Adding to the long list of honors he already has been awarded, songstar Billy Eckstine is pictured on stage of the Paramount Theatre, New York, receiving a laurel from his fan club. Flanking Billy are, left to right, disk jockey Jack Lacy, top Gotham spinner on WINS; Judy Bourne and Liz Graham, executives of the fan club. Billy's etching of "My Foolish Heart" is currently winning tons of juke box silver, with his latest "Roses" slated to follow. Billy Eckstine is exclusively featured on MGM Records.
WHICH OF THESE WURLITZER WALL OR BAR BOXES ARE IN YOUR LOCATIONS?

ALL CAN BE USED with the new WURLITZER Twelve Fifty

NO OBSOLESCENCE

All models of recent Wurlitzer Wall Boxes can be used with the Wurlitzer 1250.

Each wall box and the 2140 bar box will play twenty-four sides without any change at all. Models 3020—3025 and 3045 can be converted at small cost to play forty-eight selections. All Wurlitzer Speakers and Wurlitzer Model 219 Stepper are usable as is!

Wurlitzer has protected your remote control investment just as it has protected you when you purchase a Twelve Fifty Phonograph by its easy adaptability to any speed record, 78, 45 or 33 1/3 R.P.M.

Right down the line Wurlitzer equipment is designed with the operator in mind.

WURLITZER Twelve Fifty

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Convention Time

Convention time is a happy time. It's the one time when coimen from everywhere in the nation have, once again, the opportunity to meet with their fellow coimen and to discuss, congenially, the various events of the year.

The greater majority of operators, jobbers and even distributors, just haven't the opportunity, during the year, to get together with other men from other parts of the country, except at convention time.

Therefore, as these men meet once again, glad hand each other, say, "hello", and use that ever favorite question, "What's new?", they are, without doubt, going to enjoy reliving many happy experiences of the past.

Convention time has never yet failed to leave a host of memories behind it. Coinmen will be laughing, gossiping, joking and talking about the various events that took place "during the show" for months to come. And, when these have dimmed in their memories, they will look forward to "the next convention".

So convention time is one time when all like to get together. Even if just to meet others from everywhere in the nation. To listen to what's happening in other areas. To get new and fresh ideas for exploitation and promotion of their businesses and the equipment they represent, as well as to meet with the various manufacturers and listen to what's happening at the factories.

In almost every case, everyone who attends usually comes back home with new and better ideas. Finds himself more optimistic, with more pep, more vim, and better equipped to tell his many associates, who haven't attended, what they can expect in the months to come.

Convention time is therefore a very important time to every coin machine operator, jobber, distributor and manufacturer. It brings about an exchange of thoughts and ideas which are absolutely invaluable to all.

In addition, manufacturers have made the conventions a very important event for the simple reason that they will, at convention time, present many new products for the approval of the attending coinmen. Therefore, everyone who attends, knowingly or unknowingly, plays an important part in the future developments of the industry.

This first national convention of ACMMA (American Coin Machine Manufacturers Association) should produce some very interesting highlights.

It is, of course, regrettable that all the manufacturers aren't displaying their equipment at one and the same time. But then, again, perhaps it will give all those who are attending the opportunity to more carefully study the equipment being shown and decide for themselves the future course which they should adopt.

It's convention time. Put all problems aside for the time being. Have fun.

Probably the most amazing fact that is now apparent throughout the entire country, and especially most notable in the manufacturing center, Chicago, is that sales are continuing to go up.

There has been no let up in sales. The shuffle games boomed the business to a new high point. Many believed, tho, that as soon as most of the areas throughout the country were covered that business would drop.

Instead, the business has continued to consume all machines as rapidly as manufacturers have been able to produce them. It is especially interesting to note that certain territories haven’t as yet been scratched, not covered, with the new shuffle games. There are many major centers throughout the country that are just becoming acquainted with the earning power of these unique and thrilling games.

It also seems that the shuffle games are about the first of the new type amusement machines which have clicked with all peoples, young and old, skilled or unskilled players. They are, without any doubt, the very first amusement games the public have taken to with wholeheartedly since the introduction of the pin games.

Staid business men and elderly matrons are reported to be getting just as much wholesome enjoyment playing the shuffle games as are the younger, more sports minded people. This, in itself, is a sure sign that the shuffle games will go on for a long time to come. They have won public approval, and have maintained that approval, while continuing to obtain more attention and interest everywhere.

Of course, in some cases, collections have dropped from some of the first highs reported. But, this is more or less due to the fact that as more and more of the same games entered into a territory, attention was divided up among more locations. Where only a few existed, now there are hundreds of games everywhere.

The buying boom continues without halt. Operators who tested just a few of the games have now learned that they can be depended upon to rapidly amortize themselves and show a good profit. This, then, has kept buying at a high peak, and will probably continue this bigger buying for sometime yet to come.

The shuffle games, therefore, lead all sales by a wide, wide margin and, there is no doubt, will continue to lead as more and more territories swing over to these entertaining machines. There is also no doubt that new territories will find the public just as enamored of the machines as have other territories that were first to get on the bandwagon.

Sales haven’t stopped with the shuffles only. Five-balls are still moving. In fact, there is a rebirth of interest in these machines in many areas. Manufacturers are meeting this demand with new and more interesting games. The five-balls will continue in production and will always satisfy numerous players. The public likes the five-ball game and will probably continue playing them as long as they are pleased.

The no tremendously large quantities of the five-balls are being rushed into the market, the volume is satisfying to many of the manufacturers who claim the five-ball game will still be in there working for the operators and helping them to realize profits on a long term, steady basis.

Pushing the five-balls hard for second place are the juke boxes. Juke box distributors report that sales are absolutely amazing. Some of these men, long experienced in the automatic music industry, state that they were extremely cautious in the beginning as the new machines were introduced, but, that at this time they have, more or less, thrown caution to the winds and are after this business hot and heavy.

To many this isn’t at all surprising. They explain that some of the juke boxes now on locations are as much as ten years old and even older.

“The time has come when operators simply must replace such juke boxes because the location owners themselves will not stand them in their place of business,” distributors report.

The fact of the matter is that the average retail establishment that has improved and renovated and modernized its place of business wants a new juke box to match the new and modern furnishings. At the same time more aggressive ops who have gone right ahead and purchased the new juke boxes and located them have caused this news to spread rapidly among the locations in any area.

Added together all this means that more juke boxes are being sold than what the manufacturers themselves believed would be possible. The year of 1950 may be the best postwar sales year, after adjustment period, for sale of automatic musical instruments. Everyone of the leading juke box factories are reporting greater interest and better sales with demand going up every day.

Bells, consoles, and such equipment more than held their own throughout this boom period. Bells reached a new sales high. Consoles, too, are in demand. The console and bell business is, naturally, well known to all in the trade and is one of the steadiest of all sales factors in the industry.

Whatever the future holds in store, there is no longer any doubt that the entire industry is enjoying boom sales in almost every classification. All this stems from the shuffle game success. It’s the old story all over again. Once the operator begins to earn profits he improves his business, just as any business man does. He replaces whatever is necessary on his route. Buys new equipment to stimulate play.

Therefore, music, vending machines, bells, consoles, five-balls, arcade equipment, and everything else is today enjoying grand sales because of the shuffle game earning power.

This bigger earning power has helped to make a sick operator healthy all over again. The overall result, tho, and the one most encouraging to everyone engaged in this field, is the fact that sales are still going up.

There hasn’t been a letdown on a national basis. This means that the a few territories here and there may have slackened off, others have just started to enter into the bigger, overall buying picture.

The condition of the entire industry is better than it has been in many years.
## The Cash Box, Music

### Page 5

**May 27, 1950**

**ONE OF VERA'S MOST BEAUTIFUL RECORDS!**

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

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### Top Ten Juke Box Tunes

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

* Denotes Most Popular Recording.

<table>
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<th>Box, Heaviest</th>
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### Leading Music Operators

- Abbey
- Alabam
- AL-Agoda
- AR-Aristocrat
- BB-Bluebird
- CA-Capitol
- CD-Columbia
- CR-Capitol
- DA-Decca
- DE-Decca
- DV-Deliver
- HA-Harmony
- HT-H-Tone
- KL-King
- LN-Lo-Lo
- ME-Mercury
- MO-Modern
- NA-National
- RB-RCA
- RA-RCA
- RE-Regent
- RD-Radio
- SA-Savoy
- SIT-Sittin' In
- SP-Specialty
- SL-Supreme
- TO-Tempo
- TW-Town
- V-Victor
- VO-Vocalion

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### IT ISN'T FAIR

**SAMMY KAYE O.**

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### MY FOOLISH HEART

**GORDON JENKINS**

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### THE THIRD MAN THEME

**ANTON KARAS—GUY LOMBARDI**

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### BEWITCHED

**BILL SNYDER**

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

**EILEEN BARTON**

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### SENTIMENTAL ME

**RUSS MORGAN—AMES BROS.**

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### DEARIE

**SIERMAN & BOLGER**

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### OLD PIANO ROLL BLUES

**LAWRENCE COOK**

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### DADDY'S LITTLE GIRL

**DICK TODD**

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### HOOF-DEE-DOO

**PERRY COMO**

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*www.americanradiohistory.com*
“SOMETIMES” (2:59)
“HAPPY, HAPPY COWBOY” (2:56)
TOMMY CARLYN ORCH.
(15008)
• Ballad on the top deck is a smooth one that should take hold with music ops and fans. Altone offers a superb vocal duet by Vern Huston and De-
orris Randall, pparallelling the cozy lyr-
cie in infectious fashion. Flip is a medi-
tum speed’ed item, with Huston echo-
oughing the sentiments of the title. We
like “Sometimew” — we’re sure you will.

“THE PEDDLER’S SERENADE” (2:45)
“IN THE DARK” (2:50)
JOHNNY CORVO
(Clipper 1001)
• Keep your eyes peeled on this lad
he’s gonna prove to be a top name to
reckon with. Johnny Corvo’s war-
ning of “The Peddler’s Serenade” is a
smooth, fetching piece that makes for
wonderful listening pleasure. Tone is a
waltz melody, and is handled in ex-
cellent manner. Flip side twists in slow
romantic tones, with Johnson turn-
ing in another top notch side. Get with
this one!

“CANE BOTTOM CHAIR” (2:45)
“BENNY, THE BOW-LEGGED BOWLER” (2:57)
GLEN MOORE and THE MOORE MEN
(MGM 10968)
• “Cane Bottom Chair,” as offered here,
has the spark of becoming a hot juke box
item. Vocal by Glen Moore and the Moore
Men on this happy ode is top notch from start to finish. Tune
rolls in mellow tempo, with light in-
strumental work filling out the side. Flip
is a cute novelty side that makes for
plenty of belly-laugha. Disk rates a
spot on music ops’ machines.

“A ROSE IN A GARDEN OF WEEDS” (3:06)
“FEELIN’ LOW” (3:05)
DENNY DENNIS
(London 667)
• Pair of romantic oddes that don’t
appear to have too much in store for
music ops are these sides by Denny
Dennis. Vocal work on both ends is
smooth and enthralling, but Dennis
lacks commercial appeal. Music is
slow, and in the typed moon-in-June
veins. Ops who have the room on their
machines might use this as a filler
item.

“CHOCOLATE ICE CREAM CONE” (2:19)
“TIDDLIE-WINKIE WOO” (2:36)
TOMMY TUCKER ORCH.
(MGM 10712)
• You can bet your boots on the top
lied. Smooth novelty side by the Tommy
Tucker orch, featuring Paul Martin and
Don Brown, is a chic to elicit with the
phonos. Tune tells a cute story, and is loaded with wonderful
melody to help you along. The cou-
pling stays in the same cute novelty
vein, and has Brown purring the comely
lyrics. Disk is a hot one.

“HEAVEN IS WHERE YOU ARE” (2:30)
“VIOLINS FROM NOWHERE” (2:46)
TODD MANNERS
(MGM 10710)
• Plus ballad on the top end is adap-
ted from the more familiar “La Spagno-
lea” theme, and features some
fair vocal work by Todd Manners.
The flip side is a plug item from the
forthcoming "Pep Show" lineup, and
should catch some cola. Dish is not
the kind that stops traffic —it will hold
its own though.

“HOME COOKIN’” (2:51)
“WRITTEN GUARANTEE” (2:28)
BETTY GARRETT — LARRY PARKS
(MGM 10707)
• Cute ode to marriage by Betty
Garrett on the top deck is a current
plug item that may win ops’ favor.
This rendition is fair enough to war-
 rant music ops’ listening time. Flip
side pairs Larry Parks with Betty
Garrett, and is a cute romantic melody,
with vocal honors split between the
pair. Ops might listen in.

“BIRMINGHAM BOUNCE” (2:57)
“CANNON BALL EXPRESS” (3:06)
LIONEL HAMPTON ORCH.
(Decca 70641)
• Top lid is a mellow melody that
has some wonderful drive of the
Hampton orch. Tune is currently
climbing in popularity and should
climb all the more once this dis-\k gets
around. Flip side stays in the same
vein, and so should well in those hap-
joy spots. Ops should get with this.

“DOIN’ WHAT COMES NATURALLY” (2:58)
“OH! THAT BEAUTIFUL MORNING” (3:01)
JIMMY DORSEY ORCH.
(Decca 25487)
• Relais pair of sides by Jimmy
Dorsey is leading the race toward
to music ops. Both tunes were hit coin
 callers years ago, and might prove
to hold some attractions for music fans
today. Top tune features Dee Parker
on the novelty, while the flip is a
straight instrumental. Ops who have
a call for this brand might listen in.

“I WANNA BE LOVED” (3:15)
“THE BOULEVARD OF BROKEN DREAMS” (2:52)
TONY BENNETT
(MGM 38292)
• Tony Bennett bows into the wax
spotlight, with this pair that have some
jule box potential. Top deck is a
current hot one, and has Tony deliv-
ering a strong vocal pitch. Flip is
an odd side, featuring a familiar wildte
years ago, and might do the same today.
Disk rates ops’ avid listening attention.

“NO BAD SONGS FOR ME” (2:43)
“ARE YOU LONESOME TONIGHT” (3:05)
AL JOLSON
(Decca 27043)
• Deep voiced vocal spooning of Jolie
on the top lid is just what the title
indicates, a slow, dreamy bit of music,
that makes for easy listening pleasure.
Tune has an infectious quality about
and makes for a nice vocal chorus to
boot. Flip side is a current gimmici-
mental climber that should get a big
boost from this rendition. Plater will
more than do their ear in the kinetic box.

“JUST FRIENDS” (2:58)
“YOU TAUGHT ME TO LOVE AGAIN” (3:11)
SARAH VAUGHAN
(MGM 38110)
• Chick Sarah Vaughan comes up
with a pair of fresh sides in this set of
romantic ballads that should hold that
own. Both ends are plush in ar-
angement and delivery, and feature
Sarah piping in her usual gilded tones
that satisfy. Disk is tailor made for
Sarah’s fans, who’ll go wild with the
biscuit.

“THE WHOLE WORLD’S SAYING I LOVE YOU” (2:25)
“MOON AND SAND” (2:10)
ALAN DALE
(MGM 38119)
• Top lid is a merry up tempo affair, with
Alan Dale leading a chorus song on a
tune that has some potential. Spot
lyrics in a dozen tongues detracts
from the commercial appeal of the tune,
altho the melody itself makes for
some fine play. Flip has Alan switch-
ing tempo to a bewitching romantic
theme that should go. Alan’s voice on
both ends is first rate. Disk rates ops’
listening attention —and more.
Oh, this canary sings great!
KAY BROWN
"TEASIN"
"A-Razz-A-Ma-Tazz"
Mercury 5427

Can't make up my mind
which is the best side
"SOMETIMES"
"MARIANNE"
Tommy Carroll & Orchestra
Mercury 5427

My friends, to be
without this great
record is a grave
injustice to my client
"BUFFALO BILLY"
WITH
Jan August
Harmonicats
Roberta Quinlan
Mercury 5429

Milwaukee says FRANKIE LAINES
"Stars and Stripes"
is flamboyant...
I never lived in Milwaukee
How should I know!
... and the
flip side is
"THANKS FOR YOUR KISSES"
Mercury 5421

That JAN AUGUST plays
so fast, gee whiz
"Egyptian Ella"
"A Day At The Seashore"
Mercury 5422

On DINAH WASHINGTON
"I Wanna Be Loved"
It's Great!
Mercury 5181
FLIP SIDE
"Love With Misery"

Before I knock myself off
...listen...VIC DAMONE'S
"Don't Say Goodbye"
It's Pondranz!
Mercury 5391

MERCURY RECORDS, CHICAGO, ILLINOIS
MERCURY RECORDS OF CANADA, TORONTO, CANADA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"TENDERLY" (2:50)
"I'LL WAIT AND PRAY" (3:01)
SARAH VAUGHAN
(MGM 10705)
- Pair of oldies by Sarah Vaughan and the set up of "Tenderly" and "I'll Wait and Pray." Both sides were originally on Musicraft wax and should be well remembered by music lovers. Top lid is the one that causes some confusion, and that because of its appearance again.

"GONE FISHIN'" (2:31)
"YOU CAN'T TAKE IT WITH YOU" (2:40)
JIMMY ATKINS
(Rainbow 50022)
- Great piece of wax is this one by Jimmy Atkins. Top deck has Jimmy purring in lazy tones, the musical feeling of "Gone Fishing," a ditty that music ops are going to be hearing quite a bit of in the near future. Tune has an infectious quality about it that is as catchy as the mumps. Flip is from the widely heralded "Tickets Please" legit, and has Jimmy and a vocal chorus purring the happy story in excellent style. Disk is a winner.

"I WANNA TELL YA, I'M IN LOVE" (2:35)
"ALEXANDER'S RAGTIME BAND" (2:56)
ELIZABETH PALMER
(sonet 1051)
- New indie label has certainly come up with a find in Elizabeth Palmer. Girl's pipes trill the other in some great tunes that ring true from start to finish. Her feeling for the top deck, a mix of tempo rhythm ballad, is nothing less than sensational. Tone of her pipes is rich and husky through the flip. The flip's pick-up performance, on a less commercial side. Grab this one—but pronto!

"LONESOME, THAT'S ALL" (2:48)
"THE PEDDLER'S SERENADE" (2:35)
JACKIE HELLER
(Abby 15005)
- Top lid of this one is a corn melody that might do well with the tavern trade. Ditty weaves in slow tempo, with a spot recitation. Flip of the others, and makes for nice listening. Vocal work on this side is much better than the top deck, and rings with sincerity. Oratorio, only who have the spots might listen. In.

"ALL OF A SUDDEN" (2:55)
"WHY DON'T YOU TELL ME THESE THINGS" (2:57)
JOHNNY GUARNIERI
(KPM 100)
- Light piano work by Johnny Guarneri is the wax story on this hit. Music ops who have a call for this well should do exceptionally well with the platter, especially so the top deck. An oldie, that is well received, and shows Johnny tinking the ivories at his best.

"SLEEPER OF THE WEEK"

"MI-SS-I-SS-P-I-FI" (2:26)
"GONE FISHIN'" (2:55)
BILL DARNELL
(Coral 60220)
- Here's a shot in the dark that has the earmarks of becoming a hot coin caller for music ops. It's Bill Darnell, who scored some via "Chattanooga Shoe Shine Boy" out with a fresh pair of sides that should go well over the top. Upper lid is an ode to the title, with Bill's pipes trilling the mellow lyrics in sure-fire tunes that score. The feeling Bill injects into his vocal delivery is excellent from the very start. Tune has a rhythmic beat to it, coupled with a fond honky-tonk piano spot, a some wonderful vocal blending by The Heather, the other end with "Gone Fishing." Bill switches tempo to a slow, dreamy bit, as he extolls the praises of the art of fishing. Tune is a home spun affair so much in demand today, and has an infectious quality about it that makes you perk up and pay attention. Take note of the first rate arrangement on both ends of the platter, and some smart musical accompaniment furnished by master Ray Ross, and you've got a whale of a platter. Don't miss this one!

"MARIANNA" (2:27)
"DORMI DORMI" (2:48)
AMTS 60285.
(Coral 60185)
- Chorus song on this top tune is a glow, sweet thing that makes for nice listening. Vocal blending by the Ames Brothers is smooth throughout the side. Flip is a Waltz lullaby which the group handles effectively. Both tunes aren't hot enough to warrant any unusual attention.

"COPENHAGEN" (2:55)
"SIoux CITY SUE" (3:15)
PHIL NAPOLEO and MEMPHIS FIVE
(Columbia 38820)
- Authentic Dixie styled jazz ala Phil Napoloe and his Memphis Five, is meat for any gang that loves this beat. Both ends are great work by Phil and the group, and should hold their own with any crowd of jazzophiles. Top deck is straight instrumental, while the flip has Jimmy Brown on the vocals. Listen in.

"AN ORDINARY BROOM" (2:45)
"I THEEKN" (2:57)
TONY MARTIN—FRAN WAREN
(RCA Victor 20-3777)
- Cute follow-up to this duet's "I Said My Palomino" is this top lid that has the spark of coin play about it. Ditty is a cute novelty with a romanitic twist, and as per usual, features some great tonessing by Tony and Fran. Tune has a mellow lilt to it, and makes you ask for more. Flip stays in the romance novelty vein, with a nice vocal by the Latin added here. Both sides shape up as coin winners, ops should get with 'em.

"I SURRENDER DEAD" (2:56)
"YOU DREAMER, YOU!" (2:59)
DON CORNELL
(RCA Victor 20-3776)
- Plush vocal work on the top deck has Den Cornell spooin in great style on this great side. Tune is well known, and might get an added hype via this biscuit. Flip stays in the ballad vein, and has Don turning in another bit of dreamy listening pleasure. Side is good commercial juke box material and rates ops' listening time.

"I'VE GOT A HEART FILLED WITH LOVE" (3:11)
"BUSY SIGNAL" (3:03)
TEX BENKE ORCHE.
(RCA Victor 20-3790)
- More music in the Miller manner, with Tex Benke on deck with a fresh side. Top side has the maestro on the air, playing a rhythm romance tune that is easy on the ears. Side is a great choice as listening pleasure. Flip is a cutely lovely hit with Buddy Yeager purring the lyric in an effective fashion. We like the top side.
NEW YORK:
Host of new openings at main stem theatres this past week, with loads of hoopla concerning the Frankie Laine-Patti Page-Elliot Lawrence set at the Paramount. Offhand impression of Frankie’s performance is that he was just a wee bit disappointing. It’s our opinion that the kids don’t wanna hear “Wild Goose,” “Mule Train” or “Lucky Old Sun.” We heard um yell loud and long for Frankie’s oldies, “Shine,” “River Ste. Marie” and a batch of others that really made him. He’s gained a stage of presence, but we’d rather watch him run through his routine of stomping, the use of his hands and that old feeling he injected into his delivery. Was a time that Frankie himself told us that he really “felt” the jazz tunes. Chipp Patti Page stops the show. Her great delivery of “With My Eyes Wide Open” and “Oklahoma Blues” is nothing less than sensational. And to add it up, we think it’s a crying shame that the Lawrence gang didn’t play more than the one number they did. 

...and Georgia Gibbs holding forth at the Capitol. Chipp Gibbs is currently riding hot via a pair of winners on Coral Records.

CHICAGO:
Big event of this past week was The Cash Box “Award” voted to the Mills Bros. by the Automatic Music Industry of America as the best male vocal combo of ’49 and presented to the famous group by deejay Marty Brown at 4 P.M. (Fri., May 12) over WCLF and also presented to them by Marty once again on stage at the Oriental Theatre that same evening. The Mills group a happy and applauded combo at the Oriental as Marty’s fine presentation speech and their grand harmony rocked the theatre. Frank Capone (WBCN deejay) guested vocally with Mindy Carson and songwriter Harry Revel on his program. Oriental jock on the opening of Frank Warren and Johnny Desmo (Desmo) Desmond with the kids on opening day simply making the rafters ring with applause. And RCA Victor throwing a big cocktail party in Frank’s honor at the Knickerbocker Monday, May 22... Barbara Belle so excited she didn’t use a cusp in 24 hours... Ed McBryde resigned as promotional mg for Eddie Hubbard of ABC Club fame... Benny Strong on his way in from the Coconut Grove (where he’s swerving em), will open at the Aragon on June 19 (a red letter day for the pluggers)... Guy Lombardo and his Royal Canadians (who made em with “Enjoy” with his great yellowing of this tune) will do a one-ter at the Aragon, Thurs., May 25. From advance info looks like Illini will be your complete selection... Louis-Jordan follows The Harry James, the Regal Theatre, opening May 26... Erwin Bargz packed his grip, grabbed his misses, and on to Neo Yak, mixing bizness with plashure. Patsy Lee, Breakfast at Tiffany’s, just inked by Decca... Desmo’s rendition of “The Pickle Song” already taking strong hold in the jukebox. Charleston rage getting bigger every day. What nitry will follow the College Inn and the Blackhawk?... Famous Sam Fox is back again... Jack Perry of Oxford guesting Mindy Carson... Bill McCune who can entertain as well as read music and vocalist Percy Murdock opened big at the Glass Hat... What happen to Paul Cunningham?

LOS ANGELES:
Big doin’s at Decca, in the vicinity of its Melrose Ave. studio, a very hand-some place; its recently completed facelifting... With Dave Kapp and Paul Cohen both in town, the publishers, pluggers, writers and assorted characters were lined up in person and on phone clear around the block, so to speak. It was a very busy but pleasant phone gal was that same day receiving an endless chain of congratulations on the birth of Sunny Burke’s fifth child, making it a fourth boy to the one girl. Judging from the calls, and not all from chronic back patters and favor pitchers, Sunny is must be a great guy as he’s cracked up to be... Nice chatting with George Cates, Russ Morgan’s right hand man and arranger, and noting that George is now a full fledged maestro on his own via the Coral label and just appointed as its West Coast Music Director, too. His first release, "Chug-a-lug," comes as a testimonial to the good judgmentload of the boys who urge him. We heard him cut several sides with Harry Babbitt on one day and he made a big hit... Patsy Lee, Breakfast at Tiffany’s, just inked by Decco, Desmo’s rendition of “The Pickle Song” already taking strong hold in the jukebox. Charleston rage getting bigger every day. What nitry will follow the College Inn and the Blackhawk?... Famous Sam Fox is back again... Jack Perry of Oxford guesting Mindy Carson... Bill McCune who can entertain as well as read music and vocalist Percy Murdock opened big at the Glass Hat... What happen to Paul Cunningham?

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Recorded by
DEAN MARTIN. Capitol
ROY ACUFF. Columbia
GENE AUTRY. Columbia
JIMMY WAKELY. Coral
BILL LAWRENCE. Victor
By JOHNNY CORVO

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HIAWATHA'S MITTENS
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400 Madison Ave., N. Y. C., Pl 3-7342

THE CASH BOX, Music

May 27, 1950
**Chicago**—Gag shot above had orkster Eddy Howard pictured with his new vocal group (for laughs only), with the gang sporting Arthur Godfrey masks. Eddy is currently receiving wild acclaim for his rendition of “Put On An Old Pair of Shoes” on Mercury wax.

**Abby Records Add To Talent Roster**

NEW YORK—Abby Records, Inc., this city, this past week announced the signing of additional talent to their artist roster. Signed to recording contracts were Jerry Cooper, Cathy March and the Jerry Shurd orch in the pop field.

The firm also disclosed the appointment of Roody Toombs to head the artist and repertoire spot in their rhythm and blues division. Toombs is a well-known figure in the music field, and comes to the Abby firm with a wide backlog of experience.

Signed to recording contracts in their rhythm and blues field were calypso singer Endal Raphael, recently returned from England having toured with the Edmundo Ros orchestra, and the “Fat Man” Humphries instrumental quartet.

The first sides by Cooper, in the near future, have already been cut and are expected out early this week.

**Bocca’s 1st Quarter Net**

NEW YORK—Consolidated net earnings, for quarter ending December 31, 1950 amounted to $31,050 after provision for income taxes of $199,497 for net income. This equals 40 cents per share on $776,650 shares of capital stock outstanding at the end of the quarter and compares with net earnings of $380,698 or 40 cents per share in the corresponding period of 1949.

**Hinky Pink is the famous comedian**

**Gene Bays**

Just finished engagement at Silver Frolics, Chicago, opening May 25, Capitol Theater, New York.

P.S.—Available for weddings, confirmations, mort market openings. Call me in the early days—ask for Sol. He takes all my messages.

**Eddy Mack's Expressive, Explosive, Exciting Telling Off Of**

“*How About That*”

“How Heart Throbbing Blues” (Apaloo No. 422)

Order from Your nearest Distributor or

**Apollo Records, Inc.**

457 W. 45th St., New York, N.Y.

**The Cash Box**

**Cash Department**

**Regional Record Reports**

Summer Feller

WOCP—Benton, Mass.

1. I DON'T BELIEVE IN LOVE (Johnny Mathis)
2. I'M SORRY (Phil Driscoll)
3. I'M SORRY (Phil Driscoll)
4. I'M SORRY (Phil Driscoll)
5. I'M SORRY (Phil Driscoll)
6. I'M SORRY (Phil Driscoll)
7. I'M SORRY (Phil Driscoll)
8. I'M SORRY (Phil Driscoll)
9. I'M SORRY (Phil Driscoll)

**Gene Whiteraker**

WSBB—Durham, North Carolina

1. THE FOOLISH HEART (George Jones)
2. I'VE GOTS A CAKE (Eileen Barton)
3. I'VE GOTS A CAKE (Eileen Barton)
4. I'VE GOTS A CAKE (Eileen Barton)
5. I'VE GOTS A CAKE (Eileen Barton)
6. I'VE GOTS A CAKE (Eileen Barton)
7. I'VE GOTS A CAKE (Eileen Barton)
8. I'VE GOTS A CAKE (Eileen Barton)
9. I'VE GOTS A CAKE (Eileen Barton)

**Stephen Paul**

WILL—Richmond, Va.

1. I'VE GOTS A CAKE (Eileen Barton)
2. I'VE GOTS A CAKE (Eileen Barton)
3. I'VE GOTS A CAKE (Eileen Barton)
4. I'VE GOTS A CAKE (Eileen Barton)
5. I'VE GOTS A CAKE (Eileen Barton)
6. I'VE GOTS A CAKE (Eileen Barton)
7. I'VE GOTS A CAKE (Eileen Barton)
8. I'VE GOTS A CAKE (Eileen Barton)
9. I'VE GOTS A CAKE (Eileen Barton)

**Hal Tate**

WAFT—Chicago, Ill.

1. THE FOOLISH HEART (George Jones)
2. THE FOOLISH HEART (George Jones)
3. THE FOOLISH HEART (George Jones)
4. THE FOOLISH HEART (George Jones)
5. THE FOOLISH HEART (George Jones)
6. THE FOOLISH HEART (George Jones)
7. THE FOOLISH HEART (George Jones)
8. THE FOOLISH HEART (George Jones)
9. THE FOOLISH HEART (George Jones)

**Al Jarvis**

KLCG—Hollywood, Calif.

1. THE FOOLISH HEART (George Jones)
2. THE FOOLISH HEART (George Jones)
3. THE FOOLISH HEART (George Jones)
4. THE FOOLISH HEART (George Jones)
5. THE FOOLISH HEART (George Jones)
6. THE FOOLISH HEART (George Jones)
7. THE FOOLISH HEART (George Jones)
8. THE FOOLISH HEART (George Jones)
9. THE FOOLISH HEART (George Jones)

**Louis Stone**

WGBB—Freepport, N.Y.

1. THE FOOLISH HEART (George Jones)
2. THE FOOLISH HEART (George Jones)
3. THE FOOLISH HEART (George Jones)
4. THE FOOLISH HEART (George Jones)
5. THE FOOLISH HEART (George Jones)
6. THE FOOLISH HEART (George Jones)
7. THE FOOLISH HEART (George Jones)
8. THE FOOLISH HEART (George Jones)
9. THE FOOLISH HEART (George Jones)

**Robert Snyder**

WOKO—Albany, N.Y.

1. I'VE GOTS A CAKE (Eileen Barton)
2. I'VE GOTS A CAKE (Eileen Barton)
3. I'VE GOTS A CAKE (Eileen Barton)
4. I'VE GOTS A CAKE (Eileen Barton)
5. I'VE GOTS A CAKE (Eileen Barton)
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7. I'VE GOTS A CAKE (Eileen Barton)
8. I'VE GOTS A CAKE (Eileen Barton)
9. I'VE GOTS A CAKE (Eileen Barton)

**Robert Snyder**

KCA & KMPC—Hollywood, Calif.

1. I'VE GOTS A CAKE (Eileen Barton)
2. I'VE GOTS A CAKE (Eileen Barton)
3. I'VE GOTS A CAKE (Eileen Barton)
4. I'VE GOTS A CAKE (Eileen Barton)
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7. I'VE GOTS A CAKE (Eileen Barton)
8. I'VE GOTS A CAKE (Eileen Barton)
9. I'VE GOTS A CAKE (Eileen Barton)

**Ira Cook**

KECA & KMPC—Hollywood, Calif.

1. I'VE GOTS A CAKE (Eileen Barton)
2. I'VE GOTS A CAKE (Eileen Barton)
3. I'VE GOTS A CAKE (Eileen Barton)
4. I'VE GOTS A CAKE (Eileen Barton)
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7. I'VE GOTS A CAKE (Eileen Barton)
8. I'VE GOTS A CAKE (Eileen Barton)
9. I'VE GOTS A CAKE (Eileen Barton)

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### New York, N. Y.
1. **My Foolish Heart** (Gordon Jenkins)
2. **It Isn't Fair** (Sammy Kaye)
3. **Hoop Dee Doo** (Perry Como)
4. **Old Piano Roll Blues** (Lawrence Cook)
5. **Sentimental Me** (Russ Morgan)
6. **Bewitched** (Billy Snyder)
7. **Third Man Theme** (Anton Karas)
8. **Daddy's Little Girl** (Dick Todd)
9. **Hoop-Dee-Doo** (Perry Como)
10. **Music, Music, Music** (Teresa Brewer)

### Chicago, Ill.
1. **It Isn't Fair** (Sammy Kaye)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Third Man Theme** (Anton Karas)
4. **My Foolish Heart** (Billy Eckstine)
5. **Bewitched** (Bill Snyder)
6. **Sentimental Me** (Russ Morgan)
7. **I'd've Baked a Cake** (Elton Barton)
8. **Hoop-Dee-Doo** (Perry Como)
9. **Sentimental Me** (Amos Bros.)
10. **C'est Si Bon** (Johnny Desmond)

### Los Angeles, Calif.
1. **It Isn't Fair** (Sammy Kaye)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Third Man Theme** (Anton Karas)
4. **My Foolish Heart** (Billy Eckstine)
5. **Sentimental Me** (Russ Morgan)
6. **I'd've Baked a Cake** (Elton Barton)
7. **Hoop-Dee-Doo** (Perry Como)
8. **Count Every Star** (Napa Wacholzak)
9. **Bewitched** (Gordon Jenkins)
10. **Music, Music, Music** (Teresa Brewer)

### Newark, N. J.
1. **Third Man Theme** (Anton Karas)
2. **Sentimental Me** (Russ Morgan)
3. **It Isn't Fair** (Sammy Kaye)
4. **I'd've Baked a Cake** (Elton Barton)
5. **My Foolish Heart** (Billy Eckstine)
6. **Enjoy Yourself** (Buddy Day)
7. **Hoop-Dee-Doo** (Perry Como)
8. **Daddy's Little Girl** (Dick Todd)
9. **With My Eyes Wide Open** (Patti Page)
10. **Dearie** (Stafford-Hallracy)

### Tallahassee, Fla.
1. **Third Man Theme** (Anton Karas)
2. **It Isn't Fair** (Sammy Kaye)
3. **Hoop Dee Doo** (Perry Como)
4. **Third Man Theme** (Anton Karas)
5. **Sentimental Me** (Amos Bros.)
6. **With My Eyes Wide Open** (Patti Page)
7. **My Foolish Heart** (Gordon Jenkins)
8. **Dearie** (Hawthorne-Lee)
9. **Daddy's Little Girl** (Dick Todd)
10. **Music, Music, Music** (Teresa Brewer)

### San Diego, Calif.
1. **Third Man Theme** (Guy Lombardo)
2. **It Isn't Fair** (Sammy Kaye)
3. **Bewitched** (Bill Snyder)
4. **Sentimental Me** (Russ Morgan)
5. **Rain (Frank Petri Trio)
6. **Are You Lonesome Tonight?** (Blue Barron)
7. **Hoop Dee Doo** (Perry Como)
8. **Music, Music, Music** (Carmen Cavallaro)
9. **There's No Tomorrow** (Tony Martin)
10. **Enjoy Yourself** (Guy Lombardo)

### Great Falls, Mont.
1. **I'd've Baked a Cake** (Colleen Gibb)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Music, Music, Music** (Teresa Brewer)
4. **Bewitched** (Bill Snyder)
5. **Sentimental Me** (Amos Bros.)
6. **I Almost Lost My Mind** (Joe Hunter)
7. **Candy and Cake** (Ray Ackerman)
8. **Sentimental Me** (Amos Bros.)
9. **There's No Tomorrow** (Tony Martin)
10. **Bewildered** (Bill Snyder)

### New York, N. Y.
1. **It Isn't Fair** (Sammy Kaye)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Third Man Theme** (Anton Karas)
4. **My Foolish Heart** (Billy Eckstine)
5. **Sentimental Me** (Russ Morgan)
6. **I'd've Baked a Cake** (Elton Barton)
7. **Hoop-Dee-Doo** (Perry Como)
8. **Sentimental Me** (Amos Bros.)
9. **There's No Tomorrow** (Tony Martin)
10. **I Wanna Be Loved** (Andrews Sisters)

### Dayton, Ohio
1. **I'd've Baked a Cake** (Colleen Gibb)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Candy and Cake** (Artie Godfrey)
4. **Candy and Cake** (Arthur Godfrey)
5. **Bewildered** (Stafford-MacRae)
6. **C'est Si Bon** (Johnny Desmond)
7. **There's No Tomorrow** (Tony Martin)
8. **Bewildered** (Bill Snyder)

### Bilioxi, Miss.
1. **It Isn't Fair** (Sammy Kaye)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Third Man Theme** (Anton Karas)
4. **My Foolish Heart** (Billy Eckstine)
5. **Bewitched** (Bill Snyder)
6. **Sentimental Me** (Russ Morgan)
7. **C'est Si Bon** (Johnny Desmond)
8. **Old Piano Roll Blues** (Lawrence Cook)
9. **Peter Cootenoll (Martin Shiner)

### Muncie, Ind.
1. **Music, Music, Music** (Fred Smith Martin)
2. **It Isn't Fair** (Sammy Kaye)
3. **Third Man Theme** (Anton Karas)
4. **Hoop Dee Doo** (Perry Como)
5. **There's No Tomorrow** (Tony Martin)
6. **I Almost Lost My Mind** (Frank Petri Trio)
7. **I'd've Baked a Cake** (Elton Barton)
8. **My Foolish Heart** (Gordon Jenkins)
9. **I Wanna Be Loved** (Andrews Sisters)
10. **Candy and Cake** (Mostly Carson)

### Hagerstown, Md.
1. **I'd've Baked a Cake** (Colleen Gibb)
2. **It Isn't Fair** (Sammy Kaye)
3. **Third Man Theme** (Anton Karas)
4. **Old Piano Roll Blues** (Lawrence Cook)
5. **Daddy's Little Girl** (Dick Todd)
6. **I'll Talk to You Laterly** (Marlene Warren)
7. **At Night (The Great)"
8. **Music, Music, Music** (Teresa Brewer)
9. **I Wanna Be Loved** (Andrews Sisters)
10. **Candy and Cake** (Mostly Carson)

### Gadsden, Ala.
1. **I'd've Baked a Cake** (Colleen Gibb)
2. **My Foolish Heart** (Billy Eckstine)
3. **It Isn't Fair** (Sammy Kaye)
4. **Music, Music, Music** (Teresa Brewer)
5. **Third Man Theme** (Anton Karas)
6. **My Foolish Heart** (Billy Eckstine)
7. **Sentimental Me** (Russ Morgan)
8. **Dearie** (Hawthorne-Lee)
9. **Candy and Cake** (Mostly Carson)
10. **I'd've Baked a Cake** (Colleen Gibb)

### Madison, Wisc.
1. **It Isn't Fair** (Sammy Kaye)
2. **I'd've Baked a Cake** (Elton Barton)
3. **Enjoy Yourself** (Doris Day)
4. **With My Eyes Wide Open** (Patti Page)
5. **Music, Music, Music** (Teresa Brewer)
6. **Dearie** (Hawthorne-Lee)
7. **Candy and Cake** (Mostly Carson)
8. **I'd've Baked a Cake** (Colleen Gibb)
9. **Music, Music, Music** (Teresa Brewer)
10. **Sentimental Me** (Amos Bros.)

### Hot Springs, Ark.
1. **Old Piano Roll Blues** (Jim Dennis)
2. **I'd've Baked a Cake** (Colleen Gibb)
3. **Music, Music, Music** (Teresa Brewer)
4. **My Foolish Heart** (Billy Eckstine)
5. **I'd've Baked a Cake** (Colleen Gibb)
6. **Third Man Theme** (Anton Karas)
7. **My Foolish Heart** (Billy Eckstine)
8. **I'd've Baked a Cake** (Colleen Gibb)
9. **With My Eyes Wide Open** (Patti Page)
10. **Candy and Cake** (Evelyn Knight)
Remington Records Slash Price Of Long Play 33\(\frac{1}{3}\) Disks

NEW YORK—Remington Records, Inc., through its principal sales agreement with Victor, Columbia and London, will be the first to announce the most radical slashing in price for long-playing records yet known to the industry. Remington's entire popular and semi-classical catalogue of long-playing 33 and one third RPM recordings, which here- tofore sold for $2.85 each, have been cut to 99 cents apiece. Drawing on the catalogues of affiliated companies such as United World Master Records, Inc., Empire Records Ltd. of Canada and the Philharmonic Records Co. of Europe, Remington is planned to fix prices on an entire classical series covering over 500 symphonies, opera, chamber music, concerti, lieder, etc., with 10 inch records selling for $1.45 as against a previous price of $2.85 and 12 inch records at $1.99, whereas formerly they sold for $4.85. The price slashing is expected to knock the bottom out of the long playing record industry which to date, according to Donald H. Gabor has been operating at a 500% profit on actual cost. Mr. Gabor stated the reason for the cut was that he felt the industry and manufacturers of long playing records should operate on considerable less profit, and make good musical available at a popular price to the public.

"We are seeking to provide the lowest possible price for the playing quality of record, and thus provide mass sales for all types of music. Other manufacturers can do the same thing. We will make a profit by selling directly to the stores and eliminating the expenses of the middleman who has been absorbing most of the potential profits."

It is considered dubious by Mr. Gabor that the major companies such as Victor, Columbia or London, will be able to meet the new competition since their vast network of salesmen, district and branch managers and branch offices carry so much overhead, that a higher price is probably necessary for these companies to survive. The new move, however, should be a blessing for the smaller company, which can meet the competition. Merchandisers of European records up to now have been selling these recordings at the same price as American records, although they were produced with much cheaper labor. The current price in the field for the three major distributors of records for 10 inch discs, is $2.85 for Columbia, $3.35 for Victor, and $3.85 for London.

Remington's initial order from Macy's in New York covers 20,000 long-playing records with guarantees for Macy's 17 other distributing outlets throughout the country. Total orders for over 100,000 records were received the first day.

Emil Coué once said . . .

"I Do Better Day By Day"

JERRY COOPER says

"I DO BETTER UP IN THE MOUNTAINS"

(AH I DO DOWN BY THE SEA) on ABBEY RECORDS #105010

Watch for important announcement in next week's CASH BOX

ABBEY RECORDS, INC.
754 - 10th Avenue, New York, N.Y.

JUBILEE Record Hits

THE ORIOLES

"MOONLIGHT"

backed by "I WONDER WHEN"

JUBILEE 5026

... and ...

"AT NIGHT"

backed by "EVERY DOG-GONE TIME"

JUBILEE 5025

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

HEADED FOR THE TOP!

SAMMY KAYE'S

"ROSES"

backed by "TIDDLEY WINKIE WOO"

on RCA VICTOR 20-3754

BABY, WON'T YOU SAY YOU LOVE ME

From 20th Century-Fox's "WABASH AVENUE" recorded by

BILLY BRITISH - London

NAT "KING" COLE - Capi
gal

BOBBY COLT - Admiral

BILLY ECKSTINE

ELLA FITZGERALD - Decca

HERB JEFFEY - Capi
gal

RAT ROBBINS - Capi
gal

LEO FEIST, INC.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MISTRUSTIN' BLUES
Little Esther
(Savoy 735)

PINK CHAMPAGNE
Joe Liggins
(Specialty 355)

IT ISN'T FAIR
Dinah Washington
(Mercury 8169)

EVERY DAY I HAVE THE BLUES
Lowell Fulsom
(Swingtime 1946)

INFORMATION BLUES
Roy Milton
(Specialty 349)

DOUBLE CROSSIN' BLUES
Little Esther
(Savoy 731)

MY FOOLISH HEART
Billy Eckstine
(MGM 10623)

CALYPSO BLUES
King Cole
(Capitol 915)

I'LL ALMOST HAVE IT
Little Esther
(Savoy 735)

STACK O' LEE
Archibald
(Imperial 5068)

PINK CHAMPAGNE
Joe Liggins
(Specialty 355)

I NEED YOU SO
Ivy Joe Hunter
(MGM 10663)

BALD HEAD
Roy Byrd
(Mercury)

WHY DO THINGS HAPPEN TO ME
Roy Hawkins
(Madam)

MY BABY IS GONE
Charles Brown
(Aladdin)

MISTRUSTIN' BLUES
Little Esther
(Savoy 735)

ANYBODY'S BLUES
Ams Milburn
(Aladdin)

IT ISN'T FAIR
Dinah Washington
(Mercury 8169)

PINK CHAMPAGNE
Joe Liggins
(Specialty 355)

SAD FEELING
Lionel Hampton
(Decca)

EVERY DAY I HAVE THE BLUES
Lowell Fulsom
(Swingtime)

WELL, OH WELL
Tiny Bradshaw
(King 4357)

MISTRUSTIN' BLUES
Little Esther
(Savoy 735)

MISTRUSTIN' BLUES
Little Esther
(MGM 10578)

AFTER HOURS SESSION
Frank Culley
(Atlantic 888)

I ALMOST LOST MY MIND
Ivy Joe Hunter
(MGM 10578)

I ALMOST LOST MY MIND
Ivy Joe Hunter
(MGM 10578)

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(MGM 10578)

I ALMOST LOST MY MIND
Ivy Joe Hunter
(MGM 10578)
"WOULD I STILL BE THE ONE IN YOUR HEART?" (2:46)
"COUNT EVERY STAR" (2:45)
THE BLENDELS
(Deco 48158)

Search for: "I might of deck you
"I never knew I loved you"

"ANY TIME YOU RING MY BELL" (2:45)
"LET MY DREAMS COME TRUE" (2:57)
ARLEE STIDHAM
(SAC Victor 22 0038)

- New vocal group make their bow on Decca wax, and step out on the market front with this release pair
- "Would I Still Be The One In You Heart?" and "Count Every Star". It's the top deck that we’re raving about, and we’re sure you will too. Tane is a slow moving ballad, offered in rich, sincere vocal tones from start to finish. Ditty has an infectious quality about it that rings the bell, and makes you wanting along with it. Vocal harmony of the combo is smooth and superb all the way. It’s the kind of quiet wax that you want to relax with. On the other end, the combo offer their rendition of this current pop ballad. Ditty is climbing in popularity, and should get an added impetus as a result of this rendition. The top deck is the side they’ll rave about though—ops should get with it!

YOUR LIFE AND" COUNT EVERY STAR" (2:45)
THE BLENDELS
(Deco 48158)

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"MISSING YOU" (2:35)
"AS LONG AS I LIVE" (2:35)
THE BLENDELS
(2:35)
EXCLUSIVE TO DECCA
(2:45)

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MERCURY PURCHASES PRESSING PLANT IN COAST EXPANSION

Firm Buys Modern Records Factory

LOS ANGELES—Mercury Records this week announced the purchase of the Modern Record pressing plant, mill and complete physical facilities at Santa Monica and Robertson Blvds., in order to expedite increased production of Mercury platters for West Coast distribution.

The long brewing deal, which was closed between Hank Plinko on behalf of Mercury and Jules Binari, head of Modern Records, is reported to involve an estimated $79,000 transaction. Terms of the arrangement call for Modern Records to continue using the plant for their own pressing at the rate of a minimum 80,000 discs monthly. The plant had carried the Model label out front for a period of three years.

With a peak capacity production of 750,000 records, both 78 and 45 speeds, the plant promises to maintain full pace since Mercury plans to produce 1,000,000 monthly. Considered the most complete independent pressing plant on the West Coast, the former Modern layout is equipped to handle a record from its initial studio cutting through processing of master pressing, printing labels, packaging and shipment.

Several changes in plant personnel resulted from the change in ownership, a number of personnel being brought in from another fine plant, but most of the Modern shop employees will stay on under the Mercury aegis.

As announced by Jules and Saul Bikari, the Modern operation will continue in full force from its new Beverly Hills offices on Cosnet Drive, Austin McCoy, music director of the company, remains with Modern in that capacity.

Cosnat Distributes Open

NEW YORK—Jerry Blaine, president of Cosnat Distributing, this city, this past week formally opened his new record distributing headquarters with a three-day party celebration.

On hand to send the new quarters off to a flying start were figures from every field associated with the phonograph record business. Disk jockeys, record executives, other distributors, recording artists and the trade press were on hand to congratulate Blaine.

The new quarters will house the Cosnat firm in grand style. The trade, in union, congratulated Blaine for his spacious quarters, record-preview counter, parking facilities, and in general, the efficient operation of his organization. The larger space the Cosnat firm has will allow for greater speed in the shipping of records, and in addition, enable the firm to stock a wider variety of recordings.

Cosnat is one of the nation's largest record distributing organizations, and has an enviable reputation in the phonograph recording business.

Predict Huge Success

For "Love Like Ours"

NEW YORK—Traders who were treated to a preview showing of "The Men," here this past week were promised similar success for the flicker's theme "Love Like Ours" as that attained by the widely popular "Third Man Theme." "The Men," a new Stanley Kramer production released thru United Artists, is published by Laure Music and was penned by Dmitri Tiomkin and Johnny Lehman. Song is set for a heavy promotion campaign, with a flock of records set to be released on July 1st. The tune is heard throughout the film, in every conceivable tempo and rhythm, and caused much attention among those present. Pic subject deals with the problems of a paraplegic veteran to adjust himself to everyday living conditions.

Pic subject deals with the problems of a paraplegic veteran to adjust himself to everyday living conditions.
What Can We Do To Help YOU?

Tell Us

What we can do to help you to enjoy better business by publishing what is most interesting to you. Tear out and mail today to

The Cash Box

Empire State Bldg.
New York 1, N. Y.

Signed

Firm

Address

City Zone State
A sleek, glistening beauty! SuperVend's new all-metal cabinet, with its dual-toned baked enamel finish, is the handsomest drink vendor you have ever seen! Designed to keep its sparkling, clean beauty: rounded corners, plastic-covered drink name-plates, hooded fluorescent lighting!

The new, improved SuperVend is as practical as it is beautiful! Dial selector and coin slot set for children and adults... and it's so clear and simple that even a small child can easily get the drink he wants. If the customer wants cola, he gets a 100% pure cola drink—with no chance of mixture or dilution from other flavors in the machine!

Always the finest... the new, improved SuperVend is now even finer!

Not only is the new SuperVend better looking, but it has been improved mechanically, too. It includes all the most modern improvements—many of which are exclusive with SuperVend!

For better trouble-free operation, the new SuperVend has been mechanically improved 22 ways:

1. Cup well removable for easy cleaning.
2. Improved design prevents tilting of cups.
3. Hinged delivery door allows one-hand operation.
4. Long-life germicidal lamp—no starter.
5. Tank on door easily removed for cleaning.
6. Large removable coin box.
7. Casters moved forward to prevent tilting.
8. Improved cooling and carbonation.
9. Redesigned selector valve gives faster delivery.
10. Delivery mechanism simplified; adjustments eliminated.
11. Cup dispenser simplified; delivery mechanism eliminated.
12. Increased syrup capacity.
13. Improved syrup drum cleaning.
14. Redesigned pre-cooler to improve efficiency and eliminate leaks.
15. Simplified wiring assemblies.
16. Improved coin entry chute.
17. Light pressure slug scavenger mechanism.
18. Simplified coin changer.
19. Improved change return cup prevents coin loss.
20. Improved lock mounting eliminates binding.
21. Delivery casting adaptable to auxiliary kits.
22. Leakproof plastic floats.

Unequalled by any other machine, the new SuperVend is the nation's leading cup-drink dispenser!
More profitable than bottle vending machines or single-flavor cup-drink dispensers

SuperVend

sells more drinks to more people!

Occupying less than 6 square feet (2'9" x 2'1"), the new SuperVend can dispense 320 six-ounce drinks per hour. No other space needed... no bottle storage... no lost or broken bottles.

A three-flavor SuperVend often does four times the volume of a single-flavor machine in the same location! You can increase the SuperVend sales even more by adding two more drinks, all within the same machine—either non-carbonated or hot drink. Simply add one or two attachments within the same machine.

Like the machine, the profits are automatic. No sales help, no change making (5c-10c-25c change-maker is standard equipment). Needs no attention, no work, no expense, no trouble to location-owner!

INDUSTRIAL PLANTS
Bakeries, warehouses, forge shops, steel mills, boiler plants, etc.

SCHOOLS AND UNIVERSITIES
Business colleges, trade schools, dancing schools, etc.

AIR, RAIL AND BUS TERMINALS
These are some of the most profitable locations.

MILITARY INSTALLATIONS
Important locations even in peacetime.

SUPER MARKETS
Department stores, etc. Where there's traffic there's sales for SuperVend.

THEATRES
Lobbies of indoor movie theatres, outdoor movies, etc.

AMUSEMENT CENTERS
Zoos, parks, ball parks, race tracks, etc.

BOWLING ALLEYS
Tennis courts, swimming pools, etc.

OFFICES
Courthouses, city halls, hotel lobbies— wherever people congregate.

CLUBS
Golf and country clubs, employees clubs.

FILLING STATIONS
And large indoor parking garages.
improved machines—localized factory-trained service means

greater sales and profits

all the way down the line for

SuperVend FINANCING PLAN
inquire about the SuperVend financing plan. SuperVend management realizes that it takes money to make money!

operator
location owner

THIS IS SuperVend’s SALES AND SERVICE POLICY: A factory-trained qualified operator—under the direct supervision of a SuperVend distributor—will always be within a few miles of every SuperVend machine. From the very top, the SuperVend organization is sectionalized and then localized, with adequate supervision all down the line, to assure top-flight, careful service for every SuperVend vendor. This policy assures greater satisfaction for the consumer who finally puts the coin in the machine... and greater sales and profits for everyone all down the line.

write, wire, phone

SuperVend SALES CORPORATION

134 N. La Salle Street, Chicago

MIKE HAMMERMREN, President

www.americanradiohistory.com
N.A.M.A. Region IX Hold May 21, Texas Meet
Vaughn Heads Program

DALLAS, TEXAS—Tom Vaughn, chairman, N.A.M.A. Region IX National Automatic Merchandising Association, (N.A.M.A.) has just announced the program for the eighteen exceptionally well-organized and highly informative events to be held on May 21, Baker Hotel, this city.

For Vaughan’s keynote at the all-day get-together will be Carl Boyle, manager, Fountain Division, Dr. Pepper Company, Dallas. Boyle will talk on the subject of “Merchandising A Location.” Location considerations will cover the vending of candy, cigarettes, beverages, (cup and coffee), and pennny-with-a-ball machines. Special consideration will be given to automatic merchants thwart the state of Texas.

On the general topic of “What Are The Minimum Sales Needed Per Machine Per Week To Show A Profit,” Harold Rhodes, Dallas automatic merchant, will cover candy; Robert Rowland, G. P. Rowland Peanut & Candy Co., Dallas, will follow on the same subject. G. A. Methvin, Automatic Cigarette Service, Beaumont; and James N. Jory, City Wide Cigarette Co., Atlanta, will discuss cigarette vending.

W. H. Mason III, Mason Automatic Vending Co., Houston, will speak on beverage vending. Joseph R. Dobson, Lone Star Vending Service, Dallas is scheduled to talk on coffee vending. William Horn of Abilene will address the group on penny-bunk vending.

After luncheon speeches will be made by Fred L. Brandstrader, N.A.M.A. Legislative Council on Legislation; C. S. Darlington, Executive Director, N.A.M.A. on an accounting program for automatic merchandisers; L. L. Cavanaugh, Director of Public Relations, N.A.M.A. will give a speech on the Publisher’s Plan for Operators; Fred L. Brandstrader will speak on the advantage of automatic merchandisers and L. L. Cavanaugh will discuss the coming N.A.M.A. convention.

The meeting will be concluded by a round table session, reports and the election of a regional chairman.

Cole Products To Open Office No 11

CHICAGO—Albert Cole, president of Cole Products Corporation, this city, has announced that his firm’s beverage dispenser, is looking forward to the opening of the firm’s eleventh regional sales office at 39 South LaSalle Street, as well as offices in nine other important cities.

These are: New York, N. Y.; Boston, Mass.; Philadelphia, Pa.; Atlanta, Ga.; Washington, D. C.; Chicago, Ill.; Columbus, Ohio; San Francisco, Calif., and Los Angeles.

The organization is planning far ahead to meet the needs of all automatic dispensers complete service and sales facilities within a few short miles from their operating centers.

The plan for continued opening of new regional offices has won much good favor from the firm’s present operators, and sales have, at the same time, been running ahead to executives of the firm.

The no new products have been announced by Cole, and it is believed that the firm is working at full capacity meeting orders which they have already on hand and that they are hoping to offset too big a backlog of orders in the future as the warmer weather sets in.

First Distribs Ready New Ball Gum Vendor & Disclose Promotion

CHICAGO—Wally Finke and Joe Kline of First Distributors, announced this past week a new ball gum merchandise idea to operate with their Mercury Ball Gum Vendor, slated to appear on the confectioners’ scene in the industry at the ACMA show.

Automatic merchants will place a Mercury Ball Gum Vendor companion prize board on location. The display case will be mounted on rockers and contains approximately 520 pieces of ball gum plus 50 “Fortune” or “Winner” balls. Winner balls are plastic shells which break in two revealing a prize which will give the name of one of the prizes on the display board. Customers receive a corresponding prize to the one shown on the board from the location owner.

Reports received by First Distributors and announcements are changed periodically. On test locations it was found that the average location empties a machine within one week with a clear profit after deducting the cost of the merchandise and ball gum of $12.00 for division between the automatics and merchants who have tested this promotion have reported a unanimously favorable location. Customers are pleased with the machine as they always receive a ball gum from it as much as a six dollar prize. Also, through the volume purchasing power of First Distributors, the merchanidse can be offered to the automatic merchant at wholesale prices. Customers receive prizes that have a retail value exceeding the total amount deposited in the machine.

Commented Joe Kline, “There is no limit to the number of locations which will be interested in ball gum machines that never before were considered.”

Two Mags. Set To Run Feature “A.M.” Stories

NEW YORK—Randsell Inc., periodical publishers, and Variety Merchandising Publications have both informed the Cash Box, Automatic Merchant, that they are readying articles on “Merchandising America” for the forthcoming issues of their magazine. Anyone interested in further information on the stories when they appear should contact Randsell Inc. and Variety Merchandising.

Ideal Dispensers To Make 50,000 Vendors In ’50

BLOOMINGTON, ILL.—Ideal Dispensers Company, in this chapter of 25,000 bottle vendors in 1949, is planning to turn out over 50,000 bottle vendors in 1950.

William M. Kelly, Ideal Executive, states that Ideal was the first to introduce the 4000 A.B.T. coin mechanism a day in order to maintain the pace of production needed to meet the con- signment of a giant 1950 goal. Ideal produces a varied line of beverage vending equipment.

Lyons Reveals New Dual Drink Vendor

NEW YORK—Lyons Industries, Inc. has revealed a new automatic Dual Drink Vendor to be added to its present line of Single Drink Vendors. The announcement, coincident with the usual warm weather peak for thirst quenching drinks, is timed to deliver the machines to reach the market where beverage sales are at their highest point. The latest model Lyons machine offers a choice of two flavors in disposable cups, ice cold, and perfectly mixed and uniformly blended.

Automatic merchants will be able to enjoy continuous sales of two flavors of beverages since the Lyons Dual Drink Vendor dispenses 150 oz. of drinks from one filling of syrup and paper cups. Requiring only 24” by 20” of floor space, its cabinet is designed to induce the maximum possible impulse buying.

Executives of the firm claimed, “the very high profits and low maintenance reported by automatic merchants for the Lyons Single Drink Vendor will be true for the Dual Drink Vendor because it also has been engineered for owner-automatic merchant convenience.”

See the KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

ON DISPLAY

AT ACMA'S Show
Booths 29-30-31-32
Hotel Sherman, Chicago

"Keeney PENNY LOADER"

Don't fail to see the Keeney Penny Loader in action. A new, quiet, feature-packed merchandising means of loading pennies. Only $119.50 f.o.b. Chicago.

J. H. KEENEY & CO., INC.
2600 W. FIFTEENTH ST. • CHICAGO 32, ILL.

N. Y. DISTRIBUTORS for KEENEY

Finest Cigarette Vending Machine Ever Built

BILOTTA DISTRIBUTING dist. Eastern Cigarette Company
224 NORTH MAIN STREET
NEWARK (Wynne County) NEW YORK
• Exclusive Wurlitzer Factory Distributors for the Albany-Syracuse Territory

Candy - Men Annouce "Biggest P.-R. Push"

CHICAGO—Paul M. Belch, Chairman of the Council on Candy of the National Confectioners’ Association (NCA) last week announced “the biggest public relations program in the history of our industry.”

The Council has already started distributing a public relations kit to chambers of the industry designed as a long-range volume booster. The kit is divided into four sections consisting of: (1) Editorial material to use in publications of the community or any organization type; (2) Speeches written for delivery before community organizations; (3) Scientific reference material for use in combating slurm campaigns and misunderstandings; (4) Educational material that can be made available to grade and high schools and to science editors on local papers.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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Booths .................................. 31, 32

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MEMPIS METAL MFG. CO. INC.
Booth .................................. 1

THE BERT MILLS CORP.
Booths 45A, 45B

MILLS INDUSTRIES, INC.
Booths .................................. 51, 52

MONARCH COIN MACH. CO.
Booth .................................. 112

MORRISON STEEL PROD. INC.
Booth .................................. 20

NATIONAL REJECTORS SERVICE
Booth .................................. 75, 76

NATIONAL SHUFFLEBOARD CO.
Booths .................................. 107, 108, 109

NATIONAL VENDORS, INC.
Booth .................................. 100

NORTHWEST ENG. & MFG. CO.
Booth .................................. 4

THE NORTHWESTERN CORP.
Booth .................................. 54

OAK MFG. CO. INC.
Booth .................................. 3

PACE MFG. CO., INC.
Booths .................................. 41, 42

THE PENNY KING CO.
Booth .................................. 21

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Booth .................................. 86

ROYAL PRODUCTS, INC.
Booths .................................. 105, 106

SHUFFLEBOARD SPECIALISTS
Booth .................................. 90-A

SUPERVEND SALES CORP.
Booths .................................. 1-A, 1-B

GEO. SYLVAN ELEC. CORP.
Booth .................................. 95

TAP-MIXERS SERVICE
Booth .................................. 103

TELEQUIZ CORP.
Booth .................................. 91

UNITED MFG. CO.
Booths .................................. 97, 98

UNIVERSAL INDUSTRIES, INC.
Booths .................................. 7, 8, 9, 10

VALLEY SHUFFLEBOARD, INC.
Booths .................................. 22, 23, 24, 25

R. C. WALTERS MFG. CO.
Booth .................................. 53

WATLING MFG. CO.
Booths .................................. 12, 13, 14

O. D. JENNINGS & CO.
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MILLS INDUSTRIES, INC.
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Booth .................................. 1725 Diversey Blvd.

COMET INDUSTRIES, INC.
Booth .................................. 2849 W. Fullerton Ave.

COMO MFG. CORP.
Booth .................................. 5013 N. Kedzie Ave.

H. C. EVANS & CO.
Booth .................................. 1598 W. Adams St.

EXHIBIT SUPPLY CO.
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GENCO SALES & MFG.
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Try the WARPED Record Test!

The AMI Model "C" will play a warped record as if it were in perfect shape, brand new! This feat is explained by the AMI gravity ride, the AMI single tone arm, the AMI single needle. If a single tone arm and a single needle can play the front and back of every record, why should it be necessary to complicate a juke box with two tone arms or two needles? The warped record test will prove that the tone arm which rides the grooves by gravity delivers greatest musical value, longest record life, and the ultimate in record economy.

The heart of the "C" is the famous AMI record changer which has gloriously stood the test of time and excessive play in tens of thousands of locations. It is universally conceded to be the simplest, strongest, most reliable mechanism of its kind—field proven and trouble-free!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.
Branch Office: 134 N. LaSalle St., Chicago 2, Ill.
Sam Lewis Named Chairman Of Coin Mach. Division Of U.J.A.

Dinner Thurs., May 25, Crystal Room, Palmer House

CHICAGO—Sam Lewis, executive at Chicago Coin Machine Company, recently chosen as chairman of the Coin Machine Division of the 1950 Combined Jewish Appeal, together with Dave Gottlieb, D. Gottlieb & Company and Sam Wolberg, Chicago Coin Machine Company (co-chairmen), announced this week that plans for a gala dinner and star-studded show have been completed.

On Thursday evening, May 25, at 6:30 PM, the Amusement Division of the Combined Jewish Appeal is holding a dinner at the Crystal Room of the Palmer House. A complete turn-out of all in the industry is expected. "The purpose of this dinner," explained Lewis, "is to bring together some of the various people in the Amusement Industry and to acquaint them with some of the facts of the Combined Jewish Appeal."

Two very well known and informed speakers will be guests of honor. They are Judge Abraham L. Marovitz and Melvyn Douglas, film and stage star.

Angott Has Single Stop Music Service For Operators

DETOUR, MICH.—Carl J. Angott, president of Angott Distributing Co., this city, has developed one of the best and most unique single stop services for music ops in the country.

Not only are the firm’s headquarters here outstanding for their well proportioned arrangement, but, they are also among the most beautiful in this entire state.

Angott has gone a long way to make his headquarters here at 2616 Puritan homey and comfortable for all customers as well as efficient and convenient for all types of merchandise purchases.

Here Angott offers the trade both new and used automatic music equipment.

He is distributor for the Wurlitzer organization and has done a very fine job with the Model 1100 and is doing an even better sales job with the new Model 1250 Wurlitzer: phonos, as well as all Wurlitzer music accessories.

In addition, the firm have devoted half of their present space to the sale of records. This includes all the leading major labels as well as many of the independents.

"In short," as Carl points out, "when the music operator calls on us he not only can buy the new Wurlitzer, as well as any used music equipment he may need, but, he can get whatever records, needlest and parts he needs all in one single stop."

Heading the firm’s departments are Ted Parker, Sales manager; John Bailey, Roadman; Charley Andrews, Record Dept. Supervisor and Leo Angott as Service Manager. All these men are very experienced in automatic music and have efficient men working under them here.

"We're going to make Angott Distributing Co.," Carl stated, "the most outstanding music organization in the history of this state and help the music ops in every possible fashion to enjoy better business."

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 co-designed with 2 separate Cash Beams, with Coin Dividers, and are available in 10, 50 or the Play.

MARVEL—Cigarette Reels Only

AMERICAN EAGLE—Fruit Reels Only

Both are available in up to 4 different sizes and can be operated with any of our Pay-Ins.

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

We stock PARTS FOR DAVAL COUNTER GAMES. WRITE FOR PRICES.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK—In a syndicated article appearing in many newspapers thru-out the country Arthur J. Snider, science writer, expands the views of Prof. T. W. Richards of the Northwestern University psychology department, on why the public continues to play slots.

Quoted below are some of the Professor's explanations:

Some of us think we are darlings of destiny and the laws of chance will be repeated for us.

Others with king-sized egos think they can exercise some magic control by pulling the lever in a certain way.

Some after watching the machine run cold for a time, think it's due for a hot streak.

Some sportsmen play because of the human trait of obstinacy. They refuse to admit they can be beaten.

For many it is an escape from the hum-drum of daily living. It's an easy way to buy a thrill for a nickel or dime.

A deeper reason for slot's popularity might be what science calls sublimina-
tion—a form of substitution. People try to forget some of their worries in a cold war by putting at stake something they can afford to lose—nickels—rather than something they can't—theirs.

Chi Coin Speeds Deliveries Of New “Bowling Classic”

CHICAGO—Executives and engineers joined hands here this past week at Chicago Coin Machine Company to speed deliveries of their newest two player rebound bowling game, featuring disappearing pins, and the result has been that this new game, “Bowling Classic”, is hitting the market in increasing numbers each day.

According to Sam Lewis of the firm, "This is, without any doubt, the game that the players wanted. From first test reports we know that the game was going great. We then went further and covered our distributors, and their reaction was just as fine as we had received from our test locations."

"In fact," he continued, "some of our distributors believe that ‘Bowling Classic’ is going to surpass any other game in the two player field. They tell us that their operators, who have already placed the game on location, have instantly reordered. Now they are all seeking more ‘Bowling Classic’ for all their locations."

Orders on hand at the factory’s offices here are very gratifying to execs, in view of the fact that the game has only been on the market for a week.

It is already in top speed production and more of the games are coming out of the production lines each day.

Experience with two player bowling game manufacture has placed the firm far ahead in their production schedule and, therefore, they believe that they will have satisfied the first crush of orders within a few more days.

As one exec of the firm said, "Just tell the operators to hold quiet for a few days. Our production lines are going at top speed and we'll be able to get games into the hands of every one of our distributors and, thru them, to the operators in a very few days."

THE CASH BOX IS A MUST!

FOR ALL IN THE COIN MACHINE INDUSTRY

• OPERATORS • JOBBERS • DISTRIBUTORS •
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ALL FOR ONLY $15. PER YEAR

(Two Issues)

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Empire State Bldg., New York 1, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our

Check [] Please Send Us A Bill []

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Individual’s Name

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man...
CONSOLE DISTRIBUTING CO., INC.
SOUTHERN DISTRIBUTORS OF COMPLETE BUCKLEY LINE
CRISS CROSS BONANZA TRACK ODDS PARLEYS BARS
Write For Prices—New and Used or Contact Our Representative at
BOOTH 17-18-19

CONSOLE SALES AND SERVICE CO., INC.
LARGEST STOCK OF USED BELLS IN THE SOUTH—ALL ORIGINAIS
MILLS
Blue Fronts
Cherry Bells
Chromes
Black Cherries
Jewel Bells

JENNINGS
Dixie Bells
Black Hawks
Standard Chiefs
also
Pace & Wattlings
Write Us For Prices—or Contact Us At
BOOTH 17-18-19

GEORGIA DISTRIBUTORS
For
The Greatest Phono
AMI MODEL "C"

The Greatest Shuffle
Bally SHUFFLE-CHAMP

Wurlitzer's Ed Wurgler Back From Country-Wide "Vacation"
Gifted With Plaque By Ray Williams

Pictured above, Ed Wurgler proudly holds the beautiful bronze plaque which he received as a gift from Ray Williams. Titled "In Memory of Ed Wurgler", the poem on the plaque declares the stuffiness of formal dinners and toasts and points up the pleasures of a barbecue enjoyed by the music of a juke box. A fitting sentiment to be exchanged by two men whose lives and business revolved around the turning record and the music and financial return therefrom.

NORTH TONAWANDA, N. Y.—With plans to take a well-earned vacation, Ed Wurgler, Wurlitzer's general sales manager, recently started on a flying trip to the sunny south with an eye to fishing on Miami's sands and some game fishing in the blue waters of the Gulf and Florida's east coast. Right from the start the vacation became confused with business and ended up as an extended sales trip, taking in cities around the outer ring of the United States, ending back at the North Tonawanda plant five weeks after the trip had originally begun and several weeks beyond his earlier plans.

On his way south Wurgler stopped at Pittsburgh, Charleston, Richmond, Charlotte, Atlanta and Jacksonville before meeting Ted Bush in Miami. Here it was actually able to do a little fishing as he had planned from Everglades City and in the Gulf at Key West. His rest was short however and a telephone call, acting like a gong to an old fire horse, took him to New Orleans where he and Fletch Blaock discussed phonographs and enjoyed the sights of the French Quarter and dinner at Antoine's.

In quick succession followed flying visits to Kay Williams at Dallas and Joe Steele at Houston. Here Ed enjoyed the fine appointments and cuisine of the beautiful Hotel Shamrock and the famous Texas hospitality extended by the distributors, but even in these surroundings, the trip wasn't all fun. Ed talked Twofifty every place he hit and reports he found an ever-growing enthusiasm for the new model Wurlitzer as more and more thousands of them went on location. At each stop, which by now had included El Paso and Tucson, he talked not only with Wurlitzer distributors but with operators to get their first hand story of the way the machine was performing in the field.

Heading west Los Angeles, Ed spent some time with Al Mendez and Norman Rothchild of Southland and then hopped up to San Francisco where M. H. Rosenberg and Tim Crammett gave him the story of dealings and sales potentials in that territory. A quick flight to Seattle and a visit with Joe Hart followed, then the return to Fresno. Saying good-bye to the west coast, the next stop was Knudsen Music at Salt Lake City. This trip no swimming in the Great Salt Lake. After a few days with Knudsen, Ed again boarded the plane and stopped in Denver with the Drake boys and juke box "talk." Then on a short stop over in Omaha, long enough to make a quick phone call to Lou Singer, manager of Central Music Distributing's office and then a flight to Chicago with a call to Ben Coven and on home.

He reports that he cautiously threw his hat in the door before entering his house, to make sure that his family was still speaking to him. Thus ended an attempt at a vacation which turned out to be 98% business and 2% pleasure. In summation up his five weeks of contacting Wurlitzer distributors and dozens of operators in the phonograph business, Ed feels confident that the industry will enjoy a very good year. The new Wurlitzer is being operated from coast to coast and border to border and its earning capacity is reported far above the former models which it has replaced in locations.

After a few weeks at the factory to get his orders all booked and be assured that shipments are going with regularity to the distributors, Ed plans to take a swing around the inner circle and hit all the Wurlitzer distributing offices which he missed on his "vacation."

25¢ MILLS VEST POCKET BELLS
Sold Only by FRIEDMAN AMUSEMENT CO. $89.50

25¢ BUCKLEY AMUSEMENT CO.
441 EDGECWOOD AVENUE, S. E.
ATLANTA, GA.

FRIEDMAN AMUSEMENT CO.
441 EDGECOOD AVENUE, S. E.
ATLANTA, GA.

FRIEDMAN AMUSEMENT CO.
441 EDGECOOD AVENUE, S. E.
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Williams GREATEST BASEBALL GAME
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Terrific Action! Thrilling Animation! Tremendous Appeal!

Player Uses Skill to Hit Singles—Doubles—Triples—Home Runs!
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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 Eachinning!
Flippers Keep Ball in Action for Additional Hits!

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

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FULLMORE STREET, CHICAGO 34, ILLINOIS

Syracuse Enjoys Shuffle Game
Boom Among Collegiate Crowd

SYRACUSE, N. Y.—This upstate New York community is typical of the many throughout the United States that are enjoying a boom in business since the introduction of the new shuffleboard games. Not only are the old customers pouring their dimes into the new-style games but there are many playing now that were never customers before; and high on this list is the "college crowd" everywhere in evidence in this city that plays host to the 13,000 students from Syracuse University and those from the smaller colleges like Le Moyne and Cazenovia.

As one tavern keeper put it when interviewed, "These young people come here with their ‘dates’ and they all play the shuffleboards—even the girls, who seem to get as big a kick out of it as their boy friends. These kids are liberal spenders and a nice clean-cut crowd. I’ve been trying for years to get their trade and this is the first time that I’ve ever been able to do it. Having them here means an increase in play of the joke box as well as a general jump in all business. Furthermore, the way the craze is catching on, I think that conditions are going to hold up every bit as well as this all through the Summer. These college people are real shuffleboard fans and they’re the kind of spenders that I’ve always wanted." Operators who were questioned on the same theme declared that the bonanza has far exceeded even their fondest hopes for a shot in the arm to their business. Many remembered the editorials that appeared in The Cash Box a couple of years back declaring that all that this industry needed was "a new idea and it will come back stronger than ever." "I never realized how right you were," was the standard comment.

The best thing about the shuffleboards according to location owners and operators is the optimism with which it has infused the entire industry at a time when pessimism was becoming deadening. Now, most of the people that we have spoken to talk about new business, increased takes, faster action and perhaps for the first time in history a game that will overcome the Summer slump to the point where it will be almost negligible. As far as we can see, winter Summer evenings and lazy days will make the shuffleboard in the neighborhood locations the focal point of all activities. Even the girls will have their turns at the game.

However, it may well be the new element who have become customers after the shuffleboards are installed will prove to be the biggest break of all. Location owners who are awake and bidding for a young crowd who have money to spend, are liberal with it, and can become steady customers, will find that the best way that they can cultivate these collectors is to get that shuffleboard in their spot and then just let nature and their route men do the rest.
Welcome, Operators, to the ACMMA SHOW!

H. C. EVANS & CO. Cordially Invite You to Visit

BOOTH 79-80
to See and Inspect
EVANS’ 1950
20 RECORD, 40 SELECTION
CONSTELLATION
PHONOGRAPH

BE SURE TO SEE EVANS’ GREAT LINE OF MONEY MAKING GAMES:
SHUFFLE TEN STRIKE - BAT-A-SCORE - CASINO BELL SR. - WINTER BOOK
And Others - BOOTHS 43 - 44 - 45 - 46

H. C. EVANS & CO. 1528 W. ADAMS ST. CHICAGO 7, ILLINOIS

NOTICE!
GET ON THE MAILING LIST OF THE FIRM THAT SELLS

THE FINEST USED
• 1-BALLS
• 5-BALLS
• BOWLING GAMES
• ARCADE EQUIPMENT
IN THE COUNTRY

NEW ORLEANS NOVELTY CO.
115 MAGAZINE STREET
NEW ORLEANS, LA.
(PHONE: CANAL 8318)

Conn. Legislature Passes Bill Permitting Bars To Remain Open Until Sun. 1 A.M.

HAFTORD, CONN.—The Connecticut Legislature this week passed a bill permitting the sale of liquor in bars between midnight on Saturdays and 1 A.M. on Sundays in 151 towns in the state that have not completely outlawed any Sunday liquor selling. The bill is now in the hands of Gov. Chester Bowles, whom, it was reported is ready to sign it immediately.

Controversy over Sunday early morning sales of liquor at taverns arose recently when the State’s Attorney General ruled that the common practice of bars to stay open until 1 A.M. on Sundays had been illegal for the last seventeen years.

For the last two Saturdays, while the Legislature tried to pass the measure, bars in Connecticut have had to close at midnight. Under the terms of the new measure any town by ordinance or town meeting may rule out the extra hour.

Colinns throughout the State are particularly happy over the passage of the bill. Up until two weeks ago they were enjoying business from midnight Saturday, until 1 A.M. Sunday. When bars shuttered at midnight these past weeks, operators felt the decline in collections acutely.

ChiCoin Appoints Empire As Distributers For Illinois & Wisconsin

CHICAGO—Chicago Coin Machine Company announced this past week that Empire Coin Machine Exchange, this city, has appointed their exclusive distributor for the states of Illinois and Wisconsin to begin with their new two player rebound game featuring disappearing pins, “Bowling Classic.”

Empire will cover the two states immediately for this new bowling game which, it is reported, “is already clicking with the operators who have seen it,” and further, they state, “is sure to prove one of the most outstanding yet built.”

Chiosin executives believe that this appointment will bring them closer to everyone of the operators in these two states with their newest two player rebound game.

They stated, “We feel certain that Empire Coin Machine Exchange, because of their very fine coverage of these two states, Illinois and Wisconsin, will bring our newest two player rebound bowling game, ‘Bowling Classic,’ to the attention of everyone of the operators and jobbers.

“Empire Coin Machine Exchange,” they continued, “is going to make the most intensive coverage of these states and, therefore, every operator should get in touch with him immediately to make sure he is among the very first to get ‘Bowling Classic.’”

Sauve Has Complete Games Service

DETROIT, MICH.—A. P. Sauve & Son is the new firm name for one of the oldest and best known of the amusement game distributors in this state.

The Art Sauve is reported to spend much of his time in his West Palm Beach home and business interests there his son, Dale Sauve, has proved himself just as outstanding a colin as his father.

In addition, of course, the firm employs one lady who has won the hearts of practically every coin machine man who has ever visited this firm.

She is Hazel Richlin Carlson. “Hazel” is one name that everyone knows in this area as meaning grand service and intensive personal attention to whatever the operator may want.

She has had many, many years of experience in the coin machine industry and started away back when there were only a few amusement games around this area.

As she says, “If my mother, in those early days, only knew what I was doing, I’d probably be out of the business a long time ago. But,” she continued, “I’ve always been thrilled by the coin machine business and still am each and every day.”


They have done a really marvelous job, all things considered, for the products of these firms in this area.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Exhibit Supply Co. Appoints Frank J. Mencuri Sales Mgr.

"Open House" At Factory During Show Week For Ops With Transportation Furnished

CHICAGO—With the announcement of the resignation of Charles Pieri as sales manager as of May 13, Exhibit Supply Company announced the appointment of Frank J. Mencuri as sales manager of the firm beginning immediately.

Mencuri has been with Exhibit Supply Company for over four years. He is well acquainted with the firm’s distributors, jobbers and operators. He has traveled throughout the country for the firm in his position as head of the Arcade Division.

Mencuri now takes on the job of handling sales of the arcade division as well as the games, and other divisions of the organization.

"His years of experience in the coin machine industry," executives of the firm reported, "will prove of great help to all Exhibit Supply Company customers everywhere in the country."

Frank J. Mencuri," the report continued, "has proved himself thoroughly versed in all divisions of the coin machine business and he knows what the operators, jobbers and distributors need to assure them a profitable business.

"We feel certain," these executives said, "that Mencuri will prove invaluable to all coin machine men in helping them with any problems. He will, most certainly, make every effort to bring the nation’s coin machine men greater prosperity with the products of Exhibit Supply Company."

Mencuri, just returned from a sales trip through the South, instantly entered into contact with all the firm’s distributors and is prepared to greet them at the open house of the firm this week.

"Every operator, jobber, and distributor, Mencuri stated, "is invited to see our factory and note with what precision Exhibit equipment is produced. We want them all to come out here and will make transportation available for any visitors lacking means to get out to our plant. Just phone in, is all that we ask, and we’ll get the boys out here to see our factory in actual operation."

Open house at Exhibit Supply Company is running concurrently with the days of the coin machine show.

Big feature of the "open house" will be the firm’s new five-ball game, "Jeannie," which will be shown to the audience for the first time.
Miller - Newark Now Feature Five Lines

DETROIT, MICH.—Ben Newark and Bill Miller have built up one of the most impressive organizations in this area.

The Miller-Newark Distributing Co. headquarters here are popular with operators in this state.

The firm now feature five important lines, just as varied as they are great. These are: AMI, Inc. music equipment; Williams Manufacturing Co. amusement products; Berkley-Gay shuffleboards; J. H. Keeney & Co., Inc. amusement products and Electro cigarette machines.

Having added to their personnel, because of the rush of business, has given Ben Newark a chance to get back out on the road once again and visit with eps.

Bill Miller maintains his offices in Grand Rapids and is, therefore, able to give just as good service to the operators in the western part of the state as Ben Newmark does here in the eastern section.

The plan of the firm, according to execs here, is to give the operators the grandest service and the finest products they've ever had in the history of the state of Michigan.

So far, these men claim, they've been able to keep their word and the operators attest to this fact by the business increase which the firm are enjoying.

Miller, it is reported, has done one of the grandest jobs for years in the western half of Michigan and has also increased his business by adding roadmen to cover the smaller communities outside of Grand Rapids.

Both Bill Miller and Ben Newmark are still watching for products which will meet with the approval of the authorities in their state.

“In the meantime,” they report, “we are planning some real surprises for the eps in Michigan.”

Dave Stern Optimistic Over Increased Biz

ELIZABETH, N. J.—Dave Stern, Seacoast Distributing, Inc., this city, left for the ACMMA show and a special Rock-Ola meeting, most optimistic about what the future holds for his firm.

“We got going several months ago,” stated Dave, “when Rock-Ola first entered the amusement games division with the manufacture of several shuffle games. We expect to hear many encouraging statements by Dave Rockola and his staff of execu-
sion on the future plans of the firm.” In addition, Stern has appointments with other manufacturing firms handling non-conflicting machines.
Detroit Topics

Everyone here in the Motor City looking forward to the big show of the phonograph association. This is one yearly event that draws a full crowd to some noted hotel and that gives the performers that added pep to put on a big show. Many are headed for town. Nearby associations have indicated that they will bring in a large bunch of members...Art Sauve still down in West Palm Beach at his beautiful home there and attending to his Florida business interests. But, Art's expected almost any day now, according to Hazel Carlson, especially in time to attend the ACMIA convention in Chicago...Dale Sauve, Art's son, winning himself lots of friends among column here...Joe and Jack Brilliant are doing a very grand job with shuffleboards and now look forward to the new Rock-Ola phono which will be shown to Rock-Ola district man in Chicago evening before the ACMIA show opens. Joe says, "No more television for me"...Morris Goldman one busy boy these days and hard to catch in at his offices...Henry Lomke is still the photo machine king 'round these parts and also dabbling a bit in other equipment...Ben Newman out on the road talking deals over with the ops while Glenn Payne takes over in the office and does one grand job...Roy Clason and his sect'y, Jeanette, not in the office day after the big ass'n meeting...Jim Ashley is much engaged in TV...Charley Fredenberg is reported to have taken over the late Al Curtis' route and is also sect'y-treas. of the shuffleboard ass'n...No shuffle games operating in town. People on an injunction...Mrs. Esther Ryther doing a grand job with her music operation. Has been at it for over five years now since Harry passed away...Arnold McKeown keeps Pete Pieter's place going here in the business, time and again that Pete wanted to close up. Still the King-Pin spot doing business...Ben Robinson out on 8 mile road in mfg. biz and reported doing very well...Carl Angott has one of the most impressive layouts in the Midwest giving ops complete music service in one stop. Sales of Model 1250 Wurlitzer hitting at peak and his RCA-Victor TV set business going ahead great. And Carl getting ready to become a papa again any minute. Funny thing about some of the Coke machines at the airport—no cups—and customers look pretty hot when they see all that Coke spilling down the drain...Still big sellers around this area—shuffleboards—but music leading the parade.

Taran Distrib Co. Adds Porto Rico To Territory As AMI Distributors

MIAMI, FLA.—Sam Taran, Taran Distributing Company, this city, announced that his firm has been appointed as AMI distributors in the additional territory of Porto Rico. The firm distributes the AMI graphic in Florida, South Georgia, and Cuba.

Ely Ross, Taran's right hand man, has been spending the past week in Porto Rico studying the problem. He has to decide whether it is more advisable to open their own offices or select several representatives. In a phone conversation with The Cash Box, Taran stated in his opinion they would open offices themselves.

"We have been tremendously successful distributing the AMI graphic in all our territory," stated Taran. "It is my opinion that per capita of population, there are more AMI phonographs operating throughout our area than anywhere in the country. And we intend to do the same there job in Porto Rico."

！！！！KEENEY'S！！！！

New 3 Purpose Mystery
FAST! DIFFERENT! INNOCENT!

5¢ counter size. Enormous earnings. Operator's dream for close territory. Ideal for a DEAL. Nothing like it to compete with County exclusive on quantity. FIRST ORDER LIMITED TO ONE SAMPLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND. Sold direct and only to bona fide operators. Only a week's test will convince, DON'T BE SECOND in your territory.

$99.50
1/2 dep., balance C. O. D.

W. E. KEENEY MFG. CO.
5818 WENTWORTH AVE.
CHICAGO (21) ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MICHIGAN OPERATORS
We Are Exclusive Distributors For
AMI
EXHIBIT
KEENEY WILLIAMS
BERKEY & GAY
SHUFFLEBOARDS

BILL ALBERG, Brooklyn Amusement Machine Co., Brooklyn, N. Y., left the hospital Sunday (May 14) after a successful operation. Bill now resting up and building back his strength at his Long Island home. Charley Arosone, the other half of the Brooklyn firm, will have to take care of the business alone for another month or so. Charley leaves Sunday for the convention.

TOMMY HARRY MURRAY MILLER

MILLER - NEWMARK DISTRIBUTING COMPANY
5743 GRAND RIVER AVENUE
DETOUR 8, MICHIGAN
(PHONE: 6-2230)

42 FAIRBANKS STREET, N. W.
GRAND RAPIDS 2, MICHIGAN
(PHONE: 9-8032)

LARGEST DISTRIBUTORS IN THE SOUTH
Exclusive
AMI Distributors
For
FLORIDA SOUTHERN GEORGIA CUBA PORTO RICO

EXCLUSIVE DISTRIBUTORS IN
FLORIDA and SOUTHERN GEORGIA for
UNITED WILLIAMS GENCO EXHIBIT

TARAN DISTRIBUTING, INC.
2820 N. W. SEVENTH AVE. (PHONE: 3-7648) MIAMI 37, FLORIDA
BRANCHES: JACKSONVILLE, FLA. — HAVANA, CUBA

EASTERN FLASHES
Ben Becker, Sally’s special representative and Jack Mittick, AMI’s eastern regional representative, visited Runyon’s. Both are New York boys, and they take in a few days with their families before heading for Chicago. Ben and Jack leave a few days ahead of the bunch for the remainder of their twelve days. The arrival on April 24 of the Joe Youngs, (of AMI distributors), and the departure of the Hauts, (of AMI distributors) was a real road changer.

MICHIGAN
May 12
They are really cranking with their Michigan real road changer. The arrival on April 24 of the Joe Youngs, (of AMI distributors), and the departure of the Hauts, (of AMI distributors) was a real road changer.

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DALLAS DOINGS
Hoy, congratulations are in order—for Pete and Iris Todd, who were married May 8th in Shreveport, La. Pete is J. L. Eaton’s able assistant down Henderson Way. . . . L. A. Smiley showed up this week in the lowest square dance shirt imaginable, and after sitting for fifteen minutes, Smiley admitted that both he and his partner R. L. Fennell are avid squares, dancers that is. . . . When we Texas folk do something we do it in a big way, meaning that the Dales and Fort Worth operators chartered a D. C. 9 for the big trip to the Windy City. . . . About twenty operators flew up with Bob Cowan, Ben McDonald, Artie Fisher, and others. Messrs. Dumont, Smiley and Hoosier included in the group. What a time those guys must be having. . . . Pan American Sales Company had its annual meeting in San Antonio last week. The meeting was climaxed with a big banquet and celebration for Al Shannon. The shindig took place in the St. Anthony Hotel ball room with approximately twenty guests attending. We are still trying to coax Al into admitting his age.

Just got the news that Charlie Wolf opened an arcade in suburban Oak Cliff, Dallas. Benny McDonald recently returned from a three-week vacation in his home state of Alabama and also Florida. Benny returned looking refreshed and ready to tackle the world. But, Benny, don’t try to fish while fishing off the coast of Florida? By the way, Benny not only bought a route in Snyder but also a record shop. . . . George Wrenn reports that Billie Eilish is still doing quite well, and that her ‘“Bowler” and “Shuffle-Champ.” . . . I think we had better explain here that Monks new offer, ‘Two Boys in a Bowler,’ just received a huge advance from our friends at the phonograph industry. This prize bulldog that Monk is most definitely proud of. . . . Ray de Roche and Johnnie Castrada of United are calling on all operators in this territory, helping them solve their problems. . . . Pat McFadden, Commercial Music Company leaves for a vacation in Mexico City. . . . Tommy Chatten returned from Waco, saying that he took a few days to get away from the ‘Weeding’ job and enjoy a few fine lessons in fishing. . . . Had a meeting with Mr. and Mrs. R. A. Titworth who are two of the nicest operators in this area. The Titworths operate Wurlitzer phonographs and many ball games. They are two of the most well liked people in the business. By the way, the Titworths have also converted to 45 RPM and are really sold on it. They are convinced that they up the take tremendously. Just learned that A. E. Thornton, Tommy Collum and Abe Sussman are also taking in the coin machine show.

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

NEW YORK—"We’ve enjoyed the best sales year of our entire career," stated Barney (Shugy) Sugerman and Abe Green, heads of Runyon Sales Company, as they headed for the ACMMA Convention in Chicago.

“We have been fortunate to distribute the products of AMI and Bally, both of whom have turned out equipment which has not with favor among the operators," said Sugerman. “Both our New York office and that in Newark, N. J., have set record highs in sales of phonographs and amusement games. And it could have been much greater if we were able to get equipment in sufficient quantities to take care of our customers. If there are any AMI phonos missing from the factory’s display, they can blame it on me. I’ll grab any that’s not tied down.”

Coven Finance Plan Hits High Mark

CHICAGO—Ben Coven of Coven Distributing Company, reported this past week that his firm is tremendously pleased with the success of its finance plan which was created to "help better operating," he stated. Coven reports that the firm’s finance plan has, "Helped many operators to increase their routes and, thereby, better their businesses to an extent where they are now more assured of profits and of a continued successful business future."

He also said, "We feel that our finance plan is one of the most important developments which has taken place in our firm since we started in this industry."

“We find," he continued, "that many operators needed such a plan so that they could start an expansion program, and could carry out that program to a successful conclusion." The finance plan of the firm has been concerned, in major share, with Bally and Wurlitzer products, the firm has also opened it to include almost everything else that they handle.

It is a simple finance plan and, according to Coven, it removes the need for immediate cash to such an extent that the operators are assured greater flexibility of operation.

“Because of these facts,” Coven stated, “our finance plan has hit a new high mark with the operators.”
CHICAGO CHATTER

It's C-Day. Convention Day. And as the men walk about the booths here at the Sherman Hotel they are once again meeting with manufacturers whom some of them haven't seen in a long time. It's going to be lots of talk and fun and action for the three days of convention time. Some of the columnists are in town to see what will help them enjoy the convention season. Others are here to get information. And still others are in just to say "hello" and have one good time. Whatever the reason, the columnists are in town once again and that means lots of things will be happening.

Rockola distributors have seen the new phone mechanism of the firm by the time they read this and will also be seeing the new spring-driven games and music will be the time of their visiting at the factories here in town. Looks like it will be "visitor's day" at every factory in town. Many of the manufacturers have prepared tours thru their plants so that the coinmen who will attend will get some idea of the amount of work that goes into building the average machine. George Lewis of ABT went off on his first vacation in two years. George has always had a hard time seeing California and this is one time when he's going to spend a month seeing the golden sunshine state, and also spend time in San Francisco. In city he was very anxious to get acquainted with. . . . Larry Cooper is back in action again at SuperVend and feeling fine now that the medica at May's told him he's just perfectly fine and will be around the firm's booth as well as in its suite upstairs in the Sherman. Many of the manufacturers have prepared tours thru their plants so that the coinmen who will attend will get some idea of the amount of work that goes into building the average machine. George Lewis of ABT went off on his first vacation in two years. George has always had a hard time seeing California and this is one time when he's going to spend a month seeing the golden sunshine state, and also spend time in San Francisco. In city he was very anxious to get acquainted with. . . . Larry Cooper is back in action again at SuperVend and feeling fine now that the medica at May's told him he's just perfectly fine and will be around the firm's booth as well as in its suite upstairs in the Sherman.

Jerry Haley is one busy boy, with the demand the firm has for its Criss-Cross Belle and other equipment. Pat Short, Bill ether or manager of the firm has a busy time for that show. He's out west. Charles Pieri, now sales manager for Keene, on hand to greet the boys. Of course John Conroe and Roy McGinnis and many of the others from Keene are around and all of them have come out to see the Keene factory. . . . That was a very grand little party last week in the Empire Room composed of Mr. and Mrs. Ben Coven, Mr. and Mrs. Morgan E. May and Mrs. Ray H. Keene. "2244 1/2 Avenue Hillbilly," was talking it over with . . . What a sight of relief was Stewart, the latter chipper than the previous meeting of the coinmen was last night. He's out of the hospital and just in time, too. . . . Many of the vendor manufacturers plan to drop around and see what's to be seen. Dick Cole of the Cole-Spa is of the hope that there will be something interesting at this show. He has Frank Martin and Johnny Desmond, singing stars featured at the Oriental Theatre here, plan to drop around and renew acquaintanceships with coinmen they've met about the country. . . . Roy Bazelon of Monarch, more interested in golf than anything else right now. Says, "I'll drop all business right this second if someone would call me up and say let's get out on that course." . . . Sam Stern of Williams is starting to work up some golf interest. It's been a long, long time since Sam tried out his golf sticks . . . The same they tell me, in the case of Ben Coven who hasn't played 18 holes in 9 years. . . . Seymour Golden of Coin Machine Service advises his firm is stocking a line of merchandise prizes.

Exclusive Factory Distributors
for BALLY for Northern Illinois, entire State of Indiana and the entire State of Wisconsin.
for WURLITZER for Northern Illinois, North-west Indiana and Berrien County, Mich.

INVESTIGATE OUR FINANCE PLAN

Coven Distributing Company
3181 ELSTON AVENUE
CHICAGO 18, ILL.

ALL PHONES: (Independence 3-2210)

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 GOTTLIEB'S High-Powered Features—

Non-Rotation Number Sequence • Hitting All 5 Numbers Scores One Replay — All Numbers Hit Thereafter Score Additional Replays • Scoring 8 Bullseyes 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!"

**PURVEYOR—FAMOUS FOR VALUES**

**SHUFFLEBOARDS NOW ONLY $85**
THOROUGHLY RECONDITIONED

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**SPECIAL BOARD SALE!**

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**SPECIALS — PRICED FOR TODAY'S MARKET!**

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<tr>
<td>TWIN BOWIE</td>
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**TERMS:** 25% With Order, Balance C.O.D., F.O.B. Chicago

**PURVEYOR SHUFFLEBOARD CO.**
4322 N. WESTERN AVE., CHICAGO, ILL.
(Tel.: Unipex 8-1814 S-6)

LOUISIANA and SOUTHERN MISSISSIPPI OPERATORS — ATTENTION!

If you like any of the BALLY equipment shown at the ACMMA Show, contact the BALLY regional distributors for your territory.

NEW ORLEANS NOVELTY CO.
115 MAGAZINE STREET
NEW ORLEANS, LA.

(PHONE: CANAL 8318)

Charles Pieri Named Keeney General Sales Manager

Pieri was with Exhibit Supply Company these past two years in the position of sales manager. Prior to that he was with Western Electric and handled 50 factories for this huge organization as procurement director.

His early management experience came after his work with Western Electric, when he accepted the position of general sales manager for Hajek Sporting Goods Company, and traveled the country for this firm. He entered into Exhibit Supply after his position with Hajek.

Regarding his present position, Pieri stated, "I sincerely believe that J.H. Keeney & Co. offers every operator in the nation the finest merchandise manufactured. I have always had great respect for the products built here under the direction of John Conroe and Roy McGinnis, and want to go on record right now as stating that coin machine men will always be assured of the finest merchandise from Keeney."

Roy McGinnis, president of J.H. Keeney & Co., Inc., said, "There is no doubt that distributors, jobbers and operators will find Charles Pieri one of the sincerest men for giving them sales and service of an unexcelled nature. We're going to back him up with the right products and we feel certain that he'll, in turn, help everyone of the coin machine men thruout the country to enjoy the biggest success with our equipment."

The Keener Electric Cigarette Merchant: "Bowling Champ" conversion for shuffleboards; and "Double Bowler," new twin rebound bowling game; as well as "Pyramid," are on the production lines now at this large factory.
CUTLINE FOR PHOTO

California Clipplings

There will be a delegation from the ranks of L. A. distribs at the AGCCMA show in Chicago... Jack Simon of Siecking Co. is stopping off at Cincy first to pick up partner Bill Marmer and then hightailing it to the big city... Paul and Lucille Laymon are also training out on May 19, and there will be few late entries... Charlie Daniels proudly reports that the Layamon rose game has this week returned to the map of the top like Jerome, Germaine etc. who grow 'em professionally are wondering what Paul puts on his to bring them out the way they are. We understand that Paul, who is known to have a green thumb, actually takes care of his prize bloomers himself. Their Pacific Palisades place must be quite a show spot, especially since their fountain ferg Joe took unto himself a mate named Pete—perhaps they’re just friends... Bally’s “Shuffle Champ” is now in at Laymon’s in good number and moving out fast... Also on the floor is a new batch of used 5-balls and a shipment of used 1-balls was expected next week, Charlie tells us.

Joe Peskin in town from Chicago for a few days but preparing to hop back... Walter Solomon reports a new shipment of AMI C-1 boxes in but still short of filling all the orders piled up... Secretary Vera at Mills tells us she received a letter from former boss Mark Jena, who writes that the Arizona weather ain’t bad at all and that business prospects down that way look very promising. He’s working out of Phoenix but will be traveling the entire state... Bob Hard keeping busy with his routes and game sales while partner Ed Kendall vacations... Latest we’ve heard on Nels Nelson, and only indirectly, is that he’s now employed on sales at Minthorne’s... Fred Gaunt reports that business was normal past week with General Music but promises some really big news next week from Bud Parr’s recent junket.

Dannie Jackson and Sammie Donin back from town from Vegas, where they’re still in process of setting up office. The Automatic Game boys are meanwhile still doing business at the same old stand, at least until July 15, when the bally company president, tried Johnny Hawley’s for some news and got the startling announcement from an assistant that Johnny was out to dinner... That new suit Cel Padwa is sporting at Siecking’s suits him to a T, thought you might like to know... On the floor, Bally’s game being so nice that Mrs. Schmidt decided to throw down the night spots... Bob Kubes of Eddie’s Novelty Company, New Prague, in Minneapolis for the day picking up a few miscellaneous items and his record supply... Mr. and Mrs. Walter Schmidt of Red Wing, driving into Minneapolis for the day, weather as nice that Mrs. Schmidt decided to come along for the ride... Ray Thrace, Tracy Sales Company, Tracy, also in Minneapolis for the day looking for some more equipment... Eddie LePage and his right hand man of International Falls, driving into Minneapolis to warm up, as the weather at International Falls is still very cold, and there is plenty of snow there. Eddie has rented a new building and is moving into it the first part of the month, where he will have his office and warehouse.

John Gallop of Minneapolis, Wis., is now on his own, having left Harry Gallop a few months ago... Archie LeBeau of LeBeau Novelty Company, St. Paul, left last week for the Blue Grass Country in Kentucky with several of his customers, and is expected to be away a few days... Hardwig of St. Cloud, Minneapolis this week to pick up his records supply at Hy-GMusic Company... L. I. Harris of Enderlin, N. D., also in Minneapolis for a few days, to take care of some unfinished business... Irv Daniels, Sales Manager, driving into Minneapolis for the day and visiting several distributors... L. J. Savard of Red Lake Falls, in Minneapolis over the weekend making the rounds.

“It’s What’s In THE CASH BOX That Counts”
How to Use "The Confidential Price Lists"

FORKWORD: Many times, wide differences appear in the high and low prices of certain makes and models. The Confidential Price Lists cannot feature the market prices as they are quoted. "The Confidential Price Lists" are exactly the same as the market quotation awarded at the Stock Exchange—posing the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The "Confidential Price Lists," unlike the real price, retails last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent 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, this applies to the demand or territory, etc., must all be taken into consideration. "The Confidential Price Lists" reports each quotation exactly on the basis make and model, average price adjustments to fit the peculiarities of his territory. Five Ballis list manufacturers and date of game's release. Code: (CC) Chicago Coin; (Got) Gottlieb; (Un) Unit Serials.

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.

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WURLITZER

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SEEBURG

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ROCK-OLA

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PACKARD

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MILLS

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<th>Billboard (301)</th>
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<th>Model B 48</th>
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AIREON

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<th>'47 Hi-Boy</th>
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BUCKLEE

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FIVE BALL AMUSEMENT GAMES

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CREDIT 1950. REPRODUCTION OR QUOTATION NOT PERMITTED.
### Roll Downs

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<td>Gene Total Roll</td>
<td>19.50</td>
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</tbody>
</table>

### Hawaii Roll Down

<table>
<thead>
<tr>
<th>Game</th>
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<tbody>
<tr>
<td>Hy-Roll</td>
<td>49.50</td>
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<tr>
<td>Melody</td>
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<tr>
<td>One World</td>
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<tr>
<td>Pro-Score</td>
<td>55.00</td>
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<tr>
<td>Singapore</td>
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</tr>
<tr>
<td>Sportsman Roll</td>
<td>15.00</td>
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<tr>
<td>Super Score</td>
<td>82.50</td>
</tr>
<tr>
<td>Super Skee</td>
<td>75.00</td>
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<tr>
<td>Tally Roll</td>
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</tr>
<tr>
<td>Tricky Skee</td>
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<tr>
<td>Tin Pan Alley</td>
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</table>

### Five-Ball Amusement Games

<table>
<thead>
<tr>
<th>Game</th>
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<tbody>
<tr>
<td>Allitie V's 'N</td>
<td>75.00</td>
</tr>
<tr>
<td>Boomerang</td>
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</tr>
<tr>
<td>Bally Big Icing</td>
<td>165.00</td>
</tr>
<tr>
<td>Bally Bigger Gun</td>
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<tr>
<td>Bally Defender</td>
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<tr>
<td>Bally Eagle Eye</td>
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<tr>
<td>Bally King Pin</td>
<td>35.00</td>
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<tr>
<td>Bally Rapid Fire</td>
<td>39.00</td>
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<tr>
<td>Bally Sky Battle</td>
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<tr>
<td>Bally Undersea Raider</td>
<td>99.50</td>
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<tr>
<td>Bank Roll</td>
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<tr>
<td>Bally's Fascination</td>
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<tr>
<td>Champion Hockey</td>
<td>49.50</td>
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<tr>
<td>Champ</td>
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<tr>
<td>Chion Goacle</td>
<td>45.00</td>
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<tr>
<td>Chion Hockey</td>
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<tr>
<td>Chion Midget Skee</td>
<td>135.00</td>
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<tr>
<td>Chion Pistol</td>
<td>74.50</td>
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<tr>
<td>Chion Rolling A-Score</td>
<td>24.50</td>
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<tr>
<td>Edele Pool Table</td>
<td>109.50</td>
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<tr>
<td>Evans Bat-A-Score</td>
<td>239.50</td>
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<tr>
<td>Snow White</td>
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<td>Evans Super Bomber</td>
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<td>Evans Ten Strike '46</td>
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<td>Evans Tommy Gun</td>
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<tr>
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<tr>
<td>Exhibit Merchantian</td>
<td>75.00</td>
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<tr>
<td>Exhibit Theater</td>
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<tr>
<td>Geno Play Roll</td>
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<tr>
<td>Gene Play</td>
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<td>Gene Partition Typer</td>
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<tr>
<td>Hoop-A-Roll</td>
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<tr>
<td>Jack Rabbit</td>
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<tr>
<td>Keeny Air Raider</td>
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</tbody>
</table>

### Equipment

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Allitie V's 'N</td>
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### Consoles

<table>
<thead>
<tr>
<th>Game</th>
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</thead>
<tbody>
<tr>
<td>Club House</td>
<td>20.00</td>
</tr>
<tr>
<td>DeLuxe Club Console</td>
<td>695.00</td>
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<tr>
<td>Super Deluxe Club Console</td>
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### Accessories

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrow Bells</td>
<td>125.00</td>
</tr>
<tr>
<td>Bally Draw Bell 5c</td>
<td>75.00</td>
</tr>
<tr>
<td>Bally Draw Bell 25c</td>
<td>125.00</td>
</tr>
<tr>
<td>Bally DeLux Draw</td>
<td>110.00</td>
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### Accessories (Continued)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bally DeLux Draw</td>
<td>110.00</td>
</tr>
<tr>
<td>Bangtails '41</td>
<td>19.50</td>
</tr>
<tr>
<td>Bangtails '46</td>
<td>100.00</td>
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<tr>
<td>Bangtails '47, Comb.</td>
<td>165.00</td>
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<tr>
<td>Bangtails '51</td>
<td>193.00</td>
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<tr>
<td>Big Game FP</td>
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<tr>
<td>Big Top FP</td>
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<tr>
<td>Bob Tail FP</td>
<td>20.00</td>
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<tr>
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<td>21.50</td>
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### Roll Downs

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</thead>
<tbody>
<tr>
<td>Arrow Bells</td>
<td>125.00</td>
</tr>
</tbody>
</table>
MULTIPLE OBJECTIVES FOR REPLAYS

HIGH SCORE OVER 8 MILLION

7 WAYS TO SCORE

NEW DOUBLE 1 to 5 (CONTINUOUS) SPOT FEATURE

FIVE BALL NOVELTY REPLAY

FLIPPER CONTROL BUTTON EACH SIDE

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

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See your distributor
FAST REBOUND ACTION
Puck rebounds right into player’s hand

SUPER-SPEEDY TOTALIZER

REAL BOWLING THRILLS
Scores exactly like official bowling

Game-a-Minute GUARANTEES BIGGEST PROFITS
Players love the fast, exciting, no-waiting puck-rebound action of SHUFFLE-CHAMP. Location-owners cheer the one-third faster play. And you’ll be tickled with the extra profits that pile up in the SHUFFLE-CHAMP cash-box... specially in peak-play hours. Remember, SHUFFLE-CHAMP is played and scored by official bowling rules... with strikes and spares scoring exactly as in bowling. Get your share of the biggest bowling bonanza... get SHUFFLE-CHAMP now!

THE ONLY GAME ON WHICH PLAYER CAN PICK UP 4,7-6,10 RAILROAD

QUIET OPERATION

SLUG-REJECTOR DROP COIN CHUTE

2 POPULAR SIZES
9½ FT. BY 2 FT.  8 FT. BY 2 FT.

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