Teresa Brewer, beautiful thrush who skyrocketed to national fame with her London recording of "Music, Music, Music", shows arranger and orchestra leader, Jack Pleis a ball of "Choo'n Gum", the title of her new release on the London Record label. On the strength of the phenomenal acceptance of "Music, Music, Music" the chirp's newest side, "Choo'n Gum", seems slated to drum up great juke box excitement. Jack Pleis did the backing for both of Teresa Brewer's recordings.

Personal Management: Richie Lisella.
The fight is on to save more lives in 1950! Now is the time to back science to the hilt in its battle against cancer.

Important gains have already been made. Last year, 67,000 men, women and children were rescued from death by cancer. Many more can be saved—if you resolve to save them—if you strike back at cancer.

Give! Give your dimes and quarters and dollars. More treatment facilities are needed, more skilled physicians, more medical equipment and laboratories. The success of great research and educational programs depends on your support.

Your contribution to the American Cancer Society supports these vital efforts. It helps guard your neighbor, yourself, your loved ones. So this year, strike back at cancer... Give more than before... Give as generously as you can.

AMERICAN CANCER SOCIETY
Talking It Over

By an Act of Congress, the month of April has been designated as "Cancer Control Month". It is during this month, as well as May and June, that the American Cancer Society carries on its drive for funds. This money is for research, education and service.

It should be remembered that, regardless of their growth, which have been made in cancer research, one in every three will die from cancer this year.

And this month, too.

The entire industry knows of the campaign which this publication conducted in behalf of the Damon Runyon Memorial Cancer Fund. The editorials which appeared in The Cash Box won great comment and much commendation from the members of this industry as well as from noted personalities outside the trade.

This time The Cash Box suggests a public relations effort on the part of all concerned with this field which will prove invaluable to the entire coin machine industry.

The month of April should be the one month of the year, in conjunction with the American Cancer Society, when coin machine operators everywhere in the nation, during this month, give part of their collections, and all of their services, to help this great society obtain the funds it needs for the research, education and service to help eliminate the one in three deaths resulting each year from cancer.

This is an awful figure in a nation so far advanced as this one. It is almost unbelievable that one of every three people with whom you are friendly right this minute are doomed to die of horrible, painful cancer. It just doesn't seem possible that the people of these United States will sit back and not pay attention to such an awful menace.

Surely, the members of this industry, who have proved themselves among the biggest hearted of any industry in the nation, will come to the fore to help this great work of the American Cancer Society.

Surely they will, before more of their friends die this horrible death, help rescue as many of these friends as they possibly can, by giving generously of their own monies, as well as the monies which their coin operated machines can raise, to the American Cancer Society.

It is thrilling to recall the work of many of the coin machine organizations in this regard in past years. The Cleveland Phonograph Owners Association, in 1949, gave a check of over $10,000.00 to their chapter of the American Cancer Society. This was the largest single donation in the history of the Cleveland Chapter of the American Cancer Society, and won for Cleveland's juke box industry tremendous praise from all the city's press, leaders and officials.

Other organizations proved just as generous in their donations. They, too, ran entertainments featuring famed recording stars and made donations of their coin machines to the American Cancer Society chapters in their cities.

Remember that the monies received by the American Cancer Society go right to the chapter in the city in which the monies are donated. Write now for full details of what you can do to help (and send along a check at the same time) to:

AMERICAN CANCER SOCIETY, INC.
47 Beaver Street. New York 4, N. Y.

"Without any doubt the forthcoming Spring season will prove one of the best in history," is the statement which has been made by many leaders in the trade who have, for years, carefully studied the industry's trends.

One of the major reasons for this prediction is the fact that the shuffle games have started an entirely new operating era. No longer can the operation, or anyone else connected with this field, ignore the fact that these machines have won the greatest following since the advent of the pin game. In fact, as great, if not a greater following than any amusement machine has ever gained for the trade.

The shuffle games give full promise to prove themselves just as outstanding in resort and outdoor locations this Spring and Summer as they have this past Winter in indoor spots throughout the nation. Furthermore, because of their great popularity in indoor spots, the public is sure to remember and take to them in the resorts, as well as in the roadside and other vacation spots throughout the land. The popularity of these games, which has simply swept the country, is gaining a tremendous following for this industry, greater than ever before enjoyed by the entire business.

Even the early days of the pin games and their great popularity, never equaled what is now being spent by operators everywhere in the country to increase and expand routes of shuffle games of all makes and types.

Nor are the shuffle games and the new five-balls alone in this prediction for one of the greatest Spring seasons.

The music men throughout the nation also look for the boom period the like of which they haven't enjoyed in years. These men are of the belief that the new phonos will gather ever greater sales momentum as the Spring weeks go by and that this will help to generally stimulate all the field to the point where the juke box operators will lead in replacements by a wide margin.

The new style of automatic musical instruments is so effective that what was prevented immediately after World War II that this prediction has every possibility to bear itself out in the fact that the operators are, whether they do or do not so desire, turning to phonos that play both sides of each record as well as calling for machines which feature a large number of selections.

The trend to this style of juke box has also taken strong hold with the nation's retail merchants who, after all, the main buying stimuli for the juke box ops. The tailors are demanding such instruments. They have, because of this demand, forced many changes to come to the automatic music industry.

More and more records will be needed to take care of the fact that more selections are being played. The television bugaboos of some years back has dropped by the wayside.

The fact that TV has cut down attendance at theatres as well as other popular public gathering places is considered somewhat due to increased winter weather. The forthcoming hot summer months, and the pleasant spring months, are expected to bring the public out into the open again and TV will, of this fact alone, suffer from viewing and listening attention while other entertainments will gain more public attention.

The outdoor movies being built on highways throughout the nation are a good example of what the public wants in the warm months. Therefore, juke boxes will, once again, be enjoying even greater play in resort and outdoor spots, if the predictions of phonos biz experts are to be accepted.

So with the further possibility that the automatic phono now is also being considered for a boom sales period this Spring and into the summer months, because the modernization programs which are under way throughout the nation by the juke box operators themselves, plus the new amusement machines, phonos, too, have a grand season ahead of them.

In the off season, many, many war boom arcade spots closed down. The tight and solid arcade nucleus which is left is starting to move forward again. Manufacturers of equipment destined for arcades use advise that they are tremendously pleased with the orders which they have already taken and look forward to even more orders coming thru as the outdoors season gets under way.

They have openly stated that they believe this will be the season which will start arcade growth all over again. But, the new style arcades, they predict, will be far different from the old time penny arcades.

In short, then, as all divisions of the industry gird themselves for what is bound to be one of the best Spring seasons ever enjoyed there is no longer any doubt of the progress which is being made generally by all engaged in the field.

The coin machine industry is optimistic as the warm weather approaches. Many who have made plans all winter long are ready to put those plans into operation as Spring comes into being. The field looks to one of the best Spring seasons in all of its long history.
**The Nation's Top Ten**

**Juke Box Tunes**


* Denotes Most Popular Recording. Record Companies Listed Alphabetically.

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**MUSIC**

**MUSIC**

**THE NATION'S TOP TEN**

**JUKE BOX TUNES**

**1.**

**CA-362**—Mickey Katz

**CE-60113**—Alfred Wolhawer

**DE-60313**—Annis Bred

**DE-62419**—Georgia Cavallero

**LO-664**—Teresa Brewer

**SC-213**—Mary Butter

**DG-2361**—Johnny觋in

**VI-21-0169**—Homer & Jethro

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<tr>
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<td>DG-2361</td>
<td>Johnny觋in</td>
<td>CE-60113</td>
<td>Alfred Wolhawer</td>
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<tr>
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<td>SC-213</td>
<td>Mary Butter</td>
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**2.**

**AMES BROS.**

**DE-24908**—Johnny Bedford O.

**DE-24944**—Johnny Bedford O.

**DE-24955**—Lionel Hampton O.

**DE-24958**—Lionel Hampton O.

**DE-24963**—Bill Harris

**DE-24972**—Merle Haggard

- **DG-2361**—Johnny觋in
- **DE-62419**—Georgia Cavallero
- **DE-60113**—Alfred Wolhawer
- **DE-60313**—Annis Bred

---

**3.**

**I SAW MY PAJAMAS**

**MARVIN—WARREN**

**DE-5005**—Tanya Cavin

**CO-38195**—Doris Day

**CO-60157**—Bobbie-Tillson

**DE-24904**—James and Roger

**ME-5393**—Eileen Barton

**ME-6461**— anonymous

**VI-20-3615**—Martin-Wyetz

**IF I KNEW YOU WERE COMIN', I'VE BAKED A CAKE**

**EILEEN BALETT**

**BE-5005**—Tamy Cavin

**CO-38195**—Doris Day

**CO-60157**—Bobbie-Tillson

**DE-24904**—James and Roger

**ME-5393**—Eileen Barton

**ME-6461**— anonymous

**VI-20-3615**—Martin-Wyetz

**CHATTANOOG SHOE SHINE BOY**

**RED FOXX—BING CROSBY**

**CA-4032**—Tommy Duncan

**CA-350**—Skitch Henderson

**CO-38076**—Louis McAllister

**CO-38708**—Frank Sinatra

**CO-60147**—Bill Harris

**DE-24963**—Ben Crosby

**DE-62305**—Red Foley

**ME-5385**—Joe Harmon

**ME-6360**—Bill Harris

**VI-20-3645**—Bing Crosby

**VI-20-3652**—Bill Harris

**IT ISN'T FAIR**

**SAMMY KAYE ORG.**

**CA-5005**—Ray Goodman

**CO-38735**—Les Brower O.

**DE-24916**—Bill Harington

**DE-24995**—Joe Marine

**SPO-933**—Ray Harris

**HAP-103**—Jazy Nick

**DADDY'S LITTLE GIRL**

**DICK TODD**

**CA-350**—Skitch Henderson O.

**CO-38177**—Dick Jurgens O.

**CO-2697**—Ray Smith

**CO-60115**—Bill Harris

**DE-24872**—Mills Brothers

**LO-602**—Henry Jerome O.

**ME-5371**—Eddy Howard O.

**ME-6375**—Johnny Diamond

**ME-6005**—Dick Todd

**VI-20-3655**—Phil Regan

**THERE'S NO TOMORROW**

**TONY MARTIN**

**CO-36617**—Duft Day

**CO-38309**—Rudy Winterhalter O.

**CO-38722**—Curt Barasse

**HA-1078**—Allen Dale

**LO-3544**—Charlie Sprat

**THE THIRD MAN THEME**

**ANTON KARAS—GUY LOMBARDO**

**9.**

**CA-320**—Aline Ray O.

**CO-38606**—Dave Winterhalter O.

**CO-38406**—Dave Wimberly O.

**CR-60124**—Bobin Quartet

**DE-24916**—Hank Garland

**DE-24982**—Guy Lombardo O.

**DE-24995**—Bing Crosby

**ME-5371**—Raymond Kimball

**VI-20-3655**—Bing Crosby

**BAAMBOO**

**VAUGHN MONROE)**

**CA-359**—Ray Anthony O.

**DE-24982**—Ray Anthony O.

**VI-20-3627**—Vaughn Monroe O.

**THE ORIGIONAL, AND ONLY ONE IN DEMAND!!**

**WHY DO THEY ALWAYS SAY NO?**

**“THE OLD PINO ROLES”**

**ABBAY 15003**

**IT'S ALL IN THE POINT**

**PERMO POINT LONG LIFE COIN PHONOGRAPH NEEDLES**

**PERMO, Incorporated**

6415 W. Ravenswood Avenue

CHICAGO 14, ILLINOIS

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"EVERYTHING THAT'S WONDERFUL" (2:25)

"IT'S EASY FOR YOU TO SAY" (2:55)

Sandy Evans
(Coral 6017)

- Sandy Evans lends his warbling to upper deck ballad from the United Artists version of "The Admiral's Lady." Ditty is singable, danceable and pleasing to the ear. Tune reminds us of "You Were Only Fooling" with a similar pull. Evans chipping is top stuff. Reverse pressing, "It's Easy For You To Say," is a little too slow to have a strong tempo appeal.

"I NEVER KNEW I LOVED YOU" (2:59)

"PLAYTHING" (2:53)

Monica Lewis
(MGM 10673)

- Monica Lewis turns in a very creditable job on the dreamy lyrics of "I Never Knew I Loved You." Chirpy's voice has a satiny appeal and the蔡 occasion is as wonderful as always. Male chorus chording on the framework is a good touch. "Plaything" is a beautiful and tenderly worded number that is eased into the big stage of J.P.'s pleasing pairing. Get with this, opus.

"WAY DOWN YONDER IN NEW ORLEANS" (2:39)

"IN THE MOOD" (2:29)

Ray Anthony
(Capitol 958)

- New Orleans" waxing is a straight instrumental in the Dixieland vein of that great old jazz classic. Ray Anthony's organization turns in a fine job and the Dixieland fans will have a ball in "In The Mood." Euphony pulls quite a switch by taking the old Glenn Miller dance classic and moving it right out of that rhythm and the Dixieland idiom, clever orchestration and arranging.

"PETER COTTONTAIL" (2:40)

"BUSYBODY" (2:25)

Curt Massey
(Lee 105)

- There's no doubt about "Peter Cottontail" developing into a smash and even if it isn't the biggest of the biggest one it will still be hot enough to deserve attention. Massey's voice has an engaging lilting bell sound that are pullers. "Busybody" is a sort of dandy's little boy will with sound to proud parents that will probably grab at the hearts of the older folks. The strumming and piano backings add to the work. That bounce bunny is big.

"THE SCOTTISH SAMBA" (2:31)

"ZING-A-ZING-A ZING BOOM" (3:06)

Evelyn Smith - Guy Lombardo
(Decca 24950)

- Upper deck is England's top song with marked similarity to "Wedding Suit." Ethel Smith addition on the organ turns Lombardo's efforts into a very catchy toe-tapper with cute Scotch lyrics and simulated bagpipes. Effect is excellent. Under is the English combination with a Spanish motif that will demand attention. Don Rodney takes the vocal lead. This is a platter that no op can afford to miss.

"CHOON GUM" (3:01)

"HONEY TONKIN'" (2:55)

Teresa Brewer
(London 678)

- You cannot count on this fresh Teresa Brewer waxing for a smash hit in the phonos. "Choon Gum" doesn't give all the gal's click rendition of "Music, Music, Music," and the flip is a double barrelled jive box opera dream. "Honey Tonkin'" is almost as good as the top deck.

"I'M DISILLUSIONED" (2:51)

"SWEET SUBURBAN SUE" (2:45)

Liston and Davis
(Empoy 105)

- Topside of the waxing features the excellent voice of new singer Charles Liston. This one has been one of the year's most interesting vocals. Frankie Laine is one of the features of this odd record. The chorus format follows "Mule Train" and "Wild Goose" closely. "Sweat" is a simple compulsive and passionate but seems to be overdone. Many people will be chilled by this side. Reverse is a beguine with weak spots and a bongo in that is confusing to the general construction of the tune. Ops must listen to this disk before putting it on location. We liked Laine on the wax much better than on this material.

"SWAMP GIRL" (3:12)

"A KISS FOR TOMORROW" (3:00)

Frankie Laine
(Mercury 3990)

- An extremely eerie entrance that needs some more air. Frankie Laine is one of the features of this odd record. The chorus format follows "Mule Train" and "Wild Goose" closely. "Sweat" is a simple compulsive and passionate but seems to be overdone. Many people will be chilled by this side. Reverse is a beguine with weak spots and a bongo in that is confusing to the general construction of the tune. Ops must listen to this disk before putting it on location. We liked Laine on the wax much better than on this material.

"IF YOU CAN'T GET A DRUM WITH A BOOM-BOOM-BOOM" (3:03)

"WHEN MY SUGAR WALKS DOWN THE STREET" (2:36)

Bob Crosby Orch.
(Coral 6071)

- The "Drum" side is the one we go for. It's strict Dixieland jazz with a clever tuba effect and a competent vocal by Crosby. Cute lyrics add to the novelty appeal that makes this biscuit one that could get very hot. Flip is a Dixieland jazz classic with an excellent instrumental rendition by the Bobcats. Both decks are good but "Drum" is the one that every opener should look into.

"HONEYSUCCLE ROSE" (2:59)

"CARAMBOLA" (2:50)

Dizzy Gillespie Orch.
(Capitol 982)

- Dizzy gives back a fine Joe Carpenter vocal effort on the fragrant slice of a standard oldie. Clever novelty lyrics on this seem like chorus should draw a laugh or two but we wish that for once the Diz would have given the singing. "Carambola" is a bonus rhumba instrumental strengthened by the use of a large orch and a first-class arrangement. Plenty of noise and excitement. The spots that like progressive music will flip over the flowery topping.

"PUSHCART SERENADE" (2:41)

"BROKEN HEARTED" (2:57)

George Price
(Shangri-La)

- George Price gives us a real minute-man rendition on this record that has moments which reminds us of a younger Joslen. The "Pushcart" part is real vaudeville with clowing, g Marshall's, banjo shunts and cleverly written and heard in typical idiom. Price is a real showman. "Brokenhearted" has a jewel of a novelty on for Price and that may be why he moves in on it so close that the ending is almost pure Joslen. Ops might listen.

"ALL THE THINGS YOU ARE" (2:38)

"STORMY" (3:05)

Gray Gray Orch.
(Decca 24956)

- Top side is an instrumental fox trot that seems to have been made for Gray's Millercross arranging technique and stylization. It's beautiful dance music with appeal for every one with listening distance. Bottom is a very attractive rendition of one of the all-time tunes greats of music biz. Ops with locations that feature dancing should get this disk in their boxes.

"PETER COTTONTAIL" (2:37)

"THE LITTLE WHITE HORSE AND THE MARE" (2:29)

Derry Folligrant
(MGM 10675)

- It's that rabbit again. Folligrant's voice has a deep timbre and the Cotton tail adds an even more enticing sparkle when they take over on the chorus. The side is well-done and worthy of attention. Flip is a cute song about amorous hijnkns on a merry-go-round. Calipho steam effects, music box tinkling, and a girl chorus add enchantment. Strictly a kiddisk.

"CLA-WENCE (DON'T TWEAT ME WUFF)" (2:53)

"HEY THERE RUBIN" (2:43)

Teddy Phillips Orch.
(Lee 105)

- "Clawence" employs a chorus intro technique with the pronunciation (laugh) in the top angle. If the cookie caught on it could start a real trend. A Lab is a good choice and times stylization with the ever valuable efforts of Lynn Hoyt just as good as ever. "Rubin" has the usual Robin number with the Philpapers chant the chorus and the throb bassing along to add to the excitement. This record rates attention.

BEST BETS

In the opinion of The Cash Box staff, records listed below, in addition to the "Dash" and "Slower" Of The Week, are most likely to

- A PAPER FULL OF FISH AND CHIPS
- LISTEN ON A PIANO TUNE STOP
- RIVER OF SMOKE
- WHY DO THEY ALWAYS SAY NO?

Danny Kaye
Decca 24950

Jerry Gray O.
Decca 24956

Turf Ives
Columbia 38745

Ray Anthony
Capitol 958
THE MUSIC! MUSIC! MUSIC! GAL

TERESA BREWER

DOES IT AGAIN!

Backed by

JIMMY LYTELL & the Dixieland All Stars

NO. 678 78 rpm
75c plus tax

NO. 30100 45 rpm
75c plus tax

LONDON RECORDS

"It's What's In THE CASH BOX That Counts"
SLEEPER OF THE WEEK

"PETER COTTONTAIL" (2:11)

Fran Allison

(RCA Victor 20-3727)

"THE GIRL THAT I MARRY" (2:48)

BROTHER BILL (2:40)

Eddy Howard Orch.

(Mercury 5594)

Top deck is an oldie that may spring back into prominence under the impetus of the imminent filming of "Annie Get Your Gun." Eddy Howard's version of this love song is very tender and his voice lends to the lyrics. "Brother Bill" is a novelty oldie with a clever rhythm refrain and a dress treatment from the Howard organization. Top slice is the most tasty.

"MUSKRAT RAMBLE" (3:00)

I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS" (3:08)

Dean Martin

(Capitol 948)

Dean Martin's vocal on this standard Dixieland Jazz classic fits in ably with the format and proves that the "Musk Rat" story, sung by Martin and the "Musk Rat" band, is entirely safe for radio. Top deck is a pleasing melody that is worthy of operators' attention.

"MY BABY IS BLUE" (2:50)

"DON'T THINK I DON'T THINK OF YOU" (2:45)

Bob Eberly

(Capitol 60176)

Bob Eberly pitches his pipes into a solidly satisfying tempo for this excellent vocal effort on his part and from the heartbeat. "My Baby Is Blue" is that kind of a ballad that gets favorable treatment all around. Beneath is another tender melody with a soft strings backing and a delicate girl's chorus that commends production work behind and around vocalists Bob Eberly and O. P. will want to place this platter.

"RIVER OF SMOKE" (2:29)

"THE BACHELOR'S LIFE" (2:41)

Burt Ives

(Columbia 37845)

"River of Smoke" is a stirring ballad from a "God's Country" style wardrobe and a "Lucky Old Sun" pace to the tune, Burt Ives' rendition looks like a big success too. The use of a male chorus in part is a very effective addition to Ives' singing. "Bachelor's Life" is in the typical folky vein that is the Ives' trademark. It's that big "River of Smoke" side on which we're banking our beans.

"ASK ME NO QUESTIONS" (2:56)

"GO TO SLEEP, GO TO SLEEP, GO TO SLEEP" (2:50)

Mindy Carson—Don Cornell

(RCA Victor 20-3718)

Vocal teaming of Mindy Carson and Don Cornell on this pair shows in top manner. Both ends of this biscuit have the earmarks of a steady juke box winner. Top deck is a cute ballad till, with the vocal honors split on the side. Flip is a current charter, and has Mindy and Don handling the sleep-time lyrics in sparkling manner. 'Ask Me No Questions' is the side to ride with.

"I OUGHTA KNOW MORE ABOUT YOU" (2:50)

"C'EST SI BON" (2:54)

Tommy, Dorsey Orch.

(RCA Victor 20-3703)

Ops in the market for a hot one oughta latch on to this top deck by Tommy and his boys. This oldie is styled for dancing and listening pleasure, this cute melody romantics oldie has the sparkle and flavor that makes for coin winners. Vocal work by Francis Irving and Dorsey's boys is top shelf from start to finish. Take note of the great music the Dorsey men make. It's reminiscent of a Dorsey band of day's gone by. The flip has Francis Irving and Dorsey's teaming in an oldie blink in effective style. Top deck nab's our nod.

"ID'VE BAKED A CAKE" (2:57)

"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE" (2:50)

Lucy Popp

(Bluebird 30-0027)

Chipp Lucy Popp turns in some effective work, with this pair that should hold their own. Both tunes are current hits—this rendition shows as a fair contender for juke box honors. Top deck is a straight medium tempo rendition of the current "cake" novelty. The flip shows the gal's voice to better advantage. Ork backing by Bix Martin rounds out the wax. Ops who have the spots might listen in.

"IF WE COULD BE ALONE" (2:50)

"GO TO SLEEP, GO TO SLEEP, GO TO SLEEP" (2:50)

Sam Donahue

(Domino 6055)

"If We Could Be Alone" is a boy and girl duet on a swing tune with a special note of note to add some juice to the wardrobe. We would have liked to have heard more from Don-nue on this one. We especially like the feeling of the growing list of recording artists who have waxed this cute novelty number.
new york:

congrats to paul brown, met wax back, the proud poppa of a baby girl, gail franey. . . . dick haymes, popular december recording artist, will be featured through

transcribed and recorded on the cbs coast-to-coast carnaval program. dick will soon arrive in new york to begin work in the eastern region on the forthcoming

statement picture, "st. benedict the dip," will commute weekend to hollywood, where the radio show emanates

from the radio city music hall, schubert, ace of charles, for the mid-western division of the decca distributing
corporations

corporation, arrives in new york this week to

for a conference with decca executives at the

home office. . . . juanita hall signed to langsworth transcriptions this week—first side to be cut in may.

bandleader elliot lawrence will cut a series of

special recordings for the state department's voice of

america broadcast this week, in conjunction with

his musical-commentary program, "the elliot lawrence show." latest show is heard abroad to europe, asia and south america by the government.

jimmy wakely has organized a firm, jimmy wakely enterprises, to handle his recording, personal appearances, reality properties and

transcribed radio show activities. latter has established offices in hollywood.

jerry gray, conductor of the club 15 across the board cbs radio series, flew in from hollywood to go to new york this past week to spend several days

centralizing on record exploitation. while east he will visit providence, beds

and philadelphia: planning back to california the latter part of the week . .

elle koder adds bob crosby to her growing list of clients. . . . reports on the

ralph flanagan opening at frank dalley's meadowbrook contained only su-

perlatives. the famed dance-band spot played to one of the biggest crowds in their history . . . .

harry callan celebrates his 40th year in show biz this week. he's got a hot one coming up on rca victor. . . . one of the better spots in
town to lift a few, and enjoy some of the greatest piano magic ever, is the park

sheraton, with irving fields at the ivorys. . . . lisa kirk back at the plaza

again for the nightly supper show.

chicago:

myron barg, wمور's deejay guested jack haskell and芯片 rosemary

clooney, whose columbia disks, "good time was had by all" and "the cana-
ta" have been playing quite in music wa. . . . connie benson, vocally on dave

garreway's tv show, drops in for a chat. . . . michael music will publish

"drifting sands," . . . jan garber and band will open at the triad ballroom april 8 . . . harry geller and

joe carlton, mercury's musical directors, had a heavy recording

season this week with what david lewinter. pump room maestro, cutting 4 sides and eddy howard

and ork cutting 8 sides. . . . bob haines, organist, and also writer of "you are my own true love," inked by

sharp label. . . . jack fink skidded for a week stay at the aragon ballroom, may 5 . . . the ink spots going
great at the chicago theatre this week . . .

when a red hot recording artist and a talented writer get to
tgether, they are likely to "bounce" up with a hit record. it looks as though that just what happened on "sugar
chile" robinson's capital recording of "bouncing ball blackboard," the ditty penned especially for this "mighty
mite of dynamite" by sharon a. pease, chicago pianist, who created numbers for recordings by julia lee, nellie

lamar, two ton baker, . . . evelyn and art sheridan of american record distributors here, added 2 new lines, imperial and lee.

in it, an even ten of top labels in the jazz and blues fold. . . . sheridans say they will stop at "the lucky eleven" . . . two ton baker's newest

mercury release is "cinderella work song."

los angeles:

publisher bill cerha in town this past week—and what a week it turned out to be. among the folks swapping business talk and informal chatter with bill

were glenda wallachs and perry bitcker of capital records, later joined by chip margaret whiting and jimmy wakely. this popular pair's latest

teaming is "let's go to church on saturday," a very pleasing melody with a message, written by none other than the popular and versatile steve allen of cbs and
television fame. . . . mr. lee also spent some time with modern's biharis, juiles, saul and joe, who toured us

around their very busy beverly hills plant, now going full blast on the firm's 45 rpm series.

lunched with leo mesner of aldaddin and learned that brother eddie was back in town with some fine stuff in the way of

new talent and material. . . . a friendly chat with art rupe at specialty, where publicist lilian camber told us that the pilgrim travelers are quite recovered from

that palm springs car accident and almost ready to start traveling again. . . . nice visit with gordon well, who appears up at his sunland district to do a
great job for mgm records. . . . his lovely wife was down from san francisco and anxiously looking for a house here so that i can bring

their youngsters and start living again instead of that weekend air

commuting. . . . got a house, anybody? . . . dropped in with bill cerha to show

him the version of tempo layout, and in the absence of irving fagel, righthand man dick well and those fine femmes, joanne, helen & margaret

extended some of that famed tempo hospitality. . . . out to see ben selvin at commands, had found him awed on a cutting by another"

on with rca-victor's walter hebben on account of conflicting appointments but we

promised to pick up with walt in the future. . . . lunch with rca-victor's helen hammond and freddy glickman and mcevoy's stick butler, with nary a rude

man the whole way between.

bill surprised us, after lunching with sam at lucy's, by

admitting that the spot was "almost as good as one of the better joints in new york and chicago. . . . weren't with them but understand the

conversation ran from frankie lennie to lawrence welk to the cash box . . .

and then back again.

"it's what's in the cash box that counts"
Coral Records Name
Roy Ross Musical Chief

NEW YORK—Bandleader Roy Ross has been signed to an exclusive recording contract as a Coral musical director, it was announced by Jimmy Hilliard, director of artists-and-repetory of Coral Records, Inc. Ross’ new duties will include recording with his own orchestra and serving as an accompanying feature with other Coral stars.

Now in his fourth year as the musical director of radio station WNEW in New York, Ross has long been recognized as one of the most versatile arrangers in the musical field.

RCA Victor Signs
Fran Allison To Wax Pact

CHICAGO—Fran Allison, star of the teenie show, “Kukla, Fran and Ollie,” has recorded “Peter Cotton Tail” for RCA Victor. This was Miss Allison’s first recording date. She cut only two sides for Victor but is reported huddling with the diskies over the possibilities of an album based on the popular “Kukla, Fran and Ollie” show. Bert Tillstrom, who does the other voice parts and writes the T.V. program is conferring on the matter with Victor execs.

Jimmy Wadley has made a recording of the “Peter Cotton Tail” number on the Capitol label and Columbia is planning to issue it as another “Rudolph The Red Nosed Reindeer.” Victor is speedily the pressing of the Fran Allison ditty in order to take advantage of the seasonal Easter sales.

MGM In Flicker Bally

NEW YORK—MGM Records is set with a sea-going promotion campaign on the latest sound-track album from the MGM film musical “Nancy Goes To Rio.”

The diskies is cooperating with the Moore-McCormack Steamship Lines, whose fleet makes the winter cruises between New York and Rio, to ship the flicker aboard all Rio-bound liners. Passengers will be invited to the show by the agents of MGM Records. Juke boxes throughout the ships will ship singles from the album, while LP copies of the set will be used at intervals for daily concerts over loud-speakers. And the album will be spotted in the window displays of Moore-McCormack ticket offices.

CC'S SI BON
("It's So Good")

backed by
"IF YOU COULD CARE"

MGM Unbreakable 10613

JOHNSON RAG

recorded by

PARK BAILEY Harmony

GLEN COLIN Rondo

JIMMY DORYSE Columbus

RUS MORGAN Deco

JEFF SPALLETINO Boy

JACK TETER TRIO London

CLAUDE THORNHILL Victor

MILLER MUSIC CORPORATION

PRESS RELATIONS

Milton Karle — New York

Paul Montague — Chicago

Jerry Johnson Hollywood

WALTEROS AC 6205

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
THE CASH BOX
Jazz & Blues Reviews
HARD' O THE WEEK

"LEAVE HER ALONE" (2:15)
"JAYSFRANTIC" (3:05)
"Big Jay" McNealy (Aldrin 3050)

"Dee's Blowout" is an instrumentational session in a wild vein that reminds us of a "hot" night at the local bistro. "Jaysfrantic" is really frantic. This instrumental jam session breaks out in every direction with the only flaw to the "I like 'em noisy" school is the repetition of a ride on the chorous.

"THAT'S RIGHT, BABY" (2:20)
"WHY DO I CRY OVER YOU?" (2:26)
Finley Brown (Apollo 418)

Finley Brown shines in a blues vocal with a shouting toe-tapper that calls for clapping hands, joining in, and kicking off a horn of excellence when you air it. A god vocal job by Brown gets the lyric in, and the tune tempo across. This side is strong potential "Why Do I Cry Over You?" is another blues vocal; overshadowed by the top notch flip.

"YOU MEAN THE WORLD TO ME" (2:40)
"IF THIS IS LOVE" (2:44)
Norman Dunlop (Peerless 1915)

"You Mean The World To Me" features a string entrance on a blues arrangement. Norman Dunlop has a pleasant voice and3085

delicate styling on tender lyrics. The song is definitely in the romantic forte and set with a horn of excellence Dunlop looks very "big time" on this one. Reverse shows the vocalist in good voice on a number that is too slow and lacks appeal. Ops, buy a batch of that top deck and place them around.

"IT ISN'T FAIR" (3:00)
"JOURNEY'S END" (2:40)
Dinah Washington (Mercury 8169)

On a ditty currently holding a top position nationally, the Dinah Washington version of "It Isn't Fair" should certainly be a strong contender. The presence of one of the finest voices in the business really turns this one on. Back is blues aided by Dinah's great delivery and the efforts of Teddy Stewart's orchestra to add further lustre to her golden voice. This platter rates a whirl.

"PINK CHAMPAGNE" (2:57)
"SENTIMENTAL LOVER" (2:38)
Joe Liggins (Savoy 335)

Lots of harmony on this "Champagne" shell with Joe Liggins pitching in a groovy and rhythmic beat. Ensemble chanting on the words should layer Liggins far, "Sentimental Lover" is a quad-ballad featuring rhythm singing and a tempo delivery. It is the compulsive beat on "Champagne" that is the heavy nickle rubber.

"MAILMAN BLUES" (2:47)
"I'M SO GOOD TO YOU" (2:45)
James "Buster" Lewis (Atlantic 901c)

"Mailman Blues" is a jump blues vocal with an earthy background sound and the use of drum roll to add to the overall effect. Best side is the bottom. "I'm So Good To You" another blues vocal this one shows a clever lyric, a good horn and a furious pace that time the strong, heavy pace is too slow to really come across. Top deck is our pick for the boxes.

"I WONDER WHERE MY BABY'S COMING HOME?" (7:50)
Charles Brown (Aldrin 3051)

"Wonder" cutting reminds us of "Nancy Brown" has the same appeal the Sinatra click did. Blues ballad is tender, moody, with a slow, soft per-

ring on the vocal that adds to the impact. Styling on the production is excellent, the appeal, combined with the missing gal, is another blues but this time the strong, heavy pace is too slow to really come across. Top deck is our pick for the boxes.

"THERE AIN'T NO USE BEGGING" (2:32)
"OUR ROMANCE IS GONE" (2:34)
The Robins (Savoy 738)

The Robins' upper layer of wax has a talking introduction with strong production work on the record. The passionate blues delivery is extremely gripping and we predict this will be given many a paid ride in music machines. Bottom is a blues vocal with the same technique very well handled. The solo tenor job is great. Ops, this platter is a jive box natural that can't help but load in the loot.

ACCORDING TO LEADING POLLS . . .

AMERICA'S No. 1 CHOICE!!
OUTSELLING ALL COMPETITIVE LABELS 5-TO-1

THE JOHNNY OTIS Recording of

"DOUBLE CROSSING BLUES"
featuring LITTLE ESTHER SAVOY #735

NOW ... Hop on Little Esther's Newest Hit!

THE TURKEY HOP Part 1 Vocal
What's Happening Part 2 Instrumental
Johnny Otis & The Robins Savoy #732
"Camp Meeting Bounce"
Instrumental Savoy #734

Look For THE NEW RECORDING by the 4 ROBINS

EXCLUSIVE DISTRIBUTION TERRITORIES AVAILABLE

Savoy RECORD CO., INC. 58 Market St., Newark 1, N. J.

Flanagan OrkBoffo
At Meadowbrook

NEW YORK--The much awaited opening of the Ralph Flanagan orchestra at Franck's Meadowbrook, came off with tremendous suc-

cess this past week. The Flanagan band, given one of the most tremendous promotional campaigns the history of the rec-

ord business by RCA Victor played to tremendous crowds and with the Dailey management disclosing that they had booked overflow reserva-

tions for the entire weekend. The Meadowbrook, hailed as one of the top dance spots in the nation, is sure to ring true to form with the Flanagan ork, "typed" by the RCA Victor plattery to bring back the dance-band era.

The who’s-who of the music industry attended the Flanagan's opening night. In addition, executives of RCA Victor Records and balladeer Perry Como were on hand to laud Flanagan. Flanagan had two wire spots opening night, one of which Como guested. Artist and renouned chief Joe Cislo was lauded by attending exec and star, as being instrumental in the success of the orchestra.

Flanagan recording played a "break-in" date at Wretham, Mass., which resulted in police reserves being called out to handle the overflow. We don’t know whether any policemen will be on hand at the Meadowbrook, but if they are, it’s sure they’ll want to be on the dance-floor.

Flanagan’s Millionaire dance-band style test with the approval of music critics attending, as well as the dance-

band conscious youngsters. RCA Victor’s "Here Come The Dance Bands Again" campaign, with Flanagan as the instrumenal cog in the wheel, seems to have paid off, and probably will continue to pay off, if the ork leader’s opening is any indication.

BILBOARD SAYS "BOTH SIDES A TERRIFIC SHAM"

"MISTRUSTIN' BLUES" and "MISERY" SAVOY #735

AND... Watch These Two Zoom To The Top!

Paul Williams (Mr. Hucklebuck)
"What's Happening"
Voice by CONNIE ALLEN

Here's the point...
CARILLON DYNAMIC

NEEDLES Last Longer!
A new, high-quality needle, designed for longer wear, clearer tone, greater com-

fort, with economy. Priced below competitive needles. Order 2 $3.33. Write for your free test needle TODAY!

M. A. MILLER MFG. CO.
Manufacturers of world's largest line of recording and playback needles. 1447 EAST 43rd STREET CHICAGO 15, III.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOGGY MOUNTAIN BREAKDOWN (2:37)  NO MOTHER OR DAD (2:40) Lester Flatt—Earl Scruggs (Mercury 6247) • Pair of romantic songs by folk star Jimmie Davis, alluring to this coin in this week, with the strains of “My Heart Belongs To You” and “Take Care Of My Heart” showing as hot contenders for juke box honors. Both sides are offered in rumba and in higher tempo, in that order. flip stays on the ear. The flip shows just as well, and has Jimmie delivering a very nice vocal in a crystal clear tone that makes for wonderful listening pleasure. The whole is in the mood—as in June-in-vein too, and as such, should attract a host of listeners. Both sides are easy on the ear. The big boys fans that Jimmie Davis has should go for this cookie in a big way. O.K. should get with them.

“MY HEART BELONGS TO YOU” (2:30)  “TAKE CARE OF MY HEART” (2:45) Jimmie Davis (Decca 46226) • Pair of romantic songs by folk star Jimmie Davis, alluring to this coin in this week, with the strains of “My Heart Belongs To You” and “Take Care Of My Heart” showing as hot contenders for juke box honors. Both sides are offered in rumba and in higher tempo, in that order. flip stays on the ear. The flip shows just as well, and has Jimmie delivering a very nice vocal in a crystal clear tone that makes for wonderful listening pleasure. The whole is in the mood—as in June-in-vein too, and as such, should attract a host of listeners. Both sides are easy on the ear. The big boys fans that Jimmie Davis has should go for this cookie in a big way. O.K. should get with them.

“SECOND HAND HEART” (2:40)  “SOMEBODY'S STEALING MY BABY'S SUGAR” (2:56) Bennie Ledders (4 Star 1443) • Pair of fair enough sides by Bennie Ledders shows here. Top deck has attained some popularity—which rendi- tion is a bit overdone. The flip stays on the ear. Ditty is medium temp’d lament, with some guitar work. leads in the same tempo, with Bennie spooning the romantic lyrics in fanciful vocal turns. Wax can be used as a filler item.

“JUST ONE LITTLE KISS” (2:43)  “I LOVE WOMEN” (2:50) Maddex Bros. & Rose (4 Star 1440) • Maddex Brothers and Rose on tap with a pair of new sides that should be played down. Top deck is an up-tempo romance tune, with a chorus vocals. -M. Col and Don. The flip has Cal Maddex whooping it up on a medium slow novelty that may take hold as a hit. Likes the sound effects, and a wondrous that still has the Western tang to it. This “Magic” side is the better of the two.

“TENNESSEE WAGGONER” (2:50)  “RAGGIN’ ON” (2:39) Paul Kirk (Bill & Country 105) • Paul Kirk strums a fairly good guitar on this cool offering. the music is a pair of instrumental sides that should hold their own. Wax shows as possible coin catchers, and should be caught by music ops. Both ends are in the up tempo vein, with the music retaining echoes sufficiently. Wax has to be heard in order to be fully ap- preciated—that’s what we recommend.

“I HAULED OFF AND LOVED HER” (2:48)  “LIFE’S ROADS OF SORROW” (2:50) Bill Netles (Mercury 6249) • A parody on a bit of a similar name is found on the top deck, with Bill Netles offering an effective flip. Wax shows as possible coin catchers, and the music has a nice lift to it. The coupling goes off the deep end, and is a tear-jerker from the word go. The side that will draw the biggest side is “I Hauled Off And Loved Her”; ops should get with it.

New DJ at WWDC

WASHINGTON, D.C.—Felix Grant, popular WWDC deejay, will take over the all-night “Tawn Patrol” show, Friday, March 17.

The selection of Grant to emcee Washington’s only all-night disk jockey program (one to six a.m. Mon. thru Sat.) came after a station-wide audition of all staffers. Grant will replace Alan Cummings, who leaves WWDC for a morning drive slot in Scranton, Pa.

Gus Grant Joins Savoy

NEW YORK—Herman Lubinsky, owner of the Savoy Records, has announced that he will join the company and assist during their recording sessions.
Balladeer Eddie Fisher At Disk Session With Winterhalter & Rene

NEW YORK—Playing for a new team is musical director Hugo Winterhalter (right), who switched to RCA Victor not too long ago, from Columbia Records. Pictured with him at a recent recording session are, left, baritone Eddie Fisher and musical conductor Henri Rene. Fisher is the young 29-year-old balladeer who is being widely applauded in disk circles. His rise to popularity has been phenomenal, with the disk industry hailing Fisher widely. Latest biscuit for Eddie in "Am I Waiting My Time."

Standard Songs are MONEY MAKERS!

"LA VIE EN ROSE" Recorded by HARRY JAMES—Columbia VICTOR YOUNG—Decca MACKLIN MARROW—M-G-M EDITH PIAF—Columbia Pub. by: HARMs, INC.

MUSIC PUBLISHERS HOLDING CORP. NEW YORK, N.Y.

PETER COTTONTAIL (The Rabbit of Distinction) LIKES DERRY FALLIGANT

JUBILEE RECORD Hits

Hitting The HOT Spots!! THE ORIOLES New Coin Collector "AT NIGHT" backed with "EVERY DOG-GONE TIME" Jubiiliee 5025

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

"PRETTY KITTY KELLY" SHE'S BACK AGAIN! It Sold 4 Million Copies Recorded by PHIL REGAN The Singing Irish Ambassador On RCA VICTOR "AM I WASTING MY TIME ON YOU?"

From: 'Gentlemen Prefer Blondes' JO STAFFORD DOROTHY SHAY CAROL CHANNING CAROLYN GERRY ETHEL MERMAN JANE HARVEY M-G-M J. J. ROBBINS & SONS, Inc. 1619 Broadway N. Y. C.

NATIONAL "STILL IN THE DARK" My Gal's A Jockey by Shushie JOE TURNER NATIONAL FLORENCE WRIGHT has "POOR BUTTERFLY" Jumpin' backed by "IMAGINATION"

HILLBILLY-WESTERN

GRANDPA JONES 847 Are You From Dixie? Jesse James

CLYDE MOODY 848 Tears On My Pillow I Won't Care A Hundred Years From Now

DELMORE BROTHERS 849 Sand Mountain Blues I Swear By The Stars

RED PERKINS 850 I'm So Happy I Could Cry One At A Time

J. E. MAINER'S MOUNTAINEERS 851 Before Judgment Day Walking For The Lord

BROWN'S FERRY FOUR 854 I'm Most Of You In The Morning Jesus Hold My Hand

SEPIA-BLUES

SONNY THOMPSON 4345 Sugar Cane I'm Coming Back Home To Stay

LONNIE JOHNSON 4346 I'm So Afraid Troubles Ain't Nothin' But The Blues

IVORY JOE HUNTER 4347 Please Don't Cry Any More I Got Your Water On

THE NIGHTINGALES 4348 One Of These Days My Life Is In Hands

REVEREND J. B. CROCKER 4350 He's Alive When I Can Read My Title Clear

ROBBIE CASTON 4353 Call Me Darling This Is The Last Time I'll Cry Over You

1955 God Bless The Child You Don't Know What Love Is

King Records New Releases

GEORGE WRIGHT 15039 Take Me Out To The Ball Game Easter Parade

RUBY WRIGHT 15033 Thanks For The Buggy Ride Regular Gal

MILTON DELUGG 15036 Rollin' Coaster Milly's Wills Boogie

DE MARCO SISTERS 15038 Time Didn't Change A Thing Under The Bamboo Tree

It's What's In THE CASH BOX That Counts
WASHINGTON, D. C.—Ed Mehren, chairman of the American Institute for Intermediate Coinage, led the fight for the minting of 71c and 24c coins before the Senate Coinage Subcommittee of the Banking and Currency Committee on Tuesday and Wednesday, March 21 and 22.

In a stirring appeal that outlined the history of coinage and the necessity of intermediate coins, Meuren, spoke before the committee for quite a while. During his talk, he listed names of a number of substantial business men and economists who had studied the conditions of the economy of the country, and were heartily in agreement with the proposed bill.

In addition to verbal testimony, letters and wires were put into the record book. The statements were, in addition to those sent in by the coin machine industry, from Drug Chains, Bank presidents, Soft Drink manufacturers, National Council of Women of the United States, etc. Verbal testimony included members of the above industries, as well as individual consumers.

The testimony of the coin machine operators cause was presented in person by Edward H. Renner, general manager of the Northern Virginia Music Company, Alexandria, Va. In his testimony, Renner stated:

"At the present time we employ 6 people. Some years ago we employed 9 people, chiefly service men. But we have been forced to drop 3 from our payroll because the costs of labor and equipment have been rising at a rate faster than our ability to meet them at the five cent rate to which the coin machine industry is locked at the present time.

"From time to time, some operators have tried to meet this situation by raising the rate to ten cents, but in every case the public refused to drop a dime instead of a nickel. I firmly believe the public will drop a seven- and-a-half cent coin in the music boxes of the nation, which would permit the operators to operate at a fair profit, employ more personnel for improved service and give American listeners musical enjoyment at a fair price.

"We give you some figures. Before the war, so-called juke boxes cost around $410. Today the same type of machines range in cost from $995 to $1,100. And in our competitive industry, the abundance factor is very high. The phonograph records which were formerly wholesaled to us at 21c today cost us 49c. Our wholesale cost of a record is now more than doubled. Our city licenses which used to cost us $2.50 per machine, today, in 1950, cost us $10. And we are supposed to meet our bills on this same nickel in 1950 which met them adequately in 1940!"

"Frankly, if there were any chance of prices and costs dropping in the foreseeable future, I would not be interested in the minting of a new coin. But there is reality except the 71c coin which you are considering today. Whatever expense and trouble is involved in the recoinage of our coin machine to receive the new coin will be more than offset by the benefits to be gained."

Renner concluded his testimony with the statement "The music machine operators of America join me in this plea for economic liberation. At the annual convention of the Music Operators of America held in Chicago March 7, the proposal to mint the 71c and 74c coins was unanimously approved."

A letter from John Haddock, president of the American Coin Machine Manufacturers, was entered into the record book. Haddock pointed out the manufacturer's price problem, which in turn squeezed the operator between increased costs and fixed pre-war selling price.

The hearings were recessed by Chairman Senator Glenn H. Taylor, subject to a call by a phone message. Mehren, in a phone conversation with The Cash Box, stated that he was not any happier than the hearing operators and predicted the minting of the new coins this year. "The tremendous amount of letters and wires, plus the appearance of favors witnesses indicate that we are as past the talking stage, and that the bill is now well sized movement."

However, now is the time when we must prepare our forces for a concluding overwhelming blow. The strenuous efforts we've made has cost considerable money. We must get together the money for our next move, and we can accomplish this with the addition of members to our American Institute for Intermediate Coinage, plus straight contributions from interested parties. And the music machine industry must do its share."

**April 4 Final Day For ACMMA Show Booths**

CHICAGO—Herb Jones, president of ACMMA (American Coin Machine Manufacturers Assoc.), released the news today that the forthcoming show, which will be held in this city at the Sherman Hotel, May 22, 23 and 24, is already over 90% sold out as far as booths are concerned and that, further, April 4 is the final day when manufacturers can get in reservations for booths at the ACMMA show.

Jones urged all manufacturers who haven't as yet arranged for their booth to do so immediately.

"There are only a very few booths left at this time," the president, "and these will be gone very shortly. We want the manufacturers to know that the final closing day for all booths for the ACMMA show directory will be Tuesday, April 4, 1950."

Jones also advised that the most varied line of equipment in the history of any coin machine show will be seen at the May show. He stated that the public will be able to see arcade machines, phonographs, one-hits, consoles, bells, shuffle games, shuffleboards, counter games, vending machines of all kinds, as well as other equipment covering every classification known in the coin operated machine field.

"It's going to be a great show," he said, "and, therefore, those manufacturers who have not as yet reserved their places for the ACMMA show are urged to do so immediately. There are only a few booths left and the final closing day for booth reservations is Tuesday, April 4, 1950."

R. F. Jones Organization Stresses Service To Its Customers

CLEVELAND, O.—General Electric's Lamp Department in this city, announced a coin operated sun-heat machine has been developed by its engineers.

Coin operated machines have a timer and a device for measuring the proper exposure distance from the lamp. Illuminating engineers of the firm have concluded that the general public is greatly increased when it is combined in conjunction with a heat lamp.

George Electric visualized the application of these machines in hotel rooms, doctors' and dentists' waiting rooms, beauty shops' lounges, railroad and bus terminals, as well as other locations.

SAN FRANCISCO, CALIF.—Without any doubt one of the greatest reasons for the outstanding success of the R. F. Jones Company in this city, is the fact that service has been made its keynote in dealings with all opera in this area.

R. F. Jones has seen to it that his entire staff here, and it is a very large one, places service to the customers of the firm ahead of everything else.

The men in the Jones' organization here are well known to the ops in the northern California area. They have, ever since the inception of this firm here, made it their business to satisfy the wants of everyone of their operator customers in such fashion that operators want to return again and again.

Their outstanding line of amusement games and phones has proved one of the best in sales in this area. Yet, it isn't the equipment which the firm feels as much as it is the way they sell to the operators in this area, that has won them so great a following.

They have made it their business, all the way down the line from R. F. Jones to the lowest employee, to get behind each sale and to greet each customer pleasantly, be happy and warm in their greeting, and to help the customer with suggestions which come along from other ops in the territory.

"There is no doubt," as one noted one here stated, "that the R. F. Jones Company and all the men who make it so outstanding, will continue its sales leadership for as long as it maintains this policy of service being the keynote in all dealings with the operators in this part of the country."
Advance Automatic Sales Sets New Sales Marks

Badger Export Mgr. Traveling Thru S.A.

LOUIS ANGELES, CALIF.—"South America, take it away!"

This seems to be the slogan these days at Badger Sales Company, where W. R. Happel Jr. revealed that Joseph S. Duarte, Export Manager for the firm, was now on the neighboring continent for an extensive sales trip of vending equipment, amusement games and music.

Included on the Duarte Itinerary are the cities of San Salvador in El Salvador, San Jose in Costa Rica, Panama City in Panama, Caracas and Maracaibo in Venezuela, with numerous other South American cities to follow.

Long known as a leader on the West Coast in trading with the Latin republics, Happel reaffirmed the Badger policy of building up a maximum export business for the coming year.

that it is also the most profitable equipment.
The firm has always been extremely progressive and has been among the very first to switch over to new lines of equipment, almost seeming to sense the trend far in advance.

This past year, too, it just caught on so fast and proved to the ops in this area that the games they were handling were so far ahead of anything else, that the volume of sales were setting new sales records for the firm.

Keeney Shows New "Penny Pack Inserter" At NATD Show

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Keeney Shows New "Penny Pack Inserter" At NATD Show

CHICAGO — The new Keeney "Penny Pack Inserter," which is said to be of unusual interest goes on exhibit at the National Association of Tobacco Distributors' convention, Palmer House, Chicago, March 27-30.

Unit is electrically operated and consists of a coin hopper with revolving flat bottom which throws coins centrifugally into a channel upon the coins line up in orderly single, double, or triple file, and are then injected thru the cellulose outer wrapper into the pack. It is only necessary to push the package against a pluger. The machine does all the rest at an incredibly high speed. A feature that attracts attention is the fact that the mechanism operates only during the actual loading operation. This eliminates a considerable amount of noise which would otherwise occur if the mechanism were to operate continuously. There are no foot pedals and the machine is streamlined. Size at base is 14 inches square, height nine inches. Unit has handle for portability.

The coin hopper carries an extra supply of coins, is tiltable to actuate ganging, eliminating necessity of stirring hopper by hand. Unit replaces considerable hand labor and saves time. The Keeney "Penny Pack Inserter" will be seen at Booths 96 and 97, N.A.T.D. Convention, Palmer House, March 27-30.

Golden Gate Nov. Co. Builds Good Will

SAN FRANCISCO, CALIF.—Al and Chick Roberts, along with Maurice Pollard, who have formed the Golden Gate Novelty Company here, taking over the former "Al Armoo" showsrooms and offices, are building their firm on good will.

Both Al and Chick have had much experience building up large organizations. They were chief helpers of their dad, Weif Roberts, in Denver and were responsible in an extent for the growth and development of that organization.

They are planning, they report, to do the very same here. "Build up on the good will of the operators," is their slogan.

Maurice Pollard who has had many years of experience in this territory, reports that it's already beginning to prove itself with more and more of the ops turning to the firm for all their wants.

The Roberts brothers have won over many skeptical ops here and have helped them to prosper.

They have offered ops the sort of cooperation which makes for closer relationships and which wins operators greater profits.

"We hope," the Roberts boys testify, "to make this area Golden Gate Novelty conscious. We feel sure that the results which we have already shown to the operators with every type of machine which we have sold thus far will be even greater friendliness."

Their policy, they say now, is to continue to build good will by helping everyone of the ops in this area to enjoy a better business with more assured profits.
In 1666, the Law of Gravitation was suggested to Sir Isaac Newton by the fall of an apple in his garden in Woolsthorpe, England.

Gravity!

Gravity doesn't change with temperature or geography or time—it is one force on this earth that is always constant and unvarying. The AMI tone arm and needle ride the record grooves by gravity!

AMI MODEL "C" HAS:
Single Tone Arm, Single Needle, Horizontal Turntable, GRAVITY RIDE

AMI Incorporated

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Grand Rapids 2, Mich.
Sales Office:
127 N. Dearborn St.,
Chicago 2, Ill.

"It's What's In THE CASH BOX That Counts"
FANTASTIC COLLECTIONS!
PHENOMENAL ORDERS!

GOTTLIEB'S

BOWLETTE

THRILLS OF BOWLING!
SUSPENSE OF BOWLING SCORING—

All Built into a Game that "GOES" ANYWHERE
— Is Welcome EVERYWHERE!

SMOOTH - QUIET
FAST PLAY!

ORDER FROM YOUR DISTRIBUTOR TODAY!

GREAT BARGAIN IN COIN MACHINE HISTORY!
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... a 40 word classified ad FREE OF CHARGE each week (worth $3.20 per week) plus subscription—at a cost to you of approximately $1 per week. . . . Your very first ad can bring back your investment, plus a profit.

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
YOUR DREAM COMES TRUE in
Williams

A Real 5-BALL GAME with Greater than Ever Appeal!

- MODERN PLAYFIELD DESIGN—New Layout! Different Action! Faster Play!
- The Original TILT RESET (Patent Pending)

Special—When—Lit ROLLOVERS
THUMPER BUMPERS FLIPPERS POINT SCORING HIGH SCORING
SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

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

Runyon To Hold "Speed Bowler" Service Classes In N. Y. & N. J.

BARNET B. SUGERMAN

NEW YORK—With Bally's "Speed Bowler" a sensational success in this area, Barney (Shugy) Sugerman and Abe Green, heads of Runyon Sales Company, decided to hold a service school for the operators in New York and New Jersey who have the games in operation, and others who will have their orders filled as quickly as is possible.

The session in New York will take place Wednesday and Thursday, March 29 and 30; and that in Newark, N. J., on Friday and Saturday, March 31 and April 1.

Lectures and demonstrations will be conducted by Bally's top engineers, Bob Breither and Johnny Rosenberg. Classes on all four days and at the two offices of Runyon will be conducted similarly, starting with sessions from 10 to 12 A.M.; and a question and answer period from 12 to 2 P.M. Another class starts immediately at 2 P.M. and runs to 4 P.M.; question and answer period from 4 to 6 P.M. In between time if any of the "students" (or the "professors") feel the twinge of hunger or thirst, sufficient refreshments will be available.

Wurlitzer Execs At "Safety" Dinner

NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Company, this City, leads all New York manufacturing firms in the safety record of its factory, for which they were awarded 3 certificates (story March 25 issue).

Pictured above are the firm's executives at a dinner held by the Associated Industries, who conducted the campaign:

Reading around the table from left foreground are: Daniel J. Goodman, maintenance supt.; Leonard Cummings, wood division supt.; Victor Zach, organ division supt.; Florian F. Fromczak, safety manager; E. R. MacDonald, personnel manager; Irving O. Vaaler, works manager; R. C. Rolfig, Wurlitzer president; Morris Bristol, vice president and counsel; C. C. Haimbaugh, vice president and manager of the North Tonawanda plant; Joseph Plochinski, machine shop head; Joseph Bors, electrical assembly head; and Michael Grunsweig, mechanical assembly head.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Are you looking for something NEW in a shuffle BOWLING ALLEY?

If you want the BEST then ask your distributor for LATEST Chicago Coin's

We Are NOW DELIVERING The Wurlitzer 1250 from our NEW QUARTERS at 599 TENTH AVENUE NEW YORK 19, N. Y.  

YOUNG DISTRIBUTORS — Exclusive Wurlitzer Factory Distributors

OPERATORS: YOU ARE CORDIALLY INVITED TO ATTEND OUR SERVICE SCHOOL CONDUCTED EVERY SATURDAY MORNING FROM 10 TO 12.

Boston

Released May 20, 2023

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

EASTERN FLASHERS

Remember back when all an operator had to know was to be sure to make collections on time—never a thought to the mechanical side of a machine (which wasn’t necessary). Altho there were plenty of good bell mechanics around at that time, they were specialists. Now, with every machine a maze of wires, speakers, amplifiers, refrigerating units, relays, etc., the mechanical knowledge is a necessity. If the operator is ignorant of this phase, he has no idea what he’s doing. As the machines became more complex and mechanized, The Cash Box, several years ago, suggested that “Schools for Mechanics” be adopted.

What started us off on this topic were the several announcements by coin firms who are ... (In Chicago, Bally Manufacturing Company has been conducting classes on all its equipment every month, with Barney (Shug) Barlow, Hymie Mencuri, and Abe Green, Bally's Sales Company, who held service schools when the AMI “C” phono was introduced) now announce a series of lectures and demonstrations of Bally's “Speed Bowler” under the supervision of his building engineers, Bob Breither and Johnny Rosenberg. Classes take place in New York, Wednesday and Thursday, March 29 and 30; and at their Newark, N. J. office on Friday and Saturday, May 1 and April 2nd. . . . Joe Young, Young Distributing, local distributors for the Wurlitzer phone, has set aside every Saturday morning from 10 to 12 as a school for servicemen and operators, explaining the features of Wurlitzer's new 1250. Henry Slavin, who spent the better part of a week at the Wurlitzer plant at North Tonawanda some time ago, will conduct the sessions . . . and Meyer Products will also distribute classes on the Seeburg phono every Wednesday at some locality within his distributing territory.

Frank Mencuri, exhibit exec, winds up a road trip with a visit to Mike Munves, local distributor for the manufacturing firm. Frank had covered Arcade Owners, Amusement Parks and coin firms in Pittsburgh, Youngstown, Washington and Baltimore, prior to his New York stopoff. From here, he heads south. With him, Munves' firm has gotten together many of his friends. Henry Graf (Sea Side, N. J., arcade owner) and Mrs. Graf tell about how Henry is in the field and added Munves down in Florida during the recent Fair. Frank gets a few-player picture on display at Munves', and the low price raised the eyebrows of the men playing it. Jack Bavin has big operating music and games, has purchased the route of Five Boro. Jack says its wonderful, but the work is hard . . . .

Mendy Mendelson and the Automatic Amusement Machine Operators of New York (AMON) set into operation offices at 46 Tenth Avenue, corner Sixth Street. These are active members of the Association, which has a long time been different from the local one. The AMON has a long time been different from the local one. The AMON has a long time been different from the local one. The AMON has a long time been different from the local one. The AMON has a long time been different from the local one.

Joe Young tells us that several of the local music ops are placing Wurlitzer's 1250 on location featuring all 45 RPM records. . . Barlow (Shugy) Super's lovely daughter, Lorraine, getting married this Saturday night (March 25). Plenty of column to attend, including John Haddock and Jack Mennieck of AMI, Ben Becher and Ed Garvey of Bally also expected. . . .

We'll keep up the familiar picture—Herman Silver, Empire Music, who just returned from Miami, getting ready for his 16-year-old daughter, Barbara, to graduate from high school, is very proud of her brilliance. . . . And did you know that Hymie Koopel, Koopel Distributing Company, has a son who'll be graduating from college next year. Sam Koopel is attending Brooklyn Poly Tech college, one of the foremost engineering colleges in the country. Hymie, with fatherly pride, boasts that the boy has been selected as sports coordinator among local colleges, and in addition writes sports for the college paper as well as being the school's sports correspondent for the Brooklyn Daily Eagle.

Al Simon, Albert Simon, Inc., eastern sales representative for Chicago Coin Machine Company, spends the week at the factory in Chicago. Probably to steam up added deliveries of the firm's new “Bowling Alley.” . . . Sidney A. Levine, vacationing at Miami, expected back this week-end. He, the Board, never expected Miami, but a native Floridian, visits his friends along conrow. Hymie never looked better, and talks us business is good. He's planning on setting up a statewide service for shuffleboard areas as the “Playground Of The World,” is fast becoming the “playground of the coin machine industry.” . . . more people in the coin biz have vacationed there this year than ever before. . . . Rumor has an old line Brooklyn wholesaling firm moving to coinrow (or opening an additional office there).

Ed Mehren, chairman of the American Institute for Intermediate Coinage, appeared before the Senate Coinage Sub-committee of the Banking and Currency Committee, Tuesday, April 1st and Wednesday, April 2nd, where he was allowed to testify the statements of many industries and individuals, as well as presenting many in person, all favoring the minting of 32c and 70c coins. Ed Renner, manager of Northern Virginia Music Company, Alexandria, Va., appeared in person and presented a strong plea favoring the new coins. Renner made a great impression on the body. In addition, a letter was received as testimony written by John Haddock, president of AMI, Inc. The strongest opposition was presented by Nellie Taylor Rose, Director of the Bureau of the Mint, who claimed the fractional coins would cause difficulties in the making of change. The two day hearings were recessed, subject to the calling of new hearings in the near future.
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 ... to EARN BIGGER and BETTER for you than ever before.

AT ALL EXHIBIT DISTRIBUTORS

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

United's "Double Shuffle Alley" An Immediate Click

CHICAGO—United Manufacturing Company, this city, started shipping its new shuffle bowling game "Double Shuffle Alley" this week in good quantities.

"Double Shuffle Alley" was first tested thoroughly on location" reported Billy DeSelm, sales manager, "and it proved that with its authentic bowling scoring, it created terrific competitive and lasting appeal, which assures steady weekly profits to the operator. We then held a distributor meet at our offices, and the game met with such approval, that orders were placed for immediate deliveries that should keep our production lines humming for a good long time. However, more interesting to us was the reaction of the operator when the game was placed on display at showrooms throughout the country. Our distributors have been phoning in that their most optimistic opinions were off by a long shot—and increased those initial orders. From every indication, it appears, at this time, as if we'll break the record established for the sale of our original shuffle game "Shuffle Alley".

"Double Shuffle Alley" is described as having all the latest innovations and thrills of "Super Shuffle Alley," plus the "Twin Scoring Feature." One player can play for 10c, two can play at the same time for 20c, with individual scores totaled alternately frame by frame on the life-up back glass. United's production line is going day and night, and every effort is being made to take care of the great demand as rapidly as possible, DeSelm stated.

NEW YORK—Joe Young, Young Distributing, Inc. (local distributors for Wurlitzer Phonos), this city, announced that every Saturday morning (10 to 12) will be devoted to a service school for operators and servicemen on the new Wurlitzer 1250.

Invitations have been issued to all of the firm's customers to attend these sessions, and they have been asked that they either bring along or send their servicemen. Classes will be conducted by Henry Slivan, manager of the firm's service department.

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

This past week your editor wandered far from his home grounds—to the West Coast to meet with the Angelenos and bunch in *Frisco*, and enjoy some of the California’s much publicized sun shine.

**LOS ANGELES**—In the sun was shining and the atmosphere temperate, coinmen in Los Angeles were somewhat perturbed. The two bills up in Sacramento were upsetting most of the firms here. These bills had passed thru committee and were reported out for further work (and 68 delegates to the Assembly, 2 and 68 delegates to the Senate.) They were based on New York’s “Esquire-Robinson Bill” and promised laudatory words in a paragraph part of the bill—nothing would have the slightest effect as had others thrown the country. The time had at last long arrived when the boys either fought for their rights or else wandered into other ways.

However, shuffle games and rebounds and new and used phones were selling just as speedily as ever. Angelenos were, more or less, anxious to halt the shuffle games as they were feeling the financial part of the law, and not the personal. It was as if others had thrown the country.

What is over well are the shuffle games and rebounds are leading in sales as they are everywhere else. The Coney game has also gone on a very grand buying sprees of all kinds. Whatever arrives is quickly sold. Phone distributors are quite pleased and foresee some good years ahead. Vending machines have continued to occupy an important status in the overall sales picture. *The Pin* dispensers are going very well. The future looks very bright for new vendor businesses. All are hoping prices will come down to a point where sales can be even greater. Manufacturing ingenuity for which California’s southern metropolis was famous for many years has somewhat slackened, but, every so often, someone does pop up with a new pipe. Natives believe they have something which will again turn all faces west.

**SAN FRANCISCO**—This city has always been one of our favorites. The expression *It’s a little City with Western picture-queuiness and California’s Golden sunshine* fits it perfectly. There’s something about this Golden Gate city that always wins over visitors and they look back to the time when they can come back and enjoy it once again. Its hotels, clubs, hustle and bustle— and yet, its old cable cars and quaint Chinese influence, as well as its old and finished traditions, mean Francisco one day all can be proud of. Its coinmen are just like their city—progressive and solid.

The trade here, too, were all upset over the bills in Sacramento and many coinmen are threatening to get the State Capital attempting to get the free play for all exempted from these bills. It’s a tough fight, but all are hoping for the best. In the meantime all distributors are looking for the factories to ship them more games, games, pinball etc.

**ON THE HOME FRONT**—Jerry Haley, Buckley Manufacturing Company, snowed under with orders for the “Buckley Pock” for shuffle games and shuffleboards. Buckley put out a new model (handy plastic based board) which can be folded when not in use when emptied… Bruno Kosek of Mid-State so busy trying to catch up on orders past also is housing in, wishes to please all customers who have ordered him the past few days to the week. Phil Rubey bedded with the flu. Bob Tyrrell, Rock-Ola, handling a zillion long distance phone calls from the firm’s roadsmen, who keep coming in practically, while Allen, a new sales man, keeps on top of the various telephone lines to see that the firm’s “Shuffle-Lane” game keeps moving out to distributors in good quantities. Plenty of action over at Exhibit. Charlie Hillebrand just had to say “Hello” before taking off on a ten-day big trip. Joe Butten, tanned and looking like a million, back home after a two week vacation in California—he’s sporting some of the most beautiful clothes on the market (second to those of Mr. DiMaggio), acquired while making the rounds of golf courses—Joe claims “the sand was reign”. Frank Mercerie traveling thru the states, calling on Amer. Men, Nicholson’s, and some of the firms’ representatives.

Sam Earnest, Williams, smiles happily over the wonderful reception given the company’s new-fall “Dreamy”. Games being rushed to distributors as quickly as possible. Henry Strong, O. D. Jennings, reports business going along well, steady pace. Alice Green really can’t answer the many phone calls from all over the country, all demanding more equipment. Rate expected back from Florida last week. Sol, just back from Florida, reports in a big sales order which will increase the factory’s capacity, (if possible as it is running full blast as it is). Bill (The Shadow) Billheimer, Denver, tells over his new quarters, which are all set to go in a big way. Bill going at full speed, with orders pouring in. John G. L. He’s on the go with the M&T convention, production of the “ABC Bowler”, and a new game to be announced soon… Larry Cooper, Super-Vend exec, says that Stanley Dunmack, formerly of Oskosh, Wis., is taking over the distribution for Des Moines, Iowa, replacing P & S of Des Moines. Cooper reports that distributors are continually visiting the firm, and they are getting an increased quantity production, which should be coming off the line next month, thereby they will have a stock which will be a hit on the market. Sam is well as ever, has been piling in… Ed Linn, Chicago Coin, busier than ever. It’s possible, now that S. & R. is under new management and new coinmen have left for Florida. He states there isn’t any let-up in the demands for “Double Shuffle Alley”, especially now that the new double feature of the plastic pins. Sam Gensburg returned from Florida. Al Simon, Albert Simon, Inc., New York, custom factory representative, a visitor at the plant… Sid Redl, Redd Distributing, visiting around town… Billy DeSel, United, states that their new game “Double Shuffle Alley” has made a solid hit thru the country and orders being delivered going fast enough to meet the terrific demand… Bill O’Dell, Bally, reports that the entire organization is doing nothing but work, work, work, trying to get enough “Speed Bowlers” out to satisfy the demands of its distributors, jobbers and operators. “The more we make, the more they want”. Bill Coven, Coven Distributing, Bally’s distributor here, is one of the firms wishing that the factory was on the scale of Willow Run, so that he could get more games. In addition, Ben reports that Coven’s 1950 is starting to come in in good quantities.

**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 first 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.

**—WANT CITATIONS—**

WILL PAY $200. EA. F.O.B. PHILA. Write—Wire—Phone

DAVID ROSEN
855 NORTH DREXEL AVENUE, CHICAGO 33, ILL. (Phone: Stevenson 2903)

**COIN MACHINE MOVIES**

For Regular Patrons and Solo-Users

**REELS OF 8 AND 6 SUBJECTS**

Our Films Get the Dimes

PRICE $12.50 TO $18.00 Per Roll

PHONOFILM

3331 No. Halsted

Hollywood 28, Cal.
THE NUMBER OF COINS IN THE CASH BOX

IS NOT DEPENDENT ON

THE NUMBER OF RECORDS ON THE PHONOGRAPH

Wurlitzer feels that the prime purpose of a phonograph is to make money for the operator. Excessive record costs defeat that purpose. We hold that 48 tunes on 24 records is enough to satisfy the public, enough to stimulate maximum play and, at the same time, keep record costs within reason.

It doesn't follow that two or three times as many selections on the phonograph will produce two or three times more earnings. Playmeters have proven that with 24 selections—75% of the income comes from 25% to 30% of the records.

The first Wurlitzer Twelve Fifteens to go on location are backing up our beliefs. They're proving that you don't need a box car number of records to fill a big capacity cash box.

Wurlitzer
Twelve Fifty
Plays 48 Tunes on 24 Records

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT—Used, new or surplus stock records. Top prices paid. Sell to Chicago’s largest distributor of used records. We pay freight. Write to USED RECORD EXCHANGE, Anthony “Tony” Galagno, 4142 W. ARMITAGE AVE., CHICAGO 39, I1. Tel.: DICKENS 2-7060

WANT—McGlashon Air Guns and live ammunition gallery; antique music boxes, coin operated or otherwise. Also, Call-O-Scoops, WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

FREE

WANT—Wurlitzer 219 fast steppers. Will buy $25 in good condition. We pay freight. Write for confirmation.

L. W. MILLER
1531 E. 67th St., Chicago 37, Ill.

WANT—For sale—5/35 Deluxe, $29.95; 5/75 Deluxe $39.95; 5/110 Deluxe, $49.95. Address: World Distributors, 1000 Main St., Kansas City, Mo.

WANT—For sale—25 National 919 Candy Machines, $69.50 each; 50 United Pak Monarch Machines, just like new $39.95; 10 Wurlitzer $49.95; 5 AMI Model "A" phonographs $465 ea.; 4 Brand New Mercury Scales $69.50 ea.; 2 Bally Big Innings $239.50 ea.; 1 Flipper $229.50 each; 10 Coin-op Guns $350 each; 2 Wilcox-Gay Recorders New $235 each; 10 Seeburg late model Wall-O-Matics wireless $32.50 ea. Address: MON-ROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel.: Super 4600.

WANT—For sale—5/35 Deluxe—$29.95; 5/75 Deluxe $39.95; 5/110 Deluxe, $49.95. Address: World Distributors, 1000 Main St., Kansas City, Mo.

FOR SALE—For sale—5/35 Challenge—late model $29.95; original model $179.50; Victory Derby Pk $39.95; Wurlitzer 1015, clean, $325. WESTERN DISTRIBUTORS, 1225 W 16TH AVENUE, PORTLAND 5, ORE.

FOR SALE—25 National 919 Candy Machines, $69.50 ea.; 50 United Pak Monarch Machines, just like new $39.95; 10 Wurlitzer $49.95; 5 AMI Model "A" phonographs $465 ea.; 4 Brand New Mercury Scales $69.50 ea.; 2 Bally Big Innings $239.50 ea.; 1 Flipper $229.50 each; 10 Coin-op Guns $350 each; 2 Wilcox-Gay Recorders New $235 each; 10 Seeburg late model Wall-O-Matics wireless $32.50 ea. Address: MON-ROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel.: Super 4600.

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

WANT—Bally Spot Bells, Ciuatons, Champions, Arrow Bells 5c and 5c, and 100 Record Seeburgs in quantities. Cash Bank Stock, Golden Gate Novelty Company, 701 Golden Gate Ave., San Francisco 2, Calif.


WANT—For used, cash only. GEORGE V. VICKEL, 1226 S 16TH AVENUE, PORTLAND 5, ORE.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes, Speakers, Coin Operated Radios, Coin Changers, etc. ST. THOMAS COIN SALES, LTD., 267, St. Thomas, Ont., P. A., Canada. Tel.: 2641.


WANT—Reliable service mechanic to locate in Mississippi. Must know music, pins and slots. Write stating full qualifications and references. BOX 643, GREENWOOD, MISSISSIPPI.

WANT—Used, new or surplus stock records. Top prices paid. Sell to Chicago’s largest distributor of used records. We pay freight. Write to USED RECORD EXCHANGE, Anthony “Tony” Galagno, 4142 W. ARMITAGE AVE., CHICAGO 39, I1. Tel.: DICKENS 2-7060.

WANT—Wurlitzer 219 fast steppers. Will buy $25 in good condition. We pay freight. Write for confirmation.

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For the CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE—United States Shell $199.50; Keesey Pong Box, like new, $255; Mills Vending Machine $225. & Mills for sale, $225 ea.; A.P. SAUCE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel: Tyler 4-3810.

FOR SALE—Bally's 75¢; Dale Guns $75; Ring-A-Rolls $10; Wurlitzer $750 E160; Packard Model 7 $189.50; Shellboard Scoring Units that are still on roll with A.P. SAUCE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel: Tyler 4-3810.

FOR SALE—Bally Reserve Bell $225; 25¢ Evans Winter Book (Conv.); $250; Mills 5¢ Melon Bell $125; Mills 5¢ Melon Bell $135; ECONOMY SUPPLY COMPANY, 2015 MARYLAND AVENUE, BALTIMORE 18, MD.

FOR SALE—Special Offer. 40 Station Hostess Machines. Make offer. No reasonable offer refused. LEHIGH SPECIALTY CO., 226 NORTH BROAD ST., PHILADELPHIA 30, PA. Tel: Poplar 5-3299.

FOR SALE—Variety is the spice of Beds. Colorful designs show your Mills Beds the savory of Extra Awards. Bars in line, Top or Bottom, means winners. Easily installed. Write for price. JERRY'S COIN, 410 N. SYNDICATE STREET, ST. PAUL, MINN.

FOR SALE—147 Seeburg Hideaway, like new, $925; Victory Wurlitzer, excellent, $450; Wurlitzer 1090 $299; 216 Impulse Receivers $290; Tear Drop Speakers $125; Seeburg W156 Wireless Boxes $22; Pitch 'Em & Bat 'Em $135; Strikes N Spares $75. Y. ZONTS SALES CO., BYESVILLE, O.

FOR SALE—1 Rebound Shellboard $50; 1 Jumbo Paddle F.O. $25; 1 25¢ Mills Glitter Gold $40; Mills 25¢ Handle $40; Mills Cherry Bell 5¢ $25; Jennings 50¢ Club Console $200; 1Bt 1¢ Gun $30; Seeburg 9000 $60; Seeburg Colored $60. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel: 750.

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

FOR SALE—Used electric scoring units for shellboards, Genco, Eedio, Monarch and others. Used like new, $239.50. Trade accepted. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVENUE, NEW YORK 18, N.Y. Tel: Circle 8-6846.

FOR SALE—Bango $69.50; Beacon $69.50; Shuffle Skill $69.50; Dale Game $69.50; Chicago Coin Pistol $114.50; Beacon Pool Table $225; Shuffle Alley, like new, $239.50. Trade accepted. FOR $114.50; Original $285; Y. ZONTS SALES CO., BYESVILLE, O.

FOR SALE—Wiltons Gay Recordio (Floor Sample) $175. (250 Records). IDEAL NOVELTY, 2823 LOCUST STREET, ST. LOUIS, MO.

FOR SALE—Two Coffee King vending machines. Floor samples. Never on location. $375 each. Complete with changers, AUBREY STEMLER, 26667 W. PICO, LOS ANGELES, CALIF. Tel: DU 86179.

FOR SALE—Jennings Standards Chief and DeLuxe Chiefs—5¢, 10c, 25¢ each; Jennings Challengers 5¢/5, 10¢/5, 25¢/5, late models. All equipment in good condition. Ask about condition and appearance, chrome, excellent $200 each. KOLAR DISTRIBUTING CO., 1600 ELWOOD STREET, SOUTH BEND 16, IND. (Tel: 38492).

FOR SALE—Free Play Games: Banan $12. Major League Baseball $35; Crossfire $10; Tanks $35; Contact $25; Catalina $25; Robin Hood $35; Grand Award $70; Tucson $90; Dallas $90; Blue Skies $50; Paradise $40; Saratoga $50; Sally $50; Spinball $25; Hump- Dympny $40; Crown Jewels $40; Big Top $70; Jack 'N Jill $45; Screwball $45; Mardi Gras $35. $15 Deposit.

FOR SALE—Chicoeo Midget Skeel Bell $165; Chicoeo Baseball Champ 135; Ring-A-Roll $125; United Specialty All $225. Tel: Timberview 4-0-0-0.

FOR SALE—Special Buy! 10 Only! Lyceum Shoe Shine Machines, black or brown $69.50 each. 1/3 deposit, balance C.O.D. RUNYON SALES COMPANY, 293 TENNENT AVENUE, NEW YORK, N. Y.

FOR SALE—$19.95 each: Novelty games, without free play: Heavy Hitter, Telescopic, Sunray, Strike 2000, Thrill, Catalina, Robin Hood, Bubble, Contact, Bonanza, Tropicana, 1/2 Deposit. CATARAT AMUSEMENT COMPANY, 225 HIGHLAND AVENUE, NIAGARA FALLS, N. Y.

FOR SALE—We can supply all your record needs—on all labels. Ship- ment made 24 hours after receipt of order. 5¢ over wholesale per record. We ship anywhere. LESLIE DISTRIBUTOR CORP., 752 TENTH AVENUE, NEW YORK, N. Y. Tel: Plaza 7-1977. Cable address: EXPON RECORD, New York.

FOR SALE—Music Operators! Save Money! 5¢ beauty deal. Allie V PM. $80; 8 7-volt voice coil, built express for juke box remotes, in attractive wood baffle, tri-colored plastic cabinet, $99.95 postpaid. Satisfaction guaranteed. BEACON ELECTRONICS, 705 W. MILES, CHES- TOW, IOWA.

FOR SALE—Exhibit's Silver Bullets and Shuffle Bowl: Double Double pool game; and Scientific: Juno Joe. Exclusive distributors. MIKE MUNYER, 577 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Five Coronet 400's in excellent condition at $150 each; one Mills Constitution, 40 selection job; $175, 75¢; Pre-War Seeburg 5¢ O-Matics at 82 each; Wurlitzer #21 Transmitters at $2.50 each. VEMCO MUSIC COMPANY, 21 FRANK ST., FAYETTE- VILLE, N. C.

FOR SALE—Scale model railroad, 10¢ coin operated. Player has control of switches, red and green signal, and speed of train. Beautiful foot- proof cabinet. No damage or scratches. Fully tested. $850. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, NEW YORK.

FOR SALE—United States Shell $189; Chicago Coin Bowling Alley $229; Bally Shuffle Bowl $245. AMERICAN VENDING COMPANY, 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y., or 810 5th STREET, MIAMI BEACH, FLA.

FOR SALE—If You Can Beat It, We'll Eat It! We sell more bells, and for less, than any West. Give us a try to prove it's no lie! AUTOMATIC GAMES CO., 2855 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Shseburg Hideaways (2) $35 each; Wurlitzer 800 $50; Sole- tone System 4 box hideaway complete $50. LOGANSPORT NOVEL- ERTY COMPANY, 225 13th ST., LOGANSPORT, INDIANA.

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

FOR SALE—South Louisiana Distributor for Keeney, Universal, Buckley, Aircon—has for sale the following, in A1 condition and appearance: 2 5¢ Original Jewel Bells $120 ea.; 2 5¢ Original Jewel Bells $110 ea.; 20 5¢ and 25¢ Fronts $47.50 ea.; 1 Mills Three Bells 5/10¢/25¢ like new $175; 1 5¢ Bally Hi Boy $150; 10 4-B. T. Challenges, very clean, all for $100. Send 1/3 deposit and advise how to ship. LOUISIANA COIN MACHINE CO., 423 2 ST. JOHN STREET, LAFAYETTE, LA. Tel: 2441.

FOR SALE—5 10¢ Mills '49 Bonus Bells $125 each; 1 5¢ Jennings Sun Chief (SF) $850; 1 25¢ Jennings Sun Chief (SF) $165. AUTOMATIC AMUSEMENT CO., 1000 PENN- SYLVANIA STREET, EVANSVILLE 10, IND.

FOR SALE—Wurlitzer: Victory $35; $50 $97.50; 600R $65. Rock-Ola Commandos $50. All in good condition. F. A. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., or 304 IVY ST., N.E., ATLANTA, GA.

MISCELLANEOUS

F R E E

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
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THE CASH BOX

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


How To Use “The Confidential Price Lists”

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter “The Confidential Price Lists” can only feature the market quotations, but “The Confidential Price Lists” acts exactly the same as the market quotation board at the Stock Exchange quoting the prices as quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months.

“The Confidential Price Lists” cannot rise prices of quotations for such equipment so that the subscriber at least has the last known quotations for basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas some on the East Coast may think it is worth but $75.00. Of course, condition, serial number, appearance, domain, quantity, etc., must all be taken into consideration. “The Confidential Price Lists” reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: “The Confidential Price Lists” should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.
### Mills (Cont.)

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<th>5c Gold Chrome Hl</th>
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### MILLS

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### CONSOLES

- Jumbo Parade Comb. | 39.50 | 69.50 |
- Jumbo Parade | 50.00 | 65.00 |
- Jumbo Parade PO | 25.00 | 65.00 |
- Jumbo Parade 25c | 45.50 | 70.00 |
- Long Shot '45 | 75.00 | 75.00 |
- Lucky Lure 5-5 | 35.50 | 45.00 |
- Lucky Lure 5c | 45.00 | 65.00 |
- Lucky Lure 5c | 45.00 | 85.00 |
- Lucky Lure 5c | 45.00 | 70.00 |
- Lucky Star | 39.50 | 65.00 |
- Mills 4 Bells | 65.00 | 65.00 |
- Mills 3 Bells | 75.00 | 95.00 |
- Mills '47 '3 Bells | 95.00 | 125.00 |
- Mills Duplex | 250.00 | 250.00 |
- Multi Bells | 250.00 | 250.00 |
- Paces Racers Bl Cab | 35.00 | 65.00 |
- Paces Racers Br Cab | 15.00 | 55.00 |
- Paces Racers Red Arrow | 20.00 | 25.00 |
- Paces '39 Saratoga | 10.00 | 25.00 |
- Paces Saratoga 6 rails | 35.00 | 45.00 |
- Paces Saratoga 2 rails | 35.00 | 45.00 |
- Paces Saratoga Pr. | 25.00 | 45.00 |
- Paces Saratoga Jr. PO | 25.00 | 45.00 |
- Paces Saratoga Sr. PO | 25.00 | 45.00 |
- Paces Reels Comb. | 35.00 | 45.00 |
- Paces Reels Jr. PO | 25.00 | 35.00 |
- Paces Reels Sr. PO | 35.00 | 45.00 |
- Paces Reels no rails | 25.00 | 35.00 |
- Paces Twin 5-5 | 35.00 | 45.00 |
- Paces Twin 5-25 | 35.00 | 45.00 |
- Paces Twin 10-25 | 45.00 | 75.00 |
- Paces Twin Console | 85.00 | 95.00 |

### JENNINGS

| 5c Chief | 20.00 | 45.00 |
| 25c Chief | 35.00 | 65.00 |
| 10c Silver Moon Chief | 40.00 | 65.00 |
| 25c Silver Moon Chief | 40.00 | 65.00 |
| 10c Silver Chief | 45.00 | 75.00 |
| 10c Silver Chief | 45.00 | 75.00 |
| 10c Silver Chief | 165.00 | 185.00 |
| 10c Silver Chief | 30.00 | 45.00 |
| 10c Silver Chief | 30.00 | 45.00 |
| 10c Victory Star Club | 45.00 | 75.00 |
| 10c Victory Star Club | 45.00 | 75.00 |
| 10c Victory Star Club | 80.00 | 115.00 |
| 25c Deluxe Club Club | 80.00 | 115.00 |
| 25c Deluxe Club Club | 80.00 | 115.00 |
| 25c Deluxe Club Club | 135.00 | 175.00 |

### GROETCHEN

| 1c Columbus | 15.00 | 25.00 |
| 5c Columbus | 30.00 | 95.00 |
| 5c Columbus | 30.00 | 95.00 |
| 5c Columbus | 30.00 | 95.00 |
| 5c Columbus | 30.00 | 95.00 |
| 5c Columbus | 55.00 | 75.00 |
| 5c Columbus | 55.00 | 75.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |
| 5c Columbus | 120.00 | 150.00 |

### BUCKLEY

| 5c Criss Cross | 79.50 | 100.00 |
| 10c Criss Cross | 84.50 | 100.00 |
| 25c Criss Cross | 95.00 | 125.00 |

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DOUBLE SHUFFLE-ALLEY

PATENT NO. 2,192,596
WITH
TWIN SCORING FEATURE
(AUTHENTIC BOWLING SCORING)

ONE OR TWO PLAYERS
ONE PLAYER 10c—TWO PLAYERS 20c
FASCINATING ANIMATION
LIGHTED UPRIGHT BOWLING PINS
ENTIRE PLAYFIELD HINGED FOR EASY ACCESS
TWO SIZES—8 FT. OR 9½ FT. LENGTHS EACH 2 FT. WIDE
NEW FLASHY CABINET DESIGN
TWIN FEATURE
BOTH PLAYERS SCORES TOTALLY AUTOMATIC FRAME BY FRAME ON LIGHT-UP BACK GLASS
EXCELLENT FOR COMPETITIVE PLAY
SMOOTH, QUIET OPERATION
AUTOMATIC PUCK RETURN LOCKED IN AFTER EACH GAME

UNITED'S PROVEN DROP-CHUTE
"JUST DROP IN COIN"

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SEE YOUR DISTRIBUTOR
NEW HIGH-SPEED TOTALIZER CUTS PLAYING TIME IN HALF... DOUBLE EARNING POWER!

Bally SPEED BOWLER

NEAR SHUFFLE-BOWLING SENSATION!

NEW TOTALIZER REGISTERS SCORES TWICE AS FAST AS ORDINARY SHUFFLE-BOWLING GAMES

Entire Mechanism Located in Back-Box

2 SIZES

9½ FT. LONG
8 FT. LONG (FOR CROWDED SPOTS)
Both 2 FT. WIDE

SLUG-REJECTOR COIN-CHUTE
Same as on Famous Bally One-Balls and Consoles

Animated Upright PINS ACTUALLY DISAPPEAR as roll-overs are hit... automatically reset

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER... plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus SLUG-REJECTOR. Drop Coin-Chute used on Bally consoles and one-ball games... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now.

Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold-mine either way!

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