Currently riding hot via her clever rendition of “Bonaparte’s Retreat,” Kay Starr is caught before the Capitol mike during a recent recording session. Kay’s vocalizing has amassed her a tremendous bevy of music fans in recent months and a top niche among music operators. Recent hits for Miss Starr have been, “Hoop Dee Doo,” “A Woman Likes To Be Told” and her latest, “Mississippi.” Kay recently concluded a series of theater and personal appearances, and is currently on the West Coast. Kay Starr is exclusively featured on Capitol Records.
OLD AND EXPERIENCED
traveling men, training novices as to "what to watch for when entering a town," always advised, "read the classified ads" in the town paper. "That's where you get the real lowdown," they said, "and,"
ye added, "always glue yourself to the paper with the largest number of classified ads because," they sagely emphasized, "that's the paper the people are really interested in and are carefully reading page after page."

... In keeping with the above, which many, many members of this (and every other) industry heard expounded time and again by these oldtime traveling men who pioneered a great business path thru America's hinterlands ... is this proud statement for one and all in this industry to give deep and serious consideration.

"THE CASH BOX" PUBLISHES MORE THAN DOUBLE THE NUMBER OF CLASSIFIED ADS THAN ALL OTHER MAGAZINES IN THIS INDUSTRY COMBINED!

"THE CASH BOX" IS THE MARKET PLACE FOR ALL BUYERS AND SELLERS WHO WANT COMPLETE, EXCLUSIVE, INTERESTED AND INTENSLEY READ COVERAGE OF THE ENTIRE TRADE. (NO WASTED CIRCULATION). EACH AND EVERY WEEK'S ISSUE OF "THE CASH BOX" IS INTENSIVELY READ FROM COVER TO COVER. AMERICA'S LEADERS COINED OUR SLOGAN, "IT'S WHAT'S IN 'THE CASH BOX' THAT COUNTS." "THE CASH BOX" IS THE MAGAZINE FOR YOUR ADVERTISING IF YOU ARE INTERESTED IN "RESULTS."

THE CASH BOX

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Better Used Equipment Grows Scarcer

Just like "Old Mother Hubbard's Cupboard," the trade is gradually becoming bare of the better, later models in used equipment.

It is quite surprising to note that those who formerly advised they had all sorts of used machines on hand have suddenly started a frantic search for the better machines.

What's more, because the Canadian and South American markets are eating into whatever good used equipment is around, the domestic market finds that it has run very, very short of almost all late models of machines.

Conversions, which have been produced by some of the leading manufacturers, to bring new life back to some of their older model machines, have worked out well, with the result that operators have taken to these conversions in a big way. This has haled these older machines from reaching the used market.

Noted distributors have been placing other long distance constantly, in an effort to obtain used equipment, to fill orders which they have on hand. And, in most cases, have been unsuccessful.

The result has been a boost in prices all down the line. Operators who formerly traded in equipment in quick time, are now holding back in an effort to get every bit of take from equipment. This has had a very strong effect on the market.

Even more important is the fact that new machines are destined to zoom in price. The operators, jobbers and distributors realize this. They are now trying to arrange for an entirely new and better trade-in allowance plan, in an effort to take care of their used machine buyers.

The reaction to all the gossip, rumors and publicity, has been to hold operators back from trading in long used equipment.

This is foolish. The operator realizes that his very best bet is to continually present new products to his customers. So that he can continue to enjoy peak play, regardless of whatever else comes to the market in similar equipment.

But, as the better used equipment becomes scarcer, many will have to pay prices they never before believed they would pay, for whatever is left on the used market.

The "Confidential Price Lists" of The Cash Box reflect this shortage of better used machines.

Those who have been following prices carefully find that they have been constantly going up.

There is no down in sight.

Furthermore, as new equipment grows more and more costly to produce, and as prices go up, the used market will continue to rise with all new price hikes.

It is best, therefore, that those, especially those who need used equipment in their territories, urge all to trade in more quickly so that the market continues active, and all will prosper.

Just booming prices, because of shortage, will never bring in any more coin into machines.

The big problem is to arrange a more or less "set market price" on better type used equipment, in an effort to satisfy all in the field.

THE CASH BOX

WORLD'S GREATEST COIN MACHINE MAGAZINE

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to: automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by The Cash Box. Banks, finance, loan, insurance, and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by The Cash Box.

THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

"THE CONFIDENTIAL PRICE LISTS" "The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. "The Confidential Price Lists" are used by finance, loan and high prices for all new and used coin operated machines, regardless of area, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as "the official price book of the coin operated machines industry". They are an integral part of The Cash Box and appear in each week's issue "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are the officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance, loan, insurance companies, banks and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "The Confidential Price Lists".
INFLATION

... and coin machines

For many months, in almost every editorial to appear here, this publication has warned the trade of rising inflation. It has reported statements from the nation’s leading economists. It has urged all operators to arrange for a better commission arrangement so that they would be prepared to meet inflation as it became more and more prominent.

The Cash Box tried, with the editorial means at its disposal, to show those men on the firing line, the nation’s operators, how to guard themselves, so as to be impervious to whether inflation struck hard, or was held down.

What, then, has inflation to do with the coin machine industry?

The answer? A great, great deal to do with coin machines. The reason? Because this industry caters to that class of people in this nation where inflation is most insistently, and longer, felt.

The people who like to enjoy juke box music. Who will play amusement games.

Who will buy from vending machines. Who have budgets. Who watch their nickels and dimes. Who the money is flowing much more freely that costs of their every day necessities are zooming along with this easier inflated money.

This inflationary boom which has been brought about by liberal Washington spending can react without too much good for the members of this field.

In the first place it has caused wages to go up. With the rise in wages the prices of raw materials have zoomed. Therefore, the cost of coin machines, in all classifications, has been raised to meet these basic rises.

With costs higher for equipment, the operators are faced with the necessity to take in more, to earn as much, and to amortize their investments in the usual time.

There is the rub. How can the operator earn more? What must he do? Inflation is creeping up very fast. He finds his cup of morning coffee in his first stop costs him 10c. When he turns to the pay phone, and if it’s still a nickel, he wonders how soon he’ll have to put in a dime to make a call.

If he gets a shoe shine as he steps outside, he now pays 15c or even more. As he starts his car and heads for his favorite gas station, he finds that gas and oil have gone up.

He drives over to his distributor, and inquires about a game. He is quoted a price higher than what he formerly paid for the same manufacturer’s product.

He gets over to his next location, at long last, and hears complaints from the location owner that everything’s going up in price, and that people are a bit wary about investing too heavily.

So he begins to wonder, as he counts the collection, just what he ought to do to arrange for an upsweeping in his own take, to pay the inflated costs all the way down the line and continue a progressive route by purchasing the new equipment he needs.

And this goes for every type of operator. The vending machine men who operate bulk vendors just can’t cut down too low on the amount of merchandise they’re now vending. Pistachio machines are giving four or five of the nuts for a penny and, when a larger size nut wedges in, only two. That disgusts people with this machine. Yet the operator mustn’t break down the quality of his merchandise.

Can he change the coin chute? Should he charge more?

The amusement game operators are in a position of wonderment. They claimed they just couldn’t amortize the cost of five-balls at the old price. How are they going to do it at an increased price? The answer, in their case, would be the same as what happened on shuffle games, the majority of the better ops believe. That is, to feature 10c chutes.

But, these men state, how can they feature 10c coin chutes when the people are accustomed to playing that very same type game for 5c? In short, get some new type game, which might be a combination of both these games.

Whatever the answer, the problem remains, and the 10c coin chute will probably answer this problem when the first op come up with the new type game needed to obtain 10c from the players.

The case of the juke box ops is somewhat better. They have, after some years, at least quite a lot of them have, changed their commission percentage basis to the storekeepers and are paying 40% or 30%, or even 25% commission, instead of the former 50%.

Many are also getting front money service guarantees, ranging from $5 to $15. Each territory has its own unique problems. This is not a national arrangement.

Those ops, who are working on a changed, better commission basis, are finding themselves in an enviable position. But, many are suffering from low take. Therefore, they, too, must find a way to get bigger collections.

There is no doubt that as money becomes even “easier,” and what might also be termed, “looser,” there will be some increases in collections. But, will this mean anything if the operator must pay more for everything he uses to earn his living?
Hit Tunes + Talent
RING UP M-G-M SALES!

JUDY GARLAND
Friendly Star * Get Happy
(Both from the M-G-M Technicolor picture "Summer Stock")
Available 2 Record Speeds
78 R.P.M. M-G-M 30254
45 R.P.M. M-G-M K30254

ART LUND
You Wonderful You
(From the M-G-M Technicolor picture "Summer Stock")
M-G-M Non-Breakable 10750

BILL FARRELL
You're Not In My Arms Tonight
'Deed I Do
Available 2 Record Speeds
78 R.P.M. M-G-M 10757
45 R.P.M. M-G-M K10757

RTE.-Regent
RO.-Rondo
SA.-Sawyer
ST.-Sativa
SP.-Speciality
SR.-Tempo
TW.-Tower
VI.-Vocal

July 29, 1950

The Cash Box, Music
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THE NATION'S
TOP TEN
Juke Box Tunes

The Top Ten Tunes Netting
Heaviest Play In The Nation's Juke
Boxes, Compiled From Reports Subm-
itted Weekly To The Cash Box
By Leading Music Operators
Throughout The Country.
* Denotes Most Popular Recording.
Record Companies Listed Alphabetically.

I WANNA BE LOVED
* ANDREW SISTERS
CO-12819-Buddy Clark
DE-27077-Andrews Sisters
MG-07135-Billy Eckstine
VI-20-3772-Lightfoots Sisters

BEWITCHED
* BILL SNYDER
CA-1000-Mal Turner
CO-12813-Bobby Goodwin O.
DE-24912-Andy Gage
DE-24905-George Jenkins O.
MG-03120-David Rose O.
DE-24904-Ray-O-Vacs
LU-20-3739-Larry Green
VI-20-3671-Mel Pierce

MONA LISA
* KING COLE
CA-11039-Edith Grant
CA-11039-King Cole
DE-38257-Lightfoot Mobley O.
DE-38246-Victor Tunes
LO-679-Chet Baker O.
ME-53713-Alexander Bros.
ME-53713-Art Lund
VI-20-3713-Dennis Day

MY FOOLISH HEART
* GORDON JENKINS-BILLY ECKSTINE
CA-12989-Marjorie Whiting
DE-24910-Hugo Winterhalter O.
DE-24910-Gordon Jenkins O.
ME-57843-Richard Hayes
MG-04625-Billy Eckstine
VI-20-3681-Mindy Carson

HOOP-DEE-DOO
* PERRY COMO-KAY STARR
CO-12799-Ray Stone O.
CO-12799-Frankie Yankovic
CO-12799-Dick Day
CR-82509-Arno Bros.
DA-2167-Fred & Dickey Sisters
DG-24904-Billy Morgan O.
ME-56797-Lawrence Welk O.
ME-57052-Lynn & Darkey Singers
VI-20-3747-Perry Como

ROSES
* SAMMY KAYE ORCH.
CA-12901-Ray Anthony O.
CO-12978-Ken Griffin
CO-12978-Joe Ayers
DE-26290-Stubby & The Buccaneers
DE-27088-Dick Haymes
LO-662-Maximilian" It's Sweet"
MG-07034-Billy Eckstine
VI-20-3729-Sammy Kaye O.
VI-20-3708-Sons Of The Pioneers

THE THIRD MAN THEME
* ANTON KARA-GUY LOMBARDO
CA-202-Ahna Ray O.
CA-7786-Hugo Winterhalter O.
CA-33602-Sally Vincent Quartet
CA-33602-Owen Bradley
DE-26908-Erlie Smith
DE-64264-Hank Snow
DE-24904-Dick Haymes
DE-24904-Sammy Kaye O.
DE-29018-Dennis Day
DE-25068—Victor Young O.
LO-660-Eugene M. Meeks
ME-53713-Alexander Bros.
ME-53713-Art Lund
VI-20-3713-Dennis Day

SENTIMENTAL ME
* RUSS MORGAN-AMES BROS.
CA-002-Ray Anthony O.
CR-62704- Ames Bros.
CR-62704-Sammy Kaye O.
CA-202-Ahna Ray O.
DE-48141-Ray O.Vacs
DE-24904-Russ Morgan
ME-8174-Stan Gerson
MG-07135-Billy Eckstine

COUNT EVERY STAR
* HUGO WINTERHALTER ORCH.
CA-12907-Ray Anthony O.
CA-12979-Ray Anthony O.
CO-12752-Hal Lyman
CR-6142-Harry Babbitt
DE-27077-Gordon Jenkins O.
MG-07135-Billy Eckstine
DE-27077-—Joyce Sisters
ME-5654-Vic Donnell
VI-20-3687-Ralph Flanagan O.

TZENA, TZENA, TZENA
* GORDON JENKINS
CO-12813-Bobby Goodwin O.
DE-27077-Gordon Jenkins O.
DE-27077—Joyce Sisters
ME-5654—Vic Donnell
VI-20-3687—Ralph Flanagan O.

"It's What's In THE CASH BOX That Counts"
"YOU'RE MINE YOU" (2:30)  
(2:50)  
MARGARET WHITING  
(Capitol 1123)  
Margaret Whiting adds the Frank  
Devol Ork and the Les Baxter  
Chorus to her own number,  
making this catchy tune with  
the beautiful lyric to "You're Mine  
You." The tune is fine but  
her voice doesn't allow this  
version quite the emphasis  
the tune needs. "Cuban Cutie" is a  
Cuban discotheque set, a novelty  
Spanish vein.

"DO YOU REMEMBER YOU" (3:10)  
MARGARET WHITING  
(RCA Victor 1213)  
Margaret Whiting adds the Frank  
Devol Ork and the Les Baxter  
Chorus to her own number,  
making this catchy tune with  
the beautiful lyric to "You're Mine  
You." The tune is fine but  
her voice doesn't allow this  
version quite the emphasis  
the tune needs. "Cuban Cutie" is a  
Cuban discotheque set, a novelty  
Spanish vein.

"BRESILIAN SLEIGH BELLS"  
LES DOWLING  
(RCA Victor 1214)  
This is a novelty tune from the  
forthcoming motion picture musical "Let's  
Dance." One very close to the original  
"King Cole" Cole backed by the orchestra  
of Pete Rugolo. The soft surn  
ning by "Bresiliar Sleighs"  
leave the usual effect on his many fans as he  
carry the song. "Home" finds Cole  
giving a strong delivery to the stand  
and ballad. Ops will want to listen.

"TUNEL OF LOVE" (3:08)  
SPIRO BELL, ARTIST  
(NAT "KING" COLE  
(Capitol 1113)  
The hot-as-a-pistol "Tena" gets  
dance treatment and chorus vocal  
from Les Brown Ork. Plan  
ag's arrangement sets "Tena" in  
dance time for trot without detract  
ing one iota from the tune's folky ap  
peal. "Pink Champagne" is also as  
a jump-styled material with an added  
dash of vocal from the orchestra.  
"Tena" is not something with the  
Planagan version.

"I COULD WRITE A BOOK" (2:18)  
"LIVE AND LEARN" (2:12)  
LES BROWN ORK  
(Columbia 39801)  
Top disc is a standard raggers and  
Hart show tune that comes in for  
some instrumentalizing by Les  
Brown Ork. The top disc is a  
ragtime and dancing music. The Les Brown Ork  
has a hit about it that adds the  
touch that makes for jive box win  
sers. Flr is another danceband style  
addition of a tin toy with an  
yestral arrangement. Ops who have  
these spots will want to punk this  
blatter in every one.

"BRAZILIAN SLIGHT BELLS" (2:20)  
"PIN MILL" (1:15)  
HARRY JAMES ORK  
(Columbia 39802)  
Top circle is an exciting, new  
instrumental by Harry James that has  
jazz flavors surrounding a central  
Samba chorus. The James' trump  
etting throughout the wax is the high  
point of the recording. "In A Mist" is a  
"jazz silly that gets a treatment here  
which allows for some fine jazz  
arenas. "Brazilian Slight Bells" is the side that  
could pull coin into the boxes.

"MAMBO JAMBO" (2:59)  
"LONELY THEE" (2:31)  
ETHEL SMITH  
(Deva 2719)  
Organist Ethel Smith, the "high priestess" of Latin rhythms, joins with  
Ann Murray Ork and the Ork  
charts. Her organ solo is part of  
the currently zooming "Mambo." Her playing doesn't  
allow this version quite the emphasis  
the tune needs. "Cuban Cutie" is a  
Cuban discotheque set, a novelty  
Spanish vein.

"I WAS DANGERING WITH SOMEONE" (2:34)  
"THAT I'LL BE HAPPY" (2:30)  
GEORGE GIBBS  
(Decca 27116)  
This one on the first disc face  
discloses the pliant voice of Georgie Gibbs with the Melomen and the George  
Cates Ork. Ditty is a danceable, win  
ning circle with this version regis  
ting the early days of Dixieland  
"Dixie" and "Happi" is an old standard that is  
well done by Miss Gibbs and George  
Cates. Ork sounds as fresh as new  
turning around the thrashing. Top disc  
looks to be a big one and one we  
would do well to get with this  
book.

"CHEROKEE" (3:14)  
"A MAN AND HIS DRUM" (3:19)  
JIMMY DORSEY ORK  
(Coral 60195)  
"Cherokee" is a standard, jazz  
classic instrumental reissued here.  
Jimmy Dorsey Ork gives it both bar  
rels in a wide-open and swinging ver  
sion. "A Man and His Drum" is one  
that features Buddy Schutz on a solo  
drum ride with the jazz instrument  
arranged in a jazzy personality. Ork  
who have locations that punt in the  
nickels for jazz discs will find that  
this one will sell itself with the best  
of them.

"ROYAL GARDEN BLUES" (3:04)  
"SQUEEZE ME" (3:07)  
JIMMY DORSEY ORK  
(Coral 60256)  
"Royal Garden Blues" is a famil  
ar version of this blues that will  
hold a heavy attraction for the  
edged-in-the-woods Dixielanders  
"Squeeze Me" is once again in the  
Dixieland melodic strain. On this disc  
Dorsey again proves the value of  
the piano and the brass wins the  
cheers. Once again a strong recom  
dendé disc with Ork with Dixieland  
dancing loving spots.

"THERE ISN'T VERY MUCH TO DO NOW" (2:30)  
"I'LL ALWAYS LOVE YOU" (2:38)  
MAE WEST AND 4 HITS  
(Coral 60258)  
Upper ballad receives top chirping  
from Musia Tilton that gives added  
rest and appeal to the melody. Oppo  
site "I'll Always Love You" is from the pic  
"My Friend Irma Goes West," in which  
Martha gets aid from the chanting of  
the Lee Gordon singers on a moving  
ballad in Italian and English. We sug  
that ops try both sides before they  
decide on the one they want to  
feature. Both are good.

"TAKE YOUR GIRLIE TO THE MOVIES" (2:31)  
"I CAME BACK FROM THE RUGBY RIDE" (2:27)  
MAE WEST  
(Coral 60259)  
Both sides are set in the novelty  
vein with the top one looking to be  
a solid production number type of  
tune with enough gimmicks to pos  
sibly cause a little stir. Tommy  
Reeves Ork has a way with the  
young, old fashioned mad behind Mae  
West. His novelty style organist out  
the theatres as a good spot for making  
love. Novelty is without the force of  
the first although Mae Williams' pin  
ing comes through very fine. Ops with  
locations that focus on novelty sides  
will want to hear these.
ACCLAIMED BY AMERICA’S JUKE BOX OPERATORS...

THE SENSATIONAL MERCURY OPERATORS’ BONUS PLANS

FREE RECORDS

ON ALL PURCHASES BETWEEN JULY 15 AND AUGUST 15 ACCORDING TO THE PLANS LISTED BELOW ONLY...

PLAN “A” 250 MERCURY RECORDS “FREE”
OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG
WITH EVERY 1,000 MERCURY RECORDS PURCHASED
BETWEEN JULY 15 AND AUGUST 15, 1950

PLAN “B” 100 MERCURY RECORDS “FREE”
OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG
WITH EVERY 500 MERCURY RECORDS PURCHASED
BETWEEN JULY 15 AND AUGUST 15, 1950

PLAN “C” 10 MERCURY RECORDS “FREE”
OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG
WITH EVERY 100 MERCURY RECORDS PURCHASED
BETWEEN JULY 15 AND AUGUST 15, 1950

CONTACT YOUR NEAREST MERCURY RECORDS DISTRIBUTOR
OR WRITE DIRECT TO

MERCURY RECORD CORPORATION, CHICAGO, ILL.

"It’s What’s in THE CASH BOX That Counts"
"HAWAII" (2:50)  
"DRIFTN' DOWN THE DREAMY OL' OHIO" (2:30)  
ART HODGE ORCH.  
(Columbo 38882)  
- "Hawaii" adds Arthur Godfrey, the Chordettes, Archie Bleyer's Ork and twenty (count 'em) ukuleles on the currently rising ukulele novelty ditty. The lyric is as cute and easily followed as the music and the melody is inviting. Flip side shows Arthur and "All The Little Godfrees" that will have listeners doing the same. Bars ops provide a listen to both of the sides on this one.  
"CAN ANYONE EXPLAIN"? (3:02)  
"SKYCOACH" (2:43)  
RAY ANTHONY ORCH.  
(Capitol 1131)  
- Ray Anthony's Ork handles the melodic arrangement of the harmony-wed "Can Anyone Explain" while Ronnie Deaville, Betty Holiday and the Skyliners handle the chipping duet in this fine and exquisitely good on this side and should be a big seller in making this version of one of the strongest of the old-time songs. "Skycoach" is a fine, jazzy instrumental added to the top ring. Ops should hop on this.  
"THE TUNNEL OF LOVE" (2:47)  
"WHY FIGHT THE FEELING"? (3:52)  
MILL ROOKS.  
(Capitol 2155)  
- "Tunnel" is from the pic "Let's Dance," and is a cute, novelty number Aarons has along in to sing an several labels. It gets a good harmonizing effort from the Mill Brothers and is exquisitely good on this side and should make a big seller. "Why Fight The Feeling" is from the same film and is also drawing a lot of attention. Ditty is a ballad that holds appeal and is treated in first-rate fashion by the singers. This should definitely rate the attention of ops who are looking for a two sided risk that will pull heavy.  
"JOSEPHINE" (2:00)  
"HARBOR LIGHTS" (2:37)  
KIN SEVEN.  
(Columbo 38889)  
- Aided by an Hawaiian guitar, Ken Griffin adds still a new sound to his organ instrumental as an added selling gimmick on "Josephine." Tune is a novelty in an old fashioned "racket-ticker" vaudeville style. "Harbor Lights" is a swingy melody with an easy going tune. Both sides are the kind that have a lot of pull and stand to up the collections in any juke box they appear in.  
"LONG" (2:55)  
"GONE" (3:10)  
UNA MAC CARLIE.  
(Columbo 38881)  
- The Don Redman Ork aids and abets Una Mac Carlile as the torchy blue singers deliver "Long a fetching and gripping voice. Voice-quivers in just the right place as the last line is sung. "Gone" tops as a nice touch and add to the overall selling impression. Tune is exactly the same idiom as "Long" and gets an equal treatment but doesn't come through quite as well as the driving "Long." Ops should be able to put this one in their boxes with uniformly good results.  
"SLEEPER OF THE WEEK"  
"SLEEPIN' IN TIME" (3:00)  
"DIG--DIG--DIG FOR YOUR DINNER" (3:15)  
THE MODERNAIRES.  
(Colombia 31954)  
- The Modernaires, long missing from the phonograph spotlight as a novelty attraction, come up with a rendition of "Baby, My Tune" that is sure to capture a ton of juke box silver. Ditty is the classic oldie, and should be well remembered by music ops who should get hot on this.  
"OUR LITTLE RANCH HOUSE" (2:54)  
"TWO WEEKS WITH PAY" (2:29)  
PETE RUIGLO ORCH.  
(Capitol 1108)  
- Flanked by the orchestrations of Pete Ruiglo and the blend of a backing vocal group, Johnny Parker steps out on the pipings of the fast and catchy novelty, "Our Little Ranch House." Bottom side is another novelty, this tune is set in a top selling novelty idiom. The Ruiglo ork is a suitable frame for the song allowing him to rise strong on the choruses. The material, however, is very light and ops will want to listen closely before making any decisions.  
"GOODNIGHT, IRENE" (2:42)  
"WUNDERBAR" (2:35)  
ALEXANDER BROOKS.  
(Mercury 5468)  
- The Alexander Brothers team up here with two rousing vocal efforts that spell top play on either end. "Goodnight Irene" receives an instrumental treatment and sells strong on the swing-song and traditional pull of the tune. "Wunderbar" is drinking from the hit show, "Kiss Me Kate" and is a tune which has long been looking for the grand treatment it gets on this wax. The almost operatic quality to the strong voice blend will spell plenty of loot in for all boxes.  
"THINKING OF YOU" (2:48)  
"PERHAPS I DON'T, PERHAPS I DO" (2:59)  
PAUL WESTON ORCH.  
(Capitol 1106)  
- Top etching is from the flicker, "Three Little Words." Art Morton's balladeering band with the first-rate orking of Paul Weston to turn out a square voice and hit his material well enough to be competent on this side. "Perhaps I Don't, Perhaps I Do" is a fine piece of material a goody for the long and the short of the label. ops. This tune is a real item and is sure to find a spot on the juke box. 
"TELL ME WHAT YOU'RE SAYING" (3:02)  
"SHAKE 'EM UP" (3:13)  
BUDDY JOHNSON ORCH.  
(Deco 27087)  
- The Buddy Johnson Ork advances Arthur Prysock to do the chattering on "Tell Me What They're Saying," a fine blues ditty. Prysock has a good voice and his material well enough to be competent on this side. "Shake 'Em Up" is a top seller for the Buck Owens Ork, is a piece of material that is sure to find a spot on the juke box.  
"SWAMP FIRE" (3:11)  
"RIGAMAROLE" (3:16)  
JIMMY DORSEY ORCH.  
(Capitol 61914)  
- Top pressing is an instrumental ditty from the old Jimmy Dorsey Ork. The tune is fast, well handled and as usual shines with the individual gallantry of Jimmy's handling. "Rigamarole" is an instrumental fox trot a tripe too fast for quiet dancing but perfect for drinking. Material here is suitable only for ops with the locations to handle instrumentals of this order.  
"THE YELLOW DOG BLUES" (2:46)  
"WHEN YOU CAME HOME, WHEN YOU PULLED MY CHEEKS APART" (2:56)  
EDDIE CONDON ORCH.  
(Deco 27106)  
- Famous jazz man Eddie Cordon shifts over to C. Handy Dividcelland instrumental number that shines forth with some fancy fingering on the piano keys by Ray Lat- ton. Turnabout reveals the crooning of the speaking voice, hitting the tone dance set in the gay '30s pattern. Brightest part of the wax is the coronet solo, ops give close attention to both ends.  
"DIXIELAND BAND" (2:30)  
"FLYING TOO HIGH" (2:54)  
KAY (Cylotette 630)  
- Pair of rhythm sides by thrum Kay Starr should make for some excellent filler material for music ops. Kay's vocal work on both ends is a usual one, but with fair enough ork backing making thru. Phatter should meet with good reception from Kay's road fans. Music ops take it from here.  
"PROFESSOR SPOONS" (2:57)  
"TICK-TOCK POLKA" (3:00)  
BOB HANNON and JOHNNY RYAN  
(Deco 25107)  
- Professor S Mann airs Bob Hannon & Johnny Ryan with the backing of Kay Starr's ork. Sound that something like existing ork dancing. Although the side is based on the crooning of the speaking voice, hitting the tone dance set in an appealing, vaudeville idiom and the rhythm is irresistible. The other side is a polydect ork doing the male duet of Hannon And Ryan. ops should land for the "spooning" and take it from there on their own estimation of the gimmick's pull. We like it.  
"WHY FIGHT THE FEELING"? (2:24)  
"HOLD THE HORSE" (2:35)  
RICHARD MAYES  
(Mercury 5456)  
- Top waxing is a ballad from the motion picture, "Let's Dance," that has scored it's fair share of the recording front. While it is a good piece of material, ops will have to do some investigating for the best of it and the phatter will turn up in the '90's pattern. ops should take a listen to the balladering in particular.  
"HOW LONG WILL IT LAST"? (2:32)  
"KNOCK ON WOOD" (2:30)  
FREDDY MILLER ORCH.  
(King 15054)  
- Top deck is a ballad handled by the new Ork and the pitter patter of boy-singer Pat Terry. Both the tune and the vocal are good quality. Reverse airs novelty ditty, "Knock On Wood," with Ork and vocal sections taking over the piping. The tune is a toe-tapper with a familiar ring. ops want to give both ends of this versatile program a careful listen for placement on their boxes.
NEW YORK:

Gotham tradesters were resigned to one thing only this past week, and it wasn’t music. Not unless one considers the heat and humidity, and the fact that you do, it’s sour, any way you care to cut it up. At any rate, the heat didn’t seem to bother city officials, who proclaimed this week, as Television Week, in a salute to the industry. And in keeping with the celebration, RCA Victor unveiled their new line of TV receivers, amidst a flurry of heavy promotion. Note about the latter’s tally campaign, is that radio was used extensively—to advertise television. Three note: This scribe will stick to film, etc., Paul Weston or Don Raymon shall be musical director of the new Miro Huvalton theme, ”The Original Animal Hour.” Bill Farrell’s MGM waxing of “Deed I Do” is set for release August 4th. Farrell has been scoring heavily with this number, with advance reports indicating possible smash. Composer Jim Morehead in St. Clair Hospital after surgery this past week. Jim penned the current winner “Sentimental Me.”...Strictly for the kids—Laddie, Laddie, Laddie On A Lollipop.” by Decca. Stan Fisher, who just concluded a tour with Harry James’ ork as first trumpet, joins Sonny Dunham’s band in the same capacity at the latter’s Capitol Theatre date. Deece’s marriage bureau department: By Grill to Eileen Franklin, June 15. They’ll play nothing but Decca records on their honeymoon. OK Juggy Gayle, you can’t squeeze your fingers into my neck.” Any Mynor’s has happened really. No explanations are needed when you listen to the Ames Brothers discing of “Can Anyone Explain.”...The name and we’re glad. When the Getz & Jenkins double-header hit, “Tzenia, Tzenia, Tzenia,” and “Goodnight Irene” first broke, we stoutly stated that the “Irene” side would score heavier than “Tzenia” sales-wise, and that’s exactly what has happened over a period of time. Last reports we have, pointedly beat us out—in sales thus far.

CHICAGO:

Some folks here slapping themselves on the back for the swell job they did playing Cupid for the Ames Brothers, who were held over at the Oriental Joe Ames already steps the hook, and Vic Am has just become engaged. Lou breeze needed to make some banjo platters. His banjo playing clicked so well on TV, Lou may come up with a real winner. Bill Snyder, who opened at the Stage Theatre last Friday, equal to thank us profusely for the fine breaks the tax box gave to his “Down South.” Cec “Down South” demand may soon be recurring for a new label...Maurice Hartman of Ryvoo music dropped in to tell us Lee morte, the girl who won the heart in her voice,” who is making a local hit. In Rochester, N.Y., twelve years ago, has just recorded Harry Peagge and Whiting Helyer’s “If You Only Knew,” for Decca. The tune is good and Lee morte comes back with all of her old sook to really put it over. Deppers are getting out for one or just make our prom to follow. As I trace gets a swell week on Harry’s goff, by Decca. ’Till We Meet Again” is a new release, “Just Say I Love Her,” getting strong plugging by leading deejays, and joke box friends and fans of Depper’s loading it into their phones. Buzzy behind the scenes, the extended engagement of the Jimmy McPartland Ork, at the Blue Note is claimed to be a Art Land’s request to have Jimmy stay thru the entire summer. By Macy Grease Writing absolutely charmingly about Decca, “I’ve Got That Presentation.” Chicago, July 17th. Warm summer! Just wait ’til Louis Armstrong opens at the Blue Note and Muggs Spanier at the Chi Fair. Myron Hagg, who has signed for RCA Victor, will probably get a disk jockey stunt originating from one of the largest eastern cities, soon.

LOS ANGELES:

Hottest things around town, besides the weather, are the Messers. Crosby on Decca’s version of “Sam’s Song” in the pop field and recorded in Hollywood’s “Two Years of Tacture” in the blues and rhythm dept. Stan letter tune is the master taken over by Dolphin’s of Hollywood record shop from the Supreme label and, supped up by human dynamo John Dolphin, Peter Mayhew platter has caught on strongly in this area with indications of widespread interest nationally. Helping to do a job, on the number locally is up-and-coming deejay Ray Robison, who bootlaces from the Dolphin store window nightly over KGFJ and KSL, aimed at one eye for a nice plug on The Cash Box. Speaking of plucks for our favorite magazine, tele-jockey; do you remember the few words for the publication on a “Platter Parade” interview recently? — And just the other day...Another Anise Warne phoned us for a clearance on plugging The Cash Box in a film he was making at the Hal Roach studios. So we’re gonna get some copy yet...Received some correspondence from Song Writers Cooperative, Inc., a BMI affiliate reading just in the same sounds: A group of publishers established and would be songwriters of merit banded together in their common interest as regards publication of tunes and records. It is a view of the lesser lights and newcomers to the business run into on first records or even worthwhile demonstrations, something like the boys have a good idea in putting out their own labels, Gold Seal for classics, Quid for pops and Polosan for westernmen. There’s a new critic line at the bottom of their stationery: “Unity and Trust among Com- posers is the keynote in development of the drive.” An addition to this line, new entry in the publishing biz via BMI is Westco Music, the outfit associated with Luxury Records, which recently signed Bob Haydon to a singing contract. Following success on “A Rainy Night” and “Cotton Candy” on Mercury, 17-year-old singer Kay Brown, we’re told by deejay George Jay, has been signed to a picture contract at MGM.

This week’s
New Releases
...on RCA Victor

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

RELEASE 196-30

POINTER

Here come the DANCE BANDS again!

LOUIS ARMSTRONG

TOMMY DORSEY
Pep Forgot You
No Other Love
20-3890 (47-3869)

DENNIS DAY
All My Love
Goodnight, Irene
20-3870 (47-3870)

THE FONTEANE SISTERS WITH HUGO WINTERHALTER AND HIS ORCHESTRA
Can’t We Talk It Over
I Had A Talk With The Wind And The Rain
20-3871 (47-3871)

PEREZ PRADO
More Mambo Janbo
Mambo De Charancong—Mambo
20-3872 (47-3872)

TOMMY MARTIN AND FRANK WAREING
Take A Letter Miss Smith
Till We Meet Again
20-3874 (47-3874)

COUNTRY

HANK SNOW
I Cried But My Tears Were Too Late
The Night I Stole Old Sammy
20-3950 (47-0036)

TEXAS ROBERTSON
Jaw, Jaw, Yip, Yip
It Hurts Me To See You With Some Body Else
20-3950 (48-0036)

BLUES

TAMPA RED
It’s A Good Life That
New Deal Blues
22-0094 (50-0091)

POP—SPECIALTY

JOHNNY YADON
The Baseball Polka
Polka Recipe
21-1167 (51-1167)

WEEK OF JULY 22

RENEWED

20-3726 (47-3726)

DENNIS DAY
Larry Green & The Honey Dippers
20-3726 (47-3726)

BONAPARTE’S RETREAT
Gene Krupa & Orch.
20-3691 (47-3814)

FRAN WARREN
The Happy Hopper
21-1292 (47-3425)

COUNTRY STAR
COUNT EVERY STAR
20-3959 (47-3211)

Hugo Winterhalter
20-3958 (47-3211)

Cuddles Buggin’ Baby
21-1262 (47-4623)

EDDY ARNOLD
HOOP DE Doo
22-2347 (47-2245)

Perry Como
I’M Movin’ On
22-2328 (47-3228)

HANK SNOW
I’m B’Fair
20-3800 (47-3801)

Mindy Carson
I Wanna Be Loved
20-3721 (47-3721)

Fontone Sisters
LA VIE EN ROSE
20-3848 (47-3848)

Tony Martin
Tampa Red
20-3835 (47-3735)

Melachrino Strings
I Thought She Was A Local
20-3724 (47-3724)

Sunshine Kaye
Valencia
20-3722 (47-3722)

Tony Martin
Why Should I Cry
21-8409 (48-8409)

The Cash Box, Music
NEW YORK—Alto the record industry settled back a bit this past week and generally conceded that a three-speed business was here to stay for a while at least. Columbia Records continued to remain the lossest holdout in the 35-31/3 rpm controversy. Following Decca Records announcement last week of their entry into the 45 rpm business, trade circles felt that Decca’s move would force Columbia’s hand. At this writing, Columbia’s situation, with regard to 45 rpm records remained status quo.

Plattery execs at Columbia point out that they see no reason for entering into 45 at this moment, because their Long Play sales “have been strong enough.”

This latter fact may be true enough, and undoubtedly is, to the extent that Columbia salesman have bypassed the 78 rpm dance with music operators. Music operators throughout the East, and in particular Metropolitan New York, have repeatedly pointed out, that they have noticed the absence of Columbia 78 rpm dance salesmen who normally would call on them. This is borne out by the simple fact that these same salesmen are making more money, and doing it easier too, by concentrating on LP sales to dealers. Columbia’s efforts toward bolstering their music operator sales has been largely null, a fact further borne out by a lack of peak hits in their pop division.

It is pointed out that juke box sales contribute a hefty portion of sales volume in their pop division, are the juke box manufacturers involved with this direct sales promotion campaign directed at bolstering juke box sales, Columbia’s plans in this direction lags behind the other diskettes.

Decca’s move in joining the ranks of the other major recording companies in the three speed business puts the brunt of the “speed problem” squarely upon the shoulders of Columbia Records. Just what Columbia’s position will be following Decca’s move is yet to be determined, as Columbia’s efforts to promote their 33-1/3 Long Play recording has been extensive. Columbia is spending a tremendous portion of their advertising budget promoting their 33-1/3 and their Long Play line. Reduced efforts of the combined sales force, and possibly even a further drop in sales, not stopped the increasingly heavy popularity of 33 rpm recordings. Every one of the major recording companies, in addition to the bulk of the other LP companies, has not dropped its 33-1/3 and 78 rpm efforts. General sales are up to this point in the trade that Columbia will not be left behind.

Meanwhile, the joint plans of the Bethlehem—Columbia and RCA Victor records to further bolster Columbia’s extensive juke box line, will go forward ahead on a “full steam” basis.

The Wurlitzer organization has made available to the owners and firms, principal buyers of its latest model, “the 1950,” a special kit of replacement parts to convert it from 78 rpm to 45-31/3-78 rpm operation. At the same time, RCA Victor will furnish to the trade a machine phonograph operators desiring to convert to 45-31/3 an initial library of twenty-four 45-31/3 recordings, selecting the operators’ choice. The conversion kit, valued at $7.50, and the record library, worth $16.50, will be offered without charge through local Wurlitzer sales organizations.

The Wurlitzer “Twelve Fifty”; a special model introduced early this year, was designed specifically to protect coin operators from obsolescence and consequent record plugbacks, according to E. E. Wuringer, General Sales Manager of the Phonograph Division of the Wurlitzer Company. It employs an “adapt-a-speed”; mechanism capable of converting a rapid and inexpensive conversion from 78 rpm to either 33-1/3 or 45 rpm operation.

Emphasizing his company’s support of the “Twelve Fifty,” Mr. Allen, Vice President and General Manager of the RCA Victor Records Division, declared: “RCA Victor is happy to make available an initial library of twenty-four 45-31/3 recordings to operators desiring to convert to the 45-31/3 system. By taking advantage of this special kit, the coin operator will learn for himself that his investment is very sound. He will see for himself the play appeal and longer life-defying life of the 45-31/3 library.

The “Twelve Fifty” employs a double tone arm to play both sides of record; and, under 33-1/3 rpm operation, can be loaded with a maximum of 24 discs. Converted to 45 rpm, however, Mr. Allen pointed out, the instrument can be loaded with 48 records, the “45” discs being in 3’s, the entire set being loaded back to back in the same tray.

The great advantages of this pairing of the record player to the coin operator to eliminate the duplication of stock is likely to appear in any collection of 48 sides, and also enables him to offer his customers 48 top ‘A’ side tunes. This gives him a distinct profit edge over the operator using conventional equipment, who is limited to 24 ‘A’ side tunes and 24 ‘B’ side tunes, with a loss factor in case of selection of a single pair.

Under the provisions of the conversion program, purchasers of the “Twelve Fifty” instrument will receive from the Wurlitzer organization authorization to obtain without charge the conversion kit and library of records from Columbia, RCA Victor, and local coin-machine phonograph and record distributors when they desire to convert.

The conversion job can be done by the coin operator within 30 minutes without special tools, according to Wurlitzer technicians. The kit consists of a simple directions sheet and diagrammed instructions. Conversion steps include installation of new inertia drive wheel, conversion of table, speed, replacement of standard platter, new platter and tone arm, and an adjustment of the tone arm for corrected landing position.

Hollywood Pubbery in Unique Promotion

NEW YORK—A unique manner of releasing the new tune has been prepared by Ella Allen, Princess of the Foxhole pubbery, and partners of the Hollywood Music Publishing Company. The firm will promote plugs of its tune, “Oh Margarette,” through the nation’s disk jockeys of the opera’s choice. The conversion kit, valued at $7.50, and the record library, worth $16.50, will be offered without charge through local Wurlitzer sales organizations.

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“SCHOOL THIS FOOL” (2:35)“NOT NOW, I’LL TELL YOU WHEN” (2:40)DOE DAWSON (Red Jacket 1006)● Two novelty ditties comprise the bulk of stampings offered up here by Doe Dawson. No dull! One finds “A Kiss & Two Circles” (2:15). Two of Dawson and the Quintet with the novelty ditty style and consisting well handled instrumental choruses. “Not Now” displays a fine effort by Parham joining Dawson for conversational patter and some straight girl singing. Opps might want to lend an ear.

“WHO CAN YOU BE?” (2:50)“YOU’RE GREAT TO ME!” (2:55)FELIX LINDEN ORCH. (Regent 1019)● First circle by the Felix Gross Quintet. This is in a traditional “ooh wee” blues wail beat. The boy vocal is maximum. The big regal organ pipes and strong orchestral tempo should set this one off as a hot item in no time. Opps vice is a ballad with a satisfactory chipping and more good use of the piano. Opps get our advice to give these sides some careful attention.

“MISTER MORTY, FAT AND FORTY” (2:50)“OH, OH, JO JO” (2:30)LUCILLE LINDEN (Big Nickel 1001)● The husky, sprightly tones of Lucille Linden’s throaty thrashing add polish and zest to the bright novelty circles on both rings of this platter. Top shellac is the strongest of the two with the cutest material for the chirpy tune to run this side. Singing and playing of Acey Prince. Flip engraving gets solid propping from the ork but it’s “Mister Morty” who looks to walk off with the coin-culling honors.

“MY WISH FOR YOU” (2:40)“ALABAMA BLUES” (2:55)ELMORE NIXON (Peacock 1337)● A sparkling girl vocal on “My Wish For You” adds further zest to the side that looks to be a top nickel recorder for many weeks to come. Spurred by a rhythmically jumping orking by Benny Hayes and some thrashing here moves right into the time to run this side. “Alabama” provides more than adequate backing as it changes pace from the upper shellac to move in a low-down blues mood to match. Opps should grab this one for heavy juke box play.

“I TOLD YOU ONCE, I TOLD YOU TWICE” (2:50)“GEORGIA” (2:40)SONNY THOMPSON ORCH. (Regent 1454)● Sydney Bechet, one of the all-time jazz great, lends his finest talents to opening up a new clarinet pattern for the upper deck slow-drag boogie blues. Both the tenor and clarinet play to the peak and with the traditional mood. Humphrey Lyttleton’s Band acts as a frame for the reed solo efforts of Sydney Bechet doing a finely arranged job of setting Bechet off to advantage. The boppin’ bisquit is a standard, odd that packs a nice kick.

“NIGHTFALL” (2:50)“PALMETTO” (2:37)THE GREAT GATES (4 Star 1504)● The Great Gates turns out his first side in a low-down, shouting and singing delivery. Gates has a good set of pipes admirably suited to holding out the wordage that accompanies this beat. Under whirling bows a rocking bass instrument and vocal that should set listeners hopping. Opps in the market for pressings that kick up a rumpas cool and their search after hearing these.

“DON’T COME TOO SOON” (3:06)“MY MAN STANDS OUT” (2:13)JULIA LEE AND HER BOY FRIENDS (Capitol 1111)● Stretching boasts of the versatile Julia Lee exploiting her singing and piano-playing talents on the boogie beat of a lyric packed with meaning and a rugged lines to stir hot action. A turn of spinning shows a tune set in exactly the same idiom as the first with the double meaning again cropping up heavily in the wordage. Julia Lee’s piano fingering shows well, as does her tonalling, on both tunes. Opps should find these sides fit juke box requirements.
BMI Tunes Get Hypo From World Broadcasting

NEW YORK—the World Broadcasting System, which furnishes programs and library material to more than 780 affiliate stations throughout the U.S. and Canada, is greatly stepping up its releases of new selections, it was disclosed today by Herb Gordon, executive producer of World.

The reason for this development, according to Gordon, is that during the past few months the new BMI selections have been of such top grade caliber that World felt it imperative to service its affiliates with an increased amount of such fare.

In connection with this announcement, Gordon disclosed that Bob Eberle is making a special trip into New York within the next few weeks to record at least 10 BMI tunes for World's catalog, and that singer-guitarist Jimmy Atkins will start immediately to press 10 western BMI selections.

Gordon also disclosed that during the past few weeks The Cass County Boys have recorded 30 BMI tunes, Johnny Bond has recorded 10 BMI tunes, while The New World singers, a large choral group, have waxed 20 BMI selections.

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ABBREY RECORDS, INC.
418 W. 49 St.
New York, N. Y.

**Best Sellers**

# 15015

**"ALIBI"**

by KATHY MARCH & Jerry Shord Ork

* 

# 15014

**"WASTED WORDS"**

by JERRY COOPER & "Papa Roll" Cook

---

**ABBREY RECORDS—Gives**

**"Pie In The Basket"**

a SOCK rating

by FLORENCE WRIGHT on NATIONAL RECORD 9118

FLIP

**"REAL GONE TUNE"**

with ERROL GARNER

The "Hottest" Platter in the Country

EILEEN BARTON'S

"STILL COOKING" on NATIONAL 2912

"I Want I Take Two Giant Steps!"

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**RIDE THE CURRENT JUBILEE SMASH HITS!**

"OLD MAN ATOM"

by BOB HILL—Jubilee 4005

"I'M SENDING MY TEARS IN A BUCKET"

"HOT DOGS AND ROSES"

by CALIFORNIA AL VICTOR—Jubilee 4001

Featuring the new "UKE" Sound

"BASIN ST. BLUES"

"OH! SUSANNA"

by UKULELE JO—Jubilee 4000

The Nation's Hottest Singing Group

**THE ORIOLES**

"YOU'RE GONE" "MOONLIGHT" "AT NIGHT"

Jubilee 5028 Jubilee 5026 Jubilee 5025

Spiritual Splendor

"DOWN HERE I'VE DONE MY BEST"

"WHY NOT TODAY"

by THE SELAH SINGERS—Jubilee 3002

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**THE CASH BOX—Gives**

**"WHY DOWN TUNES Get Hypo From World Broadcasting"**

by THE CASH BOX—Gives

"WHY DOWN TUNES Get Hypo From World Broadcasting"
CUPID'S BOOGIE
Little Esther
(Savoy 750)

WELL, OH WELL
Tiny Bradshaw
(King 4357)

I WANNA BE LOVED
Dinah Washington
(Mercury 8181)

HARD LUCK BLUES
Roy Brown
(DeLuxe 3304)

TWO YEARS OF TORTURE
Percy Mayfield
(Recorded in Hollywood)

PINK CHAMPAGNE
Joe Liggins
(Specialty 353)

I AIN'T GONNA LET YOU IN
Paul Gayten-
Annie Laurie
(Regal 3273)

MONA LISA
King Cole
(Capitol 1010)

I NEED YOU SO
Ivory Joe Hunter
(MGM 10663)

HARD LUCK BLUES
Roy Brown
(DeLuxe 3304)

MY FOOLISH HEART
Billy Eckstine
(MGM 10623)
Gene Ammons
(Chess 1425)

SPECIALTY SIGNS KING
PERRY ORK

HOLLYWOOD—Art Rapo, prexy of
Specialty Records, Inc., announced
the inking of King Perry and his
Piedpiper's of Swingdom to an exclu-
sive recording contract.

For his toe-off under the Spe-
cialty banner Perry waxed two new
titles, "Everythin's Gonna Be All
Right Tonight," backed by "Mellow
Gals Blues." Word has it that for both
numbers, lead described as "blues
with a bounce," were penned by Perry,
who also made the arrangements, led
the orch, and chanted the vocals.

Kicked into national distribution
all three days after being recorded,
Perry's platter is coaxing the jive
box entry to change many a quarter
into dimes.

London Pacts Helen Grayco

HOLLYWOOD, CALIF.—A London
Records this past week signed song-
stress Helen Grayco to a term record-
ing contract. The deal was closed for
Miss Grayco by General Artists' Corp.
(GAC) presy Tom Rockwell, and Le-
nard Loom of Arena Stars.

Miss Grayco, wife of orch leader
Spade Jones, is slated to wax her
initial session for the London firm
upon the arrival of platter topper
Tootsie Camarata. In the terms of the
deal, London acquires four sides which
Miss Grayco had etched privately,
with the Mannie Kline orch and the
Jul Conlon Singers. These sides are
slated to be released in England first,
and later set for release here.
MUSIC OPS GANG UP ON MERCURY BONUS PLAN

Ops Get Together To Meet Buying Quotas, Split Free Records. Coop Buying Proves Boon To Smaller Op

CHICAGO—Art Talmadge, Executive Vice-President of Mercury Records Corp., this city, advised this past week, "Reports from our distributors indicate that operators throughout the country are cooperating on purchases on the new free bonus deal which we are offering."

According to Talmadge, "We hear from our distributors that operators, especially smaller juke box ops, are getting together in an effort to complete our 'Plan A' whereby they will purchase 1,000 records between July 15 and August 15 and receive 250 free records of their own choice from our catalog."

"The purpose of this cooperation on the part of the operators," Talmadge continued, "is so that, by each ordering whatever amount they regularly use, they can equal the top quota, and thereby equally share in the number of free bonus records which they will receive."

This was expected by the firm when the plan was first introduced. But the extent of such cooperating on the part of the juke box ops was never expected to reach present proportions.

The firm is taking it all good naturedly and are, in fact, urging their distributors to encourage the operators in getting together so that everyone will enjoy a share of the free records bonus plan which the firm introduced.

Here in Chicago a spot check brought out the fact that many of the leading operators, as well as the smaller ops, have come together to assure obtaining the top number of free disks.

Talmadge also said, "We hope that everyone of the nation's juke box operators will wholeheartedly enter into this plan. We want these men to enjoy the fine tone quality and long lasting performance of our non-breakable records. We also want them to get better acquainted with the great artists which we feature on our disks."

Talmadge also believes, "Operators everywhere in the country will find that they will receive compliments from their location owners when they feature our new records. We have, without any doubt, produced some of the finest non-breakables ever known to the record industry. This will give every juke box operator the opportunity to learn for himself how really great Mercury Records are.

The three bonus plans of the firm are: Plan 'A,' wherein the operator receives 250 records free with the purchase of 1,000 Mercury records between July 15 and August 15.

Plan 'B,' wherein the operator receives 100 records free with the purchase of 500 records.

Plan 'C,' where the smaller op can get 10 records of his choice from the Mercury catalog free with the purchase of only 100 Mercury Records between July 15 and August 15, 1950.

Benny Goodman Signs Wax Pact With Columbia Records

NEW YORK—Maestro Benny Goodman severed his contract affiliations with Capitol Records, Inc., and signed a recording contract with Columbia Records here this past week.

Goodman signed a long term pact with Columbia calling for popular and long hair releases on a per-side guarantee basis. Capitol is supposed to have purchased the remainder of Goodman's contract, which had until the end of the year to run.

Along with Goodman's recording services, the Columbia plattery purchased a series of jazz concert sides recorded by the leader and a group of side-men who constitute a "who's who in jazz circles," back in 1938. Goodman recently had the sides, which were made at the first Carnegie Hall jazz concert, transferred to tape. The Columbia plattery will issue these recordings in an album and LP package.

The signing of Columbia was viewed by many in the trade, to be an effort by the plattery to get into the swing of the dance band business. Goodman's tremendous nationwide popularity should boost the diskery's sales stock highly. The orchestra recently returned from a jazz concert tour of the Scandinavian countries, and is currently set to engage in a series of long hair radio concerts, as a featured soloist.

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

**Folk and Western Record Reviews**

**“HILLBILLY FEVER No. 2”** (2:48) **GOODNIGHT, IRENE** (3:00)

**RED FOLEY** and **ERNST TUBB**

(Decca 46255)

- **Turn this cookie over on either layer and you will have some mighty tasty listening. It looks as though the sure-fire combination of Red Foley and Ernest Tubb have come up with a biscuit that will set off an stamping and shoutin’! “Hillbilly Fever #2” is the follow-up on the first side that they cut. “Hillbilly Fever” and might well top that one in popularity. It’s a honky tonk country ditty sparked by lyrics that include a repetition of their current and past hot hits, back and forth phrasing, and possibly even a recording that both of these masters of this idiom set off to full advantage. “Goodnight Irene” is already starting a steady and certain climb to the Top Tatters in the pop field and might well take its place in a folk classic with the duets and alternate solo choices that Foley and Tubb give it on this rendition. Ops should latch on to the top tune as the greatest material just how hot this waxing is— but it’s only after listening that they’ll lead up their jive boxes with the sides and prepare for some of the heavy beat in a long time when the fans catch that “Hillbilly Fever” for the second time and start humming the irresistible folkies gang-sung “Goodnight Irene.”

**“LOSE YOUR BLUES”** (2:45) **OVER AN OCEAN OF GOLDEN DREAMS** (2:52)

**RED FOLEY** (Mercury 6257)

- **Upper circle is one that should create some consternation in folk and western locations. Red Kirk does the yodelling and cooing in an arresting piece. The lyric is catchy and easily remembered, the kind of wordage that makes you walk out humming. Reverse platter shows Red Kirk again with Jerry Byrd and the String Dusters twanging out a sweet country song in a soft and slow tempo. Ops should latch on to the top tune.**

**“GUITAR SHUFFLE”** (2:43) **HONKY TONK DROP** (2:20)

**THE FRONTIERSMEN**

(Buttercup 209)

- **Upper layer of this biscuit is an “ah hab” hillbilly shouter with the Kansas and bouncy guitarizing and chorus chanting supplied by the Frontiersmen. Title of this number connotes a concise and accurate description of the festivities with some top-notch country honky tonkin’ from the Frontiersmen. Ops will find this material compelling locations that like the faster moving country platters.**

**“TROUBLES ON MY MIND”** (2:48) **I’LL PAINT YOUR PICTURE** (2:47)

**CONRAD FORD LEWIS** (4 Star 1503)

- **Another Ford Lewis turns on the pipes full blast to step into the line- light on two country rhythm sides. Both ends of this wax have merit and both have the same melody pattern with their biggest difference in the overdubbing. First ring finds Conrad Ford Lewis in a worried mood while the second airs him in a genuine sentiment as he offers to lend his artistic talents. Ops will find material of interest here.**

**“MAKING EXCUSES FOR YOU”** **CANNONBALL YODEL** (3:00)

**BILL TULL** (Atlantic 725)

- **Billy Bill turns in two diversified performances on these cuts ending in the upper slice a folk ballad set in the familiar quiet and sad complaint. Reverse etching is a vocal with simulated train whistles and interspersed yodeling. Ops might listen.**

**RCA Victor Signs Eddie Marshall To Wax Pact**

NEW YORK — Eddie Marshall, youthful hillbilly vocalist from Paw- nee, Oklahoma, whose down-to-earth delivery of country blues has already established him as the top attraction in parks, theatres, radio and rural night spots, has been signed as an exclu- sive recording artist by RCA Victor.

The fact that Marshall is the first country-music artist to be signed by the diskery since the acquisition of Dolph Hewitt a year ago, offers evi- dence of the selectivity and careful screening which currently is being done in this highly competitive and continually expanding field, and of Marshall’s exceptional talent, accord- ing to Paul A. Baskin, Vice Presi- dent and General Manager of the RCA Victor Record Department, who has announced the signing.

Marshall, whose initial releases, “The Tom Cat Blues” and “Three Kisses,” are scheduled for early sale was given his first guitar by his par- ents when eleven years old, and kept studying the instrument and practic- ing his singing while working as a truck driver, mill worker, carpenter, artist, and dishwasher, and when he served four years as a carpenter’s mate 1/2 USN, on the destroyers Schmitt and Asman. Marshall made his first professional appearance when twelve down to earth in Beaumont, Texas, at a fireman’s bene- fit. Since that time he has sung his way around the country New Hamp- shire, and is now appearing in South River, New Jersey. This month Mar- shall will embark on a tour of thirty-six southern cities to introduce his initial RCA Victor waxing to both his local fans and personal appearances, with his Trail Dusters.

**LAS VEGAS, Nev. — Vaughn Monroe offers a rousing welcome at Las Vegas airport to disc jockeys from Los Angeles, who were his guests during his recent engagement at the Flamingo Hotel. A 66-passenger plane was chartered for the occasion. (Bot- tom to top, left row) Jerry Sybilrud, KMP; George Jay, KWA; Paul Masterson, KNX; Bill Elliott, KAFY; Gene Baker, KJ; Johnny Grant, KLAC; Bill Ewing, KVMC. (Bottom to top, right row) Vaughn Monroe, Carl Bailey, KXLA; Bill Stewart, KLAC; Al Posta, KFI; Maurice Hart, KPWB; Lloyd Perrin, KGIL. Vaughn is currently appearing in his first star- ring role, Republic’s "Singing Guns," now being released throughout the country.**

**STANDARD OPERATOR’S TIPS**

**KAY STARR**

Cappitol-936

**SEX-SATIONAL!!**

**SAVANNAH CHURCHILL**

**“CAN ANYONE EXPLAIN”**

**ARCO RECORD 1259**

**“I STILL GET A THRILL”**

**DEAN MARTIN**

**Hosts L. A. Jocks**

**Hitting From Coast To Coast**

**Al Hibbler’s ‘DANNY BOY’ Atlantic 911**

**Atlantic RECORDING**

**Fifteen W. 44th St. N.Y.**

**Words & Music, Inc.**

1619 Broadway N.Y.
Nat Shapiro Leaves Mercury For Own Flack Firm

NEW YORK—Nat Shapiro resigned this week as Mercury Records Eastern promotion and publicity topper to set up his own promotion and publicity firm, Dinah Shore and Frank Sinatra will be Shapiro’s first clients.

Before coming to Mercury two years ago Shapiro handled the National, Columbia and Atlantic labels. Under his agreement with the top Columbia artists he will handle no competitive talent. Along with his promotional activities, Shapiro is co-authoring a book on the music business which is set for publication early next year.

Both Miss Shore’s and Sinatra’s record promotion was formerly handled by Howie Richmond, who has since become a music publisher.

Ethel Smith To London Palladium

NEW YORK—World-famous organist Ethel Smith will sail aboard the S.S. Queen Mary, on July 25, for a two-week engagement at the London Palladium starting August 5th. The recording and motion picture star will be featuring in her reertoire, for the first time, several original compositions, including “Cuban Cutie” and “Samba Polka” which she just recorded for Decca Records.

Following her Palladium engagement Miss Smith has been invited to confer with a group of leading European organists in Paris to head an international association and correspondence system to make available her playing techniques and styles to all organists throughout the world. The delegation meeting her will be headed by Portugal’s leading electric organist, Luiz Quintella.

Prior to her sailing, Miss Smith completed three Voice of America broadcasts—one in Portuguese, another in Italian, and a third in French.

During the recent war she was active on Voice of America broadcasts to Latin countries of South America and Europe for the State Department. She is scheduled to do a broadcast in Spanish immediately upon her return from Europe.

Capitol Unravels Mystery Waxing

HOLLYWOOD, CALIF. — Capitol Records revealed the finish to another one of their spin-teasing recording mysteries, with the announcement that Joe “Fingers” Carr is no other than recording director Lou Busch.

Busch, assistant to Jim Conklin in the artist and repertoire department, thus joins the ranks of Woody Herman, alias Chuck Thomas; Jack Smith, alias Johnny Smith; and Cinderella Stump, alias Jo Stafford.

Busch incidentally, has a deeper voice under another name to plume. His disking of “Would You Like To Take A Walk” in the old Hal Kemp refrain is rapidly rising for a hit under the tag-line of California Commander orchestra.

Meanwhile, Jo “Fingers” Carr is doing fairly well with “Sinn’s Song” and “Snowboy Odysseus.”
DE-27048—VICTOR YOUNG O.
DE-46218—HANK GARLAND
DE-24389—FRANKIE YANKOVIC
DE-4916—ERNST HASAR
DE-536—ANTON KARAS
ME-5733—HERMAN TRACHOW
ME-10593—FRANZ DIETZCHMANN
VI-20-3689—REVIVING FIELDS’ TRIO
VI-20-3709—RAY McINNERY O.
VI-20-3797—FRIDAY MARTIN O.
5—HOOP-DE-DOO—
1938.8.48
KA-980—RAY STARRE
CO-38771—DORIS DAY
CO-38799—FRANKIE YANKOVIC
DE-6209—AMES BROS.
DA-2074—BILL HAYNO QUARTET
DE-24904—RUSSELL MORGAN O.
MI-5419—LAWRENCE WELK
MI-10702—LYN DUDER SINGERS
VI-20-3714—COMO & FONTANE SISTERS
6—SENTIMENTAL—6.4.63.9
KA-923—RAY ANTHONY O.
CO-61040—AMES BROS.
DA-2074—BILL HAYNO QUARTET
MI-10623—BILLY ECKSTINE
VI-20-3681—MINDY CARSON
7—MY FOOLISH—
62.3.72.1
KA-934—MARGARET WHITING
CO-38697—HUGO WINTERHALTER O.
DE-2430—GORDON JENKINS O.
ME-5362—RICHARD HAYES
MI-10623—BILLY ECKSTINE
VI-20-3681—MINDY CARSON
8—TZENA, TZENA—
46.6.37.1
CO-38885—MITCH MILLER O.
DE-27077—GORDON JENKINS O.
ME-5364—VIC DAMONE
ME-20847—RALPH SANFORD ORCH.
9—OLD PIANO—
44.5.43
AB-15003—LAWRENCE COOK
KA-970—JAN GARBER O.
CO-38773—BEATRICE KAY
CR-60177—CLIFF STEWART
DE-2977—CARMICHAEL AND DALEY
DE-27024—AL JOLSON-ANDREWS QUARTET
VI-34050—FRED SEPTEMBER
VI-20-3751—CANTOR—KICK—KAYE O.
10—COUNT EVERY—
43.6.37.2
KA-979—RAY ANTHONY O.
DE-48518—VICTOR YOUNG O.
DE-48518—RAY ANTHONY O.
RI-8712—CLIFF STEWART
MI-48518—THE BLENDEES
VI-20-3697—HUGO WINTERHALTER O.
11—SAAM’S SONG—
33.8.23.6
KA-962—JOE GELLI
CO-38876—TONY HARPER
CR-62050—LEIGHTON NOBLE O.
DE-27033—FRIDAY MARTIN O.
MI-10702—LYN DUDER SINGERS
VI-20-3797—FRIDAY MARTIN O.
12—ROSES—31.4.38.8
KA-1001—RAY ANTHONY O.
CO-38826—KEN GRIFFIN
DE-62035—GEORGE CAPES ORCHESTRA
CO-64624—STUBBY & THE BUCANNERS
DE-27008—DICK HAYMES O.
MI-5397—EDDIE HOWARD O.
MI-10684—BILLY ECKSTINE O.
VI-20-3754—SAMMY KAYE O.
VI-21-0036—SONS OF THE FINEOERS
13—SIMPLE—
28.9.61
KA-1039—JO STAFFORD
CO-38837—DIANNE SHORE
MI-6227—CRICKET—GIBBS
MI-20847—PHIL HARRIS
DE-27112—BING CROSBY
14—I CROSSED—
25.5.15
KA-936—RAY STARRE
MI-38986—PERCY FAITH O.
MI-6259—RAY RABBITT
DE-27078—VIC SCHMID O.
MI-20847—FERRY COMO
15—BONAPARTE’S—
RETREAT 25.5.15
KA-936—RAY STARRE
MI-38986—PERCY FAITH O.
MI-6259—RAY RABBITT
DE-27078—VIC SCHMID O.
MI-20847—FERRY COMO
16—I DIDN’T SLIP, I WASN’T—
22.4.19.9
MI-38015—SAMMY KAYE O.
MI-20847—SAMMY KAYE O.
MI-20847—SAMMY KAYE O.
17—LA VIE—
EN ROSE 16.8.17.8
CA-890—PAUL WESTON O.
CO-38786—HARRY JAMES O.
ME-24816—VICTOR YOUNG O.
DE-27111—BING CROSBY
DE-27111—LUCY ARMSTRONG
MI-30228—MACKLIN MARROW O.
18—NOLA—
13.9.16.2
CA-1014—LES PAUL
DE-20841—FRANKIE CARLE O.
19—VAGABOND— SHOES—13.8.5
ME-5429—VIC DAMONE
20—I DON’T CARE IF THE SUN—
DON’T SHINE 13.6.4.6
CA-981—DEAN MARTIN
LO-706—TITO BURNES
ME-5396—PATTY PAGE
MI-10685—LOYD OLIVE O.
MI-20847—TOMY MARTIN
21—STARS ARE THE—
WINDOWS OF HEAVEN 11.8.7.1
22—NO OTHER—
LOVE 11.5.2.4
23—IT ISN’T FAIR—
11.4.28.3
24—GOODNIGHT, TIREN—
11.3.4.1
25—GONE FISHIN’—
11.2.9.3
26—STARS AND—
STRIPES FOREVER 10.8.14.4
27—M-S-I-S-S-I-P-P-I—10.7.9.1
28—BLIND DATE—
10.5.18.6
29—WANDERIN’—
9.8.24.6
30—SOMETIMES—
9.7.13.8
31—AT SUNDOWN—
9.6.9.1
32—HOME COOKIN’—
9.5.8.7
33—PICNIC SONG—
9.1.9.3
34—I STILL GET—
A THRILL 9.2.5.5
35—RAIN—
7.3.4.4
36—ARE YOU LOVING—
TODAII? 7.2.6.4
37—DADDY’S LITTLE—
GIRL 6.7.8.2
38—VALENCIA—
5.8.13.6
39—HAPPY FEET—
4.1.1
40—PHANTOM—
STAGE COACH 2.9.1
BUYING BOOMS AS VENDOR MFRS.
ARE FORCED TO CUT PRODUCTION

Steel Is Prime Need and Almost Impossible to Obtain
in Quantities Required for Cabinets and Drink Vendors. Other Metals and Components Scarce.
Meanwhile Used Equipment Prices Zoom Upward.

With a buying boom under way, vending machine manufacturers have been forced to advise their customers that they are curtailed in production due to lack of their prime requisite, steel.

This is especially noticeable in the heavier machines field. The cigarette vendors and drink dispensers use large steel sheets and materials, used machine prices have become so high that it is becoming almost impossible to obtain.

Whatever the manufacturers have left is pretty well in production at this time. They are allocating whatever number of machines they will produce in the near future to their customers on an equitable basis as they possibly can.

Orders have already been sent from some factories that they will be forced to close down for the balance of the third quarter, unless they can obtain the steel, as well as other metals and components they require and that are vital to production.

Automatic merchants around the country have been rushing orders for machines in an effort to stock up with whatever steel they believe they will require should the manufacturers be forced to enter into war materials production and thereby, be forced to curtail the giant share of their domestic work.

This sudden boom of orders, brought about by the war scare, is what created the present manufacturing curtailment, some leaders state.

They would, they said, have been able to continue on with regular production schedules if the orders wouldn't have come in to the factories in such sudden and large quantities. None were prepared for such production demand.

But, in an effort to fulfill these orders, they were forced to rush into the market to obtain whatever raw materials and components they would require. This is where they ran up against the wall of shortages.

In view of the fact that new machines are being scarce, because of the lack of raw materials and the high cost of the machines, there has started to zoom upward. There will probably be more reconditioned machines sales at much higher prices than formerly very soon.

Demand for used machines is noted in the calls of outstanding buyers. They have been scouring the country in an effort to obtain whatever equipment they can.

Factories will be asked to recondition many machines, according to operators, who plan to use factory reconditioned equipment at prices they never thought they could sell them at.

The smaller vending machines are still continuing, but, in the majority, these use cast iron, or scrap and new aluminum mixtures, so that they are, at present, very difficult to obtain whatever they require in these metals. They, too, are running up against shortages in components which require alloys.

Prices of new machines will, without doubt, start going up, but, as yet, the manufacturers are maintaining present price schedules. They don't promise continuation of present prices. This is being left to whatever cost rises they will come up against in further raw materials.

Some vending machine manufacturers hope to find their products looked on with favor by the Government should Federal allocation of raw materials come into the picture.

At the moment most of the allocations are voluntary and are passed on from producers to suppliers who pass them along to the factories. But, if the Federal Government is forced to step into the picture, it is believed that many of the present allocation schedules will be tossed aside, and that certain manufacturers will find that they cannot obtain the amount of materials they require to continue their present production schedules.

The larger machines now being featured by vending machine manufacturers require larger amounts of sheet steel for their cabinets. The majority of the manufacturers have contracted for cabinets they have already been advised that much of the contract will have to be delayed until steel loosens up. With present demand for steel this may be many months from today.

In the meantime the manufacturers are going ahead with whatever they are able to obtain. They are trying their best to equitably allocate the number of machines which they are producing among their customers.

One leading manufacturer of drink dispensers is offering to change over single drink machines to dual and triple units. This may become the fashion, should steel become even scarcer in the next quarter.

Most drink dispenser ops will find this a life-saver to meet their requirements.

Plastic cabinet experiments were made by many manufacturers in the past. They found that steel cabinets were best fitted for their machines. Should steel become even more scarce, which seems to be the indication and prediction at this time, perhaps plastic cabinets may come to market and may, after location usage, open a new path for the vending machine factories.

Even wood cabinets wouldn't prove of value as a substitute at this time due to the lumber shortage. Publication of lumber footages requirements by the government sometime ago gives some idea of the colossal amount of lumber required for Army and Navy purposes. These requirements alone would leave the entire country short.

There will, no doubt, be some substitution of plastics for metals wherever this is possible without sacrificing efficiency and strength, but, the majority believe that the prime scarcity, steel, will hold down further larger production of vending machines of any kind, and that by the middle of September, the field will be more or less lagging in quantity vending machine production.

Furthermore, there aren't too many used cigarette machines, drink dispensers, and other equipment in this category on the present market. Whatever further work will be required of the factories will probably be for reconditioning and modernization of older equipment to bring the old, used machines, up to present, modern machine standards.

So far such work is in the minority. It will take sometime until the average automatic merchant starts shipping in old machines for modernization. Yet, many salesmen who are now traveling among the country are recommending that this be done. They urge operators to send equipment in to have it brought up to modern standards while some components are on hand and this work can be efficiently accomplished.

It will be interesting to note whether the Federal Government will come to the aid of the vending machine manufacturers during this crisis and, if so, to obtain raw materials with which to produce a certain number of machines for the future,
ICE VENDOR STATIONS INCREASING

Summer Booms Automatic Ice Biz

WASHINGTON, D.C.—John G. Pool, executive of the National Association of Ice Vendor Stations, announced that in a recent survey conducted by the Ice Association nearly three million mechanical refrigerator users, 456,000 buy ice at one time or another for social purposes.

The ice vending stations are one of the most interesting developments of recent years, and one that has multiplied with amazing rapidity this summer. Ice vending machines are increasing with constant increasing numbers near filling stations, shopping centers and well-trafficked intersections. The ice vending stations overcome the greatest drawback suffered by the average ice company—its inconvenient location.

While the ice is merchandised in different sizes and quantities depending upon the type of vendor that is used, the most widespread are the automatic ice dispensers which are now vending ice cubes or crushed ice in neat, vending machine packages. The size of the package varies between ten and fifty pounds. The standard ice vending machine dispenses only ice cubes in 25, 50 and 70 pound sizes. Prices for the various sizes are available from the ice manufacturers, and are dispensed from ranges from fifteen to forty cents.

The ice vending stations are reloaded at regular intervals by an ice company route man. The stations provide round-trip service time and convenience for the route man's regular trade; owners usually select the vendors in most cases, still prefer delivery.

The vendors are ideally suited for vending at becoming one of the most important phases of the ice-making industry—the occasional sale to the person who has a mechanical refrigerator but still needs extra cubes or crushed ice for entertaining.

The inevitable in all vending has already happened. One unassuming customer dropped in his coins and bent over the machine to get a 100-pound block of ice that he had just paid for. Out came his block, and then the light on the machine went on, and the man fled the scene not even stopping to pick up the change that he had paid for. The machine knew that every vendor someone hits a jackpot.

Cigarette Lighter To Be Vended By Bowers Co.

KALAMAZOO, Mich.—The newest wrinkle in vending is a pocket cigarette lighter, which is being readied here by the Bowers Lighter Co. for distribution through standard cigarette vending machines.

While it is true that the Amick Co. of Gallipus, N. Y., has a cigarette lighter on the market in a slightly different manner, the Vendallite package is to be used for vending lighters only and is not a lighter itself.

The Bowers Co. are manufacturers of nationally known cigarette lighters. The firm announced that this lighter comes already filled with fuel and can be refilled by simply pouring fluid directly into the top. The lighter is finished in polished nickel and is unconditionally guaranteed.

Fred Bowers, president of the concern, stated that the lighter will be packaged in a container the size of a pack of matches.

Cig. Electricity Low

NEW YORK—In an attempt to get an answer to the question of exactly how much the electrical cost is for vending one pack of cigarettes Eastern Electric, electric cigarette vendor manufacturers, this city, sent one of their units to an independent research laboratory for an exact analysis.

After a series of tests the independent firm declared, "An electric vending unit uses 2250 packs of cigarettes for one cent. This makes it a very good location for vending one pack of cigarettes exactly 1/2240 of a penny.

Aspirin Vendor Boxes

LOS ANGELES—Louis Most, president of the newly organized Aspirin Vendor firm, manufacturers of aspirin vendors, disclosed this week that arrangements have been made for assembly line production of the new vending compartments up to 10,000 units a month.

Nat Johnson, vice president and general manager, declared that distributions are now being granted and will be given on a State-wide basis.

"IT'S GIVING ME THE CREEPS—THAT THING WAS FILLED LAST NIGHT WHEN WE CLOSED."
SALES BOOM GETS HOTTER

Rush to Stock Up Equipment. Orders Pass All Previous High Marks. Demand for Parts and Supplies Booms. Called Biggest Buying Summer in All History.

Mrs. Remain Cool to Unprecedented Buying Rush. Claim Production Going Ahead

CHICAGO—Never before has the industry been on anything like this seen here. One manufacturer reported, "Orders for our newest machine have been double during the weekend. We never received so many appeals for it from our distributors begging us to double, and even triple, their shipments."

Used machine orders have also increased. Demand from foreign countries, according to shippers here, are away up and above anything ever expected. Used machines remain hard to obtain in any large quantity.

Factories are calling off vacations in an effort to meet the demand. It is believed that none will be able to fulfill tremendous orders which factories have received. As one manufacturer promised some of his distributors over the long distance phone today, "We'll try everything we possibly can to allocate shipments as fairly as we can and rush just as many machines as we can each and every day we are in production."

This feeling is also being shared by leading jobbers and distributors and they, too, are phoning and wiring for more machines so that they can handle the orders which they are receiving in their territories.

All here agree that this is the "biggest buying summer in all the history of the industry." In fact, many of the old timers here can't remember when there was such a rush for equipment during the summer season.

All claims that high sales marks will be smashed to smithereens before this summer is over, and that the average manufacturer will be "lucky" to any-where near fill the orders he has on hand.

Also coming in for a big share of the boom that is under way are orders for parts and supplies. It seems, according to reports, that many operators and distributors throughout the country have awakened to the fact that "we had best be ready with parts and supplies before these skyrocket in price and, at the same time, become impossible to obtain."

Some of the orders which factory sales managers have been showing on parts and supplies are truly amazing. A few actually run into five figures, especially for standard parts.

Never before has there ever been

CHICAGO—Chicago Coin Machine Company, this past week, rushed its newest booth to market when news reached them that their distributors, who had already seen the "Trophy Bowl," were so enthusiastic over the game that they were telling operators in their areas all about it.

As one executive of the firm stated, "We just couldn't wait any longer. Our distributors were proclaiming the game, and were urging us to rush delivery just as fast as we could."

"The game is an 8-foot rebound and is patterned after our sensational 'Bowling Classic' bat," he continued, "that's where everything else ends."

"This game," he claims, "is the fastest we ever built. It plays out in 45 seconds. It is fitted for one or two players. It features 20-30 scoring."

"The entire mechanism has been so completely simplified that it can be quickly and easily understood, even by a new serviceman, and is so easy to get to that anyone can effect any repair in jig time."

In addition to the above, execs of the firm claims that "Trophy Bowl" features the most startling and handsomely designed cabinet that the industry has ever seen. This is one feature which no one can overlook and which draws instant attention to the game. It will be the most attractive machine ever yet placed on any location.

The firm reports that sample shipments have already been made to all of its distributors and that full-speed production is getting under way to supply the tremendous demand which their distributors have already started and which, execs believe, will backfire the firm when operators see the machine.

"And realize," as one exec states, "that this is the greatest 8-foot rebound amusement game that Chicago Coin has ever yet built."
9:30 AM
JULY 26
IS
*DH DAY
At All Williams Distributors

*DOUBLE HEADER
The Greatest Shuffle Type Game Ever Built

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The “Thank-You” Buzz

Customer knows immediately that he'll hear the music he's paid for on an AMI Wall Box. With a push of the red button a buzzer courteously sounds a note of thanks—the music begins immediately. Everybody's happy when the AMI begins to play.

AMI Incorporated

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

LAKE CITY SPECIALS!!

NEW GAMES
WM. LUCKY INNING
WM. SWEETHEART
GOTTI MADISON SQUARE GARDEN

USED FIVE BALLS
Heavy Hitter $49.50
Mostly9350
Harvest Moon $79.50
Bowling Champ $81.50
Saratoga 62.50
Tinned 39.50
Baby Face 77.50

SHUFFLE GAMES
B Shuffle $179.50
U. Shuffle Alley $97.50

THE LEADER in ONE BALLS
BALLY TURF KING

SPECIALS
Block Cherry

SPECIALS
B. Champion $374.50
D. Citation 245.00
R. Gold Cup 95.00
R. Jockey Special 85.00

NEW MILLS BELLS OF ALL TYPES

NOTICE
Every Machine we advertise is guaranteed regardless of price. Write for any thing you don't see listed. Our prices are the lowest 1/3 Deposit with all orders. Balances E.D. U. & B. Cleveland, Ohio.

WHERE YOU GET ONLY THE BEST ALL-WAYS

LAKE CITY Amusement Co.

8448 St. Clair Ave., Cleveland 14, Ohio (Tel. Cherry 1-7087)

Cincy Coinmen Celebrate

CINCINNATI, O.—Altogether the Automatic Phonograph Owners Association, this city, is passing up an August meeting, officials are at work now planning for their meeting in September.

Mr. and Mrs. Phil Ostend (he's secretary and treasurer for the association) still bemoan over the marriage of their daughter Geraldine to Lee Dreyfous. Ceremony took place July 2 at the Hotel Alms. The couple honeymooned in Florida.

Also celebrating are Albert Autenrie and Lewis Distel, who handed out cigars on the arrival of sons. Both are associated with Bigner, Inc. Pete Bigner, by the way, left the St. Francis Hospital, and is now at home recuperating from a leg injury.

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

CMI ELECTS
NEW OFFICERS

Samuel Wolberg, President; Samuel Stern, Vice-President; David Gottlieb, Secretary-Treasurer

CHICAGO—At the annual CMI manufacturers' meeting held this past week (Monday, July 17) at the Bi-marc Hotel, this city, election of new officers was held, with the result that Samuel Wolberg of Chicago Coin Machine Company was elected President; Samuel Stern of Williams Manufacturing Company was elected Vice-

President, and David Gottlieb of D. Gottlieb & Company was elected Secretary-Treasurer.

Dudley C. Ruttenberg remains as Legal Counselor. An outside Public Relations Consultant will be used when necessary.

Harry Williams is the outgoing president. He wasn't able to serve on the Board of Directors due to the fact that the greater part of his time is now spent in California.

The meeting recognized the fact that there was a very crucial year ahead for the entire coin machine industry. The members pledged themselves to continue to work in the best interests of all concerned with the field.

They will put forth every effort to make the business continue onward prosperously for all engaged in the industry.

Samuel Wolberg as well as other members of CMI are reported to have stated, "We are going to attempt, in every possible fashion, to make coin operated amusement just as American a game as is baseball.

"We want it to be recognized as such by every community in the United States and will continue to work toward this end."

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 buy 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 fearlessly truthful 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
No. 4 ON OUR HIT PARADE OF SHUFFLE-BOWLING GAMES!

Chicago Coin's

THE MOST BEAUTIFUL BOWLING GAME ON THE MARKET

1 OR 2 CAN PLAY! 8 FT. LONG!

WITH ALL OF THE SENSATIONAL "PLAY AND PROFIT" FEATURES OF "BOWLING CLASSIC"

• Speed! - 45 SECOND PLAY!
• REBOUND ACTION - FAST! SILENT!
• Simplified Easy To Service Mechanism!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO, ILLINOIS

Playing Time Of Exhibit’s “Judy”
Only 1 Minute: 15 1/2 Seconds

Sad Tale Of A Nickel

NEW YORK—Edgar A. Guest, the homely poet-philosopher, recently had one of his poems published thru his syndicate news outlet, which is so pertinent to the coin machine industry, we reproduce it herewith:

Pay telephone calls in New York City now cost a dime.
—News item.

Time was a nickel used to be
A most important coin to me.
Shop keepers always smiled with joy
To meet a nickel-spending boy.
It often took me half an hour
To use a nickel’s purchase power.
Of lemon drops no lad on earth
Alone, could eat a nickel’s worth.
But now despised has come to be
That coin so precious once to me.
I’ve tried it out! In manner grave
A nickel to a boy I gave.
He looked at it and asked me flat:
“What can your grandson buy with that?
A nickel’s worth of nothing! Say,
It’s quarters kids must have today!
A nickel! In New York alone,
I couldn’t even use the phone.”

has all the features the operators want
and, in addition, is so well arranged
that it is, without doubt, one of the
most attractive five-ball games to have
been introduced to the market in a
long time.”
Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe

New Disappearing Pin CONVERSION UNIT

Turns your original Shuffle Alley into a New Shuffle Alley Express
(ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY)

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Profits ARE JUMPIN' with Judy!

Here's the new, last-action, profit-pulling "FIVE BALL" that stands out for—

SCORING SIMPLICITY  
SUPER-HIGH SCORES  
BOBBLE BUMPERS  
3 "SPECIALS" FOR FREE GAMES  
LAST-CHANCE POP-OUT

Plus unique new FLASH that means new CASH to operators! And ONLY Exhibit has it! Let JUDY jump your profits! See "Judy" at your distributor now!

THE EXHIBIT SUPPLY COMPANY
4222-30 West Lake Street  •  Chicago 42, Illinois  •  Established 1901

Williams "D.H." Day Set For July 26 At All Distributors

Factory In Full Production On "D.H."

Chicago—Sam Stern, executive vice-president and general salesman of Williams Manufacturing Company, this city, this past week announced that their "D.H. Day" would start at 9:30 A.M. on Wednesday, July 26th, at the offices of all their distributors, clear across the nation and that, on this day, the firm would show its new amusement game.

As Sam Stern stated, "We sincerely believe that this is one of the most outstanding amusement products that has ever yet been introduced to the industry.

"This is one game we believe every operator will be able to use and will also be able to place on any location anywhere.

"This game," he continued, "is the result of a great deal of experimentation and field testing. It is one game that has every quality operators have ever wanted in a strictly amusement product plus long-life operation."

Samples of the game were on the way this past week to all the firm's distributors, but, will only be shown, beginning 9:30 A.M. on Wednesday, July 26.

The game will be an 8-foot rebound with some of the most outstanding features ever yet presented to the trade.

It will be a baseball play game. The letters "D.H." stand for the name of the game within the "Double Header." The game is a two player rebound featuring unusual puck play action.

The too many details concerning the new "Double Header" weren't as yet made public, Sam Stern did state, "This is one amusement machine which has every quality that operators have ever asked for in any game.

"It is so outstanding that those who saw it acclaimed it as one of the all-time great games of the coin operated amusement machine industry."

Chris Pressing Como For Speedy Deliveries Of "Hollycrane"

Baltimore, Md.—Chris Christopher, Chris Novelty Company, this city, has been keeping the Como Manufacturing Corporation, Chicago, busy answering his steady stream of long distance phone calls requesting more and more "Hollycranes."

His explanation of the increase in sales of "Hollycrane" is the complete satisfaction from an operating standpoint and the unusual earning power of the machine. "In some locations," Chris reports, "it is almost unbelievable to hear the reports on earnings of 'Hollycranes' operated with dime chutes."

Amusement parks in the vicinity of Baltimore, according to Chris, are doing exceptionally well operating "Hollycranes."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW CONVERSION
WITH REALISTIC
UPRIGHT PINS
THAT DISAPPEAR
AS ROLL-OVERS ARE HIT
PINS AUTOMATICALLY SET
EXACTLY AS ON
BALLY SPEED-BOWLER
INSTALLED ON LOCATION
IN A FEW MINUTES...
IT'S FAST!

New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes.

Write at once for complete details and prices.

COMO MANUFACTURING CORPORATION
3013-3025 N. KEDZIE AV., CHICAGO 25, ILL.
PHONE IND. 3-7600

Rock-Ola Mfg. Corp. Readies
New Shuffle Game

stated, “Would take the entire industry by surprise.”

According to Weinand, “This new game, which is un-named as yet, is one of the greatest which we have ever yet built at our factory.

“It has all the qualities and attributes of the former famous Rock-Ola products.

“It will, without any doubt, prove the greatest stimulant in the rebound-shuffle game field which has ever yet been introduced.”

The first tests of the games are under way at this time, and plans for shipments of samples to the firm’s distributors are now being completed, Weinand didn’t make public when the firm would announce the new game.

He did state, “This is one amuse-ment product which we, at Rock-Ola believe the trade will agree was well worth waiting for.

“It’s the kind of game that will revive play everywhere in the nation.”

Further announcements regarding this new Rock-Ola rebound-shuffle will be forthcoming within the next few days.

The firm hasn’t as yet decided just what its plans will be regarding deliveries.

They did announce, tho, that all orders will be handled in rotation as received.

CHICAGO—J. A. (Art) Weinand, vice-president and salesmanager of Rock-Ola Manufacturing Corporation, this city, announced this past week, rather mysteriously, that the firm is readying introduction of their newest rebound shuffle game and that, he

JOBBERS! DISTRIBUTORS!
A FREE AD EVERY WEEK!

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

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

ALL FOR ONLY $48 FOR THE ENTIRE YEAR

SAMPLE LISTINGS

FOR SALE—We are distributors for Bally, Wulff, United, Williams, Exhibits, Gottlieb, SuperVend and Keeney. 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.

FOR SALE—Closing out our entire stock of used machines. United Shuffle Alley $200; Bally Shuffle Bowler $250; Chicago Coin Rebound $100; Mills Three Balls 5/10/25c $175. Many others. Write for list: UNITED STATES AMUSEMENT CO., 48 FOURTH ST., OGDONTOWN, CALIF. (Tel. 48)

WANT—to pay highest cash prices for late model pharaohs, eucalypt and one-balls. Also want good live-balls and arcade machines. Write: COIN MACHINE CO., 15 AVENUE D, BEST CITY, IND.

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

IMPORTANT NOTICE

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

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

SEE CLASSIFIED SECTION FOR STYLE

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

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

Firm Name
Address
City Zone State
Individual’s Name

“IT’s What’s in THE CASH BOX That Counts”
Production Speeded To Supply Trade With New Equipment


CHICAGO—The present condition brought about by the Korean incident which caused rapid government action to produce war materials, and which also started much contemplation throughout the entire industry, is now a reality and may well cause many factories to be prepared for any eventuality.

As reported in past issues of this publication, manufacturers have been absorbing price increases of raw materials. This condition now has reached the point where any possible move on war materials production, if such did come about, would be taken up with war materials production and make it more difficult for them to continue, plus the fact that stocks are running low and unable to be expected that they would have to raise the prices of their finished products to forestall any losses.

The production of war items hasn't yet penetrated too deeply into the field here, but many of the manufacturers are still working on some items to and will probably continue, while others now believe that they may be called back into the field.

Would this come about, it is naturally believed here that this would cause a shortage of new equipment through the field.

Many are wondering just what will result, and that they are biding their time, are also speculating on production runs of equipment they now have under way.

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PROFIT with KEENEY'S

SILVER BELL (Consolos) • PYRAMID (Electric Bell) • BOWLING CHAMP • DOUBLE BOWLER • DUCK PINS • ELECTRIC CIGARETTE VENDOR

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

WANTED

We want to buy Wurlizer 3020's, Wurlizer 1017, Bally One-Balls; Bally, Farthes; Photo Finish, Brand New closeout Five-Balls and Shuffle Machines.

- We have a stock for sale at wholesale: United Shuffle Alleys, Bally Bowlers, Keeney Pin Boy.
- New England's LARGEST STOCK OF ALL COIN MACHINES EXCLUSIVE DISTRIBUTORS FOR: Wurlizer, Bally, Keeney and Exhibit

RED DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS.
DISTRIBUTOR

THE MINIATURE COIN-OPERATED INDUSTRIAL HOLLYCRANE

ORDER from your DISTRIBUTOR

GOTTLIEB’S TRIPLETS – TERRIFIC!

3 Scoring Opportunities! Triple Earning Potential!

SPELL TRIPLETS • VARIABLE BONUS AWARD • SIDE ROLLERS FOR FREE PLAY

with Fast Action DROP COIN CHUTE

“POP” Bumpers Flippers

EASTERN FLASHES

Conversations in the past week along coinrow were about President Truman’s speeches to the Congress, and to the nation delivered on Wednesday. As his doings with the Republicans made it evident that the factory couldn’t keep up its production to match the demands of the market, the factory announced its intention to build a new plant.

A. D. Palmer, advertising manager of Williams, flew into New York for some special work, but failed to meet up with Williams. A. D. arrived Thursday morning, and Ed had left Wednesday night, returning to Tonawanda.

While in Boston, Williams and Bear almost had an opportunity to study the local “pokey.” It was an all-night affair. Williams, scheduled to pick up the Williams’ officials at the airport, borrowed Ed Muzak’s car and straightened out.

A. D. took a fast shave at his favorite barber’s, located in the town’s leading hotel. He rushed out of Miller’s car, parked in front of the hotel, tipped the doorman to leave it in that spot, and explained he would be out in a few minutes. After the two men arrived, he jumped out, jumped into the convertible Coevoit and drove out to the airport. When he had picked up Ed and Bob, they headed for the car, but noticed that several radio cars and a flock of policemen were around the car. In his haste, Heed had taken the wrong car, and was soon on the road to his car in possession. After a little “discussion” with the police officers, the matter was straightened out, and the Wurlitzer boys were given permission to drive the car back to town.

Art Lyons, special representative for Exhibit Supply Company, visits with Mike Munroe. Munroe is still busy as ever shipping games and supplies throughout the country.

Harry (Snobby) Sagerman, Ruxton Sales Company, always on the go, visits some of his up-state New York operator customers.

Dave Lowy, Dave Lowy & Company, practically sold out of his stock of used games, awaiting more new ones from J. H. Leeney. Meanwhile, Dave becoming more active in the wholesaling of used machines.

Nat Cohn, at one time head of one of the country’s leading wholesaling firms, back in the city after a sojourn in Arizona these past few years. We understand Nat has some plans in mind, and if they take hold, will once again set up here. Al Simon, Albert Simon, Inc., (Chicago Coin representative) should have the factory’s newest release game on display when you read this. Al, who saw “Trophy Bowl” at the factories, claims it’s the best ever turned out by the manufacturer.

“And the operators know how successful they were with our past games,” grinned Al.

Harry Koepele, Koepele Distributing Company, returns from a most successful buying trip thru the South. Hymie, who had been holding down the fort during Harry’s absence, starting to show some signs of weariness. “If I can make it,” says Hymie, “I’ll take a vacation sometime in August, and drive out to Arizona with the missus to visit some of my family.”

Harry Rowe, Atlantic-SeaBoard New York Corp, along this past week, but comes down to the office anyway. Teddy Seidel, American Vending Company, leaves a few weeks, and will spend the time with his brother on the Potomac.

Harry Wichansky, Atlas Vending Co., Elizabeth, N. J., celebrates a birthday on Friday, July 28, Al Douglas, former owner of Douglas Manufacturing Co., drops into the office this week to say hello. Al is retired and living the life of Riley in Miami, Fla. By coincidence, Douglas and Nat Cohn arrived at our offices within a few moments of each other.

Naturally the discussions turned to the days of past glories. Cohn’s firm, Modern Vending Company, was the first distributor ever appointed by Dave, and as a result they both profited. Altho Cohn is presently associated with a large wholesaling firm in Tucson, Ariz., his family is putting the pressure on him to remain in the big city. Reminiscing about past successes in the coin machine field whether Cohn’s appetite considerably, and it’s quite possible he’ll study the possibilities of returning to his first love.

Bill Rabin and Herb Klein, International Automatope Corporation, announce the manufacture of a book vending machine, “Vendavon.” The machine has a capacity of 350 to 450 books depending upon the size of the book. The buyer has a selection of 21 different titles of every description at 25c each. Books are published by Ave Publishing Company, publishers of “American Weekly” and “American Monthly.”

Chris Christopher, Chris Novelty Company, Baltimore, Md., reports the sale of 100 ‘Hollycranes’ is surpassing anything he’d believed possible. “It’s making money for the operator,” states Chris, “and after placing several, they return for more.”

Eddie Ellis, formerly connected with the coin business and Colorado drops in for a chat and to ask questions about the big and his friends. Bob Bear, Wurlitzer special representative, very happy over the arrival of his baby some weeks ago, and that his wife is now completely recovered.

E. T. Rose

Manufacturing Corporation

5013-5025 N. Kedzie Ave., Chicago 25, Ill.

Phone: INdependence 3-7600

No other coin-operated equipment can compete with this amazing skill-game

34 IN HIGH
24 IN WIDE
48 IN LONG

Get's Continuous Play
Packed With New Features
Large Super-Size Play-Field
Easy Access For Dressing Field
Choice Of Merchandise or Free Play Models
Ideal For Locations Of All Types

EARN BIG MONEY YEAR AFTER YEAR!

HOLLYCRANE

MINIATURE COIN-OPERATED INDUSTRIAL CRANE

Write for bulletin & folder

COMO

MANUFACTURING CORPORATION

5013-5025 N. Kedzie Ave., Chicago 25, Ill.

Phone: INdependence 3-7600
CHICAGO CHATTER

Much commendation to Herb Jones, editor of "Bally-Who," one house magazine that is trying to tell the nation's coinmen what it takes to build a good pinball machine, which are scarce in this industry. Well, that's a job that it's never been so important for everyone in this industry... What a party that was at the Chester and the Surf last night. Betty Eve, Mr. and Mrs. Bill Byn, Lyn Durant, Millie and Ray Riehl, Vel and Gil Kitt, "Big Bill" Rothstein of Phil, Mr. and Mrs. Bob Schaeffer and many, many others, traveling from the Chicago to what is fast becoming what is fast becoming the new favorite spot for coinmen, "Irving Singer's Silent Frolics." What a box. You've had a chance to take advantage of that free record bonus plan. Boys get together to buy as much as each one can and then the promotional operator gets in on the act. So when they do they buy between July 15 and August 15. Ray Moloney, Lou Breeze and the folks at the Surf plan to get a list of off which should be a lulu to watch. Each guy out with a different gag and all probably flying for the first nine.

Harry William, Sam Stern and Sonny Rosenberg talking golf in Sam's gorgeous private offices. From what we gathered, Harry gets two lessons per week and has turned into a really good golfer out in California. Sam still continues in the "hawkings" dept. But, what's really funny, was that both the factory execs had better watch their step when out with Sonny. This guy has won himself a zillion cups for his golf and shoots way low in the 70's. Beware! Which also reminds that Jackie Fields believes, after steady golf this season, the time had come when he could take Jim Harrington for a little ride over the Tam O'Shanter course. Mike's a handicap golfer. So—when the 18 were over—was Jackie defeated. But, like a true champion, he's going to try. That was quite a weekend party up near Brainerd, Minn., given by Herman Pastor who bought the old Wurlitzer dist. there's gorgeous summer spot there. Herman had some Chi people with him, as well as those of his employed it here in town, and everyone reported it was a really grand, grand time. If you go up to Breezy Point, you're only 12 miles from Herman's place.

Paul Fuller down with a heart attack and rushed back to his home inOmaha, N. Y. And Larry Cooper of the same firm, SuperVend Sales Corp., also very sick, we hear. Here's hoping both speed up recovery. Elections of new officers by CMI this past week. Samuel Wolberg of Chicago named President, Sam Stern of Williams elected Vice-President and Dave Godtlevson of Chicago, Co., elected Secretary-Treasurer. Dudley Rottenberg continues as legal counsel. Chicago back in action again with a new 8 ft. record player, the "Bally Vision," which almost all of the firm tells me is better than their famed, "Bowling Classic." Plenty good features on the game and speedily, 45-second play action. J. A. (Arty) Weinand, who has all the executive pull at the Rock-Ola Mfg. Co., while David C. Rockola and J. Raymond Bacon are on vacations, reported that a new "Magic-Glo" phoned out the past week. "Not a one left in the factory," is the way Arty put it. And, in addition, this big plant coming up with a new idea in an 8-foot rebound which Art labels, "sensational." Field tests under way here in Chi and samples soon on the way to Rock-Ola districts.

That new Williams' game "D.H. Day" is "Double Header" which is also an 8 footer in the rebound department, but with what Sam Stern claims, "Are the most outstanding features ever yet built into any rebound shuffle game." There's so busy out at J. H. Keetley & Co. these days, it's almost impossible to get him on the phone. Anyway, when we at last did make the connection, they advised that the firm is just about ready to go with a new brand new conversion for players which will touch 'em back on their heels. Talk about orders. Sit down at the Bally factory for a few minutes with Jack Howlett or Bill O'Donnell or some of the other guys and listen. Utter—how di'phones ring all day long asking for more, more, more! The not only consumed all of the larger drink dispensers and ciggy machine makers have already advised their distributors that prices will go up as of August 1. Some raising as much as $100 per machine. Meanwhile vendor ops much worried because merchandise pieces flying. May have to change to higher coin chutes.

Joe Cohen of Ristorace, Appleton, Wis., advises that firm simply jammed with orders, a lot of 45 RPM phone. Plant is working at capacity and trying hard to get up to 200 production per day. Jerry Halsey of Buckley away on a two-week, well-earned vacation and intending to get lots of rest and sunshine. Max Lippin of Detroit around town advising the firm now takes agents for Olympic TV sets.

Ben Coven a busy boy these days. Between golf with his charming wife, Trudy, at Twin Orchards, and more business than ever, he's there among burning the midnight oil and enjoying some golf or spending a regular workway at his offices and neglecting golf. What to do. What to do! The time element is getting ever more important with ops. With TV cutting in on play in many spots, ops want to know what to do to expect on any machine during the peak play hours. So Frank Menciuri, sales manager of Exhibit, here personally introduced to the firm's new five-ball "Judy" had location tests made of the average playing time. The result that the average player completed the play on "Judy" in 1 minute, 15 seconds, which, to our way of thinking, is plenty slow in any man's location.

Art Olsen of Permo enjoys himself a birthday on Friday, July 28. Happy Birthday, Arthur. Rumor has it that one of the largest plants around town will be asking for Uncle Sam. Vincent Brandom around to report that they're now the top disk sellers in this area with Oriole Records. This platter created by ops here in Chicago. Never saw a bunch of happy guys than over at United. Lyn Durant, Billy Deselm, Herb Oettinger, Ray Riehl, and the others, very much elated the way their new conversions are going over with the top ops everywhere in the country. These conversions so good, from what ops report, they're actually making "new games out of old machines." And that's what we call commendation.
CALIFORNIA CLIPPINGS

Well, the papers were full of it, with everybody getting into the act as the recent state legislative ban on slots went into effect on July 14. The state authorities said they would do this and they did that, although they were working with anything even remotely reminding one; the county sheriff's dept., pledged to get whatever was left over; the L.A. Chief of Police also announced his men would pick up any "slot machines they might see." (The last is a verbatim quotation in the classic spirit.) As far as Coin Law jobbers and the operators were concerned, there wasn't too much of this. Most of them had pretty well cleared their stocks out of state or broken the stuff up well before the deadline. The only people we knew who showed any anxiety were a couple of personal friends with machines in runpy rooms. Seems they thought we might have some inside information as to whether the state, county and municipal gendarmes would knock 'em over on a charge of possession. We had nothing bright to say.

Badger Solers is now distributors for Exhibit and set to do a job on the new 5-ball "Judy" (got to plug that one, same name as your young daughter). Bill, my buddy in Blue River, Balboa fishing trip with one distributor in the hole. ...The gang at Paul Laymon's in Madison, Blaze, their capacity tuned when not his master, Charlie Daniels, who seems to have had his mind changed about that vacation trip up North and decided to move around the yard and get in a little local entertainment. Bally regional rep., due in for social visit with Laymon's though they'll probably take time out to "Turf King" and the ops who are clamoring for speedy delivery on the sensational new one-ball. Joe Perkin cool off in Chicago during the L.A. wet, and sitter with his friends that the weather has taken some toll of music biz in the city but AMI sales to ops for resort spots are taking up the slack. ... Lyn Brown busy entertaining his brother, Max, in from Philly and anxious to see what Hollywood looks like. . . . Johnny Hawley has arranged for a warehouse nearby his Pico Blvd spot, which is slated for a new front store, and the hustling Hawley outfit is appearing to be handling its fair share of 5-ball and novelty merchandise sales.

WANT

WANT—Hollerbrines and Pre-war Models Of All Kind. LIEBERMAN MUSIC COMPANY, 1124 HENNE-POLIS AVE., CHICAGO, ILL. WANT—Pay top dollar for any Mills, Watling, slot type slot. Any quantity—one or a thousand. Send your list and price wanted. Write, wire, phone immediately. Trade in or merchandise into cash. AMUSE-MENT MACHINES, INC. 4903 S. POINSETTIA AVE., FULLERTON AVE., CHICAGO 39, ILL. (Tel: Humboldt 9-1323)

WANT—Your offer or suggestions. We buy all your round and pay top prices. No blues or race. No hot too large or too small. We also buy chenier inventories complete. BEACON PHONOGRAPH SHOP, 905 NO. MAIN, PROVIDENCE 4, R. I.

WANT—Lost late model phonographs, all makes, for cash. Announcements, gadgets, etc. WEST END, 1245 MICHIGAN AVE., ELIOT AVE., SEATTLE, WASH.

WANT—Will pay highest prices for late model phonographs. Will pick up in surrounding area. DAVE DARR, 2300 S. NEW YORK, N.Y. Tel: CH 4-1500.

WANT—Late model Warner Bros., Sine, Rogers, et al, phonographs, all models. Exhibit Rotary Merchandisers. (punches), J. Y. LANDI, 323 SANFORD, UPPER DARBY, PENNA.

WANT—Will pay top dollar for AMI Model "R", Write giving your best price for AMI Model "R", 1240 S. LINCOLN WAY, CHICAGO 15, ILL. MARK DISTRIBUTING CO., FAIRBANKS ST., N. W. GRAND AMERICAN MUSIC, 500 S. MICHIGAN AVE., CHICAGO 5, ILL. 5743 GRAND RIVER AVE. DETROIT, MICH. (Tel: Tyler 8-2230).

WANT—Used, new or surplus stock records. At his time we will purchase bulk stock, rolls, LP, 10" western and sacred records. Top prices paid. Unife Music Company RECORD EXCHANGE. Anthony "Tony" Galgo, 4142 W. ARMI-NGTON AVE., CHICAGO 59, ILL. Tel: Dickens 2-7060.

FOR SALE

FOR SALE—Bing-A-Roll $60; Pro Score $25; Bowlette $150; Shullee $125; Ten Pins $100. WANT—Top quality phonographs, 1920's, 1930's, and 1940's. MOHawk SKILL GAMES CO., 67 SWARTZERTOWN ROAD, SCOTIA 2, N. Y.

FOR SALE—Special Offer, 40 Station Hostess Machines. Make offer, no reasonable offer refused. M. T. SPECIALTY CO., 826 NORTHERN AVENUE, CHICAGO 30, ILL. Tel: Ppolar 5-2399.

FOR SALE—I Chicago Coin Bank-3,3995; 2 Chicago Pinto-950. Both for sale. Exhibits Silver Jubilee $115; 1 Williams Allen $25; 1 $100. We have the latest Model 110, 1251; 1 Scientific Pitch Em & Bet $125.90; 2 Jungle Em $250; Williams Al-110, 175; 3 United Shellite Express; $175; 1 United Shellite Atlas; $95; 1 Bowlett $110; 2 Select-O-Card $125 ea.; 5 Solotone Phonographs, Radio and Television Com. 875 ea.; Solotone Racks $22.50. All this merchandise is clean and ready for location; 1000 Personal Music Boxes $25.00 ea. We have used Personal Music Boxes $2.50 ea. (Tel: Humboldt 9-1323).

FOR SALE—Plastic Conversion Kita (do it yourself). Write for free and 3. Specify game when ordering. 1/3 the wholesale price. ECONOMY SUPPLY CO., 2015 MARYLAND AVE., BALTIMORE, MD.

FOR SALE—Used Columbus Models Z and Z-4 with 46 each. Condition guaranteed. Cash with order. BIRMING- HAM VENDING COMPANY, 540 SECOND AVE., NO. BIRMING- HAM, ALA.

FOR SALE—George Bowling 1150; Williams Twin Shuffle $130; Bow-lett $185; Bing-A-Rolls $65; Br- Rolls $65; Humpy Dumpy $50; Triad $50; Floating Power $75; Son $25; Baby Face $90; Temptation $50; Lucky Star $90; Sharpshooter $135; Harvest Moon $115; Cash Out $25. 472 GRAND RIVER AVE., DETROIT 4, MICH. Tel: Tyler 4-3810.

FOR SALE—Export: Game and Music in excellent condition. Personal ads. AUTOMATIC VENDING CO., 1201-1203 CHESTER, PA. Chester 3-9222, A. A. Swan, Mr. Shankleton.

FOR SALE—Complete line of used equipment for bars, clubs, Shuffles; Games; One-Balls; Comets, etc. Write giving address, phone, prices are right. We are distributor for Unife, Payno, Williams; Uni- versal; Exhibits, Getz. TANAR DISTRIBUTING INC., 2647 GROVE AVE., MIAMI 54, FLA. Tel: 3-7648.
FOR SALE—Wurlitzer: Victrola $333.80; 979.60; 600R $69.95; Rock-Ola Commandos $50. All in good condition. Write for details. NEW YORK MUSIC DISTRIBUTORS, 409 N. NOBLE ST., PHILADELPHIA, PA. (Tel.: MA 8511).

FOR SALE—Jennings Standard Chiefs and Mills Consoles. $45.00 each; Jennings Challengers 5/5, 5/10, 5/25e, late models. All equipment is in good condition and appearance, excellent playability. Write for prices. DUQUETTE CO., 1606 ELWOOD AVE., SOUTH BEND 16, IN. (Tel.: 2573).)

FOR SALE—1015 Wurlitzers, $275; 1080 Wurlitzers, $295; 1100 Wurlitzers, $125; Seeburg '48, $395; Aireon DuLuxe, late model, $125. YONTEX SALES CO., BYESVILLE, O.

FOR SALE—Phono and Game route—northern Westchester County, Will sell complete with all present used phono's and games at low-slow prices. Write for list. CHARLES H. ROBERTS, 3010 MISSION HILLS, N. Y. Tel.: BEdford 5-1211.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor of Mills, Chicago Coin, Keeney, Bally and Mills products. Write for prices. WESTERN DISTRIBUTING CO., 23 W. 3rd STREET, WILLIAMSPORT, PA.

FOR SALE—Shuffle Alley $99.50; Bango, Shuffleskill $49.50; Beacon Pool $129.50; Chicago Pool $99.50; Chicago Puzzle $99.50; Golden Glide $65; Scientific CUE CHAMP write. WURLITZER MUSIC CORP., 612 TENTH AVE., NEW YORK 18, N. Y. Tel.: Cleve 6-6486.

FOR SALE—Shuffle games completely reconditioned: Playing field resurfaced; United Shuffle Alley $109; Bally Shuffle Bowler $139; Chicago Coin $109; Pinball Alley $129. All machines are perfect, write the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 245 CARNEGIE AVE., CLEVELAND 6, OHIO.
How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter, "The Confidential Price Lists" can offer protection of the market prices of the different classes. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange. Marketing prices as they are quoted for the past week, regardless of how much they may seem, are out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, contain the last known quotations for such equipment. Even if the subscriber has no list for the same, he will at least have 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 feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $175.00. Of course, condition, serial, appearance, demand, territory, quantity, etc. must all be taken into consideration when using "The Confidential Price Lists." Each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

MERRITT: "The Confidential Price Lists" are sold as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears should be considered lowest price.

P 10
15.00 25.00
P 12
15.00 25.00
312
17.50 30.00
313
47.50 95.00
412
25.00 39.50
412 L.I.L
19.50 39.50
616
21.50 39.50
616 L.I.L
40.00 45.00
616 A
25.00 40.00
71
35.00 45.00
71 M
95.00 150.00
750 E
115.00 150.00
750 E Colonial
89.50 115.00
780 F
79.50 91.50
850
95.00 97.50
950
87.50 89.50
1017 Hideaway
229.50 249.50
1112
375.00 425.00
2300
350.00 450.00
300 Adapter
10.00 15.00
400 Wall Box
3.00 4.50
310 Wall Box 30 Wire
4.50 6.50
320 Wire 30 Wall Box
3.75 5.75
321 Wire Bar Box
4.50 6.50
321 Wire Bar Box
4.50 6.50
Wire Stepper
4.00 5.00
Wireless Strollers
25.00
430 Speaker Club with Wire
69.50 75.00
420 Speaker Cabinet
4.00 6.50
3201 Wall Box
10.00 18.00
3204 Wall Box
14.00 19.00
3205 Wall Box
29.50 35.00
3302 Wall Box
29.50 35.00
3312 Wall Box
17.50 25.00
50 Speaker
95.00 125.00
160 Wall Box 3c 36 Wire
3.50 4.50
160 Wall Box 10c 30c
12.50 17.50
111 Bar Box
3.00 4.00
1200 Wall Box 2c Wire
2.00 3.50
Bar Brackets
2.50 3.00
351 Impulse Recap
2.00 3.00
351 Wire Speaker
2.00 3.00
151 Wall Box Wire 5c Wire
5.00 7.50
135 Step Receiver
15.00 19.50
151 Imp Imp Fast Step
3.50 7.50
135 Imp Receiv
20.00
330 Wood Transimit
32.50
5 Screw Transmit
7.50 9.50
39 Speaker A
25.00
39A Adapter
15.00 17.50
Steel Cabinet Speaker
10.00 13.50
580 Speaker
25.00 27.50
123 Wall Box 5/10/25
9.00 15.00
125 Wall Box 5/10/25 Wire...
3.00 7.50

ROCK-OLA
12 Record 19.50 39.50
16 Record 19.50 39.50
Rhythm King 12 21.50 34.50
Rhythm King 16 21.50 34.50
Imperial 20 21.50 49.50
Imperial 16 21.50 49.50
Windsor 29.50 40.00
Menlo 29.50 40.00
Sid. Dial-A-Tone 39.50 49.00
40 Super Rockolite 49.50 59.00
40 Master Rockolite 49.50 59.00
50 Master Rockolite 49.50 59.00
50 Counter 39.50 59.00
41 Premier with Std. 41.00 59.00
5.00 14.50
Waltz Box 4.00 9.00
Bar Box 4.00 9.00
Spectravox 11 15.00 29.50
Glenwood Model Column 10.00 15.50
Modern Tone Column 30.00 45.00
Playmaster & Spectravox 19.50 69.50
Playmaster 19.50 69.50
Playmaster 18.75 31.50
Twin 12 Cab Speak. 39.00 49.00
Playboy 15.00 30.00
Commander 39.50 59.00
1422 Phone (46) 119.50 150.00
1421 Phone (46) 159.00 259.50
Magic Gleam 330.00 399.50
Selectomatic 3.00 5.50
300 Wall Box 5.00 7.50
500 Wall Box 12.50 15.00
550 Wall Box 15.00 20.00
1110 Wall Box 15.00 20.00
1550 Wall Box 18.50 21.50
1110 & 35WX Box 3.00 5.00
1605 Operaq Console 21.50 49.00
PACKARD
Pla Mor Wall & Bar Machine 12.50 17.50
Manhattan 139.50 195.00
Model 7 Phone 99.50 185.00
Model 10 Phone 73.50 95.00
Bar Bracket 2.00 3.00

FIVE-FOOT AMUSEMENT GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (C) Chicago Coin; (G) Genco; (G) Gottlieb; (U) United; (W) Williams.

A M I
Hi-Boy (202) 49.50 59.00
*Hi-Boy (201) 59.00 69.50
Streamliner 5.00 10.50 25.00 35.90
Top Flight 5.00 10.50 25.00 35.90
Paragon (201) 350.00 410.00
Model A 46 175.00 215.00
Model B 48 195.00 225.00

BUCKLEY
Wall & Bar Box O. S. 3.00 5.00
Wall & Bar Boxes 12.50 17.50

A Super Deluxe (146) 64.50 125.00
Blonde Bomber 125.00 157.50
17 Hideaway 150.00 185.00
Coronet 140.00 193.50
Wall-o-rama 20.00 25.00
Impressario Speaker 17.50
Baroomatic 15.00 22.50
Carillon Speaker 22.50

D Lavishmills

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UNITED’S TWO PLAYER
SHUFFLE ALLEY EXPRESS
LIGHTNING FAST, AUTOMATIC SCORING BOWLING GAME

1 OR 2 PLAYERS
10¢ 20¢

DISAPPEARING PINS

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HINGED PLAYFIELD EASY TO SERVICE

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offers attractions to every type of player . . . the passer-by who plays a couple of nickels now and then . . . and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share . . . get TURF KING now.