Heralded as the man who injected new life into the dance band business, maestro Ralph Flanagan and band is pictured on stage during his recent appearance at Frank Daley’s Meadowbrook, Cedar Grove, N. J. Flanagan’s music, styled in a mood reminiscent of the late Glenn Miller has caught on with music fans throughout the nation, with Ralph’s recordings of “My Hero”, “Joshua” and “Stars & Stripes Forever” currently winning favor. Ralph Flanagan and his orchestra are exclusively featured on RCA Victor Records.
Jobbers! Distributors!

A FREE AD EVERY WEEK!

FOR AN ENTIRE YEAR (52 WEEKS) OF 40 WORDS WHICH YOU CAN CHANGE EACH AND EVERY WEEK IF YOU SO DESIRE OR RUN STEADY FOR THE ENTIRE YEAR OF 52 ISSUES WITHOUT CHANGING

Plus

A FREE SUBSCRIPTION TO

The Cash Box

(WORLD'S GREATEST COIN MACHINE MAGAZINE)

ALL FOR ONLY $48 FOR THE ENTIRE YEAR

I SINCERELY believe that this is, without any doubt, the greatest advertising bargain that has ever been offered by any publisher in all the world. A FREE LISTING for all Jobbers and Distributors every single week, for 52 weeks, (one full year) without halt (the last ad you send in continues to run week after week until you change it). 40 words that appear in our famous classified advertising section (cost of such an ad alone would be $3.20 per week or $166.40 per year) PLUS a full year's subscription to THE CASH BOX ("The World's Greatest Coin Machine Weekly Magazine") cost $15. ALL THIS FOR LESS THAN 92c PER WEEK. Only $48 for the FULL YEAR of 52 weeks. Just read what one outstanding distributor wrote me, "My first week's ad paid for the entire $48 subscription more than ten times over." And this isn't out of the ordinary. Many such letters reach me every week. Here's a bargain of such outstanding quality and caliber that I am willing to PAY YOU DOUBLE YOUR MONEY BACK after the first four weeks if you don't agree that this IS THE BIGGEST BARGAIN IN ALL THE HISTORY OF THE COIN MACHINE INDUSTRY. With sincere conviction that even before the first four weeks are over, you too, will write me a highly complimentary letter regarding this terrific $48 FREE LISTING 40 WORD AD—PLUS—THE FULL YEAR'S SUBSCRIPTION. I'm willing to play ball with you all the way down the line. Send us your check along with your first 40 word ad TODAY.

Bill Gersh, Publisher.

IMPORTANT NOTICE

IF YOU ALREADY HAVE A SUBSCRIPTION TO "The Cash Box" THE DIFFERENCE REMAINING UNTIL COMPLETION OF YOUR PRESENT SUBSCRIPTION WILL BE CREDITED TO YOU AND DEDUCTED FROM THE $48 COST OF THE ABOVE LISTING OFFER.

IF YOU USE MORE THAN 40 WORDS IN ANY ONE WEEK'S LISTING YOU WILL BE CHARGED AT THE RATE OF 8c PER EXTRA WORD YOU USE. PLEASE COUNT WORDS CAREFULLY, MAKE SURE THAT YOUR FIRST LISTING HAS NO MORE THAN 40 WORDS.

SEE CLASSIFIED SECTION FOR STYLE

THE CASH BOX
Empire State Bldg., New York 1, N. Y.

Enclosed is copy for Listing To Begin with next issue. Enclosed is Check for $48 □ Please Bill Us □

Firm Name ..............................................................

Address ..................................................................................

City .................................. Zone ....... State .....................

Individual's Name ................................................................
Talking It Over

The similarity noted between collection increases and better business among the nation's retailers has come to the point where the field can practically predict its own future business by watching retailer sales.

The month of March, 1950, proved an even better month for the nation's retailers than did March, 1949. And thus far, the entire coin machine field there was a definite increase in collections.

In short, better retailer business means that the retailer is enjoying more traffic through his place and, thereby, the machines enjoy better play. A definite percentage of the traffic will make use of the phono, amusement games and vending machines in any retail location.

This closeness which has come about between retailer and operator has brought about a more fraternal feeling between these business entities.

The storekeeper and the operator should continue to grow closer together in every way. They should take heed of each other's business potentials and make use of every angle they can to help each other to enjoy better business from every standpoint.

The average storekeeper, for a long time, did not give the operator and his machines the attention both deserved. This resulted, many times, in machines losing earning power. The storekeeper would then want the machines taken out.

But, after some sales talk on the part of intelligent operators, winning the retailer's cooperation for the coin operated machines, collections went up and, thereby, a closer business relationship resulted.

In many communities operators are actually members of various retail business organizations. They have come to realize that the storekeeper is extremely important to the future welfare of their business. At the same time operators have also invited storekeepers to meet with them to discuss business in general.

The report just published by the U.S. Department of Commerce shows that total retail sales reached almost the $11 Billion mark and ran 4½% higher than for March, 1949. This indicated that retail business everywhere in the nation was going right ahead keeping up the pace which had started with the beginning of the year.

It also means that operators are enjoying better business everywhere and this reacts up the line to jobber, distributor and manufacturer.

As long as the retailer enjoys better business, the operator, by bringing him new and better machines, will help himself, as well as the retailer, to continue to enjoy bigger profits.
Ah reckon ayn fixin' to do a bit of fussin'. A trip thru one of the most pleasant, as well as unique, territories of the coin machine world, the deep southern part of these United States is, to say the very least, extremely enlightening. It spreads open an entirely different picture of the industry. It offers food for thought. This is one territory where the very hospitality, the congeniality, and the lazy, good humor which prevails, causes it to be extremely fascinating to visitors.

The south has much yet to overcome in reaching its true stature as one of the nation's most glowing coin machine areas. It has slowly risen from many hard legal knocks and, gradually, is assuming an aura of importance in the coin machine industry which belies its population figures.

There are more machines of certain types operated in the south than in any other territories. At the same time, there are less machines of well known character operated and sold here than would seem the fact.

For example, some of the south's largest cities are without amusement products of any sort. So outstanding a city as Atlanta, Ga., and the "Pittsburgh of the South," Birmingham, Ala., are without games of any kind.

In fact, not even automatic phonographs can be operated where beer or wine is sold in Birmingham. 'This fact has proved shocking to a great many visitors from all other parts of the nation.

It seems, to one and all engaged in the industry, that most assuredly, none would ever disagree that music and a stein of beer, or a glass of wine, go together like Damon and Pythias. But, not so in Birmingham, Ala. Here no coin operated musical instrument can be located and played in any place where beer and wine is being sold. In fact, no amusement device featuring a coin chute can be operated in Birmingham, Ala., or in Atlanta, Ga.

Yet, somehow, the southern coinman continues to thrive. He has turned to vending machines of every kind. He has also made it his business to go far from his home, out into the country towns, so that he would be able to earn a living in his chosen profession.

For some reason or other coinmen in the south just haven't been able to get along in groups. Coinmen, especially in the larger cities, have tried time and again to organize themselves into associations for their own general better welfare, and have failed just as many times. The remnants of associations remain here and there, they are mostly inactive, and without the power to help each other, or anyone else.

Even so great a city as New Orleans, La., one of the nation's most charming and famous cosmopolitan centers, host to thousands of visitors each year, has found it extremely difficult to hold itself together into an organization of coinmen.

There is an organization in being here with a very well known operator at its head and backed by some of the city's leading coinmen. But, it hasn't proved itself to be what organizations are known to be in other parts of the country.

It may be the warm and soothing trade-winds. The laziness of a humming hot day. It may just be that the atmosphere itself is not conducive to organizational trends. But, whatever it is, it seems that many, many more years of educational effort will be required before the south enters into the sort of organized effort which might better the business of every individual in that glowing territory.

Miami, Florida, playground of the nation, also has its problems. Miami Beach, host to thousands of visitors and vacationers all year around, will not allow penny arcades. And, there is no doubt, arcades would prove a natural for this grand little, gorgeous city.

In fact, very gradually, the south seems to have turned puritan. It is holding down all types of operations.

Mississippi has just amended one of its state laws which clarifies, at long last, the position of the ordinary pinball game. And now operations can be undertaken everywhere in the state. Operators in sister states are trying to have this same clarification duplicated.

Yet, every operator (and the large operators are also the large jobbers and distributors) wants to get together with his fellows for the benefit of all concerned.

Everyone seeks to arrange for public relations programs. Everyone wants to be more solidly assured a livelihood.

Each and every operator is trying to reach a higher standard of living, educate his children, own his own home, drive his own car, win the respect of all in his community.

"That's what I like about the South." It tries and tries hard. It has won over many of its civic leaders to coin operated amusement, music and vending.

Most coinmen have also won a singular and respected place in communities everywhere in the south. They have conducted themselves like gentlemen. They have helped local charities. They have worked to build better communities. They have enhanced business interests.

They are, without any doubt, among the greatest civic minded and community proud citizens.

They are charter members of the most outstanding clubs. They are among the first with donations. They are among the few who have tried to win better understanding of many local problems. They have worked hard for whatever project of civic interest has been proposed and have also been among the first to come up with the coin of the realm when called upon to do so.

In every case the operators, jobbers and distributors of the south have conducted themselves as gentlemen.

It is, therefore, rather surprising that men of such fine civic spirit, of such outstanding intelligence, just can't seem to get together with each other, to benefit each other, and to assist each other continued good future business welfare.

Talk to one southern coinman and he'll tell you how much he would like to get together with all the others and will declaim others because they just don't seem to "want to get together."

The same is true when talking to the "other man." And, there is no doubt that each and the other know of this sentiment and this desire to "get together," pride seems to hold back the correct attempt to lower one's dignity, for just that necessary bit, which would bring all together.

As far as unionism is concerned, employees of leading operators find that here in the deep south, unions lack the necessary power to help associations. The south has retained its own freedom of expression as individuals and not as groups. The farmer is just as important as the city dweller.

The language, with its pleasing softness, is indicative of the south. Just as this dropping of the g's is heard nowhere else in the nation, so are the methods used, found nowhere else in the country.

The south is peculiarly sufficient unto itself in many, many matters that other parts of the nation have found require mass concentration, as well as mass judgment.

There is a comaraderie in the south among the majority of employers and employees which is extremely close and affectionate. There is a better understanding of each other's problems. A more gentle acceptance of facts.

But, there is that southern pride. A pride that will require many, many years of educational effort to stomp to conquer. And by conquering become, without any doubt, the best territory in the coin machine world.
THE THIRD MAN THEME

* ANTON KARAS—GUY LOMBARDO
CA-342—Al: Al Shiver O.
CB-5799—Baron Seltenheffer O.
CR-5507—Brian Manley Quartet
CR-6132—Dennis Dalrymple
CR-6159—Donald Berman
DE-24957—Cheif George
DE-44371—Hank Garland
DE-44527—Guy Lombardo O.
DE-34916—Earl Nose

IT ISN'T FAIR

* SAMMY KAYE O.
CA-169—Benny Goodman O.
CR-3773—Lad Barry O.
CR-45154—Bill Harrison
DE-24947—Johnny Marion
GM-943—Ray Dore
HA-102—Jory Nash

MY FOOLISH HEART

* GORDON JENKINS
CA-914—Margaret Wisbing
CR-28697—Hugh Winterhalter O.
DE-24307—Gordon Jenkins O.

IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE

* EILEEN BARTON
BE-5005—Tommy Carline
CA-516—Benny Strong O.
CR-18759—Al Trace O.
CR-60167—George Gabe
CR-69454—Evelyn Heigl and Roger

BEWITCHED

* BILL SNYDER
CA-1200—Mr. Terne
DE-24192—Gordon Jenkins O.
CR-60167—Johnny Marion
ME-1399—John August & Harmonicas
DE-25367—Andre Previn

DADDY’S LITTLE GIRL

* DICK TODD
CA-310—Dick Wanderon O.
CR-12711—Dick Jorgens O.
CR-72037—Ray Smith
CR-61558—Bob Eberle
DE-24872—Billy Brothers

C’EST SI BON

* JOHNNY DESMOD
CA-203—Robert Clayton
DE-24932—Danny Kaye
ME-5076—Etienne Sisters

DEARIE

* MERMAN & BOLGER
CA-318—Steford-MacRey
CR-28719—Marlone Hughes
DE-24872—Guy Lombardo O.

SENTIMENTAL ME

* RUSS MORGAN—AMES BROS.
CA-923—Ray Anthony O.
CR-60195—Ames Bros.
CR-60177—Ames Bros.

OLD PIANO ROLL BLUES

* LAWRENCE COOK
AB-1509—Lawrence Cook
CA-919—Joe Garvan O.
CD-19773—Brettick Kay
CR-60177—Cliff Steward

C O D E

DI—Rei—Donor
HA—Harmony
HT—Hi-Tone
HE—King
LO—London
ME—Mercury
MG—MGM
HA—National
RA—Rantone
RE—Regent
RO—Rondo
SA—Savoy
SI—Steffin’ In
SP—Specialty
SU—Supreme
TE—Tempo
TW—Tiger
VI—Victor
VO—Vocalion

IT'S A DESMOND PICNIC
For Dealers, Ops, and Jockeys!

Johnny Desmond
Singing THE PICNIC SONG

Coupled with
I'VE GOT A HEART FILLED WITH LOVE
M-G-M Non-Breakable 10703

THE NATION'S
TOP TEN
Juke Box Tunes


Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"YOU'RE MY INSPIRATION" (2:56)
"SICILIAN ROSE" (2:38)

ORY DE SIMONE (Venus 1844)

- Both ends of this one have some winning potential for music ops. Top deck has Ory De Simone purring a straight ballad that makes for pleasant listening. Vocal work is smooth and infectious throughout, with light instrumental backing coming thru in fair manner. Flip is worked about a Neapolitan bit, with De Simone handling the side effectively once again. We like the top lid.

"I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVE" (2:57)
"CONY ISLAND WASHBOARD" (1:50)

FREDDIE HALL (Coral 7013)

- Top deck is a sock ope for the tavern set, as well as any harry c'min' in their beer as they play this one. Grunge work by Freddie Hall is fair enough to ring the bell with music fans, while the tender story of the tune itself will do the rest. Flip stays in the same vein, and is essentially a corn-tune weaving about the title. Top tune for the silver.

"STARS AND STRIPES FOREVER" (2:52)
"WASHINGTON POST MARCH" (2:35)
"ROB CROSSY & THE BORCATS" (Coral 7027)

- Dixie rendition of "Stars & Stripes Forever," offered in straight instrumental form. It is a well-known tune, currently riding hot via some jaw plugging. Flip is another oddie that will serve music fans with some pleasant moments of listening time.

"I GOTTA GET OUT OF THE HABIT" (2:55)
"A-Rasser-MA-Tazz" (2:00)

MARGARET WHITING (Capitol 1012)

- TOP lid has chiph Whiting pulling a fragrant ballad that is currently the subject of some heavy plugging. Tunes weaves in slow tempo, with Maggie and the Lee Baxter Chorus handling the lyrical expression in true tone all the way. Flip is a rousing novelty, with the title giving off the bill of fare here. Both ends should do well.

"WITH A NO, NO, NO THAT SOUNDS LIKE YES" (2:40)
"SEPTEMBER IN THE RAIN" (2:37)

ROBERTA LEE (Tenco 464)

- Weird and unusual vocal refrain on this pair detracts from Roberta Lee's better vocal efforts too much to amount to anything for music ops. Top deck echoes the title, while the flip of the Arthur Arden tune we heard Roberta sing much better than this in her straight style.

"BUFFALO BILLY" (2:47)
"CHOCOLATE ICE CREAM CONE" (2:28)

EVELYN KNIGHT (Decca 27036)

- Vocal thrashing of chiph Evelyn Knight on this platter is hard to match. The gal's pipes ring out in crystal clear tones on "Buffalo Billy" and "Chocolate Ice Cream Cone" to offer ops a pair that should go like wildfire. Top lid is a cute bid for juke box fame, with Evelyn's tonsiis purring the lightening melody in smooth style. Ditty is a clever tune that makes you wanna sing along with it, with such fine lyrics to help the listener along. On the other end, Evelyn stays in the novelty vein, and comes up with this rousing rendition of a top plug item. Tune has a sweet, honey-crying tone to it, with a flip turning in a fine performance. Take note of the wonderful music provided by maestro Boby Haggart, and the vocal flavor added by the Ray Charles group. Both sides are hot—ops should get with em.

"THE SHAWL OF GALWAY GREY" (3:09)
"IF YOU WERE ONLY MINE" (2:25)

MARGARET WHITING (Capitol 1041)

- Dramatic interpretation of this top deck should sit well with ops. Tune is a stirring story, with Bill Harrington handling the lyrical expression in winning tunes. Flip switches to a torchy ballad flavored with a Continental air. Music via Roy Ross rounds out the biscuit in grade A manner.

"I DONT KNOW WHAT TIME IT WAS" (3:01)
"I WANNA BE LOVED" (2:58)

THE FONTAINE SISTERS (RCA Victor 20-3771)

- Sock treatment of this pair of oldies by the Fontaine Sisters is a classic clinch with music fans. Spot solo vocal on the sides, added to a beautiful bit of choral work and some magnificent music by Hugo Winterhalter. Should be known to connoisseurs of this art, ops who have the call for this brand won't miss with this duo.

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FRANKIE Laine (Mercury 4521)

- Excellent interpretation of the vocal arrangement of "Stars & Stripes Forever" by Frankie Laine has tremendous operator potential. Frankie injects his usual amount of sincerity and feeling in the song, with a plush orchestral and choir background to support him. Flip side has Frankie taking a romantic ode in great style, with a split tempo arrangement winning thru. Both ends will win the favor of the many Laine fans.

"JIN-TZU-TZAN-Tzan" (2:50)
"VIOLINS FROM NOWHERE" (3:23)

FERCY FAITH ORCH. (Columbia 38900)

- Romantic air of a far-off land, rendered in plush tones that score is this top musical bit. Tune is offered in excellent style by a mixed chorus who handle the tune superbly. Coupling has Tony Arden on the vocals, doing another plush item. Musical arrangement on both ends is plush-perfect and hard to match.

"I'M GONNA CHARLESTON BACK TO CHARLESTON" (1:38)
"FORT WORTH JAIL" (2:15)

CAUVANOW'S CURSTONE COPS (Capitol 1031)

- For the kids that are slapping their thighs with a Charleston, this top deck might have some appeal. It's a throw-back to yesteryear, with a street band sound to it. Flip is in ragtime, with a vocal by Holly Desmond holding the spotlight. Ops who have a call for this brand might lend an ear.

"PAGAN LOVE SONG" (2:40)
"SIMPLE MELODY" (2:28)

JO STAFFORD (Capitol 1039)

- First rate rendition of this top deck, a well known standard, should score heavily with music fans and ops alike. Joe's slick vocal work is framed by the great music via Paul Weston's Dixie Eight, with the tune ringing true in a mellow, happy lilt throughout. Flip switches to a lightened tempo, with Joe and the Starlighters imploring for a "Simple Melody." Both ends look good from this corner.

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

New Releases
... on RCA Victor

RELEASE 1 50-00

POPULAR

ZIGGY TALENT
To the Hills, Men To The Hills
From Omaha-Ha-Ho to Idaho-Ho-Ho
20-3778—(47-3778)

Here come the DANCE BANDS again!

TEX BENEKE and his "Music in the
Mills Mood"
I've Got A Heart Filled With Love
Busy Signal ........... 20-3790—(47-3790)

Here come the DANCE BANDS again!

TOMMY DORSEY and his
CLAMBAKE SEVEN
 Tiger Rag .......... 20-3791—(47-3791)
'Way Down Yonder in New Orleans
(from the musical production
"Strut Miss Lizzie")

EDDIE FISHER with HUGO WINTERHALTER'S ORCHESTRA AND CHOREUS
Nightwind ........... 20-3792—(47-3792)
Warm Kisses In The Cool Of Night
(adapted from "Swan Lake" Ballet)

RUBY VALLEE with
THE HONEYDREAMERS
Sentimental Me .... 20-3793—(47-3793)
Niccolo And His Piccolo

POP SPECIALTY

BERNIE WYTE and HIS POLKA BAND
Finger Polka ........ 25-1161—(51-0078)
Hoocha Shoosha—Polka

COUNTRY

TEXAS JIM ROBERTSON and the
PANHANDLE PUNCHERS
Yesterday's Kisses (Are Tear-Drops
Today)
One Kind Word .... 21-0334—(48-0334)

WESTERN

BILL BOYD and his COWBOY RAMBLERS
Red River Rag
Come And Get It .... 21-0335—(48-0335)

RHYTHM

THE FOUR TUNES
Kentucky Babe
Old Fashioned Love . 22-0065—(50-0065)

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

Week of May 13

$ Candy and Cake
My Foolish Heart
Mindy Carson ........ 20-3681—(47-3204)*

$ Chinese Mule Train
Spke Jones ............ 20-3741—(47-3741)*

$ Count Every Star
Hugo Winterhalter .... 20-3697—(47-3221)*

$ Hoop Dee Doo
On The Outgoing Tide
Perry Como ............ 20-3747—(47-3747)*

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

$ Joshua
Ralph Flanagan ......... 20-3721—(47-3724)*

$ Little Angel With The Dirty Face
Why Should I Cry
Eddy Arnold .......... 21-0300—(48-0300)*

$ Quicksilver
Elton Britt and Rosalie Allen .... 21-0157—(48-0168)*

$ Roses
Sammy Kaye ............ 20-3734—(47-3754)*

$ SONS OF THE PIONEERS
There's No Tomorrow
Tony Martin ............ 21-0306—(48-0306)*

$ Valencia
Tony Martin ............ 20-3582—(47-3078)*

$ Wanderin'
Sammy Kaye ............ 20-3680—(47-3203)*

ACRES OF DIAMONDS
Elton Britt-Rosalie Allen .... 21-0302—(48-0302)*


$ BONAPARTE'S RETREAT
Gene Krupa .... 20-3764—(47-3766)*

$ 28 The Dick Jockeys Pick, The Billboard, May 12.

$ I WANNA BE LOVED
Fantome Sisters and Hugo Winterhalter Orch. and Chorus
This parlor duet of the revived oldie should
touch us in the strength of the Andrews Sisters
Garden Pick, The Billboard. "I Wanna Be Loved" is a refreshing approach to "I Didn't Know What Time It Was." Billboard Possibility, May 13.

LET'S GO TO CHURCH NEXT SUNDAY MORNING
Perry Como ............ 20-3743—(47-3743)*


THANKS, MR. FLOOR!
Vivian Monroe Orch. .... 20-3773—(47-3773)*

"Designed as a sequel to "Red Roses For A Blue Lady" this is a spirited version of Monroe built
up to feature performance which is designed for simplicity and dancing" Billboard Possibility, May 13.

TIPS
Tommy Dorsey's TIGER EAGLE and WAY DOWN YONDER IN NEW ORLEANS is best Distinctive record in 22 years.
The Four Tunes KENTUCKY BABE and OLD FASHIONED LOVE.
**SLEEPER OF THE WEEK**

"AN ARM WITH A BOW IN ITS HAND" (3:30)

"NO DICE" (2:50)

**THE CASH BOX**

**THE ROSIES (3:05)**

"THE ROSIES I PICKED FOR YOUR WEDDING" (3:00)

**GENE AYTUR**

*© American Broadcasting Co.*

- Gene Aytur's pop rendition of the top plug ballad should earn its keep in the discs. Its local rendition here is crystal clear, and altoe it lacks romantic sincerity, it should do more than satisfy the many Aytur fans. Coupling parrots the title, with Aytur purring the tender lantamestry lyrics in slow sentimental tones. "Rosies" for the moola.

"TELL THE TRUTH" (2:58)

"BE HONEST WITH ME" (2:51)

**BILL LAWRENCE**

*© RCA Victor 20-3767*

- Smooth ballad that should prove to be a winner is the story with the top deck. Bill Lawrence's wailing on the side shows as some of the best he's ever done. It's the tune, an infectious ballad that makes the listener over here. Other end is an oldie currently being revived. This rendition is effective enough. Top deck is hot.

"MY SCANDINAVIAN BABY" (2:41)

"BONAPARTE'S RETREAT" (2:43)

**GENE KUPA ORCH.**

*© RCA Victor 20-3766*

- Mellow sides flavored with a taste of Dixie make for fair enough listening here. Upper crust is a happy girl-tune, while the flip is all wrapped up in the jazz idiom. Vocal refrain on both ends by Bobby Soots is there for the asking, with Krupa's jazz ticks in the background rounding out the wax.

"THIS IS HEAVEN TO ME" (2:59)

"RIDE THE MAGIC CARPET" (3:02)

**FRANK REARDON**

*© Signature 15274*

- Flush rendition of this stirring asphalt tune is grade A wax from start to finish. Top ditty is a dramatic piece contrasting our fair land, with an excellent vocal and orchestral arrangement by Frank Reardon and Ray Block. This is a true beauty, one of the top sides is thrilling listening as is the entire piece. Flip doesn't show at all. Altogether the rendition is superb. We like "This Is Heaven To Me."

"SAY WHEN?" (2:46)

"I WON'T BELIEVE YOU ANYMORE" (2:51)

**ZEE AND JIM**

*© Ray laston*

- Top notch romantic hit that has the sure-fire mark of juke box winner about it is this indie hit of wax that has to blossom out into a hit. It's a verbal effort, weaving in shallow waters plan, with a set of sentimental lyrics holding forth. Rendition is tailor made for the phone trade. It's a top patch of wax, one that should hold its own, too. "Say When" can't miss.

"THE OLD PIANO ROLL BLUES" (3:00)

"WAY DOWN YONDER IN NEW ORLEANS" (2:20)

**AL JOLSON-ANDREW SISTERS**

*© Decca 27024*

- Pair of commercial sides that should score heavily with the nostalgic set are these set up by Al Jolson and the Andrews Sisters. Top deck is a sock renditions of a current click hit, while the coupling is ditto on an ever lovin' standard. Vocal honors are split on both ends. Wax rates a spot in op's machines.

"HOME COOKIN'" (2:55)

"CRAZY SHE CALLS ME" (2:55)

**JERRY GRAY ORCH.**

*© Decca 27010*

- Music in the sweet, toned for dancing mood, with clarinet Jerry Gray setting up with a clever fiddle melody on the top deck. Tune applauds the state of wedding bliss, with some old fashioned "Home Cookin'" holding forth. Vocal by the Crew chiefes is effective throughout. Flip side has Tommy Tracyner purring soft and pretty on a sultry torch ballad that rings true. Both ends make for nice listening.

"WHAT MY MAMA TOLD ME" (2:43)

"COT THE WORLD BY THE TAIL" (2:57)

**BURL IVES**

*© Columbia 38187*

- Nursery rhymes on the top end is cute and pleasant, as is Burl Ives typical folkay warbling. Tune rolls in mellow tempo, with effective instrumental backing throughout. Coupling has a clever message in the lyrics, with an infectious that rings true. Both sides have that extra bit of quality about it that makes you wanna hear the sides again.

"THANKS, MR. FLORENI" (2:51)

"TELL HER YOU LOVE HER" (3:00)

**VAUGHN MONROE ORCH.**

*© RCA Victor 20-3773*

- Pair of sentimental ballads that don't much show are set up by maestro Vaughn Monroe. Vaughn reinterprets the orkister in the vocal spot, with backing added by both the Moon Maidens and the Moon Men. Top deck is an ode to the florists, while the flip echoes the sentiments of the title. Both sides will hold their own with the Monroe fans.

"DARK EYES" (2:45)

"YOU'VE GOT A DATE WITH THE BLUES" (2:51)

**CHARLIE VENTURA ORCH.**

*© RCA Victor 20-3770*

- Wax strictly aimed at the Ventura fans is the story with this pair. Top deck is an instrumental rendition of the Donald T. Love standard, offered in a mellow tempo, with Charlie blowing away on tenor. Flip has Lucille Reed trilling away in the lead. Rendition lacks feeling and doesn't show at all.

"THE FLYING RED HORSE POLKA" (2:43)

"LEICESTER SQUARE RAG" (2:51)

**SUNNY ORCH.**

*© RCA Victor 20-3768*

- Top deck of this one is a mery up-tempo polka that should hold its own in the spots that go for this brand. Ditty is straight instrumental, and is rendered in typical Sun manner. Flip has a vocal by the Honey-Dee meets on a pleasing commercial bit. Wax may be used to best advantage as a filler.

"I HADN'T ANYONE TILL YOU" (2:46)

"HADDA'S BOOGIE" (2:57)

**HADDA BROOKS**

*© London 684*

- Sultry chipping by Hadda Brooks on this oldie is soothing and easy on the ear. Altho the side itself won't stop traffic, it will earn its keep in the boxers. Flip has Hadda pouncing the ivories on a mellow boogie number with a heavy beat. Both sides are there for the asking—music opens take it from here.

"BUFFALO BILLY" (2:56)

"THE MOMENT I LOOKED IN YOUR EYES" (2:51)

**BOBBY WAYNE**

*© London 685*

- Top rendition of "Buffalo Billy," current plug novelty tune, is set up here by Bobby Wayne. Bobby's voice is strong and clear, and the sentiment of the happy laugh in smooth refrain throughout. Flip is a plug ballad. Flip is a neat legit "Brotherly Love" and should do fairly well. We like the "Billy" side.

**Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.**
Decca Records Enters Educational Disk Field With American Book Co.

Form Audio Education, Inc.

The largest producer of school and college textbooks in the country and the largest independent record company in America have joined hands in the interests of education. This announcement came from Milton B. Rackmil, President of Decca Records, Inc., and Robie D. Marriner, President of the American Book Company. These two established firms are pooling their resources to create, produce and sell educational materials. In this endeavor a new jointly owned and managed organization, Audio Education, Inc., has been formed.

Audio Education, Inc. represents a productive unit which draws upon the educational resources and the technical knowledge of these two companies. Records initiated by Audio Education, Inc., will be developed as an integral part of the instructional program of schools. They will be manufactured by Decca and distributed to the schools by the American Book Company. Audio's first release includes the American Singer albums. This is a set of five albums of recorded songs designed for use in conjunction with The American Singer Series, music books for grades two through six.

It is the hope and aim of Audio Education, Inc., to perform a service to the schools that will be of permanent value to education in general.

George Cates Named West Coast Music Director For Coral Records

NEW YORK—George Cates, top arranger for Russ Morgan, has been named West Coast musical director for Coral Records, it was announced today by Jimmy Hilliard, director of artists-and-repertoire for Coral Records, Inc.

He will serve in a similar capacity to Roy Ross, Coral's musical director in the East. Cates will also be featured with his own orchestra and will furnish the accompaniment for Coral recording stars.

Cates debuted with his own orchestra on Coral a few weeks ago, offering bright arrangements of "Chug-A-Lug" and "She's Shimmyin' On The Beach Again."

Except for a three-year Navy stint during the war, the new Coral musical director has arranged for Russ Morgan's orchestra since 1946. Previously, he served in the dual capacity as sax player and arranger for Dick Stabile and Henry Busse.

A native New Yorker, he attended Evander Childs High School and New York University. He now resides in North Hollywood with his wife and young son.

Teresa Brewer Ears "Choo'n Gum" Winner

NEW YORK—Young trash Teresa Brewer, currently clicking like sixty strikes an enthralled pose, as she listens to her latest London recording "Choo'n Gum" on the new Wurlitzer Model 1250 phonograph. The London record star dropped in for a visit with a local jube box op, with the above pic resulting. Music ops are well familiar with Miss Brewer's antics on "Music, Music, Music"; currently topping popularity lists.

New Label Makes Debut

NEW YORK—New indie label bowed into the wax field with two sides by Stuart Foster. Label is called Eastly Records, and is set to release the sides immediately.

Foster, ex-Tommy Dorsey and Guy Lombardo vocalist is paired on "I Would If I Could, But I Can't" and "I Cross My Heart." Orch backing is provided by Robert Gunders on the wax.

RCA Victor Records

Cash in on this No. 1 Money Maker by Featuring it on Every One of Your Machines.

78 rpm - 20-3680
45 rpm - 47-3203

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man.
NEW YORK:

Buddy Robbins of J. J. Robbins showed the West Coast music boys some action on his trip recently. Writers auditioned the song "Papa, A-Ma-Tanz" to him at 12 noon—he took it and had copies printed by six that night. Record companies had it that day, with Margaret Whiting cutting it the next day, with days later. Coral, Mercury and MGM are set to follow. . . . Tony Arden going great guns. She was signed by Epic, and the personal deal by Fred Perenchio and Jerry Purcelli, who handle Alan Dale. Tony is set with a Cega, N. Y. date shortly. . . . Mort Nusbaum, WHAM, Rochester, getting excellent reaction to Tony's Corv's Clipper ducking of "Peddler's Serenade". . . . Music and disk industry fixing for the forthcoming NAMM and CMI Conventions in Chicago. . . . "I'm Flying High" Producer Hollywood this coming June. Producer of movie have offered her top billing if she'll stay. . . . Tony Martin's "Valencia" catching on heavily. . . . Lunched with Jack Adler and Phil Springer, the duo that penned "Teasin'," currently catching on like wildfire. The words and music reportedly this team offer is tailor made for a filmland flicker. . . . Cathy Favarro, former secretary to Bob Thiele and more recently to Walter Dans, becomes Gal Friday to Buckie Dick Lenke. . . . Phyllis Summers of the Louis Prima orchestra is now with Elliot Levy. . . . Shirley May Seegan a wow at the Guild Players the other side.

CHICAGO:

Paul Cunningham of Von Tiller in town and already getting action on his song, "It's Only 8 Weeks Old." "I Do Better Up In The Mountains," "I'll Do Better Up In The Mountains," "I'll Do Better Down By The Sea." Paul intends to spend a week or so about town meeting with old friends. Reports that the song is going to be waxed by majors and Indies. . . . Columnists, song pluggers, Chas's most noted, all wend their way into the Blackhawk to hear Teddy Powell's grand band open on Wed. May 3. Teddy Powell's "It's Only 8 Weeks Old," wowed 'em right out of their seats with that seven violin section. It's the sweetest music, and very reminiscent of Isamones. . . . Eddie Howard did it one-seater at Guadagino's Pink Ballroom in Waukegan. . . . "The Harm" in town, last heard the southside dressed to attend his opening at the Regal Theatre this past Friday, May 12. Lionel Hampton and his grand crew putting on a show that just yanked 'em right out of their seats. They had the "Harm" for great entertainment. . . . Teddy Phil's drops in for a chat and advises that his newest plat, "Our-La-La Some More," which is getting plenty deejay spots around town, is off to a flying start. Vocal and Lynne Hoyt giving it that alarm clock, Teddy opens at Forest Park Highlands in St. Loo. . . . David Lewinter back from his Florida vacation and getting a great hand from all his friends at the famed Pump Room. His "Tenderly" clicking well in this man's opinion. . . . Phil Mann opened to have closed Chi office. . . . Big opening for this week is Fran Warren and Johnny Desmond at the Orpheum (Thurs., May 19), and Jed, Teri and a grand singing youngsters, to greet the big coin machine convention at the Sherman Hotel. Everyone here eager to hear Fran after her terrific success at the Roxy and plenty of the Breakfast Club and Jake box fun ready to applaud Desmo. What a disk team these two could make. . . . Chick Kardale knocking himself out getting those pluggs. Take it easy, guy, cut down to 22 hours per day. . . . Gang gathered in front of the Oriental talking about the swell job Mindy Carson does on stage. Gorgeous Mindy clicked like a million in her Chi debut. . . . Jack Fina in for five week shot at the beautiful Marina Room of the Edgewater Beach Hotel.

LOS ANGELES:

Terrorist gimmick that developed on latest Andrews Sisters' release, "I Wanna Be Loved," and maybe helped along just a little by Decca, Lou Levy and various exploitation, to the effect that two major networks had banned, or were about to ban, the platter on the grounds that Patti's pipes emerged too, too sexy on it. . . . Suggesting that it wasn't safe to spin the dice in the presence of young boys or old men with hormones. . . . Being somewhere in between the two, we listened to the record several times and found it a highly enjoyable and rhythmic rendition of a fine tune but can't accuse it of having aroused any more than a swell amount of good in us within us. . . . Meanwhile, music operators are going for the baby in nice numbers, Patti Selle at Bill Leowenhagen's Record Bar tells us. . . . Others moving out at this favorite emporium of most of the town's ones include "Three Man Traffic," "Hey There," "Guys and Dolls" versions, Sammy Kaye's "It Isn't Fair" and, off to a fast start, Frank Sinatra's "American Beauty Rose." . . . One that caught our attention when a natural response from the boys is "Juke Box Annie" on the London label by Claire Shanks. . . . Stopped in at London Records to find Jim Bray out but thanklily nicely by George, their genial counter man from New Zealand, for our remembrances in print weeks back. . . . He tells us that the Sally Holmes novelty, "I Found My Mama," is really catching on with box men. . . . We can certainly recommend it for home play if you've got the boys around the house. . . . Big news due any day now on a deal between the Biharis and another label over the Modern plant.
Music Industry Preps For Forthcoming Trade Conventions

Big Attendance Seen For NAMM & CMI Shows

NEW YORK—Executives of all fields of the music industry kept their eyes peeled on the forthcoming industry trade conventions, set for Chicago during the month of May. Officials of the music publishing, recording, and distributing fields were known to be making firm plans. Preparations were made in both the CMI, (Coin Machine Institute) and NAMM, (National Association of Music Merchants) trade shows.

The CMI Show, set for Chicago and the Hotel Stevens on June 27, 28, and 29, will play host to the nations recording companies in addition to other segments of the field.

The NAMM Show, which played to mass attendances at the Hotel New Yorker in New York last year, will take place at the Palmer House, Chicago, on July 10, 11 and 12. Advance reservation information indicates that this show will once again play to capacity representatives from the industry. The NAMM has already disclosed that exhibit space for the convention is completely sold out, and that hotel reservations for the show are rapidly disappearing. Convention headquarters stated this past week, that all who plan on attending, should make their reservations for the show trade show immediately.

All the major recording companies, in turn, started tremendous amount of the nations independent disk jockeys, were learned to already have exhibit space and plans the NAMM Show. Representatives from the nations foremost music publishing firms, and executives of the nations record distributors have also made plans for attending the show.

The NAMM Show Committee is in the process of preparing a show program which will be included with plans to be disclosed in the immediate future.

Vaughn Monroe Featured In Armed Forces Day Show

NEW YORK—At the invitation of Headquarters 28th Bombardment Wing (H), USAF, "The Camel Caravan," starring RCA Victor recording artist, Vaughn Monroe will broadcast from Rapid City Air Force Base on Saturday, May 19. May 20 is the first Armed Forces Day.

It is probable that "The Camel Caravan" will broadcast before the largest audience in its history. It will originate from the largest hangar of its type in the world, with a floor space of over 108,000 square feet, 3½ acres of floor space.

Later in the evening, Vaughn will play for a dance in the huge hangar. KHUT, the CBS station in Rapid City, which carries the Vaughn Monroe Show, has been working closely with the 28th Bombardment Wing in preparation for this occasion.

Belmont Diskery Bows With First Release

NEW YORK—Belmont Records, a new indie diskery, has announced the release of its first two sides, "There's A Time And A Place For Everything" and "She's My Sunshine Every Morning In," featuring John Alonzo.

The numbers are set in the light, rhythmical, novelty vein and are being played by Dave Ringle, this city's shellacings by the Paul Harris Trio. "Belmont's" objective, according to Dave Ringle, is "to discover and record material by new writers and to feature new artists."

Dinah Shore Cuts Kiddie Album

NEW YORK—For the millions of youngsters who are confronted every year with the awesome experience of the first strange day at school—and for their parents, too—Columbia Records has taken a step in creative children's recording, with the release this week of a new disc titled "The First Day At School."

This recording, aimed at helping the youngsters and one of his most difficult hurdles, offers an entertaining as well as instructive musical picture of what classroom lessons are like. With this record, parents can help to prepare the child for school by familiarizing him with the classroom routine in advance, thus facilitating his adjustment.

Singing star Dinah Shore, narrates and sings eleven short, catchy songs describing "Teacher" and "The Classroom," as well as the activities that are undertaken during a day at school—the games in the schoolyard, playing "store" to learn about numbers, learning to write, using the "blackboard" and reading picture books. A music for the album was composed by Gerald Marks, who also wrote famous "Songs of Safety," while lyrics and text were authored by Milton Paseul, a former school teacher.

National Sponsor Contest

NEW YORK—National Records, Inc., this city, announced the details of a write-in contest which offers as part of their bally on the Danny Kaye recording of "Our Love Story" and "Open Parachute."

Listeners will pen the usual "why I like" letter to their favorite disc, with winners slated to receive a pair of ducats to the click Broadway show "Gentlemen Prefer Blondes."

Tootie Camarata Named Deputy Chairman Of London Records Board of Directors

NEW YORK—E. R. Lewis, president of the London Gramophone Corporation, this past week announced the appointment of Tootie Camarata as Deputy Chairman to the Board of Directors of the firm.

Mr. Camarata, who has been with London since the firm's inception, will be given added responsibility in addition to his duties in his present position as head of the artist and repertoire department of London.

Music circles buzzed with rumors concerning Camarata's tenure at London, when it was reported that he might be offered the A & R spot at RCA Victor, following Joe Calda's resignation. This was dispelled by the appointment of Charlie Green to the top spot at RCA Victor, and the above announcement concerning Camarata.

A JUKE BOX DREAM
DON DARCY SINGING
"Doink-Doink"
(For You Go Go Go)
"The Haunting Melody"
# 1701
Operators Write For Sample
CENTURY RECORD CO.
549 BROOK AVE., NEW YORK 5, N. Y.
### New York, N. Y.

1. *I DON'T FAIR* (Sammy Kaye)
2. "Candy and Cake* (Debbie Reynolds)
3. "Third Man Theme* (Anton Karas)
4. "Candy and Cake* (Debbie Reynolds)
5. "My Foolish Heart* (Billie Holiday)
6. "Third Man Theme* (Anton Karas)
7. "I WANNA BE LOVED* (Andrews Sisters)
8. "I WANNA BE LOVED* (Andrews Sisters)
9. "I WANNA BE LOVED* (Andrews Sisters)
10. "Old Piano Roll Blues* (Lavonne Cook)

### Chicago, Ill.

1. *I DON'T FAIR* (Sammy Kaye)
2. "Candy and Cake* (Debbie Reynolds)
3. "Third Man Theme* (Anton Karas)
4. "My Foolish Heart* (Billie Holiday)
5. "I DON'T FAIR* (Sammy Kaye)
7. "Third Man Theme* (Anton Karas)
8. "I WANNA BE LOVED* (Andrews Sisters)
9. "I WANNA BE LOVED* (Andrews Sisters)
10. "Third Man Theme* (Anton Karas)

### Los Angeles, Calif.

1. "I DON'T FAIR* (Sammy Kaye)
2. "Third Man Theme* (Anton Karas)
3. "I WANNA BE LOVED* (Andrews Sisters)
4. "Third Man Theme* (Anton Karas)
5. "Third Man Theme* (Anton Karas)
6. "I WANNA BE LOVED* (Andrews Sisters)
7. "I WANNA BE LOVED* (Andrews Sisters)
8. "Third Man Theme* (Anton Karas)
9. "I WANNA BE LOVED* (Andrews Sisters)
10. "I WANNA BE LOVED* (Andrews Sisters)

### Newark, N. J.

1. "Third Man Theme* (Guy Lombardo)
2. "I DON'T FAIR* (Sammy Kaye)
3. "Third Man Theme* (Guy Lombardo)
4. "Third Man Theme* (Guy Lombardo)
5. "Third Man Theme* (Guy Lombardo)
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8. "Third Man Theme* (Guy Lombardo)
9. "Third Man Theme* (Guy Lombardo)
10. "Third Man Theme* (Guy Lombardo)

### Gulfport, Miss.

1. "I DON'T FAIR* (Sammy Kaye)
2. "Third Man Theme* (Guy Lombardo)
3. "Third Man Theme* (Guy Lombardo)
4. "Third Man Theme* (Guy Lombardo)
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8. "Third Man Theme* (Guy Lombardo)
9. "Third Man Theme* (Guy Lombardo)
10. "Third Man Theme* (Guy Lombardo)

### Richmond, Va.

1. "I DON'T FAIR* (Sammy Kaye)
2. "Third Man Theme* (Guy Lombardo)
3. "Third Man Theme* (Guy Lombardo)
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8. "Third Man Theme* (Guy Lombardo)
9. "Third Man Theme* (Guy Lombardo)
10. "Third Man Theme* (Guy Lombardo)

### Scranton, Pa.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Butte, Mont.

1. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Green Bay, Wis.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
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4. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Oklahoma City, Okla.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Reno, Nev.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Salt Lake City, Utah

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
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9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Pawtucket, R. I.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
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8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Wilmington, Del.

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
5. "I DON'T FAIR* (Sammy Kaye)
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7. "I DON'T FAIR* (Sammy Kaye)
8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

### Pontiac, Mich.

1. "Old Piano Roll Blues* (Bing Crosby)
2. "Old Piano Roll Blues* (Bing Crosby)
3. "Old Piano Roll Blues* (Bing Crosby)
4. "Old Piano Roll Blues* (Bing Crosby)
5. "Old Piano Roll Blues* (Bing Crosby)
6. "Old Piano Roll Blues* (Bing Crosby)
7. "Old Piano Roll Blues* (Bing Crosby)
8. "Old Piano Roll Blues* (Bing Crosby)
9. "Old Piano Roll Blues* (Bing Crosby)
10. "Old Piano Roll Blues* (Bing Crosby)

### Akron, Ohio

1. "I DON'T FAIR* (Sammy Kaye)
2. "I DON'T FAIR* (Sammy Kaye)
3. "I DON'T FAIR* (Sammy Kaye)
4. "I DON'T FAIR* (Sammy Kaye)
5. "I DON'T FAIR* (Sammy Kaye)
6. "I DON'T FAIR* (Sammy Kaye)
7. "I DON'T FAIR* (Sammy Kaye)
8. "I DON'T FAIR* (Sammy Kaye)
9. "I DON'T FAIR* (Sammy Kaye)
10. "I DON'T FAIR* (Sammy Kaye)

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*Please note: The list includes songs and artists related to music and record sales, which is consistent with the theme of "Juke Box Regional Record Report."*
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist/Writer</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>MISTRUSTIN’ BLUES</td>
<td>Little Esther</td>
<td>Savoy 735</td>
</tr>
<tr>
<td>2</td>
<td>IT ISN’T FAIR</td>
<td>Dinah Washington</td>
<td>Mercury 8169</td>
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<tr>
<td>3</td>
<td>MOONLIGHT</td>
<td>The Orioles</td>
<td>Jubilee 5026</td>
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<td>4</td>
<td>BLUE SUNDAY MORNING</td>
<td>The Pipers</td>
<td>Melford 258</td>
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<tr>
<td>5</td>
<td>I ALMOST LOST MY MIND</td>
<td>Ivory Joe Hunter (MGM)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>COUNT EVERY STAR</td>
<td>The Ravens</td>
<td>National 9111</td>
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<td>7</td>
<td>CALYPSO BLUES</td>
<td>King Cole (MGM)</td>
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<td>8</td>
<td>MY FOOLISH HEART</td>
<td>Billy Eckstine (MGM)</td>
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<td>9</td>
<td>I’LL REMEMBER APRIL</td>
<td>George Shearing (MGM)</td>
<td></td>
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<tr>
<td>10</td>
<td>DOUBLE CROSSIN’ BLUES</td>
<td>Little Esther (Savoy 731)</td>
<td></td>
</tr>
</tbody>
</table>

**MISTRUSTIN’ BLUES**
- Little Esther (Savoy 735)
- Joe Liggins (Specialty 355)
- Little Esther (Savoy 735)
- Little Esther (Savoy 735)
- Little Esther (Savoy 735)
- Little Esther (Savoy 735)

**Information Blues**
- Joe Liggins (Specialty 355)
- Joe Liggins (MGM 10663)
- Roy Milton (Specialty 349)
- Smiley Lewis (Imperial)
- Roy Byrd (Mercury)
- Annie Laurie-Paul Gayten (Regal)
- Professor Longhair (Talent)
- Johnny Otis (Rogent)
- Ray Milton (Specialty 349)
- Ray Milton (Imperial)

**IT ISN’T FAIR**
- Dinah Washington (Mercury 8169)
- Little Esther (Savoy 735)
- Lowell Fulson (Swingtime 196)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)

**PINK CHAMPAGNE**
- Joe Liggins (MGM 10663)
- Joe Liggins (Specialty 355)
- Joe Liggins (MGM 10663)
- Joe Liggins (Specialty 355)
- Joe Liggins (MGM 10663)
- Joe Liggins (Specialty 355)

**EVERY DAY I HAVE THE BLUES**
- Lowell Fulson (Swingtime)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)
- Dinah Washington (Mercury 8169)

**WELL, OH WELL**
- Tiny Bradshaw (King 4353)
- Tiny Bradshaw (King 4353)
- Tiny Bradshaw (King 4353)
- Tiny Bradshaw (King 4353)
- Tiny Bradshaw (King 4353)
- Tiny Bradshaw (King 4353)

**ANYBODY’S BLUES**
- Amos Milburn (Aladdin)
- Amos Milburn (Aladdin)
- Amos Milburn (Aladdin)
- Amos Milburn (Aladdin)
- Amos Milburn (Aladdin)
- Amos Milburn (Aladdin)

**AFTER HOURS**
- Frank Calley (Atlantic 888)
- Frank Calley (Atlantic 888)
- Frank Calley (Atlantic 888)
- Frank Calley (Atlantic 888)
- Frank Calley (Atlantic 888)
- Frank Calley (Atlantic 888)

**I ALMOST LOST MY MIND**
- Ivory Joe Hunter (MGM 10578)
- Ivory Joe Hunter (MGM 10578)
- Ivory Joe Hunter (MGM 10578)
- Ivory Joe Hunter (MGM 10578)
- Ivory Joe Hunter (MGM 10578)
- Ivory Joe Hunter (MGM 10578)

**I’LL NEVER BE FREE**
- Annie Laurie-Paul Gayten (Regal)
- Annie Laurie (Regal)
- Joe Liggins (Specialty 355)
- Smiley Lewis (Imperial)
- Smiley Lewis (Imperial)
- Smiley Lewis (Imperial)

**CRY, CRY BABY**
- Johnny Otis (Rogent)
- Johnny Otis (Rogent)
- Johnny Otis (Rogent)
- Johnny Otis (Rogent)
- Johnny Otis (Rogent)
- Johnny Otis (Rogent)

**Sad Feeling**
- Lionel Hampton (Decade)
- Lionel Hampton (Decade)
- Lionel Hampton (Decade)
- Lionel Hampton (Decade)
- Lionel Hampton (Decade)
- Lionel Hampton (Decade)

**3 X 7 = 21**
- Ray Milton (Specialty 349)
- Ray Milton (Specialty 349)
- Ray Milton (Specialty 349)
- Ray Milton (Specialty 349)
- Ray Milton (Specialty 349)
- Ray Milton (Specialty 349)

**JACKSONVILLE, FLA.**
1. Pink Champagne (Joe Liggins)
2. Walking Blues (Amos Milburn)
3. Mean Ole Gal (Little Esther)
4. My Baby’s Gone (Charles Brown)
5. Stack O’ Lee (Archipal)
7. Information Blues (Roy Milton)
8. Little Joe (Fats Domino)
9. Ferocious Beagle (Canutillo Howard)
10. Anybody’s Blues (Amos Milburn)

**HOUSTON, TEX.**
1. Mistrustin’ Blues (Little Esther)
2. My Woman Put Me Down (Beverly Holiday)
3. It Can Never Be That Way (Gatemouth Brown)
4. On My Way (Roy Hawkins)
5. Take My Number, Baby (Tina Wade)
6. Serenade (Earl Bostic)
7. Cry, Cry Baby (Johnny Otis)
8. I’ve Been Mistreated (Gatemouth Brown)
9. Your Love Was Too Good (Lettie Willis)
10. Penthouse Serenade (Evelyn Gardner)

**BIRMINGHAM, ALA.**
1. Moonlight (The Orioles)
2. Mistrustin’ Blues (Little Esther)
3. My Foolish Heart (Billy Eckstine)
4. I’ll Never Be Free (Annie Laurie)
5. Too Nuh Nah (Smokey Lewis)
6. Why Do Things Happen To Me? (Roy Hawkins)
7. I Almost Lost My Mind (Ivy Joe Hunter)
8. Fat Man (Fats Domino)
9. A Fool In Love (Ted Rhodes)
10. Double Crossin’ Blues (Little Esther)

**CHATTANOOGA, TENN.**
1. Birmingham Bounce (Lionel Hampton)
2. A Heart Of Stone (Paula Wotton)
3. I Almost Lost My Mind (Ivy Joe Hunter)
4. I’ll Remember Apryl (Joe E. Lewis)
5. Too Nuh Nah (Smokey Lewis)
6. Penthouse Serenade (Evelyn Gardner)
7. Mistrustin’ Blues (Little Esther)
8. Information Blues (Roy Milton)
9. Pink Champagne (Joe Liggins)
10. My Foolish Heart (Billy Eckstine)

**OKLAHOMA CITY, OKLA.**
1. Cry, Cry Baby (Ed Wilie)
2. Little Bee (Fats Domino)
3. My Baby’s Gone (Chan Brown)
4. It Isn’t Fair (Goin’ Washington)
5. Pink Champagne (Joe Liggins)
6. I Need You So (Ivy Joe Hunter)
7. Why Do Things Happen To Me? (Roy Hawkins)
8. Mistrustin’ Blues (Little Esther)
9. Mistrustin’ Blues (Little Esther)
10. Just A Fool In Love (Amos Milburn)

**LITTLE ROCK, A.R.**
1. Mistrustin’ Blues (Little Esther)
2. It Isn’t Fair (Goin’ Washington)
3. I’ll Never Be Free (Annie Laurie)
5. I Love You So (Larry Darnell)
6. Mistrustin’ Blues (Little Esther)
7. I Almost Lost My Mind (Ivy Joe Hunter)
8. Mistrustin’ Blues (Little Esther)
9. My Foolish Heart (Billy Eckstine)
10. I’ll Remember Apryl (Joe E. Lewis)
Allen Distributing Moves To New Offices

RICHMOND, VA.—Joe Sinzheimer, president of the Allen Distributing Co., one of the largest record distributors in this area, has announced that he is moving from his present location to new space at 120 West Broad St., this city.

Sinzheimer stated that his new quarters are larger than anything that he has had in the past and will allow him to afford local ops even more convenience and service than in the past. Allen Distributing has long been known for the close cooperation that they give to music ops and it is felt that this new step will add to the firm’s reputation.

Artie Wayne Signs Coral Records Pact

NEW YORK—Artie Wayne, popular West Coast singing star, has signed an exclusive Coral recording contract, it was also announced.

Before he is launching out on his own, Wayne attracted national attention as the featured vocalist with Freddy Martin and other top-name bandleaders. He has also been extremely active in television, radio and transcriptions and has made musical shorts for Universal-International studios.

His first record on Coral will be released shortly.

Fields To Europe

NEW YORK—Irv Fields, piano-playing star of RCA Victor Records, sails for Europe and Israel on the Ile De France this week. Fields disclosed that while in Israel, he will present his "Toast To Israel" to Dr. Chaim Weitzman, President of the Free-State. YOU HAVEN'T HEARD A PIANO, "TILL YOU'VE HEARD...

THE LEE NORMAN TRIO featuring HEARN LEWIS

Bust Loose On "TICKLE THE IVORIES" and "THE THEME" (Apollo 803)

Order from Your Nearest Distributor or APOLLO RECORDS, INC. 457 W. 43rd St. New York, N. Y.

“PROF. LONGHAIR’S BLUES” (2:51) and "WALK YOUR BLUES AWAY" (2:47) by PROFESSIONAL LONGHAIR (Atlantic 906)

Top deck of this one is already kicking up a big storm in many a location. Ditty is in the blues vein and is the sort that consistently wins juke box favor. The flip stays in the idiom and has the Professor and his New Orleans boys turning in another excellent side. We like the top lid.

“BLUES NOCTURNE” (2:38) and "NEW ORLEANS SHUFFLE" (2:57) by JOHNNY OTIS ORCH. (Savoy 743)

Instrumental wax styled by maestro Johnny Otis, and the set-up of some pleasing wax in this duo. Both are for mellow listening pleasure, and should please music fans immensely. Disk, if aimed at the set who go for this brand should do extremely well.

“FEROUS BOOGIE” (2:55) and "MAYBE IT’S BEST AFTER ALL" (2:56) by CAMILLE HOWARD (Specialty 355)

Ditty that is kicking up a storm in many a location already, is this latest piece by Camille Howard. Top deck is an instrumental boogie, with Camille tinkling the ivories in great style. Flip has the girl taking a spot vocal on a tune that makes for excellent listening pleasure. The boogie side should reap harvest for music ops.

“DREAMIN’ BLUES” (2:43) and "HELPLESS" (2:49) by MEL WALKER (Regent 1018)

Vocal work of Mel Walker on this etching is the sort that adds to music ops in top-notch. Top lid is just what the title indicates, a spot of dreamy blues, with Mel piping pretty all the way. The flip stays in the same moderate tempo, and is another top-notch side. Both ends rate a spot in ops’ machines.

Tell Me Baby” (2:46) and “Why Leave Me All Alone” (2:51) by LITTLE WILLIE LITTLEFIELD (Modern 20-747)

Top notch vocal intonation of the best type, while ’Little Willie’ Littlefield on this coupling is the sort that makes for hot juke box numbers. Willie’s handling of the hot tunes is sure-fire material for the phono trade, and is a cinch to score with music fans once the platter makes the turntable. This deck has Little Willie purring a mellow piece in great blues manner. Tempo of the tune is in keeping with the mood and feeling of the song, with some excellent instrumental backing coming thru to round out the side. Disk is one that will ring the bell with ops, and draw consistent silver into the boxes.

“THERE AIN’T NO FLIES ON ME” (2:55) and “MISS LARGENY BLUES” (2:45) by BURNETTA EVANS (Relford 360)

A vocal refrain of Burnetta Evans on this coupling has what it takes to make music ops sit up and take notice. Burnetta’s vocal rings true on both ends of the wax, and has the tint of coin play about it. Disk should click well with music ops—we recommend it highly.

“TICKLIN’ THE IVORIES” (2:30) and “THE THEME” (2:32) by LEE NORMAN TRIO (Apollo 803)

Instrumental wax by the great Lee Norman trio is the sort of music you wanna listen to without ever taking a breath. Both ends of this one are top notch, and should do well in the boxes. Top deck features some ivory work of Hearne Lewis, while the flip has the group displaying their wares in excellent fashion. Platter is hot-get with it.

“LONESOME BEDROOM BLUES” (3:03) and “OLD WOMAN BLUES” (2:57) by CHAMPION JACK DURRE (Apollo 421)

The wide popularity of Champion Jack Dupree should set up a call for this fresh pair. Top deck is a blues gem with a clever vocal bit, while the flip stays in the blues vein and has Jack turning in a neat trick on the side. Both ends are excellent juke box material.

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

HOLLYWOOD — Capitol Records, in Hollywood, this week announced exclusive acquisition of a variety of artists.

In the pop field, chanteuse Hildegarde, currently touring Europe, was signed, as well as young baritone Arthur Morton, discovered in Filland by Paul Weston. Morton originally hails from Manhattan, where he sold infants’ wear. During his studies with vocal coach Lillian Goodman, Paul heard him and promptly auditioned him for Cap’s Jim Conkling. Morton’s initial disk will be available early in May.

Contracts were drawn up, in the rhythm and blues division, for husky-voiced Dottie O’Brien, who debuts with “Laziest Gal in Town” for Capitol. Dixieland combos of Red Nichols and Nappy Lamare, and Godlia Haynes, mid-western sacred singer. Beloved Baby Snooks, Fanny Brice creation, will soon be heard from on wax, adding another sure-fire success for Capitol’s laddie corner.

Damon Runyon Fund To Benefit From Sale Of “South Pacific” Albums

NEW YORK—Theatre-goers on the New York, New Haven and Hartford Railroad’s SRO “Show Train” for the hit musical, “South Pacific,” on Monday, May 8th, will have an unusual opportunity to contribute to their own entertainment and to one of show business’ favorite causes, the Damon Runyon Cancer Fund.

By special arrangement with the New York, New Haven and Hartford Railroad, Columbia’s Long Playing Microgroove recording of the complete “South Pacific” score, waxed by the original Broadway cast, starring Enzo Pinza and Mary Martin, will be sold on the “Show Train,” and the entire proceeds of the evening’s sales will be turned over to the Runyon Fund.

Columbia Records, Inc., is donating as many albums as the “Show Train"s passengers will purchase for the Damon Runyon Fund.

Arrangements for Columbia’s participation in the “South Pacific” “Show Train” were made by Stern & Company, Columbia’s distributor in Hartford, Conn.
THE CASH BOX
"Folk" and Western Record Reviews

BULLSEYE-VIEW WEEK

"NO! NO! DON'T RING THOSE BELLS" (2:52)
"THE LITTLE SHIRT MY MOTHER MADE FOR ME" (2:56)
MONTANA SLIM
(RCA Victor 21-0316)

MONTANA SLIM

- Montana Slim comes up with a pair of excellent sides to notch this featured spot this week. Both ends of the wax have the earmarks of juke box silver about it, and should wear white in the phonos. Top deck is a finely tuned novelty that is hard to beat in a cut-down format. Lyrics of the song click from the very start, with the wax story woven about the title of the tune. Tag line of the tune, "I Don't Wanna Get Married" should have juke box fans singing the melody in no time at all. On the other end, Montana switches tempo, and offers a pleasing ode that should go well. Tune handling is well executed and the words are offered in that straight folk flavor. Both sides have equal chances for the top box trade—music ops should get them.

"JEALOUS LIES" (2:34)
"YOUR WEDDING CORSAGE" (2:52)
RAY PRICE
(Bullet 701)

- Wax that should fill the bill as a filler item is this duo by Ray Price. Top deck is a fair enough side, and is handled in sincere vocal tones. Flip has a tint of romance lyrics in it, and a very smooth item. Music ops that have the room on their machines might take a look-see.

"HONKY-TONKIN' " (2:45)
"HILLBILLY FEVER" (2:56)
SPACE COOLEY ORCH.
(RCA Victor 21-0330)

- Top deck is a smash rendition of this current plug item, and gets an excellent vocal from Giny Jackson's vocal work with the Spade Cooley band. Tune rolls in merry tempo, and is handled superbly. Flip has an excellent story to it, and a duo vocal by Giny and Les Anderson. Both ends are great—get em.

"TELL HER YOU LOVE HER TODAY" (2:45)
"YOU DON'T LOVE ME LIKE YOU USED TO DO" (2:56)
LUU BELLE and SCOTTY
(lace 1624)

- Pair of sides that make for pleasant listening are these by Luu Belle and Scotty. Top deck is a slow moving ode, with the title giving off the bill of fare. It's a smooth side that will hold its own. Flip parrots the title too, and is there for the asking. Music ops take it from here.

"TEARS ON HER BRIDAL BOUQUET" (2:51)
"THE UNFINISHED RUG" (2:43)
THE BLUE SKY BOYS
(RCA Victor 21-0317)

- Top deck is a tender item for music ops to take a peek at. Tune rolls in slow platter, with the Blue Sky Boys handling the vocal work in a fair manner. Flip is a piece that lacks something, and also it won't stop traffic, it should earn its keep in the boxes. Both ends for the Blue Sky fans only.

"HEART DON'T COMPLAIN" (2:50)
"LONELY TRAVELER" (2:40)
CALVIN TUBB
(Bullet 703)

- Pair of slow moving sides that should do more than earn their keep in the boxes are these offered by Calvin Tubb. Top deck is a tender lament, while the flip has a wax story to it. Vocal and string instrumental work on both sides is fair enough, and should meet with pleasant reception. Ops should lend an ear.

"CHANGING YOUR NAME" (2:45)
"MULE BOOGIE" (2:57)
SHEB WOOLEY
(MGM 10697)

- Cute refrain of the top deck should ring the bell with music ops. Tune has a nice lift to it, with the vocal work by Sheb Wooley coming thru in effective tones. The flip picks up a bit, and has Wooley displaying his versatile style to good advantage. We like the top deck—we're sure you will too.

"BARREL HOUSE POLKA" (2:23)
"NEW PISTOL PACKIN' MAMA" (2:27)
AL DEXTER
(Columbia 20696)

- Some wax that music ops may care to take a peek at are these sides by Al Dexter and his Troopers. Both ends feature the maestro on the vocals and make for fine listening pleasure. Top deck is just what the title indicates, while the flip echoes the sentiments of a bit gone by the boards. Ops who have a call for this brand might listen in.

"WAGONS WEST" (2:46)
"ROLLIN' DUST" (2:41)
SONS OF THE PIONEERS
(RCA Victor 21-0315)

- Pair of slicker tunes by The Sons Of The Pioneers, and the set-up of some fair enough wax for music ops. Both sides feature the group at their usual best, offering some plug music from the "Wagonmaster" film. Wax should meet with ops approval, and do well in the boxes.

NOW AVAILABLE TO YOU!
Record pressing by experts on the finest, most modern equipment and best material at lowest prices

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(Owned by Trumpis-Collar and Associates, International Consulting Engineers, and Manufacturers of Phonograph Record Pressing Equipment)

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Custom Records  Finest Material
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No Quantity Too Large Or Too Small

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LOS ANGELES 7, CALIF.
N. Y. TELEPHONE COIN BOX RATE TO GO TO 10c ON JANUARY 1, 1951

Public Service Commission Grants Increase To Cover Added Expenses Since 1930. Juke Boxes Soon To Be Only Coin-Operated Equipment With 5c Coin Chute

NEW YORK—The pore ol' nickel got its latest kick in the pants on Wednesday, May 10, when it was announced that the Public Service Commission approved the appeal of the New York Telephone Company for an increase in coin box rates. Approval of the Commission was unanimous.

The telephone company was given permission to raise the charge for use of coin box telephones from 5c to 10c, which will be effective on January 1, 1951. The delay in making the new coin box rate effective is due to the fact that the company needed time for mechanical changes in coin box and central office equipment.

In its petition for a rate increase, filed two years ago, the telephone company pointed out that it was seeking relief due to increased cost of maintaining service, while at the same time it received no increase in revenue. This is the first increase granted the New York Telephone Company since 1930 on a permanent basis.

The increase in coin box rate from 5c to 10c was indicated months ago when the Commission approved a similar rate increase for the Rochester Telephone Company.

Gradually, bit by bit, the 5c coin is being relegated to the stature of an obsolete coin. The only use for the nickel will soon be the juke box. The problem for juke box operators is similar to that of the telephone companies. Altro cost of equipment, parts, overhead and labor have increased over 100%, revenue is still based on the nickel. Music operators recently came to the fore in assisting Ed Mehren's efforts to have the government mint a 7½c coin. Many in the music machine industry contend that it would be impractical to charge 10c per record on their phones, but all will agree that the added revenue is needed. However, as many former users of the nickel swing over to the dime, the cause of the music operators will be lightened. The public will come to accept the 10c coin as a matter of course.

For many years, The Cash Box has advocated that games be manufactured with a 10c coin chute. Recently a manufacturer of a new shuffle game had the courage to start right off with this game having a 10c coin chute installed. The game, not only was a success from the mechanical and amusement angle, but the public accepted the 10c coin play. Other amusement game manufacturers followed the trend and produced their equipment with 10c coin chutes. Today, in this division, there isn't even a question raised at all. It's an accepted practice.

The Cash Box staff studied the disappearance of the 5c coin when the New York subways increased fares to 10c. Complaints were filed by the company. We'll look further into the disappearing "Buffalo."

Coven Hikes Sales Mark With Bally "Shuffle-Champ"

CHICAGO—Ben Coven, Coven Distributing Company distributors for Bally Manufacturing Company, in this area, reported this past week that "Bally's newest bowling rebound game 'Shuffle-Champ' has broken all our former sales records." Ben was frank to admit, "When 'Shuffle-Champ' came into our headquarters for display we didn't believe that it would equal the sales mark we had set with 'Bally Bowler'. But within a very short time we were absolutely amazed to learn that every operator who took a few out had come back for more and had, at the same time, greatly increased his order.

The result has been, according to Coven, that the firm's high sales mark for shuffle games has been smashed to smithereens, for a like period of time, by Bally's new "Shuffle-Champ" rebound game.

Coven claims, "It's the speed action as well as the thrill of the 'Shuffle-Champ' play that gets the players putting more coins into this bowling machine than in any other we've ever sold. The 'Shuffle-Champ' has got everything that the operator wants. We feel certain that any operator who puts this game on location, just for a test, will come back to order many times what he ever ordered before."

Coven also says that enthusiasm continues high among his customers for "Shuffle-Champ" and that he is of the opinion that the game will outlast anything ever built in the same classification.

He says, "We are up to our ears right now trying to fill repeat orders for 'Shuffle-Champ'. This, to my way of thinking is the answer to whether a game is tops or not."

In addition to this, the game itself features: Singles, Doubles, Triples, Home Runs and Stolen Bases. Each ball counts for a full inning. There are 5 innings of play for 5c.

This makes "Lucky Inning" one of the fastest playing five-ball games yet introduced to the market.

Not only can the player obtain replays on the score, but he can also obtain replays on each ball for each inning of play.

The game is one of the most attractive that the firm has yet presented and they have a reputation for producing unusually beautiful games.

"This is the first game of its kind," Stern said, "that actually plays baseball the way the players like it and that also," he continued, "gives the players the thrills of baseball play in almost every detail."

Every ball that the player shoots actually scores for him. There are no "outs" in the game which makes it more appealing, the firm's distributors are reported to have stated.

"A five-ball baseball game with realistic features at this time of the year," stated Stern "is just what the player is looking for."

Williams Mfg. Co. Presents New Animated 5-Ball Baseball Game

CHICAGO—Sam Stern, executive vice-president and general sales manager of Williams Manufacturing Company, this city, announced this week that the firm is in full production on a brand new five-ball game, "Lucky Inning."

He said, "This is the first animated baseball five-ball game which has appeared on the market. The players actually circle the bases on the electric backboard just as they do in big league baseball."

Champions—All Three Of 'Em

CHICAGO—At a recent visit to the Bally plant, Jackie Fields (left), former great welterweight champion, was piloted around by another former champ, Tom Callaghan (considered by those who know as the champ of champs when he was chief bodyguard at the White House to many United States' presidents).

Pictured above is Fields being shown Callaghan's famous collection of autographed photographs. The former champs are admiring the photo of another great former boxing champ—Jack Dempsey.
Williams GREATEST BASEBALL GAME
LUCKY INNING

Terrific Action! Thrilling Animation! Tremendous Appeal!

Player Uses Skill to Hit Singles—Doubles—Triples—Home Runs!
Home Run Rollovers!
Backboard Animation—Ball Players Actually Run Bases!
(Patent No. 2,459,011. Other patents pending)
Lights on Playfield Diamond Show Position of Men on Bases!
Replays Can Be Won in Each Inning!
Flippers Keep Ball in Action for Additional Hits!

5 INNINGS 5¢
SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

World Wide Air Conditions Quarters

FOR STEADY PROFITS...FOR BIG PROFITS!
HOLLYCRANE
MINIATURE COIN-OPERATED INDUSTRIAL CRANE

STOP AT BOOTH
BIG MAY SHOW
HOTEL SHERMAN, CHICAGO
MAY 22, 23, 24

CHICAGO—World Wide Distributors, Inc., is completing an expensive air conditioning job which will cool their entire offices, showrooms, stock and repair departments at 2350 North Western Avenue, this city.

Al Stern, president of the firm, reported that it required one of the largest units manufactured by the York Air Conditioners to handle the complete job.

"But," Al reports, "it’s going to be cool and comfortable for everyone of our customers.

"We went thru the hot weather last summer and didn’t want to go thru it again this year.

"We believe that one of the main thoughts back of everyone in the distributing business is to think of customers first and foremost.

"We are going to make it a real pleasure, during the hot summer days, for our customers to call around to see new equipment, get repairs, buy whatever they need, and enjoy cool, fresh air all day long."

CHICAGO—"Shuffle Champ" new rebound shuffle bowling game has made an immediate hit with players throughout the country, and operators are placing record orders with Bally distributors, according to Jack Nelson, general sales manager of Bally Manufacturing Company, this city.

"Shuffle-Champ" gives the player an extra scoring opportunity not found in other types of shuffle bowling games," stated Nelson.

Nelson explained, that in addition to stepped up, game-a-minute play, and all the other features for which Bally shuffle bowlers have been known, "Shuffle-Champ" allows the player to pick up the 4, 7—6, 10 railroad.

"And", concluded Nelson, "Shuffle-Champ" is the only game of its kind on which this railroad can be picked up.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Here's the slug rejector—right inside front door—waist high—the most convenient, time-saving spot of all! To get at it you don't have to grunt, stoop over, tear your clothes or throw your arm out of joint. Scavenger is built right into it—simple and positive in operation. The A M I record changer and coin mechanism keep service calls down to a negligible minimum—but for routine checking on regular calls we have placed the slug rejector in the handiest location of all—right inside front door!

Fast front door servicing makes the A M I Model "C" a gem of a music machine always in tip top performing condition because it's so easy to get at, so sturdy and strong that it seldom requires a special service call.

"C" operators sleep soundly every night!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.
Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

See the "C" at A C M A A Show, May 22, 23, 24, Booths 37, 38, 39, 40
... year after year ... at convention after convention ... powerful ... consistent ... believed in by trade ... fully backed by operators everywhere ... a moving, guiding, leading spirit in helping always to better conditions for all engaged in the industry ... this is LEADERSHIP ... this is your most logical reason for advertising in ... 

The Cash Box

ACMMA CONVENTION ISSUE
(DATED: MAY 27)

GOES TO PRESS: THURS. MAY 18

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PHONE — WIRE — AIR MAIL (SPECIAL DELIVERY)
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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
COME TO THE
ACMMA SHOW
HOTEL SHERMAN—CHICAGO, MAY 22, 23, 24
Install KEENEY'S
BOWLING CHAMP
ON YOUR SHUFFLEBOARDS!
GET 3 TIMES THE SPEED AND
TRIPLE YOUR EARNINGS!
(2 PLAYERS—2 MINUTES)
Easy to attach or remove
from your 20-inch wide alley right
on location! NO TROUGH TO INSTALL—
PUCK RETURNS ON TOP ALONGSIDE ALLEY!
SENSATIONAL APPEAL!

Yes! YOU CAN
SWITCH BACK AND FORTH
FROM SHUFFLEBOARD TO
BOWLING CHAMP...
NO ALTERATIONS!

EVERYTHING
COMPLETELY
AUTOMATIC!

SHREWED SHUFFLEBOARD OPERATORS
EVERYWHERE ARE SWITCHING TO
KEENEY'S "BOWLING CHAMP" AND ARE
ENJOYING RICH EARNINGS....

Order FROM YOUR
KEENEY DISTRIBUTOR

J. H. KEENEY & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Get in line today with
Keeneys "BOWLING CHAMP"
for tomorrow's profits!

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

BUCKLEY
CRISS-CROSS
JACKPOT BELLE
5c • 10c • 25c

PLANS LONG RUN
For "Bowling Champ"

CHICAGO—Roy McGinnis, president of J. H. Keeney & Company, Inc., this city, reported this past week that the firm is planning a long run production line for its new and sensational conversion, "Bowling Champ".

"The reason for such production", McGinnis stated, "is because the reaction to the 'Bowling Champ' was so good that we were thrown away behind in orders and we don't believe, the way the orders are coming thru, that we shall be able to catch up for some time to come."

He also reported, "The game meets every condition that the shuffleboard operators wanted to insure better play in every way. Not only does it take just a few minutes to change over the shuffleboard to thrilling shuffle game play, but, the operators do not damage the shuffleboards in any fashion whatsoever and can, afterwards, always return the shuffleboard for regular shuffleboard tournament play action."

The return of the puck and the fact that four pucks are used for greater speed play, plus the ingenious method of play itself for one or two players, bringing the operator 10c and 20c per game, makes the "Bowling Champ" one of the most outstanding products the Keeney factory has yet produced. McGinnis also said, "There is no longer any doubt that any shuffleboard operator who will install Bowling Champ on any of his boards in any location will find that it instantly zooms play action and the profits increase accordingly."

"Bowling Champ", he continued, "is the answer to the shuffleboard operators' prayers."

Cincy Phono Ops Assn.
Inaugurates Music Promotion

CINCINNATI, O.—At the regular monthly meeting of the Automatic Phonograph Owners Association, held at the Hotel Gibson, this city, on Tuesday evening, May 9, a program to promote more business for the member's juke boxes was set up.

Immediate action was inaugurated with the plan to place cards and match books showing popular recordings available on the machines through the city on every location.

Several constructive ideas were proposed by Abe Salman to foster better relations between the operators and distributors.

William Lattimore of the Chronicle, a guest speaker, offered a number of suggestions on public relations and promotional programs. Other guests were Milton Mariner and Bill Trux.

Among those attending were: Charles Keeter, Nat Bartfield, Sam Chester, Abe Salman, Bill Bigner, James Drivakos, Bill Strout, Fred Engel, Robert Wood, Abe Villinski and Milton Cole.

Any One of these SENSATIONAL COUNTER GAMES
IN ANY LOCATION WILL INCREASE YOUR PROFIT FAST!

BUDDY—Cigarette or Fruit Reels
CUB—Cigarette or Fruit Reels
ACE—Poker Card Reels

Buddy, Cub and Ace are equipped with 2 Separate Cash Boxes, with Coin Dividers, and are available in 1c, 5c or 10c Play.

MARVEL—Cigarette Reels Only
AMERICAN EAGLE—Fruit Reels Only

Both available in 1c or 5c Play, coin or non-coin operated—With Token Paystays.

COMET INDUSTRIES, INC.
2049 W. Fullerton Ave., Chicago 47, Illinois
(Tel.: Dickens 2-2824)

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.

ROD McGINNIS

PACKED 8 IN CELLULOID BOX
WRITE FOR PRICE!

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST., CHICAGO 24, ILL.
(All Phones: YAN Butter 6-6636)

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

BUFFALO BILL

Brings 'Em In with GOTTIEB'S High-Powered Features—

Non-rotation Number Sequence • Hitting All 5 Numbers Scores One Replay — All Numbers Hit Thereafter Score Additional Replays • Scoring 8 Bullseye Lights 5 Targets for Replays • Flippers • Holdover Bonus — Holdover Bonus Kickout Holes • 5th Ball Score Equalizer Feature.

FAST, SUSPENSE-PACKED PLAY!

The Hunting Is Best with BUFFALO BILL!

See Your Distributor NOW for Immediate Delivery!

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"

Exhibit To Hold "Visitors' Day" At Its Factory

Joe Batten

CHICAGO—Joe Batten, vice-president of Exhibits Supply Company, extended an invitation to all operators, jobbers and distributors to spend "Visitor's Days" at the firm's large factory at 4222 West Lake Street, this city, during the ACMMA show.

Batten said, "Here's an opportunity for everyone in the industry to get acquainted with our factory and to actually see the games going right down the production line."

"We also want the men to note how each and every one of our products is tested and then tested again," he continued, "so that they will realize that every machine they receive from us has gone thru the severest of tests that any product could ever receive. And that the product must, if itself, be as mechanically perfect as human minds can make it."

In addition to the general production lines and workmanship skills which visitors will view at the Exhibit plant, there will also be a complete display of all the firm's new equipment on hand for this event.

The executive force of the factory will be present to greet all visitors and will arrange tours as well as set up entertainment for those who will call around.

Batten also stated, "There is no doubt that every coin machine man will agree we can better show our products at our factory and we can also better explain for we have our engineers and executives all together here to give full explanation of all working details to those visitors who will call around to get better acquainted with our production methods as well as our service."

Exhibit at this time is particularly well situated to show its visitors production lines of several types of equipment, as it is busy supplying arcade type of machines, in addition to the several amusement machines now being featured.

Keeney Introduces New 2-Player Rebound "Double Bowler"

CHICAGO — John Conroe, vice-president and general manager of J. H. Keeney & Company, Inc., this city, labeled its newest game, "Double Bowler," "The speediest, most beautiful, two player rebound action game with disappearing pins that has ever appeared on the market."

"It seems," Conroe stated, "that the players prefer speedy playing rebound action, but, they want a two player game in such case.

"We have given them every new feature that they desire and have incorporated speed as well as fascination, thrill and attractiveness to the play action of our new 'Speed Bowler.'"

The firm is of the belief that the game exceeds any other on the market for beautiful play action, for speed, for general cabinet attractiveness and also for player appeal.

The disappearing pins coupled with rebound puck action and two player play has won a large following throughout the country.

"We have given them every new feature that they desire and have incorporated speed as well as fascination, thrill and attractiveness to the play action of our new 'Speed Bowler.'"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
JOBBERS! DISTRIBUTORS!
A FREE AD EVERY WEEK!

FOR AN ENTIRE YEAR (52 WEEKS) OF 40 WORDS WHICH YOU CAN CHANGE EACH AND EVERY WEEK IF YOU SO DESIRE OR RUN STEADY FOR THE ENTIRE YEAR OF 52 ISSUES WITHOUT CHANGING

Plus
A FREE SUBSCRIPTION TO
The Cash Box
(WORLD'S GREATEST COIN MACHINE MAGAZINE)

ALL FOR
FOR ONLY
$48
THE ENTIRE YEAR

I SINCERELY believe that this is, without any doubt, the greatest advertising bargain that has ever been offered by any publisher in all the world. A FREE LISTING for all Jobbers and Distributors: single week for $20, two weeks (one full year) without mail (the last ad you send in continues to run week after week until you change it), 40 words that appear in our famous classified advertising section (cost of such an ad alone would be $32.00 per week or $166.40 per year) PLUS a full year's subscription to THE CASH BOX ($10.00 for LESS THAN $1.00 PER WEEK. Only $48 for the FULL YEAR of 52 weeks. Just read what one outstanding distributor wrote me, "My first week's ad paid for the entire $48 subscription more than ten times over." And this isn't out of the ordinary. Many such letters reach me every week. Here's a bargain of such outstanding quality and caliber that I am willing to PAY YOU DOUBLE YOUR MONEY BACK after the first four weeks if you don't agree that this is THE BIGGEST BARGAIN IN ALL THE HISTORY OF THE COIN MACHINE INDUSTRY. With sincere conviction that even before the first four weeks are over, you too, will write me a highly complimentary letter regarding this terrific $48 FREE LISTING 40 WORD AD—PLUS—the full YEAR'S SUBSCRIPTION. I'm willing to play ball with you all the way down the line. Send us your check along with your first 40 word ad TODAY.

Bill Gersh, Publisher.

IMPORTANT NOTICE
IF YOU ALREADY HAVE A SUBSCRIPTION TO 'The Cash Box' THE DIFFERENCE BETWEEN THIS AD HUNG UP FOR FUTURE USE WILL BE CREDITED TO YOU AND DEDUCTED FROM THE $48 Cost OF THE ABOVE LISTING OFFER.

IF YOU USE MORE THAN 40 WORDS IN ANY ONE WEEK'S LISTING YOU WILL BE CHARGED AT THE RATE OF 6¢ PER EXTRA WORD YOU USE. PLEASE COUNT WORDS CAREFULLY. MAKE SURE THAT YOUR FIRST LISTING HAS NO MORE THAN 40 WORDS.

SEE CLASSIFIED SECTION FOR STYLE

THE CASH BOX
Empire State Bldg., New York 1, N. Y.

Enclosed is copy for Listing To Begin with next issue. Enclosed is Check for $48 ☐ Please bill me ☐

Firm Name
Address
City Zone State

Individual's Name

EASTERN FLASIES
Altho coinrow had its usual fine quota of visitors this week, buying of new shuffles has slowed down, but in reverse, wholesalers of both new and used machines showed a great deal of interest in their offerings and in shuffle sales vary. Some claim that most available locations have been covered, and now purchases of new games will run in steady, continuous routine—with new quotations being notified down at each location as it becomes necessary. Others state that the flow of new games has been too rapid for them to buy each new machine as the distributors receive them from the factories. However, all game operators report that while collections have dropped off from those when shuffles were first introduced, averages are "not bad."

Two favorite topics of discussion among coinmen these days are the forthcoming conventions and games of Washington. The big city will be well represented at the show from what we can gather. All that the distributors have to do now is get there, and many of the operators with whom we've talked said they planned on attending. As for the Washington hearings, while coinmen here cannot expect any immediate effect on their own businesses, experience has shown them that any adverse legislation, in one way or another, usually reflects upon all in the industry. Everyone is hoping the final results of the hearings are favorable to the entire industry.

Nat Cutler, popular coinman from New Haven, Conn., drives in for the day and sees all the wholesalers. Returns home that same evening and then to Bridgeport for the meeting of the music operators association on Thursday night, May 11. Business in his state has been very good, Nat stated, with a slight slow down this month. However, expected increase due starting at the end of the month, he believes. As regards going into action...

Harry Koeppel, Koeppel Distributing, back on the job after a two week vacation south. He was a big hit there. He bought considerable used phones, and states he's still looking to buy more. "While I didn't have too much time to spend sightseeing" smiled Harry "I did have a lot of fun doing some of the local places. In fact, I think I've seen the top famous eateries." Harry and Hymie, like the rest of us, plan on attending the AMCA show, which is to be held here in Madison, Wisc. The business of all here, plans on flying out to the show on Monday and returning the next day. "That kind of a convention would it be" asks Mike, "without me?"

The games operators' association met at the Broadway Central Hotel on Thursday evening as an extended session. The association now has practically every operator of importance. Charley Engelman shops along coinrow every day, but has not done any buying for himself or his business home at Lake Mahopac. With the approach of "vacation" weather, the row will see little of Charley. Barney (Shug) Sugarman, Abe Green and Morris Rood of Runyon which is well known in the AMCA show on Monday. May 11. Sugarman reports all on the optimistic side—selling all the AMI phones he can get, and Bally's new "Shuffle-Champ" a hit with local ops. Jackie Friggin' head of the Runyon salesmen, backed up the AMI ad—"a real winner," he said. Seems Jackie bided the day after returning from his Miami honeymoon three weeks ago. If you can read anything into above them—go ahead! Joe Hahnman, popular op of all types of machines, down on the row. Joe still shows the effects of an eye infection. Milly Green reports that his wholesalers biz at the 10th Avenue quarters is dropping better every week. In order to better serve the trade, Milly can now be found on the row every day from 1 PM.

Thru the efforts of Joe Young, Young Distributing, a Wurlitzer 1250 photo was one of the star performers on the recent Saturday night Dumont TV program "Inside Detective." Locale was a tavern, with patrons dropping nickels in on several occasions during the show. Young's coinrow display was bare this week. Seems it was necessary to fill an order, and he even had to send out his sample... Al Simon, Albert Simon, Inc., has a new shuffle hit on his hands, Chicago Coin's "Bowling Classic." Ops grabbing them up as quickly as deliveries arrive. Eddie Corriston, Palisades Specialties, Palisade, N. J., on the second of May, might say reports all on the optimistic side—selling all the AMI phones he can get, and Bally's new "Shuffle-Champ" a hit with local ops. Jackie Friggin' head of the Runyon salesmen, backed up the AMI ad—"a real winner," he said. Seems Jackie bided the day after returning from his Miami honeymoon three weeks ago. If you can read anything into above them—go ahead! Joe Hahnman, popular op of all types of machines, down on the row. Joe still shows the effects of an eye infection. Milly Green reports that his wholesalers biz at the 10th Avenue quarters is dropping better every week. In order to better serve the trade, Milly can now be found on the row every day from 1 PM.

Dallas, Texas
Things are rather slow at this moment and the boat is getting us all down. However, the heat didn't stop the big wedding this past Saturday of Paul and Jeanne Glass who are now honeymooning in the south. Mrs. Macy Henry arrived with her husband and Mr. and Mrs. Paul Glass sold out to Allan Wallace. . . Big Joke on Tommy Chatten. Dot, Pat and Jerry (Gierman) put together a new show at the Chicago Circle. Obviously they mean they beat him badly at the game. . . R. A. Tithworth bought a carload of Wurlitzer phonographs. Deane Johnson's final for the coin machine show next week. . . Tod Davidson and B. B. Moses both of Heg, Oklahoma running around Dallas. . . Henry's Army appears to be home and there. Congratulations to Carolyn Thomas (Commercial Music) who changed her name to Mrs. Ayres this week. . . Juanita and Dewey Parsons finally arrived from an extended trip through many states. Both are having a good time at home. . . Dorothy Lambert's been hobbling around, cane and all for two weeks. Dot had a near spring. . . Raymond Williams off again, this time Chicago's the stage. . . Fred Ellis dropped by to call on club president Beto L. Curtin Jr.
THIS IS IT! Chicago Coin's NEWEST BOWLING GAME

BOWLING CLASSIC

WITH REALISTIC UPRIGHT DISAPPEARING PINS

It's Making a Strike Everywhere — Because
It Has Real Bowling Features & Thrills

SPEED
45 SECONDS TO PLAY
REBOUND ACTION
OR
1 Players 2
10c and 20c
CUSHIONED GUTTERS
FOR SILENT PLAY
AUTOMATIC SCORING
PLAYERS COMPETE FRAME BY FRAME

Chicago Coin Machine Co.
1725 Diversey Blvd.
Chicago 14, Ill.

Purveyor To Feature Shuffleboard Tournament Display At Factory

Gottlieb’s “Buffalo Bill” New 5-Ball

When you buy from Runyon

You Buy The Best

Bally Scores Again
With the newest, most sensational and fastest rebound alley of them all
Bally SHUFFLE CHAMP
2 SIZES: 9½ ft. and 8 ft.
IMMEDIATE DELIVERY! ORDER NOW!

CHICAGO—Herb Perkins of Purveyor Shuffleboard Company, reported this past week that the firm is setting up a complete tournament display featuring its new “Sportsman” 22 foot shuffleboard, at their headquarters at 4322 North Western Ave., this city.

According to Perkins, the firm will not display their 22 foot shuffleboard at the ACMMA show.

“We will, instead,” he stated, “show a complete tournament play setup at our factory at 4322 No. Western Ave., where the operators, jobbers and distributors will be able to actually play and see our new ‘Sportsman’ under much better conditions.”

The firm is also featuring grand buys in shuffle games and shuffleboards. They are anxious to have buyers call at their headquarters to see how beautifully finished these reconditioned products are. They report that actual factory workmanship goes into finishing every unit that they ship.

“Most important,” Perkins said, “is the fact that all visitors to the ACMMA show will have the opportunity of seeing our tournament display and will also be able to look over the great buys which we have on hand.

“We are urging everyone interested in shuffle games and shuffleboards to make our factory their headquarters,” he concluded.

Bally’s School For Servicemen To Be Held May 25, 26 & 27

CHICAGO—The service school conducted by Bob Brether of Bally Manufacturing Company, this city, will hold classes this month on May 25, 26 and 27, immediately after the conclusion of the ACMMA show.

Thursday, May 23, will be devoted to one-balls; Friday, May 26 to Consoles, and Saturday, May 27 to Shuffle Games.

CHICAGO—Taking advantage of the great hold “Western” pictures, TV shows, and recordings have on the American public today, Dave Gottlieb, D. Gottlieb & Company, this city, announced its new five ball game “Buffalo Bill” to the trade this week.

“Buffalo Bill” has a flashy colored backboard picturing a good sized illustration of the western hero of other days and a streamlined Indian gal astride a horse. Scores are recorded on illustrations of raging bulls. The playing board carries out this same colorful theme.

Scoring is made by the player on a non-rotation number sequence. Hitting all the five numbers scores 1 replay. All numbers hit thereafter score additional replays. Scoring eight bullseyes light five targets for replays. Game also features “holdover bonus” — holdover bonus kickout holes, and a fifth ball score equalizer feature.

Player also has control of ball thru flippers.

“Buffalo Bill” is now in full production, and all the factory distributors have had games shipped them.

“It’s What’s IN THE CASH BOX That Counts”
**CHICAGO CHATTER**

This part week can be described by the phrase, "the calm before the storm." Visitors few and far between as C-Day ("Convention Day") approaches. In fact most of the exodus town was happy over the recent reports. Many had the opportunity of clearing their desks of much work. As well as getting their factories set for stormy C-Days... Herb Jones of Bally, back in town again, finds it difficult to get his "sort". Herb has forgotten everything else until I get all this work cleared out of the way."... O. D. Jennings, still in his arm in a sling, fell down the stairs the other day and x-rays may show fractured ribs. The Jennings' offices just as busy as ever, with orders for Big orders and the employees stroke... Paul Fuller, well known coin machine designer, a real surprise for their many districts, with "Dent's Parlay" beginning this week. In the meantime, both men advise, the Keeney cigarette machine going bigger and better than ever... Ideal Dispensers of Bloomington, Ill., who turned out about 28,000 bottle venders last year, are expected to pass the 50,000 mark this year. They've been using over 400 A.B.T. coin mechanisms daily... And his son, Dick Cole, ready for a trip to Dallas where the firm's regional sales offices are located... but many dealers shipping their Cole-Spas beverage dispensers.

"PURVEYOR-FAMOUS FOR VALUES"  
**SHUFFLEBOARDS NOW ONLY $85**

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<thead>
<tr>
<th>SHAPE</th>
<th>DESCRIPTION</th>
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<tr>
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<td>18' X 18'</td>
<td>$85.00</td>
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**SPECIAL BOARD SALE WRITE!**

**TERMS: 25% With Order, Balance C.O.D., F.O.B. Chicago**

PURVEYOR SHUFFLEBOARD CO.

4322 N. WESTERN AVE., CHICAGO, ILL.

(Tel.: JUPITER 8-1814 S-6)

Buckley Mfg. Co. To Have Special Display Of Equip At Factory

CHICAGO—Jerry Haley, general sales manager of Buckley Manufacturing Company, here, reported that the firm is arranging for a very special and unique display of all their line of equipment at the factory during the days of the ACMIA show. They will have on hand outstanding displays of "Buckley-Crus-Cross Jackpot Balle"; "Buckley Parlay"; "Buckley Track Odds"; "Buckley Wall & Bar Boxes"; "Buckley Pocks"; "Buckley Bonanza" and "Buckley Barz."

The reason for this large display of all the new Buckley equipment at the factory of the firm, 4233 West Lake Street, this city, is due, according to Haley, to the fact that the Buckley display will not appear at the ACMIA show. The ACMIA show will feature the Buckley booth with easy chairs for the ops. It will be one place where the operators can relax.

"The entire display of our equipment," Haley said, "will be at our factory and the operators, jokers and distributors who will attend are welcome out here to spend as much time as they like and to enjoy themselves visiting at our factory, where they can see the equipment in actual production."

**Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!**
California Music Guild To Hold Annual "Ladies Night" Party

OAKLAND, CALIF.—The California Music Guild announced that it will hold its annual gala "Ladies Night" on June 1 at the Leamington Hotel, this city.

"This has always been an outstanding event," said George A. Miller who is acting as general chairman and master of ceremonies, "and this year's program is even greater than those of past years. Many celebrities will be present, as well as state, county and city officials who will be guests of the California Music Guild.

A fine banquet, a star-studded floor show, and one of Dick Reinhardt's name bands will furnish the dance music.

One of the top events of the evening will be the awarding of several new automatic phonographs to winners as door prizes. In addition, record companies and other auxiliary supplies have donated some of their merchandise to be offered as prizes. R. F. Jones Company has donated a Seeburg 100 Select-O-Matic; J. Peskin Distributing Company and Huber Distributing Company have donated an AMI Model "C"; Emarcy Distributing Company has given the Guild a Wurlitzer 1250; a new Rock-Ola phonograph has been donated by George Murdock & Associates; and an Evans' Constellation has been chipped in by the Golden Gate Novelty Company.

The committee in charge of affairs is headed by Joe Silla, chairman of the board of directors; assisted by director Clem Stetson, director C. L. Spear, director Frank Morgan, director H. V. Munson, director Fritz F. Altshau, director Sam Teasler and director Bill Malik.


DETROIT, MICH.—Michigan Automatic Phonograph Owners Association, this city, announced it will hold its annual affair on Monday, May 29, at the Four Dukes Supper Club.

As usual many of the top recording artists of the country will be on hand to entertain, and dance music will be played by Dave Martin and His Band.

Roy Clasen, business manager, is now busily engaged in preparing the association's year book, as well as lining up the talent, and handling the sale of banquet tickets.

"THE CASH BOX" IS A MUST!
FOR ALL IN THE COIN MACHINE INDUSTRY

- OPERATORS  •  JOBBERS  •  DISTRIBUTORS  •
- MANUFACTURERS  •  ALLIED INDUSTRIES

Weekly Features:
- Confidential Price Lists Of All Equipment as Quoted For Sale
- Real Live, Pertinent, Educational Editorials
- News
- Advertisements of Leading Firms
- Music Charts and Reviews
- Breezy Intimate Chatter Columns

ALL FOR ONLY $15. PER YEAR
(S2 ISSUES)

"It's What's in THE CASH BOX That Counts"
CALIFORNIA CLIPPINGS

The entire L. A. Row seems to have taken a new lease on life since the long
overhanging issue of state legislation on bells has been determined ... Just
about everyone, in fact. Humphries & Co., the pleasure games firm, was
among them. They, too, have been on the look-out for a new game, and
seems the winner of this time is "Happel's Bowling." It's a nice game, all
with the excitement of a major league ball game. When Ted got in the
clear, he took us in the back room to wit-
ness the unloading of the new "Bally's Bowling." Looks
like a winner, with its new rebouquet feature and all the established appeal
of Bally's "Speedy Bowl" ... with Lyn Brown and Fred Hallpoon out on a deal,
a young lady in charge told us that they were just about ready to start delivering
their disapparing pin conversion units. Plenty of games on the floor, in the
all brands and flavors, and apparently moving out.

W. R. Happel, Jr. of Badger Sales, whose interests run a wide gamut
from trout fishing to art, tells us that mechanic Dave Neal was on route to C. C.
McGovern in Las Vegas to install a large shipment of Williams', Universal's and
Knesey's shuffle games and then was hopping to Honolulu to handle a big
installation of similar equipment for B. Chang. While waiting on Kneeney's "New
Lucky Strike" 9-ft. alley and the "Bowling Championship" conversion unit for
shuttle-boards, Happel ran up to Arrowhead to line up a generous portion of that resort
business ... Several new entries on deck at General Music, including Evans' "Shuffle
even more Strike" and "Bally's Shuffle Alley Express" ... Fred
Guast revealed that the Bud Parr firm was new handling United's 5-balls exclu-
sively for Southern California, the first one being "Arizona".

Jack Simon, who credits the Sicking perkup in biz to Genco's "Baseball,"
take off on May 17 for the COMMA show, first stopping at the Sicking
home office in Cleveland ... Mark Jessenon, former local office manager
for Mills games, already off to Arizona on his new deal, sey. Vera tell us ... With
Gordon B. Mills hopping back and forth from Oakland, the freezer division
under D. W. Moeael is buzzing right along and the other merchandise is ex-
pected to roll out soon. On the G-W-C. Cooper from Riverside ... Bakersfield's
Wm. Black and Tom Gribbin ... Jim Murphy of Inyokern ... Ventura's Perry Irwin ... vet ed
lp, Lyons and Charles Coacan of Long Beach ... Will Bradley from Covina ... Whittle's Henry Van Stelton ... S. L.
Griffin from Pomona ... Bill Olson and Christie Koukie of San Pedro ... Pop
Bouris from Montebello ... Pete Theob of Glendale ... Arendlia's Bernart's Knott
... Mr. and Mrs. Harry Rowe of Van Nuys ... Mr. and Mrs. Jack Mallette
of Claremont ... Mr. and Mrs. Bill Shorey of San Bernudo ... Niles Smith from
Oldale ... D. J. Harris of Bloomington.

MINNEAPOLIS-ST PAUL, MINN.

Believe it or not, but there is still plenty of snow all through the northern
part not the state of Minnesota. Plenty of operators are driving into the Twin
Cities, spending an extra day or two, so thinking that they might find a warmer
climate, but still in the Twin Cities it is miserable and no warm up in sight ...
R. L. Marshman, from Walker, driving into Minneapolis and spending the
time in visiting a few distributors ... Don Hellickson, of Calodona, also in Min-
neapolis for a couple of days making a few of the night clubs ... A. M. Westby,
of Mitchell, S. D., in Minneapolis for a few days and buying ... Carl Wiskram,
of the Northland Music Company, Brainerd, tells us that the snow is still eight
inches high around Brainerd. Carl driving into Minneapolis to pick up a supply
of records.

H. C. Carey, of Watertown, S. D., in Minneapolis for a few days, also take-
ing in the Ice Follies ... LeRoy Roberts of Luverne, in Minneapolis for a few
days while Mrs. Roberts attends the Eastern Stars meeting. Congratulations
are in order for Hy Greenstein, of the Hy-G Music Company, as he became a
grandfather for the first time on May fourth, his daughter giving birth to a
little boy ... F. W. Schoewe of, Valley City, N. D., in Minneapolis for the
day picking up equipment ... Andrew Markfelder and his son from Staples,
also in Minneapolis for the day picking up a supply of records at the Hy-G
Music Company.

Mr. and Mrs. Bob Ahern and friends from LaMoure, N. D., also in Minne-
apolis over the week-end to see the Ice Follies and to take a few days' vacation ...
Joe Totcke, of the Totcke Music Company, Fairmont, driving into Minne-
apolis for a day, to take in some shuffle-land and some shuffle games ...
Mankeato, also in Minneapolis for the day picking up some equipment ... Mr.
and Mrs. Darwel Maxwell, of Huron, S. D., also in Minneapolis over the week-
end spending a few days sort of vacationing ... Earl Hauner, of East Grand
Parks, spending a few days in Minneapolis to get away from the floods which
are ranging North Dakota and parts of Minnesota ... Mr. and Mrs. Jack
Bailey, of Twin Brooks, S. D., spending a few days in Minneapolis and making
the rounds—their first trip since last winter.
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 prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—the prices quoted are quoted as the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis for his work. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial number, appearance, demand, territory, 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.
FIVE-BALL AMUSEMENT GAMES

(Continued)

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