The man who plays the sweetest trumpet, that's Charlie Spivak, has also offered a raft of music sweet to music operators ears. A consistent juke box favorite, and likewise one of the hottest dance bands thru the years, Charlie is currently riding hot via his etchings of "Mona Lisa" and "Loveless Love." The Spivak orchestra are set to go into the Capitol Theatre, New York, on June 8th, after playing a long string of one-nighters. Latest wax for Charlie is "Choo Choo To Idaho," "Experience" and "Our Very Own," all exclusively on London Records. Personal Management: Louis Zito. Press Relations: Paul Brown.
They All Operate VENDORS—they all read THE CASH BOX!

It's an acknowledged fact that a majority of firms today operate a diversified line of equipment—and vendors play a big part in their coverage of locations. During the past several years, more and more firms have added merchandise machines to their operations in order to service their locations with every type of machine—and at this time the trend continues at a much faster pace than at any time in the history of the industry.

The newly inaugurated department "Automatic Merchant" will be a weekly feature of The Cash Box. We offer you our complete cooperation. Send us your news and publicity releases, together with photographs.

An advertising schedule will prove profitable.

Write us TODAY for Further Information

THE CASH BOX
EMLPE STATE BLDG., NEW YORK 1, N.Y.
CHICAGO: 32 W. RANDOLPH STREET
HOLLYWOOD: 1520 N. GOWER STREET
Suggest Juke Boxes Offer
Bargain Play Schedule Due
To Longer-Life Records

1 Play 5¢
3 Plays 10¢
7 Plays 25¢

Some of the juke box ops throughout the country, especially those who first tested the idea of 6 plays for 25¢, as an inducement to the public to play more quarters into their juke boxes, now come up with the suggestion for an even greater bargain play schedule which can be offered to the public because of the longer-life records and needles now being produced by the manufacturers.

These ops explain that since they are getting anywhere from ten to more than twenty times the amount of play from present unbreakable composition disks at what the regular shellac disks used to cost them that the music operator should, therefore, offer the public a greater play bargain so that the phonos will obtain more dimes and quarters.

They suggest maintaining the present 1 play for 5¢. They also recommend that the juke box op continue his present commission basis if he is operating on 60-40, 70-30 or even 75-25, as well as continue his front money service guarantee, whether it be $5 $10 or $15 per week.

But, they state, with a greater inducement to the general public to play more juke box music, the location owner, as well as the operator, will see better profits.

The new vinylite and non-breakable composition disks are the main reason for this suggestion. They claim that the average record manufacturer has also adopted the timing of his average disks to the juke box operator’s desires.

The faster play, plus the longer-life which is now being obtained from the average records, these men point out, is reason enough for the operators to try to obtain more dimes and quarters.

They also explain that this bargain play schedule will mean greater appreciation from the general public, and that alone, they say, is of tremendous worth to all connected with the juke box industry.

Regardless of the better relationship which it builds up with the public, and regardless of the approval which it will win from the average storekeeper, they, more than anything, insist that this bargain play schedule of: 1 play for 5¢, 3 plays for 10¢ and 7 plays for 25¢ is bound to bring bigger profits all around for, they claim, it will increase the number of dimes and quarters found in the average machine at collection time and this means, they further explain, the difference between profit and loss.

The non-breakable type of composition records which are being featured at this time, and priced at what the old shellac records used to sell for, plus the further fact that the general public appreciates a real bargain, as well as the ever important fact that this move can win better public relationship and greater appreciation from the location owner, should cause this suggested bargain play schedule to be given a thorough test by every juke box operator.

It is a well known fact that disk manufacturers, who formerly produced records which wore out after 25 to 40 plays are now, at the very same price, producing disks that last as many as 300 and 400 plays.

This saving has helped operators to some extent, it must always be remembered that it’s the tune itself which the public plays. The public doesn’t know, and doesn’t care, whether the record will last a million plays, at least not the disks in juke boxes.

But, since it is a fact that operators are obtaining many more plays from records at the same price (and this should also include the new long-life needles which, at lower prices, are giving more plays) then the operators in many territories can afford to offer the public a real bargain. A bargain that should attract more play and, most definitely, should bring more dimes and quarters into the juke boxes.
ATTENTION
MR. AND MRS. AMERICA
MORE FOR YOUR MONEY

BIGGEST BARGAIN IN MUSIC HISTORY

Play Your Favorite Tunes
Today in This Juke Box at
These Great Bargain Prices

1 Play 5¢
3 Plays 10¢
7 Plays 25¢

The Music America Likes
at the Prices
You Want to Pay Available
Only in Juke Boxes Today

PROVE IT TO YOURSELF! CUT OUT AND PASTE THE
ABOVE SIGN ON ANY ONE OF YOUR JUKE BOXES. READ
WHY YOU CAN EARN MORE BY GIVING MORE!!

You can earn more—by giving more. By fasci-
nating the American public with one of the
greatest bargains in all music history. A bargain
that the juke box industry is now able to bring to
America’s millions of music loving peoples at
the biggest and most attractive bargain price in Ameri-
can music history.

The new records, non-breakable composition,
which operators are buying today for the same price
(and less in some cases) than they paid for the old-
fashioned shellac records, are bringing from 10
to 40 times more plays per record. That’s one
reason why you can afford to offer so grand a music
bargain.

Another reason why you can give so great a
bargain to the American public, when everyone else
in other fields are raising prices, is because of the
new phono needles now being manufactured that
give anywhere from 5 to 10 times more good plays
at less money than you paid for the old style
needles.

And the greatest reason of all, because you now
get more dimes and quarters into your juke boxes,
not just nickels. These dimes and quarters make up
the difference between bigger, and better profits,
or the money you are earning today.

This isn’t just a hair-brain idea. It was first
presented by The Cash Box to noted music opera-
tors. They’re wild about it. They’re going ahead
and changing juke box after juke box over to this
greatest music bargain in history.

It’s bringing them more dimes and quarters than
they ever before collected. It’s keeping their juke
boxes playing. That last fact alone, continuous
play, the greatest inducement there is on any loca-
tion for getting more and more people to play, is
reason enough for this plan, these men state.

Remember, too, that even tho on this plan there
is more playing, it doesn’t cost you as much. Your
new style records and needles can take it. The
more plays, the more people come up and play.
And, most important, remember the profits made
from overplays. Almost everyone will pick up two
or three or more of the same tunes especially from
seven plays for 25¢.

That isn’t all. Read what this noted Detroit
juke box op said regarding this plan, “It’s the
greatest idea for stimulating juke box play and
bringing bigger profits in all history. My sincerest,
heart-felt compliments to The Cash Box for once
again leading the music operators into a better
moneymaking path. The Cash Box did it with your
plans for a better percentage commission arrange-
ment between the storekeeper and the juke box
operator and, especially, with your urgent sugges-
tion for every operator to get a front service money
guarantee and sign a legal location agreement.
You’ve done even more this time.”

Another thing this operator told us. “Here’s
something that’ll give you a kick. In some spots
they think they’re fooling us. Instead of play-
ing seven for a quarter, they’ll play three dimes
into the box to get nine plays. Brother, how we
love to be fooled thataway. Just let them keep
slipping dimes into all of our phonos all day long.
We’ll give them nine plays for thirty cents any-
time. All the time.”

Test it yourself. Make yourself a frame to
fasten to your juke box. Cut out and paste the
above sign on any juke box you want to in any
location you would like to make this test.

The time has arrived when play must be stimu-
lated by the greatest merchandising stimulator
known to mankind—the bargain. The big bar-
gain. This biggest music bargain in all history.

This is it. While others go up, the juke box
world goes down in price—to give Mr. and Mrs.
America, young and old, the biggest bargain of
all time.

And remember—it’s made possible only because
the better non-breakable type records that give 10
to 20 and more times the play the old shellac rec-
ords gave at the same price. Needles give any-
where from five to ten times more play for less
money.

From a promotional and exploitation standpoint
you are shilling the players by giving more plays.
You know that people will walk to any juke box
when they hear it playing, after three plays or even
less, to play it themselves. When they see the bar-
gain you’re offering—they’ll put that nickel back
in their pockets and instead pull out a dime, a
quarter, or three dimes, to take advantage of a
bargain.

Your music keeps going. You earn more money.
Your locations earn more money. Keep the same
commission percentage arrangement with front
money guarantee. Don’t cut commissions. Earn
more by giving more.

What’s more, you’ll win reams and reams of
good publicity in your daily papers. Your column-
ists will pick it up. The nation’s magazines will
print it. Your juke boxes will grow more and more
important.

* Denotes Most Popular Recording. Recorded Companies Listed Alphabetically.

### The Nation's Top Ten Juke Box Tunes

<table>
<thead>
<tr>
<th>#</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>My Foolish Heart</td>
<td>Gordon Jenkins</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>It Isn't Fair</td>
<td>Sammy Kaye</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Bewitched</td>
<td>Bill Snyder</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>The Third Man Theme</td>
<td>Anton Karas-Guy Lombardo</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Sentimental Me</td>
<td>Russ Morgan-Ames Bros.</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>If I Knew You Were Comin', I'd've Baked A Cake</td>
<td>Eileen Barton</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Old Piano Roll Blues</td>
<td>Lawrence Cook</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Hoop-Dee-Do</td>
<td>Perry Como</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Dearie</td>
<td>Merman &amp; Bolger</td>
<td>M-G-M</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Wanderin'</td>
<td></td>
<td>M-G-M</td>
</tr>
</tbody>
</table>

### Top Tunes on M-G-M

- BILLY ECKSTINE: "I Wanna Be Loved" M-G-M Non-Breakable 10716
- JOHNNY DESMOND: "The Picnic Song" M-G-M Non-Breakable 10703
- BILLY ECKSTINE and SARAH VAUGHAN: "You're All I Need" M-G-M Non-Breakable 10690
- IVORY JOE HUNTER: "I Need You So" M-G-M Non-Breakable 10663

**BLUE BARRON and his Orchestra:**
- ARE YOU LONESOME TONIGHT
- Penny Wise And Love Foolish

**BILLY ECKSTINE**
- I WANNA BE LOVED
- STARDUST
- DESTINY

**JOHNNY DESMOND**
- THE PICNIC SONG
- SO

**BILLY ECKSTINE and SARAH VAUGHAN**
- YOU'RE ALL I NEED
- ARE YOU LONESOME TONIGHT

**IVORY JOE HUNTER**
- I NEED YOU SO
- A House Without Love

**M-G-M**
- records are better than ever!

**M-G-M Records**
- The Greatest Name in Entertainment
- 701 Seventh Ave., New York 19, N.Y.
"SCATTERED TOYS" (2:51)  "SKIP TO MY LOU" (2:29)  
RAY ANTHONY ORCH.  
(Capitol 1040)  
- Ronnie Deaville's vocal work on both ends of this one is smooth and sincere enough to warrant a spot on music's most wanted lists. Top tune, is a tempting ode that makes you wanna listen. It's tuned down music, with the outwardly pleasing face making you sing along. Flip side is an instrumental version of the standard melody, with the Anthony orch displaying their wares in excellent taste.

"YOU CAN'T PUT A FENCE AROUND YOUR HEART" (2:38)  "TRUE WORDS WERE NEVER SPOKEN" (3:05)  
JERRY PACKER—ARISTOCRATS  
(Capitol 1056)  
- Romantic expression of both tunes offered here might catch on with the cute kids who like to spoof a bit. Both songs have an infectious air about them, and make for pleasant listening, either of the Packer, the Aristocrats and the instrumental pattern of maestro Pete Rugolo's orch, all blend to offer an effective Boards.

"IN THE VALLEY OF GOLDEN DREAMS" (2:56)  "MAMA MIA" (2:43)  
BOB HOUSTON  
(Celebrity 7210)  
- Here's one that oops shouldn't miss by any means. Bob Houston turns the trick on the top deck, and comes with a great one for music oops. Tune is a tempting romantic ode, rolling along in smooth waltz tempo. Vocal on the side is a rich and sincere work from start to finish. Coupling has Bob offering a vocal rendition of the standard "Santa Lucia." Opts should grab the top lid—it's hot.

"TIPPY CANOODLE CANOE" (2:51)  "THE LONESOME WHISTLE" (2:43)  
EDDIE MILLER  
(Rainbow 3001)  
- Sure-fire juke box material is this top ode, a lively barrel-house affair that is tailor made for the phonic trade. Vocal by the Jerry Pack-chorus, coupled with Eddie Miller's handsome tenor piano playing, makes this one a winner. It's styled in a mood reminiscent of days gone by, and should score with punch fans right from the very start. Flip side is a ch sleepy story that doesn't quite come off. "Canoe" for the moon!

"I WISH, I WISH" (2:05)  "I'M BASHFUL" (2:26)  
MINDY CARSON  
(RCA Victor 20-3801)  
- Novelty romantic tones of chirp Mindy Carson on the top deck should account for a who ope of the listener in the boxes. Ditty is a light-hearted melo- dy, with a clever set of worder, ex- cept as a wally on a juke box. Tune has a merry lilt to it that makes it all the more attractive. Flip side is the same song and has Mindy echoing the sentiments found in the title. We like this one—we're sure you will too.

"TO ME YOU'RE A SONG" (2:48)  "WHAT, WHERE AND WHEN" (2:40)  
RALPH FLANAGAN  
(RCA Victor 20-3795)  
- Smooth dance tunes of the widely popular Ralph Flanagan orch come up with a dreamy melo- dy that is tailor made for the boxes. The sweet echo of this one has all the earmarks of becoming a first rate winner, and should catch on and go right from the start. The side we're raving about is the top one. "To Me You're A Song." Vocal work on the tune by Halie, the same intelligent mixer supporting the melody. Ends and a driving rhythm behind the vocals makes you sing along. The tune itself has a melody sure to be familiar—add to that the wonderful presentation, and you've got a grade A piece of material. "What, Where & When," maestro Flana- gan sets the stage for the rhythm intro- fore, on a cute rhythm ballad! Tune has a bright set of romantic lyrics that make you go for the tune all the more. This side has tremendous potential, and might prove to be a sleeper. Disk is a natural for the boxes—ops should latch on—must prono.

"JAZZ ME BLUES" (3:11)  "MAPLE LEAF RAG" (2:45)  
EDDIE CONDON ORCH.  
(Decca 27032)  
- Authentic jazz as offered by the Eddie Condon aggregation should satisfy the hard core music fans. Both ends are oldies, and should be well known to the jazzophiles. Top deck has a vocal by Jimmy Atkins, while the flip features Ralph Sutton at the ivories. You gotta listen in to really appreciate this biscuit—and that's just what we recommend.

"THIRD MAN THEME" (2:56)  "HOME COOKIN'" (2:50)  
FREDDY MARTIN ORCH.  
(20-3799)  
- Vocal rendition of "Third Man Theme" by Merv Griffin and the Martin Men. Vocal is an oldie, but is old enough to warrant ops' attention. Tune has a haunting lift, and as a result of the lyrics, might stay around a bit longer. Flip side is the current ode to marriage, with Griffins and group in the vocal spotlight again. Top deck has some winning potential. "Mama, Teach Me To Do The Charleston" (1:58)  
FRANClIE" (2:06)  
RAY ANTHONY ORCH.  
(Capitol 1031)  
- Take the title of the top deck throw in a bit of another era, and you've got the wax story here. Side has a vocal by the Skyliners, with the Anthony orch picking up the melody in Charleston tempo. Flip tune is a girl-ode, with Ronnie Deaville pur- sing the story. Opts who have the spots might lend an ear.

"PEACE OF MIND" (3:30)  "I STILL GET A THRILL" (2:35)  
TONY MARTIN  
(RCA Victor 20-3799)  
- Ultra slow western-flavored melo- dy by Tony Martin has the balladeer going off the deep end on a mean- chic request. The tune is one of pure pleasure with great lyrics of love, the song evokes an infectious quality about it, and is currently the subject of several country hits. Tony's work rings true throughout the side too. Coupling is an oldie, expertly styled by Tony and the Honeydrippers. Both ends will do more than hold their own in the boxes.

"HOME COOKIN'" (2:47)  "BLIND DATE" (3:14)  
MARGARET WHITING—BOB HOPE  
(Capitol 1042)  
- Split vocal on the top deck, a pleasing melody currently causing wide attention, should sit well with the music fans. Tune rolls in attractive tempo, and has some smooth vocal work by the duo. Other end is just as captivating, with a set of lyrics to help the song along. Ditty tells of the distortions of a young couple, with some smart undertones by Hope and Whiting. Both ends are top notch juke box material.

"TAKING A CHANCE ON LOVE" (3:09)  "TULIP HOP" (3:02)  
LES BROWN ORCH.  
(Columbia 38328)  
- Instrumental fanfare by Les Brown on the oldie refrain of the top deck is excellent music for the jump crowd. Oke tunes ring the bell from start to finish, and should attract with attention. The Brown's 'mam' fans. Coupling is another instrumental side, and has the Brown' aggregation display- ing their musical wares in great style. We like the top deck.

"THIRD MAN THEME" (3:07)  "LETS CAN" (3:01)  
VICTOR YOUNG ORCH.  
(Decca 27048)  
- Vocal rendition of the widely popular "Third Man Theme" might keep the song in the juke box lime- light. This version, with a plush vocal chorus chanting the lyrical ex- pression, makes you yank along to the dreamy, beautiful atmosphere of the tune. Coupling is another top notch rendition of a current plug ballad, rich in expression from start to fin- ish. Disk is the sort that adds to music ops' take by leaps and bounds.

"STARS AND STRIPES FOREVER" (2:55)  "COME INTO MY PARLOR" (2:47)  
DENNIS DAY—FREDY MARTIN ORCH.  
(RCA Victor 20-3799)  
- Up tempo march patter of the top deck by Dennis' vocal by Dennis Day should fill the bill for music ops. Ditty is the song version of a classic melody, and is entirely causing widespread attention. Flip side is a quick moving happy ode, offered in neighborly expression throughout. Both ends are strictly for the Dennis Day fans.

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

New Releases

...on RCA Victor

RELEASE 21022

POPULAR

Here come the DANCE BANDS again!

WAYNE KING and his ORCHESTRA
You Are My Love... 20-3796 (47-3796)

FRAN WARREN
When We're Dancing
... 20-3800 (47-3800)

Here come the DANCE BANDS again!

FRANKIE CARLE and his ORCHESTRA
Where Are You Gonna Be When The Moon Shines
Maple Leaf Rag... 20-3805 (47-3805)

Here come the DANCE BANDS again!

VAUGHN MONROE and his ORCHESTRA
Our Very Own... 20-3806 (47-3806)

HUGO WINTERHALTER'S ORCHESTRA and CHORUS
Babes In The Wood... 20-3807 (47-3807)

BRADFORD and ROMANO
The Pirstie Song... 20-3808 (47-3808)

Here come the DANCE BANDS again!

MIGUELITO VALDEZ
Calypso Man... 20-3809 (47-3809)

Hilton Carline

POP SPECIALTY

SIX FAT DUTCHMEN
Shoemaker Polka... 25-1163 (51-1163)

Midnight Waltz

COUNTRY

EDDY ARNOLD
Cuddle Buggin' Baby... 21-0342 (48-0342)

Enclosed, One Broken Heart

ROASLIE ALLEN and
THE BLACK RIVER RIDERS
Green As Grass... 21-0343 (48-0343)

I Wanna Sh

SACRED

ROY ROGERS and DALE EVANS
The Old Rugged Cross
In The Garden... 21-0344 (48-0344)

RHYTHM

JOHNNY MOORE’S THREE BLAZERS
Ramb-Chick... 25-0386 (50-0386)

Melody

The stars who make the hits are on RCA VICTOR Records

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

JAN. FEB. MAR. APR. MAY JUNE JULY AUG. SEP. OCT. NOV. DEC. "45"

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

Going Strong...

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

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

Week of May 27

Candy and Cake
My Foolish Heart
Mindy Carson... 20-3681 (47-3201)

Chinese Mule Train
Spike Jones... 20-3741 (47-3741)

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

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

It Isn't Fair
Sammy Kaye... 20-3690 (47-3115)

Joshua
Ralph Flanagan... 20-3721 (47-3724)

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

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

Roses
Sammy Kaye... 20-3754 (47-3754)

Songs of the Pioneers... 21-0306 (48-0306)

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

Valencia
Tony Martin... 20-3755 (47-3755)

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

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

AN ORDINARY ROOM
Tony Martin and Fran Warren... 20-3777 (47-3777)

SUPERNATURAL
Don Cornell and Hugo Winterhalter... 20-3776 (47-3776)

THANKS, MR. FLORENS
Vaughn Monroe... 20-3773 (47-3773)

TIPS
Vaughn Monroe... 20-3774 (47-3774)

DONAPARTE'S RETREAT
Gene Krupa OA... 20-3764 (47-3764)

I DON'T CARE IF THE SUN DON'T SHINE
Tony Martin... 20-3753 (47-3753)

G墨西哥
Wanna Be Loved
Chart's Sisters and Hugo Winterhalter... 20-3775 (47-3775)

DON'T IF I CARRY YOU LOVE HER TIPPED DESK-MAILERS FOR WEEK OF MAY 23... Johnny Bradford and Tony Roma's THE PIC NIC SONG and M-32-1-65-1-5... Frankie Carle's MAPLE LEAF RAG heavy on the popular Carle piano... Eddie Arnold CALLED BUGGINT BABY will be big.

www.americanradiohistory.com
"KANSAS CITY KITTY" (2:39)

"JUST A LITTLE NEIGHBOR" (3:01)

JACK TETER TRIO
(London 689)

- Pair of corny sides, if aimed at the home front, might be well for music ops. Vocal by Jack Teter on this duo is in the same coarse manner as on his widely popular "Johnson Rag," with the music styled in much the same vein. Top deck is a girl tune, while the flip parrots the title. Wax should hold its own.

"DON'T BLAME MY HEART" (2:57)

"A PRETTY GIRL IS LIKE A MELODY" (2:56)

FREDDY MILLER ORCHESTRA.
(King 15647)

- Latin patter of the top lid, coupled with a fair enough vocal by Janet Parker, is the story on the top deck. Weak orch backing detracts from the tune's potential, altho the cupid lyrics should satisfy the moon-in-Juners. Flip side is the oldie, with a so-so vocal by Pat Terry. Ops who have the spots might listen in.

"OVER SOMEBODY ELSE'S SHOULDER" (2:58)

"WALKING WITH A DREAM" (3:01)

JACK HUNTER
(Gotham 235)

- Plush ballad echo of this top melody is smooth and rich enough to warrant ops' avid listening attention. Tune is a highly polished ballad, with the lyrical expression and wordage itself hitting the bell all the way. Flip side is another plush romantic ode, with Jack turning in a great bit of vocal work. Platter, rates a featured spot on any machine.

"BLUE SAILS" (3:13)

"SANTA CATALINA" (2:53)

GORDON JENKINS ORCHESTRA.
(Decca 7270)

- Smooth, dreamy atmosphere of the top lid makes for pleasurable moments of listening time. Tune works around the title, with Sandy Evans on another piece of lightly styled mood music. Wax won't stop traffic—but it will score.

"MY SUGAR LUMP" (2:43)

"IN DREAMS WE NEVER PART" (2:56)

GEORGE PERRIN—PEGGY TRILLING
(Thrilwood 102)

- Smooth, wafts strains of the top lid should result in plenty of sweet silver for music ops. Vocal work on the tune is sincere throughout, with the melody drifting in a tempting patter. Coupling stays with this side, for Peggy Trilling's effective vocal by Peggy Trilling. We're all for the top deck—and sure you will be too.

"YOU DON'T KNOW" (2:29)

"A LITTLE TOO MUCH CHAMPAGNE" (2:55)

JOYCE BRYANT
(London 687)

- Lack of commercial appeal on this biscuit detracts from the finished performance Joyce Bryant and maestro Phil Moore offer. Both ends are plush production-wise and the vocal work excellent throughout. Top tune is a melodically torch item, while the flip picks up in a sorrowful blues vein. Ops who have the spots might use the biscuit as a filler piece.

"HIGH HEELS CLICKING" (2:45)

"PERSIAN MARKET" (2:57)

ESY MORALES ORCHESTRA.
(ESP 4231)

- Bolero tempo of the top deck, with a rich, sincere vocal effort by Bob Manning should please the crowd that goes for a Latin beat. A heartily handled throughout, with the Moraes on top in the background. Flip side has the maestro featured on flute, offering a hook rendition of the standard "Persian Market." We tab the latter side.

"DID YOU COME BACK TO SAY GOODBYE?" (2:45)

"CRAZY WORDS—CRAZY TUNE" (2:51)

TOMMY REYNOLDS ORCHESTRA.
(Atlantic 910)

- Shuffle tempo of the top deck, with a cute spot vocal by chip Judy Tremaine sounds fair enough here. Tune is flavored with a set of effective romantic words, with the thread and a chorus handling the lyric expression. Flip side has Eleanor Russell on an up tempo novelty side, with the lyrics beating a path around the title.

"BART'S BABY, THAT'S LOVE" (2:46)

JOHNNIE JOHNSTON—JOAN EDWARDS
(MGM 1071)

- Pair of show tunes from the musical "Pickets Please" makes for pleasant listening time. Top lid is a mellow up tempo happy ode, with Johnnie and Joan splitting vocal honors on the side. Fond hand-clap and choppy rhythm to the brightened display here. Coupling is a happy romance tune, with the piping turns in another effective performance. Wax makes for better than average musical pleasure.

"THE SHEIK OF ARABY" (2:43)

"THE NEW DIXIELAND PARADE" (2:36)

LE ROY HOLMES ORCHESTRA.
(MGM 1076)

- Instrumental wax by the LeRoy Holmes ork might make a fair filler item in those boxes that have the room. Top deck is an oldie, dressed up a bit in step tempo, with the band going easy on the brass. Coupling is not true dixie, but it is there anyway. Ops who have the spots might listen in.

"AMERICAN HOE-DOWN" (2:57)

"TIME AND TIME AGAIN" (2:58)

DAVID ROSE ORCHESTRA.
(MGM 10237)

- Music ops with those classy wired scripts should reap harvest via this duo. Top deck is a bit of musical Americana from the bonnet of David Rose. The musical wizardry of Rose is easily demonstrated on the flip, which only slightly replays with singing strings. Flip has a chorus singing a dramatic bal- lad. We like the top lid.
NEW YORK:
The plush, carpeted offices of Conant Distributing Co. vividly point out what an active businessman like Jerry Haine can do in the record business. Time was when all the visiting op or dealer saw was a raft of wooden shelves and a "dime-store" phonograph that scrawled over a few new releases. Jerry's spacious quarters, and efficient operation of his distributing organization lead the way in Gotham, when it comes to modern operation. We haven't seen it—but we heard it. Irv Katz of Apollo is said to have shed something like 50 pounds, and is back to his normal size 30 drape shape . . . Dials here have been busy by the record EM on vocal dubbing. Then following that comes the radio rumor that James C. might resign his post due to ill-health . . . Mervel Distribute of Philly have added Recent Aladdin and the AAI Album lines . . . New distrib for Savoy is Wm. Greenblatt, Lynn, Mass. . . . Johny Guarneri, manager, director of the Morey Amsterdam DuMont TV show, makes his singing debut on Admiral disk shortly, in addition to his piano chores . . . Sam Kaye etched a special 15 minute musical program for the National Foundation for Infantile Paralysis, which will be released to radio stations throughout the nation during June . . . Hal Kanner has joined RCA Victor barly Eddie Fisher, as personal arranger, conductor and accompanist. (All one puy?) He recently disbanded his own ork to join the Eddie Cantor discovery . . . Bob Deline ties the knot, not to a fat insurance policy, but to local lass Frances Kushner . . . Al Levine, general manager Capitol Records' Met distrib office, the poppie of a Jiff Cap recording star, with Mommy and the little baritone doing fine at Lebanon Hospital . . . Bill Darnel into the Paramount come the hot summer months, in addition to a hot pact signed with GAC . . . There's a new Billy Mathews disk headed into the market, that's gonna raise the rooftops with applause. The guy can really sing . . . Sy House, Modern distribu Eastern regional manager, announce the appointment of the Orlo Corp. as district chief down yonder . . . Speaking of Modern, we ran into Bob Shad, still extolling the praises of California, in addition to the Bihari family, who probably get a fatter figure than disclosed for their super-deluxe pressing plant and studios.

CHICAGO:
Irwin Berke is the new cake cutter for Johnny (Desnu) Desmond. Desmond's rendition of "If I knew You Were Coming, I've Baked A Cake" click's at the Oriental Theatre . . . takes cut up cake to the audience and passes out chunks . . . Mercury's Harry Geller in from coast to supervise Eddy Howard's waxing of a smash item . . . Blue Barron whose disk, "Are You Lonesome Tonight?" beginning to click, skedded for the Blackhawk Restaurant July 12 for an 8 week stay . . . Jan Garber, after finishing a successful run at the south-side Trianon, does a recording session with Capitol . . . Jan was in with June 6 at the Trocadero, Henderson, Ken- tucky . . . Natt Hale, well known record promotion man, now touring the midwest beating the drums for Sammy Kaye's new platter, "Wanderin" . . . Saxie Bowell takes over the duties as record promotion manager for Danny Alvin and his Dixieland Boys, who are currently at the Northside just received recently with Rondo Records . . . Jimmy Palmer and ork take over the band spot at the new local grill Griffi Williams and band move into the Trianon . . . Sam Fox, famous contact man, recording for because he has a bit on his hands, "I Don't Care If The Sun Don't Shine" waxed by local master Patti Page . . . Hard Markblit, Biddie Mcic, wins first prize in a contest at the Blackhawk Restaurant . . . Louis Jordan inked with ABC, the Note June 10 for a 2 week stay . . . Teddy Wilson, former WBEM deejay, switches to WENR . . . Teddy Phillips and ork will open at the Peabody Hotel, Memphis June 12 . . . ditto Griff Williams June 26 . . . Two hot young acts with Chi dancers, Chuck Foster and Dick Jurgens, skedded for the Aragon sometime in July . . . Fran Warren's latest, "I Thenki" looks like a likely winner.

LOS ANGELES:
So it's correspondence we're getting now, not quite a poison pen letter but a note from the Albert and Essig Associates Agency, informing us that they're the managers of Mae Williams and not an Eli Schiff, whom they tell us we had lavished the managerial title several issues back . . . Besides misappell ing our monicker and using invisible ink for the caption note of thanks on that nice picture of Mae, we think A & E are entitled to a "retraction of this quote," as they requested and, furthermore, we like Mae's piping no matter who is or isn't managing her . . . (Now, if we get a note from Mr. Schiff raising an issue, we promise to forget the whole thing) . . . An item of possibly greater interest is the note from our friend deejay George Jay (for a guy with such a monicker, the profession was unavoidable), informing us and sundry that his and Larry Green's young client Kay Brown has been signed by Mercury's Harry Geller to singing contract and is already out with her first "Teasin'" . . . And, by way of a fast start, the disc has reportedly been banned by local radio station KFT on the grounds of "innuendo" and "Ray only too . . .

FRAN WARREN
COLUMBIA RECORD
38812 OR 7-INCH LP 1-629
AND GETTING BIGGER
COLUMBIA RECORD
38739 OR 7-INCH LP 1-562

PAIN
COLUMBIA RECORD
38739 OR 7-INCH LP 1-562

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TERRIFIC LINEUP OF RECORDINGS on the new SMASH HIT!

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LIONEL HAMPTON
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London

PATTI PAGE
Mercury

DINAH WASHINGTON
Mercury

ANNE LAURIE
Regal

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RCA Victor

Laurel Music Corporation
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WAY UP THERE—

THE ORIOLES

"MOONLIGHT"

"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.

Victor’s Hoopla On Eddie Fisher

NEW YORK—Drums are beating at RCA-Victor for 20-year-old Eddie Fisher, the Eddie Cantor find recently upped from Bluebird to Black Label. The young baritone has been teamed with Hugo Winterhalter’s Orch and Chorus on his major label discs, and 15,000 window-atrips have been printed, announcing their coupling, “Warm Kisses in the Cool of Night” and “Night Wind.”

The new wax is featured in the coin ops’ prevue package, and in a front-page banner head in the weekly Record-Bulletin.

Excellent coin op reaction to the first Eddie Fisher-Hugo Winterhalter coupling, “Where in the World” and “A Little Bit Independent” has been reported.

Fred Cole

BOSTON, MASS. — Genial Fred Cole, radio station WHDH, is another of the top deejays throughout the nation who air The Cash Box music charts. Cole’s show is the most popular in the Boston area, with mail running in the thousands weekly. Fred plays “The Nation’s Top 25 Juke-Box Tunes” on his Saturday stint.

Ethel Smith To Solo With Boston Pops Ork

NEW YORK—Ethel Smith becomes the first Hammond organist to perform as a soloist with a symphony orchestra, Sunday night, June 4th, when she guest with the Boston “Pops” Orchestra under the direction of Arthur Fiedler, at its annual pension fund concert, at Symphony Hall, Boston.

An unusual feature of the program will be the performance of “Fiddletaddle” and “Bleach Ride” which Miss Smith recorded for Decca Records and which Arthur Fiedler and the Boston “Pops” orchestra has also recorded for Victor.
RECORD COMPANIES BURNED AT VOCAL DUBBING BAN

NEW YORK—Record execs among the majors and independents have been slightly aghast at the ban imposed by the American Federation of Musicians (AFM) against vocal dubbing here this past week.

The practice of vocal dubbing against instrumental backgrounds has been used in ever increasing proportions in the business. The AFM claim that the recording technique facilitates scenarios and generally makes for better recordings. The AFM national office clamped down on the practice this week when it was reported that vocal dubbing made for less working hours for their members involved.

Mitch Miller, artist and repertoire chief at Columbia Records, is generally regarded to have started the practice during his tenure at Mercury Records. The latter firm has been cutting instrumental backgrounds for some time, and then flying the recording to wherever their vocal artist for that particular record might be. The vocal was then dubbed into the disk for a finished recording.

This formula has been used by both the major and indie diskers with better results, and at a cheaper recording session cost. It is pointed out by the diskers that the number of "takes" a vocal artist has to do, is generally more than the amount of "takings" the orchestra playing the session might have to do.

It is felt in recording circles that the ban was imposed by the AFM to allow for longer working hours, and a greater dexterity for their artists. AFM also claim that the current contracts with the diskers prohibits vocal dubbing, although this is disclaimed by the record execs. Trade officials pointed out that vocal dubbing blends with the process of recording on tape, now generally accepted by a majority of record manufacturers.

As a result of the ban imposed by the AFM, Mercury Records were forced to switch its waxing procedure for its musical show album "Ticket Please." The firm will now have to round up the cast of singers to do the session along with the orchestra. Trademsmen generally agree that they will have to sit down and "iron this one out with Petrolia." It is felt in diskers circles that they can come to some sort of agreement with the union, to allow for the vocal dubbing practice to continue in some form or other.

Others in the disk biz felt the move important enough to foresee major ramifications among the indie recording companies, pointing out that the latter group will be affected in the cost department to a great extent. One local indie vehemently stated, "If the union wants to make us go out of the country to record, they are going to succeed in doing just that. We did it before, and we can well do it again."

Many platteries now record a great amount of their material, mostly in the international and classical fields in Europe, where recording costs are decidedly cheaper than they are in the U. S.

Swingtime Records Appoint Franklin Kort National Sales Manager

LOS ANGELES—Swingtime Records, headed by Jack Lauderdale, has completed its recent reorganization with the signing of Franklin Kort, formerly general sales manager of Exclusive Records, to the same position with the new growing firm.

As announced by ad chief Jerry Simons, diskers plans call for the expansion of product, both in artists and distribution. Kort, who is well known nationally in the business, will shortly launch a cross-country tour for the purpose of introducing the Swingtime label to many of his old contacts.

With a number of topnotch artists already under contract, Swingtime has fast come to the fore in the blues and rhythm field—since its name change from Downbeat—via the first few releases featuring Lowell Fulson. Fulson's "Every Day I Have The Blues" rode the crest of the Hot on Central Avenue chart in The Cash Box; for many weeks and his latest two-sider, "Mama, Bring Your Clothes Back Home" and "Cold Hearted Woman," is off to a fast start on the Avenue via both sides.

Several territories are still open for distributors, according to Simons, who appears confident of success in a big way for the Swingtime label.

They've "Put On An Old Pair Of Shoes"

CHICAGO—That's what you call really putting a song to work. Orkster Eddy Howard, left, and disk jockey Gil Newsome, KWK, St. Louis, Mo., took time out recently to "Put On An Old Pair Of Shoes", the title of Eddy's current tune on Mercury. The lads at the right sure makes a pretty shoe salesman.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Chuck Denson
KENT—Shreveport, La.
1. PINK CHAMPAGNE (John Liggins)
2. I DON'T CARE (Ray Cooper)
3. BONNIE LEE (Andrews Sisters)
4. THE MYSTERY MAN (Milady Jax)
5. GOOD NIGHT (Ray Cooper)
6. ANYTHING (Bobby Darin)
7. EVERYDAY I HAVE THE BLUES (Louis Jordan)
8. DECORATION BLUES (John Lee Hooker)
9. NIBBLED ON A CAKE (Lester Williams)
10. WHY BABY WHY (Tadd$ Reynolds)
11. TOO MUCH TROUBLE BLUES (T-Bone Walker)

Ted Jones
KLEE—Houston, Tex.
1. BEWITCHED (Dallas Day)
2. I'VE ALWAYS BEEN YOUR LADY (Dallas Day)
3. I'M GONNA PAPER ALL MY WALLEYS (Patti Page)
4. DADDY'S LITTLE GIRL (Mills Brothers)
5. HOOP DEE DOO (Dallas Day)
6. CREEC CREEC (Jimmie Davis)
7. HAVEN'T YOU HEARD THE NEWS (Gordon MacRae)
8. WANDERIN' (Summy Kaye)
9. SOMETHING (Yammy Connors)

Sherrill Feller
WCOF—Bristol, Mass.
1. CONEY ISLAND WASHBOARD (Freddie Hall)
2. I'M YOUR STAR TRAVELER (Hugo Winterhalter)
3. I'D LIKE TO WINE YOU UP (Patti Page)
4. I DON'T CARE IF THE SUN (Judy Valentine)
5. WANDERIN' (Summy Kaye)
6. I'M FOOLISH FOR YOU (Fats Navarro)
7. I WANT TO BE LOVED (Andrews Sisters)
8. I'M IN LOVE WITH THE HAPPIEST GIRL (Phil_Brita)
9. YOU'VE GOT TO MAKE SOMETIMES HAPPY (Jerry Sellers)
10. I CROSSED MY FINGERS (Russ Emer)

Mort Nusbaum
WHAM—Rockefeller, N. Y.
1. IT ISN'T A LOVE SONG (Summy Kaye)
2. DOWN THE LANE (Mashard-MacRay)
3. MY FOOLISH HEART (Billie Holiday)
4. IT ISN'T A LOVE SONG (Summy Kaye)
5. MONA LISA (Denny Day)
6. BEWITCHED (Sam August)
7. RAIN (Ray Charles)
8. BUFFALO BILL (Roberta Quinlan)
9. LIGHTS OF HOME (Pamela Sisters)
10. THE PEDDLER'S SENSENADREW (Johnny Carroll)

Jackson Love
WWDC—Washington, D. C.
1. I NEED YOU SO (Summy Kaye)
2. MOONLIGHT IN THE DUST (Dickie Moore)
3. MY FOOLISH HEART (Billie Holiday)
4. YOU LIGHTED THE RAIN (Dickie Moore)
5. CALLYPSO BLUES (King Cole)
6. JUNIOR MUSKETEERS (Pete and Phil)
7. I'LL REMEMBER APRIL (George Shearing)
8. ALMOST LOST MY MIND (Summy Kaye)
10. I WONDER WHEN (Timex)

Don Bell
KENT—De Moines, Iowa
1. THIRD MAN THEME (Eddie Cliff)
2. MY FOOLISH HEART (Gordon Jenkins)
3. IT ISN'T A LOVE SONG (Summy Kaye)
4. HOOP DEE DOO (Ray Stetson)
5. THIRD MAN THEME (Andrews Sisters)
6. SENTIMENTAL ME (Ray Anthony)
7. I DON'T WANT TO BE LOVED (Mills Brothers)
8. DEARIE (Crittenden & Haddad)
9. DADDY'S LITTLE GIRL (Mills Bros.)
10. OLD PIANO ROLL BLUES (Yubilatina)

Al Jarvis
KLAG—Hollywood, Calif.
1. BEWITCHED (Gordon Jenkins)
2. I DON'T CARE (Summy Kaye)
3. MY FOOLISH HEART (Gordon Jenkins)
4. I WANT TO BE LOVED (Andrews Sisters)
5. STARS AND STRIPES FOREVER (Ray Anthony)
6. SENTIMENTAL ME (Ray Stetson)
7. ELM BAMBINO (Dave Barone)
8. DADDY'S LITTLE GIRL (Mills Bros.)
9. OVER AND OVER (Gaynor Monroe)
10. HOOP DEE DOO (Ray Stetson)

J. D. Thomas
WCTE—Bristol, Va.
1. I'VE BAKED A CAKE (Goo Goo)
2. THIRD MAN THEME (Hugo Winterhalter)
3. I DON'T WANT TO BE LOVED (Andrews Sisters)
4. RAIN (Frank Petry)
5. BEWITCHED (Gordon Jenkins)
6. MY FOOLISH HEART (Gordon Jenkins)
7. IT ISN'T A LOVE SONG (Summy Kaye)

Ed Penney
WGFM—Fitchburg, Mass.
1. JOSIE (John Mil传奇)
2. BEWITCHED (Bill Snyder)
3. I WANT TO BE LOVED (Andrews Sisters)
4. MY FOOLISH HEART (Billie Holiday)
5. LOVELESS LOVE (Charles Savoie)
6. IT ISN'T A LOVE SONG (Summy Kaye)
7. I'M NOT AFRAID (Pattie Page)
8. STARS AND STRIPES FOREVER (Ray Anthony)
9. CHAMPAGNE (Red Norvo)
10. I'VE BAKED A CAKE (Billie Holiday)

Bud Wendell
WJMJ—Cleveland, Ohio
1. DOWN THE LANE (Mashard-MacRay)
2. BEWITCHED (Bill Snyder)
3. I WANT TO BE LOVED (Andrews Sisters)
4. STARS AND THE WINDOWS OF HEAVEN (Andy Brothers)
5. MY FOOLISH HEART (Billie Holiday)
6. DON'T CARE IF THE SUN (Patti Page)
7. TEASIN' (Donna Marave)
8. AMERICAN BEAUTY ROSE (Frank Sinatra)
9. IF I HAD YOU ON A DESERT ISLAND (Arthur Godfrey)
10. SOMETIMES (Harry Babbit)

Stephen Poul
WLEE—Richmond, Va.
1. I'VE BAKED A CAKE (Billie Holiday)
2. MY FOOLISH HEART (Billie Holiday)
3. THIRD MAN THEME (Arthur Godfrey)
4. SENTIMENTAL ME (Andy Brothers)
5. I'M NOT AFRAID (Joey Dorf)
6. I DON'T CARE IF THE SUN (Patti Page)
7. TEASIN' (Donna Marave)
8. AMERICAN BEAUTY ROSE (Frank Sinatra)
9. IF I HAD YOU ON A DESERT ISLAND (Arthur Godfrey)
10. SOMETIMES (Harry Babbit)

David Walshak
KCTI—San Antonio, Tex.
1. THIRD MAN THEME (Gordon Jenkins)
2. MY FOOLISH HEART (Gordon Jenkins)
3. I'M NOT AFRAID (Joey Dorf)
4. I DON'T CARE IF THE SUN (Patti Page)
5. BEWITCHED (Bill Snyder)
6. I'VE BAKED A CAKE (Billie Holiday)
7. C'EST SI BON (Janette Desmou)
8. IF I HAD YOU ON A DESERT ISLAND (Arthur Godfrey)
9. DON'T CARE IF THE SUN (Patti Page)
10. I'M NOT AFRAID (Joey Dorf)

Myron Borg
WMMR—Chicago, Ill.
1. MY FOOLISH HEART (Mindie Carson)
2. I WANT TO BE LOVED (Andrews Sisters)
3. BEWITCHED (Bill Snyder)
4. VALENCIA (Penny Follis)
5. OPEN PARACHUTE (Danny Scholl)
6. IF YOU WERE ONLY MINE (Buddy Clark)
7. STARS AND THE WINDOWS OF HEAVEN (Andy Brothers)
8. THE OUTGOING TIDE (Paul Carulis)
9. WHERE IN THE WORLD (Bill Mitchell)
10. MONA LISA (Pete and Phil)

Dick Coleman
WCBN—Baltimore, Md.
1. MY FOOLISH HEART (Gordon Jenkins)
2. I'M NOT AFRAID (Joey Dorf)
3. COUNTER EVERY STAR (Hugo Winterhalter)
4. KISS FOR TODAYS (Franz Jakes)
5. BEWITCHED (Bill Snyder)
6. ARE YOU LONGING FOR TOMORROW? (Blue Bonny)
7. IF I HAD YOU ON A DESERT ISLAND (Arthur Godfrey)
8. SENTIMENTAL ME (Andy Brothers)
9. IF I HAD YOU ON A DESERT ISLAND (Arthur Godfrey)
10. I'VE BAKED A CAKE (Billie Holiday)

Dave Miller
WPAF—Potomac, N. J.
1. MY FOOLISH HEART (Gordon Jenkins)
2. I'M NOT AFRAID (Joey Dorf)
3. COUNTER EVERY STAR (Hugo Winterhalter)
4. KISS FOR TODAY (Billie Holiday)
5. BEWITCHED (Bill Snyder)
6. ARE YOU LONGING FOR TOMORROW? (Blue Bonny)
7. IS THERE SOMEBODY ELSE? (Raye-Arnold)
8. I WANT TO BE LOVED (Andrews Sisters)
9. I LOVE YOU BECAUSE (Raye-Arnold)
10. I'VE BAKED A CAKE (Billie Holiday)

Bob Storrs
WKNR—Nashville, Va.
1. HOOP DEE DOO (Dallas Day)
2. THIRD MAN THEME (Hugo Winterhalter)
3. BEWITCHED (Bill Snyder)
4. I'VE HAD MY CAKE (Cirrus Day)
5. COUNT EVERY STAR (Ray Anthony)
6. I'VE HAD MY CAKE (Hugo Winterhalter)
7. I'M NOT AFRAID (Summy Kaye)
8. ARE YOU LONGING FOR TOMORROW? (Blue Bonny)
9. I WANT TO BE LOVED (Buddy Clark)
10. AMERICAN BEAUTY ROSE (Frank Sinatra)

Vocal Chorus by Marlyn Marsh
Coopered with
LITTLE JUG

Vocal Chorus by Marlyn Marsh and Johnny Goodfellow
both by

LAURA FOTTINE

and his Orchestra

DECCA

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**IT ISN'T FAIR**
Dinah Washington  
(Mercy 8169)

**MISTRUSTIN' BLUES**
Little Esther  
(Savoy 735)

**STACK O' LEE**
Archibald  
(Imperial 5668)

**IT ISN'T FAIR**
Dinah Washington  
(Mercy 8169)

**PINK CHAMPAGNE**
Joe Liggins  
(Specialty 355)

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

**MY FOOLISH HEART**
Billy Eckstine  
(MGM 10623)

**SAD FEELING**
Lionel Hampton  
(Decca)

**PINK CHAMPAGNE**
Joe Liggins  
(Specialty 355)

**BALD HEAD**
Roy Byrd  
(Mercy)

**EVERY DAY I HAVE THE BLUES**
Lowell Fulsan  
(Swingtime 196)

**EVERY DAY I HAVE THE BLUES**
Lowell Fulsan  
(Swingtime 196)

**CALYPSO BLUES**
King Cole  
(Capitol 915)

**ANYBODY'S BLUES**
Amos Milburn  
(Aladdin 3056)

**MISTRUSTIN' BLUES**
Little Esther  
(Savoy 735)

**MISTRUSTIN' BLUES**
Little Esther  
(Savoy 735)

**MY FOOLISH HEART**
Billy Eckstine  
(MGM)

**MAMA BRING YOUR CLOTHES BACK HOME**
Lowell Fulsan  
(Swingtime 196)

**WHAT DO THINGS HAPPEN TO ME**
Roy Hawkins  
(Modern)

**HARD LUCK BLUES**
Roy Brown  
(DeLux)

**EVERY DAY I HAVE THE BLUES**
Lowell Fulsan  
(Swingtime)

**WHERE THERE IS NO LOVE**
Roy Milton  
(Specialty)

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(Mercy 8169)

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Tiny Bradshaw  
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Roy Brown  
(DeLux)

**EVERY DAY I HAVE THE BLUES**
Lowell Fulsan  
(Swingtime)

**WHERE THERE IS NO LOVE**
Roy Milton  
(Specialty)
**CUPID BOOGIE** (2:43)  
*JUST CAN’T GET FREE* (2:56)

**LITTLE ESTHER**  
(50% Off)

- **Rock Me to Sleep** (2:40)  
- **Sad Feeling** (2:27)

**HELEN HUMES**  
(Discovery 319)

- Great pipes of Helen Humes, long missing from the vocal spotlight, come back with a great duo in this biscuit. Top deck has Helen purring smoothly on a mellow piece that jells. The flip has a current hot one, and has the lass offering a wonderful job. Both ends rate ops’ avid listening attention—and more.

**NOBODY KNOWS YOU WHEN YOU’RE DOWN & OUT** (3:02)  
**“There Goes My Heart”** (2:41)

**JULIA LEE**  
(Capitol 1009)

- The wide popularity of Julia Lee, always a consistent coin puller for music ops, should result in some healthy coin take with this fresh pair. Both ends have the gal chirping in her usual folksy style, with top notch instrumental background to round out the wax. Disk is the sort that will go.

**ONLY FOR YOU LUCIA** (3:07)  
**“Nobody’s Got It Better Than Me”** (3:12)

**JOHNNY HARTMAN**  
(Apollo 1162)

- Strong vocal intonation of bandleader Johnny Hartman makes for pleasant listening with this pair of ballads. Johnny’s vocal flavor on the sides is rich and sincere throughout, and should ring the bell with his many fans. The side that we really go for is the flip tune—it’s got a lot of inventive melody that rings true. Listen in!

**DANNY BOY** (2:56)  
**“Song of the Wanderer”**

**AL HIBBLER**  
(Atlantic 911)

- Great rendition of this standard winner is sure to ring the bell for music ops and fans alike. It’s “Danny Boy” we’re raving about, and with good cause too. The vocal rendition here is strong throughout, and is projected with much feeling, lip side echoes the patter of the title and weaves in much the same vein. Top deck for a barrelful of moos!

- The gal really sells a song, and that’s what music ops and fans alike are buying today. Tune rolls in moderate tempo, with a winning set of lyrics to match the excellence of the vocal performance. On the other end with “Just Can’t Get Free,” Little Esther once again comes up with a potential winner in a melancholy bit of blues patter. Vocal addition of Mel Walker on the side brightens the wax all the more. This biscuit is a cinch to score—ops should grab it!

**“STAR MIST”** (2:45)  
**“Rollin’ the Blues”** (2:47)

JOE THOMAS  
(King 4367)

- Pair of instrumental sides by maestro Joe Thomas, and the set-up of “Star Mist” and “Rollin’ The Blues” in the offering for music ops. Both ends of the platter feature the Thomas aggregations in great style. Top deck is one that should cause wide attention. Ops, widely familiar with the popularity of the Thomas group, will get with this duo.

**“Oklahoma Blues”** (2:43)  
**“New Orleans My Home”** (2:48)

ELLIS SLOW” WALSH  
(London 1701)

- Slow wailing blues on the top deck of this one is smooth enough to ride in those boxes that like ‘em low-down. Top deck echoes the Ozie phrase in the title, with Walsh purring a clear blues bit. Flip side is an ode to Bourbon Street, and has Walsh turning in another good performance. We like the top lid.

**“Answer to Tear Drop Blues”** (2:56)  
**“That Song Is Gone”** (2:53)

**JIMMY LIGGINS**  
(Specialty 362)

- Vocal flavor by Jimmy Liggins on this pair is the sort that makes for big juke box tunes. Both sides of this platter are tailor made for the juke box trade, and should catch on and go like wildfire. The top deck is just what the title indicates, while the coupling has the Liggins gang at their best again. Get with this one.

**“Slow Train Thru Arkansas”** (2:10)  
**“You’re Getting Tired”** (2:52)

OSCAR MOORE  
(Columbia 30207)

- Top deck is a choo-choo story about Arkansas, with a fair enough vocal by “Keys” Mahon and some smart instrumental work by Oscar Moore. Disk isn’t commercial enough for the phones. Flip side tells a blues story and has “Keys” on the vocals again. Ops who have the room might use this one as a filler item.

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

LINDEN, N. J.—Fred Mendelschin, proxy of Regal Records, Inc., this past week expanded their talent roster, with the addition of Sammy Cotton, who signed a recording contract with the firm.

Imported from the heart of At-lanta's famed jazz belt, Cotton has been establishing quite a reputation in this territory doing club and theater dates with Paul Gayten and his combo.

Initial waxing for Cotton is "Heart Full Of Pain" and "Cool Playin' Mama." Regal execs predict Sammy Cotton will ring the bell for ops, and prove to be one of their hottest acquisitions in a long time.

In addition, the plattery disclosed the appointment of Malverne Distributors as their Metropolitan New distributor for their line.

Ozzie Waters Pacted By Coral Records

NEW YORK—Ozzie Waters, popular singing cowboy featured for several years in motion pictures and radio, has been signed to an exclusive Coral recording contract, it was announced by Jimmy Hilliard, director of artists-and-repertoire for Coral Records, Inc.

In addition to his extensive motion picture and radio duties, Ozzie is an outstanding guest artist, recording many hits tunes among his original compositions.

In constant demand for personal appearances, the tall, mellow-voiced cowboy singer has gained added popularity as the star of many radio shows, the most recent of which was the Ozzie Cotton show emanating from Hollywood. He made his first radio appearance on station KFW, Honolulu, while serving as Uncle Sam's Navy.

Apollo Wins Breach Of Contract Suit From Dean Martin

NEW YORK—Apollo Records, Inc., this city, this past week won its breach of contract suit from singer Dean Martin.

Apollo was awarded the sum of $8,200 plus damages, costs and interest.

The indie diskery sued Martin, contending the singer had violated the contract he had with the firm. Martin had entered a three-month deal plus a one-year option with Apollo. The diskery recorded Martin prior to the recording ban in 1948, paying him the price stipulated in the option contract.

Meanwhile, Martin had signed a wax pact with Capitol Records in 1948, who issued three of his platters that year.

MGM Hosts Students

BLOOMFIELD, N. J.—Groups of Bloomfield, N. J., High School students were guests of M-G-M Records last Monday when the discoty's plant, located in that city, was opened to them in honor of a locally-sponsored Youth Week. Student visitors to the plant were part of a town-wide effort to familiarize students with the important industrial establishments of Bloomfield songwriter.

Plant-wide tours were personally conducted by Arnold Pipers, the plant's general manager, and M-G-M Records star Phil Brito, well-known for activities in behalf of New Jersey teen-agers. The student visitors were later treated at a combination luncheon-autograph party in the plant cafeteria, at which Brito signed free copies of his latest M-G-M hit: "I'm In Love With The Mother Of The Girl I Love."
New York—In a fine example of all-round cooperation among M-G-M Pictures, Loew's Theatres, M-G-M Records and the New York City record distributor, "Annie Get Your Gun" was introduced to New York radio listeners and motion picture audiences in a big way on May 15th, day before opening at Loew's State. M-G-M Records promotion manager, Sol Handwerger, disclosed the ballyhoo stunt which centered around the recording division's soundtrack album from the movie circulated among the city's leading disc jockeys. A folk pseudo album was made for the stunt, complete in one of Harry Hut-ton's original costumes, and dubbed "Annie" for the duration of the three-day promotion. On the first day, 15 jockeys and one TV show were contacted with telegrams, mysteriously worded: "Just got to tell you a secret to see you soon. (signed) Annie." The second day, "Annie" received of the jockeys by phone saying briefly: "This is Annie. I'll be up to see you tomorrow." When the "fan" greeted her, to her identity, she hung up immediately. And the third day, "Annie" appeared at each station while each program was on the air, bearing a note that read "Annie Get Your Gun" album. Each jockey was presented with the album dummy. Each disc had been recorded and "Annie" plugged the records, the whole and the Lorimier recording during the interview. In most cases, the album was played then and there, all directly from the press department, for the day deleted from program. One of the radio programs, the Red Poole show, was a coast-to-coast broadcast reaching over 500 Mutual Networks stations. Other disc jockeys visited were: Rayburn & Finch (WNOE, New Orleans), Charlie Stark (WINS), Jack Lacy (WINS), Bill Williams (WGV), Hal Tassin (WAGM from WVDV), and Bea Kalmus (WAGM from Hut-ton's Restaurants). The television station was the old Teddy Steel show (WPIX). M-G-M Record distribu-51.6

Universal Plastics
Move To New Plant

Los Angeles—Universal Plastics, now operated by Trustees-Collar and Associates, this week completed consolidation of its Wilsheir Blvd. offices and Vernon plant and opened the 146 W. 37th Place, where the firm has 15,000 square feet of modern, completely air-conditioned and sound-proofed quarters.

Universal is known internally as a leading designer and manufacturer of pressing plant equipment, Trum-\sis-Collar and Associates have their installations in many European and\n
Complete processing, as well as\n
Bob Trumpis, whose renown as a\n
From Coast To Coast
A New Terrific Guarneri
R-M-P Label #1001
"ALL OF A SUDDEN.\n
"Why DO YOU TELL ME THESE THINGS?"
R-M-P RECORD CO.
51 Highlawn Ave, Brooklyn, N. Y.
1215 Broadway, Brooklyn, N. Y.

DISTRIBUTORS WANTED!!
From Coast To Coast
A New Terrific Guarneri
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1215 Broadway, Brooklyn, N. Y.

DISTRIBUTORS WANTED!!
AM EXHIBITORS IN PICTURES

(TOP)—Jackie Fields buys himself a drink at his own booth—Supervend Sales Corp.

(CENTER)—Mel Finke and Joe Kline; First Distributors shown with display of Mercury Ball Gum Vendors which they have just introduced.

(BOTTOM)—Bert Mills doing an “Arthur Godfrey Lipton Tea” act with his “Hot Tea” Vendor.

READING FROM TOP TO BOTTOM—

1) Charley Aronson, Willie Blatt, Gordon Mills and Howard Peo, a group of old-timers gather at the Bert Mills booth.
2) Meyer Abelson and Sid Bloom at their Oak Manufacturing Co. display.
3) Sam Rabinowitz drawing a cool drink for Bill Gersh.
4) Ben Friedman (center, holding baby daughter) with crowd at George Sylvan Electric Corporation booth. Mrs. Friedman holds second daughter for the camera.

(TOP)—Walter Tratsch, ABT Manufacturing Corporation, and the firm’s scale.

(CENTER)—Russell F. Craig alongside of Kool-Sleep’s air cooler.

(BOTTOM)—Helen Turner (Miss Golden Triangle) poses alongside of Oak’s Acorn Vendor. Leaf Gum display can be seen at right.
AUTOMATIC MERCHANDISE VENDORS PROMINENT AT ACMA SHOW

CHICAGO—The Automatic Coin Machine Association (ACMA) convention was a great success from the standpoint of automatic merchandising. The fact that there was so much new equipment on display and that the action surrounding this equipment more than met with expectations proved that this summer is going to be a big one for automatic merchandisers.

The merchandisers displays ranged all the way from the small bulk vendors to the larger drink and cigarette machines. These automatic merchandisers were one of the outstanding attractions of the show.

Among the exhibitors were:


Hospital Vends Fruit To Veterans

NEW YORK—Telecoin Corporation has leased the one-story building at 4340-42 Park Avenue, The Bronx, for its new machine sales and service center, George Connerat, vice president, has announced. The installation will be under the management of Sam Zeoli, director of the company's New York division. The new Telecoin building covers 7,000 square feet.

Completely redecorated, the new quarters will house the company's spare parts, maintenance and school division. The latest Telecoin machines are from their present location in Parkchester.

The new center will serve 1,200 automatic merchandisers of commercial automatic self-service laundry and fruit juice vending equipment in the Metropolitan area. Overhead facilities and spare parts stocking will cover the company's line of commercial Ben-Dix automatic washer, Telecoin tumble dryer and extractor and Telecoin-operated vender of canned fruit and vegetable juices.

New York Telecoin Corp. is a sales subsidiary of the Telecoin Corporation.

Telecoin Moves

NAMA Announces Show Dates

CHICAGO—Surveys indicate that automatic merchandisers everywhere in the country are urging an all-out advertising campaign on leaders in the automatic merchandising field.

General belief is to "outsway the idea of emergency sale." As one noted automatic merchant puts it, "This is the time when we can better acquaint the public with the facts that we are, without any doubt, the custodians of new ideas in merchandising, and that we are offering the people a service which is truly unequaled for its efficiency as well as its portability, and the further fact that the public buy nationally known, nationally advertised merchandise from our machines at the right price."

Automatic merchants point to locations that are now "featuring" their merchandisers where, formerly, these same machines were placed "in the background for emergency sales use only."

This, they state, came about because of intensive individual effort with location owners. "But," they claim, "if a public relations drive would get under way in a manner which would create demand on part of the public to have the machines in convenient places in locations and would, at the same time, boost the merchandise featured."

They state, "Let's make the automatic merchandiser as impressive and respectable as any outstanding, efficient store that is serving its customers courteously and well with merchandise that is known to be the best in every regard."

They also stated that better public relations work and more of it would tend to cut down the sort of competition that is more interesting in stealing locations with bigger percentage commissions than going out to develop new spots which the automatic merchandising field requires for its own general betterment and future growth.

Whatever they say, one manufacturer stated, "regarding public relations work to help make it easier to sell the locations on automatic merchandisers you can count on in any such campaign."

In short, then, the manufacturers of much of the better equipment are in line with the plan to start a public relations campaign working through the manufacturers of the press, radio and television. It is the hope of some of the automatic merchandisers that there will be a tie-up effected by the leading manufacturers with the merchandisers to feature machines more often in their advertising campaigns.

As one of the automatic merchants said, "Everytime that machines have the cup vendor had received at the show we have enjoyed better sales and also better relationship with the public as well as with our locations."

The entire plan is based on getting more of the merchandiser to be moved via automatic machines. The merchants are willing to cooperate in every fashion.

The hope is that leaders in the field will step forth to help the industry to enjoy a better public relations campaign than what is now afoot for the trade.

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New York Telecoin Corp. is a sales subsidiary of the Telecoin Corporation.

NAMA Announces Show Dates

CHICAGO—Donald S. Graham, Assistant Director of Member and Public Relations of the National Association of Merchandisers, has announced that the dates of the NAMA's convention and exhibit are November 12, 13, 14 and 15 in the Palmer House, that it is expected to be the greatest vending show in NAMA history. As one of the automatic merchants said, "Everytime that machines have the cup vendor had received at the show we have enjoyed better sales and also better relationship with the public as well as with our locations."

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Bert Mills "Coffee" And "Tea" Vendors Big Hit At Show

LOMBARD, ILL.—The Bert Mills Corporation, this city, has announced a new 200 cup "Coffee Bar" 69", high, 20", wide and 19½" deep.

The vendor, of the cup type with the coffee prepared by Maxwell House, was exhibited at the ACMA show. Executive of the firm stated that "The Coffee Bar serves a delicious cup of coffee for five cents. It requires little servicing, needs no refrigeration and affords the automatic merchant a larger margin of profit."

The corporation revealed their new finance plan which allows qualified automatic merchandisers to purchase the Coffee Bar with a 25% down payment and the balance due over 12 or 18 months. In addition to the new coffee vendor the company has a standard model, 600 cup capacity.

Asserting that despite the fact that coffee prices have risen, "Coffee Bar" vendors are showing an even higher profit, it was stated, "The double wrapped cup and the cream used have always been the largest expenses incurred by the automatic merchant in coffee vending. We have developed a richer cream that uses less quantity and a new cup that cost only half as much for the same effect which enables the automatic merchant to show a larger gross profit than were formerly possible."

Commenting on the host of favorable comments and orders that were received on his "Hot Tea" vendor, Bert Mills declared that his firm was highly pleased with the reception that the new product received at the ACMA show. "Our "Hot Tea" vendor more than fulfilled our expectations at the exhibit," he stated.

To the Cash Box Page 20 June 3, 1950

Automatic Merchants Urge More Intensive Public Relations Program To Assist Purchasers
THANKS...

for your wonderful reception!

We were glad to say “hello” to so many of you at the ACMMA show in Chicago. As President of the new SuperVend organization, I want to say thank you a million times for all the wonderful things you said about our new, improved SuperVend drink vendor.

Thanks for acclaiming this new drink vendor as the very finest in merchandising history. As we told you at the show, the production lines are turning full speed and we are glad we can promise prompt delivery to all of you who ordered this new SuperVend drink vendor.

We’ll be seeing you -- and thanks.

MIKE

SuperVend SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—The Field Research Division of the Paper Cup and Container Institute, Inc., has released to The Cash Box, Automatic Merchant the results of the recent survey the institute conducted showing the popularity of vending machines.

Barley Manning, Division Director, lead the study of the in-plant feeding systems in factory locations where fewers than 1,000 employees are employed. Manning stated, “In general, full scale facilities are the most expensive way to serve food in such locations, and supplementary services, including vending machines, will probably do an increasing part of small plant feeding.”

The survey was initiated in order to find out how small plants are providing food for fewer workers than it takes to support the type of in-plant food service now customary in larger locations. Field reporters of the Research Division visited the 26 plants used in the survey to get a representative view on how these factories with less than 1000 employees were meeting the problem.

Vending machines are the most popular source of supplemental food! Many plans, however, had more than one food system. The group included 17 cafeterias, nine mobile cart systems, and four canteens. In twelve factories, vending machines were used to supply candy, cookies, peanuts, and soft drinks. Several reported experimentation with vending machines selling wrapped sandwich, but no vending machines of this type were in operation at the time that the survey was held. However, many of the plant managers questioned expressed great interest in the future development of vending machines serving substantial hot food items, particularly coffee.

Vending machines were the only source of food in two plants which consistently showed a profit!

One New England textile firm employing a thousand persons stated that vending machines selling soft drinks earns $200.00 a month for the employee's association!

Factories surveyed reported that such supplemental food systems were more popular with employees than the old fashioned feeding systems and in contrast to the traditional deficits in small factory feeding they invariably paid their own way and often showed a profit!

Factory managers in many instances insist on cup vending machines or soft drinks to reduce the accidents possible from broken or rolling bottles. The Armstrong Cork Company, Easton, Mass., does not permit breakable utensils on the factory floor. The company claims that this safety measure saves money in the long run.

Competition between vending machines and other food services is not regarded as a serious problem in any location where it has been tested. Most firms explained that the machines were selling at hours when the cafeterias was closed while other companies did not locate vending machines in the cafeteria. A Cleveland foundry, for example, liked the vending machines because they made it unnecessary to keep the cafeteria opened beyond the lunch hour for snackers.

Concerns questioned were engaged in manufacturing textiles, electrical equipment, small machine parts, lumbering, printing, laundering, food processing, and garment making. The states in which the survey was held were California, Oregon, Montana, Ohio, Indiana, North Carolina, Florida, Rhode Island, Connecticut and Massachusetts.

The results obtained point conclusively to the fact that automatic merchandising is not only a current but a future trend on the part of small plants. With the correct handling of these locations can be profitable to all concerned and act as a strong selling agent and public relations factor in behalf of all automatic merchandising.

SuperVend Clicks Big at ACMMA Convention

N. Y. DISTRIBUTORS for KEENEEY

PITTSBURGH, PA.—The Penny King Company, manufacturers of miniature charms, have announced the readiness for distribution to Automatic Merchandisers of fifteen different styles of charms in various sizes and colors.

At present the types of charms being sold by Penny King include: baseball, baseball players, baseball gloves, basketballs, bicycles, bears, black cats, bowling balls, dogs, dogs playing frisbee, ducks, ducks sitting, ducks with ducklings, ducks swimming, daffodils, dressing gowns, fashions, fancy faces, hosiery, rings, round charms, skulls and baseball pin buttons.

Most of these charms are available in either copper, silver or gold plate or in plastic. The Penny King Company is the world's largest manufacturer of miniature charms.

One of the hottest in this city with the future hitting past the 22 degree mark and drew exhibitors as well as this staff, including operators, jobbers and distributors, and reporters who attended, over to the SuperVend booth for food and refreshments.

The two machines were in constant operation all day long, even more than the two previous days of the show. This remarkable constant operation, engineers believed, with the further factor that the water supply of the hotel didn't meet such needs, might have caused some hitches in the operation of the units. Instead, not a single halt came about. The machines worked perfectly.

The pretty models, especially employed for the purpose, were constantly to issue food at the booth and purchased the six various types of soft drinks, three of each featured in two machines.

The drinks were Coca-Cola, Green River, Hires Root Beer, Dr. Pepper, Canada Dry Orange and Dad's Old Fashioned Root Beer.

Hammargren stated, at the close of the show, as he rushed for a plane to Dallas where he was going to urge increased production to meet orders taken at the show, "After three full days of continuous operation, unaffected by rain, we sold over 15,000 drinks to all who attended the A C M M A convention. These SuperVend machines proved themselves to be the greatest automatic drink dispensers ever introduced to the market."

Prize-Giving Vendors Illegal In N. Y. State

ALBANY, N. Y.—Ball gum vending machines that offer an element of chance by dispensing either ball gum or trinkets have been declared illegal, the Court of Appeals ruled Thursday, March 25.

The court held unanimously that the vendors are to be considered slot machines and stated that in the New York City case involved, “It is immaterial that there was no proof of a difference in intrinsic value between the various objects obtainable from the machine.” A lower court ruling and declared to the void eyes of a child, the trinket is a treasure.

The court reversed the Decision of the Appellate Division, Second Depart ment, and affirmed a ruling by Judge Irving Davidson of the Court of Special Sessions.

Judge Davidson held that Sidney Siegel, who kept the machine on the counter in his candy store, was guilty of keeping a slot machine. He sus- pended sentence, however, because of “the novelty of the question,” and be cause there was no intent to commit a crime.
CHICAGO—Board of Directors of Coin Machine Institute met this past week (Tues., May 23, 1950) and made the announcement that there would be no June coin machine show by this organization at the Stevens Hotel.

Official announcement was to the effect that the CMI show would mean four shows for the operators to attend in this city.

First show held this year was that of MOA (Music Operators Of America) in March at the Palmer House.

Second show was held here this past week by ACMMA (American Coin Machine Manufacturers Assn.) at the Sherman Hotel.

There is also another show scheduled for the Palmer House by NAMA (National Automatic Merchandising Assn.) in November.

The CMI show in June would have meant four shows for the operators, jobbers and distributors to attend this year and would also have meant, according to the CMI’s Board of Directors, an additional expense for many manufacturers who would have displayed at their show.

To eliminate expense to the operators to attend the CMI show in June and also to cut the cost of displaying at the June show by the manufacturers, CMI members decided to call off their show, according to public relations manager, Pickering.

This means that the next coin machine show to be held in Chicago will be that of NAMA in November, 1950.

**ACMMA SHOW CLIX**

Rumors Of “Flop” Fade As Show Crowds Grow. First Day Considered Excellent By Exhibitors. Business Good. Many Chase About City To Enjoy “Open House” Parties At Factories. Merchandise Machines Prominent

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**ChiCoin’s “Band-Box” Featured On TV Show**

CHICAGO—Executives of Chicago Coin Machine Company were glued to their television sets on Sunday, May 28 from 9 to 9:30 P.M. when Dave Garroway introduced a new novelty on his NBC network show—featuring the firm’s “The Band-Box” in two production numbers.

“The Band-Box” is a scale model bandstand, complete with curtains that open and close—and features an assortment of miniature musicians who seem to be playing their various instruments with real music being reproduced. Ingeniously moulded from specially treated rubber, the tiny band seems to come alive. By a skillful timing process, the group appears to play in perfect time with records usually played on a standard juke box which is attached to the “Band-Box” unit.

“Use of the ‘Band-Box’ on Garroway’s TV show is more or less of a ‘preview’ showing” stated Sam Lewis.

“We are resuming our production to serve the juke box operator with this device, which in tests in several sections of the country has increased the music operator’s receipts considerably!”

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**Carloads Of Wurlitzers Go Out**

NORTH TONAWANDA, N. Y.—Ed Wurger, sales manager of Rudolph Wurlitzer Company, this city, happily points to carload of Wurlitzer 1256 phonos leaving for Herb Wedeven, Northwestern Music Co., Cleveland, O.

According to Wedeven, “back orders well exceed the carload quantity and are steadily increasing. We expect the factory to keep sending these carloads to us regularly.”

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Herb Jones, president of ACMMA, shown in a characteristic position. Herb worked hard to put the show over and was extremely well pleased with its outcome. Jones was reelected to serve as president for 1951.

TOP TO BOTTOM—

1) Ray Moloney, president of Bally Mfg. Co., and John Haddock, president of AMI, Inc., talking it over.

2) Peggy Smith riding the “Crusader” at the booth of Memphis Metal Mfg. Co.

3) Dick Hood, president of H. C. Evans & Co., pointing out action of “Constellation” phono to Mr. and Mrs. O. C. Wood of Andalusia, Ala.

4) William Shrader and H. F. (Denny) Denison at their beautiful display of the firm’s “Pacific Shuffleboard Bowling”.

READING FROM TOP TO BOTTOM—

(Left Strip) 1) Bill Gersh, Bill Frey, Dave Lowy, Bert Mills and Willie Blatt.

2) Crowds gathered around booth of Como Mfg. Corp. to watch Ray Moloney play the firm’s new shuffle baseball game.

3) Harry Rosenthal and Al Sebring look over United’s shuffle game.

(Right Strip) 1) Carl Zimmer of South Bend, Ind., and Ben Coven talk it over alongside Wurlitzer’s 1250 phono at Coven’s suite.

2) Gust George of Pittsburg, Pa., snapped with his three sons. (L. to r.): Raymond George; (Gust); James George and Regis George. On the extreme right is “Shappy” of Shappy’s Music Store, Pittsburgh.

3) Crowd gathered at United’s booth watching play on “Shuffle Slugger”.

TOP TO BOTTOM—

1) Ray Riehl and Herb Oettinger of United talking to Sam Taran of Miami, Fla.

2) Henry Strong, sales manager for O. D. Jennings & Company, in front of the firm’s booth.

3) Joe Abraham of Cleveland with Earl Moloney of Bally.

4) Frances Glab and Bill Olsher of ABCO Novelty Co., demonstrating its new game “Tilt-Test”.

www.americanradiohistory.com
NOT "played by ear!"

The new amplifier and sound system on Model "C" assure a true-tone reproduction of every selection from the highest note of the violin to the deepest bass of the drum. Bass and treble are tone-right for good listening up and down the scale. The new automatic built-in bass control saves highs where basses are favored, basses where highs are favored—highs and lows are always correct regardless of volume.

New amplifier, new pick-up, new needle; optional booster amplifier for special multi-speaker hookups. The "C" knows its public and the public knows its music and that's why they are so happily married!

AMI Incorporated

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

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

READING FROM TOP TO BOTTOM

1) Bill Billheimer, Como Mfg. Corp., at his booth, flanked by Ira T. Byram, Jr. and Chris Christopher. Bob Lorch of Como playing the firm’s “Shuffle League”.

2) Barney (Shugy) Sugarman, Runyon Sales Co., and John Haddock, AMI, resting a bit.


LEFT STRIP—TOP TO BOTTOM

1) David C. Rockola flanked by his two top executives, Art Weinand (l) and J. Raymond Bacon, as they stop off at The Cash Box booth for a chat.

2) Rose Knollmiller Bennett, Bill O’Donnell (Bally executive) and Otis Miller.


4) A shot of the Bally Suite, showing some of the members relaxing, while a “Gin” game proceeds apace.


RIGHT STRIP—TOP TO BOTTOM

1) Betty Thomas, Larry Cooper, Amilie Thompson and Richard Eaton at the SuperVend exhibit.

2) Otto Murphy, R. F. Jones and Ben Becker smile pretty for the camera.

3) The camera catches a New Orleans group: Jack Young, Bob Buckley, Les Silver, Sam Tridico, Henry Fox and Russ Kerner.

4) Earl Moloney with Mrs. Bill Copeland and Bill Copeland, Canton, O.


READING FROM TOP TO BOTTOM

1) Ben Coven and Paul Golden of La-Ru Nov. Co., Chicago, take a look at Bally’s “Shuffle Champ” at Coven’s suite.

2) Purveyor’s “Atom - Jet” game attracting players at the firm’s booth.

3) Joe Winegarden alongside his “Auto-Photo” machine.

4) Bill Fitzgerald, advertising manager of AMI, Inc., checking his ad in The Cash Box with Bill Gersh.
OPERATORS OF AMERICA
YOU NEED A GAME THAT WILL EARN TOP MONEY FOR A FULL YEAR
WE HAVE IT—Ask your friends who visited the show!!
YOUR SHUFFLEBOARD OR THE LOCATION-OWNED SHUFFLEBOARD
BECOMES THE LONG ALLEY TO PROVIDE
REALISTIC BOWLING
BY ATTACHING THE

PACIFIC SHUFFLE BOARD BOWLING UNIT
ONE MINUTE TO INSTALL—ONE MINUTE TO TAKE OFF
WITHOUT A SCRATCH TO THE SHUFFLEBOARD
ONE BOWLER 10—TWO BOWLERS 20c
HOURLY EARNING $4.00

DISTRIBUTORS ...
A FEW TERRITORIES
OPEN—WIRE OR PHONE
IMMEDIATELY ...

PACIFIC SHUFFLE BOARD BOWLING CO.
MAIN OFFICES: 1348 VENICE BLVD., LOS ANGELES 6, CALIF. (Tel.: RICHMOND 5568)

Bally Distributors Discuss Business At Big Meeting

Wurlitzer Distributors Hold Meet During Show Week

CHICAGO—With George Jenkins, vice-president of Bally Manufacturing Company, and Jack Nelson, general sales manager, conducting the meeting, Bally distributors came together in the Bal Tabarin of the Sherman Hotel the first day of the ACMMA show (Mon., May 22) to discuss business generally for the firm's products.

The meeting was one of the most enjoyable ever yet conducted, it is reported, with the attendance at the one hundred percent mark. Distributors spoke openly, and were urged to do so by George Jenkins and Jack Nelson. Jack is also reported to have given his viewpoint and analysis of the business generally which met with a grand round of applause from all the distributors present.

Just like all distributor meetings conducted by almost everyone of the larger factories, this one carried on with the thought that the men present wanted to compare views, as well as listen to suggestions from other fellow distributors and, at the same time, get the viewpoint of the firm's execs.

CHICAGO—It all started off casually—then grew and grew, until distributors for the Rudolph Wurlitzer Company gathered from all over the nation and came together at the Palmer House, this city, for a national discussion regarding the automatic music business.

While speaking with distributors, Ed Wurgler, general sales manager of the Rudolph Wurlitzer Company, was told that practically all of them would be attending the ACMMA show, and he spontaneously decided to have a meeting, taking advantage of what almost amounted to 100% attendance. Distributor after distributor attending the meet is reported to have stood up and advised those present about conditions in their own territories regarding the automatic music business. "This was one of the most enlightening meetings we have ever attended," the distributors agreed.

Wurgler, who conducted the meeting, is reported to have given all the distributors the over-all picture of the automatic music industry which he gathered from his recent national-wide trip.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
ACMMA SETS 1951 SHOW DATES

Next Show April 9, 10, 11, 1951—Herb Jones Re-Elected President—Elect New Board Of Directors For Year

CHICAGO—Members of ACMMA (American Coin Machine Manufacturers Assn.) held their election meeting during the show with the following Board of Directors elected: Herb Jones of Bally Manufacturing Company; Vincent Shay of Bell-O-Matic Corporation; D. W. McClay of O. D. Jennings & Company; Jerry Haley of Buckley Manufacturing Company; Bill Ryan of Universal Industries, Inc.; John Conroe of J. H. Keeney & Company, Inc., and Rex Shriver of H. C. Evans & Company. Officers elected by the Board of Directors to serve for the forthcoming term were:

Herb Jones, President; Bill Ryan, Vice-President; Vincent Shay, Secretary; D. W. McClay, Assistant Secretary; Jerry Haley, Treasurer and John Conroe, Assistant Treasurer.

At this same meeting ACMMA decided on dates for their 1951 show and chose April 9, 10, and 11, 1951 at the Sherman Hotel.

Other business matters were also discussed and it is believed by the members that the success of their first show this year will reflect with even greater attendance and success in 1951.

Lou Wolcher

CHICAGO — NCMDA (National Coin Machine Distributors Assn.) held a special meeting (Tues., May 22, 1951) at 10 A.M. in one of the principal meeting rooms of the Sherman Hotel.

Lou Wolcher, president of the organization, presided at the meeting with S. Neiman, business manager of the group.

Many new members are reported to have entered into the organization at this meeting. This is somewhat due, it is believed, to the fact that entourage arrangements have been eased to some extent.

One of the subjects discussed was the fine cooperation the distributors were getting from the manufacturers on their request that all new games be pre-tested on location first, so that ops could be assured of mechanically perfect, better money earning equipment.

Parts catalogs which manufacturers have created, at the suggestion of the NCMDA membership, also received much praise at this meeting. These have made it much easier for distributors and ops to obtain the necessary parts for all types of machines.

Other matters were also discussed at this meeting. The body ruled that, from now on, it would hold regular quarterly meetings here in Chicago.

Premiums Click For Shuffle Game Operators

All Types Of Premiums Featured For High Score Prize Of The Week. Ops Say Play Booms With Use Of Premiums

CHICAGO—Leading shuffle game jobbers now featuring premiums for shuffle prize games. According to shuffle game operators, the best method for increasing play action is to allow a general drawing for a top weekly prize.

This is done by awarding players who reach or pass a certain score to write their name on a ticket which is deposited in a container by the storekeeper and, at the end of the week, the name drawn from the container is the winner of the week's prize.

A new prize each week, ops claim, keeps the play going and all get a fair chance to obtain the premium prize by the fact that the drawing is always a better method than simply giving the award to the highest scorer.

Some ops are also featuring smaller premiums for daily prizes. These are usually lighter, etc., in the less expensive class and, at the same time, feature a larger and more outstanding premium, such as an electric clock, camera, etc., for the big weekly prize.

Premiums, ops claim, have boosted shuffle game play in almost every instance. Players are reported to appreciate this idea greatly.

Retailers, too, are happy over the deal and, in most cases, are willing to split the cost with the ops to keep the play at top peak.

The premium prize is well displayed in most of the locations with ops using attractively painted signs to call attention to it. These signs, retailers are reported to have stated, have pulled play to the games. The result has been, generally, to boom shuffle play.

Some of the premiums are very outstanding. Most widely used are the new style electric clocks.

Cameras have taken good hold, too, it is reported, and these are being widely used. Many new type premiums of the larger size are featured, with some extremely attractive.

Joe Blenker Wins ACMMA Cadillac

CHICAGO—Joe Blenker, well known operator of Junction City, Wisc., was the winner of the 1950 Cadillac which was awarded at the big banquet and entertainment Tuesday evening, May 29, by the ACMMA (American Coin Machine Manufacturers Assn.).

Blenker was thrilled at winning this 1950 Cadillac and is reported to have been the most pleased at the show.

"Hollycrane" A Hit At First Show

CHICAGO—Como Manufacturing Corporation, this city, who made its first official showing of its new model "Hollycrane" at the ACMMA show this past week clicked so well that they believe they will be busy with production for some months to come taking care of the orders which were placed for the game.

To the "Hollycrane" earlier models were seen at shows before, this is the first time that the factory itself displayed its own merchandiser and the result was to bring many new distributors into the fold.

Among the busy Como men who were present at the booth were Bill Bilheimer, Ralph Nicholson, Ben Becker, Don Pearl, Harry Mehta and Jack Nelson.

These men were hard at work all three days of the ACMMA show explaining the many features of the "Hollycrane" and also discussing distributors and territories with many who called at this booth.

The showing was extremely successful, according to Bill Bilheimer, but, what seems to have pleased him most, he advises, was the fact that so many operators called around at their booths to tell them how successful they've been with their "Hollycrane" operations and that the unit works perfectly while bringing grand returns.

"Hollycrane" sales have averaged a number of conversations with leading ops who produced some earning reports of the game and the show and it is stated that the "Hollycrane" report was not just for one or two weeks, but for many steady months of constant operation."
Pacific's Shuffle Game Revamp

CHICAGO—Bill Shrader of Pacific Shuffleboard Bowling Company presented one of the most impressive re-vamp shuffle game units to ever be seen here at the ACMMA show and won much praise for the firm's ingenuity and construction ability.

The laboring under poor electrical conditions at the Sherman Hotel, the firm's new unit, featuring large size plastic light-up pins and a very fine, large size score totalizer unit for one or two players, the unit worked perfectly and met with the approval of everyone who called at the booth.

Shrader reported that this was one of the most successful showings of this new unit.

Not only is the entire unit large and impressive but also completely self-contained. Two packs are used and keep the game going at a speedy pace. The packs are returned automatically to the player.

There is no doubt from the number of distributors who quickly tied in with him that Bill Shrader's biggest worries will be production and more production.

The territories are going very fast, Shrader stated that there are still a few left and that those distributors who wanted to give shuffleboard operators the greatest unit for big, long-life profits should contact him immediately.

Comet Displays Five New Counter Games

CHICAGO—Ted Rubenstein of Comet Industries, Inc., this city, introduced five new counter games at the firm's display at the ACMMA show.

The "Comet" counter game features cigarette reels only. It has a token payout unit and can be had in either 1c or 5c play. It comes in coin operated and non-coin operated models.

The "Meteor" features bell-fruit reels and also a token payout unit. It can be had in 1c or 5c play. It comes in coin operated or non-coin operated models.

The "Giggy" counter game features either cigarette or bell-fruit reels and 1c or 5c or 10c play. It also has twin cash boxes, one for the op and one for the bookkeeper. It comes in coin operated play only.

The tiny "Mite" counter game features either cigarette or bell-fruit reels and can be had in 1c or 5c or 10c play. The "King" which is also in this tiny classification, features poker play only.

All five of these new counter games are unusually attractive and very colorful.

The attention they received at the show assured Comet that they would prove among the best selling counter games yet presented to the industry.
CANDID CAMERA

CHICAGO—A number of father and son teams appeared at the show. We were able to "shoot" the two above. Left: Al Sebring and son Gene; Right: Ed Zorinsky and his famous "cigar smoking" father Hymie.

JOBBERS! DISTRIBUTORS!
A FREE AD EVERY WEEK!

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

Plus

A FREE SUBSCRIPTION TO

The Cash Box
(WORLD'S GREATEST COIN MACHINE MAGAZINE)

ALL FOR ONLY $48 FOR THE ENTIRE YEAR

SAMPLE LISTINGS

FOR SALE—We are distributors for Bally, Wurlitzer, United, Williams, Earl, Gottlieb, SuperVend and Kemeco. All the latest machines of these outstanding factories are on hand ready for delivery. Also complete line of used machines on hand at all times. Write: JOHN JONES, 48 MAIN ST., NEWTOWN, N. Y.

FOR SALE—Closing out our entire stock of used machines. United Shuffle Alley $200; Bally Shuffle Bowler $250; Chicago Coin Rebound $150; Mills Three Balls 5/10/25c $775. Many others. Write for list: UNITED STATES AMUSEMENT CO., 48 FOURTH ST., OLDTOWN, CALIF. (Tel. 48)

WANT—To pay highest cash prices for late model phonos, consoles and one-balls. Also want good five-balls and arcade machines. Write: COIN MACHINE CO., 19 AVENUE D, BEST CITY, IND.

or any other listing you want of 40 words or less each and every week for 52 weeks. It's the greatest bargain ever offered to jobbers and distributors in the history of the coin machine industry.

IMPORTANT NOTICE

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

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

SEND US YOUR AD NOW!

"It's What's in THE CASH BOX That Counts"
CLIX ACMMA SHOW

READING FROM TOP TO BOTTOM
1) Fletcher Blalock and Norman Rotschild, two Wurlitzer distributors talk it over.
2) Herb Gorman, manager of Taran Distributing Company, Jacksonville, Fla., office, and Sam Taran, head of the firm, alongside United’s “Arizona” game in the factory’s showrooms.
3) Benny Mac Donald, Ft. Worth and Inez Crowe of Houston. Look what happens when two Texans meet.
4) They’re all Jenkins (no relation)—George Jenkins, Bally (center) kids with Miss Jenkins, while J.W. Jenkins of Star Coin Machine Co. chuckles.

READING FROM TOP TO BOTTOM
1) The Baltimore boys get together: Dave Koenigsegberg, B. Solomon, Chris Christopher, Sol Polsky and Gabe Camby.
2) Lou Boaarsberg, New Orleans Novelty Co., rides the “Crusader” horse.
3) Bob Nims of New Orleans plays the “Play-Write” machine, while Ray Schorr and Harry De Witt of the manufacturing company look on.
4) Becky Naylor, Herb Perkins, Sylvia Debler and Tom McNeill of the Pervyeyor Shuffleboard Co., at their booth.

We’re Taking Orders NOW for
Bally’s New One-Ball
“Turf King”

for
NORTHERN OHIO
and
WEST VIRGINIA
‘Nuf Sed’

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVE., CLEVELAND 14, OHIO
(All Phones: Cherry 7067)

Gottlieb Introduces
New Five-Ball
“Bank-A-Ball”

CHICAGO—A new five-ball game “Bank-A-Ball” was introduced to the trade this week by D. Gottlieb & Company, this city.

Continuing its established successful practice of giving the operator a highly interesting and appealing five-ball, Gottlieb’s “Bank-A-Ball” features non-rotation numbers 1 to 15 plus Free Play awards on 8-ball; Top Corner Kickout pockets for extra numbers and additional play; Mystery Side Kickout pockets light up for Free Plays; Special number combinations for added scoring and free plays; straight shots; bank shots; and flippers.

The new game is now in the hands of the firm’s distributors and production is running at full capacity.

Asks Repeal Of $10 Federal Tax

CHICAGO—Dudley C. Ruttenberg, CMH general counsel, disclosed that he had written to Chairman Robert L. Doughton of the Ways and Means Committee of the House of Representatives, asking that they reconsider its action of retaining the $10 Federal tax on coin operated amusement games before submitting the annual revenue bill to the House.

Ruttenberg, in asking for the repeal of the $10 tax, pointed out that it was imposed in 1941 as an emergency revenue measure, but that it is now working a hardship on the industry due to the increased cost of labor and materials which has increased the cost of amusement games, but despite this, they are still vielding amusement for the most part at the pre-war price of 5 cents.

In asking that the Committee reconsider its action, Ruttenberg requested a hearing to explain CMH’s views.

SEE NEXT ISSUE OF
THE CASH BOX
MORE ACMMA PICTURES
USED MUSIC... Ready for Location...

SEEBURGS

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TERMS: 1/3 Deposit, Balance C.O.D.

Write Today for New List of Music Accessories and All Other Types of Machines

SOUTHERN AUTOMATIC MUSIC CO., Inc.
624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind.
325 N. Illinois St., Indianapolis 4, Ind.

Lake City Nov. Co. Sets Sales Mark

CLEVELAND, O.—Joe Abraham of Lake City Novelty Co., this city, is reported to be outstripping this entire area in sales and service to operators. Joe Abraham, according to leading manufacturers, whose products he represents in this state, has "set new sales marks."

He has also won over operator after operator to his organization, developing one of the largest operator followings in the history of Ohio. Abraham and his Lake City Novelty Company have been progressing right along, to the point where they are establishing this firm as the leading organization of its kind in this state.

Joe stated, "We are trying every day to give the operators everything that they require in the way of service, finance and equipment so that they will enjoy the biggest and best profits in their history."

"We feel sure," he continued, "that what we have done up to the present, even to creating new sales marks for the manufacturers we represent in this state, will all be broken as this second half of 1950 gets under way."

"We are out to set new sales marks," he said, "which have never before been equaled by any distributor in the state of Ohio and we are going to improve and better our service, if that's at all possible."

Huber Distrib. Co. Moves Headquarters To San Francisco.

SAN FRANCISCO, CALIF.—Walter A. Huber, head of Huber Distributing Company, announced that his firm is opening new offices at 1118 Howard Street, this city, effective June 1.

For many years this distributing firm has been located in Emeryville, but Huber feels that being in San Francisco will permit him to serve his operator customers with greater efficiency.

"Being distributors for AMI's line of phonographs and accessories for Northern California, and all other types of coin operated equipment, we have given this move considerable thought," stated Huber. "It has always been our endeavor to serve the operators of this territory to the best of our ability, not only in service, but also in price.

"Our new quarters will be complete with show rooms and service facilities, as well as a complete parts department. Moreover, it is located near the wholesale record suppliers."

Huber has a host of friends throughout the entire state, and is especially famous for his bow ties. Lately, his reputation has been extended to include him as an outstanding distributor in his area.

ABCO's New Counter Games Make Hit At ACMMA

CHICAGO—Bill Olsher of Abco Novelty Co., this city, claims with two brand new amusement type counter games which he introduced for the first time to the trade at the ACMMA show.

These games are unusually well built and both feature intriguing play action. One is an upright counter game called, "Hit-A-Home," which is baseball run action based on the use of ping-pong type balls.

The action of these lightweight balls on the plunger play of the game is to give them an unusually lively bounce which shoots them to the score pocket.

The play seems very simple, the skill required to get all the balls into the scoring pocket, is something that takes both a steady hand and calm nerves.

The game got plenty of play at the booth of the firm and many ops believed it to be one of the best yet produced.

In addition to this upright game, Olsher also introduced a smaller machine which, because of its prime position on the counter, with about a thirty degree angle featured for the roll of the ball, also clicked with many who played it.

This game is called "Tilt-Test" and is really a test of skill with the player needing cool, steady nerves to complete the play.

When you buy from Runyon

YOU BUY THE BEST

Bally Scores Again

With the newest, most sensational and fastest rebound alloy of them all

Bally SHUFFLE CHAMP

2 SIZES: 9'/2 FT. AND 8 FT.
IMMEDIATE DELIVERY! ORDER NOW!

RUYON SALES COMPANY
exclusive AMI distributors in N. T. & I. C. CAN.
1913 East Linden St. Ft. Wayne, Ind.
New York 1, N. Y.

Bill Olsher, at the same time, sprang a surprise at this show by bringing Eddie Hansen, formerly sales manager for Groetchen Tool, into his booth at his own sales manager for these new counter gains.

Many called at the booth to just say "hello" to Eddie who has been missing from the coin machine industry picture for sometime.

Eddie was taking orders right at the Abco booth and both he and Bill Olsher were among the busiest men at this show.

Olsher stated, "Because of the success we enjoyed with both these new games we're putting them into large volume production immediately."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
... "BANK" ON IT... Here's the Game that Puts You Out in Front!

GOTTLIEB'S Unique and Amazing
BANK-A-BALL
By Actual Location Tests...
Earnings that TOP 'EM ALL!

- Non-Rotation Numbers, 1 to 15 plus FREE PLAY Awards on
  8-BALL • TOP CORNER KICKOUT POCKETS for EXTRA
  Numbers and Additional Play • MYSTERY SIDE KICKOUT
  POCKETS Light Up for FREE PLAYS • SPECIAL NUMBER
  COMBINATIONS for Added Scoring and FREE PLAYS
  • STRAIGHT SHOTS • BANK SHOTS • FLIPPERS!

Order From Your Distributor
NOW!

D. GOTTLIEB & CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

The Game That STOLE THE SHOW
at PURVEYOR'S Booth

"Atom-Jet"
The Revolutionary
REMOTE CONTROL Game

WRITE—WIRE—PHONE FOR FULL DETAILS
AND PRICE TODAY TO . . .

PURVEYOR SHUFFLEBOARD CO.
4322 N. WESTERN AVE., CHICAGO, ILL.
Tel.: JUNIPER 8-1814-5-6

Bill Goetz Dies
NEW YORK—The trade was shocked by the death of William A. (Bill) Goetz, president of Capitol Automatic Music Company, this city, who died suddenly of a cerebrospinal hemorrhage on Saturday, May 19. He was 62.

Goetz was one of the pioneers in operation of the juke box, starting over thirty years ago with Sam Krensberg as his partner. The firm operated coin operated pianos, and later switched to music machines. They ran a route of over 1,500 machines at one time.

The firm also was active as distributors of music machines some years ago, representing several phonograph manufacturers, and even manufactured its own phonographs.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
AMI Presents New Accessories At Big Pre-Convention Dinner

CHICAGO—Calling their distributors together for cocktails and dinner at the Bismarck Hotel, Sunday evening (May 21) prior to the opening of the ACMMA convention, AMI, Inc., presented two new accessories to its present music line and also enjoyed discussions among their many distributors regarding future plans.

John Haddock, president of AMI, Inc., was well supported by other execs of the firm, including Jack Mitchnick, eastern regional director; Ed Ratalack, western regional director, Bill FitzGerald, advertising and sales promotion manager, John Stewart, assistant sales manager, Paul Nelson who heads the parts and supplies division of the firm in Grand Rapids, Mike Giblin, purchasing agent, Art Daddis and Al Mason, field engineers.

The new speaker of the firm which went on display for the first time at the AMI booths at the ACMMA convention, was thoroly explained to all those who attended the dinner, as was an entirely new innovation in brackets for the firm's 40 selection wall box.

In addition to the explanation of the firm's new accessories there was much discussion regarding future plans of the organization with pros and cons from the floor as to what the firm should present for the future.

The firm's execs were much pleased with the discussions that were held and what was told them by their various distributors who were able to speak their minds freely in front of other distributors from all over the country. Gathering some idea as to what was happening in other areas about the nation in regards to the AMI Model "C" and other phones.

The dinner was one of the most triumphant the firm has yet held with distributors highly pleased over the discussions.

During the meeting it was disclosed that the AMI phono will be ready for the seventh inch record with a few minor changes and adjustments that are easily made on the spot by servicemen. All the firm's post-war models, the "A", "B", and "C" and hideaways can be converted. The converted AMI changer demonstrated handled seven inch discs bearing a number of different labels without being effected by any slight diameter differences that may have been present.

No date has been set for production of the conversion kit, but John Haddock advised that the factory will be ready whenever the operators want to make the change.

The new AMI eight-inch remote speaker introduced has been named the "AMIVOX." "This new speaker," said Haddock, "is the result of many months of uniring effort on the part of AMI's sound engineers. We sincerely believe that we have achieved a speaker which is absolutely tone-true in both bass and treble clefs, light in weight, sturdy enough to take rough usage and attractive in its compact, modern design." The remote speaker is now in production and it is expected that shipments to distributors will begin early in June.

The new "BARGEMAN" bracket, introduced at the meeting, is described as particularly suited where the back of the box is exposed in locations with "U" shaped counters or circular bars. "It should also find ready acceptance," stated Haddock, "where locations require a bracket that enhances the appearance of the box and fits in with modern decorative schemes."
DALLAS DOINGS

As most of the city's coinmen are at the Chicago show this week, we'll stick to local items... We have good news this week concerning Weldon Denton. Weldon won a $112,160.00 law suit at the Dallas courts. We might add that Mrs. Denton is starting a new Cadillac and will put it to good use on the 28th when she and Weldon take in the Indianapolis auto races... Juanita Parsons flew to her father in California upon receiving word that he was seriously ill. We sincerely hope that he has a speedy recovery... Roy Evans, Roy Milton and the Milton aggregation were in Dallas playing to a capacity filled house. With Roy and the band was Lillie Greenwood, the gal that has caused many a nickel to hit the jukebox recently... Congratulations to M. Carl Casperson on his forthcoming marriage to a "Yankee gal"... Hey! We hear that Frank Emerson has three new producing oil wells... Jesse Henderson's feeling much better after an attack of virus X... Carolyn Thomas, Commercial Music Company, leaving for Mexico City on her vacation. Looks as though the whole organization will get there before summer is up.

Jimmy Bounds called in from Mexia, chatting up a storm... Herb and Emily Rippa taking in the golf tournament at Dallas Country Club... By the way, Herb's right hand man Homer Walker has hit just about every lake in these parts and hasn't caught a fish this season. All Homer has to say is "wait till I get to Port Aransas." We'll wait Homer... Tommy McGuire was in, all the way from Shreveport... Buck Nash fished at Lake Frost, Louisiana, recently... A lot of local operators remember the "Betty System" operated by Tom Lambert before the war. A lot of you also note that the Army took 297 of Tom's 300 telephone lines, which made it virtually impossible for Tom to operate the system at all. For years we haven't seen or heard of the telephone juke box, until we read in the local papers that telephone music is back. We want to congratulate Tom Lambert and Barney Dusterschell on their new venture. To date the "Maestro Music Company" has three operators and are really doing a fine job... Wish you guys could see the set-up. It's really something.

HIT OF THE SHOW!
Bally's
New One-Ball
"TURF KING"

READY FOR DELIVERY FROM EXCLUSIVE BALLY FACTORY DISTRIBUTOR FOR NORTHERN ILLINOIS, ENTIRE STATE OF INDIANA AND ENTIRE STATE OF WISCONSIN.

COVEN DISTRIBUTING CO.
3181 ELMON AVENUE
CHICAGO 18, ILLINOIS
(All Phones: Independence 3-2210)

LOW PRICE QUALITY USED PHONOS FOR IMMEDIATE DELIVERY

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<tr>
<td>AMI Model &quot;B&quot;</td>
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Condition of all like new. Write for low quantity prices on all makes of used phonographs.

Terms: One-third Deposit With Order.

J. PESKIN DISTRIBUTING CO.
2667 W. PICO BLVD.
LOS ANGELES 6, CALIF.
(Phone: Dunkirk 6-6178)

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

WHOO!!! IT'S OVER!!! At least that's the way the majority of us here in the Windy City feel about last week's convention. For one thing, the guys and gals from everywhere in the nation, and all of us appreciate their coming here to Chicago to another yearly convention, we are just simply "beat." The place was packed from wall to wall and we were just as long as we could be. Shaking hands. Saying "hello" over and over again. Trying our best to keep smiling. Full of pep and energy. Answering questions. Directing people here, there, and everywhere. After three such hectic days, it was nice to have a little time out. Among us can only breathe a sigh of relief. Factory after factory held open houses and gave out various souvenirs. Showed new games to the trade, and production to get ops' opinions. The fact CML called off their convention, some of those who attended the show, assured, "wasn't going to set right with some concern who had planned to attend." But, generally, all agreed that this was "the best thing to do in this case." So, everyone's happy ... Nite spots in town once again enjoyed the patronage of the locals. Restaurants are doing well and they had the share of the crowds and that they certainly appreciated the business ... From what we gathered guys like Ray Williams of Dallas simply gorged themselves at spots like the Shangri-La, Chie-Fere, Nick, Fitz潀e, Imperial, Pump, and other places about town ... Texas delegation was one of the largest in town with Guy Kincannon getting the accolade of the "best dressed man at the show." ... Mike Hammergren, Larry Cooper, Earl (O'Rourke) Mae, Dick Eaton, Jackle Fields and the whole gang from SuperVein South were among the most thronged at this show enjoying the tremendous attendance which their booths got tremendously.

The Bally bunch, as per usual, copied the prize for hospitality. Not only was the facility jammed, but the suites which the firm maintained at the Sherman, were probably the most filled of any at this show. Ray Moloney played himself some "cards" with leading confreres and got together in a big meeting. Bally excess were here, there and everywhere ... Ben Friedmann and George Sylvan of the George Sylvan Electric Corp. clicked with their hot dog dispense. To every one an up has gone back to their homes to find out how many he can install ... Herb Perkis of Purrey reported that this was "one of the most successful" of all the shows held ... Rockola distris were plenty happy after the selection mechanisms paid off at the Stevens' Penthouse Sunday nite ... Joe Batten came thru the show with Fox, after a very hectic few days they had a very Excalibur model, they went nearly with lots of handshakes and "hello" wherever they appeared. Exhibit plant held a big, open house, goodtime party ... The United Mfg. Co. boys were generally most prominent. Len Durant, Billy DeScempi, Bill Steward, Guy Rich, Paul Federman, and all the others were in attendance at their booths, at our suites at the Shermans, out at the factory, at the Chicago Monitors, at other places about town—day and night ... Sam Stern of Williams Mfg. Co. entertained one more of the others with some of his largest and most outstanding toys. As he did at the last, and at all the other shows, got them at their rooms in the downtown section. Sam, as always, proved himself a very swell host... Jerry Haley of Buckley tried to keep going between the big facings of the factory and their display booths at the show and various meetings and other things that were going on and, in between time, sandwiching in some nite spots for the Buckley contingent... Bill Billheimer, Ray Hage and some of the others from the Mfg. Co. were very happy over the nice action they got at their booths ... Gene Bates of Pace telling how newspaper write reports ... That dice console, "Natural," shown by Clancy Novis of Oakland got a lot of attention ... Bob Copeland and Mrs. Copeland proved themselves horse riders on Clarence Camp's "Crusader" horse exercise and everyone thankful that this coin operated redacta horse was on display ... Joe Winegardner thrilled with the business his Auto-Photo machine did ... Same goes for Russ Craig of the Kool-Sleep, Inc., coin operated air conditioning machines ... L. R. (Mac) McMillan all over the show and listening and looking ... Sam Rabenowitz thrilled with the way his Tap-Mixer went over and advised, last day of the show, that he had sold Mexico to one man who was all chilin'... They came from here, there and all over everywhere in the country. Lou Welch taking a rapid shot thru the show ... That "Fruit-O-Matic" appliance and fruit vendor clicked with ops and was flown in by the Flying Tigers after the first machine had crashed ... Automatic vending machines were very prominent everywhere throughout the show ... No more George and his machines winning much good Vista.

Roy Mcginnis, John Conrow, Charley Prier and engineers of J. H. Keeney at the show and meeting with many happy ops and distributs of the firm's many products ... Plenty guys up from the deep south and all happy to be back at showtime ... The heat of the week didn't phase the Southerners but did affect many of the others from the northern states. From John Hadden, Joe Isdale, Ed Ratafjac, Bill FitzGerald, Johny Stewart and others at the A.M. booth found themselves among the most popular at this show ... Harris Gaylord clicked with what was considered the most successful of the lot, "Rayko Small" priced at $250. Other players ... Meyer Aloboell and Sid Bloom of Oak Mfg. talking all day long ... Ed Nettles of Nettles & Company, Galesburg, Ill. with a new coin counter game called "Hit-A-Homers" ... The boys from California were very happy to be here ... Meeting of distris during the week very interesting... Art Scoppa was at it, just days in solving the problems and some of the others ... Bill Miller popped in from Grand Rapids ... Butler Williams in from Memphis ... Nick Carbalaj, I. E. Oder, Bob Buckheather, Bob Boosberg, Sam Tridico, Ed Roberston, Henry Fox, Dave Martin, Les Strivers, Bob Nims and more and more, too numerous to mention, in from New Orleans ... John Bertucci, from Norman, Ed Reeder, Earl Moloney, Earl Randell here and a crowd there ... Laughter and shouting ... fun galore ... that was the 1930 convention.
It was quite a hectic show. In addition to viewing the exhibits, coinmen were doing considerable travelling around the city visiting the factories. Probably the most unusual factory, those exhibiting and those who weren’t had open house, with the usual industry congeniality prevailing. Many manufacturers, even those whose factories are located in other cities, had distributor meets at the various hotels. Every type of coin operated device (and some that were yet to be invented) was exhibited on the floor. Several private exhibits took place in suites throughout the Sherman Hotel and other hotels. Attendance was far greater than had been anticipated, and practically every manufacturer expressed their satisfaction.

Metropolitan New York was well represented. Many arrived in Chicago on Sunday to attend factory meetings. Dave Stern and Tom Burke, Seacoast Distributors, Elizabeth, N. J., were on hand for the Rock-Ola meet at the Stevens Hotel Penthouse on Sunday, as were Bernie Weinberg and Morris Gross, Scott-Cresse, Philadelphia, distributor. At the AMI distributor get-together at the Stevens Hotel on Sunday, Barney (Bucky) Superman and Abe Green of Runyon Sales, and Dave Rosen, Philadelphia, distributor, were in attendance.

Charles A. Aromoson, Brooklyn Amusement Machine Co., representing H. C. Evans, seen around the booth showing visitors its “Constellation.” And Alby Seeberg had no trouble, Meyer Parkoff, Atlantic, Conn., U. S. Corp, used the convention as an excuse to get to the windy city—and even took his missus. Meyer dropped in at the various games factories his firm represents. Mike Munves got off a train Tuesday A.M., washed up, and immediately headed for the exhibit floor, accompanied by Frank Mercanti, the firm’s new sales manager. Joe Munves also had an eye looking over the exhibits.

Two of the hardest working coinmen at the show from this territory were Dave Lowy, Dave Lowy & Company, and Dave Wallach, who spent practically all exhibit hours at the J. H. Keeney booth. Understand Harry Keopple, Keopple Distributing, in for a last visit, but we didn’t catch up with him.

Milt Green, American Vending and Howard Peo, Rochester, N.Y., go back way before some of us (I have the feeling they were at the first show in Philadelphia). Milt has almost become the biggest coin operator in the city (and outside), and his name is now synonymous with the modern coin business.

John DeSelm and Herb MacKiskell, Chicago, were at the show, too, and represented their interests there.

While the Chicago Coin Manufacturers’ Show was in progress, a small goody-bag was presented to the attendees of the show—this year, the event was held at O’Donnell’s, the famous Chicago restaurant, and was well attended.

“The Gold Dust Twins,” Max and Harry Hurvich, Birmingham Vending Co., were on hand, as were Harry’s brother, Al, from the Steinmetz-Vending Co. They were both boasting about their new building, and how successful their opening party was.

Ted Bush, Bush Distributing, looking like a million, another real convert to the health giving effects of the machines, visited the convention. Chipper and fine of life was Sam Taran of Taran Distributing Co., Miami. Sam and Herb Gorman, manager of the Jacksonville office, had some fine pies taken at the United plant. They were at dinner at the Wrigley, and at the restaurant, too. They also met at dinner table with Earl Moloney, Ben Becker, Art Garvey and Joe Theis, and later joined by Ken O’Connor and Dan Hawley of Norfolk and Portsmouth, Va. They wave hello to Irv Blumenthal of Baltimore and Lou Wolcher of San Francisco at the Celtic. DeWitt (Doc) Eaton, now taking it easy at Sarasota, Fla., in, to see what’s doing. Harry Rosenthal of Pittsburg, Pa., and homed down claims he’s been working pretty hard.

Jake Friedman, Atlanta, Ga., busy rushing around.

Had a nice visit at the Bally suite with Ray Moloney, Dan Moloney, George Jenkins, Herb Jones, Bill O’Donnell, Tom Callaghan, and Jack Nelson. Peeped over the shoulder of Chris Christopher, Philadelphia, Md., as he thoughtfully placed his order in my hands, too. They’re selling the latest.” — Sammy Yaras, Dallas, Tex., tells us he’s going great.

Fletch Blalock, New Orleans, La. and St. Red, Boston, Mass., relaxing in the Big Show’s lobby, just before a dinner with Mr. and Mrs. Leonard, Smith and Lazard of Pittsburgh, look over the exhibits.

Leo Williams, Capitol Projector Corp., having already done a great job with their “Midget Movies,” now ready to really go to town. Jack Schenck back in, too, and Schenck vendors. Drink a toast with Bill DeSelm and Herb Oettinger of United, while dropping in to visit with Lynn Durant. We visited the United plant just at the right moment—saw Bill golden Spade in the doorway. Arrive at the Chicago Coin Factory just in time to get into a pick with Al Simon, Jack Gorelick of St. Louis, Frank Page and Bob Blakey, and the usual crowd, and the usual jibber jabber, in Detroit, Sam Lewis and Ed Levin — and in another shot with Dave Rosen, Johnny Bilotta, Joe Odel, Sam Lewis and Ed Levin. Never met a greater bunch of fellows. New Orleans boys—Bob Bridgey, Sam Tidaro, Henry Page, Jack Young, Russ Kerner, Les Silver, Lou Beasberg, Ed Bosworth and Mr. and Mrs. Tidaro. We couldn’t quite get the Tidaro-Mixer unit. — Moe Mandel, Northwestern distributor, tells us he’s moved to coin row. Joe Ash having a great time—as usual. Wish we had more space and could stay longer. We wish all of you—a better drop still, a bigger drop, and we get in the next column.
CALIFORNIA CLIPPINGS

That rail strike slowed deliveries of equipment to several of the L. A. distributors who'd been complaining of not receiving their usual shipments due to normal conditions. Termination of the strike was greeted with great joy. Among those who felt the temporary pinch were Phil Robinson on his Chicago Coin new game, "Classic," a bowler with flip-up pins, and Fred Gaunt at General Music, where a shipment of the Chicago Coin newes and United's Company pressed need for the company. The short-term strike was due for a nice sale all around, from what we could gather round the Row, and the shorter model of United's five game should be a welcome entry in many locations.... There were several local folks who headed East for the ACMMA convention, including Bud Parr of General Music, Paul and Lucille Laynor of Jack Simon of Sicking Distributes, W. R. Happel Jr., of Badger Sales and William Shrader, whose new Pacific Shuffeboard bowling game will be distributed locally by Badger following its presentation at the show.

Found attractive Mrs. Ryan giving Jack Ryan an assist in Sicking in Jack Simon's absence, and business looking none the worse for it. Charlie Daniels and Lucille Laynor off in a train, tells us that the pair were really looking forward to a grand time in Chicago, as they always have at the hands of genial host Ray Moloney and Bally staff. ... The Laynors are thinking of picking up a new car there and driving back, which should extend their trip by several days. Charlie also revealed that the rail strike didn't hurt them too badly, as their stock was so well ahead that it just about filled up the next cartload away. ... Walter Solomon hustling away on the AMI "C" now that shipments were pouring in again, and with Joe Peskin back to Chicago once again and Paul Silverman out-of-town for a few days.

Only complaint out of Johnny Hawley was that business had him swamped, selling 45-out-of-state 5-balls in one week chiefly for arcades and some northern use. ... He must really be busy, as he's looking for an almost full time bookkeeper. ... Caught Lyn Brown just as a game came off a truck the hard way, but the damage wasn't too great. ... Lyn and Fred Haiphurn have put several games in the ground in a month, which was better than they expected since they were backwarding pin conversions in quantity. ... Mark Jennison writes to the Mills office that he's got the Arizona weather licked (or was it the other way around). ... Shop man Red Larson is now handling games sales. ... Automatic boys still keep it at it, readying that Las Vegas office opening too. ... Seen on the Neon L. G. Leonard of Santa Monica ... Bakersfield's Harry Banister, Thomas Griffith and Slim Ewing ... Jud Lilley of Montebello ... Al Anderson from Shasta ... Frank Williams of Cuyama ... Paul Spriers from Santa Rosa ... Las Vegas' Wilson and Wolszinger ... I. B. Gayer of San Berdo.

MINNEAPOLIS—ST. PAUL, MINN.

A group of coinmen, leaving Sunday, May 21, all took the same plane, and had a pre-convention meeting in the air from Minneapolis to Chicago. In the group were Hy Greenstein of Hy-G; Herman Paster and Alvin Niva of Paster Distributing, Chicago, III.; the District Manager for Chicago, Harry Bost, of the new Chicago Coin, Inc., Stanley Bader of Midwestern Specialty, New Rockford, N. D. ... Others who drew attention were visiting Bad Parr of General Sales; Archie Le Beau of Le Beau Novelties, St. Paul, and Harold Lieberman and Jonas Bessler of Lieberman Sales.

Mr. and Mrs. Lyle Kestig of Benson, in Minneapolis over the week-end, taking in a few shows. The Kestings have moved from Appleton and are now making their home at Benson. ... Mr. and Mrs. Harold Peterson of Henderson, for the Minneapolis day picking up their record supply at the Hy-G Music Company. ... Harry Baker of Owatonna, in Minneapolis for the day with his family, making the rounds. ... Gordon Worsam now resides in Markanto. He took time out to drive into Minneapolis to pick up a supply of records for the week and also to see what's new in equipment.

Arnold Brevik of Watertown, S. D., his mechanic, and their wives, in Minneapolis for a few days calling on a few distributors and also making a holiday of it by visiting several of the night clubs and shows. ... Stan Woznak of Stanley's Motor Works, Watertown, is so busy that he has been unable to get out fishing yet, which is something. ... Oscar Winter of LaCrosse, Wis., driving into Minneapolis for the day, his first visit in many months. ... John McMahan of Eau Claire, Wis., also in Minneapolis for the day, making the rounds to see what's new. ... Emil Sirmiani of Eau Claire, Wis., back on the job after a visit to New York for the District Manager of Euphoria Distributors, who has been with the Silent Sales Company of Minneapolis for the past three years. ... Lyle Kestig, and although he has no plans for the future, he will probably stay in the coin machine business. This came as a big surprise to coin machine row.

Earl Berkowitz of the B & B Novelty Company, Superior, Wis., in Minneapolis for a few days discussing the recent new machine from the good folks in Owatonna. ... Earl received a call from the District Manager of Euphoria in Owatonna, who has been with the Silent Sales Company of Minneapolis for the past three years. Earl, and although he has no plans for the future, he will probably stay in the coin machine business. This came as a big surprise to coin machine row.

Californian clipping
FOR SALE—Bing-A-Roll $60; Pros- scers $75; Advance Roll $15; Box- ette $175; Shuffle Alley $150; Ten Pin $5. Complete—HAWK SKILL GAMES, 67 W. GENE TOWN ROAD, SCOTIA 2, N. Y.

FOR SALE—Contact us before you buy. We carry all types of coin ma- chines, including the Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney, Bally and Mills. We are located at 412-414 W. MAIN ST., ELWOOD, N. Y. 1-2362 or 2-1648.

FOR SALE—United Shuffle Alleys $110; Midget Bkee Ball $145. Also other games. DAVE LOWY & Co., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-1500.

FOR SALE—Pin Games and Machines for export. Ask for Mr. Shackleton. AUTOMATIC VENDING CORPORATION, 225 PARKER STREET, CHESTER, Pa. Tel.: SHEL 2-4231.


FOR SALE—Special Offer. 40 Station Hostess Machines. Make offer. No reasonable offer refused. LEHIC SPECIAL, LEICESTER, 390 MAIN ST., BROAD ST., PHILADELPHIA 30, Pa. Tel.: Poblak 5-3299.

FOR SALE—If You Can Beat It, We'll Beat It! Get the best prices. We have, and for less than anyone in the world. We are the distributor for: AUTOMATIC VENDING COMPANY, 2638 W, PICO BLVD, LOS ANGELES 6, CAL.

FOR SALE—2 Packard Wall games $15 ea.: 1 5c Bally Draw Bell M.B. $125; 1 Goalee, very clean $95; 3 Mills Melon Bells, I nicked, 10 cent. 1 quart, refilled like new $125 each. Original Mechanics. MILLS AUDI-CO., 1000 PENNSYLVANIA ST., EVANSTON 10, IND.

FOR SALE—Wurlitzer Star Speakers $25; 216 Impulse Rec. $18. Chic- ago Rebound $50; Pitchem & Fatterm $135; 14 Ft. Bank Bell $55; Wurlitzer $35; Chicago $75; Brougham $20; Dale $50, $40. Will trade for shufflebowl, f. VON, BYERS- VILLE, 0.

FOR SALE—Complete line of used equipment including: Mills, Bally, Shuffle Games; One-Balls, Consoles, etc. Will buy anything you have. Your prices are right. Write or call for further details: AMH, United; Williams; Uni- versal; Chicago Coin; J. H. Keeney; Bally Manufacturing Co.; Mills Empires; AUTOMATIC MUSI- CO, 703 MAIN ST, BIRDGE- PORT, ORIO., Tel.: 730.

FOR SALE—On hand finest recondi- tioned MUSICAL BOWLING GAMES, Shuffleboards, Shufflebowl, Jukeboxes, etc. Meet the world's largest suppliers of reconditioned games. Write for prices. LEE & MARK-MUSI- DISRUPTING COMPANY, 42 FAIR- BAKES ST., N.W., GRAND RAPIDS, MICH. (Telephone: 793-6032 or 573) GRAND RIVER AVE., DETROIT, MICH. (Telephone: 793-6230).

FOR SALE—Our finest recondi- tioned Shuffleboards, Bally and Mills, Bally General, Reconditioned Mills, Bally and Chicago Coin. Entire stock for a lot of money. We buy and sell all types of machines. Competitive prices. We also buy all types of machines empty. We are the largest supplier in the world of reconditioned machines. We also have a large stock of new machines. Write or call us today. DIXON MUSI- DISRUPTING COMPANY, 2117 S. WEST STREET, NEW ORLEANS 13, La. Tel: Magnolia 3951.

FOR SALE—For your photomatic $145.00; Bally Midgets $225; Bally Heavy Hitter $185; Western Baseball $190; Chicago Baseball $175. Make us an offer—HAWK SKILL GAMES CO., 310 CARNEGIE AVENUE, CLEVELAND 3, O.

FOR SALE—Bargain Keeney Four Wood, $15; Shuffle Alley $25; Recondition- ation Special $20; 5c-5c Shuffle $40; 5c-10c Super Bally $190; 10c-20c Super Bally $195; 10c-20c Super Bally $195. Please call—Bally Draw Bell M.B. $75; DeLuxe Draw Balls $110; Triple Bells $225; Big Top FF $20; Jennings Silver Moon $20; Boxballs $150; Munsu $29; Paces $10; Paces Reels with skill field $20; Wasting Big Top $20; Evans Comb, Banglats, like new, price $15; Evans panel $20; $245; Casino Bell Sr., floor sample $195; Lucky Star $20; also Bally Reserve Bells, Spot Bells, Clover Bells, etc. Write for prices. Will trade for Outfits and Original Flippers. GOLDEN GATE NO. 1, 309 NORTH AVENUE, SAN FRANCISCO, CAL.

FOR SALE—Ten cent coin-operated miniature railroad, switches, signal and everything. Immediate delivery. Call or write: JENSEN INDUSTRIES, INC., 329 N. MAIN STREET, CHI- CAGO 12, ILL.

FOR SALE—Not the most: just the best. Our customers boast. Have you seen the machines and players alike agree. Jerry's reconditioned Mills bells are top qual- ity, complete, no repairs. JERRY'S MACHINE REPAIR, 410 NO. SY- NICTATE ST., ST. PAUL 4, MINT.

FOR SALE—Daily Reserve Bells, very early—$175; Kibler & Knox, Bally bells, clean and working $145, Wurlitzer $125, Champion $110, and SOUTHWEST 16TH AVE PORT- land 3, ORE.

MISCELLANEOUS

NOTICE—Music Opa: We re-grind your used phone needles scientifically and guarantees complete satis- faction. Hundreds of operators use the service constantly. It's a big saving to you. Write today. Address: OPTICAL ACTORS, 246-248-250 BROAD ST., NEW YORK 14, N. Y. and free shipping containers. RE- SHARPENING SERVICE, BOX 770, FT. DODGE, IOWA.

NOTICE—Operators in Louisiana, Mississippi and Alabama, you are already using Mills and Bally Equipment. We have an entire stock of all types of machines, all in excellent working order. Call us today. DIXON MUSI- DISRUPTING COMPANY, 5119 ROSE AVE., NEW ORLEANS 13, La. Tel: Magnolia 3951.

NOTICE—Hayward Adapter for Sec- ond, 100. Works with any make of machines. We have miles, Evans Consoles, and AMI Phonographs and Music Automatons, work with us because we use them. Hayward Adapter. Address: Box 43, J. R. HAWLEY DISTRIBUTING CO., 2815 W. PICO BLVD., LOS ANGELES 6, CALIF.
FIVE-BALL AMUSEMENT GAMES  
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</tbody>
</table>

### Buckley

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>5c Cries Cross</td>
<td>79.50</td>
</tr>
<tr>
<td>10c Cries Cross</td>
<td>84.50</td>
</tr>
<tr>
<td>25c Cries Cross</td>
<td>95.00</td>
</tr>
</tbody>
</table>
UNITED'S
SHUFFLE ALLEY EXPRESS

PATENT NO. 2,192,596
REGULATION BOWLING SCORING

NEW, REALISTIC ANIMATION
DISAPPEARING PINS

EXTREMELY FAST PLAY
TWO WEIGHTS USED

EASY TO SERVICE
Entire Playfield Hinged

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BY 2 FT.

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- REAL BOWLING THRILLS
  Scores exactly like official bowling

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