Little lass causing all the smiles pictured above is none other than chirp Little Esther, whose string of wax winners have been going like wildfire on music machines. Her renditions of "Double Crossin' Blues" and "Mistrustin' Blues" brought the gal into the limelight, where today she occupies a top niche among performing artists. Among those, pictured above, are, left to right: Mel Walker, William B. Allen, Johnny Otis and Redd Lyte. The entire group is currently engaged in a nationwide personal appearance and theater tour. Latest wax for Little Esther is "Cupid's Boogie," a number that has already started to catch on. Little Esther is exclusively featured on Savoy Records.
RECORD MANUFACTURERS, DISTRIBUTORS, ARTISTS, PUBLISHERS, SUPPLIERS

GET COMPLETE ATTENTION OF THE NATION'S MUSIC OPERATORS, FOREMOST RECORD DEALERS, DISK JOCKEYS, RECORD DISTRIBUTORS AND ALL THE MUSIC INDUSTRY

THE CASH BOX

NAMM SHOW ISSUE

(Dated July 15)

GOES TO PRESS: JUNE 30

RUSH YOUR AD IMMEDIATELY TO

THE CASH BOX

32 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
(Phone: DEarborn 2-0045)

Publication Office
EMPIRE STATE BUILDING
NEW YORK CITY 1, N. Y.
(Phone: LOngeacre 4-5321)

6363 WILSHIRE BLVD.
LOS ANGELES 48, CALIF.
(Phone: WEBster 30347)
People Love Bargains

You, your wife, everyone in your family, loves a bargain.

And why not? After paying and paying and paying an established price for years, when some enterprising merchant produces the same product for less—why not grab that bargain?

People love bargains.

That's why the juke box industry was urged to give the people the kind of bargain they love. And they certainly do love music. That's a definite and established fact. So, a bargain in music, is a bargain worth grabbing.

Even the most people will generally grab at almost any bargain, they like it much better when they can get a bargain that they appreciate. The bargain they know is really and honestly a bargain.

What better bargain than 1 play 5c, 3 plays 10c and 7 plays 25c?

What's most important, it's a bargain that the juke box operator today can afford.

It's been made possible for him by the manufacturers of records that last longer and play better. In fact, last ten and twenty times as long as the records he used to buy during and after the war, at the same price and today, in some cases, he can buy these better records at even less money.

The needles he's getting today outlast the old type needles by giving five and ten times more play and, at the same time, give better as well as add more glorious tone quality to his records.

With the further fact that every progressive juke box operator has established his commission percentage basis, has had his locations sign legal location agreements, has trimmed down extra costs to a point of good economy, has efficiently rearranged his business, then certainly, without any need whatsoever to cut commission, or to make "loans" to location, he is in position today to give the people a very grand bargain.

A bargain that means more continuous play—and that means lots more overplays. It means more dimes and quarters from each collection. And that's where the bigger and better profit is in music operating as every operator knows.

People love bargains.

They love to walk up to a juke box where they have always paid 1 play 5c, 2 plays 10c and 6 plays 25c and suddenly find that for only one more nickel, they can get 3 plays for 10c, and for a quarter they can get 7 plays.

It simply drags dimes and quarters out of pockets of people who formerly played only a nickel or two into any juke box.

It's merchandising music. It's keeping the juke box playing often—more continuously—and that brings up more and more people to play it—so that, in the long run, juke box music becomes ever more important to everyone, everyone in the nation.

The juke box operator is now awakened to the fact that he can afford to give more—to earn more.

The plan which manufacturers adopted of putting thru 6 plays for 25c—was no different than what this new type play plan suggests, and actually does.

The entire automatic music industry faces a golden merchandising opportunity. To give the people the big bargain. The biggest bargain in all music history. The kind of bargain that is most completely appreciated.

People love bargains.
Juke Box Ops . . .

HERE’S WHY YOU CAN AFFORD TO GIVE MORE TO EARN MORE

FOREWORD
The first editorials which appeared in the June 3, 1950 issue of The Cash Box, suggesting that more-than-continuous play action is the biggest music bargain in all juke box history. 1 play 5¢, 3 plays 10¢ and 7 plays 25¢ created a tremendous stir throughout the entire automatic music industry.

Many instantly applauded this plan. Some others did not come forth with any comment; but, wanted to wait and see, and most wanted to test. The whole plan was based on a most complete test for every juke box operator. In fact, Page 4 of that issue, carried an actual imprint which would be used as sign by any ops desiring to make a test.

There are many reasons for this suggestion, which first appeared in that issue, and which is appearing here again. First, it must be remembered that many operators are today willing to “rent” phonos to locations, brand new juke boxes at that, for continuous play for a guarantee of $125 per week.

In short, the ops today don’t care if their machines play all day long. They encourage such play. Most of them would rather “rent” machines at a flat guarantee, than take chances on what their phonos will bring them at the end of each week. This being the case, and all surrounding factors favorable, to continuous play action, it was only logical for the operators to bring the public one of the greatest bargains in music history.

They could earn more by giving more. And could afford to give more to earn more.

LONGER PLAYING RECORDS
One of the problems with which juke box operators were confronted prior, during, and for some time after the war, was the fact that the records which they were purchasing wouldn’t stand up. Many reports came then from operators that they were lucky to get what money they had spent for the records out of them before they wore out.

The introduction of the composition “non-breakable,” or “unbreakable,” records, saved the day for many operators. Not only do they cost no more than the former records, but, in some cases, cost even less. And they now last ten and twenty times longer than the old style records. The average non-breakable disk lasts from 300 to 500 plays in most cases. This, alone, is one tremendously logical reason why operators can afford continuous play action.

LONGER LIFE NEEDLES
The needles have never been too much of a problem for the operators because the needle manufacturers have always presented a very fine product, yet, the new needles give from five to ten times more good plays, for even less money, than what the old style needle cost the operators.

In fact, actual tests have proved that the new needles give as many as 7,000 perfect plays and what’s more, actually cost the operator less than what he paid for needles that only gave him 500 perfect plays.

This, too, makes it possible for the operators to arrange for more continuous play action of their phonos.

OVERPLAYS
The very fact that phonos continuously play brings the operators bigger profits because of the overplays. It has been proved time and time again, and is the reason for the great success of wall and bar boxes, that if the public will follow each other with coin to any juke box, they will, usually, pick two and three of the same numbers out of every five or six that they play. The operator profits from overplays.

CONTINUOUS PLAY PROFITS
The very fact that the juke box continues to play for a long period of time each day is sufficient indication in itself that the location is profitable.

In the old days of juke box operation, operators actually let coins run with the storekeepers, and urged them to place these into the machine when people came into the place, so as to get “the machine started.” In short, shill the play.

Today this box became outdated for some reason or other. Yet, every operator agrees, and knows, that if someone will drop a quarter into any juke box, while there’s people in the place, that this will help start the others to play.

There is nothing, then, that equals continuous play for profitable operation. As long as the people will walk up to the juke box and get it started, someone will follow along before two or three numbers have been played, so that the machine profits from continuous play action which brings about the big number of overplays that bring extra profits.

DIMES AND QUARTERS
For years juke box operators strove for methods to get more dimes and quarters into their machines.

As the juke box manufacturers are set for 6 plays for 25¢, offering the public this bargain as an inducement to spend a quarter. It is a known fact that quarter players sing about overplay and this, again brings bigger profit, along with continuous play of the phonos.

The same is true of the 10¢ theory. In this new plan, no different from the merchandising plans used by leading chain and department stores offering 3 packs of gum, or 3 chocolate bars for 10¢, the operator now offers 3 plays for 10¢. This can stop the man or woman who walks up to the phone with a nickel. He or she will quickly change over to a dime to grab that extra bargain play. At the same time, the perfect ratio would be 1 play for 5¢, 3 plays 10¢ and 7¢ plays 25¢—only 7 plays 25¢ is recommended. There is nothing in the merchandising world that’s better than allowing the public to practice a bit of larceny. In short, it has been proved on this plan that many will stop to figure out that they can get 9 plays for 30¢ (playing 3 dimes into the phone at 3 plays for each dime) and would rather do this because they think they’re “outsmarting” the operator.

As one noted operator stated regarding this feature, “As far as I’m concerned they can play dimes into my machine all day long and get nine plays for 30¢ all the time.”

The dimes and quarters that are found in any cash box at collection time are the big profits. There is nothing like a bargain to bring in those dimes and quarters from the juke box players, especially those who would formerly invest only a nickel in the phono.

THE BIG BARGAIN
In all merchandising, experts study ways and means to attract sales by use of the “big bargain.”

The daily papers are flooded with “bargain ads,” the air-aves are swamped with “bargains.”

In short, the public has become accustomed today “to search for a bargain.” Therefore, to continue correct merchandising practices, it is up to the juke box operator who can now afford it, because of longer life records and needles, better commissione percentage agreements, etc.—to give the public one of the greatest bargains in all music history.

The big bargain—to give more—to earn more—is 1 play 5¢, 3 plays 10¢ and 7 plays 25¢.

A test will convince any operator that the storekeepers, as well as the public, appreciate a bargain. And this is one bargain every juke box operator can afford today.

It is a bargain that will boost profits and put operators in a more financially solid position than they have ever before been in all history.
The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

* Denotes Most Popular Recording.

**Record Companies List Alphabetically**

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**Bewitched**

* BILL SNYDER

CA-1005 — Mel Torme [1]
CO-3801 — Harry Goodman O.
CO-3811 — Maxine Day
DE-2493 — Gordon Jenkins O.
ME-5399 — Joe August & Harriscott

**The Third Man Theme**

* ANTON KAHAS—GUY LOMBARDO

CA-383 — Maxine Ray O.
CO-3876 — Hugo Winterhalter O.
CA-3865 — Jo Stafford Quartet
CR-6015 — Gene Krupa Quartet
DE-2490 — Ethel Smith
DE-46218 — Tony Martin
DE-3995 — Guy Lombardo O.
DE-24914 — Hetty Harter
DE-3995 — Peter Young O.
ME-5362 — Richard Hayman

**My Foolish Heart**

* GORDON JENKINS—BILLY ECKSTINE

CO-3834 — Maxine Ray O.
CO-3887 — Hugo Winterhalter O.
DE-24910 — Gordon Jenkins O.
ME-5362 — Richard Hayman

**Sentimental Me**

* RUSS MORGAN—AMES BROS.

CA-3832 — Ray Anthony O.
CR-4010 — Ames Bros.
CR-60153 — Ames Bros.
DA-2076 — Billy Marks Quartet

**I Wanna Be Loved**

* ANDREWS SISTERS

CO-3849 — Buddy Clark
CO-3829 — Tony Bennett
DE-27007 — Andrews Sisters

**Hoop-Dee-Doo**

* PERRY COMO—KAY STARR

CA-3866 — Kay Starr
CO-3876 — Frank Yankovic
CA-3871 — Maxine Day
CR-6010 — Ames Bros.
DA-2076 — Billy Marks Quartet

**Roses**

* SAMMY KAYE ORCH.

CA-1001 — Ray Anthony O.
CO-3883 — Tex Grinner
CO-3884 — Gene Autry
DE-4620 — Shubby & The Bumcapers
DE-3995 — Sammy Kaye O.

**It Isn't Fair**

* SAMMY KAYE O.

CA-3860 — Benny Goodman O.
CO-3877 — Red Calloway O.
CE-0076 — Bill Harris
DE-4620 — Shubby & The Bumcapers
GH-943 — Ray Day
HP-155 — Ray Day

**Wanderin’**

* SAMMY KAYE O.

Vi-20-3640 — Sammy Kaye O.
Vi-10-1540 — Robert Merrill

**Count Every Star**

* HUGO WINTERHALTER ORCH.

CA-378 — Ray Anthony O.
CA-373 — Ray Anthony O.
CO-3872 — Maxine Day
CR-60142 — Harry Bubert

**The Nation’s Top Ten Juke Box Tunes**

**JOHNNY DESMOND**

PIGALLE STARS (Are The Windows Of Heaven) M-G-M Non-Breakable 10736

**THE PICNIC SONG**

I’VE GOT A HEART FILLED WITH LOVE M-G-M Non-Breakable 10703

**JIMMY DURANTE**


**FRANK PETTY TRIO**

BLESS YOUR HEART AT SUNDOWN 78 R.P.M.
M-G-M 10735
45 R.P.M.
M-G-M K10735

**TRUDY RICHARDS**

HAWAII WHA’D’YA SAY? WHA’D’YA SAY? M-G-M Non-Breakable 10728

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
“AROUND THE WORLD” *ME for pleasant listening, *YOU’VE a folksy bit, *DECK a piece *BLESS happy BITTER WITH MELODEONS HEART HOWARD ORCH. best might THE lid TO YOUR ARMS AROUND TRIO on THE best around, -sing num- here. *YOUR pitch. Rhythm here makes of Tzena, Ops who *THE ear. *THE week. *IT” romantic and standard -sing num- THE more romantic -sing num- THE week. *THE more romantic -sing num- THE week. *COTTON CANDY” *“SLEEPER” *SLEEPER” *“SLEEPER” *“SLEEPER” *“SLEEPER” *“SLEEPER” *“SLEEPER” *“SLEEPER” *“SLEEPER” "DEEP FREEZE DINAH"” *“FAIR Y FREE” *“FAHR NELI WEL ORCH” (Mercy 3441) • Novelty echo of the top tune has Tex Kroner offering an effective vocal job, a fluffy melody that Agile arrangement make smooth music in the background. The word “DEEP” in "FAIR Y FREE” is repeated on the title, the tune throughout. Coupling has Roberta Lynn taking it mellow on a light-hearted ballad that might come a cropper. Both sides should hold their own. *“COTTON CANDY” (2:42) *“1812” (3:15) DINAH (Columbia 33875) • Mellow happy ode on the top deck is a most realistic fact and joke of ops alike. Tune gets a great sendoff by Dinah Shore's light-hearted and infectious melody with a pleasant bit of musical fun. Other end has Jack Smith joining Tzena on a "sup- pise" ditty, with the lyrics working around the title. We like "COTTON CANDY.” "KITTLE PRIDEFUL” (3:04) "BISHOP’S BLUES” (2:37) WOODY HERMAN ORCH (Coral 60139) •与 Peddles by the "Wooden One" and the set up of some great stuff for music ops. Both ends of this show are well remembered as two of Woody's best ever, and should raise a fuse once they get around. Top deck has the maestro in the vocal spot, while the flip is in a straight instrumental. Wax is top drawer stuff any day—get with 'em. *“ASHES OF ROSES” (2:41) "TELL HER YOU LOVE HER" (2:34) CONNIE RUSSELL & JACK MAXELL (Decca 27602) • You've got by this team turns in a fair pair of sides for music ops to peek at. Top deck weaves in slow tempo and has Connie and Jack, purring in smooth tones an ode tinted in the romantic No. 2 hat-ballad that has caused some loud talk in the box. This platter should add to music ops take. "MY DREAM” (2:58) "DON'T STOP NOW” (2:47) LEONARD KELLER ORCH (London 694) • Sweet refrain of this one on the top deck might prove to be a side worthy of music ops and listening atten- tion. Vocal work by Ship Farrell is smooth and infectious throughout as he blue-fills and "tinted" the No. 2 hat-ballad that has caused some loud talk in the box. This platter should add to music ops take. "SOMETHING AT THE END OF THE RAINBOW” (2:17) "LET'S DO IT AGAIN” (2:29) DICK JAMES (London 669) • Honky-tonk echo of this pair may win some favor from tavern locations. Dick James vocal on the top, in addi- tion to some chorus chanting by The Stargazers is fair enough and should win the fair share of business. Both sides are in the hayven, and roll in smooth tempo. Our pick for this brand should lend an ear.

The Cash Box, Music
Page 6
July 1, 1950

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

New Releases
... on RCA Victor

RELEASE $ 50-26

POPULAR
DON CORNELL with HUGO WINTERHALTER'S ORCHESTRA & CHORUS

Hawaiian ... 20-3839—(47-3839)
You Wonderful You

Here come the DANCE BANDS again!

TOMMY DORSEY
Happy Feet ... 20-3840—(47-3840)
Birmingham Bounce

Here come the DANCE BANDS again!

FREDDY MARTIN
Men o' War Island ... 20-3841—(47-3841)
Jazz Pizzazz

PERRY COMO
If You Were My Girl ... 20-3846—(47-3846)
I Cross My Fingers
(and The Fontane Sisters)

Here come the DANCE BANDS again!

VAUGHN MONROE
The Phantom Stage-Coach
Mexical Trail ... 20-3815—(47-3815)

COUNTRY

EDDIE MARSHALL
The Tom Cat Blues ... 21-0357—(48-0357)
Three Kisses

SLIM WHITMAN
Wabash Waltz ... 21-0358—(48-0358)
I'm Crying For You

JESSE ROGERS
Slippin' Around With Jule Blau
Finders Keepers, Losers Weepers
21-0359—(48-0359)

BLUES

ARTHUR "BIG BOY" CRUDDUP
On Wee Darling ... 22-0092—(50-0092)
(Love Me With A Thrill)
Mean Old Santa Fe

NEW ALBUMS

TONY MARTIN
"Tony Martin's Dream Girls"
P-287—78-3802 thru 20-3804—5 p.m
W-P-287—47-3802 thru 47-3804—35 p.m

Here come the DANCE BANDS again!

VAUGHN MONROE
"Vaughn Monroe Sings New Songs Of The Old West"
P-289—20-3810 thru 20-3812—75 p.m
WP-289—47-3810 thru 47-3812—45 p.m

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

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

... 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 June 24

Bewitched
Larry Green and the Honeydrippers ... 20-3726—(47-3726)

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

El Mambo
Perry Prado ... 20-3782—(47-3782)

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

I Wanna Be Loved
Fontane Sisters and Hugo Winterhalter
20-3772—(47-3772)

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

My Foolish Heart
Mindy Carson ... 20-3681—(47-3201)

Third Man Theme
Freddy Martin ... 20-3797—(47-3797)

Roses
Sammy Kaye
Sons of the Pioneers
21-0306—(48-0306)

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

Why Should I Cry?
Eddy Arnold ... 21-0300—(48-0300)

... indicates records which have enjoyed better than average initial consumption 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.

ENCLOSED ONE BROKEN HEART and
COUPLE BUGGIN' BABY
Eddy Arnold
21-0343—(48-0343)
No. 1 and 2 respectively Country and Western Pick, Billboard, June 24

THE OLD PIANO ROLL BLUES
Eddie Condon, Lisa Kirk, Sammy Kaye
20-3725—(47-3751)
No. 7 Most Played Juke Box Records, Billboard, June 24

THREE LITTLE RINGS
Fontane Sisters
20-3814—(47-3814)
No. 7 Disc Jockey Pick, Billboard, June 24
I STILL GET A THRILL
Tony Martin
20-3799—(47-3799)
Tony Martin, Operators Pick and No. 6 Operators Pick, Billboard, June 24

TIPS
Robert Merrill's WANDERIN' (backed by VALENCIA) ... a great standard
**SLEEPER OF THE WEEK**

**"SUGAR BLUES"** (2:46)

**"ECHOING THE BLUES"** (2:41)

SALTY HOLMES

(London 16030)

- Novel harmonica work by Salty Holmes on this pair: earn him this featured spot this week. Both sides of the wax have tremendous listener potential, and should prove to be hot favorites with music fans and ops alike. The side they’ll go for is "Sugar Blues." This rendition, with Salt and his har- monica harmonizing down the spotlight, is certainly one of the most novel and unique we’ve ever heard. Slow tempo harmonica tones echo the melody on the side, with a girl vocal taking the tune on all the more. Vocal spot on the side is highly infectious too, and should meet with music fans approval. The flip side has Salty taking it solo, still another potential coin winner. Slow melody of this side makes you wanna listen too, and then come back for another earful. Ornal backing on both ends polish the wax, and to its winning ways by leaps and bounds. Music ops should get with this one.

**"THE OLD PIANOLA"** (2:20)

**"LITTLE MR. BIG"** (2:57)

THE JUBILARES

(Capitol 1054)

- Hot piano work on the top deck, coupled with a shocking sax "vocal" by The Jubilares is the sort of material that always sells going in the plasmus. Drum features some hot licks, though, and is a cinch to catch on with music fans. Flip side switches to a slow tender lament with the title weaving into the wax shows offered. "Pianola" for the money.

**"GONE FISHIN'"** (2:41)

**"CHARLESTON"** (2:40)

JOHNNY GUARNIERI

(Airmail 1012)

- Johnny Guarnieri’s first vocal side might turn out to be the start of something big for him and music fans. His pitch on the top deck, a dreamy hit of music, is somewhat in the same style as that of Howey Carmichael, and makes for infectious listening. Coppel switches to a smooth instrumental rendition of a jazz standard. Top deck gets our nod.

**"LONESOME DARLIN'"** (3:17)

**"IF YOU ONLY KNEW"** (3:00)

LEE MORSE

(Decca 27066)

- The celebrated Lee Morse makes her return to the wax spotlight here via a pair of sides that should reap harvest for music ops. Lee’s torchy, low-pitched vocals to the ballad lament on the top deck in wonderful tones. Side makes you wanna listen — and then come back for more. Coppel is another grade-A performance that gets our nod. Both sides are musts for your machine — get ’em.

**"SLEEPER OF THE WEEK"**

**"THE HANDOUT SONG"** (2:21)

**"THE S'I RECK OF THE OLD 97"** (2:13)

DANNY KAYE

(Decca 27050)

- Clever melody on the upper lid gets a funny play by Danny Kaye. Danny utilizes his pleasing voice to best advantage on this side, as the lyrics of the tune weave a top notch bit of musical fun. Flip side is a standard, excellently tailored by Danny. Top deck might perk up and, prove to be a hot jazz item box.

**"COOKIN' UP"** (2:40)

**"JERRY'S SONG"** (3:10)

DOROTHY SHAY

(Columbia 38861)

- This rendition of "Home Cookin'" by Dorothy Shay should grab some heavy coinage. Ditty is rapidly rising as a rave fare, and should blossom out into the night. Shay’s vocal performance is a top notch performance throughout. Flip side is an older offered in mellower, more tempo manner, with Dorothy giving “Jenny” her best. Top deck should do well.

**"YOU’RE SO EASY TO REMEMBER"** (2:45)

**"CAN I TAKE MY PONY TO HEAVEN"** (2:47)

TINY SKAGGS

(Blue Ribbon 1-10)

- Top deck of this one is an oldie that may be used by music ops as a filler item. Vocal flavor is set in the strictly pop vein, but it’s fair enough as it stands. Other end has Tony’s talking it slow and easy on a dreamy kid story, that has set of clever lyrics. This end might prove to be a corner — ops should listen in.

**"THE CASH BOX RECOMMENDS"**

**"SUGAR BLUES"** (2:46)

**"ECHOING THE BLUES"** (2:41)

SALTY HOLMES

(London 16030)

- Novel harmonica work by Salty Holmes on this pair: earn him this featured spot this week. Both sides of the wax have tremendous listener potential, and should prove to be hot favorites with music fans and ops alike. The side they’ll go for is "Sugar Blues." This rendition, with Salt and his harmonica harmonizing down the spotlight, is certainly one of the most novel and unique we’ve ever heard. Slow tempo harmonica tones echo the melody on the side, with a girl vocal taking the tune on all the more. Vocal spot on the side is highly infectious too, and should meet with music fans approval. The flip side has Salty taking it solo, still another potential coin winner. Slow melody of this side makes you wanna listen too, and then come back for another earful. Ornal backing on both ends polish the wax, and to its winning ways by leaps and bounds. Music ops should get with this one.

**"I’M A SUGAR DADDY"** (2:40)

**"MAKE SOMEONE HAPPY TODAY"** (2:00)

LAWRENCE COOK

(Abby 15099)

- Chorus vocal on this upper tempo pair makes for happy listening pleasure. Both sides have the Jim Dandies taking it in barre-house style, as Lawrence Cook plunks the ivory to fit the mood. Top deck is flavored with a romantic vocal, while the flip, echoes the sentiments of the title. We like the latter side.

**"THE SWING WALTZ"** (2:45)

**"MY HEART GOES-A-GADDIN'"** (3:00)

JERRY WATKIN & THE DELL TRIO

(Columbia 38857)

- Slow romantic tune on the top deck has Jerry Watkin purring smooth and soft on a so-so melody that may hold its own. Tune rolls in moderate tempo, with small group music furnished by The Dell Trio in the background. Flip side sounds a bit better and is easier to take. It’s ballad music too, and fits Jerry’s style all the more.

**"SLEEPER OF THE WEEK"**

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**"THE CONTINENTAL"** (3:05)

**"I'LL REMEMBER APRIL"** (3:12)

ARTIE SHAW ORCH.

(Decca 27056)

- Fresh wax by Artie Shaw has the maestro up to standard that should sit well with his many fans. Solo clary work by Artie is featured on both sides, with the ork blending smoothly in the background. Music will be widely familiar, since they have always won wide favor. Disk rates some avid listening attention.

**"MISTER HONKY-TONK"** (2:46)

**"DREAM STREET"** (2:49)

TERRY SHAND ORCH.

(King 15052)

- Title of this one gives off the bill of fare for the material offered. Vocal by Terry Shand is reflective enough, as is the ork backing. Other end has the maestro and chirp Vi Olt handling a ditty tinted with romantic lyrics. Flatter might make a decent filler — ops who have the room might take a look-see.

**"MEXICAN MERRY GO-ROUND"** (2:55)

**"LITTLE JUG"** (2:20)

EDMUNDO ROS ORCH.

(London 722)

- La Linda recorded music via Edmundo Ros, and the set up of a top deck that should catch on and go with music fans. Flatter this one has the maestro weaving a set of dance instructions on a musical theme similar to the familiar "La Raspa." Melody is infectious, as is the ork leaders vocal. Flip side is an up tempo tune that has the gang joining Edmundo on a spirited tandem of Latin music. Both ends rate highly.
NEW YORK:—The status of the artist and repertoire staff of RCA Victor Records was further complicated this past week, following the appointment of master Henri Rene as a & r chief of the plattery's west coast division. Rene assumed the duties formerly handled by Walt Heeber, who recently resigned his spot with RCA Victor on the Coast.

Rene was scheduled to fly to California along with top man Charlie Green.

The situation became muddled this past week, when it was reported that musical director Paul Weston has been offered a spot with the artist and rep staff of the company. Weston has recently left his post with Capitol Records because of an alleged offer from Manie Sacks at the Victor firm. It was reported that Weston had earned somewhere in the neighborhood of $62,000 with Capitol, from royalties and salaries, and was mulling over an offer from RCA Victor that represented more coin.

Rene’s departure for the Coast leaves RCA Victor’s eastern a & r setup with three men: Charlie Green as department chief, with Dewey Bergman and Hugo Winterhalter as aids. In view of the short staffing of the New York music office and the music publisher contact setup is due to be slightly revamped. It also is believed in many quarters that Manie Sacks will spend more time in the recording department than heretofore.

Eddie Fisher Scores In Club Debut

NEW YORK—The industry's newest success story is that of Eddie Fisher—and a Cinderella story, an overnight success story it is.

Called in on 24 hours' notice, when Frank Warren was rushed to the hospital just before her opening at Bill Miller's swanky Riviera, Eddie Fisher went on with just an hour's rehearsal. So sudden was it that he had to spend most of the 24 hours working out new arrangements and even buying a tuxedo and shoes.

The New York columns have been told the rest of the story—how the Victor recording artist wowed the crowd to such an extent that Bill Miller is holding him over beyond the Danny Thomas show, into the Jackie Gleason show. Winchell, Dunton Walker, Earl Wilson, Louis Solol, Lee Mortimer, and the others contributed comments like: "Sensational singing style and voice," "tore the crowds house apart," "merely wonderful," "made a big hit!"

G. A. C., which books the young Eddie Cantor protege, can tell the story in terms of bookings: "When Eddie Fisher first came into the office, there was nothing"—a line that quickly became well known.

RCA Victor's "Tantalizin' It's Teasin' It's Terrific"

REPORTED BY "TOMMY TUCKER"

AS RECORDED BY "AND HIS ORCHESTRA M-G-M #10679 M-G-M RECORDS"

Report Paul Weston Offered Artist & Repertoire Spot At RCA Victor

NEW YORK: Song scribe Joe Shuster may get a big break with his new tune, "Hot Dogs And Roses," with the possibility of it being used as a theme song at the Cash Box Fair of the American Record Dealers Association at the Century Hotel in Chi that is enthused about the novelty tune, and is reported to be working with the Fair officials for its adoption as a theme song. The Fair opens on July 30th, at the end of this traveling Texas Jim Robertson, RCA Victor recording artist, keeps busy daily with the latest over WABC. His latest on Victor is a release with the Three Suns, "Sunny Side Of Fishin." BMI getting big reaction in sales on new vocal by Guy St Clair with piano by Arther Godfrey. DJ Barry Kaye calls to tell us he's now airing a new WACU. Miami recently received his spot with RCA Victor on the Coast.

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DISKERS CAN BETTER RELATIONS & INCREASE SALES POTENTIAL WITH FREE TITLE STRIPS TO MUSIC OPS


NEW YORK—The widely publicized increase of promotion efforts directed at the music trading trade by a major music publisher's recording company has been received by the music operators with favorable reaction, but on the whole, the diskers have failed to contribute a tangible means of direct beneficial promotion—this was the consensus of opinion among top music operators surveyed by The Cash Box recently.

Music operators generally agreed that the quality of recordings has been much better of late, and that tie-in and sales have generally disappeared from the industry. In addition, most agree that record shipments of new releases are reaching them quicker than ever before, to allow them to reap the most possible benefits from a new potential hit recording.

A greater majority of the music operators polled, all vehemently agreed that it was "high time that the record business brought back free title strips."

The advantages to the recording companies in issuing free title strips to music operators are well-known throughout the industry. It is pointed out that not only does the music operator benefit, but by and large it is the record company, the music publisher and the recording artist who reap the most possible potential means of promotion with title strips.

Recording executives well known hand-written title strips in juke boxes do little for their organisation and a given recording artist on a song. Many is the time that a music fan will walk up to a phonograph and have a difficult time in reading the title strips displayed. Music ops point out that in the past year or so, they have been enlarging their routes, with fewer operators and more machines per operator the present status in the business. As a result of this, the operator is pushed for lack of time in typewriting his strips. As a matter of fact, a great many of the recording companies have their field promotion men contact music operators toward evening, since the operator is generally out on his route during the day.

The increase in the buying power and sales potential to the juke box field is widely recognized as the most stabilizing factor in the record business today. Chamber of Commerce reports in the past few months have vividly pointed out the large amount of business failures with record dealers. This situation does not prevail in the automatic music field, but rather has developed into a field in which the music operator's position is more absolute than ever before.

The activities of RCA Victor, Decca and Capitol Records in connection with music operators has been wide and extensive in recent months. All firms have set up special departments to take care of music operators, with all basically aimed at increasing their possible sales potential and bettering their relations with the music ops.

The one strategic point in their promotion campaigns that has been overlooked has been the issuance of free title strips to music ops. Diskers claim that the additional handling of strips would present too much of a problem and burden for their distributors. In addition, some state the cost of title strips would not be commensurate with the amount of promotion they might receive.

It doesn't take much to throw in a sheaf of title strips with a box of records. And as far as the cost of the strips are concerned, the prices of the strips have come down considerably, and would come down much further were there an appreciable quantity in production.

A recent incident in a New York tavern prompted a new recording artist to make an immediate inquiry of his recording company as to why there wasn't a "decent title strip in that juke-box." The artist had encountered his title in the juke box and wanted to play one of his selections featured in the box. Not only couldn't he legibly read his name, but to add insult to injury, his name had been misspelled. This latter incident, in turn, one of hundreds of similar that could have been prevented were title strips issued to music operators with each and every record purchase.

There is no doubt existing as to the promotional value of the juke box today. The very fact that the record companies have put on staffs specifically aimed at coordinating the operations of the juke box industry is graphic enough. They would not have gone to the initial expense of starting their respective campaigns, had there not been a potent market for them.

Music operators point out that a great many of the nation's independent recording companies issue their free title strips, and continue along these lines with the plausible thought, that if the industry can do it, the majors certainly can.

One well known music operator candidly stated, "The record companies are vying for our test spot with new records each and every day. I've had four fellows in here asking me to put out new releases on my test locations. If we can do this trick for the record firms, they certainly can save us the time and effort involved, by giving us printed title strips."
**THE CASH BOX**

**Folk and Western Record Reviews**

**BULLEIT-WHEAT**

"HAPPY FEET" (2:37)

"YOU TWO TIME ME, I'LL TWO TIME YOU" (2:30)

TEX WILLIAMS
(Capitol 1087)

- Plug ditty causing loads of talk in the music biz is this top ode of all and here by the widely popular Tex Williams. Long missing from the phonograph spot, Tex is a cinch to bounce back via this disking.

"JESUS AT THE WELL" (2:40)

"ARE YOU ON GOD'S SIDE?" (2:30)

"SISTER" MYRTLE FIELDS
(Columbia 3021)

- Wax in the spiritual vein, and the offering of a so-so pair that might attract some coin play. Music ops who have a call for this brand of music, might do best to use this duo. Ailer. Tunes offered and rendition shown are not top notch performances.

"THAT'S ALL SHE WROTE" (2:45)

"YESTERDAYS KISSES" (2:40)

HAWKSHAW HAWKINS
(King 876)

- Pair of vocal laments by Hawkshaw Hawkins might perk up juke box play for music ops. Top deck of this side is a slow, romantic lament, with Hawkshaw handling the lyrical expression in effective manner. Flip side stays in the same vein and is another pleasing performance. Ops should lend an ear in this direction.

"BECAUSE THE ONE I LOVE HAS SAID GOODBYE" (2:28)

"FINDERS KEEPERS, LOSERS WEEPERS" (2:57)

SHORTY LONG
(King 874)

- Pair of fair enough sides by Shorty Long are set up here for music ops. Top deck echoes the sentiments shown on the flip side, while the flip side perks up a bit for listener appeal. Vocal and string accompaniment is effective enough on both sides to please Shorty's many fans. Disc raters opine listening attention.

"I WISH WE COULD TRY ALL OVER AGAIN" (2:49)

"YOU'VE GOT TO SEE MAMMA EVERY NIGHT" (2:09)

ANN JONES
(Capitol 1059)

- Top deck of this one might make for a potential juke box winner. Side has Ann Jones parroting an original piece that rolls in mellow tempo, with the lyrics easy on the ears. Flip is an oldie dressed up in western style, with Ann handling the music in excellent manner. Both ends will do more than hold their own.

"SOMETIME" (2:30)

"TEXAS BLUES" (2:47)

FOY WILLING
(Capitol 1070)

- Top plug tune in the ballad vein is set up here by Foy Willing in a style that comes off fine. Foy's vocal plays a plaintive, romantic role fits the mood and patter of the melody exceptionally well. We highly recommend this pair, with the top deck getting an extra nod or two. Get with it!

"BAD BRAHMA BULL" (2:03)

"BLOOD ON THE SADDLE" (2:57)

TEX RITTER
(Capitol 1058)

- Pair of fresh sides by Tex Ritter, both the offering of some material that might be used to best advantage as filler sides by music operators. Both feature the vocal work of Tex Ritter in effective manner, and make for pleasing listening. Material offered is nothing to shout about—music ops take it from here.

"BIG RIG NEEDLE" (2:31)

"I'VE GOT FIVE DOLLARS IT'S SATURDAY NIGHT" (2:27)

JESSE ROGERS
(RCA Victor 21-0310)

- Jesse Rogers and his boys come up with a pair of potential winners in this duo. Both ends of the platter are clever sides and feature Jesse and the boys at their best. Top deck parrots the title, while the flip shows a side that should catch on and go. Wax rates a spot in music ops' machines.

"RED LIPS KISS MY BLUES AWAY" (2:47)

"WHY DON'T YOU LOVE ME" (2:19)

BILL BOYD
(RCA Victor 21-0510)

- Pair of romantic sides by Bill Boyd and his Cowboy Ramblers, and the offering of "Red Lips Kiss My Blues Away" and "Why Don't You Love Me" headed for western music ops. Both ends of the platter should sit well with the moon-in-Juniors, as well as Bill's wide bevy of fans. We suggest.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Listings below indicate preference of disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending June 24.

Benny Heller
WMD—Atlantic City, N. J.
1. FIGUREL (Joe Fuld)
2. ROCK IT FOR ME (Chuck Webb
3. I'M GONNA BE A SAILOR (Bill Daniels)
4. JUST WHAT I DO (Roy Martin
5. I'M CRAZY TO LOVE YOU (Sarah Vaughan)
6. STILL GET A THRILL (Bill Haynes)
7. BLUE PRELUDE (Paul Weston)
8. MARRIE (Danny Darren)
9. STOMPIN' AT THE SAVOY (Joe Bushkin)
10. VAGABOND SHOES (Vic Damone)

Bernie Mock
WMUK—Manchester, N. H.
1. SANS' SONG (Fred MacMurray)
2. MONA LISA (Art Lund)
3. HOOP DE DOO (Key Starr)
4. THE PICNIC SONG (Johnny Desmond)
5. ON THE HILL (Joe Allison)
6. THE PEDDLER'S SERENADE (Johnny Corre)
7. ALL STAR CHAIN (Sisters)
8. I'M WANNA BE SHY (Eddie Fisher)
9. LOVE ME A LITTLE BIT (Lise Kirk)
10. VAGABOND SHOES (Vic Damone)

Bob Murphy
WONE—Dayton, Ohio
1. MISSISSIPPI FISHIN' (Johnny Corre)
2. MONA LISA (King Cole)
3. SERENDIPITY (Johnny Desmond)
4. OLD MAN ROLL (Dorothy Weigle)
5. THERE YOU LOVE ME? (Ernest Tubb)
6. SISTER (Johnny Desmond)
7. TIPPY CANDOOLE CANOE (Edie Miller)
8. HEART OF STONE (Bob Crosby)
9. AMERICA'S FASTEST SELLING RECORDS!

Bing Crosby
Decca 27018

Tzena, Tzena, Tzena
GOODNIGHT IRENE

Gordon Jenkins
Decca 27077

Dick Haymes
Decca 27048

Evelyn Knight
Decca 24859

Guy Lombardo
Decca 27042

The Andrews Sisters
Gordon Jenkins
Decca 27007

Ernest Tubb
Decca 46243

Red Foley
Decca 46241

Grant "Mr. Blues" Jones
Decca 46153

"Music to your ears!"

I didn't slip, I wasn't pushed, I fell so tall a tree

BING CROSBY

Tzena, Tzena, Tzena
GOODNIGHT IRENE

BLIND DATE

SAY WHEN

The 3rd Man Theme
THE CAFE MOZART WALTZ

The 3rd Man Theme (with Vocal)
MONA LISA

Count Every Star If You Were Only Mine

I wanna be loved
I've just got to get out of the habit

THROW YOUR LOVE MY WAY

Give Me a Little Old Fashioned Love

Mi-S-Si-Ss-Pi-1
OLD KENTUCKY FOXY CHASE

HOSPITALITY BLUES—Part 1
HOSPITALITY BLUES—Concluded

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

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July 1, 1950

1. I WANNA BE LOVED
   Dinah Washington (Mercury 8181)

2. EVERY DAY I HAVE THE BLUES
   Lowell Fulson (Swingtime 196)

3. CUPID'S BOOGIE
   Little Esther (Savoy)

4. PINK CHAMPAGNE
   Joe Liggins (Specialty 355)

5. MONA LISA
   King Cole (Capital 1010)

6. MY FOOLISH HEART
   Billy Eckstine (MGM 10623)

7. I LOVE YOU MY DARLING
   Joe Fritz (Sitka's 1a)

8. WELL, OH WELL
   Tiny Bradshaw (King)

9. EVERYTHING THEY SAID CAME TRUE
   The Orioles (Jubilee)

10. COUNT EVERY STAR
    The Ravens (National 9111)

11. MY FOOLISH HEART
    Billy Eckstine
    Gene Ammons (MGM 10623)

12. IT ISN'T FAIR
    Dinah Washington
    (Mercury 8169)

13. PINK CHAMPAGNE
    Joe Liggins (Specialty 355)

14. EVERY DAY I HAVE THE BLUES
    Lowell Fulson (Swingtime 196)

15. I WANNA BE LOVED
    Dinah Washington (Mercury)

16. HIDE AWAY BLUES
    Fats Domino (Imperial)

17. ANYBODY'S BLUES
    Amos Milburn (Aladdin)

18. SHAKE BABY, SHAKE
    Archibald (Imperial)

19. I'LL NEVER BE FREE
    Annie Laurie
    Paul Gayten (Regal)

20. CRY, CRY, BABY
    Johnny Otis (Regent)

21. THE HUSTLE IS ON
    T-Bone Walker (Imperial)

22. WELL, OH WELL
    Tiny Bradshaw (King)

23. HAPPY PAYDAY
    Little Willie (Modern)

24. WELL, OH WELL
    Tiny Bradshaw (King)

25. HARD LUCK BLUES
    Roy Brown (Deluxe)

26. EVERY DAY I HAVE THE BLUES
    Lowell Fulson (Swingtime 196)

27. IT ISN'T FAIR
    Dinah Washington
    (Mercury 8169)

28. PINK CHAMPAGNE
    Joe Liggins (Specialty 355)

29. CUPID'S BOOGIE
    Little Esther (Savoy)

30. MONA LISA
    King Cole
    (Capital 1010)

31. MISTRUSTIN' BLUES
    Little Esther (Savoy 735)

32. CALL ME DARLING
    Bobby Marshall (Abbey)

33. I'LL NEVER BE FREE
    Annie Laurie
    Paul Gayten (Regal)

34. CRY, CRY, BABY
    Johnny Otis (Regent)

35. THE HUSTLE IS ON
    T-Bone Walker (Imperial)

36. WELL, OH WELL
    Tiny Bradshaw (King)

37. HAPPY PAYDAY
    Little Willie (Modern)

38. SAN FRANCISCO, CALIF.
    1. I'II Never Be Free (Annie Laurie)
    2. Hard Luck Blues (Roy Brown)
    3. Well, Oh Well (Tiny Bradshaw)
    4. Pink Champagne (Joe Liggins)
    5. 'I'm Yours To Keep (Roy Brown)
    6. Cupid's Boogie (Little Esther)
    7. Cold Hearted Woman
    (Lowell Fulson)
    8. Every Day I Have The Blues
    (Lowell Fulson)
    9. I Wanna Be Loved
    (Dinah Washington)
    10. Steak O' Lee (Archibald)

39. NEWARK, N. J.
    1. Mona Lisa (King Cole)
    2. I Wanna Be Loved
    (Dinah Washington)
    3. Pink Champagne (Joe Liggins)
    4. I'll Never Be Free (Annie Laurie)
    5. Well, Oh Well (Tiny Bradshaw)
    6. Every Day I Have The Blues
    (Lowell Fulson)
    7. I Need You So (every Joe Hunter)
    8. I'm Not Fair (Dinah Washington)
    9. My Foolish Heart (Billy Eckstine)
    10. Cupid's Boogie (Little Esther)

40. BILOXI, MISS.
    1. My Foolish Heart (Billy Eckstine)
    2. It Isn't Fair (Dinah Washington)
    3. I Need You So (every Joe Hunter)
    4. Every Day I Have The Blues
    (Lowell Fulson)
    5. After Dark Blues (Bill Wright)
    6. Bewildered And Confused
    (Red Miller)
    7. It Isn't Fair (Dinah Washington)
    8. I'll Never Be Free (Annie Laurie)
    9. New Orleans Sheiks (Johnny Otis)
    10. Stack O' Lee (Archibald)

41. DALLAS, TEX.
    1. Pink Champagne (Joe Liggins)
    2. Dreamin' Blues (Johnny Otis)
    3. Every Day I Have The Blues
    (Lowell Fulson)
    4. Junior Saxes (Ray Kinchen)
    5. Cupid's Boogie (Little Esther)
    6. I'II Never Be Free (Annie Laurie)
    7. New Orleans Sheiks (Johnny Otis)
    8. I'm Yours To Keep (Roy Brown)
    9. Cry Baby (Johnny Otis)
    10. Bring Your Clothes Home
    (Johnny Otis)

42. SAVANNAH, GA.
    1. Pink Champagne (Joe Liggins)
    2. It Isn't Fair (Dinah Washington)
    3. Count Every Star (The Ravens)
    4. Stack O' Lee (Archibald)
    5. Mistrustin' Blues (Little Esther)
    6. I Need You So (every Joe Hunter)
    7. Bewildered & Confused
    (Red Miller)
    8. Back To The Dust
    (Angels Gospel Singers)
    9. I'm Tired Cryin' Over You
    (Buddy Johnson)
    10. Just Can't Get Free
    (Little Esther)

43. CHARLOTTE, N. C.
    1. Well, Oh Well (Tiny Bradshaw)
    2. Hard Luck Blues (Roy Brown)
    3. I'II Never Be Free (Dinah Washington)
    4. Pink Champagne (Joe Liggins)
    5. Cupid's Boogie (Little Esther)
    6. Rollin' The Blues (Joe Thomas)
    7. Bewildered And Confused
    (Red Miller)
    8. Please Don't Cry Anymore
    (every Joe Hunter)
    9. Five's Legs (Sonny Thompson)
    10. I Gotta Right To Be Happy
    (Joe Liggins)
Here's A Money Maker!

"PINK CHAMPAGNE"

JOE LIGGINS

Specialty records

8505 SUNSET BLVD.

HOLLYWOOD 46, CALIF.

The Cash Box

NAMM SHOW ISSUE

Means More Business

For You . . .

Goes To Press: June 30

Rush Your Ad Now

to THE CASH BOX

32 W. Randolph St.

Chicago 1, III.

Empire State Bldg.

New York 1, N. Y.

6363 Wilshire Blvd.

Los Angeles 4, Calif.

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

CHICAGO--Joe Eihari of Modern Records, Hollywood, Calif., named American Record Distributors, Inc., this city, as the firm's distributors for this territory. Eihari spent sometime here this past week to complete the deal.

He reported that Modern were highly pleased with the action which their new distributors were immediately showing them.

Sherman Sheridan, president of American Record Distributors, "We are very proud to have been named distributor for this area by Modern Records and will do our level best for this firm to prove to them that we have the facilities they need for the coverage they require." 

Kiddish Promotion Tops Sales Quotas

NEW YORK--Promotion of the 10-inch LP, 10-inch shellac and 7-inch Picture-discs proved highly successful, according to Jeff Wilson, General Sales Manager of the company.

Keynoting the promotion was a distributor salesman's contest, in which a number of distributors reported sales exceeding their quotas. Joseph Zanowski and Sons, of Baltimore, Maryland, led the sales race with 103% of quota reached. Columbia's St. Louis distributor, the Aristophone Corporation, fulfilled 126% and the Danford Company, of Pittsburgh, sold 124% of their quotas. More than 25 per cent of all Columbia distributors reported exceeding their peak quotas.

Among individual salesmen to top their sales allocations was John Piacentini, of Stern & Company, Hartford, Arnold Klein, of Joseph Zanowski & Sons, of the same company; Ned Earna of Columbia Distributors, New York.

Top-selling records in the promotion campaign were: "Pete LaFon's Blues" by Gene Autry, and "Me And My Teddy Bear," by Rosemary Clooney, a newcomer to the children's record field.

Elliot Lawrence Pact With Decca Revealed

NEW YORK -- Bandleader Elliot Lawrence this week confirmed the rumor that he had left Columbia Records to sign with Decca. Lawrence, 25-year-old maestro who started his recording career with Columbia, has already secretly waxed 8 dance tunes for Decca.

Important stipulation in the Decca contract calls for all musical arrangements to be prepared by Lawrence himself. His meteoric rise as a bandleader several years ago was directly attributable to his unique arrangements which were made by Lawrence without the aid of outside arrangers.

The Lawrence addition to the Decca talent roster had been reported in the Cash Box several weeks ago, but was not confirmed. At that time, both Decca and Columbia execs denied that anything might be about concerning the orkster. It was reported then, that Lawrence was not satisfied with his contract with Columbia, and when his contract with the latter disney ran out, made the switch to Decca.

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


After the big, new machine splurge of the past few years, the automatic merchandising industry seems to have at last shaken itself down to the point where it is showing much more interest in the old and established vendors, which have won the confidence of the majority in the trade, and which will continue selling for years.

Right now biggest interest is noted in cigarette machines, drink dispensers and bulk merchandisers.

The bulk vending machines have taken first place in volume sales. They have won a tremendous following since charms and ball gum have come into popularity once again.

In the rebirth of the bulk vendor field there is already many new angles being used by ops to attract the pennies and nickels of both young and old. One of the newest wrinkles are charms in celluloid ball shaped containers.

These seem to be taking hold with the kids. The ops of this type of merchandise are clogging further into the sale with charm bracelets sold via the storekeepers.

The angle here is to have the kids buy one of the bracelet chains on which to hook the little charms from the celluloid ball containers purchased from the vendors.

The idea is reported to have started in Miami and has, since, traveled into the New York and New England areas. Operators haven’t as yet jumped into this idea too heavily, in view of the fact that no gum or candy is vended along with this ball shaped celluloid container featuring, inside the ball, only one small charm.

It is sad to note that some of the older ops, who have had much experience with bulk vendors years back, are again starting the “striped” and “spotted” ball gum idea floating thru machines.

So far wherever these have appeared the law has clamped down on them very strongly. Yet, many are still seen about the country, and more are appearing on the market.

Bubble ball gum vendors are still doing well. Many of the ops, tho, are swinging over to combinations of charms and candy which, it seems, will always remain one of the greatest combinations for obtaining coin.

The kids are pleased with this combination. It satisfies their demand for the charms, as well as giving them candy.

New manufacturing firms have entered this division of the field and have been extremely successful. They have followed the line of inexpensive machines that allow for the vending of all type of bulk merchandise, so that the operator is in a flexible merchandising position with these machines, and can see his way clear to profit.

Most interesting, of course, to everyone in the vending machine field is the sudden return of great interest in the new cigarette merchandisers.

The new cig vendors are, without any doubt, far, far superior to anything which has appeared on the market in years.

Yet, few believed that there would be so great a demand. Almost everyone has always been of the opinion that the larger cigarette machine ops controlled their territories extremely well, and that competition would find it very difficult to enter into any locations.

It seems, tho, that the reverse has at long last come about. Operators of the new all-electric cigarette machines are busting right into spot after spot where the old timers were supposed to have full control.

This, most naturally, has forced the larger ops to also purchase the new type machines.

The result is that the cigarette machine business is booming and, at the same time, more locations are being opened, while the sales drive is under way.

Tho the “big three” in the cigarette machine manufacturing business still seem to have control of the majority of sales, this control is being challenged by the new manufacturers.

These new manufacturers are winning many adherents to their cause, with more and more of their machines appearing on the market, everywhere in the country.

Also interesting is the return of interest to the drink dispensers. The multiple units seem to have gained the favor of location after location for they are proving both profitable to the operator as well as to the location owners.

The one big trouble which remains in the drink dispenser business is that new operators, as well as the old timers, continue to compete for certain locations which have already won a fine following.

Instead of the men going out to open new locations in the same communities, and there are a great many available, they continue their battle for the spots known to all.

When this is breached, there is no doubt that the drink vendor biz will spread out as big as the cigarette machine field. The drink dispenser is well established. Better approach methods, better commission arrangements, and a few other things have to come about which will insure the greater growth of this division of the business.

But, most interesting, is the return to these well known and established vending machines, instead of the rush for every type of new vendor which was introduced. Once vending machines could be manufactured again.

The manufacturers are back concentrating on the proved vendors. The operators are also concentrating on increasing routes of these machines. All in all, it seems that the entire field has shaken itself down— back to the vending machines which proved themselves over the years, and won’t look to new types of units.

Possibly, the forthcoming NAMA show in Chicago, will have the effect of reintroducing machines of different nature and character than those now gaining the big majority of sales thruout the entire business.
SuperVend Names Jackie Fields Keeney Steps Up Cig. Vendor Chicago Regional Manager

For the past few years he has been connected with one of the larger liquor import firms.

Jackie has had much experience in the coin machine industry. He was head of the Pittsburgh distribution offices and then the Philadelphia offices for the Wurlitzer organization.

Federal Trade Commission In Action Against Automatic Canteen

WASHINGTON, D. C.—The Federal Trade Commission has ordered the Automatic Canteen Company of America to desist from alleged practices that violate the anti-trust laws of the United States.

In particular, the F. T. C. ordered the Clayton firm to cease making exclusive contracts with automatic vending machine distributors, and to stop accepting cut-rate prices from confectionery makers.

The commission stated that their investigations showed that the concern, which had violated the Clayton and Robinson-Patman anti-trust laws on those two counts, declared that Automatic Canteen had increased its sales from $1,987,000 in 1936 to $12,899,000 in 1945, largely as a result of its allegedly illegal practices.

The F. T. C. said the exclusive contracts provided that distributors must buy all their candy, gum, nuts, and other products from Automatic. As an example of cut-rate prices given to Automatic Canteen, the commission cited the William Wrigley Jr. Company which sold Wrigley's gum for $8,823,000 worth of gum between 1937 and 1945 at thirty-eight cents a hundred sticks.

Automatic remitted the gum to its dealers at fifty-six cents a hundred sticks, giving it a gross profit of about $1,000,000.

The F. T. C. said that 96 per cent of the profit was the difference between Automatic's preferential price and what others had to pay Wrigleys.

Tap-Mixers Appoint Three New Distrbributors

ATLANTIC HIGHLANDS, N. J.—Sam Rabnowitz, head of Tap-Mixers Service, this city, announced the appointment of three new distributors for the company.

Taran Distributing, Inc., will cover Florida; G. & J. L. Parkin, Iowa City, Iowa; and William Parkin, Iowa City, Iowa.

Tap-Mixers Service is a non-coined operated drink dispenser, which mixes the drink automatically. Plain carbonated water, as well as nationally known brands of soda, is dispensed.

Rabnowitz, who has about twenty years of coin machine experience as distributor and operator, tested the capabilities of the mixer throughout the territories before going into a national sales program.

"Every bar, tavern and restaurant needs this mixer," stated Sam, "and who is more capable of installing them in these locations than the professional operator. We have the personal connections, and the fact that we are operating other equipment right at the location. These 'Mixers' we have placed have brought us good profits, and we know that operators throughout the entire country can do well."
8th Anniversary of THE CASH BOX

Eight years of consistent Service to the COIN MACHINE INDUSTRY.

SPECIAL 8th ANNIVERSARY ISSUE (DATED JULY 15)
GOES TO PRESS JUNE 30

JOIN US IN CELEBRATING THIS GALA BIRTHDAY

The youngest BIG magazine—the most progressive, vital and interesting BIG industry magazine—the most informed and truthful BIG magazine in the Coin Machine Industry...

RUSH YOUR AD NOW TO...

THE CASH BOX
32 West Randolph St., Chicago 1, Ill.
Empire State Building, New York 1, N.Y.
6363 Wilshire Blvd., Los Angeles

"It's What's in THE CASH BOX That Counts"
Factories Faced with Labor and Raw Materials Headache

Shortage of Skilled Labor and Strict Allocation of Steel and Lumber Pose Big Problem as Orders Boom

Chicago—Leading factories here are faced with two big headaches which are driving engineers and procurement specialists to extremes.

In the first place, there is a very great shortage of skilled labor. Some of the factories here report that advertisements which have run for days haven't turned up any worthwhile help at all.

One executive stated, "The best we got out of an entire week's advertising were five people to report to work on Monday morning of this week. And they weren't as experienced as we would like them to be. We were happy to get them. But, even they didn't show up this Monday morning. Now we are back trying once again to dig up enough labor to keep our production lines going."

As far as lumber and steel are concerned, leading suppliers are informing manufacturers that they are placing these raw materials on a "strict allocation basis."

In fact, one supplier is advising manufacturers that, "All the steel that was allocated to me for the fourth quarter is practically gone. We shall not be able to supply any more steel unless allocations are considerably loosened."

Lumber, too, is being allocated by suppliers. The large mills are reporting to be far behind in deliveries. Suppliers here are trying their best to get lumber to manufacturers. They are warning the factories that very soon they just won't be able to meet the demand.

While the raw materials headlines are nothing new to the trade for the past weeks, the fact that skilled labor is also hard to obtain, came as a surprise to many factories here enjoying boom of orders.

They have been offering fine wages in an effort to get help, but, from what they report, even the higher wages being offered don't seem to attract labor. And the labor problem is growing more acute.

Resultant effect of the skilled labor and raw materials shortages, many here believe, will be price hikes all down the line.

This will affect all new machines now being readied for production. The entire trade is rather jittery over the possibility of a hike in prices of new machines, and manufacturers are doing their best here in an effort to forestall such action.

Wurlitzer Announces Increase In Price Of New Model "Twelve Fifty"

United Announces "Two-Player Shuffle-Alley Express"

Features 20-30 Scoring

"Operators who are in need of a two player game should instantly get over to their nearest United Manufacturing Company distributor to see the new "Two-Player Shuffle Alley Express."

ChiCoin's "Bowling Classic" Still In Demand

Chicago—For the ninth consecutive week, without any halt, Sam Lewis of Chicago Coin Machine Co., this city, stated this past week, "we are producing 'Bowling Classic' and," he continued, "from all indications we shall continue to produce 'Bowling Classic.'"

According to Lewis, the firm has, many times during the past nine weeks, believed that they would stop producing 'Bowling Classic' only to find a jam of orders come in for the machine.

"This has happened so many times in the past nine weeks," Sam Lewis said, "that we're afraid to make any statements regarding the sensational demand for 'Bowling Classic.' All we can say," he reported, "is that, right at this minute, we are still in full production on 'Bowling Classic.'"

The firm has set one production record after the other with their shuffle games and has won a tremendous following for this latest in their line, "Bowling Classic.""
Cincinnati, O.—The Executive Board of the Automatic Phonograph Owners Association, local music operators' association, get together on Tuesday, June 30, at the Association office for its regular meeting.

The board is composed of Charles Kanter, president; Nat Bartfield, vice-president; Phil Ostani, secretary and treasurer; and Abe Villinsky, Fred Engel, John Tovey and William Stout.

Mike Fullerson of Ohio Specialty Company is away on vacation at this time. Sam Gerros back on the job after a Miami vacation. Mrs. Charles Kanter and Mr. and Mrs. Leonard Kanter of Ace Sales and Atlas Music, vacationing in Miami.

Gottlieb's "Madison Square Garden" Conventional Five-Ball Game

Chicago—Great elation over at D. Gottlieb & Company, here, where the firm's new "Madison Square Garden" five-ball game has clicked big with ops everywhere in the country.

This is a conventional type five-ball game and the action is somewhat different but every op is playing for the game in a big way, executives of the firm report.

The result is that the firm is enjoying continued production schedules for this machine.

"You never can tell the player's whims and fancies," one executive said. "And we didn't believe, when we introduced just a good, old-fashioned type conventional five-ball, that it would click as well as it has with the trade everywhere.

"It just proves," he continued, "that the players want their money's worth of play and that they like something with which they are completely familiar, as well as rock 'em and sock 'em action that makes our game so exciting.""
It’s not the “take” but the “keep” that counts! You can make money on a seven dollar walkaway or lose it on a twenty-five dollar walkaway. To make money, your machine has to work for you, not you for it. That’s why dollar-minded operators are now using AMI exclusively. They like its low initial cost, its negligible servicing expense, its slow-low depreciation, and its sensational earning power. It’s NET PROFIT you’re after and with AMI you walk away with the biggest net profit of all!

“C” operators sleep soundly every night!

AMI Incorporated

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Lake City Specials!!
SAVE YOU MONEY ALL-WAYS

8. SHUFFLE BOWLER 139.50
9. TWIN SHUFFLE 169.50
G. BOWLING LEAGUE 135.00
UN. SHUFFLE ALLEY 110.00
CAL. SHUFFLE PINS 95.00
W. DELUXE BOWLER 239.50

NEW GAMES

TURF KING—BALLY'S
NEVER ONE BALL
WM. LUCKY INNING
WM. SWEETHEART
GOT BANK-A-BALL

CITATION $239.50
GOLD CUP 94.50
JOCKEY SPECIAL 85.00
SPECIAL ENTRY 48.00
HOLLYCRANE WRITE
JACK RABBIT 90.00
CLOVER BELL WRITE

BLACK CHERRY 25c $94.50
BLACK CHERRY 50c 99.50
BLACK CHERRY 25c 165.50
SILVER CHIEF 5c 55.00
SILVER CHIEF 10c 60.00
SILVER CHIEF 25c 65.00
GALLOPING DOMINOS 91.50
MILLION BILLS 95.00
BALLY DRAW BALL 135.00
BALLY HIT BALL 139.00
DALE GUN 75.00
MERCURY SCALE 65.00
3000 ft. 3-wire cable per foot .5c

SPECIALS

CARNIVAL $49.50
HEAVY HITTER BUCKANEER 49.50
MIDNIGHT MOON 84.50
HOT ROY MARYLAND 135.00
DALLAS 125.00
SARATOGA 69.50
TRINIDAD 75.00
SOUTH PACIFIC 149.50

MISC.
CHICAGO METAL HEAVY SAFE $125.00
REVOLVING BALL 48
BALLY SIZE BALL 48

MAKE A DATE FOR THE 8th
Anniversary Issue of The Cash Box. All ads will go to press on Friday, June 30, 1950. RUSH YOUR AD NOW to . . . The Cash Box, Empire State Bldg., New York 1, N. Y.

Lake City Amusement Co.
1648 ST. CLAIR AVE., CLEVELAND 14, OHIO

Buckley Sets New Low Price
On Wall And Bar Boxes

"The price for all our Buckley Wall and Bar Boxes," Haley stated, "is now $19.50 each to the operator."

This covers all 16, 20, 24 and 32 selection boxes of the firm.

The Buckley Wall & Bar Box has been recognized for many years in the trade as one of the most outstanding ever manufactured. "It has proved itself in many thousands of locations and operators are buying them to maintain top collections," Haley reported.

He also stated, "This is the first time since the war, that we have been able to lower the price of the Buckley Wall & Bar Box down to a point where every single music operator is in a position to set many of his locations.

"We have been in correspondence with many music operators who have been asking us for further details regarding the new, low price of Buckley Wall & Bar Boxes. We are now making this information public so that everyone will be able to immediately take advantage of this low price and be able to get wall and bar boxes on many locations where operators hesitated to set them because of the cost."

"At the price of $19.50, the Buckley Wall & Bar Box is, without any doubt, one of the most outstanding bargains in the history of the automatic music business. We urge the music ops to get in touch with us as fast as possible to take advantage of this new price adjustment."

Chicago Okays New Nationwide's Baseball Shuffle Game

CHICAGO—Charley Gillard, president of Nationwide Novelty Inc., this city, the very ill at home this past week, was much heartened by the report from executives at the firm that they had been granted an injunction in Cook County, which surrounds this city, for their new "Nationwide Baseball" two-player, full nine inning shuffle baseball game.

One exec at the firm stated, "Already games are out on locations here in Chicago and throughout Cook County and are doing very well. We were granted our injunction June 7, 1950. It restrains all action against seizure of our 'Baseball' shuffle game for ops in this county."

It was also reported, "Our new baseball shuffle game is going well everywhere in the nation. We have had good orders from the east and the south and we're moving at a fast pace in an effort to take care of the local demand."

"We are, therefore, urging all our distributors," he continued, "to work as fast as they can.
Exhibit Arranges Even Distribution Program So All Throuth Country Get Games About Same Time

FRANK J. MENCURI

CHICAGO—To offset any belief that any distributor, anywhere in the nation, is being favored by the firm, Exhibit Supply Company, this city, has arranged an unusually fine distribution program which practically guarantees distributors of the factory that they will all receive samples of any new games approximately the same time.

"Shipments of samples have been so arranged," Frank Mencuri, salesman, of Exhibit Supply Company explained, "those on the west coast as well as our distributors on the east coast, and in all other parts of the nation, receive them at almost the very same time.

"This is a matter of high principle with our firm," Mencuri stated, "and we are making it our business to see to it that everyone of the nation's operators is favorably and fairly treated so that all can see the samples of our new games at almost the same time, anywhere in the country at our distributors' showrooms.

"In this way," he explained, "the operators know that no one distributor is favored over any other in the country by our factory. The operators who are seeing 'Jeanie,' our new five-ball game, at any distributor's place in the country know that this is the sample that is also on view at other places, and that all distributors will receive their shipments at the same time, as the games come off the production lines.

"No distributor is holding back from selling any operator 'Jeanie' or any of our other games. The distributor's sample is in his hands right now. He will be receiving his first large order within a short time, so that all the operators are fairly treated in every respect."

Williams SENSATIONAL SWEETHEART
HAS WHAT IT TAKES TO TAKE THE PLAY!
SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

4242 W. FILLMORE
CHICAGO 24, ILL.

All For Only $15

"When I sent you my check for $15 I never believed that the very first week would bring me many, many times the value. In fact, I paid for the next ten years subscriptions with the very first issue of 'The Cash Box' I received. It came in just as I was wondering what to charge for one of the machines which has been in my place for sometime. I read the 'Confidential Price Lists,' quoted the price, and got the cash. I made over ten times what I paid you for the whole year's subscription. I just wouldn't be without 'The Cash Box' for a single day. It's my business bible from now on in." The above is from a well known coin machine man, and is only one of hundreds of such letters on file at 'The Cash Box' offices. Send your check for $15 today—get 52 weeks' issues (one full year) subscription and not only save money, but, read the most interesting, most honest and most fearless full story magazine ever published in the history of the coin operated machines industry.

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

Please enter our subscription for 1 year (52 issues) at $15. Enclosed our check | Please Send Us A Bill |

FIRM NAME
ADDRESS
CITY ZONE STATE

Individual's Name

"It's What's IN THE CASH BOX That Counts"
Solid Business Growth Behind 
Coven Finance Plan

He concluded, "One hand washes the other. In short, with the operators' help, we are able to help the operators. Today, our finance plan is considered one of the most outstanding in the country. Only because it allows us to help the operator to enjoy solid business growth."

Ben Coven

CHICAGO—In a discussion regarding general business conditions throughout this area, as well as in the industry as a whole, Ben Coven of Coven Distributing Co., this city, pointed to the fact that the firm's finance plan had set up many opportunities in their areas and which would mean solid business growth.

"We are not interested," he stated, "in financing operators who just want to be financed for reckless expansion motives.

"We believe in helping operators to grow solidly and conservatively to a point where they enjoy bigger and better returns on their investment so that they can be assured of a solid business for the future."

Coven stated that he believed it was the "absolute duty" of every distributor to help the operators, and for the distributor, "to put part of what he earns back into developing the territory with which he is concerned, so that he causes that territory to become outstanding in every way for every operator, as well as for himself."

He explained that many jobbers and distributors have disregarded this business fact because, in the first place, they don't allow themselves a legitimate operating profit margin.

"Just like the operators," he said, "distributors, too, must see to it that they get a decent return on their investment. Operators who can't get along on 50% commission basis get front service money guarantees and make better commission percentage arrangements because they realize that this is bringing them a decent return on their investment as well as allowing them to set up a reserve for future purchases."

He stated, "Distributors, therefore, who arrange to earn a decent return on their investment are in position to better help the operators.

"That is the basis of our finance plan," he said, "and it's the reason why we are able to help the operators to solidly progress in our territory."

"If we were to cut ourselves down to the very bone we just wouldn't be in the position to help develop this territory by helping the operators to purchase machines on our finance plan."

Chicago Coin's

"BOWLING CLASSIC"

"Best of 'em all!"

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


A FREE AD EVERY WEEK!

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

Plus

A FREE SUBSCRIPTION TO

The Cash Box

(WORLD'S GREATEST COIN MACHINE MAGAZINE)

ALL FOR ONLY

$48 FOR THE ENTIRE YEAR

SAMPLE LISTINGS

FOR SALE—We are distributors for Bally, Wurlitzer, United, Williams, Exhibit, Gottlieb, SuperVend and Kee-way. All the latest machines of these outstanding factories 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.

WANT—to pay highest cash prices for late model phonos, consoles and one-balls. Also want good fire-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.

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 DEDUCTED FROM THE $48 COST OF THE ABOVE LISTING OFFER

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

Send your first listing and check for $48 today to . . .

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Demand For Keeney Products Keeps
Conroe “Tied To Desk” At Factory

In fact, the firm has decided to
spread out vacations, instead of a
general vacation closing for the entire
factory, so that production can keep
right on going to satisfy the demand.
“...We just can’t seem to satisfy the
demand,” Conroe said, “even tho we
are continuing to ship in ever increas-
ing quantity.
“Our new shuffleboard conversion,
‘Bowling Champ,’ has just taken the
trade by storm,” he reported.

He also said, “Our other games are
going over bigger than ever with
orders simply pushing us miles be-
hind. We are working at top speed
here trying our best to procure as
much material in advance as we
possibly can, increase our labor
staff, and move right along with the demand
that our factory is enjoying for our
new products.”

It seems that executives here sim-
ply can’t even spare a day away from
the plant. They are constantly on the
phone telling why they can’t get as
many of the machines as are de-
manded to every spot in the nation all
at once and the same time.

“...It’s a problem of just working
right on ahead as fast as we possibly
...,” Conroe added, “in an effort to
fill the orders which we have been
receiving and, thereby, try our best
to give everyone as much as is pos-
sible of his order so that all will be
satisfied.”
EASTERN FLASHES

Return from a week's trip down South, and find coinrow still busy and humming. While new shuffle games not going at the famous clip they did a month ago, there are still plenty of games up and. Used shuffles going well, and used music selling big. And surprisingly enough, all distributors of music machines busy selling all commercials related to them. A good break in weather would make all store and resort operators happy, as even with unusually adverse weather conditions this past month, business has been fairly good. A stretch of machines were fairly well-brushed and repainted. These operators attribute their optimism to the play they're getting on shuffle games and some exceptionally fine new arcade pieces.

Charlie Pieri, sales manager of J. H. Kenney & Company, spends a few days in the big town. Charlie spent the week with his New England distributors covering Boston, Springfield and Hartford. At Springfield, he attended the grand opening party of St Red's, Redf Distributing Company. The opening was attended by several hundred operators throughout the area, and Pieri reports that Redd sold plenty of equipment. From New York, Charlie heads toward Philadelphia, and then home by Monday. Another visit here was Jule Juhos, Oblikon Distributing Company, Albany, N. Y. Jules is doing a buying spree. Mike Munves is still shipping out loads of arcade equipment. Usually at this time of the season, Mike is able to show up a bit, but this year orders are still lacking in large numbers. "Looks like it's going to be all summer," states Mike. "1950 sales will break all previous records, and if the trend continues, it appears it will, we'll probably double last year's sales—and last year was a record breacker."

Phil Mason, Mason Distributing Company, Irvington, N. J., while visiting on coinrow this week, was caught in the middle in a freight accident. While making a left turn into a side street at 48th Street off Twelfth Avenue, he hit a small bumper hit a direction sign. The sign, metal set in a concrete base, tipped over and hit a pedestrian in the head. For a while it appeared as if it was serious, but upon close observation, the unlucky citizen got off with a slight cut. 

Silly Green's American Vending Company doing quite a bit in shuffle games. After a week's absence from coinrow, while his store's floor down, he has opened up his Koeppel Distributing Company. However, there were more used machines on the floor than the week previous, that equipment he bought on his recent trip keeps arriving, and as quickly as they're checked—out they go. Hymie's son Sam, starting his summer vacation from College week, is helping out. Tell, lean and handson. Sammy then goes for two weeks more as he heads for the country for the summer, acting as a councillor at the kids camp. Al Nemecek, Albert Simon, Inc., lives an exciting life. One of the big reasons why the factory keeps its production line running on "Bowling Classic" Al keeps sending in more and more orders.

Barney (Shugs) Sperman, Runyon Sales Company, out on the road, stopping the big town for a few days. As usual, he hardly a moment to say "hello." Joe Young, Young Distributing Company, (Wurlitzer distributors) rearranges his window display of the 1250. Instead of the corner panel of the extreme, now has the phone. The change was made so that the beautiful wall display with the phone in the center could be seen from the inside. "We're moving the display as the factory sends them to us," noted Joe. Atlantic New York Corporation sets up a large display in its show room featuring "Merchandising Your Machine." The display depicts a complete set of title frames showing sloppy handwritten song title strips, and another as a comparison with neat typed title strips. Music ops, by spending a little time preparing their typed strips, will find they can increase their collections. (The Cash Box has continually stressed this point. When are the operators going to insist that recording companies supply printed title strips with every record? Not only will it increase sales of recollections, but the recording companies will benefit thru increased sales of records.)

DALLAS DOINGS

Special announcement: Joe Metzger wants everyone to know that he is still waiting for the arrival of the youngest Metzger, Mack Dean. Sweet water tells me he is expanding his cigarette route. Walbox Sales looks as though they were hopping another coin house today. The operators were making a mad scramble for the "Puff King" due to the fact that this was the first delivery. Ray Barnes, Palestine, was the first operator to venture forth on the "Arabian." Ray purchased five machines and is very pleased with the results. Incidentally, Walbox delivered ninety of these players during the first week of delivery. H. N. Lutter is vacating in bulky this week.

Bob Blevisher, head engineer for Bally, is going to tour Texas distributors and operators instructing on the "Puff King." Dropped in at American Distributing Company and found Joe Metzger covered in paint. Joe has in one week's time refurbished Henry Manning's fishing boat and I wish add, did farm good job. Johnny Isaacson and hale formerly of Los Angeles now met up here in week's time, week previous, week Isaacson, Johnny is associated with Ralph's Record Company of Los Angeles. The Joe Mavagian's his mate to Lake Buchanan for several days fishing. "We had a beautiful sitting of white perch." Have you guys seen the white shrimp with large, blue goldfish ever by Frank Caldwell. You couldn't miss it. The Joe Mavagian of Galveston, are adding to their new line of stereo turn -home-entertainment. What a place. If you happen to be in Galveston be sure to take a look. Then down to Waco. Pat McGowan is taking the fatal step come the month of August. Fred Ellis came in from Waco a sample of his wife's "Raisin Potluck," and I didn't get one taste. Tommy Chatten beat me to it. At Thibodee, United Dist., has a visit in Big 7. Gary Kinsman and Speedy Walker running around like mad before hitting the road to Waco.
WANTED
BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

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

Give Full Details to .
Box No. 150

c/o The Cash Box, 32 W. Randolph St., Chicago 1, III.
CALIFORNIA CLIPPINGS

Nice chat with Bill Shadrack of Pacific Shuffleboard Bowling Company, an enterprising L. A. outfit with a fine looking game and the outlook that such games can be produced just as successfully out West and as competitively in price as were the shuffleboards that preceded them. Bill plans to complete a national distribution deal shortly to handle volume production on the heels of the game's acceptance by operators and the cash customers in numerous locations around town. ... It was a busy week for the lads in red fez and black tassels along the row, among them such active Shriners as Bill Happle, J. R.; Walter Solomon and George Warner, with the national Shriners convention going in full force. ... We ran into George just as he was taking off to be one of the functionaries at the initiation of 1609 new members of the Los Angeles Al Malek Temple at the Pasadena Civic Bowl with Imperial Potentate Harold Lloyd in charge. ... If it's a dream house you can't be affording these days, you ought to look at Memphis, Tennessee. We were made in the shuffleboard Valley for a pander at the "Castles in the Air" super duper layouts just put up to benefit the Shriners Hospital for Crippled Children. ... We'd settled for any one of the four houses but were afraid to ask the man the price.

Sammie Donin up in Oakland visiting the family prior to Donnie Jackson and co. moving into Automatic Games' new Los Vegas spot, where the boys have also taken on an arcade. ... By Jack Simon at Sicking's, business is good, with bells ringing out fast and arcade stuff moving merly along too. He's primed to do a good job on Bally's "Turf Long" soon as the eagerly awaited one-ball arrives. ... According to the sample, which we viewed at Paul Laymon's, the new game should enjoy a very healthy run. In the quietly glowing words of Charlie Daniels, who wouldn't be at all prejudgeted: "It's a hickey, per- fectonification personified, the answer to an operator's dream." First shipment is due in this week, along with another batch of Balboa "Shuffle Champ," of which Laymon was fresh out. ... Ran into Art Crane, Genco's touring rep, who was raving about his new house up there in the Hollywood hills.

Things coming along nicely at Joe Peskin's, we were told by genial Walter Solomon, who says local orders and those Aubrey Steiner brings in off the road are still keeping ahead of the AMI shipments. ... Phil Robinson puckimg his bag for that June 20 hop to Chicago Coin plant and, he revealed, a preview of the new, revised "Bland Box." The "Classic" bowler is still a fast moving item for Phil, he noted. ... Lyn Bowra off on an overnight hike with the youngsters on the week end, and we expect he'll be back Monday one big Charlie Horse from head to toe. ... On the Row: Al Anderson of Shafter. ... Balboa's Clyde Denlinger. ... Jim Murphy of Inyokern. ... Fred Allen of Bakersfield and a whole batch of guys in red hats from every state, city and hamlet in the nation.

MINNEAPOLIS-ST. PAUL, MINN.

With the healthy weather Minnesota has been enjoying the past week or ten days, many of the Twin City operators are finding all kinds of excuses to take off for a day or two to go to their favorite fishing hole. Some of the boys have been coming back with some wonderful fishing stories and fish to prove it.

Walter A. S. of Harmony Music Company, Minneapolis, left Wednesday June 17th for a few days on his annual camping trip through the western part of the state and the Northwest. Each year several thousand of the boys of the 5th Infantry meet at some other city. Marty will spend a few days there before returning home. Mr. and Mrs. Frank Beth of St. Cloud driving into Minneapolis for the day to pick up their record supply and a few premiums for shuffleboard prices. Lee Berkowitz and his son, Sam, of the B & N Novelties Company, Superior, Wis., spending the day in Minneapolis making the rounds. ... Charlie Webber, Minneapolis operator, flying his car plane was up north for a couple of days of fishing. Mrs. Webber is holding the fort down while Charlie is away. ... Frank Phillips of Winona in Minneapolis for the day getting his record supply.

Gordon Stout, of Pierre, S. D., with his wife and young daughter, in Minneaplis for a few days, Gordon calling on several of the distributors of the Twin Cities, and just taking a few days off while his son, Bernard, is taking care of things at home. Gordon has just given his son, Bernard, a partnership in the business. ... Jerry Hordig of St. Cloud also in Minneapolis for the day.

Don Hazelwood, of Aitkin, has just hauled the route out from Dhillon and Edquist. Dhillon is going to Alaska to make his home and Edquist will settle some place in California. Don will now have plenty to keep him busy. ... Lee Vancen of Minneapolis, leaving Wednesday for a few days, fishing in the northern part of the state.

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

CLASSIFIED AD RATE 8 CENTS PER WORD

Count every word including all words in the headline. No workers in either column count as one word. Minimum of one word. Maximum of 34 words. Minimum of 60 cents. Maximum of $2.75: Royal Flush Pool Tables (new) $149.50; Bally Speed Bowler (new) $225.00; Harris No. 1000 (new) $225.00; Hawkeye Pop Corn Machine, Call or write: MILLER-MEDER DISTRIBUTING CO., 203 1/2 S. WISNIA, N.Y. weakening shipment in progress - WANTED-$10.00 per column inch. We answer orders only when asked directly. Minimum of $2.00 worth of words. Notice to holders of "Special" (40) subscription: You are entitled to a free classified ad in each week's issue listing no more than 40 words, which will appear in the "special" column. We will consider your issue pending receipt of your check or cash.

CLAASIFIED DISPLAY RATES: WEDNESDAY NOON AT THE Cash Box, Empire State Building, New York 1, N. Y.

CLASSIFIED ADVERTISING CLOSURES: WEDNESDAY NOON AT THE Cash Box, Empire State Building, New York 1, N. Y.

WANT

WANT—Will pay cash for Championships Rgts. 1961, up. Old Rock Ols, Seeburgs, Wurlitzers and Ami's, in excellent condition, list with your last. AMERICAN DISTRIBUTING CO., E. NUEVA ST., SAN ANTONIO, TEX. Tel.: UN-derhill 1-61.

WANT—Used juke box records. Also surplus new records distributors' stock. May be picked up at Dallas, Texas. FIDELITY DIST., 1547 CROSBY AVE., BRONX, 61, N. Y. Tel.: UN-derhill 1,61.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes, Speakers, Coin Machines, Bally Hot Rods, Seeburgs, Wurlitzers and Ami's, Wurlitzer. $40; Bally Speed Bowler $30. ANTHONY "Tony" Galasso, 4142 W. ARMI- TAGER AVE. CHICAGO 39, ILL. Tel.: Dickens 2-7060.


WANT—Used, new or surplus stock records. At this time we will pur- chase unlimited quantity hillbillies, western and sacred records. Top prices paid. We pay freight. USED RECORD EXCHANGE, 10611 Perry St. ANTHONY "Tony" Galazzo, 4142 W. ARMITAGE AVE. CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Your used or surplus records. We buy all your round and pay top prices. No blues or race. No lot too large or too small. We also buy restaurant inventories complete. LEA CON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT—Will take over all your old records. Paying $1.00 each. America's leading buyer of records. PHONE: 4741 W. CHICAGO 39, ILL. Tel.: Dickens 2-7060.

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WANT—Will take over all your old records. Paying $1.00 each. America's leading buyer of records. PHONE: 4741 W. CHICAGO 39, ILL. Tel.: Dickens 2-7060.
FOR SALE—Shuffle Alleys $79; Super Shuffle Alley $149; Bally Shuffle Bowler $139; Williams Twin Shuffle Bowler $199; Coin Operated Shuffle Alley $85. Used: Bally Coin Baseball $219; United Shuffle Alley $219; United Shuffle $219; United Shuffle $229; Keener Ten Pins $59; Genco Glider $49; United Shuffle Alley $229; Strike Alley; ACME (floor sample) $195; Rock-o-la Alley; New—Special First Distributors, 1750 W. NORTH AVE., CHICAGO 22, ILL.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; One-Balls; Consoles, etc. If you need your's why not? Write for list.

FOR SALE—Plastic and Bubbler Tubs: $45 each. Ask for information. One Distributor, 409 Normandale Bldg., NEW ORLEANS, LA, or 304 IVY ST., N.E., ATLANTA, GA.

FOR SALE—1015 Wurlitzers, $275; 1017s, $225; '48 and '49 Wurlitzers, $425; Seeburg, $395, Aristocrat, $325. Address: 1100 W. 56TH ST., Y. VONTZ SALES CO., BEVEILLO, O.

FOR SALE—Phono and Game route— Quality items can be sold at a profit. Will sell at sacrifice, 70 pieces. Also used phonographs and game consoles present list. Address: H. LADEW & SONS, BEDFORD, PA, Tel.: Bedford Village 4-7027.

FOR SALE—Chicago Coin Twin Bowler 227, used Shuffle Alley, very clean, $125; Wurlitzer 1015 used $235; Wurlitzer 1100 Used $857; Gottlieb Bussleton, like new, $195; Aeron Champion Vendor, $175.95, MASON DISTRIBUTING CO., INC., 2123 CHESTER AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-2500.

FOR SALE—Contact us before you buy. We carry all types of coin machines and accessories. Please call or write for information. Address: Chicago Coin, Keeny, Bally and Mills Distributors. Address: 5245 S. ELM ST., PORT AMUSEMENT CO., 233 W. 3rd St., PHILADELPHIA, PA. Tel.: 2-3326 to 2-6146.

FOR SALE—Shuffle Alley $99.50; Tango, Shufflakash $49.50; Benson Pool Table $149.50; Dale Gun $65; Chiocon Pinball $89.50; Genco Glider $625; KOLAR—WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK 3, N.Y. Tel.: 6-6464.

FOR SALE—10 selection AMI 1947 Model "A." Model "B." $510. 22 Ft. Black Top Shuffleboard with score head $300; Genco Bowling League or United Shuffle Alley with upright pins $175; Dale Guns $75. We deliver free in Wisconsin. LACE NOVELTY CO., OROSS, WIS.

FOR SALE—Reconditioned A-1: Monoglow $79.50; Freshie $195.50; Dixon $194.50; Deep Pocket $49.50; Card Champ $49.50; Stardust $39.50; Routefon $175; Baseball $35; Nevada w/2 $24.50. Jest-o-Matic $39.50. Select-A-Card $164.50. Bennett $92.95; Rock Bowlerette $149.50; Barcayne $39.50; Harlequin $49.50; Coin Guns $40.50; Citation $39.50; to quantity buyers. Let us know your needs. TWIN CITY AMUSEMENT CO., 191 KANA, U. S. A. Tel.: 3-3723 or 2-0192.

FOR SALE—Two late model phonographs and two late model Voice-O-Graphs. Written list of equipment and bids overpriced. Priced to sell, 10,000 late model phonographs, 500 late model Voice-O-Graphs within the past six months, 4c ea. We: DELIVERY DISTRIBUTING COMPANY, 286 W. 29TH STREET, MIAMI, FLA.

FOR SALE—Dale Guns $69.50 ea.; Chiocon Pinball $74.50; Genco Pinball $69.50. We have近／3 dozen new, like new, new! We also have shufflepin, 14 ft., with new light-up court and 4-H. We: J. P. RUNYON SALES CO., 509 TENTH AVE., NEW YORK, N.Y.

FOR SALE—If You can Beat It, We'll Eat It! We sell more bells, and trade is everybody's business. Write us a deal, West. Give us a try to prove it's not a lie. United Novelty Game Co., 2585 W. PICO BLVD., LOS ANGELES 6, CALIF.


FOR SALE—Jennings Standard Chiefs and Deluxe Chiefs—5c, 10c, 25c, $10 each; Jennings Challengers 5/2, 5/5, 5/10, etc. late models. It's your case in good A-1 condition and super clean, we have over 900. Write at least $200 each. KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH BEND 16, IN. (Tel.: 38492).

FOR SALE—Super Bonus Bells 5c-25c $25; San data Bell $45. Keenie's "new Double Bowler" and "Duck Pins"—the two fastest scoring rebound shuffle games with disappearing pins on the market. Deluxe $20 to $30 each. Address: C.O.D. MASHER DISTRIBUTING CO., PINE AVENUE, NEW YORK, N.Y. (Tel.: 4-5100).

FOR SALE—Shuffleboard Scoring Units: Chairs, Paddles, Consoles, Mallard, 

Also: Consoles, One-Ball; Pins. The machines are very clean. We also have dealers corner $7.95 each. Also complete set of rules. Address: FRIEDMAN AMUSEMENT CORPORATION, 411 EDDICOW AVE., SOUTH BEND, IN. Tel.: 501333.

FOR SALE—Pre-war Photomatic $149.50; Exhib' Bank Guns $89.50; Bally Big Innings $225; Bally Heavy Hitter $445; Western Baseball $49.50; Super Shuffle $89.50; Universal Arrow Bell, Feature Bell & Twin Bowler. Write for prices. LOUISIANA MACHINE CORPORATION, 525 PANKER ST., ST. JOHN STREET, NEW ORLEANS, LA.

FOR SALE—Two brand new Deluxe latest model Voice-O-Graphs in original. Patents are held, call 310 Big Innings at $225; Ten Atom Bomb Baths at $150. Write T. L. BUNKER, 475 W. 41/2 ST., NE., WASHINGTON 8, D.C.; or call 5-7777.

FOR SALE—Lawrence Top-quality jux boxes at lowest rates. All type need to fit any machine; both coin and sponge parts. Available immediately. Address: JENSEN INDUSTRIES, INC., 329 SOUTH BROAD STREET, CHICAGO 12, ILL.

FOR SALE—Not the most; just the best. Our customers boast. Have you seen the machines and players alike all agree, Jerry's reconditioned machines are the best. Originals only. Address: JERRY'S COIN MACHINE REPAIR, 410 S. SYRACUSE, NEW YORK 11, ILL.

FOR SALE—Three brand new Deluxe latest model Voice-O-Graphs in original. Address: T. L. BUNKER, 475 W. 41/2 ST., NE., WASHINGTON 8, D.C.; or call 5-7777.

FOR SALE—Fuller—Top-quality jux boxes at lowest rates. All type need to fit any machine; both coin and sponge parts. Available immediately. Address: JENSEN INDUSTRIES, INC., 329 SOUTH BROAD STREET, CHICAGO 12, ILL.

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**How To Use “The Confidential Price Lists”**

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. Many times, when buying, Confidential Prices can only feature the market prices as they are quoted. “The Confidential Price Lists” acts exactly the same as the market quotation board at the Stock Exchange - pricing the assets as they are quoted for the week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists” rather than show no price, rather known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may wish to feel a certain thing, and another person in the East Coast may think it worth $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. Each quotation exactly made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** The “Confidential Price Lists” should be read as follows: First price listed is lowest price; Second price is highest price. Where only one price appears this should be considered lowest price.

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**SEEBURG**

### Wurlitzer

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**PACKARD**

### FIVE-BALL AMUSEMENT GAMES

Manufacturers and date of games are quoted. Release dated: Code: (B) Bally; (CC) Chicago Coin; (G) Gottlieb; (L) (Listed); (W) Williams.

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FIVE-BALL AMUSEMENT GAMES

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For more details on each game, please refer to the "Confidential Price Lists" section.
UNITED'S "SHUFFLE SLUGGER"

A FAST REBOUND BASEBALL GAME

1 OR 2 PLAYERS

BASE RUNNING

ANIMATION

PLAYER PITCHES

AND BATS BALL

WATCH BALL IN FLIGHT AS SINGLES, DOUBLES, TRIPLES AND HOME RUNS ARE MADE

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CITATION was great ... CHAMPION was greater ... but TURF KING is, by all standards, the greatest pinball game ever built. Exhaustive location-tests in all sections of the country prove that the new and revolutionary PLAYER'S CHOICE IDEA is the strongest repeat-play stimulator ever created ... resulting in earnings far ahead of all previous profit-records. TURF KING includes all the famous time-tested and profit-proved play-principles of CITATION and CHAMPION ... now presented to the pinball public in a new and fascinating way ... permitting the player to exercise his own judgment before the final skill-test of shooting the ball ... offering attractions to every type of player. Rush your order for TURF KING today!

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