juke box operator’s problems.”

Minting machines of all kinds, games of every type and description, phonographs and service machines, all can earn more for the operators, and thereby help this industry to become more prosperous, were there a 7½c coin in existence.

While there is a bill now presented in the Senate (S. 2787) which has been introduced by Sen. Sheridan Downey of California, every single member of this industry should make it his business to get his Senator and his Representative in Congress to back this bill when it comes up for vote.

The difference between the present nickel and the new 7½c coin will mean the difference between profit and loss for the greater majority of the nation’s operators.

The 50 per cent additional income which will ensue means that the operator can see his way clear to profits. And that means buying of more and better equipment to solidify his route and to assure him the continued good patronage of his customers.

It will result in a better relationship between the operator and the location owner for both the operator and the storekeeper will better profit because of the 7½c coin.

From every standpoint, this industry needs this intermediate coin between the nickel and the dime. It will save a tremendous amount of money for every man in the business in his general living expenses. At the same time, it will mean a more profitable and, most definitely, a better business for him.

It is up to every individual operator (and all of his location owners) to get his Senator and his Congressman listed among those legislators already backing the minting of a 7½c coin.

This coin means better profits and better business for all engaged in the industry. It will help speed into being the new boom era. The 7½c coin will assure all engaged in this economical amusement and vending industry a finer future.

This is the time to write your Senator and your Congressman to back the minting of a 7½c coin.

Wires, letters, penny postcards, from you, your location owners and your friends, can help push the “Downey Bill” (S. 2787) thru this session.

Every day counts. Act quick. Write, wire or even phone your Senator and Congressman. Urge them to get back of the “Downey Bill” to immediately mint a 7½c coin.

“Save more and earn more with the 7½c coin,” is the slogan suggested by The Cash Box.
### The Top Ten Juke Box Tunes


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**CODE**

| AL—Aladdin<br>A—Apollo<br>AB—Ariette<br>BE—Bluebird<br>BG—Bellevue<br>CA—Capitol<br>CM—Commodore<br>CO—Columbia<br>CR—Coral<br>DE—Decca<br>EX—Exclusive<br>HA—Harmoney<br>HT—Hi-Tone<br>KL—King<br>LO—London<br>M—MGM<br>MH—Mercury<br>MO—Modern<br>RA—Rainbow<br>RE—Regent<br>RO—Rondo<br>SA—Savoy<br>SI—Starr’s In<br>SF—Spero<br>SP—Sparte<br>ST—Sinatra<br>TE—Tempo<br>TT—Tiger<br>VA—Vocal

---

**Hit Makers!**

**The Great Mr. B**

BILLY ECKSTEIN

MY FOOLISH HEART

(We've Got A) SURE THING

SITTING BY THE WINDOW

LOST IN A DREAM

---

**Starting New Singing Discovery**

**BILLY FARRELL**

IT ISN'T FAIR

BAMBOO

---

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

---

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Back In Your Own Backyard" (2:18)  
"Singing The Blues" (3:07)  
ROBERTA LEE  
(Tempio 430)

- Somewhat music ops may care to take a peek at is set up here by chirop Roberta Lee, with "Back In Your Own Backyard" and "Singing The Blues" in the offering for music ops. Both tunes are older, but have long since found favor with phonos fans. Roberta's blues vocal on the pair is easy to take, and should be greeted with fair reception. Both sides are there for the asking, music ops take it from here.

"Bye, Bye, Baby" (3:16)  
"It's Delightful Down In Chile"  
CAROL CHANNING  
(Columbia 42537)

- Pair of sides by thrush Carol Channing, star of the click Broadway musical, presents two Wee Melodies, with an original cast rendition of two of the top tunes from "Bye, Bye, Baby." Carol team up with Rex Evans on the side, with both turning in an excellent performance on this bright show tune. Wax should do extremely well in the boxes. Ops should get with it.

"Enjoy Yourself" (2:27)  
"I Said My Pajamas" (2:58)  
DORIS DAY  
(Columbia 37009)

- Chirp Doris Day sets her pipes in fine style, and comes up with a soco rendition of a pair of current plags that should garner some heavy count play. Titled "Enjoy Yourself" and "I Said My Pajamas" her usual excellent vocal to come up with another winner for music ops. Top deck is a bright calypso number with Doris and a vocal chorus handling the tune in great style. The coupling shows just as well, and has the boss displaying her versatile vocal style on another cue. Both sides rate a spot on ops machines.

"Silver Dollar" (2:47)  
"Dixie" (2.51)  
JOHNNY LONG ORCH.  
(King 15035)

- Hot on the heels of his smash success with "We'll Build A Banana Joe," maestro Johnny Long comes up with another great side in this piece tagged "Silver Dollar." Tune is a mery one with a smash set of lyrics that are sure to do well with the high school set. Vocal refrains by Janet Brice and the Glee Club, in light up-tempo patter is top drawer throughout. It's a side that should have music ops request for more, and should the lady in the booth do her part to give the melody in no time at all. On the other end with "Dixie," Johnny turns in a novel and effective version of this old standard that should hold its own. "Silver Dollar" will bring in silver dollars—by the barrelful.

"God's Country" (3:05)  
"Chatanooga Shoe Shine Boy" (2.59)  
FRANK SINATRA  
(Columbia 38708)

- Latest etching by balladeer Frank Sinatra is one that music ops are gonna latch onto. Frankie's rendition of this stirring song is certainly one of his best platters in a while, and will surely catch on and go with music fans and ops alike. Titled "God's Country," the tune has a scintillating tempo to it that will meet with widespread approval. Dixie is off the beaten track, and in the ever increasing popular earthy vein. Lyris of the song are extremely fascinating, and linger with you after the first earful. Frankie's strong vocal tones pull the warping in flowing tones that satisfy throughout, excellent chorus background by the Jeff Alexander group, in addition to some wonderful music by Axel Stordahl adds to the wax incentive all around. It's a side that should grab an avalanche of juke box coin, and is a must for music ops. On the other end with "Chatanooga Shoe Shine Boy," Frankie comes back with a peco rendition of this current popular click. Tempo is bright throughout the side, as is Frank's vocal tones. The side to get with is "God's Country."

"Fairy Tales" (2:56)  
"Am I Wasting My Time?" (2.59)  
PAUL WESTON ORCH.  
(Capitol 826)

- Music ops in the market for some smooth dance wax are sure to find it in this latest pair by the Paul Weston orch. Titled "Fairy Tales" and "Am I Wasting My Time," Paul displays his musical artistry in top notch fashion to offer ops a consistent winner. Top deck flows in easy waltz tempos, while the flip is an enticing ballad that should do well. Vocal refrains on the pair by the Judy Conlon Singers is excellent throughout. Flatter rates ops' listening time—and more.

"Dally Rog" (2:23)  
"Big Bass Horn Blues" (2.47)  
PETE DAILY'S DIKXELAND BAND  
(Capitol 805)

- Dixie at its best, with Pete Daily's Dixieland Band serving it up for music ops. Titled the "Dally Rog" and "Big Bass Horn Blues" seeping thru the wax. Both sides of this plat- ter make for pleasant listening, and should be greeted warmly by the ever-increasing number of Dixie fans. Both sides spin in medium tempo, with some clever spots by the boys. Wax has to be bought in order to be fully appre-ciated—that just what we reccomend.

"Sunshine Cake" (3:05)  
"The Horse Told Me" (2.55)  
BING CROSBY  
(Decca 24875)

- More music from the Paramount film "Ridin' High," with Bing Crosby in his drivers seat to chant the refrain to "Sunshine Cake" and "The Horse Told Me." Top deck has loads of winning potential, and warrants music ops avid listening attention. It's a mery up tempo tune that rolls along with just the right pace. Loudly referred throughout the tune, and are easy on the ear. The flip is a slight hearted item that should meet with music fans favor. Warday is just as fun, and the top deck. Both sides feature the Jeff Alexander Chorus and the Victor Young ork in top drawer manner. "Sunshine Cake" gets our nod.

"Daddy's Little Girl" (2.56)  
"Rag Mop" (2.57)  
EDDY HOWARD ORCH.  
(Mercy 5371)

- Pair of sides which music ops can use as excellent filler items are these set up by maestro Eddy Howard. Titled "Daddy's Little Girl" and "Rag Mop," the sides echo the vocal sentiments of the maestro in effective fashion. Both tunes are current phono favorite—this rendition should earn its fair share in the boxes. Howard's consistent popularity should account for some calls for this duet.

"When The Wind Was Green" (3:14)  
"Marto" (2.57)  
DICK HAYMES  
(Decca 24993)

- Dick Haymes in the vocal spotlight, with the echo of "When The Wind Was Green" and "Marto," headed his way for Top deck is receiving some heavy plugging at present, and may ops must issue a hot contender for juke box honors. The tune, a pluth ballad, has been around quite a while and should be familiar to most operators. This rendition is one of the best around. The flip has Dick doing the current click "Marto," with the refrain showing the balladeer's voice in excellent manner. Both sides should sit well with the many Haymes fans.

"Leave It To Love" (3:01)  
"My Foolish Heart" (3:00)  
HUGO WINTERHALTER ORCH.  
(Columbia 36979)

- Here's a blue ribbon winner for music ops. Top deck, "Leave It To Love," has a familiar melody about it which music ops should be quick to recognize. It's a smooth flowing melody offered in pulsation arrangement that attracts. The flip, which features lovely piano work throughout, also the spotlight bears brightly on the maestro. The flip is another cut that seems certain of catching on. It's the title tune from the Cohan-Goldwyn picture of the same name, with this rendition a cinch to prove to be one of the most outstanding around. Ops should latch on here.

"Bewitched" (2:50)  
"Drifting Sands" (2.58)  
BILL SNYDER  
(Tower 1473)

- A disk that should step out and go like wildfire turns up here by Bill Snyder on Tower wax. It's a fresh imaginative rendition of "Bewitched," a ditty that has long won music ops and fans favor. "Drifting Sands" is another in slow, deliberate tunes of enchanting music. Piano spot glows brightly, and adds its luster and polish of a smooth piece of music. The flip is a novel arrangement of an equally pleasing top deck. Top deck is the side to ride with.

"Bewitched" (2:42)  
"Imagination" (3:15)  
DORIS DAY  
(Columbia 38068)

- More Doris Day wax, with the thrush setting up with "Bewitched" and "Imagination." Top side is an ever loving oldie that "Bewitched" won music ops and fans favor. Renewed effort on this tune should blossom it into a heavy winner. Doris' rendition, offered in slow, straight fashion, is the direction the song needs. Gal's pitch holds your at-tention, in this brilliant musical back-ing by maestro John Lombard. Doris rounding out the side. The flip is another oldie which "Imagination" is riding with. This side as well should catch its fair share of juke box coin. "Bewitched" for the mooal!
This week's New Releases... on RCA Victor

Release 50-6

POPULAR

FREDDY MARTIN
Wilhelmina
(from the 20th Century-Fox film "Wahash Avenue")
Music! Music! Music! 20-3595—(47-3217)

LISA KIRK AND DON CORNELL
Have You Ever Been Lonely? (Have You Ever been Blue) You Missed The Boat 20-3594—(47-3218)

TONY MARTIN
Roulette
It's Easy For You To Say 20-3592—(47-3219)

LISA KIRK AND FRAN WARREN
Dearly
Just A Girl That Man Forgets 20-3593—(47-3220)

HUGO WINTERHALTER
The Flying Dutchman
Count Every Star 20-3597—(47-3221)

IRVING FIELDS' TRIO
The Third Man Theme
(from Carol Reed film production "The Third Man")
Poet and Peasant Rumbvature
(based on "The Poet and Peasant Overture") 20-3598—(47-3222)

COUNTRY

HOMER AND JETHRO
I Said My Nightshirt (And Put On My Pray'rs)
Music! Music! Music! 21-0169—(48-0181)

ERNIE LEE
Headin' Home (To Old Kentucky)
Second-Hand Heart 21-0170—(48-0182)

RHYTHM

BIG JOHN GREER
Rocking Jenny Jones
I've Just Found Love 22-0066—(50-0051)

NOTE: All records in this panel are listed alphabetically by song title.

$ Indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

7 Designates that record is one of RCA Victor's "Certain Six", among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things!

A Lovely Bunch of Coconuts
Freddy Martin 20-3554—(47-3047)*

It Isn't Fair
Sammy Kaye 20-3609—(47-3115)*

Bamboo
Vaughn Monroe 20-3627—(47-3143)*

Dear Hearts and Gentle People
Dennis Day 20-3596—(47-3102)*

Bibbidi-Bobbidi-Boo
Perry Como 20-3607—(47-3113)*

Dreamer's Holiday
Perry Como 20-3543—(47-3036)*

I Said My Pajamas
Tony Martin-Fran Warren 20-3613—(47-3119)*

Mommy and Daddy Broke My Heart
Eddy Arnold 21-0146—(48-0150)*

Marta
Tony Martin 20-3598—(47-3104)*

Old Master Painter
Phil Harris 20-3608—(47-3114)*

There's No Tomorrow
Tony Martin 20-3582—(47-3078)*

COMING UP...

Please Believe Me
Did Anyone Ever Tell You, Mrs. Murphy Perry Como 20-3684—(47-3211)*

"A pleasing ballad and a lively novelty with a twingspin finish are done with a typical Como finesse and charm." Billboard Possibility February 4th.

Bag Map
Ralph Flanagan 30-0025—(54-0020)*

My Lily and My Rose
Sammy Kaye 20-3609—(47-3115)*
Number 3, The Operators Pick. The Billboard february 4th.

$ Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top-selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

Rag Map
Pee Wee King 21-0167—(48-0179)*
Number 1, The Country and Western Disk Jockeys Pick. The Billboard february 4th.

Take Me In Your Arms and Hold Me
Eddy Arnold 21-0146—(48-0150)
Number 4, In Country and Western Records Most Played by Folk Disk Jockeys. The Billboard february 4th.

Stampede
Roy Rogers—Sons Of The Pioneers 21-0154—(48-0161)*
Number 8, In Country and Western Records Most Played by Folk Disk Jockeys. The Billboard february 4th.

The stars who make the hits are on RCA VICTOR Records

RCA VICTOR DIVISION - RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC "45"
"It Isn't Fair" (3:11)

"High On The Eiffel Tower" (3:03)

BILL HARRINGTON

(Decca 60156)

- A ditty music ops are going to be heard for a bit a spell future is this piece rendered by bal-
  lade Bill Harrington. Titled "It Isn't Fair," Bill is
  known as a dancer and has a penchant for
  this bewitching ballad, in strong melodic tones that satisfy throughout.
  It's a sentimentally tune that captures your
  attention, with this rendition definitely one of the best around. On
  the other end, Bill turns in another top
  performance with the title tune from the RKO picture of the same
  name. Ditty is a ballad, with a vocal
  chorus pitching in the background. We like it "It Isn't Fair."

"Music, Music, Music" (2:35)

"I Love Her Oh! Oh! Oh!" (2:26)

ROY ROSS

(Capitol 60153)

- Riding hot with their click rendi-
  tions of "Sing Your Song," they are
  good. It's Benny Goodman, the King
  bandleader of dancing music ops a tasty
  dish of wax in this piece titled "It
  Isn't Fair." The Goodman orchestra
  sound better here than they have in
  many a moon, with this disk bound to result in an avalanche
  of juke box coin for music operators.

"Push Ka Pee Shee Pie" (3:30)

"Hungry Man" (3:04)

LOUIS JORDAN ORCH.

(Decca 2677)

- Shades of "Run Joe"—that's the story with this one. Louis Jordan comes
  up with the spark of a hot item for music ops with this new
  item titled "Push Ka Pee Shee Pie." Tune is a mellow piece with a
 occo calypso beat behind it. Vocal by the maestro
  on top notch, throughout, with a band
  chorus echoing the title. It's the type
  of tune that will garner instant plays, and
  is one that should wear well on all
  juke box platters. With "Hungry Man," Louis tells a
cute story of his desire for food, with the
  rhythm of the choruses serving as
  tempo. Top deck is hot—ops should
  grab it!

"Candy & Cake" (3:10)

"My Foolish Heart" (2:55)

MINDY CARSON

(RCA Victor 20-3681)

- The charm and glamour this gal
  dispells in her vocal pitch is all
  op.
  erators will need to send them scrum-
  ming for this disk. It's Mindy
  Carson on deck with a sassy tune in "Candy
  & Cake." Ditty is a lightly styled
  piece tempo, whirling in light-
  heartedness, with this one of the
  lyrics in smooth vocal style throughout. Whistle chorus on the side adds to
  the winning incentive found here. The flip is a current
  plug item that can't miss. Mindy's rendition of
  "My Foolish Heart," from the
  Godwyn picture of the same name, is one of the best around. Ork back-
  lining on the wax by maestro Henri Rene
  orchestra is another extreme
  effective performance. Disk has
  added flavor by the Jeff Alexander
  Chorus and the Victor Young ork. Both sides make for easy
  listening.

"SLEEPER OF THE WEEK"

"It Isn't Fair" (3:02)

"You're Always There" (2:58)

BENNY GOODMAN

(Capitol 860)

- The side we're raving about is "It
  Isn't Fair," with as sock a vocal
  job you'll ever want to hear turned
  in by Buddy Greco. Buddy pipes the
  strong sentimental lyrics of this
  ballad in captivating vocal tones of grandeur. The tune is one
  to which the dancers will flock, and
  flock heavily at that. Ditty is cur-
  rently riding in popularity—this
  rendition should definitely put it
  on top of the heap in no time at all.
  Take note of the excellent orches-
  tral background furnished by
  Benny, and music ops have a side
  they can reap harvest with. On
  the other end with "You're Always
  There," the sides of this for
  again, delivering a wonderful vocal
  on this glowing ballad. Orkages
  makes you stop and listen, and then
  go away singing the song. Both
  sides are top drawer material—
  with "It Isn't Fair" beconing
  the bulk of the silver. Ops should
  grab this one by the boxful!

"There's An 'X' In The Middle Of Texas" (2:29)

"The Queen Of Hearts Is Missing" (2:33)

MELO TORME

(Capitol 825)

- Mel Torme comes up with a pair of
  fair enough sides in the coupling
  of "There's An 'X' In The Middle Of T
  exas" and "The Queen Of Hearts Is
  Missing." Both sides show Mel's
  hush-hush vocal style to good advantage.
  In "You're Always There," the top
  man is the original Sunset Ork crew. Top deck is a lightly
  styled ditty, with a one of the most
  popular items this season. The flip
  is a perfectly fine item, with Mel
  pitching the lyrics in smooth, sentimental tones that satisf-
  y. Top deck gets our nod.

"Near Me" (2:58)

"Beyond The Sunset" (2:59)

JO STAFFORD—GORDON MACRAE

(Capitol 865)

- Click vocal team of Jo Stafford and
  Gordon MacRae team up here to come
  up with another pair of potential wax
  sides. On both ends we have the
taint of baffalo about them, altho
  "Near Me" gets a slight edge. The
  tune is a lively showpiece in the side
  with Jo and Gordy wailing the lyrics
  in hush-hush style. It's smooth, sweet
  stuff, the kind the man-in-June kids
  can cuddle with. On the other end
  with "Beyond The Sunset," the vocal
  duo offers ops a ditty styled somewhat
  on the basis of their recent click
  "Whispering Hope." Tune echoes the
  patter of a church hymn, and is
  served in excellent manner. Disk rates
  ops avid listening attention.

"In the Shadows of Old Mexico" (2:57)

"Let's Be Romantic" (2:57)

JOANNA ROSS

(Capitol 860)

- Joanna Ross is back with another
  fine offering in these two sides. She
  is a captivating vocalist with a nice
  vocal style. "In the Shadows of Old
  Mexico" is a lovely ballad that is sure to
  be a favorite this season. The flip is a
  ditty that will go well in the stations
  that are looking for something a bit
  different. Both sides are top drawer
  material, and should be going strong.

"With My Eyes Wide Open I'm Dreaming" (2:56)

"Daddy's Little Girl" (2:49)

ROB EBERLY

(Capitol 60158)

- Pair of sides that are currently
  hotter than an ace of spades are piped by Bob Eberly here. Wax,
  tagged "With My Eyes Wide Open I'm
  Dreaming" and "Daddy's Little Girl,"
  gets a refreshing sendoff by Bob, with some
  excellent music under the direc-
  tion of Benny Goodman. Both sides are
  lovely and should be popular with all
  ops.

"Spin A Record" (3:07)

"Little Girl, Don't Cry" (3:10)

BENNY GOODMAN ORCH.

(Capitol 828)

- Maestro Benny Goodman comes up
  with some pleasing wax in this pairing
  tagged "Spin A Record" and "Little
  Girl, Don't Cry." Pipie Buddy Greco
  handles the vocal refrain on both ends of this pair and turns in an
  excellent job. Top deck is a ballad that
  weaves in slow tempo, while the
  flip is a bit of a blues tune. Kid's
  going strong. On the other end with
  the Goodman ork makes mellow music in
  the background. "Spin A Record" is
  the side we like.
NEW YORK:

Music row now buzzed this past week with the news of the untimely death of the well-known and beloved George Evans. Evans was one of the hardest working fellows in the business, and had a list of clients that read like a who's-who. His passing will certainly be sorely felt by those who knew him.

Benny Goodman is set to leave on another continental tour, taking him to the Scandinavian countries in addition to Italy, France and Switzerland. Benny will take his sextet this trip... The Cabineers, Abbey Record stars, have been renewed for another thirteen weeks on WOR-TV, Boston. The group are currently riding high with "Whirlpool." Leonard Smith of Leslie Distributing Co. passing out cigars this week to celebrate the birth of a son, Lawrence... Hugo Winterhalter having an appendectomy in a New York hospital... Jerry Lewin back in business at Crawford Music, working on the score to "Arms & The Girl"... Art Freeman, former field rep for Dance thumb Records, has established an indie record distributing firm in Cleveland, in association with Ben Herman of Standard distrib, Pittsburgh, Pa... Bandleader Elliot Lawrence is raiding Woody Herman's band. Within the last few weeks, Lawrence has signed Ollie Wilson for lead trombone, replacing Frank Hundertmark, and Mort Ollman, who replaces Tom O'Neill... Kitty Kallen goes into the Mucoman, Hollywood, this coming March 14th... Nat "King" Cole and Trio penciled into the Paramount on March 9th... R.K. Alexander joins the Southwestern Company, Dallas, Texas, as Sales Manager. Firm is Columbia Records' distributor for the Lone Star State... Peggy Lee's "My Small Senor" getting the "tension of the night"... Publicist Buddy Bash was entertaining columnisten Helen Gould at the Hotel New Yorker, where Bash's client Johnny Long is appearing. Helen caught Buddy's eye with "I see there are some new members in the band." Bash said she was right, but asked how she knew. "Easy," was the answer. "I noticed a few of them reading music on "Shantytown"... Johnny Desmond's "C'est Si Bon" pegging up in popularity.

CHICAGO:

New tune "Wrong Number," backed with "I've Got No Use For The Women" on American label, was written by Jack Pasinato—Bob Morris doing the vocal... Gloria Van, sensational chirp at the Chez Paree ends her first season with Bill Snyder's orch for Tower Records. And Dick (Tower) Bradley, back from the coast, ozin with raves over "Bewitched" waxed by Bill Snyder and 18 piece band—plans special exploitation campaign for tune... Dick also reports that while in J.A. he signed Ken Carson, featured singer on Garry Moore show. Ken's first recording for Tower is the Feast short tinned tune, "I've Got Tears In My Eyes... From Lying On My Back In My Bed While I Cry..." to be released this week... Myron Bargo, WMOB deejay, droin in for a chat and reports that requests are pouring in for "C'est Si Bon" as waxed by Johnny Desmond, Club warbler, for MGM, which was picked as a "Best Bet" by The Cash Box music reviewers Jan. 21 issue... "Give Him..." is a new recording for Civic Opera House Feb. 18 & 19... Art Kassel leaves Martinique Feb. 3 for one-nites thru mid-west... Lovely blonde through Karen Ford, "singing sensation" of Rondo Records, currently at the Edgewater Beach Hotel, stops in to say "hello"... Eddy Howard skedded for Palmer House Feb. 28 thru April 24... Eddy now playing to "full house" at the Blackhawk... Teddy Phillips in between one-nites droin in to talk shop... Barbel, Inc., new diskery opens in Chicago, with Toni Rami, of Al Mor's TV show, as featured vocalist... "Never Mind" is new song written by Bill Walker, writer of click "Half A Heart," and is to be recorded in very near future.

LOS ANGELES:

Big night at Eddie De Sore and Curtis Mosby's Oasis on the occasion of Nellie Lutcher opening with Artie Wayne and the Lee Young rhythm combo. Among those buying Nellie's "Fine Brown Frame," "Real Gone Guy" and "Hurry On Down To My House," and Artie's "Temptation," "Don't Take Your Love From Me," "You Gotta Have A Little Moxie" and "Black Lace" were popular disc jockeys Bill Arnon and Joe Adams, Borne Music contact man; Mike Gould, Chester Washington of the Pittsburgh Courier, Seaman Crutcher, former maestro and now personal manager man, Charlie Barnett (casting an approving eye on client Nellie Lutcher) and personable Jeanette Worsman of the Gene Howard publicity. Joe Adams was busy, in between listening and being social, at lining up some prize talent for a Jan. 30, March of Dimes benefit at the Santa Monica Junior College Auditorium. Among those slated are Artie Wayne, Nellie Lutcher, Artie Wayne, Joe Liggins, Charlie Barnett (who still makes music on occasion). Roy Milton and the Lee Young Combo. Promising to equal the success of Hank Penny's "Bloodshot Eyes" via King comes Smoky Rogers and Ann Jones of Crime with the same nymphet, which publicist Dave Cowles tells us may be adopted by Alco. Margaret Waring to New York to set up her Whiting Publishing Co. with 156 of her dad's tunes as a starter... Delson and Stoken, independent local distrits, are throwing in the towel after two years of hard trying... "Hey Mop" is already out in a Spanish version by Lalo Guerrero, which was played for us by Mary Solie at Leuhagen's. Anyway, you sing it, sounds like "Rag Mop" to us... Also heard Joe Liggins, which is right up there with the rest and best of "Mops." Next Leuhagen party for ops Feb. 16, with possible live talent Ray Starr, Billy Eckstine, Sons of Pioneers and the Firehouse Five.
NEW YORK—The record industry, as a unit, and its many allied fields, this past week started scheduling plans for the forthcoming Music Operators Of America (MOA) National Meeting, to be held at the Palmer House, Chicago, March 6, 7, and 8.

Record executives of many platteries this past week disclosed their intention of attending the MOA meet, and many also pointed out the vast benefits which will result from this meeting.

The MOA meet, the first annual affair of the national organization of music operators, will play host to the nation's music ops, record companies, recording artists and others represented in the industry.

One record executive stated, "It's a known fact that we are placing more emphasis on music operator sales than ever before. Our sales figures indicate a decline in the sale of popular recordings, basically because we have concentrated in other fields for some time now. This situation will be remedied, and I can think of no better place to start than the MOA meet, to boost our sales in the coin machine field.

"We want to learn how we can better serve the music operator—what we can do to help him increase his business, which will likewise result in an increase of our business. There are no ifs, ands or buts about it—the operator buys records—we want to sell him."

Another well known platterie official evoked the statement, "The many new progressive measures that have taken place in the field of phonograph recordings will undoubtedly affect the music operator in the very near future. The time and place to get together with the operators is right at their national meeting."

The MOA have invited record companies to attend their national meeting, and partake in the open forums and discussions which will be held with the music ops. Operators will present their views and problems at these forums, and will discuss them with the record execs at the meeting.

The meeting will embrace operators of every stand. Independent operators, those having no affiliation with any association whatsoever, in addition to those ops who are members of state and city associations will attend the MOA meeting. MOA headquarters urged all those interested in joining the operators at the national meeting to write to Ray Cuniff, Music Operators of America, 3018 East 91st Street, Chicago, Ill. Mr. Cuniff is chairman of the hotel and exhibit unit, set up for the meeting.

Savoy To Use 45 R.P.M.

NEWARK, N. J.—Herman Lubinsky, president of Savoy and Regent Record Companies, announces that both lines are adding production of 45 R.P.M.'s to their present recordings.

First release on the new speed will be a group of Errol Garner piano selections which will be followed by a series of standards and classics.

Savoy's current disk winner, "Double Crossin' Blues," by Little Esther and the Johnny Otis Orchestra, is currently rising in popularity. It has been reported that the platter has already paced the 75,000 mark in sales, with this mark sure to be passed shortly.

Cleveland Ops Name Hit Tune

CLEVELAND, OHIO—Hit Tune of the Month for February is "Daddy's Little Girl" by Dick Todd on a Rainbow label, it was announced this week by Sanford Levine, chairman of record promotions for the Phonograph Merchants Association.

Named by the group as Hit Tune Extra is "Rhumba Rhapsody" waxed on a Metro disc by Abby Alberts.

The tunes will be accompanied with special title strips in Cleveland's 3,000 music machines.

Mahalia Jackson Feted By Apollo Records

NEW YORK—"In appreciation for outstanding work in recording," spiritual artist Mahalia Jackson receives a plaque from Apollo Records. The plaque, a gold-plated stamper, was presented at a luncheon given in Miss Jackson's honor. Willie Bryant, metropolitan disk jockey, served as toastmaster. Pictured above are, left to right: Mrs. Bess Berman, president of Apollo; Willie Bryant, WHOM; Miss Jackson, and Harry Lenetska, Miss Jackson's agent.
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Claude Taylor
WHJP—Jacksonville, Fla.
1. SAN FRANCISCO BAY (Callio Steward)
2. PIG TALES (Paul Weston & His Orchestra)
3. I BESPOKE WHEN I SHOULD LAID (I'm Yours, Karl Denver)
4. OPEN DOORS—OPEN ARMS (Ray Stones)
5. WEDDING SONG (Andrews Sisters)
6. FLINT GENTLE TON (Ray Stones)
7. BEE & BIRD (Terryargar)
8. DON'T YOU THINK I SHOULD CARE (Sing Pollock)
9. CHARLEY, MY BOY (Louis Prima)
10. SUGAR (Foggy Lee)

Robert Snyder
WOKO—Albany, N. Y.
1. RIBBON-BORDEAUX (Bobby Darin)
2. DEAR HEARTS & GENTLE PEOPLE (D. Shore)
3. CARELESS KISSES (Sunny Kaye)
4. I LOVE HER ON, OH, OH (Jackie Light)
5. I BESPOKE WHEN I SHOULD LAID (Los Primas)
6. RAG MOP (Amos Bros.)
7. LITTLE HOPE (Sunny Kaye)
8. I'LL SIT AND CRY (Sunny Kaye)
9. SOMETHING I CAN'T DO WITH YOU (Sunny Kaye)
10. DON'T KNOW WHETHER TO LAUGH OR CRY (Andrews Sisters)

Eddie Gallaher
WTOP—Washington, D. C.
1. SENTIMENTAL ME (Amos Bros.)
2. RAG MOP (Amos Bros.)
3. BAYOU SHINE BOY (Byzantium)
4. IT DON'T FAIR (Sunny Kaye)
5. LITTLE HOPE SHINE SHOY BOY (B. Crosby)
6. BERRY-BOY-BERRY-BOY (Perry Como)
7. CAN I DREAM, CAN'T I? (Andrews Sisters)
8. LOVELY BUNCH OF COCONUTS (F. Martin)
9. DREAMER'S HOLIDAY (Perry Como)
10. HALF A HEART (Al Morgan)

Don Larkin
WWVA—Newark, N. J.
1. CHATTANOOGA SHOE SHINE BOY (Red Foley)
2. WITH MY EYES OPEN (Patti Page)
3. DANCE WITH YOU (Red Foley)
4. MY BUCKET'S GOT A HOLE IN IT (Enoch Arnold)
5. TENNESSEE BORDER (Fay-Tubb)
6. DADDY'S LITTLE GIRL (Dick Todd)
7. I HATE YOU (Davy Crockett)
8. TAKE ME IN YOUR ARMS AND HOLD ME (Eddie Arnold)
9. REDHEAD'S HOLIDAY (Perry Como)
10. BEYOND THE SUNSET (T. Texas Tyler)

Bill Wright
WSGN—Birmingham, Ala.
1. CHATTANOOGA SHOE SHINE BOY (Red Foley)
2. THERE'S NO TONIGHT (Tony Martin)
3. CAN I DREAM, CAN'T I? (Lancer's Sisters)
4. OLD MASTER PAINTER (Pattillo)
5. LITTLE HOPE SHINE BOY (B. Crosby)
6. I'LL DANCE YOU (Eddie Howard)
7. WITH MY EYES OPEN (Patti Page)
8. DEAR HEARTS & GENTLE PEOPLE (D. Shore)
9. YOU'RE DIFFERENT (Mindy Corson)
10. BEYOND THE SUNSET (Tony Martin)

Bill Tolle and Alan Carter
WPAT—Paterson, N. J.
1. DEAR HEARTS & GENTLE PEOPLE (D. Shore)
2. LITTLE HOPE SHINE BOY (B. Crosby)
3. CAHINOOGA SHOE SHINE BOY (Red Foley)
4. DON'T DO SOMETHING TO SOMEONE ELSE (Folkinge Layne)
5. IT'S WHERE LOVE WALKS OUT (Fonk Warren)
6. WHEN YOU SPEAK WITH YOUR EYES (Pattillo)
7. BORO SHOE (Vollie Moran)
8. DON'T YOU THINK I SHOULD CARE (Sing Pollock)
9. FRENCH CAN CAN (Missiak Moran)
10. HOME TOWN BAND (Fredley Morgan)

Bill Cook
WAAT—Newark, N. J.
1. SUMMERTIME (Sons of Vualage)
2. RAY, BYE BABY (Tony Martin)
3. DOUBLE CROSSING BLUES (Little Esther)
4. BLACK EAST (Illinois Jacquet)
5. RAG MOP (Oscar Saugere)
6. SNEAKING AROUND (Ruby Rand)
7. I'LL STILL BE THE ONE (Dorothy)
8. DADDY'S LITTLE GIRL (Dick Todd)
9. SHE'S NOT HAVING FUN ANYMORE (Fredley Morgan)
10. HOOT AND HOLIER SATURDAY NIGHT (Buddy Johnson)

Bernie Mack
WMUR—Manchester, N. H.
1. CRY OF THE WILD GOOSE (Frankie Laine)
2. DADDY'S LITTLE GIRL (Mills Bros.)
3. MARTA (Tony Martin)
4. CHATTANOOGA SHOE SHINE BOY (B. Darrell)
5. WEDDING SONG (Enoch Arnold)
6. IT CAN'T FAKE (Amos Bros.)
7. DANCER AT THE FAIR (Ted Norbert)
8. MY WAY BACK HOME (Bob Crosby)
9. I WANDA GO HOME (Perry Como)
10. MUSIC, MUSIC, MUSIC (Tommy Dorsey)

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 Listings below indicate preference with disk jockey radio audence, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending February 4.

Paul Brenner
WAAT—Newark, N. J.
1. SETTING BY THE WINDOW (Victor Domone)
2. BAYOU SHINE BOY (B. Crosby)
3. I SAID MY PAJAMAS (Martin-Warren)
4. WHY REMAIN (Kay Francis Simons)
5. I BESPOKE WHEN I SHOULD LAID (Torex Brower)
6. RAG MOP (Vaugna Monroe)
7. CARELESS KISSES (Rudy Margos)
8. DON'T DO SOMETHING (Frankie Laine)
9. DEAR HEARTS & GENTLE PEOPLE (D. Shore)
10. LITTLE HOPE SHINE BOY (Byzantium)

Arty Kay
WKLY—Lexington, Ky.
1. CHATTANOOGA SHOE SHINE BOY (B. Crosby)
2. BEYOND THE SUNSET (Three Suns)
3. BAYOU SHINE BOY (Byzantium)
4. I CAN DREAM, CAN'T I? (Andrews Sisters)
5. DEAR HEARTS & GENTLE PEOPLE (D. Shore)
6. JOHNSON RAG (Jack Teller Trio)
7. BORO SHOE (Vollie Moran)
8. I SAID MY PAJAMAS (Warren-Martin)
9. RAG MOP (Amos Bros.)
10. DON'T KNOW WHETHER TO LAUGH OR CRY (Andrews Sisters)

Lorry Berrill
WCAE—Pittsburgh, Pa.
1. SENTIMENTAL ME (Amos Bros.)
2. RAG MOP (Amos Bros.)
3. SETTING BY THE WINDOW (Ray Anthony)
4. IT DON'T FAIR (Sunny Kaye)
5. LITTLE HOPE SHINE BOY (B. Crosby)
6. BERRY-BOY-BERRY-BOY (Perry Como)
7. CAN I DREAM, CAN'T I? (Andrews Sisters)
8. LOVELY BUNCH OF COCONUTS (F. Martin)
9. DREAMER'S HOLIDAY (Perry Como)
10. HALF A HEART (Al Morgan)

Russ Offhaus
WPIT—Pittsburgh, Pa.
1. WE WERE MARRIED (Ray Anthony)
2. TOO WHIT, TOO WHO (Bing Crosby)
3. SENTIMENTAL ME (Amos Bros.)
4. FOREVER WITH YOU (Wayne King)
5. SAVE A LITTLE SUNBEAM (Dean)$
6. WE'LL BUILD A BUNGALOW (Johnny Long)
7. I LOVE HER, OH, OH, OH (Frankie Laine)
8. LOVE DANCE WITH ME (Bing Crosby)
9. BECAUSE (Davy Crockett)

Lorry Gentile
WJZJ—Detroit, Mich.
1. SENTIMENTAL ME (Amos Bros.)
2. WITH MY EYES OPEN (Patti Page)
3. DON'T DO SOMETHING TO SOMEONE ELSE (Folkinge Layne)
4. IT'S WHERE LOVE WALKS OUT (Fonk Warren)
5. WHEN YOU SPEAK WITH YOUR EYES (Pattillo)
6. BORO SHOE (Vollie Moran)
7. DON'T YOU THINK I SHOULD CARE (Sing Pollock)
8. FRENCH CAN CAN (Missiak Moran)
9. HOME TOWN BAND (Fredley Morgan)

Mort Nusbaum
WHAM—Rochester, N. Y.
1. SLIGHT RIDE (Bosco Pasino)
2. RAG MOP (Amos Bros.)
3. DON'T DO SOMETHING TO SOMEONE ELSE (Folkinge Layne)
4. IT'S WHERE LOVE WALKS OUT (Fonk Warren)
5. WHEN YOU SPEAK WITH YOUR EYES (Pattillo)
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9. SHE'S NOT HAVING FUN ANYMORE (Fredley Morgan)
10. HOOT AND HOLIER SATURDAY NIGHT (Buddy Johnson)

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

London Records

“ARM IN ARM” and
"HE PLAYED HIS UKULELE AS THE SHIP WENT DOWN"
The wide popularity of piper Charles Brown, in addition to the great vocal work offered on this \textit{Dozier Boys}, is a cinch to account for a ton of Juke box play for music ops. Charlie's unique vocal styling lends itself to the mood and patter of this platter extremely well. Disc, titled "Tormented" and "Did You Ever Love A Woman" is one that will definitely prove to be a hot one for ops. Top deck has a fine set of lyrics, with Charlie parring the clever wordage while tickling away at the ivory's. It's the kind of tune that stays with you long after the first earful, and should result in peak play for ops. The flip shows just as well, and has Charlie turning in another excellent performance on "More You Ever Love A Woman." Lyrics of the song echo the title, with light dulce tones of satisfying music trickling thru the wax. Both ends of the platter are tailor-made for the Juke box trade —music ops should latch on!

"No Letter Blues" (2:55)
"Glad You Let Me Go" (2:46)
\textbf{BEA JOHNSON—JIM WYNN ORCH. (Apollo 992)}

- Pair of vocal blues sides, and the refrain of "No Letter Blues" and "Glad You Let Me Go" in the offering for music ops. Both sides feature chirp Bea Johnson, with the Jim Wynn orch backing in effective manner. Wax story of this platter is found in the titles, and should be greeted by music fans with fair reception. Disc won't stop traffic — it should earn its keep though. Ops who have the spots might take a look-see.

"She's Gone" (2:40)
"All I Need Is You" (2:51)
\textbf{THE DOZIER BOYS (Aristocrat 409)}

- Music ops in the market for a hot biscuit will find it in this one titled "She's Gone" and "All I Need Is You" by The Dozier Boys. The vocal harmony this group offers is top notch from start to finish, and should cause loads of heads to turn in the music biz. Both sides of this fetching spell coin play from the word go. Disc is the sort that consistently draws loads of jitsney, with this one sure to reap harvest for music ops. Music offered is excellent, and will surely meet with music ops and fans approval. Grab it!

"Turkey Hop" (2:40-2:46)
\textbf{PORTS I and II}
\textbf{JOHNNY OTIS ORCH. (Savoy 732)}

- The Johnny Otis orch come up with a potential coin culler for music ops in this two sided affair tagged "Turkey Hop." The disk seems fairly certain of catching on with music fans, and has already met with wide popularity in many a location. Ork refrains on the sides is mellow, with the boys in the band displaying their wares in excellent style. Vocal spot by The Robins adds flesh and polish to the wax. Music ops should lend an attentive ear in this direction — but pronto.

"Take Me!" (2:46)
"I Cry My Heart Out" (2:56)
\textbf{THE FOUR JACKS (Gotham 219)}

- Vocal allure by the Four Jacks turns up fine on this biscuit titled "Take Me" and "I Cry My Heart Out." Both ends of the platter show the group's vocal work to excellent advantage, and make for excellent listening pleasure. It's a disk that lingers with the listener and should do exceptionally well on the phones. Platter has to be heard to be fully appreciated — that is what we recommend.

\textbf{DECCA RECORDS}

\textbf{BEVERLY and her Boy Friends}
\textbf{with GORDON JENKINS and his Orchestra}

\textbf{I Wanna Go Home (With You)}

\textbf{I'M GONNA LET YOU CRY FOR A CHANGE}

\textbf{America's Fastest Selling Records!}

\textbf{DECCA RECORDS}

\textbf{BEVERLY and her Boy Friends}
\textbf{with GORDON JENKINS and his Orchestra}

\textbf{I Wanna Go Home (With You)}

\textbf{I'M GONNA LET YOU CRY FOR A CHANGE}

\textbf{America's Fastest Selling Records!}

Please mention \textit{THE CASH BOX} when answering ads—it proves you're a real coin machine man!
Your **GREATEST OPPORTUNITY**! REACH **ALL** of the NATION'S **JUKE BOX OPERATORS**

*With An Ad In The SPECIAL MOA CONVENTION ISSUE of*

**THE CASH BOX**

★ DISTRIBUTED AT THE MOA CONVENTION in CHICAGO—MAR. 6, 7 & 8
★ MAILED TO MUSIC OPERATORS THROUOUT THE NATION

*Issue Dated: MARCH 11*

**GOES TO PRESS**: MARCH 3 - 12 NOON
IN NEW YORK

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EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

CHICAGO: 32 W. RANDOLPH ST.

HOLLYWOOD: 1520 NO. GOWER

"It's What's In THE CASH BOX That Counts"
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<td>1</td>
<td>NO ROLLIN' BLUES</td>
<td>Jimmie Witherspoon (Modern 721)</td>
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<td>2</td>
<td>RAG MOP</td>
<td>Doc Sausage (Regal 3251)</td>
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<td>3</td>
<td>I'VE BEEN A FOOL</td>
<td>The Shadows (Lee 200)</td>
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<td>4</td>
<td>DOUBLE CROSSIN' BLUES</td>
<td>Little Esther (Savoy 732)</td>
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<td>5</td>
<td>FOR YOU MY LOVE</td>
<td>Larry Darnel (Regal 3240)</td>
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<td>6</td>
<td>BIG FINE GIRL</td>
<td>Jimmy Witherspoon (Modern 721)</td>
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<td>7</td>
<td>INDIANA EXPRESS</td>
<td>Freddie Mitchell (Derby)</td>
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<td>8</td>
<td>I DON'T HAVE TO RIDE NO MORE</td>
<td>The Ravens (National 9101)</td>
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<td>9</td>
<td>WHIRLPOOL</td>
<td>The Cabiniers (Abbey 3003)</td>
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<td>10</td>
<td>YOU'VE CHANGED</td>
<td>Bill Farrel (MG M 10519)</td>
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<td>11</td>
<td>I ALMOST LOST MY MIND</td>
<td>Ivory Joe Hunter (MGM 10578)</td>
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<td>12</td>
<td>I QUIT MY PRETTY MAMA</td>
<td>Ivory Joe Hunter (King 4236)</td>
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<td>RAG MOP</td>
<td>Ames Brothers (Coral 60140)</td>
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<td>14</td>
<td>TIMES ARE GETTING HARD</td>
<td>Blues Rockers (Aristocrat 407)</td>
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<td>15</td>
<td>FORGIVE AND FORGET</td>
<td>The Orioles (Jubilee 5016)</td>
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<td>16</td>
<td>MY BUDDY</td>
<td>Herb Lance (Sittin' In 544)</td>
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<td>17</td>
<td>BIG FINE GIRL</td>
<td>Jimmie Witherspoon (Modern 721)</td>
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<td>18</td>
<td>SPARROW'S FLIGHT</td>
<td>Johnny Sparrow (Malford 253)</td>
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<td>19</td>
<td>SITTIN' IN ON IT</td>
<td>Wynonie Harris (King 4330)</td>
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<td>I'LL GET ALONG SOMEHOW</td>
<td>Larry Darnel (Regal 3336)</td>
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<td>21</td>
<td>RAG MOP</td>
<td>Doc Sausage (Regal 3251)</td>
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<td>22</td>
<td>FOR YOU MY LOVE</td>
<td>Larry Darnel (Regal 3240)</td>
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<td>23</td>
<td>INFORMATION BLUES</td>
<td>Roy Milton (Specialty 349)</td>
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<td>24</td>
<td>RAG MOP</td>
<td>Doc Sausage (Regal 3251)</td>
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<td>25</td>
<td>3 X 7 = 21</td>
<td>Jules King (Imperial)</td>
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<td>26</td>
<td>WHY DO THINGS HAPPEN TO ME?</td>
<td>Roy Hawkins (Modern 734)</td>
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<td>27</td>
<td>I'VE BEEN A FOOL</td>
<td>The Shadows (Lee 200)</td>
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<td>28</td>
<td>I ALMOST LOST MY MIND</td>
<td>Ivory Joe Hunter (MGM 10578)</td>
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<td>29</td>
<td>I QUIT MY PRETTY MAMA</td>
<td>Ivory Joe Hunter (King)</td>
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<td>30</td>
<td>NO ROLLIN' BLUES</td>
<td>Jimmy Witherspoon (Modern 721)</td>
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<td>31</td>
<td>THE MOON IS RISING</td>
<td>Little Willie Littlefield (Modern)</td>
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<td>32</td>
<td>HEART TROUBLE</td>
<td>Texas Slim (King 4320)</td>
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<td>33</td>
<td>SCHOOL DAYS</td>
<td>Louis Jordan (Decca 24815)</td>
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<td>34</td>
<td>SAN FRANCISCO, CALIF.</td>
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<td>35</td>
<td>1. No Rollin' Blues (Jimmie Witherspoon)</td>
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<td>36</td>
<td>2. Double Crossing Blues (Little Esther)</td>
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<td>37</td>
<td>3. For You My Love (Larry Darnel)</td>
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<td>38</td>
<td>4. Sittin' On It All The Time (Jimmy Hawkins)</td>
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<td>39</td>
<td>5. Why Do Things Happen To Me? (Roy Hawkins)</td>
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<td>40</td>
<td>6. I Almost Lost My Mind (The Shadows)</td>
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<td>41</td>
<td>CLEVELAND, OHIO</td>
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<td>42</td>
<td>1. For You My Love (Larry Darnel)</td>
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<td>43</td>
<td>2. I'll Get Along Somehow (Larry Darnel)</td>
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<td>44</td>
<td>3. Rag Mop (Doc Sausage)</td>
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<td>45</td>
<td>4. Flying Ghost Boogie (Ivory Hunter)</td>
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<td>46</td>
<td>5. Don't Put Me Down (Jimmy Hawkins)</td>
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<td>6. Roll On Mule (Lloyd Fatman)</td>
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<td>7. Things Are Getting Hard (Blues Rockers)</td>
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<td>8. I've Been A Fool (Shadows)</td>
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<td>50</td>
<td>9. 7th Street Boogie (Ivy Joe Hunter)</td>
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<td>51</td>
<td>SEATTLE, WASH.</td>
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<td>52</td>
<td>1. Sittin' On It (Wynonna Harris)</td>
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<td>53</td>
<td>2. I Quit My Pretty Mama (Ivy Joe Hunter)</td>
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<td>54</td>
<td>3. I Almost Lost My Mind (Ivy Joe Hunter)</td>
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<td>55</td>
<td>4. Confused (Lonnie Johnson)</td>
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<td>56</td>
<td>5. Jackelope Sound (Buddy Johnson)</td>
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<td>57</td>
<td>6. Troubadour (Joe Thomas)</td>
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<td>58</td>
<td>7. Saturday Night Fish Fry (Louis Jordan)</td>
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<td>59</td>
<td>8. Butcher Pole (Roy Brown)</td>
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<td>60</td>
<td>9. Why Don't You Heal Off And (Roy Brown)</td>
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<td>61</td>
<td>10. The Moon Is Rising (Little Willie Littlefield)</td>
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<td>62</td>
<td>WILMINGTON, N. C.</td>
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<td>63</td>
<td>1. I'll Get Along (Larry Darnel)</td>
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<td>64</td>
<td>2. You Too My Love (Larry Darnel)</td>
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<td>65</td>
<td>3. I Quit My Pretty Mama (Ivy Joe Hunter)</td>
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<td>66</td>
<td>4. Saturday Night Fish Fry (Louis Jordan)</td>
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<td>67</td>
<td>5. Snappin' Around (Buddy Johnson)</td>
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<td>68</td>
<td>6. Sittin' On It (Wynonna Harris)</td>
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<td>69</td>
<td>7. All She Wants To Do Is Rock (Wynonna Harris)</td>
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<td>70</td>
<td>8. School Days (Louis Jordan)</td>
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<td>71</td>
<td>9. So Long (Ivy Joe Hunter)</td>
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<td>72</td>
<td>10. Numbers Boogie (Sugar Chile Robinson)</td>
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<td>73</td>
<td>SPRINGFIELD, MASS.</td>
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<td>74</td>
<td>1. Saturday Night Fish Fry (Louis Jordan)</td>
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<td>75</td>
<td>2. So Long (Ruth Brown)</td>
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<td>76</td>
<td>3. Sittin' On It (Imperial)</td>
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<td>77</td>
<td>4. School Days (Louis Jordan)</td>
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<td>78</td>
<td>5. So Much (The Orioles)</td>
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<td>79</td>
<td>6. Boogie At Midnight (Roy Brown)</td>
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<td>80</td>
<td>7. I Quit My Pretty Mama (Frankie Armstrong)</td>
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<td>81</td>
<td>8. Numbers Boogie (Sugar Chile Robinson)</td>
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<td>82</td>
<td>9. For You My Love (Lionel Hampton)</td>
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<td>83</td>
<td>10. I Can't Give You Anything But Love (Evel Gardner)</td>
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<td>84</td>
<td>SHOAIS, IND.</td>
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<td>85</td>
<td>1. Rag Mop (Lionel Hampton)</td>
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<td>86</td>
<td>2. Sneakin' Around (Rudy Johnson)</td>
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<td>87</td>
<td>3. Why Don't You Heal Off And (Roy Brown)</td>
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<td>88</td>
<td>4. Saturday Night Fish Fry (Louis Jordan)</td>
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<td>89</td>
<td>5. Numbers Boogie (Sugar Chile Robinson)</td>
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<td>90</td>
<td>6. Don't Put Me Down (Jimmy Hawkins)</td>
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<td>91</td>
<td>7. Good Daddy Blues (Ollie Washington)</td>
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<td>92</td>
<td>8. School Days (Louis Jordan)</td>
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<td>93</td>
<td>9. Aladdin Sugar Chile Robinson</td>
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<td>94</td>
<td>10. All She Wants To Do Is Rock (Wynonna Harris)</td>
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Barthel, Inc. Bows Into Disk Biz

CHICAGO—New record manufacturer bowed into the disk biz this past week, with their first release tagged "From Now On" and "Sor- rento" by vocalist Tony Rami.

The firm, Barthel, Inc., will make its headquarters in Chicago. Distribution is headed by Nick Wayne, president and Larry Anzalone, secretary and artist rep chief.

First disk by Rami, well known via his performances on the Al Morgan TV shows, is to be followed by another in the same vein. Both disks are considered among the best heard here in the area. The firm will also likely make rhythm tunes and will turn to pop generally.

Artists already signed are, Johnny Hill and The Townsmen with negotiations now under way to sign the Duke Jenkins combo. Others are also being approached to enter into contracts with the firm.

Anzalone stated, "We are out to prove to the record field that we have a brand new idea in music and feel that everyone who will hear the tone and playing quality of our records will agree that they are among the best ever produced."

Distrib appointments haven't as yet been announced but the firm believes that within a few short weeks they will have a complete lineup of distributors for the trade.

American Named Distrib For 7 Mfrs.

CHICAGO—Art Sheridan of American Record Distributors, Inc., this city, reported this past week that the firm has been named by seven prominent jazz and blue diskeries as distributors in this area.

Among the labels the firm will handle are Savoy, Aladdin, Specialty, Sittin' In, Regent, Sensation and Knockout.

Plans for intensive promotion of the labels have been inaugurated with Sheridan of the belief that "We shall make these the most outstanding in this territory."

The firm is well under way with exploitation programs at this time and are planning to "develop the biggest business ever enjoyed by these diskeries for their tunes."

Dana Switches Title On "Lone Ranger" Disk

NEW YORK—Dana Music Co., this city, this past week announced that they are changing the title of their current hot platter "Lone Ranger Polka," to "Trigger Happy Polka."

Change in title came about when Raymond J. Meurer, general counsel for Trendle-Campbell Enterprises, Inc., Detroit, Mich., notified Dana that the platter was infringing on the copyright and other property rights of the former firm through the use of the word "Lone Ranger" in their disk. Trendle-Campbell are the producers of the "Lone Ranger" radio and television series.

Dana has been notified to "cease and desist" pressing and issuing "Lone Ranger Polka."

London Records Set For Move To New Offices

NEW YORK—London Records are set to move to new quarters, and will shortly occupy new space at 521-533 W. 25th St., this city, it was learned here this past week. Dan Berne, disclosed that the new space will house executive offices, warehousing, and sales and distribution personnel under one roof.
THE CASH BOX
Folk and Western Record Reviews

With Men Who Know Tobacco Best" (2:53)
"Three Little Girls Dressed In Blue" (2:31)
TEX WILLIAMS
(Capitol 40276)

• There's no doubt about this one!
Tex Williams, one of the most consistent phonograph sellers, comes up with

Little Girls Dressed In Blue." It's the top deck we're ravin' about—and
we're sure you will be too in no time at all. The sileks lyics attached
to this tune is nothing short of sensational. Tex takes you up-side
and adds the line, "It's women two to one," in his delivery of this bit,
and turns in a boffo job throughout.
Disk gets some excellent olk backing and it's the sileks lyics
in a well deserved spotlight throughout. The sile is one
that will surely garner a ton of jujube
	
and earn repeat plays till the platter wears white. On
the other end, Tex shows his ver-satile vocal style by coming thru
for ops again with another superlative
performance. Both sides are blue ribbon winners. Ops shouldn't miss
this one!

"Chattanoogie Shoe Shine Boy" (2:26)
"Rag Mop" (3:00)
LEON MCCAULIFFE
(Columbia 20669)

• Leon McCauliffe and his Western Swing Band are back with their
rendition of "Chattanoogie Shoe Shine Boy" and "Rag Mop," and turn in an
effective performance on this pair to set the stage for some potential
coin play. Vocal refrain on both sides by the maestro is classy, and should
be greeted by his many fans with wide
	
fervor. Music ops are undoubtedly well acquainted with the material
since both tunes are currently riding
hot on the boxes. This rendition
will certainly increase the popularity of the songs.

"Steel Stompede" (2:46)
"Rag Mop" (2:49)
JESSE JAMES
(4 Star 1419)

• Jesse James in the drivers seat, with the echo of "Steel Stompede" and "Rag Mop" in the offering for music ops. This one in a platter that should
earn some fairly heavy coin play for operators. Top deck is a lively instru-
mental with Jesse twanging away on guitar. The flip is the widely popular
"Rag Mop," and has Jesse handling
the vocal of this mellow bit in great style.
Disk is one that bears music ops avid listening attention.

"I'm Gonna Take My Heart Away From You" (2:30)
"You Didn't Try And Didn't Care" (2:18)
BILL WALKER
(Capitol 40277)

• Bill Walker, the Travassin' Texan steps into the juke box spotlight, with this pair of tunes sure to please music fans and ops alike. The wax, titled "I'm Gonna Take My Heart Away From You," and "You Didn't Try And Didn't Care," shows Billy in fine style throughout. Lyric of the songs echo the
country found in the title. Billy's vocal efforts on the sides are sure to cause
some tongue waggin', and likewise result in peak play for music ops. Disk rates a spot on your ma-

"Yodel Like A Cowboy" (2:47)
"Why Tell Your Troubles To Me?" (2:45)
BOBBY GREGORY
(Lincoln 512)

• Bobby Gregory into the vocal spotlight with a pair of potential coin
sellers in the duo titled "Yodel Like A Cowboy" and "Why Tell Your
Troubles To Me?" Top deck has Bobby

handing you the lyrics which echo this
tune, with some fair instrumental
backing by the Cactus Cowboys. The
flip slows down somewhat, and

is a folk star turning in another effective
performance. Both sides should ac-

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
RCA Victor In Tribute Disk To DJ Bob Clayton

BOSTON, MASS.—As a tribute to Boston disc jockey, Bob Clayton of WDH, whose plugging of “Jet” by Harry Revel has resulted in its being one of the hottest records currently in that territory, RCA Victor is releasing “Jet” with a previously unreleased side from the Revel suite and titling it “Streelin’ With Clayton.”

Initial spillings of “Jet” by the Boston DJ resulted in thousands of calls to the station. Since that time Clayton has played “Jet” at least once daily, and his radio promotion has resulted in a heavy dealer demand by the Eastern company, local RCA distributors.

Last year Clayton was responsible for taping off a revival of the Ray Noble oldie, “Lady of Spain,” which resulted in hitting a top spot on national best-selling lists.

Lee Magid Forms Music Pubbery

NEW YORK—Lee Magid, formerly associated with National Records in the art of artist, repertoire and promotional capacity announces the formation of Magid Music, an over-all at least leasing company. Magid is active in promoting the firm’s first big song, “He’s My Baby,” and in addition to handling the “Blenders,” a vocal group recording for National, Marv Royche Music will concentrate on the race and hillbilly fields. In addition, Magid disclosed that he will continue to do record artist platter promotion.

MITCH MILLER NAMED DIRECTOR OF COLUMBIA RECORDS POPULAR RECORDS DIVISION

NEW YORK—The appointment of Mitchel Miller as Director of the Popular Records Division of Columbia Records, Inc., was announced this week by Goddard Lieberson, Executive Vice President of the company.

Mr. Miller will be in charge of selecting and recording all material released on Columbia’s Popular label. He will report directly to Mr. Lieberson who is responsible for all of the company’s Artists and Repertoire department. Formerly with RCA Victor and Ben Selvin will retain their present positions.

Mr. Miller goes to Columbia from the Mercury Record Corporation where he was Director of Popular Music.

“ar the appointment of Mitchel Miller to this important post in our artists and repertoire organization brings to Columbia a person thoroughly schooled in all phases of music and recording,” Mr. Lieberson said.

“His appointment will coincide with the inauguration of a new policy as far as our Popular Records Division is concerned. Hereafter, more emphasis will be placed on selecting the right artist for the right tune and an imaginative, creative effort to produce the best records possible will be made at the main source of every successful record—the recording studio. I am confident that he will do a splendid job in the field of promotion and his services for many weeks in the future are certainly going to prove of great benefit to us.”

Mitchell Miller was born in Rochester, New York, on July 4, 1911. He began studying the oboe in public school at the age of twelve and became a professional at the Eastman School of Music. When he was only fifteen he made his first professional appearance as soloist in a performance of Goossens’ Oboe Concerto with the Rochester Philharmonic Orchestra under Howard Hanson.

Mr. Miller is one of the first of many appearances as soloist with symphony orchestras and practically all of this country’s major chamber music ensembles.

During the three and one half years Miller was soloist with the CBS Symphony, during which time he gave premieres of important compositions for solo oboe. Among these were the Vaughan Williams, Concerto, Anthony Collins’ Hogarth Suite, the Dittersdorf and Cimarosa Concerti.

He has made records for many leading record companies and his direction of Popular music for Mercury has earned him an enviable reputation in the “Pop” field. He produced scores of top selling records for that company including “Mule Train,” “Lovely to Look at” and “Honky-Tonk.” He is credited with developing the recording techniques of such artists as Frankie Laine and Vic Damone.

Miller fills the post occupied by Manny Racks, who last week resigned his artis and repertoire duties at Columbia to accept a top post at RCA Victor and NBC. Speculation throughout the recording industry as to who will fill the spot at Columbia was rampant throughout this past week, with many well known musical directors rumored to have been contacted. Among them were Ray Bloch, Mitchell Ayres, and several others.

Meanwhile Mercury record execs gathered in New York late this past week to discuss a suitable replacement for Mr. Miller. It is known that Lennie Hayden had been offered the position at RCA Victor and NBC. Hayden is a musical conductor for MGM Records and MGM pictures.

Evan's Flackery Expanding

NEW YORK—George B. Evans Associates announced this past week that they are expanding both their New York and Hollywood offices to serve the many entertainment stars and the companies for whom they guide public relations.

Activities will be co-ordinated by Buddy Granoff and Charles Stone in New York, and Jack Koller in Hollywood, with the aid of an enlarged public relations staff and new West Coast functions from the firm's new offices in Beverly Hills.

In New York, Phil Evans, son of the late George B. Evans who founded the organization almost 25 years ago, will assume responsibility for the new operation and will resume active participation in the firm which he was associated for several years before taking a leave of absence.
Let’s Go —

- MUSIC OPERATOR
- RECORD COMPANIES
- MUSIC PUBLISHER
- MUSIC DEALER
- MUSIC MACHINE MFR.
- ALLIED MUSIC INDUSTRIES

"ALL THE WAY WITH MOA"

To The
FIRST NATIONAL CONVENTION
of the
MUSIC OPERATORS OF AMERICA
Palmer House, CHICAGO
MARCH 6, 7 & 8

For EXHIBIT SPACE:
Write to:
RAY CUNLIFFE
MUSIC OPERATORS OF AMERICA
3018 EAST 91st STREET
CHICAGO 17, ILL.

For HOTEL RESERVATIONS:
Write to:
RAY CUNLIFFE
MUSIC OPERATORS OF AMERICA
3018 EAST 91st STREET
CHICAGO 17, ILL.

Let’s Go — Write RIGHT NOW!

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Chicago Attorney Tries For Amusement Game License

Factories Confused—Don’t Know Who Hired Him. Eager For License—But Want True Facts Presented To Mayor Kennelly

CHICAGO—Complain here discussing the story which appeared in the Sun-Times. From a rumor of the fact that an attorney in this city had by-passed Mayor Kennelly and written letters to all the aldermen in Cook County seeking to license amusement equipment which is, at this time, operating under injunctions from the Circuit and Superior courts.

These courts have upheld claims that the machines are games of skill and amusement. But the statement that was made that there are 30,000 such machines in the city, as has been pointed out by the attorney. There aren’t even half that many machines in this entire territory. In the correspondence many here was the statement that the city would obtain a $1,500,000 revenue from licenses for the machines.

The story that appeared in the Chicago Sun-Times written by Thomas Drennen was as follows:

Mayor Kennelly has been by-passed in an attempt to legalize operation of non-gambling coin operated amusement machines here.

The Sun-Times learned Wednesday that John V. Clinnie, a Chicago attorney, had written to every alderman, predicting that the city would obtain $15 million in revenue annually if the machines were licensed. He’s approached by approximately 30,000 shuffleboard, pinball and bowling machines were operating now in the city under court injunction. The machines are paid while these devices are operated with judicial sanction.

It is granted that there are injunctions, the Circuit and Superior courts have upheld the machines are games of skill and on the basis of chance.

Clinnie said he tried for two years to get a “yes or no” answer from Kennedy, then he urged the aldermen to consider the proposal on their own.

Clinnie sent Kennedy a short note, enclosed a copy of the letter he was to the aldermen, and asked for a meeting with the mayor in the near future. Kennedy said he doubted any such meeting would be held within the near future.

Most of the council leaders are on vacation, but several reached by the Sun-Times, expressing surprise at Clinnie’s proposal. They doubted that any action would be taken without the Mayor’s approval.

Industry spokesmen disputed Clinnie’s estimate of 30,000 machines operating here. Some said the figure was nearer half of that.

Other said he was representing four manufacturers of amusement machines with this proposal: Bally, Chicago Coin, United, and Jennings, who manufacture machines. Representations of these concerns denied that Clinnie had any authority to speak for them. But all expressed interest in a licensing ordinance and predicted increased city revenue and greater employment if the machines were legalized.

Pinball machines were outlawed in Chicago by the Circuit Court in 1933. Since then, repeated attempts have been made to lift the ban.

Most recent of these came in March, 1943, at that time The Sun-Times disclosed existence of a $35,000 fund gathered to expel passage of a pinball license measure.

Following this, Kennedy announced he would veto any pinball ordinance passed by the council.

Sam Stern Works From Hospital Bed

"Wurlitzer 1250 Designed To Meet Ops’ Requirements" Wurlger

Cooperative Planning By Engineering, Sales
And Production, Produced New Phonograph

NORTH TONAWANDA, N.Y.—The new Wurlitzer Model 1250, which will be introduced to the trade on April 2nd, has been on the drawing board for the past two years, and has been under constant development. This model has been designed to meet all the current requirements of the trade, and to fill the gap between the Company’s Model 1250 and the Model 2250. It has been developed by a team of experienced designers, engineers, and production personnel, working closely with the sales staff. The result is an instrument that combines the best features of both models, and offers additional advantages that are sure to please the trade.

Jerry Haley Celebrates Silver Anniversary In Coin Machine Bus

CHICAGO—Arriving here from the city of Peoria, Ill., where he was engaged in the direct mail advertising business, 25 years ago, this March, 1950, Jerry Haley entered into the amusement game business, and has been associated with the company ever since. He has been with the company for sixteen years, from 1935 until 1951. In 1941 as the entire industry was completely engaged in war work, Haley was in charge of the “E” flag after another, Jerry, that year, joined forces with Buckley Manufacturing Co., this city, and has remained with Pat Buckley ever since.

"It’s a long cry from those days of phone calls, or visits to inns. Haley reminisced discussing his twenty-five years with the coin machine industry. "In those days," he continued, "operators, equipment, business methods, selling locations, everything in fact, was entirely different than it is today.

"We didn’t have the large number of operators, jobbers and distributors, or even manufacturers, engaged in the coin machine business," he said. "But," he continued, "the business has changed. It has changed for the better. The men in it are better educated. They are bringing their sons out of well known colleges and universities to enter into this industry. The advancement opportunities are greater than ever before."

Like all old times, of course, Jerry likes to recall the days when this industry just sort of "grew by itself." Haley stated, "We engaged in the field were few and far between, each other more intimately than they do today. He also believes, that progress would be taken hold regarding what anyone would have attempted to do. "The coin machines business," he says, "is basically sound."

Jerry stated, that the division of this industry serves a very definite purpose. Vending machines have been used in the facility twenty-four hours per day merchandising of outstanding and well advertised products. "Music," he says, "serves a very definite purpose. The music machine is most definitely sound. This is one instrument that allows the public to choose the music it wants and play that music as long as the public so desires."

"And the games field," he continued, "is even more important than the music. It is the most economical and relaxing entertainment in the world and serves the purpose of bringing all nations everywhere at the most economical price ever yet attempted for any type of amusement in all the world’s history."

The death of the coin machine industry is wishing Jerry Haley another 25 years with this field and hope, at the end of the conversation, to hear what Jerry will have to say about the growth of the business and where he then thinks of this industry."
NEW YORK — The Associated Amusement Machine Operators of New York (local games association) held its second general meeting since reactivating several years ago in Manhattan Center, this city, on Thursday night, February 3. Attendance was limited to paid-up members, a large number of operators were on hand. Conducted with extreme efficiency the meeting ran off smooth as silk. Election of officers was held, discussions conducted, and an address by Teddy Blatt, attorney, informed the gathering of progress being made.

The most important matter brought to the attention of the body was repeated warnings throughout the meeting to keep their machines out of candy stores and other locations where minors congregate.

Officers elected were: Louis Rosenberg, president; Murray Lax, vice president; Phil Gletcher, secretary; Jack Semel, treasurer and Dave Lowy, Supt. At Arms. Elected to the board of directors were: Irving Kayo, Milty Green, Harry Berger, George Pamos, Bart Hartnett, Sanford Moore and Harry Ross.

"Mendy" Mendelson was selected to serve as business manager, with temporary offices at Dave Lowy's, 894 Tenth Avenue.

TAMPA, Fla.—Frank Mencuri, manager of the Arcade division of Exhibit Supply Company, Chicago, and Clare G. Meyer of the same firm, are displaying seven new arcade machines at the Florida State Fair here for the entire period of the Fair. Reports from both men are to the effect that they are actually "enjoying boom business on our entire line."

In addition, they report that the firm's new "Rotary Merchandiser" is "going over big" with all visitors here. It seems that the "Rotary Merchandiser" has taken its strong hold once again and that it is sure to be one of the bigger selling machines of the arcade division of Exhibit Supply Company during 1950.

Both Mencuri and Meyer are tremendously pleased with the marvelous reception which they have received here. They state that they are now more certain than ever that 1950 is "sure to be one of the biggest arcade years."


All these machines were also shown at the NAAPBB convention in Chicago this past December, Mencuri and Meyer report, "And," they stated, "made just as big a hit in Chicago as they are making here in Tampa."

CHICAGO—Henry Strong, sales manager of O. D. Jennings & Co., reported this past week that the firm is tremendously enthused over their new Super Deluxe Sweepstakes.

A check on this new machine conducted by O. D. Jennings resulted in the knowledge that the firm had received 100 per cent reorders from everyone who had originally ordered the Super Deluxe Sweepstakes.

This has set a new record, according to Jennings, for any machine the firm has ever yet produced. In fact, he reports, the orders which are being shipped at present have already given promise of even more reorders.

Strong, in his capacity as sales manager, reported, "Operators are all enthused over the beautiful attractiveness of this light-up Chicago machine. In every case, they tell us, and on whatever type location they have featured our Jennings Super Deluxe Sweepstakes, they have enjoyed bigger profits than with any other machine they have ever used in the same location."

The Jennings Super Deluxe Sweepstakes features four small jack pots and one super-jackpot, a total of five jackpots. It is a 3/5 payout and comes in 5c, 10c, 25c, 50c and $1.00 denominations. It is the first machine to feature full gold solid small wall cabinet.

At the same time the firm are hard at work filling orders for their new 1950 Cigarolla which has caught on everywhere it has been sold. This is one of the most outstanding machines of this type ever built by the big Jennings plant here.

Chicago Coin's
"BOWLING ALLEY"
"Best of 'em all!"

CHICAGO COIN MACHINE CO., 1725 DIVERSEY BLVD., CHICAGO 14, ILL.

PROFIT with
KEENLY'S
TEN PINS • PYRAMID • PIN BOY
Electric Ball

* ELECTRIC CIGARETTE VENDOR
* J. H. KEENEY & CO., INC.
2600 W. FIFTIETH STREET
CHICAGO 32, ILLINOIS

BILLY DELSEL

CHICAGO — Since introducing "Super Shuffle-Alley" to the market, Billy Delsel, sales manager for United Mfg., Co., reports, "We have been swamped with orders for this new game to the point where we have instituted a two shift production set-up which will continue right along every day in an effort to catch up with the backlog of orders we have already received.

He also said, "Not one territory is missing on orders for 'Super Shuffle-Alley.' Every part of the country, he continued, "rushed orders to us. From Manhattan, New York, our distributors just simply jammed us with phone calls and wires, ordering in the biggest quantity they ever have, and all asking for immediate shipment."

United was working an extra shift for some time on their original "Shuffle-Alley" game, but, according to exas here, the new "Super Shuffle-Alley" has forced them into even more intense mass production in an effort to catch up.

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

*TRADE MARK

1st BOWLING TYPE SHUFFLE GAME with AUTENTIC BOWLING SCORING FOR 1 OR 2 PLAYERS!

GETS DOUBLE THE EARNINGS!

1 PLAYER 10c
2 PLAYERS 20c

REAL GUTTERS!

ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

STRIKES • SPARES TURKEYS • SPLITS RAILROADS • ETC.

TERRIFIC FOR COMPETITIVE PLAY!

2 DOORS ON SIDE OF CABINET FOR EASY SERVICING!

* AUTOMATIC PUCK RETURN
* PUCK LOCKED IN AFTER EACH GAME
* IDEAL SIZE FOR ANY LOCATION ... APPROX. 8 FT. LONG, 2 FT. WIDE
* RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST.
CHICAGO 24, ILLINOIS.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Since January of 1948, a lot has been said and written about MOA (Music Operators of America). The question which has been repeated is how closely connected with the coin machine music industry is MOA really, and is it for the music operator. The answer to these questions is that MOA really is for the music operator. MOA has been formed to protect the interests of the music operator throughout the United States. It is a committee of operators which may or may not be affiliated with any particular local organization.

How did MOA originate? In 1947, two meetings were held in NYC. The first was the Annual Session of the Eighteenth Congress entitled H.R. 1269 and H.R. 2570, which, if passed, would have destroyed the rights of the coin music operator. These bills were turned over to the Sub-Committee on Patents, Trademarks and Copyrights of the Committee on the Judiciary House of Representatives. The committee met on September 12, and 14, 1947. At the meeting the National Committee made it imperatively that something construc- tive be done so that the Music Operators throughout the country would have a voice in the legislation which was pending before Congress and suggested that an execu- tive committee be formed from all over the United States to prevent the onslaught of these bills. This executive committee did not necessarily limit itself to men who were connected with local associations. The idea was to get a group that would geograph- ically represent all sections of the country.

The following Committee was chosen:

- George Miller, National Chairman, Treasurer, Oakland, California
- Denver, National Vice-Chairman, New York
- D. M. Steinberg, Acting Secretary, New York
- C. L. Bever, Salt Lake City, Utah
- Charles Batten, Columbus, Ohio
- Tom Cronby, St. Paul, Minnesota
- Ray Cuffins, Chicago, Illinois
- Hans Woolf, Columbus, Ohio
- Jack Pembina, Pennsylvania
- G. Goldman, Detroit, Michigan
- Norman Geisz, Providence, Rhode Island
- S. P. Beon, Bordhead, Wisconsin
- E. Fixel, Pembina, North Dakota
- E. S. Fretter, Miami, Florida
- Charles Hesse, Minneapolis, Minnesota
- Sol Hoffman, Harrisburg, Pennsylvania
- George Miller, Inglewood, California
- M. Steinberg, Newark, New Jersey
- Isher De La Vies, Washington, Washington
- Charles Pieper

This Committee then met to discuss the problems of the business and the legislation which was pending before Congress. Congress eventually decided to pass the legislation which would have destroyed the rights of the coin music operator. These bills were turned over to the Sub-Committee to protect the interests of the operators. The passage of these bills would give such associations as ASCAP, BMI and others the right to license for a fee, all music played through a juke box or other coin operated mechanical device.

Everyone connected with the Coin Machine Industry became alarmed over the passage of these bills. Various representatives from New York, New Jersey, Philadelphia, Cleveland, Detroit, and Chicago rushed out to Washington to appear before the SubCommittee to protest the passage of those measures at its first meeting which was called for May 23, 1947. The various phonograph manufacturers were there to protest the passage of those measures. The proponent of the measures were well organized and were called by the Committee to speak first. The hearings lasted from a period from May 23rd through May 26th. After hearing only after many meetings among the representa- tives of the operators that a small group of the operators came together to present the operators’ point of view. The proponent of this view was privileged to be the first speaker present in the meeting. This small com- mittee, however, did not have the authority to designate other operators in opposition to the bills nor to prevent another group that had been established from doing so.

The phonograph operators who were well organized and very helpful at these meetings did not do what could not obtain the cooperation of the music operators. The reason there was no representative speaker for the operators. The results of the hearings could have been more catastrophic than they actually were.

ASCAP in the year 1947, after many years of attempting to pass this legislation which made great strides toward succeeding. The best information available is that they have not, for one moment, stopped their fight to accom- plish passage of these bills and that they are more assured of doing so than ever before. This threat to the music operating business is genuine and affects the country’s most seri- ous problem to the business that the song and the industry as a whole must face.

The manner in which the operators’ side of the picture was presented to the Congressional Committee made it imperative that something construc- tive be done so that the Music Operators throughout the country would have a voice in the legislation which was pending before Congress and suggested that an execu- tive committee be formed from all over the United States to prevent the onslaught of these bills. This executive committee did not necessarily limit itself to men who were connected with local associations. The idea was to get a group that would geograph- ically represent all sections of the country.

It is thus rarely seen that the Music Operators of America is a group, formed for the purpose of having a central body which can present a united front to the public of the many problems that the business is called upon from time to time to solve. This representative group as a unit could readily cooperate with manufacturers and distributors of coin operated phonographs and records to improve the business throughout the country, to combat harmful and deceitful legislation as well as to solve the industry’s problems for the mutual benefit of all concerned.

Every intelligent operator who has the interest of his business and the good of the entire coin machine music industry at heart should support MOA and be present at its na- tional meeting. This is the only way that the law in the history of the coin machine indus- try’s problems can be considered as solved by a committee endorsed and supported by an alert, capable and in- telligent group of operators.

Each active operator in the field can at all times be available to operate, distributor, and manufacturer in order to safeguard the interests of all concerned on national problems which now exist and must be solved to the benefit of all branches of the music machine in- dustry. Such matters as the 7½ cent coin, the excise tax problem and the general public relations program, as well as many other problems that will arise, can be successfully dealt with through MOA in its capacity as a representative group of manufacturers and distributors.

Expatriate Factory Execs Help Distribrs Show “Shuffle Bowl”

Charles Pieper, sales- manager of Exhibit Supply Company, reported this past week that the firm has been receiving much thanks from their distributors for the cooperation which they have been giving them in displaying the new conversion for shuffleboards, “Shuffle Bowl.”

All of the firm’s factory executives have divided their time so that they can be present wherever their dis- tributors decide to display the “Shuffle Bowl” conversion unit.

Both Joe Batten and Charles Pieper report, “We just won’t let Bill Doll back to the factory. He reports that every day Bill remains in his place, sales have zoomed and Woolf is only baying that we can ship as many of the units as he now re- quires.”

According to Pierp, “The same thing happened in Indianapolis, thrust Oklahoma, and everywhere else we have displayed the Shuffle Bowl.” Down in Miami, Pieper says, “Sam Taran was so happy with the ‘Shuffle Bowl’ and stated that it was ‘real progress.’ He foresaw tremendous sales in his ter- ritory.”

Pieper reports that the firm will con- tinue the practice of having one of their executives present at all shows of the new “Shuffle Bowl” unit.

Other showings being arranged by Exhibit Supply Company are at the factory executives present to display the unit to the operators who will attend and to tell them what has happened in other territories.

Pieper reports, “After this activity to a medium can at all times be available to oper- ator, distributor and manufacturer in order to safeguard the interests of all concerned on national problems which now exist and must be solved to the benefit of all branches of the music machine in- dustry. Such matters as the 7½ cent coin, the excise tax problem and the general public relations program, as well as many other problems that will arise, can be successfully dealt with through MOA in its capacity as a representative group of manufacturers and distributors.”
Model "C" Brings You Color

The "C" blazes with color—color transparent through rich plastic surfaces, color transparent through great areas of Plexiglas: direct color, reflected color, stationary color and changing color—color, color, color! Probably you'll say you can't get too much color, but many locations want special color effects, to please both the owner and the clientele. On the "C" you may switch your colors to suit any location in a matter of seconds—just change tubes or lamps and the exact effect desired is instantly achieved! Choice of color is yours even to the wood of the cabinet—here again you have your choice of chaste blond or rich natural mahogany. This beautiful cabinet weighs only 253 lbs. net; it's easily handled and has a clean, flat back with no protruding surfaces but plenty of good grip points. Occupies only 5.1 square feet of floor space. Yes, the "C" is the juke box built for the operator, ideal for every kind of location and perfectly suited to surrounding decor and ornament. Order today from your AMI distributor—immediate delivery!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.
Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

"BUILT FOR THE OPERATOR"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
GOTTLIEB'S NEW REVOLUTIONARY
REPLAY GAME with the ONLY REALLY DIFFERENT ACTION IN YEARS, featuring HIGH-POWER "TURRET SHOOTER"

- SUPER-POWER FLIPPERS
- OSCILLATING RANGE FINDER
- TEN NUMBERED TARGETS
- POINT AND HIGH SCORE REPLAY AWARDS.

IT'S FAST—SIMPLE—FASCINATING—A MONEY-MAKING WONDER!

STEP RIGHT UP
AND ORDER FROM
YOUR DISTRIBUTOR
TODAY!

CUB AND ACE
THE MIGHTIEST LITTLE
MONEYMAKERS IN
COIN MACHINE
HISTORY
CUB
FEATURES CIGARETTE
OR FRUIT REELS
ACE
FEATURES POKER REELS
PRICED LOW!
ORDER A DOZEN OF EACH TODAY!

We Are Delivering...

"MARVEL" ★ "AMERICAN EAGLE" ★ "BUDDY"

Available in Two Models.
1—Non-Coin Operated, 1c or 5c play
2—Coin Operated, 1c or 5c play
Cigarette or Fruit Reels with Coin Dividers and Two Separate Cash Receivers. Comes in 1c or 5c or 10c play.

WE STOCK PARTS FOR ALL DAVAL GAMES! WE CONVERT your Marvells or American Eagles to Non-Coin Operated Tax Free Models.
COMET INDUSTRIES, INC.
2845 FULLERTON AVE.
CHICAGO 47, ILL. (TEL.: DI 2-2424)

PRICED TO SELL!

WURLITZER 750E ............... $134.50
WURLITZER 1015 ............... 269.50
TILBEN MAESTROS ........... 350.00
AMI Model "A" ............... 449.50
AMI Model "B" ............... 675.00
Floor Demonstrators 1/2 Deposit
Orders will be shipped from Chicago or Los Angeles

J. PESKIN DIST. CO.
* AMI Distributors *
2667 W., PICO BLVD.
LOS ANGELES 5, CALIF.

KEENEY GETS INTENSE PRODUCTION PROGRAM GOING ON SIX ITEMS

CHICAGO—J. H. Keeney & Co., Inc., factory here has instituted what is believed to be the most intense production program in all the firm's history.

Six different items are going down the production lines of this huge southside factory and John Conroe of the firm is keeping these lines busy all day long as he receives phone calls and wires from distributors all over the country asking for more and swifter delivery of the new products of this big factory.

At the present time the firm is working on "Pin Boy," "Ten Pins," "Pyramid," "Keeney Electric Cigarette Vendor," "Keeney Shuffleboard Scoreboards" and a special section of the factory is devoted to U. S. Government work which has been going on since the war.

The production program which has been put into effect, according to Conroe, is one of the speediest and most outstanding ever yet attempted.

Employees and suppliers of the firm are cooperating with production men and engineers and the lines here are humming in an effort to bring all the factory's distributors as many machines as they are ordering as fast as possible.

"Though there's a large backlog of orders on hand at this time," John Conroe stated this week, "we hope, with the installation of this more intensive production program, to be able to somewhat catch up on these orders and, perhaps, even get to the stage where we will be able to meet the majority of the machines ordered by our distributors as they order them."
CONVERT YOUR SHUFFLE BOARDS into immediate BIG MONEY MAKERS . . . RIGHT NOW with the smartest and the most REAL miniature Bowling performance of today.

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a NEW POPULAR GAME ON YOUR LOCATION . . . FOR EARN BIGGER and BETTER for you than ever before.

AT ALL EXHIBIT DISTRIBUTORS

EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET - CHICAGO 24, ILL.

Meyer Marcus Takes Over Busy Task

CHICAGO—Meyer M. Marcus, well known to the coin trade throughout the country, has entered into the busiest task of his career, he reports, as sales manager of Nationwide Novelties, Inc., this city.

According to Marcus, ‘Never before have I stepped into a task which started me off as busy as I am today with our new and original shuffle game, 'Shuffle Pool'.”

Marcus also stated, “From the moment that I walked into my new office here on January 15 to work with Charley Gillard, I've had phone calls from friends all over the country who have asked me to contact them with the very first game that we produced for their entrances into the firm. "This game," he continues; "was 'Shuffle Pool' and already," he says, "we have what we believe is one of the finest distributor setups in all the country."

The firm has been extremely busy trying to get production stepped up to the point where they can handle the large number of orders which resulted from their first sample shipments.

"By the end of the week our production will be more than doubled," Marcus stated, "and we shall be in position to ship more 'Shuffle Pool' games throughout the nation to meet with our policy of keeping our distributors happy and most completely supplied."

Belgium Wants Five-Ball Games

Must Be 50 Cycles, 110 Volts AC

CHICAGO—Max Lobo of Max Lobo & Company, Antwerp, Belgium, writes The Cash Box that he is much interested in the importation and sale of "pin-ball machines, new or rebuilt."

Since there are no restrictions at this time in Belgium for the importation and sale of five-balls, and since this country is enjoying a prosperity boom due to uranium discoveries in Belgium’s African possessions, there is every possibility that large export may once again be under way.

Lolo asks that he receive "full particulars about the machines as well as prices by return airmail." (His own letter which was air-mailed from Antwerp, Belgium on January 27, 1950 arrived at the Chicago office of The Cash Box on January 31, 1950.)

Those therefore who believe that they can furnish Lobo with the following games, among others, which he requests: Tropicana, Honey, Nevada, Manhattan, Flying Trapeze and Cyclone, should air-mail their prices to him immediately.

All games for Belgium must be 50 cycles, 110 volts, AC (Alternating Current).
WANTED
BY ONE OF CHICAGO'S
MAJOR MANUFACTURERS

.... ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your letter. You can write in full confidence. You are assured complete protection.

Give Full Details to......
Box No. 150
c/o The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

NORTHERN MUSIC, CLEVELAND, OHIO, TO COMBINE "WURLITZER DAYS" WITH FORMAL OPENING

Herb Wedewen

Cleveland, O.—Herb Wedewen, president of Northern Music, Inc., recently appointed distributors for Rudolph Wurlitzer in Ohio, announced his firm is combining the showing of the new Model 1250 phone on "National Wurlitzer Days," February 12 and 13, and a formal opening of their offices, 8507 Euclid Avenue, this city.

Wedewen, in addition to inviting all operators in this area, has sent special invitations to all servicemen, route men and mechanics, Primary purpose is to have Northern's servicemen, who have been schooled in the mechanism of the 1250 at the Wurlitzer factory, relay the information on to them. However, Wedewen adds that he's like to have their host socially as well.

Northern will follow up this showing with an open house party in Columbus on the following Sunday and Monday, February 19 and 20. Operators in this area have been invited to the Neil House where the 1250 will be displayed, accompanied with the same spirit of cordiality.

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

EASTERN FLASHES

Ed Wurlger, general sales manager of Rudolph Wurlitzer Company, and A. D. Palmer, advertising manager for the firm, spent several days in town, setting up a terrific promotion program with the top leading joke box recording stars in conjunction with the new Model 1250. Both executives work at top speed day and night, the only problem arising was there wasn't enough hours in the day. Wurlger and Palmer were back at their offices in North Tonawanda on Wednesday, tired, but entirely pleased with their accomplishments. The firms simultaneous showing of the new phone on "National Wurlitzer Days" throughout the country on February 12 and 13 has created quite a bit of advance interest, and it's expected all the distribs will play host to enormous numbers of music ops. In addition to displaying the new phone, these distribs expect to have a "wurlitzer" show to be on hand as well as the operators. Joe Young, Young Distributing, Inc., local distributor, will have practically every recording artist who is in the territory at the showing at one time or another during these two days.

Dick Steinberg, executive director of the Music Guild of America (music operators association for the State of New Jersey) tells us their meeting, held January 25, was the most successful ever held by his group. Ellenton, recently held and Sam Waldor was re-elected president. Jack Roberts and Lambert Marks were also re-elected to serve respectively as vice-president and treasurer. An addition was Jules Rosoff, who was elected as secretary. Operators voted in as Governors were: Humbert Box, Ed Burg, Herman Halperin, Rudy Leitgeb and Harry Steinberg. Dick Steinberg, by the way, was appointed as Chairman of the Music Merchandising and Promotion Committee of Music Operators of America.

Barney (Shug) Supermann, Runyon Sales Company, dropped about 15 pounds during a weight reduction session, but in our opinion it was drawing the line too fine. Shugy tells us he's now adding a few pounds. Morris Roed, manager of Runyon, who's always working at top speed, really in a date this week due to the illness of Louise Wolberg, his assistant, who was home all week nursing an attack of the flu. Jack Mintick, regional representative for AMI, was visiting at Runyon's this week. Jack had been on the road for about 8 or 10 days, during which time he visited the AMI distribution in Havana, Cuba, and when "C" was introduced to the trade there, and Jack tells us it was quite an affair. Mr. Mintick is from Parsippany, N. J., John Bullock, Seeburg, Rochelle, N. Y., in town. Bullock, who for the past several years had left his operations in the hands of a manager, now back running it himself. During his absence, John was active in the swimming pool construction business, having built practically every substantial pool in the Catskill Mountain area. Now he's happy once again, returning to his first love—and John goes way back to the real early days.

Harry and Hymie Koepell, celebrating the one anniversary of the opening of their wholesaling company, Koepell Distributing Co., "We're very happy and satisfied with the progress we've made during our first year," stated Harry. "We've been conducting our business on the premise that the trade wants perfectly receiving and operating equipment and it is the conviction of all his distributors that we've been buying our machines. The best indication of this satisfaction we've given our customers is that, once they buy, we always enjoy repeat business from these same operators." ... Meyer Parkoff, Albert Simon, and his staff of salespeople, on hand to greet the many visitors to their showing (Saturday, January 28) of the new Seeburg ray gun "Shoot The Bear." Quite a number of operators visited the showing, and Parkoff reported a number of orders taken. John Stuparzit, sales engineer from the Seeburg Corporation, helped out. In addition, he tells us that Williams' "Twin Shuffle" is going like mad.

Murray and Bill Weiner, Weiner Sales, also had a party on Saturday (January 28). The firm had just appointed sales representatives for the C-8 electric cigarette machine, and ran an open house for the ops. The Weiner boys hosted parties to a large group of coinmen, many coming in from other states. Mike Muvwe, just about made the deadline on his big moving project. He had all his equipment in his new building one day ahead of his schedule, and if you think that wasn't a miracle, drop in at 577 Tenth Avenue, and look at the number of machines on hand and the space they occupy. Muvwe will concentrate at this time on Exhibit's new "Shuffle Bowl," a conversion unit for our shuffleboard. The unit is set up with shuffle board in the showroom so that demonstrations can be made for visiting coinmen. ... Al Simon, Albert Simon, Inc., was telling us that on his recent trip to Chicago Coin, he placed the largest single order in his long years as their representative, for "Bowling Alley." "And when you come to consider it" said Al "it was a mighty conservative estimate of my needs." ... Jack Senell, considers manufacturers promotions made him by manufacturers--having his recent visit to Chicago, planning on a return visit there very soon.

The Associated Amusement Machine Operators of New York (games association) holds its second general meeting at Manhattan Center, Thursday night, February 2, and the attendance far exceeds that of the first gathering. A great deal of progress has been made since the initial meeting, and many new members added. ... Dave Lowy, Dave Lowy & Company, showing Kenney's "combination" game, "Pin Boy" and "Total Pin," on the floor, and reports ops grabbing them up as quickly as the factory ships them in.
CHICAGO CHATTER

Some of the boys sitting around the other night, got to talking about the smashing success of the shuffle games and, one after all, and unanimously, praised the one guy who started the ball rolling—Lyn Durand and his "Shuffle Alley." . . . Herb Gottlieb and Billy DeSelm over at United all hepped over that TV program being sponsored by Al Rodstein of Philly featuring United's Super Shuffle Alley.

Just in case you didn't know. In 1940 U. S. Mint turned out twice as many nickels in dimes: 250,729,158 nickels and 105,119,527 dimes. But look what it happened to 49. Last year the Mint turned out 179,905,000 dimes and only 156,437,000 Nickels. (The big change came in 1944 when the Mint turned out 543,324,000 dimes and 172,900,000 nickel.) . . . Always get a kick when I walk thru the Woodward store downtown. I use to see them featuring "just a Jake box records." A crowd around this counter all the time.

To TV producers seeking new acts, we suggest Ray and Earl Moloney. Just the other afternoon heard the two brothers harmonizing in the famed Bally Lounge—Room 226, adjacent to the Keener Plaza of the Pump Room at the piano. By the way, the boys are good.

Tom Callaghan's "Secrets Of The Secret Service," which was syndicated in many of the nation's newspapers, may soon become an outstanding radio serial. All about Capt. Tom's exploits in his many years with the U. S. Secret Service.

Talk about developing a telephone ear and you talk about Nate Gottlieb, who gets as many as 37 long distance phone calls in a day. We suggest that Nate get himself a dial indicator on his car and label it, "To be used for 'Just 21' phone calls." . . . One of the busiest guys in town is Sam Stern over at Williams. Sam surprised all his distrab with some ingenious ideas, and improvements. And oops, we hear, are going for these in a big way. Sam tells me that the firm "just can't catch up with the back orders" we have on our "Paris Shuffle." .

Art Weiland over at Rock-Ola now gets orders wired thru the telephone. The man who used to be in Nashville was a honey. And the answer, also in rhyme, from Art, was even better. . . . Joe Batten of Exhibit had himself quite a unique experience the other day. A rather glum looking op walked in and asked Joe about "Shuffle Bowl," the telephone conversion for the big shuffleboards. Joe showed him the whole thing, how easy it as to install and how nicely it worked. Before Joe could complete the story, he saw his hands up to his cheeks and yanked out lead, "Thank God, this saves our lives." Joe reports he almost jumped out of his skin at the yell, but, sure did feel happy over the good reaction.

Bon Coven is blowing off one of the biggest parties here with recording stars Spike Jones, Eddy Howard, Johnny Desmond, Teddy Phillips, Art Van Damme, Two Ton Baker, David LeWinter, Bill Snyder, George Olson, Jack Haskell, Lawrence Welke, Dick Jurgens Frankie Masters, and many other artists who will be present to solicit Wurlitzer Days. There will be an open house at Coven's offices, Feb. 12 and 13, when the new Wurlitzer Model 1250 will be unveiled.

Charley Pierci of all that speedy traveling from warm to cold climates was put right to bed by touch Mr. Flux. But, Charley's down for only a few days. He promises he'll be up and at 'em again any minute now . . . Paul Federman, radiohead for United, reported to be doing a very grand job . . . Walter Tratch of ABT, back at the factory working on a surprise for the trade, and dreaming, all the time, of another pleasant cruise in warm waters.

One pretty busy man these days is David C. Roccola who is planning far ahead . . . If you haven't yet written a letter to your Senator and Congressman to back the minting of a 7<sup>1/2</sup> coin (Senate Bill 2778) do so immediately . . . Ted Rubenstein of Comet Industries gets busier each day, More counter game sales.

Meyer Marcus, salesman for Nationwide Novelty, is working top-speed on the road and getting the boys back of the firm's new "Shuffle Pool." . . By the way, Meyer's son, Art, has taken over the distribution business in Cleveland's business town, among all the busy men here, is Herb Jones of Bally. Not only is Herb concerned with presidential duties of ACMA, but also editorship of "The Who," Bally advertising program and a myriad of other duties that'll make any guy sweat just listening. And, yet, Herb always has a pleasant "hello" and time for one and all visitors who call around to see him.

Sam Lewis of Chicoen jumps out for Detroit, but, doesn't forget his duties and, on his return, finds his office simply flooded with more and still more demands for "Bowling Alley," the speedy Chicoen game that's going bigger than ever . . . Mike Hammergren, president of Supervised Sales Corp., in and out of town, busier than a one armed painter with the itch when he arrives—only to buzz right out again. Announcement of the firm's products inst andtroduced an avalanche of phone calls, and with orders.

George Dixon, well known syndicated columnist writes, "The Senate restaurant's nickel cup of coffee, practically a Washihtton landmark, has passed away ." (It was owned by U. S. Senator a cup of coffee . . . There's a deal under way which may turn one of the country's leading plants here over to a new group. It'll be a big surprise to many . . . John Haddick president and salesman of AMI hasn't been in town for some weeks. Reason? He's busy trying to fill his distrab's orders for the new Model 1250.

John Conroy's got himself a set of "companions" that are apt to drive him insane. His phone is not only ringing constantly, but also the telephone stock very soon. These two distant phones are sure for even a minute during the entire week as call after call comes in for the companion games, "Pin Boy" and "Ten Pins." And John tells me, "They order 'em both at the same time." The Chicoen plant is working overtime.
CALIFORNIA CLIPPINGS

Nice visit with Lyn Brown, comfortably set up in the sumptuous office located at 607 Galvez, St. Paul, Minn. "Hi, Mrs. Turner, how are you?" he asked. We dropped by the big sign inside as you enter, reading "You’ll Like the Way We Do Business," a corner where antique Seeburg Caught. We caught the eyes of the flying, by Washington Blvd., and his present scenic setup. So far there are just a few shuffle games on the floor and Lyn says they’re not really open for business until they get fully stocked. We call the lighting "de luxe," says he, "as probable handle a few new lines. I can’t divulge it yet but in the middle of February we’ll have a real announcement to make. It’ll be on an item that will pay off well for the business. And I’m sure our own customers will find out what this is. For the best of luck to him ... That’s an awfully big sale the Mapses people left out for the folks down in the city." We take off and left him to the alone with his sales.

Paul and Lucille Laymon quietly busy on orders when we dropped in and Charlie Daniels tells us that the demand is still exceeding the supply on Bally’s "Two-Up" and "De-Lux," and that he’s got "De-Lux" a checkerboard and "Two-Up" by Seeburg who demonstrated the new Revco ice cream vendor, a neat, circular job taking a minimum of floor space and putting out an ice cream cup complete with spoon in record time. When we ask him if the credit’s the weather, the machine, he’s been selling. He also showed us, with justifiable pride, the new AMI "C," which had such a fine unveiling a few weeks ago at a special party for the ones and their friends. Joe Penkin was here for the occasion and then headed back to Chicago.

A few good gimmicks, both for business and as a public service, that Bill Leisnaken is offering the boys. Every Tuesday evening, 7:30 to 9:30, Bill and his handmaiden demonstrate the new bowling games for the general and show them how to take ‘em apart and make ‘em tick, the premise being that these games quite unfamiliar to many boys and possibly cause the boys to shy away from playing the older-fashioned games. "Sure there’s no harm in that," says he too ... Caught Jack Simon on the fly, really going to town with Genco’s "Bowling League," in at last and moving right out by the carload ... Phl Ross, Jr., with used coin stuff, between Friday and Saturday for dear old Chicago Coin and taking over as a top post in his B’Nai B’Rith Lodge.

MINNEAPOLIS-ST. PAUL, MINN.

Art Berg of Fairmont, driving into Minneapolis last week and spending the day with Lutheran Central Church Company records, told us that "Just 21" is really going to town. Operators think it’s the greatest pinball since Humphry Dumpy ... Ralph Meyers of Mitchell, S.D., in town for a few days with the wife, is looking for a few of the night’s big news in Minneapolis ... Don Hazelwood and his very young son, driving in from Atkin, to look over some of the new records.

Ernest Wietzesack of Cayuga, N.D., spending a few days in Minneapolis making the rounds ... Several weeks ago the Hy-G Music Company was named distributor for Bullet records, and has been trying to win with E.A. M. There seems to be no let-down on this record, as the demands are still very heavy. Hy-G Music Company has been named distributor for Coral and Brass Rubbing and will make a big showing in the town. W. L. St. Cloud was pretty well represented last Friday, as Charlie Sersen, Urbana Kan. and father, and a great deal of interest on the part of the rest of the boys were coming in that same day ... The Twin Cities area has been having 16-20 below zero weather. Roads have been in fairly good condition, and the hordes of boys are taking on the business ... Clarence and Joe Totzek of the Totzek Music Company, Fairmont, in town last Monday, to take back with them a load of new Universal Bowlers, and the carved wooden figures from the K.B. Music Com- pany, left Tuesday, January 31st for a five week trip to Mexico ... T. J. Pyle, with State, back in town this week ...

Herman Pasten of the Pastor Distributing Company, St. Paul, leaving today for Miami, Florida, with his family, for a few weeks vacation ... Lou Ruben of the Liedermeister Music Company back on the 1st week of February after several weeks vacation in California ... Andy Benna of Ironwood, in town for a few days, making the rounds ... Ted Heil of Gaylord, also in town for the day ... Many operators came in last week end to see the St. Paul Winter Carnival parade. It had all the ear marks of a regular Mardi Gras, most of them leaving Sunday for home.

MIAMI MURMURS

Orzie Trupmann, Bush Distributing Company, asks for a number of copies of the Wurlitzer service school story and ple that appeared in the February 4 issue of The Cash Box, so that the people in Miami, who are primarily in view, could show it around. Ted Bush, incidentally, getting all set to welcome music ops to the showing of the new Wurlitzer Model 1520 on February 12 and 13. Wasn’t long today before we ran into (what’s his name) Blatt, a recent visitor to the city, who is now a guest of Lou Keren (both coinman and hotel owner). Willie relates that Lou is quite busy with his "belles," Carlene and Carol, vacationing at the King Cola, but he states he’s so busy delivering his vendors, he doesn’t believe he’ll be able to stay around very long ... Gordon Williams, over at the Bell Music Company, outlining set for the season, he has time to stop off a few moments for lunch.

At the Wurlitzer, things looking like it would tie in with the festivities in the visiting coinmen, but he’s so busy looking at numbers with a new long distance phone, Model "C," he has just to keep working for long hours—and at all house and coinmen, he states that business is being " Satisfaction."

While his dad visits in Alabama ... Papa Cox, Flamingo Music Co., practically retired, but devoting all of his time to his "Drive In Cabinetts," which he states has been going strong with practically 100% all season. Bobby Cox, who is one of the most respected operators in this area, doing a wonderful job running his dad’s Flamingo, is quietly getting ready together and start talking about the old days ... Joe Mangone, Morton Gottlieb’s "21" 5-ball is creating quite a sensation in this area.

"It’s What’s In The CASH BOX That Counts"
FOR SALE

FOR SALE—Five Ball Free Play Games: If you haven't tried our reconditioned equipment yet, you're in for a real treat that will pleasantly surprise you. Late reconditioned flipper and bumper bumper five balls on hand at all times. Let us know your needs. 1/3 deposit with order, balance C.O.D. Write ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N.Y. Tel.: 11906.

FOR SALE—Scale model railroad, 10c coin operated player. Has control of switches, red and green stop signal, and speed of train. Beautiful footproof cabinet. Wonderful for cades. Fully tested. $550. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, NEW YORK.

FOR SALE—Wurlitzer 1017 Hideaway $225; 5 Wurlitzer 3020 Wireless Boxes $45 each; Wurlitzer 219 Speakers $225.50 each. AMI "A" $450; Seeburg 46M $265; Rock-Ola 1426 $875; Wurlitzer 1100 $125; Wurlitzer 750 $125; Wurlitzer 800 $120; Wurlitzer 850 $120. All our equipment reconditioned and ready for immediate delivery. DIPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N.Y. Tel.: C 6-8939.

FOR SALE—8 Unceda Monarchs, like new—will trade for phonos or games; 2 Seeburg Vogues revamped $60 each; Wurlitzer 5000 Club $100; 60 Jiffy "Hot" Dog machines, including advertising material, etc., everything to start in business. Also Will's Jeep, 4 speeds, Ice Cream Body, only 18,000 miles, very reasonable. Write ACE DISTRIBUTING CO., 507 FIFTH AVE., NEW YORK, N.Y. Tel.: Academy 2-7400.

FOR SALE—Jennings, Stand, Rd Chiefs and Deluxe Chiefs—5¢, 10¢, 25¢, $80 each; Jennings Challenges 5/5, 5/10, 5/25¢, late models. All equipment in good A-1 oprating condition and appearance, chronos, excellent $200 each. KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH BEND 16, IND. (Tel.: 85192).

FOR SALE—If You Can Beat It, We'll Eat It! We sell more bells, and for less than anybody in the West. Give us a try to prove it's no lie! AUTOMATIC GAMES COMPANY, 5000 PEABODY BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Fifty or more of flipper type pinballs and roll道s. Will sacrifice. HASTINGS DISTRIBUTING CO., 6100 W. BLOOMFIELD ROAD, MILWAUKEE 13, WIS.

FOR SALE—Pin Games (100) pre-war, $2.50 each as is. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS, MO.

FOR SALE—Ballrinas $25; Carnival $45; Carolina $89.50; Monteerry $35; Manhattan $15; Major '49 $95; Melody $25; One-Two-Three $55; Rainbow $50; Sharpie $15; Star $15; Taxan $95; Wisdom $35; Yanks $30; Banjo $35. All in A-1 shape. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN.

FOR SALE—Floor Sample: Williams Quarterback $199.50; Williams Flying Discs, write, 1/3 deposit with C.O.D. ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N.Y. Tel.: 11906.

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

FOR SALE—Chicco Midget Skeeball $200; Basketball Champ $150; Bing-A-Roll $125; H-Roll $50; Pro-Score $50; Advance Roll $25. Steel Balls, write, MOHAWK SKILL GAMES CO., 67 SWAGGERTON ROAD, SCHENECTADY 2, N.Y.

FOR SALE—Steel Ball Roll Downs, Advance Rolls, and Western Buste-balls. First class condition. Write, WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS, N.Y.

FOR SALE—Bingo $69.50; Beacon $69.50; Shuffle Skill $69.50; Dale Guns $104.50; Alamosa Bell $114.50; Beacon Pool Table $225; Shuffle Alley, like new, $239.50. Trades accepted. WEST SIDE DISTRIBUTING CORP., 121 TENTH AVE., NEW YORK 18, N.Y. Tel.: Circle 6-8464.

FOR SALE—Wurlitzer: Victories $33; $50 $97.50; 600R $65. Rock-Ola Commandos $50. All in good condition, F. A. B. DISTRIBUTING CO., INC., 1019 BARONE ST., NEW ORLEANS, LA., or 304 IVY ST., N.E., ATLANTA, GA.

FOR SALE—Exhibit's Silver Bullets and Shell Game; Double Double pool game; and Scientific Jungle Joe, Exclusive distributors. MIKE MUNVES, 577 TENTH AVE., NEW YORK, N.Y.

FOR SALE—10 Mutoscope Voice-O-Graph, A-1 condition. What is your best offer? Pre-war Mutoscope Photomic $250; Mutoscope Velvet Glove $195; Champion Hockey $39.50; Chicago Coin Hockey $39.50; Mercury Athletic Scale $75; Heavy Hitter $49.50; Pool $59.50; Catalina $59.50; Ramonts $69.50. THE MARKREE CO., 431 CARNEGIE AVE., CLEVELAND 3, OHIO.

FOR SALE—Gaulles $75; Dale Guns $75; Bing-A-Rolls $80; Wurlitzer $7500 $160; Packard Model 7 $189.50; Shuffleboard Scoring Units that hang on wall $175. A. P. SAUNDERS & SON, 7552 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: Tyler 4-3810.

FOR SALE—5/25¢ Challengers—late model $249.50, original model $179.50; Victory Derby PO $95.00; Wurlitzer 1015, clean, $325, WESTERN DISTRIBUTORS, 1226 S W 16TH AVENUE, PORTLAND 5, ORE.

FOR SALE—Territory closed! Limited quantity of Bulk Hotties. Used two weeks, like new. Write for special deal. ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N.Y. Tel.: 11906.

FOR SALE—25 National 918 Candy Machines $69.50 each; 50 U-Needle Pak Monarch Cigarette Machines, just like new $59.50; 1 101 Wurlitzer Copycat $245.50; 3 AMI "A" phonograph $465 ea.; 4 Brand New Mercury Seats $69.50 ea.; 2 Bally Big Innings $239.50 ea.; 1 Quarter like new $149.50; 4 Dale Guns late model $89.50 ea.; 2 Wilcox-Gay Recordios New $225 ea.; 10 Seeburg late model Wall-O-Matic wireless $32.50 ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel.: Superior 4600.

FOR SALE—1 Parkard Model #7 phonos $150; 1 Packard Manufac. phonos $250; 2 Dale Guns $125 ea.; 1 Williams All Stars $115. AUTOMATIC AMUSEMENT COMPANY, 1000 PEABODY, EVANSTON 1, INDIANA.

FOR SALE—Special Offer. 40 Station Hostess Machines. Make offer. No reasonable offer refused. LEHIGH SUPPLY CO., 5800 FIFTH AVENUE BROAD ST., PHILADELPHIA 30, PA. Tel.: POPlar 5-3299.

FOR SALE—Keeney's New sensational "Tea Pins," Actual bowling game played in ball which is directed at pin row. Immediate delivery. Exclusive distributors for H. J. Keeney & Company. DAVE LOWY & COMPANY, 394 TENTH AVE., NEW YORK, N.Y. Tel.: CH 4-3100.


THE CASH BOX—South Louisiana Distributor for "J. H. Keneely & Company, Universal, Buckley, Aircon—has for sale the following, in A-1 condition and appearance: 5 25¢ Original Jewel Bells $120 ea.; 2 3¢ Original Jewel Bells $110 ea. 20 5¢ and 25¢ Brownfronts $47.50 ea.; 1 Mills Three Bells 5/10 25c like new $175; 1 3¢ Bally Hi Boy $190. Write for complete details, clean, all for $100. Send 1/3 deposit and advise how to ship. LOUISIANA COIN MACHINE COMPANY, 123 S. JOHN STREET, LAPELLE, LA. Tel.: 2411.

MISCELLANEOUS

NOTICE—Dave Lowy & Company is exclusive distributors for J. H. Keneely & Company's fast selling electric Cigarette Vending Machine for entire New York City, Nassau and Westchester counties. Liberal Finance Plan Arranged—also Lib eral Trade-In allowances on your cigarette machines. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N.Y. Tel.: CH 4-3100.

TRADE—Will trade the following on a Bell & Globe 5¢ or 5¢ and 25¢ play—Bally Champion one-ball, Citation, Gold Cup, Mills Empress, Humphry Drupnyt pinball. United Rebound, Mills 10¢ Jewel, Waiting 10¢ Roll Top—or make me an offer. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 749.

NOTICE—Music Ops: We re-grind your used phonoo needles scientifically and guarantee complete satis faction. Hundreds of operators use the service constantly. It's a big savings. Write for complete details and free shipping containers. SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

FREE CLASSIFIED ADVERTISING ON SPECIAL SUBSCRIPTION DEAL TO THE CASH BOX

You can run a 40-word Classified Ad FREE each week (worth $3.20) plus subscription on any of the following deals:

52 WEEKS (Full Year) $48.00

26 WEEKS (14 Weeks) $26.00

13 WEEKS (1½ Year) 15.00

THE CASH BOX—EMPIRE STATE BLDG., NEW YORK 1, N.Y.
### How To Use the "Confidential Price Lists"

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. This may true for the "Confidential Price List" only can feature the market prices as they are quoted. "The Confidential Price List" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much the price may seem to the buyer. Some companies do not even know the current market prices for "The Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the East Coast may feel a certain machine should be worth $150.00 whereas someone on the West Coast may think it worth but $75.00. Of course, condition, serial number, appearance, territory, quantity, etc., must all be taken into consideration. "The Confidential Price List" reports each quotation exactly as it is made and sits and gives the subscriber to make sure if the price adjustment is within the peculiarities of his territory.

**METHOD:** "The Confidential Price List" 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 it should be considered lowest price.

### Wurlitzer (Cont.)

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PATENT NO. 2,192,596
REGULATION BOWLING SCORING

NEW ANIMATION!
LIGHTED UPRIGHT BOWLING PINS

COMPLETE ACCESSIBILITY...
Entire Play Field Hinged

TWO SIZES
8 FT. OR 9½ FT. LENGTHS
EACH 2 FT. WIDE

NEW MODERNISTIC CABINET DESIGN

UNIVERSAL APPEAL
FUN FOR EVERYONE
EXCELLENT FOR COMPETITIVE PLAY

PUCK RETURNS AUTOMATICALLY...
LOCKED IN AFTER EACH GAME

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
THOUSANDS EARNING TOP MONEY AFTER 60 TO 90 DAYS ON LOCATION

Bally SHUFFLE-BOWLER

REAL BOWLING THRILLS
OFFICIAL BOWLING RULES AND SCORES
Strikes, Doubles, Turkeys, Spares, Splits, Railroads

AUTOMATIC SCORING ON FLASHY BACK-Glass

SKILL SIZE 9 1/2 FT. LONG
2 FT. WIDE
REALISTIC GUTTERS ON EACH SIDE OF ALLEY

PUCK RETURNS TO PLAYER AUTOMATICALLY
PUCK LOCKED IN AT END OF GAME

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Gets More Play! Earns More Profit!
BIGGEST MONEY-MAKER IN SHUFFLE CLASS!

Yes... thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money... proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.

MORE ways to win! MORE earning power!

Bally CHAMPION FREE PLAY ONE-BALL
Bally KENTUCKY AUTOMATIC ONE-BALL

MORE ways to win! MORE skill-thrills! MORE fun! MORE action! That is why CHAMPION earns MORE money for operators... why CHAMPION games on location 6 to 8 months are still smashing one-ball earning records from coast to coast. Are you getting your share?

Bally CLOVER-BELL TWIN MULTIPLE-COIN BELL CONSOLE

3 SPOTTED SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS
SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD
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The Wurlitzer
Twelve Fifty
Golden Opportunity for Profits

Designed and Priced for Today's Market

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The Wurlitzer Twelve Fifty Ushers in a Golden Era for Music Merchants. Styled and produced by Wurlitzer's design, engineering and production staffs whose previous models have out-sold and out-earned all other makes combined, it is new all the way through. New styling—new simplified record changing mechanism—new record playing capacity—new protection against obsolescence—new time-saving service features.

PLAYS 48 SELECTIONS

No matter how the record situation goes, the Wurlitzer Twelve Fifty will not become obsolete. It plays 24 records, both sides — 48 selections in all. Can be converted in a few minutes, at a cost of less than ten dollars for material, to play either 45 RPM or 33⅓ RPM seven inch records — has been designed to bring out the best musical qualities in any speed record.

NEW EYE APPEAL — PLAY APPEAL

Recognizing that the lower part of the phonograph is often obstructed by tables and chairs, Wurlitzer designers concentrated the greatest play appeal at the top so everyone in the room can see it. For the first time the visible record changer, long one of Wurlitzer's greatest crowd pulling features, is completely visible. It is housed in a spectacular cylindrical compartment made of transparent golden hue plastic, molded with prismatic bands that catch the light and shine with myriad reflections.

Brilliant lighting directs every eye in the room to the record changer compartment with its decoratively colored and mirrored background and beautifully quilted chassis shelf cover.

NEW CABINET BEAUTY

Side panels are beautifully grained walnut, finished in the Wurlitzer tradition. The illuminated 48 selection program holder is divided into six columns for direct selection with conventional push buttons. The chrome pilasters and illuminated, colorful plastic front make the Twelve Fifty the center of all eyes.

Its new sensational play appeal will pull in more profits for you. Compare the Wurlitzer Twelve Fifty for quality — price — security of your investment — play appeal — profits — and you will know why Wurlitzer has again given you a phonograph that will out-sell and out-earn any other make.
The Adapta-Speed Record Changer in the Wurlitzer Twelve Fifty is designed to play both sides of 24 records—48 selections in all, the number which operators agree is sufficient to satisfy the most exacting patrons. Additional records induce selection delay—entail needless expense for records—increase service costs. The Playmeter on the Twelve Fifty will prove this to you—will show you that a few of the latest tunes will get most of the play.

After years of research, development and testing, Wurlitzer engineers designed the Adapta-Speed Record Changer so that it—

—will play both sides of a record—
—can be adapted to play any size or speed record.

The record changer has been greatly simplified. Fewer parts! Oilless bushings! Chassis and trays are of steel—stronger than ever before. Its performance is not affected by floor vibrations or external jolting.

The Adapta-Speed Record Changer retains Wurlitzer's time-tested principle of handling records. Records are fully supported on trays—locked in the stack—gently elevated to playing position by the turntable. They are not subject to warping, chipping or breaking as are records that are stacked on their rims—unsupported—picked up on the edge. Thus record replacement cost is held to a minimum.

DOESN'T OBSOLETE PRESENT REMOTE CONTROL EQUIPMENT

The Adapta-Speed Record Changer will play the 24 selections on the top side of the records from your present remote control equipment.

Models 3020, 3025 and 3045 Wall Boxes can also be converted to play all 48 selections.

The Adapta-Speed Record Changer was deliberately designed so that it will not play twelve inch records. This eliminates the use of these records that cut down your profits since they take nearly twice the time to play.
Regardless of what transpires in the record situation, you can't lose when you buy the Wurlitzer Twelve Fifty.

The Twelve Fifty has been designed so that, with a kit that will cost less than ten dollars, you or one of your mechanics in thirty minutes can convert it to play 45 RPM or 33 1/3 RPM records. As illustrated above, the kits consist of one new idler (A), and twenty-four record locating spacers (B), which fit into the standard trays (C). All that is necessary is to slip in new pickup cartridges, install the new idler and place the record locating spacers in each tray.

No need to tear out the complete record changer and, provided one is available for the speed you need, replace it with an expensive new mechanism.

You can't get caught the way you would with a phonograph designed only for conversion to 45 RPM records, if 33 1/3 RPM records become the vogue—or vice versa. Wurlitzer has made provision for both contingencies.

**NEW DYNATONE SOUND SYSTEM DESIGNED FOR PERFECT REPRODUCTION OF ANY SPEED RECORD**

To further protect you from obsolescence, the Dynatone Sound System has been designed so that by simply turning a tone control knob it is possible to bring out the best musical qualities in any speed record, be it 78, 33 1/3 or 45 RPM. The sound system has greater power which reduces distortion at high volume—an increased frequency range to reproduce the high fidelity in the new records—a perfect balance between bass and treble.
In the Twelve Fifty, Wurlitzer continues to use the famous Zenith Cobra Pickups which have saved Wurlitzer operators more money—done more to improve music quality in their locations than any other feature ever built into a phonograph.

With less than 1/2 ounce pressure on the record and the extremely free compliance of the floating filament stylus point, Zenith Cobra Pickups reduce surface noise to an extremely low level—pick up the finest modulations—give you unsurpassed musical reproduction.

COIN MECHANISM "BANKS" COINS
Any number of coins can be inserted and selections made after the coins are deposited. No complaints that customers didn't get the plays they paid for. Provides for three for a quarter or six for a quarter play.

LARGER CAPACITY CASH BOX
A particular advantage to music merchants who do not make weekly collections is the cash box in the Wurlitzer Twelve Fifty. It holds approximately $70 in assorted coins. New vertical design prevents piling or stacking.

SENSATIONAL SAVINGS IN RECORD WEAR
With the Zenith Cobra Pickups, one record will play the entire life of the tune—will have 95% fidelity after 2,000 plays—will still be suitable for secondary spots or resale.

You can conservatively figure a 50 to 75% reduction in needle and record costs—a saving that can represent hundreds of dollars in extra profits from every Wurlitzer Twelve Fifty.

SIMPLIFIED AMPLIFIER
All component parts of the amplifier are now in one, easy to remove unit that simplifies servicing.

The amplifier has been designed so that by turning a tone control knob, it will bring out the best musical qualities in any speed record. A fader device is built into the amplifier and 500 Ohm output provided for auxiliary speakers.
ACCESSIBILITY AND EASY REPLACEMENT UNITS
Save Time and Money

The Wurlitzer Twelve Fifty has been made more accessible than ever before. The record changer compartment has a hinged cover that can be lifted to provide access to the mechanism. Program holder drops forward to allow serviceman to change slips and can be lifted out to provide full access to the chassis. Left front side opens to expose the coin mechanism. Right side opens, exposing all amplifier controls. There are two hand holds in the one piece removable rear panel. Metal channels protect back edges of the phonograph. It can be slid off a truck without suffering nicks and dents.

3 POINT SUSPENSION
For Accurate, Permanent Leveling

Wurlitzer is the only phonograph to date that has a caster under each front corner, and a double caster centered in the rear—a three point adjustable suspension that accurately and permanently compensates for uneven floors — prevents sag — saves service.

QUICK-AS-A-FLASH REPLACEMENT UNITS
Less Servicing than Ever Before

Coin mechanism, amplifier, slug rejector, program holder, junction box and other major components are assembled into units that can be removed and replaced with little more effort than is required to insert a plug in a socket.

No bolts, no screws, no soldered connections to fuss with. Just snap in the replacements and, quick as a flash, the Twelve Fifty is again working for you. The direct result is an amazing saving in time that will reflect itself in a substantial increase in profits from every Wurlitzer Twelve Fifty.
ALL WURLITZER WALL AND BAR BOXES WILL PLAY THE 24 TOP SIDE SELECTIONS ON THE TWELVE FIFTY WITHOUT ANY CHANGE WHATSOEVER

New Models 4820 and 4825 Designed to Play 48 Selections

3020-3025-3045 Can be Converted at Small Cost to Play 48 Selections

MODEL 3020 5-10-25c WALL BOX
24 Selections

Has a highly polished nicked metal case that picks up and reflects surrounding colors for added eye appeal. Always looks new.


Shipped as 3 wire unit. Can be converted to 2 wire by addition of line cord, or to wireless system by addition of Model 215 plug-in wireless crystal controlled transmitter and line cord. Crystal control eliminates frequency drift.

SPECIFICATIONS
SIZE: 8½" wide, 11¾" high, 5-11/16" deep.

MATERIALS: All metal case. Working parts accessible and removable as a unit.

COIN EQUIPMENT: Single 5¢, 10¢, 25¢ Coin Entry. Magnetic accumulator convertible to 1 play for 10¢—3 plays for 25¢—or 6 plays for 25¢.

MODEL 4820 5-10-25c WALL BOX
48 Selections

For 4 wire installation only. Similar in appearance and operation to Model 3020 but designed to play 48 selections.

MODEL 3025 5c WALL BOX
24 Selections

For 3 wire installation only. Bright nicked finish—similar in appearance to Model 3020.

MODEL 4825 5c WALL BOX
48 Selections

For 4 wire installation only. Similar in appearance and operation to Model 3025. Designed to play 48 selections.

MODEL 3045 5c WIRELESS WALL BOX
24 Selections

Similar in appearance to Model 3025 in nicked finish. Designed for wireless operation.

KITS FOR CONVERTING 3020-3025 and 3045 WALL BOXES FROM 24 TO 48 SELECTIONS, 4 WIRE INSTALLATION

This kit consists of a new program holder, overlay casting, knob assembly and switch. The conversion can be made by your own mechanic, or by your Wurlitzer distributor, at small additional cost.

MODEL 3031 multi-wire WALL BOX
24 Selections

One of the smallest, simplest units ever built. Features cheat-proof, dial-type selector, highly polished metal case.

SPECIFICATIONS
SIZE: 7½" wide, 9" high, 4½" deep.

MATERIAL: All metal case.

COIN EQUIPMENT: Magnetic coin selector. Single 5¢ coin entry convertible to 10¢ with special kit.
Model 2140 Bar Box is only 7½" Wide, 7¾" Deep, 5¾" High above bar. Has Wurlitzer Encore Program Selector

The smallest selective bar box ever built! An exciting, eye-arresting answer to the demand for a 5 and 10¢ Bar Box compact enough to be out of the bartender's way, yet attractive enough to stimulate a substantial volume of extra phonograph play at the bar. Extra large cash box. Can be converted to 10 and 25¢ play by use of kit.

Model 2140 Bar Box features a nickel-plated, streamlined case, colorful red plastic selector buttons, illuminated program holder, and its own version of Wurlitzer's Encore Program Selector. It rotates 24 popular record titles into view in 6 easy-to-see programs of 4 tunes each.

Model 2140 Bar Box does not extend below bar in back—attaches with simple, inexpensive mounting bracket.

Put a battery of them on every bar in every location on your route. They pay a handsome return in coins you might otherwise never collect.

Model 212 Master Unit

Mounts under bar—handles 6 bar boxes.

Model 212 Master Unit mounts under bar. Will operate in any position. Is bug and dirt-proof. Wireless to the phonograph, it features Wurlitzer's Crystal-Controlled Transmitter—first and only transmitter of its kind in the phonograph business.
From the equipment pictured and described on these pages it is possible for any Music Merchant to install a complete Wurlitzer Engineered Music System in any location regardless of size, shape or acoustical properties.

The Wurlitzer Twelve Fifty is basically designed to handle auxiliary equipment. All auxiliary speakers are fundamentally designed for tone, and then styled. Matching transformers match the voice coil to a high impedance line. The results are less line loss, better tone; music at a pleasing sound level at any point in any location.

In the final analysis, a Wurlitzer Engineered Music System means music with greater appeal to the public — producing greater profits for YOU!

**MODEL 4008** First 15” Auxiliary Speaker ever offered. Real phonograph tone and output. Strikingly different design combines curly maple veneer, translucent molded plastics, polished metal trim and multi-faceted mirror glass.

Fully illuminated, including a positive motor-driven revolving, jewel-like center section that presents an ever-changing array of brilliant colors.

Wurlitzer’s “SonoCircle” Tone Chamber assures musical reproduction never before attained by an auxiliary unit. Perfect for use with concealed phonograph installations. Can be used in conjunction with smaller speakers.

**SIZE:** 32½" diameter, 16-7/16” deep.

**MATERIALS:** Wood base, reinforced and decorated with highly polished castings.

**SPEAKER:** 15” heavy-duty permanent magnet and 8 Ohm voice coil.

**MISCELLANEOUS:** Contains wall or ceiling mounting brackets. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15’ light cord with A.C. plug.

**MODEL 4006-A** Sparkling, scored mirror face reflects light and color. Bright, easily read lettering advertises “Wurlitzer Music.” Permanent magnet speaker and exclusive Wurlitzer “SonoCircle” Tone Chamber assure perfect musical reproduction.

**SIZE:** 19” diameter, 3” deep.

**MATERIALS:** Walnut veneer cabinet with deluxe mirrored front. Musical design on grille cloth over speaker.

**SPEAKER:** 8” permanent magnet. 3½ Ohm voice coil.

**MISCELLANEOUS:** Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.
MODEL 4007  Unique oval design featuring everchanging colors that play on the sparkling silver grille cloth and mirrored rim. Novel 3-dimensional replica of Wurlitzer's Sign of the Musical Note. Combination of heavy duty 12" Speaker and "SonoCircle" Tone Chamber gives increased output, tonal fidelity and frequency response.

SIZE: 30¾" high, 22½" wide, 11¾" deep.
MATERIALS: Wood frame, silver grille cloth with red overlay musical design. Mirror front with revolving colored light cylinder behind Musical Note.
SPEAKER: 12" heavy duty permanent magnet with 8 Ohm voice coil.
MISCELLANEOUS: Contains wall mounting provisions. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.

MODEL 4005-A  An inexpensive yet attractive genuine walnut veneer wall speaker that harmonizes with any location and reproduces phonograph music with amazing fidelity, thanks to Wurlitzer's exclusive "SonoCircle" Tone Chamber.

SIZE: 16½" diameter, 6" deep.
MATERIALS: Walnut veneer drum-shaped cabinet with stylized insignia on gold grille cloth.
SPEAKER: 8" permanent magnet, 3½ Ohm voice coil.
MISCELLANEOUS: Wall mounting provisions. Terminal strip on back for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.

MODEL 4009  An unusual utility speaker. Enables you to line up locations and offer them a permanent sound system before construction starts—or easily and conveniently installed in any wall or ceiling. Simple, inexpensive, amazingly high output speaker. Removable from mounting board for servicing.

SIZE: 14" diameter. Recess in wall 2½".
MATERIALS: Metal frame and grille complete with mounting board, braces, etc. Visible flange of speaker easily mounts flush with wall or ceiling with four screws.
SPEAKER: 12" permanent magnet with 8 Ohm voice coil.

MODEL 4000  A handsome, all-metal speaker. Illuminated, highly polished metal frame will help sell Wurlitzer Music in any location. Stands away from wall or ceiling to cast a pleasing pattern of light around it. Picks up and reflects surrounding colors with gorgeous effects in eye appeal.

SIZE: 8½" deep, 23¾" diameter.
MATERIALS: All metal exterior.
SPEAKER: 8" permanent magnet type.
MISCELLANEOUS: Includes wall or ceiling mounting.
SPECIFICATIONS

FOR THE WURLITZER TWELVE FIFTY

HEIGHT—59 3/8 inches.

WIDTH—36 1/2 inches.

DEPTH—27 1/8 inches.

WEIGHT—380 lbs.—435 lbs. approx. for shipment.

COIN EQUIPMENT—Single coin entry—5-10-25¢—three in one magnetic slug rejector
—Wurlitzer coin register mechanism—on-off automatic coin return.

RECORD ChANGER—Provides 48 selections from ten inch or seven inch records. Adaptable to any speed now in use. Playmeter included.

SOUND SYSTEM—Model 510 Amplifier includes pre-amp., volume, dual tone and fader controls.

TONE ARMS—Two low pressure tone arms with Zenith cobra stylus cartridge.

WATTAGE—Lighting 130—complete phonograph 325.

LIGHTING—Two 20 watt fluorescent tubes—six 15 watt bulbs.

NUMBER OF SELECTIONS—Forty-eight.

TYPE RECORDS PLAYED—78 or 45 or 33 1/3 R.P.M.

CONSTRUCTION—Rugged metal and wood combined for long life.

REMOTE—New 48 selection wall boxes available. Present wall boxes will play 24 selections.

SPEAKERS—Will use any present Wurlitzer speakers.

TUBE COMPLEMENT—1 type 5U4G, 2 type 6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6SJ7.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.