The Weavers, folk group responsible for a tremendous flurry of excitement in the music business are pictured above running through a rendition of their folk tunes, "Tzena, Tzena, Tzena" and "Goodnight Irene." The Weavers first popularized "Tzena" at The Village Vanguard in New York. Maestro Gordon Jenkins heard it, wrote lyrics, recorded the tune with The Weavers with the result being the smash popularity of the song today. The group is set with a series of personal appearances and theater engagements starting this month. Pictured above, left to right, Pete Seeger, Lee Hays, Ronnie Gilbert and Fred Hellerman. The Weavers are exclusively featured on Decca Records, and managed by Pete Kameron.
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," they 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!

FOR ALL BUYERS AND SELLERS WHO WANT COMPLETE, EXCLUSIVE, INTERESTED AND INTENSELY READ COVERAGE OF THE ENTIRE TRADE. (NO WASTED CIRCULATION).

"THE CASH BOX" IS THE MARKET PLACE

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." INQUIRE TODAY REGARDING ADVERTISING IN

THE CASH BOX

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

Publication Offices
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.
(All Phones: LOngacre 4-5321)

Los Angeles
6363 WILSHIRE BLVD.
LOS ANGELES 48, CAL.
(All Phones: WEbster 3-0347)
These are facts.

The average man does not know what his druggist pays for the toothpaste he sells him.

He doesn’t know what his grocer pays for the coffee he buys from him.

Why, then, should the public and especially the location owner know all about, as well as how much, machines cost operators?

Why should the public, as far as that goes, know whether this industry is in, or out, of business?

The time has come for this, and many, many, other industries, to turn to quiet, as their policy.

Why should the location owner know inner-industry details?

What happens in this industry should remain in the industry.

That is why this industry can continue onward, progressively, as long as it keeps itself to itself.

That’s why this publication, over eight years ago, adopted the policy of reaching exclusively and only to the members of the industry.

It has always maintained that policy.

It is now strengthening that policy.

Simply because the time has come to tread softly, and speak softly.

This industry must now proceed without fanfare, or ballyhoo, and keep itself within itself.

This industry will go forward, regardless of what the future holds, for it offers this nation an extremely vital necessity.

As the next two pages editorialize, here is the one industry of the nation, the one, and only one of its kind, that can offer economical, relaxing, easing and soothing entertainment—the greatest MORALE BOOSTERS in all the world’s history—at a time when this great nation of ours most needs it.

But, within itself, and to itself, this industry must maintain quiet.

This is not the time to let itself open to newstand purchase.

This is, instead, the time when, like the druggist and grocer examples used here, it must keep itself, and its inner-industry doings, to itself.

The time has come for QUIET.

EXECUTIVE STAFF

BILL GERSH, Publisher
JOE ORLECK, Editor and Advertising Director
ROBERT E. AUSTIN, General Mgr., Music Dept.
OLIVER FRIEDMAN, Music Editor

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue.

SUBSCRIPTION RATE $5 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $6.00 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year’s subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

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 are the one and only officially recognized price guide of all new and used machines in the United States. “The Confidential Price List” are exclusive, copyrighted feature of The Cash Box. “The Confidential Price List” report each week new and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. “The Confidential Price List” 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 List” are officially used in the settlement of quarrels, for buying, selling, and trading of all coin operated equipment, and are also officially recognized for taxation purposes. “The Confidential Price List” are used by finance firms, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machine industry. They have been legally recognized in courts throughout the United States and Canada. “The Confidential Price List” 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.”
AUTOMATIC MUSIC AND AMUSEMENT
MORALE BOOSTER
WITH ALL INDICATIONS POINTING TO AN EXTENDED PEACE, AMERICA MOST DEFINITELY NEED ECONOMICAL ENTERTAINMENT AND EASES NERVOUS TENSION AND HELPS PREPARE FOR THE PRESSURE OF ALL OUT WAR PREPARATION

The coin machine industry is an American industry. It's as American as pie-and-coffee. It's thankfully, and blessedly, American. It's American to its very core.

This American industry, the coin machine industry, is more than just an industry of commodities. It's an industry for, and of, America. It's an industry that offers America the world's finest and great MORALE BOOSTERS.

Every amusement machine, every juke box in America, is a potential MORALE BOOSTER. An invaluable, vital, MORALE BOOSTER. A MORALE BOOSTER that is unequalled for helping America.

There is every indication that this will be a war of nerves. That Russia, as the experts state, will push this nation into a state of complete, all out, war preparedness. And will then ease off and walk away from any possible showdown fight.

This, the experts believe, will happen more than once. It may happen many times. It may, they are firmly convinced, crack the nerves of America's millions—and leave Russia to win—without a fight.

Therefore, with every indication pointing to a war of nerves, more devastating and more damaging than even Hitler's blitz of the British public, America's peoples will need all the soothing, all the easing of tension, they can get.

They will require economical entertainment. With taxes going skyward to smash the possibility of inflation, with people finding their pay envelopes shorter, because of larger, and possibly still larger, withholding tax withdrawals, they will not be able to afford anything but economical, and extremely economical, entertainment.

That's where, as in World War II, the coin machine industry again comes to the fore. That's when amusement machines of all kinds and every juke box in the land will be needed to entertain America's tremendous laboring force and all those not directly engaged in war production, so as to soothe, ease and relax the frazzled nerves of everyone in the nation.

Doctor after doctor has, for many past years, advised that amusement machines and juke boxes have been extremely effective and beneficial in easing and relaxing nervous tension, created by a variety of causes, in this everyday world.

But, with an all out war preparedness program under way. With war scare headlines blasting across entire pages of every newspaper. With casualties and deaths being reported. With sons and daughters engaged in all out war preparedness, the nervous pressure will be many, many times worse.

What to ease this pressure? What to calm frazzled, worn nerves? What better than the amusement and music of this automatic machines industry?

The extremely economical amusement and music that soothes and calms and entertains, and allows people to endure the pressure of nervous tension, day in and day out, for weeks, for months, maybe for years, while this war of nerves goes on and on and on.

Here, again, as in World War II, the coin machines industry can offer a tremendous, an outstanding, service to its country.

Not only will its manufacturers, once again, bring great glory to the industry, as they did in World War II, when they were given a multitude of "E" Awards for their marvelous and skilled war production.

Not only will its juke boxes play "Any Bonds Today?", if that is the song that will again be adopted and, once again, be praised by the Federal Government for helping to boom sales of War Bonds.

Not only will the sons and daughters of the men engaged in this industry march off to front lines—many of them to die—as many did in World War II.

Not only will the men of the industry help with every possible effort and every dollar to win this war of nerves, or should it turn into an actual and horrifying world conflagration, win the war itself.

We are confident that America will win.

But, more than ever before, the pleasing, relaxing,
soothing and easing, as well as economical entertainment of this industry, its amusement and music machines, stand ready to offer the world's finest MORALE BOOSTERS for America's war-harrassed millions. To help them endure the terrific strain and pressure of the war of nerves ahead. To help them to win. As America will win.

This is, then, the time for everyone in the industry to quickly come to the fore as this nation girds itself for all out war preparedness. This is the time when every man and woman who is a member of this industry should prepare to fight with the great force they have to win this war of nerves... the economical, relaxing, easing, soothing entertainment which this industry offers, and which WILL HELP WIN THIS WAR.

This is America. This is the nation Russia believes will crack under the strain of war tension — without actual war.

This is the nation Russia believes will go down to self-defeat with raw, wornout, shot-to-hell nerves, as it pushes this nation into tremendous billions of dollars in expenditures, into terrific pressured tension of "possible war"—and then walks off with a shrug — to repeat the process all over again — when Americans have eased off from the first nervous strain. Then do it again, and again, and once again, if necessary, to beat down, smash, crush American nervous systems.

Never. Never while there is a world, will America lose such a battle of nerves.

Never. Because Americans have learned to play, and to laugh, and to kid themselves.

To help them to laugh and play and to joke—that's where America's amusement machines and automatic juke boxes come to the fore.

This industry offers the nation's peoples, relaxing, soothing entertainment—economically.

With this industry's popular and economical games and music, — can America continue to laugh, and play, and joke, and ease the pressure on its nerves to WIN EVEN THIS KIND OF WAR. Or any other kind, for that matter.

This industry offers every American the kind of economical entertainment he and she want. Economical, relaxing entertainment.

But, more than anything else, it offers to the nation—the world's finest and greatest MORALE BOOSTERS.

The kind of MORALE BOOSTERS that will help AMERICA WIN!

Use This "American Morale Booster" Sticker On All Your Amusement And Music Machines

This "American Morale Booster" sticker is a suggestion of The Cash Box. You can have it made for you in your own community. Paste it in a very prominent position on the backboard glass of everyone of your Amusement machines. Paste it on the front glass of your juke boxes. Help America WIN.

An AMERICAN MORALE BOOSTER PRODUCT

(FREE REPRINTS ON REQUEST)
“MY SILENT LOVE” (2:40) — "CHOPPIN’ UP CHOPPIN'” (2:34)

BILLY SNYDER

That “Bewitching” master of the piano, Billy Snyder, releases a new keyboard masterpiece that could easily hit as hard as his classic. The Bill Snyder version of “My Silent Love” turns once again the bottom of his piano as even equal. The bottom deck has more than a few fingers but lacks the commercial appeal of the first face. Ops—this is a much heavier workload for another wailing task. Ops who liked the initial engravings will want to hear these.

“MUSIC TO DANCE TO” (2:51) — "I WANT A LITTLE GIRL” (3:06)

WOODY HERMAN ORCH.

Despite the title, Woody Herman fans will find better listening than dancin’ on the upper circular as the "Woodchoppers" turn in a radially racin’ number. The leader of maestro Woody Herman on a quiet piano will serve this with its quiet, slow movin’ ballad that takes us out past the top deck. Ops will appreciate this lowering offer.

"IT'S ME AGAIN” (2:46) — "CALL FOR ME” (2:29)

BILL AND VICTOR QUINARY

(Done 1997)

"It’s Me Again" is a ballad that looks like a strong possibility as a big hit. The ditty is good, quick listenin’ with lyrics that seem a good try-off from the Billy May Quintet. This song can step into the big time if it features Terri Lee and Cross Rhodes on the girl-boy novelty duet. Terri Lee, the girl chums, has a voice that could watch. Ops owe it to themselves, he both ends through thoroughly.

"YOU ARE MY LUCKY STAR” (2:44)

"THREE LITTLE WORDS” (2:14)

PHIL HEGAN

(PCA 20-3821)

The appealing Irish tenor of Phil Logan steps out with a unique set of standards that should give listeners a lot to remember. "Little Star" is a fourteen-year-old ballad that will have listeners strolling through a host of memories.

"COPYCAT” (2:12) — "WOULD YOU LIKE TO GO TO A PARTY” (2:06)

CECE BLAKE

"Copycat" is a novelty that gets out nod as a tune that can pull nickel on any side. Its gentle crackle grade features the fine thrashing of Cecie Blake with a following kind of manner. Cece Blake with their Don Costa. Turnover is another smartly novelty that shines forth well in that melodic line by the backwoods of Hebertone. Our chief plaudits are directed towards the top deck. Ops who use this material will find it a solid jube box.
### The Nation's Top Ten Juke Box Tunes

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Code</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MONA LISA</td>
<td><em>King Cole</em></td>
<td>CA-105</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>I WANNA BE LOVED</td>
<td><em>Andrews Sisters</em></td>
<td>CO-3891</td>
<td>Capitol</td>
</tr>
<tr>
<td>3</td>
<td>BEWITCHED</td>
<td><em>Bill Snyder</em></td>
<td>CA-1050</td>
<td>Decca</td>
</tr>
<tr>
<td>4</td>
<td>TZENA, TZENA, TZENA</td>
<td><em>Gordon Jenkins</em></td>
<td>CO-3885</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>SAM'S SONG</td>
<td><em>Gary and Bing Crosby</em></td>
<td>CA-1134</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>GOODNIGHT IRENE</td>
<td><em>Gordon Jenkins &amp; The Weavers</em></td>
<td>CA-1134</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>HOOP-DEE-DOO</td>
<td><em>Perry Como—Kay Starr</em></td>
<td>CA-970</td>
<td>Decca</td>
</tr>
<tr>
<td>8</td>
<td>MY FOOLISH HEART</td>
<td><em>Gordon Jenkins—Billy Eckstine</em></td>
<td>CA-1134</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>SENTIMENTAL ME</td>
<td><em>Russ Morgan—Ames Bros.</em></td>
<td>CA-1134</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>THE THIRD MAN THEME</td>
<td><em>Anton Karas—Guy Lombardo</em></td>
<td>CA-1134</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- *Denotes Most Popular Recording.
- Recent Compilation Listed Alphabetically.
SLEEPER OF THE WEEK

"ALL MY LOVE" (2:33)
"THE FRIENDLY ISLANDS" (2:51)

BING CROSBY

(Bing Crosby)

Bing Crosby proves that young Gary doesn't have a monopoly on the talent in the family as he turns out a sterling performance on the click ballad, "All My Love." Der Barbour arranges and reveals the old tune that is a long time favorite and should please his fans everywhere. Music virus will find "All My Love" the kind of melody that will have listeners flapping in the nickles over and over again. Bing's delivery is dancelike, singable and completely captivating. Bing’s relaxed and stirring method of selling his songs give the ballad the added touch that means greatness. Fans who are looking to bolster his latest sparks should pick up the way–put this disk in your juke boxes.

"SWEET GEORGIA BROWN" (3:18)
"FEATHER BRAIN" (3:06)

MUGGY SPANIER ORCH.

(Mergency 5460)

Both ends of this disk are instruments by the well-known jazz man, Muggsy Spanier. First cuttin in is "Sweet Georgia Brown" on the violin which advances a bow end, then comes the "Feather Brain" a different take of the "Feather Brain" that was composed and gained its popularity in the days when this form of jazz was a staple. Bottom is a Spanier fine saxophone tune that is a blues beat with the use of the brass in a horn solo. Once again this is a biscuit aimed for ops with the right spots.

"TIZEN, TIZENA, TIZENA" (2:14)
"THE FLYING RED HORSE POLKA" (2:22)

MAX KAMYSOWICZ ORCH.

(Decca 45109)

Decca has a hot polka version of smash hit "Tzena" in this newest offering by Ted Makowsky. Face is highly spirited, the rendition should hit hard in the polka fan circles. The diskante is another lively, boat of polka wax, rests with shouting from the sax and foot stamping rhythm. One with polka loving spots should hop on this platter.

"LOVE ME LONG, HOLD ME CLOSE, KISS ME WARM AND TENDER" (3:01)

HERB JEFFRIES

(Columbia 38915)

Top circle with the marathon title record, "Love Me Long, Hold Me Close, Kiss Me Warm and Tender." From the picture of the same name, the Snowflakes take the crooning lead on a novelty set in a fox trot movement. Music routes that have dance spots will turn these decks to good use.

"I'M BASHFUL" (2:16)
"ALONG THE NAVAJO TRAIL" (2:50)

KAY STARR & TENNESSEE ERNIE (2:50)

CAINE HAINES

(Columbia 20311)

Kay Starr and Tennessee Ernie combine on two sides that are juke box dynamos. "Free" is a blues beat that is compelling, impelling, forceful and packs a "rock and roll" arrangement that will kick up a storm. "Free" is a rhythm, country-style tune that is a completely different variant than "Free." The mixture makes for sackerdo double feature listening and especially sound sides could bust wide open as smash hits. One will find this one of their best, reined buying investments in a long, long time.

"OUR LADY OF FATIMA" (2:50)
"PEACE OF MIND" (2:50)

LARRY MURAD

(2:50)

CINCO

(2:50)

Decca has a hot polka version of smash hit "Tzena" in this newest offering by Ted Makowsky. Face is highly spirited, the rendition should hit hard in the polka fan circles. The diskante is another lively, boat of polka wax, rests with shouting from the sax and foot stamping rhythm. One with polka loving spots should hop on this platter.
NEW YORK:
One of the best new movie musicals we've seen is "Summer Stock," starring Judy Garland and Gene Kelly, with "Friendly Star," "Get Happy," and "You Made Me Love You," written by Leonard Farb, the composer of the song that is now a hit song from the movie, "I Only Have Eyes for You," which was written by Jimmy McHugh and bolts.

Sunday Lucky Strike show did a double take when they heard Don Rodney introduced as the vocalist on one of the numbers. Rodney had left the Lombardo organization to open his own club. It seems, however, that he had just been called back to fill in for an illness and is still on his own. Santa, Joy is all out on "You're Not In My Arms Tonight," with Mindy Carson on Victor, Bill Farrell on MGM and Guy Cuba's leading lady, Joan Whitney, and Alexis Kramer, who have collaborated over the years on some of their top sony hits have collaborated again—this time in a most heartwarming way to both of you... a waltz to the tune of that throng who jolt the Hotel New York, the ultra sophisticated and posh, and other minor venues. Sheen Fields tells us that he is looking forward to his next MGM release. Tin Pan Alley tipsters are buzzing about a marriage that Henry Jerome is said to have stashed away in the deep, dark vault of London Records. How about that? We caught Johnny White, Ed "Nemo" Roth and Harry and Dotty Link at "Lindy's" the other day and the music publishing picture seems to be getting brighter and brighter as they discussed the business boom that is expected in the coming months is in the disco jockey department our warmest congratulations to Dick Coleman of WCBM, Baltimore, who graduated this week from Loyola College. And very sincere congratulations to Mort Nusbaum of WHAM Rochester on the death of his father.

CHICAGO:
The Rocket Club was really rockin' during the party Lina Burton, Jim Louder, and Onion and Eddie Simon threw for Maggie Whiting after their Chicago Theatre closing. There were lots of laughs and a good time was had by all. The audience was given a special treat at the Empire Room by opening the door to a grand crowd. She just finished recording a batch of new sides before her arrival in Chi. Maurice Wells of the New York Mafia's Comin' Edye Baker's Cabaret fame who is ill at St. Luke's Hospital receiving plenty nice cards from everywhere to get well quickly. To John and Don McNeil's Breakfast Club. In honor of the big event, weOldies from Europe. Archie Levington of Leeds Music and his gorgeous wife, Fran Allison off to New York for a two-week vacation. What no busier place to go to, than Chicago, where Duke Ellington, skedded to follow them on August 18. You can bet your boots on that Duke. The heat wave didn't stop Vi Daniels from Dick Contino's fan club searched the alley outside the stage door for their "one and only." Mercury Records made their Beverly Hills offices from Eastern trips. The two outfits are both a block away from each other but we don't know whether the boys are meeting or not.

LOS ANGELES:
Finally got tired of waiting for that invite to a housewarming from Moderna's Bhavia, so we went to the new Beverly Hills layout No. Canon Drive and what a layout... If we're not mistaken, the same large suite of plush offices was once occupied by Beverly Hills' famous journal... Just in case the two offices occupants accept a girlie night of beat-up diamonds under the rugs, we'd be glad to give the boys a hand... Jules and Sallie were both atocale, Sallie outwitting the owners of Kaye-Elbert television while Jules was concentrating on talent and sales promotion for Moderna... Quite a business-minded family with what Ros introducing us to her own little sideline. They're attractively packaged paper packages called "The Breath of Bread..."

KING COLE & TRIO
PEGGY LEE

WAXING OF "DEED I DO" IS TO BE RELEASED.
Loo is a big day for Bill, "Deed I Do." We hear Phil Miller replaces Vic Duncan at Robbins Music Pub-
lishing. Lee would be enjoying a great night at the Chicago Theatre on August 11. Even with the heat wave didn't stop Dick Daniels from getting cold at the Chez. The kind of sophisticated crowd that really matters in Vic's career and all worried he may bow into Uncle Sam's forces after his Chez appearance.

NOTE: All records listed in this panel are listed alphabetically by song title.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MONA LISA (King Cole)</td>
<td>1. TZENA TZENA TZENA (Vic Damone)</td>
<td>1. SAM'S SONG (Ring and Gary Crosby)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. GOODNIGHT IRENE (Gordon Jenkins)</td>
<td>1. PEDDLER'S SERENADE (Johnny Cona)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. SIMPLE MELODY (Ring and Gary Crosby)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
<td>1. MONA LISA (King Cole)</td>
</tr>
<tr>
<td>2. NOLA (Lex Paul)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td>2. ROSES (Ring and Gary Crosby)</td>
<td>2. NOLA (Lex Paul)</td>
<td>2. NOLA (Lex Paul)</td>
<td>2. I WANNA BE LOVED (Fontaine Sisters)</td>
<td>2. I DON'T WANNA BE (Dave Star)</td>
<td>2. NOLA (Lex Paul)</td>
<td>2. ROSES (Sammy Kaye)</td>
<td>2. ROSES (Sammy Kaye)</td>
<td>2. ROSES (Sammy Kaye)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td>2. I WANNA BE LOVED (Andrews Sisters)</td>
<td></td>
</tr>
<tr>
<td>4. MISSISSIPPI (Mississippi)</td>
<td>4. MISSISSIPPI (Mississippi)</td>
<td>4. MISSISSIPPI (Mississippi)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. I WANNA BE LOVED (Andrews Sisters)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td>4. ROSES (Sammy Kaye)</td>
<td></td>
</tr>
<tr>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
<td>6. MISSISSIPPI (Mississippi)</td>
</tr>
<tr>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
<td>8. MISSISSIPPI (Mississippi)</td>
</tr>
<tr>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
<td>10. LA VIE EN ROSE (Terry Martin)</td>
</tr>
</tbody>
</table>
**SMASH**

**DADDY’S LITTLE BOY** (Beacon) - Dick Todd and

**SEQUEL**

Eddie Miller (Rainbow) capture a Billboard

“pick” on this sequel to DADDY’S LITTLE GIRL. Says Billboard: “The tune has everything

‘Daddy’s Little Girl’ had, and then some.”

**BOUNCES**

**JAZZ ME BLUES** (Marks) - Bouncing back in

the limelight. Nine diskings available,

mostly new versions. J. Dorsey’s (Columbia)

interpretation is solid. Note how newcomer

Marie Benson does the tune on the new Theme

label. And watch for Teresa Brewer (London).

**HOT**

**SHOW ME HOW, YOU MILK THE COW** (Campbell)

-J. Louis Jordan (Decca) comes through

with his hottest novelty in years. Record

is now being released. Be prepared for the

platter to break FAST.

**NOVELTY**

**I HAD A TALK WITH THE COW**

(Algonquin) - Coming up fast is Dinah Shore’s

(Columbia) release. Novel lyric idea and

the inimitable Dinah make a combination that

should tickle. Tune will push the trend toward

big ballads.

**PREDICTION**

**IT’S ME AGAIN** (Kemar) - Looks like it has
great possibilities, as a result of new re-
leases by Billy Mayo Quintet (Dana) and the

Honeydreamers (Victor). Other labels should
cover this one.

**Music Ops Plan Contract Schedule Disk Deliveries In Case Of Scarcity**

CHICAGO—Should materials be

come scarce, and the manufacture of

records grow critical, music operators

have stated they will seek contracts

with leading diskeries for regularly

scheduled deliveries, rather than face

the same situation they were forced to

endure during World War II.

This everything is yet rumor, and

some diskeries have stated that shel-

fice may become scarce, because it

originates in the Far East, and only

ships may be turned over to more

needed war material deliveries rather

than shipment of any shellac; music

operators are taking heed of the first

rumors and are, among themselves,

planning to arrange for contracts

with leading record manufacturers in an

effort to offset distribution thru any

but regular channels so that they

will get their records at the same,

or as near the same, prices they are

paving at this time, and on same

delivery schedules as at present.

It will be recalled that during

World War II, furniture stores that

formerly never enjoyed disk distribu-

tion, were suddenly in the disk field,

and were charging music operators

full retail price for records.

Distributors demanded use of ops’

trucks and delivery facilities in re-

turn for scheduled deliveries, which

were far under requirements.

Other methods were used which

were all but fair to the music ops who

had given their cooperation during the

lean record years and were, sud-

denly, faced with a kick in the teeth

when they were dependent on obtain-

ing records from many of the manu-

facturers.

**BROADCAST MUSIC, INC.**

380 FIFTH AVENUE, NEW YORK 1, N. Y.

**Victor To Tee Off**

**Strong “Pop” Disk Push**

NEW YORK—RCA Victor record division, this week, announced that they are preparing a concentrated sales promotion drive on its popular records to tee off August 7th.

Spokesman for the major diskery stated that the push is a result of the shuffling off which the Victor sales division gave to these chores during the past month. It was explained that the Victor sales department had spent the greater part of last month working over inventories for dealers and dealer catalogue sales. As a re-

sult, not too much effort was devoted to sales promotion during that time.

RCA Victor salesmen will concen-

trate on intensive drives to push the current line of popular shellac with special attention focused on those Vic-

tor recordings which are currently moving fastest for the concern, and three or four which are to be chosen as potentials that should be promoted.

Billy Eckstine

**My Silent Love**

**‘IN A SENTIMENTAL MOOD’**

NATIONAL #9060

**APOLLO RECORDS; INC.**

457 W. 43 S.I. N.

**APOLLO**

**APOLLO RECORDS; INC.**

457 W. 43 S.I. N.

**Savannah Churchill**

**Can Anyone Explain**

**“The Devil Sat Down and Cried”**

**ARNO RECORD**

DIST.-Write For Available Territories

AMERICAN RECORD CO.

1020 Broad St.

Newark, N. J.

**“Best Bet”**

**“Dream a Little Dream of Me”**

**Recorded by**

**Cathy Nastig**

**Dina Shore**

**G. Gregg-B. Crosby**

**Jack Owens**

**Franke Laine**

**Words & Music, Inc.**

1617 Broadway

**N. Y. C**

**“Best Bet”**

**“Can Anyone Explain”**

**The Devil Sat Down and Cried**

**ARCO RECORD**

DIST.-Write For Available Territories

AMERICAN RECORD CO.

1020 Broad St.

Newark, N. J.

**“Best Bet”**

**“Dream a Little Dream of Me”**

**Recorded by**

**Cathy Nastig**

**Dina Shore**

**G. Gregg-B. Crosby**

**Jack Owens**

**Franke Laine**

**Words & Music, Inc.**

1617 Broadway

**N. Y. C**

**“Best Bet”**

**“Can Anyone Explain”**

**The Devil Sat Down and Cried**

**ARCO RECORD**

DIST.-Write For Available Territories

AMERICAN RECORD CO.

1020 Broad St.

Newark, N. J.

**“Best Bet”**

**“Dream a Little Dream of Me”**

**Recorded by**

**Cathy Nastig**

**Dina Shore**

**G. Gregg-B. Crosby**

**Jack Owens**

**Franke Laine**

**Words & Music, Inc.**

1617 Broadway

**N. Y. C**

**“Best Bet”**

**“Can Anyone Explain”**

**The Devil Sat Down and Cried**

**ARCO RECORD**

DIST.-Write For Available Territories

AMERICAN RECORD CO.

1020 Broad St.

Newark, N. J.
LAST CHANCE!
TO TAKE ADVANTAGE OF THE SENSATIONAL
MERCURY RECORDS
OPERATORS’ BONUS PLANS
AUGUST 15, 1950 LAST DAY

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

HURRY! HURRY! HURRY! GET FREE MERCURY RECORDS OF YOUR OWN CHOICE FROM THE ENTIRE MERCURY RECORDS CATALOG!! CONTACT YOUR NEAREST MERCURY DISTRIBUTOR OR WRITE MERCURY RECORD CORPORATION CHICAGO, ILL.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
### Top Ten Tunes

Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area, Chicago's South Side, and New Orleans.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tune</th>
<th>Artist/Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I NEED YOU SO</td>
<td>Ivory Joe Hunter (MGM 10663)</td>
</tr>
<tr>
<td>2</td>
<td>PINK CHAMPAGNE</td>
<td>Joe Liggins (Specialty 355)</td>
</tr>
<tr>
<td>3</td>
<td>WELL, OH WELL</td>
<td>Tiny Bradshaw (King 4357)</td>
</tr>
<tr>
<td>4</td>
<td>MY FOOLISH HEART</td>
<td>Gene Ammons (Chess 1425)</td>
</tr>
<tr>
<td>5</td>
<td>CUPID'S BOOGIE</td>
<td>Little Esther (Savoy 750)</td>
</tr>
<tr>
<td>6</td>
<td>EVERY DAY I HAVE THE BLUES</td>
<td>Lowell Fulson (Swingtime 196)</td>
</tr>
<tr>
<td>7</td>
<td>I WANNA BE LOVED</td>
<td>Dinah Washington (Mercury 8181)</td>
</tr>
<tr>
<td>8</td>
<td>MONA LISA</td>
<td>King Cole (Capitol 1010)</td>
</tr>
<tr>
<td>9</td>
<td>GOODNIGHT IRENE</td>
<td>Paul Gayten (Regal)</td>
</tr>
<tr>
<td>10</td>
<td>LET ME DREAM</td>
<td>Ivory Joe Hunter (MGM 10733)</td>
</tr>
<tr>
<td></td>
<td>BLUE SHADOWS</td>
<td>Lowell Fulson (Swingtime 226)</td>
</tr>
<tr>
<td></td>
<td>I'M YOURS TO KEEP</td>
<td>Herb Fisher (Modern)</td>
</tr>
<tr>
<td></td>
<td>LEAVING ON THE MIDNIGHT TRAIN</td>
<td>Helen Marina (Decca 44159)</td>
</tr>
<tr>
<td></td>
<td>GOLD AIN'T EVERYTHING</td>
<td>Gene Gilbeaux (RCA Victor 22-0070)</td>
</tr>
<tr>
<td></td>
<td>EVERY DAY I HAVE THE BLUES</td>
<td>Lowell Fulson (Swingtime 196)</td>
</tr>
<tr>
<td></td>
<td>I WANNA BE LOVED</td>
<td>Dinah Washington (Mercury 8181)</td>
</tr>
<tr>
<td></td>
<td>SOMETIME</td>
<td>Ink Spots (Decca 27102)</td>
</tr>
</tbody>
</table>
WELL, OH WELL
Tiny Bradshaw
(King 4357)

HARD LUCK BLUES
Roy Brown
(DeLuxe 3304)

CUPID'S BOOGIE
Little Esther
(Savoy 750)

PINK CHAMPAGNE
Joe Liggins
(Savoy 355)

MY FOOLISH HEART
Billy Eckstine
(MGM 10621)

I NEED YOU SO
Ivy Joe Hunter
(MGM 10663)

MONA LISA
King Cole
(Capitol 1010)

I WANNA BE LOVED
Dinah Washington
(Mercy 8181)

TWO YEARS OF TORMENTURE
Percy Mayfield
(Recorded in Hollywood)

WELL, OH WELL
Tiny Bradshaw
(King 4357)

PINK CHAMPAGNE
Joe Liggins
(Savoy 355)

STACK O' LEE
Archibald
(Imperial)

I'LL NEVER BE FREE
Annie Laurie
(Rogal 3258)

REPENTANCE BLUES
Charles Brown
(Aladdin)

I WANNA BE LOVED
Dinah Washington
(Mercy 8181)

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

BLUE SHADOWS
Lowell Fulson
(Swingtime 226)

SAN FRANCISCO, CAL.
1. Blue Shadows
   (Lowell Fulson)
2. Mona Lisa
   (King Cole)
3. Adam Bit The Apple
   (King Turner)
4. Hard Luck Blues
   (Roy Brown)
5. Dreaming Blues
   (Erv Blue)
6. Lick In The Evening
   (Ray Charles)
7. I'll Never Be Free
   (Anna Lou)
8. Good Morning Judge
   (Wynonna Harris)
9. Danny Boy
   (Al Miller)
10. I Want Love
    (Dinah Washington)

SHOALS, IND.
1. Good Morning Judge
   (Wynonna Harris)
2. Mona Lisa
   (King Cole)
3. Cupid's Boogie
   (Little Esther)
4. Well, Oh Well
   (Tiny Bradshaw)
5. Serenade (East Baltic)
6. I Wanna Be Loved
   (Pink Champagne)
7. Pink Champagne
   (Cupid's Boogie)
8. Whom A Love
   (Joe Thomas)
9. Neck Breaker
   (Wild Bill Moore)
10. I Need You So
    (Erie Joe Hunter)

LAWTON, OKLA.
1. Mona Lisa
   (King Cole)
2. Hard Luck Blues
   (Roy Brown)
3. I Wanna Be Loved
   (Dinah Washington)
4. Pink Champagne
   (Little Esther)
5. Everyday I Have The Blues
   (Lowell Fulson)
6. It Isn't Fair
   (Dinah Washington)
7. Well, Oh Well
   (Tiny Bradshaw)
8. Cupid's Boogie
   (Little Esther)
9. I'll Never Be Free
   (Anna Lou)
10. My Foolish Heart
    (Billy Eckstine)

ATLANTA, GA.
1. Pink Champagne
   (Little Esther)
2. Cupid's Boogie
   (Little Esther)
3. Everyday I Have The Blues
   (Lowell Fulson)
4. I Need You So
   (Ivy Joe Hunter)
5. Repentance Blues
   (Charles Brown)
6. I Love You
   (Johnny Moore)
7. Gonna Look Like
   (Murphy, Smokey Joe)
8. Danny Boy
   (Herman Cobb)
9. Playboy Blues
   (Roy Milton)
10. I Love You Baby
    (Smokey Joe)

ANDALUSIA, ALA.
1. Every Day I Have The Blues
   (Lowell Fulson)
2. Bouncing Bell Bridge
   (Vesper Cleve Richardson)
3. Hard Luck Blues
   (Roy Brown)
4. Oh Well
   (Tiny Bradshaw)
5. Cupid's Boogie
   (Little Esther)
6. Mona Lisa
   (King Cole)
7. It Isn't Fair
   (Dinah Washington)
8. Pink Champagne
   (Little Esther)
9. Minestrone
   (Elia Fitzgerald)
10. Man's Grand Boogie
    (Billy Wright)

The Top Ten Tunes Netting Hottest Play, Compiled from Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Detroit, Los Angeles and Other Cities Listed.

SAVOY'S LITTLE ESTHER
"Mystery Tune" Stirs Up Juke Box Play

NEWARK, N. J.—Herman Lubinsky, president of Savoy Record Company, Inc., this city, in conjunction with Zeno Sears, top jazz and blues disk jockey on WGST, Atlanta, Ga., are creating quite a stir with its promotion of Little Esther's next release, still untitled.

Listed as a "Mystery Tune" by Lubinsky, and broadcast as such by Sears, listeners are offered several substantial prizes for guessing its title. They are offered the opportunity to listen to the song, which has a complete set of lyrics. They then send in their choice of title. Prizes consist of merchandise contributed by the merchants of Atlanta.

Jake Friedman, Southland Distributors, Savoy's distributor in this area, has been selling records to juke box operators in large quantities. While the song can be heard over the air only a few times during the day when broadcast by the DJ, listeners keep pouring nickels into juke boxes to get a clue from the lyric as to the title.

August 15 has been set as the date when the regular label will be sent out nationally, and which time the winners will be announced.

Meanwhile, it is reported, that many other cities have picked up this twist. Among those are Baltimore, Miami, Jacksonville, Cleveland, Charlotte, Cincinnati, and others.

Savoy's "Mystery Tune" is making a real run to be the new "Mystery Tune" hot record of the year.

**JUBILEE RECORD Hits**

FOR BANG-UP SALES!
"OLD MAN ATOM"
by ROB BILL
Jubilee # 400S

"I'M SENDING MY TEARS IN A BUCKET"
by HOT DOGS & ROSES
By CALIFORNIA AL VICTOR
Jubilee # 400S

"EVERYTHING THEY SAID CAME TRUE"
by THE ORIOLES
Jubilee # 502S

**2 GREAT HITS!**

featuring

AMERICA'S TOP BLUES SINGER
DANNY COBB
On Savoy 754

**DANNY BOY**
Savoy markets all competitive labels 1-to-1.
“ANYTIME, ANYPLACE, ANYWHERE” (2:39)
“COME BACK DADDY DADDY” (2:38)
JOE MORRIS ORCH.
(Atlantic 914)
- With Joe Morris handling the ork-
ing arrangement behind his Laure-
ne Telie steps into the spotlight to
trumpet some low down wailing on
the upper whirling blues behind that
rolling spin-in is set in the same vein
as the top with an added dash from the
“Rapsody In Blue” melodic line that
is woven into the theme. Ops will
like both sides.

“MONA LISA” (2:33)
“SENTRY SONG” (2:40)
CLAUDE McINTINN & SEKRET
(Chess 1432)
- “Mona Lisa” discloses a very slow
start with a wizened use of the strings
and a heavy horn finally bringing in
the theme with a blare. Strings con-
tinue around the edges of the melody
and ops might find that this different
arrangement picks up a little play.
Bottom is solid jazz with a nice move-
ment.

“TIPPIN’ IN” (2:43)
“AFTER HOURS” (2:50)
BOBBY SMITH ORCH.
(Apollo 950)
- Bobby Smith rates a bow and an
encore on his instrumental work with
the old jazz class, “Tippin’ In.”
The ditty gets a smooth, mellow treat-
ment here that should sit well in the
juke boxes. Reverse is also instru-
mental; this time the number is set in
the blues idiom with outstanding
work from the piano and brass. Ops
should listen.

“FEATHER WEIGHT MAMA” (2:09)
“DAY BREAK” (2:51)
BROTHER BLUES
(Abbey 3015)
- Here’s a sure winner in the juke
boxes. Top side has very good word-
age, an impelling bop number and
first-rate singing and playing through-
out. Ditty has a great deal of possi-
ble blues interest and is going to
have to be reckoned with after this
wax gets hot. Plattermate is a quiet
easy going, instrumental that moves
in an appealing pattern. Ops won’t
want to miss that upper deck—it’s
strong juke box wax.

“BLUE SHADOWS” (2:45)
“LOW SOCIETY BLUES” (2:26)
LOWELL FULSON
(Swingtime 226)
- Lowell Fulson’s delivery is simply striking and this
is one effort that is sure bet to
give under the skin of his listeners
and force replay after replay for
the chance to jack up the juke box
levels to new heights. Diskmat, “Blue
Shadows,” is a quiet, blues instru-
mental in an easy pace that ad-
vances some fine piano fingering.
Bottom side offers a good play and
ops should find the “Low Society
Blues” a winner, ”Fulson’s stylistic
werk is one that will make a
stirring storm of excitement around
and about the jazz ‘n’ blues locations
throughout the country. The song
has that sort of mass appeal. Ops
get with this record and make it
be a hotter than fire attraction
in the juke box.

“I WANNA BE LOVED” (2:45)
“GRAVY” (3:03)
GENE AMMONS
(Prestige 717)
- First song is currently riding high
in all fields of music and looks to get
an additional impetus from the fine
tenor sax solo by Gene Ammons on
the upper pressing of this cookie.
The solo is slow moving, very polished
and offers the listener his oppor-
tunity to follow and appreciate. Reverse
is a little faster but set in the same
pace. Ops will want this.

“THE EGO SONG” (2:20)
“LATE IN THE EVENING BLUES” (3:03)
RAY CHARLES
(Swingtime 228)
- “The Ego Song” is our bet to sky-
rocket Ray Charles into the top
class in wax makers. The singing
pianist has a style that goes very
much like King Cole and the deliv-
er on this top ballad is one of the stron-
gest selling jobs we’ve heard in a long
while. Bottom doesn’t slow down in
the least and we think that music ops
will find either edge one of their best rec-
ord-buying investments.

“AINT GONNA CRY” (2:30)
“COME BACK, BABY” (2:17)
LILLIE GREENWOOD
(Bluebird 20-757)
- Lillie Greenwood’s marvelous
voice shines to good advantage on
these two new cuttings by the thrush.
First ring is a slow-drags that gives
her plenty of opportunity to employ
voice tricks and weave in and around
her music. Coupler is a shooting
and stumping blues number that finds
Lillie Greenwood going all out on the
vocal. Ops will want to give both ends
a hearing.

“MELLOW GAL BLUES” (2:28)
“EVERYTHING’S GONNA BE ALL
RIGHT TONIGHT” (2:23)
KING PERRY
(Specialty 367)
- King Perry lends his powerful
pipes and voices the bass as he takes
the double threat horn and sings the
vocal of “Mellow Gal Blues.” The
voice is potent and King Perry’s sing-
ing is throaty and in the best tra-
dition. Turnabout offers Perry and
his group on a mad jazz side. Ops
should lend an ear to the toping.
**THE CASH BOX**

**Folk and Western Record Reviews**

"IT HURTS ME TO SEE YOU WITH SOMEBODY ELSE" (2:40)

**JAW, JAW, YAW, YAP** (2:35)

**TEXAS JIM ROBERTSON**

- Here's a platter that "folks" and "Western" music ops should welcome with open juke boxes. Texas Jim Robertson scores very heavily on the top deck of this plaintive, melancholy ballad that sounds to us like it will be the biggest thing that this hillbilly singer has crooned since "Gone Fishing." The ditty itself has a great deal of appeal and the pleasingly husky voice of Texas Jim does fine things with it. The tune is a fine example of top-notch country writing and we feel that in this marriage of artist and material ops are going to find the combination to get more listeners in the juke boxes. Flip is a novelty about a woman's conduct after you've proved to her. The title is a description of the constant flow of promises and broken promises. Once again Texas Jim Robertson turns in an award winning performance throughout. Our advice to music ops is to grab this disk and place it in every juke box along their country route. Wax like this is what brings home the bacon, two great sides that can pull moodah for replay after replay.

**YOU'LL NEVER BREAK MY TRUSTING HEART AGAIN** (2:40)

**WRONG SIDE OF TOWN** (2:45)

**TEXAS TURTLE**

- Two top-notch western sides by the Texas Turtle bear a happy sound for juke boxes that are looking to keep those coin boxes filled to overflowing. Both ditties are well written ballads with the growing delivery of Texas Turtle's voice, adding a little more punch to his crooning. This is one record that all ops will want to get their hold of and play out both sides.

**I'M MOVING ON OUT** (2:50)

**LAST NIGHT YOU SAID YOU LOVED ME** (2:35)

**COUSIN FORD LEWIS**

- First side is a country ballad by the popular Hank Snow that has the listening qualities of the sort of wax that is a sure bet to win wins in the juke boxes. Reverse etching is a novelty speaker's delight as it is all fun and should bring smiles to the many fans of cowboy Hank Snow. Ops will find such variation in the type of music offered here that they would do well to hear out both sides.

**I CRIED BUT MY TEARS WERE NOT LATE** (3:00)

**THE NIGHT I STOLE OLD SAMMY MORGAN'S GIN** (3:00)

**HANK SNOW**

(RCA Victor 21-0165)

- First side is a country ballad by the popular Hank Snow that has the listening qualities of the sort of wax that is a sure bet to win wins in the juke boxes. Reverse etching is a novelty speaker's delight as it is all fun and should bring smiles to the many fans of cowboy Hank Snow. Ops will find such variation in the type of music offered here that they would do well to hear out both sides.

**WALK CHICKEN WALK** (2:22)

**TOO LATE** (2:32)

**BOB ATCHER**

- "Chicken" has already been sliced by top Western names and Bob Atcher's version sounds to us like it has the strength to stand up to any of them as a coin puller in the juke boxes. The number is a novelty rhythm tune with cute lyrics that should play well. Under coupling finds Bob Atcher in a much more serious mood as he indulges in a little wailing. Both ends have considerable merit for ops who have a peak in this type.

**FRANK SINATRA**

**NEW YORK—Nat Shapiro, who set up his own promotion and publicity firm two years ago with his former client, Frank Sinatra, meet up with the trade press and disk jockeys at a party he arranged this past week at a private room at Toots Shor's. A large gathering was on hand, including many execs of Columbia Records, to visit with Sinatra, who had just returned from Europe.**

**SINATRA PARTIES TRADE PRESS**

**ORIOLE RECORD CORPORATION**

**First with the Latest**

**PRESENTS AMERICA'S NEW SINGING SENSATION**

**DANNY O'NEILL**

**On 2 Records That Passed The 10,000 Sales Mark The Very First Week They Were Introduced**

- "Emo Lou" Backed With "When Lolo Plays The Piano" ORIOLE 101

- "Duble Rose" Backed With "Sticks And Stones" ORIOLE 102

**Tempo Music To Reactivate With Ellington Tunes**

**NEW YORK—Tempo Music, Inc., publishers of "Perdido," "Flamingo," "Take The A' Train" and many other great Duke Ellington classics announced this week that after several years of retirement the firm will be reactivated on a full scale basis. The Tempo offices have been reopened under the management of Mildest Dreams, Ruth Ellington James, daughter of Duke, and will participate in the direction of the company's policies. Mercer Ellington, son of the Duke, will also participate in the direction of the firm as well as writing for it.**

The firm stated that they are going to make "Perdido," their first place tune with new lyrics that have been written for it by Harry Lenk and Ervin Drake.

**Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!**
NEW YORK—Painted above are some of the guests at the recent party held in the new quarters of Abbey Records to celebrate the discoyer's moving to newer and larger space. Shown above at top left are Jerry Shand, musical director of the pop division of Abbey with Kelly Camarata, sales executive of the firm. Shown under the Abbey honoree at the top right are Lawrence "Plough Roll" Cook seen here toasting a peaking Pete Dorraine, president of the diskery. Cook is responsible for the smash hit "Old Piano Roll Blues" and "Why Do They Always Say No?"

At bottom left is Jerry Cooper, vocalist on the clock record, "I Do Better Up In The Mountains" and at bottom right are Jack Pless and Bob Young of London Records, Kelly Camarata, Pete Dorraine and Lawrence Cook.

New York—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbian Distrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

Columbia Distribrs To Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.
The Cash Box, Music

Page 19

August 12, 1950

11—COUNT EVERY STAR 34.4 35.5
CA-979—RAY ANTHONY O. Darktown Strutters Ball
CA-859—RAY ANTHONY O. Bamboo
CRO-3372—HERB JEFFRIES Our Love Story
CR-60241—HARRY BARRITT
DE-27024—DICK HAYMES
IF You Were Only Mine

12—MY FOOLISH HEART 34.1 60.2
CA-934—RAY ANTHONY O. Stay With The Happy People
CA-38697—HUGH WINTERHALTER O. I Love To Live

13—LA VIE EN ROSE 28.9 16.9
CA-890—PAUL WESTON O. Les Filleurs Matelles
CA-38768—HARRY JAMES O. Mona Lisa
DE-24816—VICTOR YOUNG O. The River Sone
DE-27111—BING CROSBY I Cross My Fingers
DE-27113—LOUIS ARMSTRONG C'est Si Bon
ME-10623—BILLY ECKSTINE Our Loveless Love

14—SOMETIMES 25.7 19.9
CA-1053—JO STAFFORD Nothing
CA-1070—FOY WILLING CA-O-38781—THE MARINERS Stars Are The Windows Of Heaven
DE-27102—INK SPOTS I Was Dancing With Someone
LO-692—YOUNG & FOSTER My Scandinavian Wedding
ME-5422—TOMMY CARLYN Marianne
VI-23706—WILLIE KING You Are My Love

15—BONAPARTE'S RETREAT 24.8 29.1
CA-93—RAY STARK Somebodys Sweetheart
CA-20706—LEON MCCULLOUGH What, When And Wha
DE-46209—RUS BUTLER Passion Ivy
VI-2376—GENE KROPA O. My Scandinavian Baby
WE-21011—Pee Wee King The Walls Of Regret

16—I CROSS MY FINGERS 23.6 25.4
CA-38786—BOBBY FAITH O. Valencia
CR-60256—RAY BARBERRY
DE-27078—NO SCHOLEN I Could Write A Book
DE-27111—RING CROSBY I Wonder Can You Thrill
VI-23846—PERRY COMO

17—OLD PIANO ROLL BLUES 20.6 36.1
AB-15001—WALTER CRAWFORD Why Do They Always Say No?
CA-970—JAN GABBE O. Chlothesopra
CR-38773—BEATRICE KAY

18—HAPPY FEET 20.2 9.7
CA-1087—TEX WILLIAMS
CA-1052—DEAN MARTIN Eye Of Blackbird
CA-38876—TONI HARRIS Tactful Song
CR-60248—ROY ROSS O.
ME-5449—KING SISTERS Everybody Knows You
VI-20-380—T. DOSEY O. Birmingham Bounce

19—HOSES 13.1 25.9
CA-1001—RAY ANTHONY O. National Emblem March
CR-38826—KEVIN GRIFFIN Little Sally One Shoe
CA-38816—GENE AUTRY The Roses I Picked, Etc.
CR-60235—GEORGE CAFES ORCHESTRA American Beauty Rose
DE-46240—STUUBY & THE BUCANEERS Little Buffalo Bill
DE-27008—DICK HAYMES I Still Got A Girl
LO-642—SNOWSON LANKY Where Are You Gonna Be, Etc.
ME-5397—EDDY HOWARD O. Put On An Old Pair Of Shoes
ME-10861—BILLY ECKSTINE I Have No One
VI-20-3754—SAMMY KAYE O. Tiddly Wick Wood
VI-21-3082—RECORDS OF THE PIONEERS Eagle's Heart

20—VAGABOND SHOES 13.9 8.3
ME-5429—VIC DAMONE I Hate No One. Anyhow. Till You

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—NO OTHER LOVE 9.9 26.5
22—NOLA 9.7 17.6
23—HOME COOKIN' 9.4 6.3
24—STARS ARE THE WINDOWS OF HEAVEN 9.2 8.5
25—WANDERIN' 8.3 10.8
26—AT SUNDOWN 7.9 8.2
27—BLIND DATE 7.8 16.5
28—PICNIC SONG 7.7 11.5
29—MAMBO JAMBO 7.4 1.5
30—I DIDN'T SLIP. I WASN'T PUSHED, I FALL 7.1 8.4
31—PHANTOM STAGE-COACH 6.1 3.9
32—M-I-S-S-I-P-P-I 4.6 12.3
33—IT'S NOT FAIR 4.5 6.1
34—I DON'T CARE IF THE SUN DON'T SHINE 3.6 9.9
35—GONE FISHIN' 3.4 8.1
36—VALENCIA 2.9 9.2
37—I STILL GET A THRILL 2.8 7.3
38—STARS AND STRIPES FOREVER 2.7 4.6
39—MY DESTINY 1.9
40—I THOUGHT SHE WAS A LOCAL 1.2
Forming Operating Companies to Set Up Big Routes of Drink Dispensers and Cig Vendors. Plan to Manufacture as Long as Possible, But Are Protecting Themselves With Large Operations.

"It just had to come," one well known vending machine operator stated this past week, when discussing the fact that new routes were going up in his territory with "position names, of course, that they would be in position to "hold on" should they be forced to discontinue production. Certain of the drink dispenser and cigarette vendor leaders decided to start routes of their own, under operating company names, of course, that components, too, becoming harder than ever to procure, regardless of prices being offered, the average leader connected with the vending machine industry would, most naturally, be lured with the thought that he "set up" his own route, so that he has something to fall back on. For a long time "location calls" have been coming in to vending machine leaders asking, "When some machines could be installed in our industrial plants." The picture which appeared in "Life" magazine just a week ago, was, in itself, very interesting to the average automatic merchant. It somehow proved to him that a Coca-Cola drink dispenser was "just as important" as pulling a ship out of moth balls and filling that ship with the shells and armaments necessary to put it back on a war basis. These are the thoughts which are being openly expressed by many who originally had no idea but to sell to operators. Let's get together," stated one leading manufacturer, "and form an operating company for our machines. "After all," he said, "should things get tough, we'll have something to fall back on. Uncle Sam will help us to get the merchandise so that we can continue in business. "Another thing," he claimed, "we can always earn as much as anyone of the operators who have our machines now and that, too, means that we would all be better off were we operating, instead of selling, the machines which we have left to manufacturers. Only goodness knows when we'll get more raw materials to build more machines."

So, salesmen who formerly were only interested in creating larger operations of the products which they were selling, especially in the drink dispenser and cigarette vendor field, are now making or trying to make, arrangements to create operating companies so that they, themselves, will also have something to fall back on, if and when they no longer have anything to sell. But, rather than do that, these leaders want to "place the machines" themselves and, thereby, assure themselves income when they can no longer continue to produce equipment. Some of the manufacturers who are left with parts, cabinets and components for 300 or so machines, naturally, want those machines "out on location" working for them, rather than "sell them," and have nothing to sell anymore and see no further income from their businesses. The "allocations squeeze," which is being clamped on from the very top of the supply force, is creating a new type of operation. This time the manufacturer of the product wants "in" on the operating part of the business. He isn't "going to be left out in the cold" this time. He doesn't want to "search for some war work to do."

He would, much rather, know that there is "income" coming to him each and every week, enough to take care of his "expenses," rather than work harder than ever trying to raise ways and means to assure himself income. They want to be able to "ride out the duration" or whatever else may come about —whether this be war, or just an "incident."

It is interesting, therefore, to all in the trade to realize now, as the market gets tighter, that these who have the equipment will see to it that the equipment remains with them. This not only goes for manufacturers but also for distributors and salesmen. This doesn't, of course, mean that every manufacturer and vending machine salesman and distributor is practising this same type of closed operation. In fact, this is only being done by the minority. It might be the majority. But, it's very difficult to prove that this is the case. In fact, the few discovered to be setting up routes of their own machines came about by complete accident. Yet, there's the story as far as the automatic merchant is concerned. He is now faced with the problem of continuing with what he has to operate for he isn't, in the majority of cases, going to get any more machines than can be spared from new operations by the people who sold him machines in the past. The average vending machine operator should now, very tightly cement his contacts, to the point where he signs the toughest-to-break, hardest and roughest location agreements he can get smart lawyers to prepare for him, so that, regardless of what competition is thrown at him, he will be able to hold onto his location and remain in business. It's not tragic! It's not ironical! It's just funny.

It's the greatest bit of comedy ever seen! To realize that the very man who makes the machines he has been begging operators to "buy," is now going to be the very guy to compete with the men he sold by doing what his clients are doing and, at the same time, flauting it in their faces.

H. V. Schechter
Appointed Reps For Camp's Nuts

NEW YORK—William A. Camp Company, Inc., this city, packers of American Beauty nuts, announced the appointment of H. V. Schechter Sales of Idet Hutton, Inc., New York, as their representatives for vending machine operators. Schechter will handle the sale of Pistachio and Indian Nuts for the Metropolitan area, including all of Long Island, New Jersey (north of Trenton), and Westchester and Rockland Counties of New York.

Bert Mills Coffee Vendor Now Prices S49 Higher

LOMBARD, ILL.—Bert Mills, president of Bert Mills Corporation, manufacturers of the Bert Mills Coffee Vendor, announced that the price of its 300-cup capacity machine has been increased S49, and now will list at S489.

Bert Mills stated that this increase was necessary as the components of prices had increased their prices. However, Mills had notified his regular customers a month ago that the price of the coffee vendor was being upped, and gave them an opportunity to place their orders prior to August 1.

Price Of Lily-Tulip Vendor Cups Upped

NEW YORK.—The first in the paper cup field to increase its prices, Lily-Tulip Cup Company, this city, informed drink vendor operators that the price of its vending cup, when bought in large quantities was hiked to 4c each.

Others in this field are expected to follow this trend.

Reprints Of Editorial
"MORALE BOOSTERS"

Pages 4 and 5 Available

NAMA's Red Feather Program Has Co-Operation Of 20 Cities

Many Others Lining Up Committees

CHICAGO—Operator participation in the Red Feather Plan for Automatic Merchandiserns is rapidly shaping up, according to reports received from vending machine operators in 20 cities by National Automatic Merchandising Association.

Aaron Goldman, president of the G. B. Macee Corporation, Washington, D.C., and chairman of N.A.M.A.'s 1956 Public Relations Committee, in issuing this first participation report on the Red Feather Plan, says results to date are gratifying indications that the automatic merchandisers of the United States believe sincerely in the underlying principles of public relations—merely good relations with the people of the country in which they operate—and mean to put it into actual practice.

It is with this in mind that a yellow message tape which bears the message, "Many Campaigns in One—Give Enough For All," and which was especially designed by Community Chests & Councils of America, Inc., for N.A.M.A.'s use, is now available at local community chests at S1.00 per roll of 96 messages.

"Despite this excellent early showing," said Goldman, "operators are urged to place their orders for cups, matches, tape and poster stamps immediately." 

Individual automatic merchandisers should take part this summer in promotional planning by their local Community Chest officials in order to gain maximum benefit for themselves as well as the Red Feather campaign, Goldman urged.

Among cities where N.A.M.A. members are participating are Salt Lake City, Utah; Los Angeles, Calif.; San Francisco, Calif.; Milwaukee, Wis.; Reading, Pa.; Minneapolis, Minn.; Reading, Pa.; Elmira, N.Y.; New Castle, Pa.; Richmond, Va.; Bloomington, Ind.; Springfield, Mass.; Lancaster, Pa.; Chicago, Ill.; Los Angeles, Calif.; Worcester, Mass.; Duluth, Minn.; Fort Wayne, Ind.; Pasadena, Calif., and Denver, Colo.

"Organization of special Red Feather Committee of vending machine operators has already well under way in Washington, D.C., Los Angeles, Calif., and Chicago, Ill."

Goldman said. It is expected that approximately 50 such committees in major cities will be in operation by August 1.

Zogg Shipping Samples Of "Freshway" Vendor To Distributors

CHICAGO—Red Zogg, well known throughout the coin machine industry, and president of Freshway Automatic Vendors, this city, announced that samples of his newly refrigerated food vendor, known as the "Freshway Automatic Vendor," are being delivered to distributing companies.

Deliveries are expected to be on their way to operators by the end of August.

The "Freshway Automatic Vendor" is a completely refrigerated sandwich, cake or pie vendor. It includes a changer, which makes it extremely easy for the customers to buy, regardless of the combination, or single coin which may be inserted.

The machine has a capacity of approximately 105 conventional sandwiches, or over 300 half-sandwiches. It can also handle over 70 pieces of cake and pie. Merchandise is kept perfectly fresh at all times by the refrigeration unit.

The changer on this machine is so constructed that even one dime and one nickel, which is something which has never been accomplished. Zogg says, "The changer can handle any and every combination of coins. It makes change even in one dime and one nickel, which is something which has never been accomplished."

Zogg's distributors are now opening their activities throughout the country, and are most enthusiastic over the great earning possibilities of the machine.

When you buy from Runyon
YOU BUY THE BEST

EXCELLENT CONDITION Ready For Location

5 REFRESH-O-MAT CUP DRINK VENDORS

Vends The Nation's Leading Fruit Flavored Drinks.

WRITE FOR PRICE!
SALES ACTION HOTTER THAN WEATHER

Factories Sizzling With Sales Heat

CHICAGO—Red hot and humid August weather greeted Chicagoans this past week. But, this did not, for even a second, dampen the spirited heat of the sales action which is now apparent to everyone.

Operators have been speeding orders to leading factories here for more and still more machines, as the nation's economic news grows more critical. With the fact that central restrictions, and also inventory freezes would be demanded in the very near future, common simply jumped at the last minute chance to get their orders in as fast as possible, and have machines on the way to their places before any of these economic freezes went into effect.

One noted distributor visited here said, "I've never seen anything like it before. Even during World War II we didn't have the demand that we have at this time for almost every type of machine. "It's impossible," he continued "to satisfy all the demand, but," he said, "we are trying our best to get all our customers whatever they want and that's why I'm here asking everyone of the factories whom I represent to please ship me whatever they can and as fast as they can."

Sales managers at the various leading factories report that they do not have a large number of visitors they have more orders than they have ever before taken for delivery during any August month in their history.

All here are cognizant of the fact that their inventories may be frozen. Some believe that this will be temporary. Others are of the opinion that when inventories are frozen it will take many, many weeks before they will be released, and are working ahead as fast as they possibly can to build up machines in an attempt to satisfy the orders already on hand.

Most of the large manufacturers here have been working at top speed regardless of the heat. Bonus systems have been set up to give employees greater effort. Some have also arranged for salary hikes for workers who surpass quotas. Every effort is being made by the bigger factories to get equipment out to the field just as speedily as possible.

News spread like wildfire here that "within a few weeks non-essentials will be out," which was released from Washington sources.

At the same time, it is a known fact that voluntary allocations have already been placed into effect by producers of steel, rubber, aluminum copper, tin, brass, zinc, and other metals and, most important of all, for, of course, the main need of all manufacturers.

Rumors are also running wild here. The news that the House Committee passed the bill banning further shipments of bells and other reel type machines that pay out, hit hard in this town.

Of course, this does not affect the bigger share of production now going on, but, it does hurt many distributors and operators, and especially some of the very large manufacturers.

All are now waiting to see when the new bill will be introduced on the floor of Congress and when it will be passed.

All this, plus the sales action going on here, and the hot weather with which August greeted this city, is making this the hottest town in the nation for the industry.

Hotter than it ever was before. Factories are sizzling with sales heat.

ChiCoin Falls Behind On "Trophy Bowl" Orders

CHICAGO—Execs at Chicago Coin Machine Company, this city, reported this past week that the firm had "fallen two weeks behind" in filling orders for its brand new "Trophy Bowl" rebound.

According to one of the executives of this firm, "We wouldn't at all be surprised if 'Trophy Bowl' surpassed even our tremendous sales record on 'Bowling Classic.'"

"We never believed that we would be so over-ordered on 'Trophy Bowl,'" this exec continued, "until the orders began to come in at such a rate that, try as we might, we just simply couldn't fill them and we have been going way behind, to the point where, today, we believe that we are two weeks' production behind in filling the orders we now have on hand."

Of course, according to execs here, this is based on the orders which the firm has up to this past week. But there is no doubt, that more and still more orders probably flooded the offices of the firm since then and, even tho they are working at top peak production, they will have a hard time catching up on their present schedule.

The "Trophy Bowl" cighted from the very first day that it was introduced to the trade.

Distributors of the firm wired back, after receiving their allocations, that they could use "all we can get." And tho the firm shipped all games possible, they now find that whatever amount they would have shipped, it wouldn't have been enough to take care of the orders that their distributers have been taking.

"D.H." Earnings Amaze Williams' Execs

On Monday, July 24, it opened at $19.90. On the 25th it went up to $20.50; the 26th it fell to $19.20. This made a total of $86.60 for five days.

On the 27th collection opened with $22.49; the 28th it held at $17.70 and the 29th (which was the last report received) it went up to $27.60 for the day. A total of $67.10 for only 3 days. A grand total of $152.70 for 8 days.

As Stern stated, "This is only one of many machines which were placed on test locations prior to any announcement regarding our sensational, new, 'Double Header.'"

"We felt," he continued, "from advance reports which we received, that this game would prove itself one of the most outstanding ever manufactured."

"But," he said, "we are truly amazed at the collection reports which we have been receiving.

"Each day collections continue to rise, and now the second week's collections on all test spots, indicate that they will be anywhere from 50 percent to over 100 percent better than the first week."

"This is the first game," Stern emphasized, "where collections are greater than what the existing games of this type ever earned."

From one op's letter, which accompanied his collection report, Stern showed those present the following: "I could tell you," this op wrote, "that this is the greatest collection we've ever enjoyed. Remember, too, that this is in July, when take is supposed to 'way down. Not in October when take is up. It's better than any shuffle type game ever earned even tho this is a July collection report."

"NICE OF THE TAVERN MAN DOWNSTAIRS TO INSTALL THIS WALL BOX FOR US."

Exclusively For "The Cash Box" by HANK ROESSER
A SURE HIT!

Williams

DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME

- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!

1 or 2 Players 10c Play

SEE IT—BUY IT At Your Distributor NOW!

8 FEET LONG! 2 FEET WIDE

Protected Under Patent Nos. 2459011, 2296548, 2296549, 2240276. Other Patents Pending.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
United Deluged With Orders As Factory Reopens

CHICAGO—Billy DeSelm, sales manager for United Manufacturing Company, reported that when they opened their doors this past Monday morning, after the factory had been closed for its annual employees’ vacation, they found an actual deluge of orders awaiting them.

Said DeSelm, “The biggest part of the orders, which pleased us immensely, were more and more repe- rts for our ‘Shuffle Alley’ and ‘Shuffle Alley Express’ conversion units.”

Almost every letter, at the same time, contained orders for our brand new ‘Twin Shuffle Alley Rebound.’ Each letter stressed that we ‘simply must ship immediately’ as many of the conversion units as we possibly could.”

Billy DeSelm claims that the fac- tory is working at top peak produc- tion and will continue to rush out conversion units to the trade just as fast as is humanly possible.

“We realize,” he stated, “that our conversion units are helping everyone of the operators to enjoy bigger and better profits, and that their games are just like brand new machines be- ing placed back on locations, with collections zooming right back to the first shuffle games we produced.”

Most interesting to all in the United plant was the fact that their “Twin Shuffle Alley Rebound” was greeted with great enthusiasm by everyone of their distributors.

Operators have instantly approved the game, and are ordering more, even before their tests are completed.

As one distributor reported to De- Selm, “This is probably the very first United game where operators don’t even doubt the collections they are going to enjoy. Just as they get their first few samples, they place an order instantly for whatever part of our next shipment we can allot them.”

“It certainly is something for any manufacturer to be proud of,” this distirb continued, “when he stops to realize the faith that the operators have in his product and order far in advance, even before they have actu- ally placed the game on location.”

“That’s how well they think of United products,” this distirb con- cluded.

Billy DeSelm’s only comment re- garding the above was, “Well, that distributor talks for us.”

“CODE”

The President of the United States has spoken. Spoken very seriously and solemnly. He has asked, and probably will receive, full emergency war control.

All now realize that a new era is under way. That the headline articles which have appeared in this publication for some weeks were genuinely mild, compared to actualities.

This new era will effect all the nation’s manufacturers, whole- salers, retailers, suppliers, as well as the general public. Its effect is already being felt in soaring and skyrocketing prices.

This new era requires quick adjustment. All engaged in industry must consider themselves on a war-footing.

Such being the case, this publication will adopt and immediately put into practice, new ideas and new tactics. It will more quickly present the news, as it happens and, many times, even before it happens, to its subscribers.

There may have to be, as happened during World War II, “news flies” sent out by this publication, even daily, if necessary, to its subscribers.

This will be in the form of a “confidential letter” to subscribers. The Cash Box “Last Minute News Flash” sheet will be well remem- bered by all in the field who went thru the past war with this publication.

Once again, The Cash Box is preparing for speedy, daily printing of any crucial events. These will be sent to all subscribers (and subscribers only) by First Class Mail, even Air Mail, if this proves necessary.

Furthermore, The Cash Box may adopt a special code for all the prices now appearing in its “Confidential Price Lists”. These will be sent out in card form, well in advance of appearance, to sub-scribers only.

This code may be changed from time to time. Prior to each change, new cards will be mailed the new code, and existing cards will be replaced by the new code. Only subscribers will know the code being used.

“Confidential Price Lists”, one of the great services to the trade, today is more important and necessary than ever before.

Subscribers find it invaluable in checking prices of equipment each and every week as price fluctuations vary with each week’s market quotations. It is important that you KNOW what your equipment is worth from week to week.

Other ideas and methods, which The Cash Box originated and put into practice during World War II and which allowed inter-communication within this industry, quietly and confidentially, when The Cash Box was the one and only weekly magazine that carried news between the members of this trade, will be instituted as con- ditions dictate.

As news events come about, which may require changes in general procedures, this publication will be ready to meet with such changes and requirements for the complete and unsolicited benefit of this industry.

This publication has, once again, geared itself for the new and crucial events which are rapidly transpiring in this nation, and thus the entire world.

The Cash Box stands prepared.

It is ready to carry on with complete coverage for this industry as it has in the past.
Country's Distributors Seen In Coincenter

**Leonard Micon Joins World Wide**

CHICAGO—Leonard Micon has just joined World Wide Distributors, Inc., this city, as of August 1, 1950, Al Stern, president of the firm, announced this past week.

Monte West continues on as sales manager, according to Al Stern, and Leonard will work in close cooperation with Monte in regards to all sales for the organization.

Leonard is well known to all in the field, heading his own distributing organization a few years ago in Los Angeles.

He is a native of this city. He left the coin machine business for a few years in a business venture in Los Angeles.

His return here occasioned much interest. Many coinmen in this city are well acquainted with Leonard. He is one of the best liked of the coinmen. The time he has been away from the business for a few years, Leonard proved that "once a coinman always a coinman," with the rapidity with which he swung back into the business again.

Al Stern stated, "We are tremendously happy to have Leonard Micon with us. Leonard is one of the men in the industry who has always brought this business great respect."

"He will be on hand here to greet many of his old Chicago friends and every one of the operators knows of his reputation for fair dealing and for helping them in every possible respect."

Micon said, "It's a real thrill and a great pleasure to be back in my home town and meet with so many, many people whom I've known ever since I was a youngster."

"I am here," he continued, "to serve the operators just as faithfully as I've always done in the past."

---

**Factory Sales Mgr. And Distrib Enjoy Same Birthday**

NEW YORK—J. A. (Art) Weinand of Rock-Ola Manufacturing Corporation, didn't realize that his birthday, (Friday, August 8) came about on the very same day as did one of his distributors. Dave Stern of Elgin, Ill., has J. Dave, too, was much surprised to learn that his favorite factory's sales manager, Art Weinand, had the same birth date as he did.

The chorus both Dave and Art, "we'll have to get together one of these years and cut our-selves a snake."

**Como Mfg. Corp. Ups Production Of Equipment At New Plant**

CHICAGO—The Como Conversion of the automatic pinsetting unit for the Bally Shuffle Bowler game manufactured by Como Manufacturing Corporation, this city, is enjoying excellent business, and as a result production has increased three times, according to Bill Billeheimer, vice president.

"Never saw anything like it," stated Jack Nelson, general sales manager. "It seems that we are getting orders for more conversions than games were sold!"

The Como conversion is made from the same tools and dies that made the parts for the Bally Speed Bowler, and when the Como conversion is installed on the Bally Shuffle Bowler, it looks like a part of the game and one cannot tell that it is a conversion.

The new home of Como Manufacturing Corporation (pictured below) at 6013 N. Kedzie Ave., is a beehive of activity. It is a modern day-light factory with 15,000 square feet of floor space. The new plant is now turning out, in addition to the conversion, "Holecleaners," and other products.

---

**40—All... Deuce!**

"Forly All" in tennis is a deuce score.

Everything's even up. The AMI Juke Box has 40 selections, the AMI Wall Box has 40. The patron may see all 40 at once, play all 40 from either device. Juke Box—Wall Box, it’s a deuce, money-making combination.

---

**We Now Have for Immediate Delivery the Complete KEENEY LINE**

8 ft. & 9 1/2 ft. DOUBLE BOWLER

**BOWLING CHAMP**

- WHIZ BOWL CONVERSION for Bally & United
- Motor driven
- With new gloss

Unit Price... LOTS OF 3

$79.50 $74.50

**It's KEENEY for PROFIT!**

The New Electric CIGARETTE VENDOR

- SPECIALS:
  - Genoa Gilder $39.50
  - Upright Hi-way Fair $39.50
  - Bally Flyaway Fair $39.50
  - Bally Flyaway Fair $39.50
  - Bally Flyaway Fair $39.50

- 12' Shuffleboard Replacement Shuffleboards $109.50

- 18 ft. & 22 ft. — Like new $75.00

- 1.3 Deposit — Bal. SIGHT DRAFT or C.O.D.

**Allied Coin Machine Co.**

528 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

---

**WANTED TO BUY FOR CASH!**

HIGHEST CASH PRICES PAID FOR

**CONSOLES**

- Bally CLOVER BELL
- Bally SPOT BELL
- Bally MULTI BELL
- Keeneys TWIN BONUS
- Keeneys THREE WAY BONUS

**ONE-BALLS**

- Bally CHAMPION
- Bally CITATION
- Bally TURF KING
- Bally JOCKEY SPECIAL
- Bally ELECTRIC CUP
- Bally VICTORY SPECIAL

**MILLS SLOTS**

- ORIGINALS
- JEWEL BELLS
- BLACK CHERRY
- BROWN FRONT
- BLUE FRONT
- POSTWAR BONUS

**WORLD WIDE DIST.**

2330 N. Western Ave.
Chicago 47

---

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
#### Bally Announces Price Increase On “Turf King”

**CHICAGO—**George W. Jenkins, vice president of Bally Manufacturing Company, this city, announced a price increase on its current game, “Turf King.”

“We hated to do it,” explained Jenkins, “and we held to the old price line as long as we could—in fact, much longer than we should.

“That’s a point we would like to re-emphasize. The necessity for this price increase isn’t confined to just the drastic developments of the past few weeks. It is the result of a spiraling labor and material situation that has been building up over a long period and which is affecting practically every manufactured commodity.

“We want to thank the operators and our Bally distributors and jobbers,” concluded Jenkins, “for their understanding acceptance of this necessary price change. And we’re more than proud of the fact that ‘Turf King’ remains the greatest bargain in coin machine history.”

The announcement to the trade followed notification by wire to all Bally distributors sent out on July 26. The wire read: “Effective with shipments of August 1 Turf King operators price advances to $956. Are forced to this action by the constant still rising increases in our own plants. Are confident entire trade realizes circumstances and necessity this step. Sure everyone will agree that even with this increase Turf King remains the biggest bargain in all coin machine history.”

Reports from distributors throughout the nation indicate this $50. increase hasn’t affected the sale of “Turf King,” and as a matter of fact has impressed the present unpleasant situation on the minds of the operators still more. Demand, which was extremely heavy, now has reached unheard of heights, and the Bally factory is working day and night to produce sufficient quantities of games to somewhat supply their customers.

---

**Wurlitzer Reports $280,920 Profit For First Quarter**

“CHICAGO—R. C. Rolfsing, president of The Rudolph Wurlitzer Company, manufacturers of coin operated music machines and musical instruments, announced that the consolidated financial report for the first quarter of the current fiscal year (April, May and June) shows a profit of $280,920.33 after all reserves and taxes. This compares with a consolidated loss for the same period last year of $41,093.40.

The North Tonawanda plant, location of the music machine manufacturing division, is rushed to the limit at this time in an effort to supply the trade with its demand for the new model "1250" phonos.
Here for the first time is a MUSIC BOX that means PROFITS for YOU from the small locations... spots that do not warrant the expense of a large juke box. Designed specifically for these small locations, RISTAUCRAT '45' is not in competition with major juke box spots. Compact, low cost RISTAUCRAT '45' gives you fast, steady profits from spots such as Motels, Resorts, Road Stands, Small Taverns, Drug Stores, and dozens of similar places.

"The MUSIC BOX for the Spot You Forgot"

RISTAUCRAT
The Mighty Music Mite '45'

The RISTAUCRAT '45' is the only successful small phonograph ever built for juke box spots. This precision engineered, coin operated machine plays twelve 45 RPM records, rejecting and restacking them automatically! Its sparkling clear tone is made possible by the lightest weight tone arm ever made (5 grams) ... which also enables it to play badly warped records with the same trueness and clarity of new, perfectly shaped discs. The remarkable RISTAUCRAT '45' offers unlimited possibilities to coin men with force and imagination. For here is a machine that turns the smallest locations into profitable operations with a minimum investment.

DISTRIBUTORS
A few territories still open. Write for complete information.

Ristaucrat, Inc.
1216 E. Wisconsin Ave.
Appleton, Wisconsin

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
SOUTHERN AUTOMATIC
AND AMI JUKE BOXES

The Kentucky Operator's Best Bet for All That's Finest in Music and Service!

Come in! See for yourself why this is "THE HOUSE THAT CONFIDENCE BUILT"
Also Distributors of All Types of Amusement Machines and Premium Goods

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.
624 S. THIRD STREET
LOUISVILLE 2, KENTUCKY
PHONE: WARACH 5994

WANTED FOR EXPORT
→ Cash Waiting! Write! Wire! ←

60 Cycle Motors for Wurlitzer 1015’s - 750’s - 700’s
60 Cycle Turntable Motors Complete With Drive Motors for AMI "Top Flight" Phonos

WANT ANY QUANTITY - 1 OR 100
WURLITZER 700’s - 750’s - 1015’s - 1100’s

GIVE FULL DETAILS AND PRICE WANTED FIRST LETTER
Box No. 230
c/o THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.

WANT
Mills Golden Falls
5c—10c—25c 1 Cherry PO
Mills Black Cherries
5c—10c—25c
Seeburgs '47 and '48 M's
Bally B Speed Bowlers

LAKE CITY AMUSE. CO.
1644 ST. CLAIR AVE., CLEVELAND 14, O
(Tel. Cherry 1-7667)

Keeney Presents 4 Player Conversion "Match Bowler"

CHICAGO—John Keeney & Company, this city, is giving an extra touch to the new "Match Bowler" by introducing a 4 player conversion. The machine is made for 10 foot cushion games, and it is being used in the new "Match Bowler" at CHICAGO—With one hit after the other, J. H. Keeney & Company, this city, has just introduced another conversion which, according to those first distributors and operators who have seen it, "Looks like another big hit." Charles Pieri, sales manager of the firm, reported, "Our newest conversion is called 'Match Bowler'. It is made for 12 foot cushion games, and it takes a rebound. And it takes just a little less than 45 seconds to complete the game."

"But," Charles continued, "what's most impressive is the fact that this conversion is so arranged that either 1, 2, 3 or 4 players can play at one and the same time.

"That's something," he says, "that never was introduced before. Furthermore that's why everyone who has seen the new 'Match Bowler' is so excited over it.

"The game offers play and profit possibilities which have never before appeared on any game. Especially a conversion which turns the 12 foot cushion game, with the rebound kept of 'Match Bowler', into one of the most outstanding machines in the nation."

With the firm now in high speed production on over seven products, all at one and the same time, it will be rather difficult for ops to arrange for any definite future delivery schedule. For, according to excess here, "It's best if orders are placed for instant delivery on the new 'Match Bowler' so that shipments can be made as fast as these units come off the production lines."

Coven Cleaned Out Of New Wurlitzer 1250 Phonos

Warehouse Bare — Orders Filled In Rotation

CHICAGO—Ben Coven of Coven Distributing Company, this city, reported this past week, "Our warehouse is cleaned out of all new Wurlitzer 1250's. We are trying hard to supply the orders which we have taken by keeping in constant long distance phone contact with the Wurlitzer factory."

Even used phonos have been going at a speedy rate, according to Coven, and he doesn't see any slowing of demand for some time to come.

"In fact," Coven stated, "if anything at all, there is no longer any doubt that the demand for new and used phonographs is going to grow even greater."

"We have taken orders far in advance for the new Wurlitzer 1250 and are filling these in rotation as received."

Coven stated that for some time the firm was gathering up used phonos which they were taking in trade against sales of the new Wurlitzer 1250's.

But, this past week, they were suddenly rushed, "practically out of business," as one of the Coven salesmen said. Orders came from everywhere in the country for their used phonos. Local demand for the new Wurlitzer 1250 reached unprecedented heights.

"We've been trying to get used phonos for a long time but we've never been able to fill all these orders we've taken," Ben said, "but we're going right ahead and the factory is trying to ship us as much as they possibly can."

Col. Lewis, Allied C.M., Leaves For Trip Thru South

CHICAGO—Wir Weiss and Bill Knapp, Allied Coin Machine Company, this city, report that operators have praised their "WhizBow!" conversion for its mechanical perfection, which has meant trouble-free service for them.

Col. Lewis, a new affiliate at Allied, leaves this week for an extended tour of the southern states.

Baby Girl For The Monte Wests

CHICAGO—Monet West, sales manager for World Wide Distributors, this city, is being congratulated upon the arrival of a blue-eyed baby girl. Mother and child are going fine, but Monte is having a problem getting his body from floating thru the air.

In Louisville it's

SOUTHERN AUTOMATIC

AND AMI JUKE BOXES

The Kentucky Operator's Best Bet for All That's Finest in Music and Service!

Cincy Music Ops Assn. Plans Big Sept. Meet

GINNCINNATI, O.—The Automatic Phonograph Owners Association, this city, is planning a terrific surprise for its members when it holds its next meeting in September. They will be notified what date is being set.

Mrs. Minnie Bartel, mother of Mrs. Charles Kantor, passed away on July 28, and the association extended its sympathy to the family.

Mr. & Mrs. Abe Villinsky, A & B Music Company, spent the weekend in Washington, D. C. accompanying the arrival of a granddaughter. The Villinsky's daughter, Mrs. Soma Ludke, lives in the nation's capital.

Abe Salmon, his missus and their daughter left for a two week vacation in Miami Beach.
Ristaurat In Full Production

APPLETON, WIS. — Joe Cohen, head of Ristaurat, Inc., this city manufacturers of the 45 RPM "Ristaurat" juke box, reports that the factory here is humming, and he is very well pleased with their progress.

According to Cohen, plans are now in effect to more than double previous production estimates. He states, "We have been screening distributors all over the country, and in a very short while will announce the complete list so that operators will be able to produce the 'Ristaurat' 45" from their regular source."

Plans have been formulated for showings at the various distributors' showrooms throughout the nation. According to reports, this 45 RPM record juke box has caught on wherever displayed. The lightweight, small size, long life disks make it both an economical and profitable operation, they state. Cohen says many operators are planning large routes of these counter model phonos in the smaller locations throughout their territories.

The "Ristaurat" plays 12 unbreakable 45 RPM records at one leading, and is a portable space saver, only 12" wide x 12 1/2" deep x 16" high. It can be set for 1 or 2 plays per nickel. Unbreakable Plexiglas dome lights up in soft glowing colors, making it attractive with plenty of play appeal. Wherever the average juke box operator has not placed a phonograph because of the size of the spot, the 'Ristaurat' fits in perfectly, and pays for itself in a very short time," stated Cohen.

Asks Slot Tax Be Upped To $150 Per Yr.

WASHINGTON, D. C. — Uncle Sam's revenue collection division, which today is seeking ways and means of increasing collections for the complete program of defense, isn't at all concerned with what other committees may do. Last week the House Revenue Committee approved a bill to outlaw shipment of slot machines and pay-off games into states where they are illegal. Bill now must be voted upon by the House and Senate.

The Senate Finance Committee, being practical, and in need of money, this week voted to impose new tax levies, and among the items listed was the suggestion to increase the impost on coin-operated gambling devices from $100 to $150 per year. It was estimated that this additional levy would bring in $5,000,000 more a year.

Before You Buy A Used Machine WRITE US FIRST!

ANYTHING YOU NEED! WE HAVE IT!

CHRIS NOVELTY COMPANY
806 St. Paul St., Baltimore, Maryland
(Phone) Millbury 8722

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
BIGGER PROFITS
FROM YOUR
BALLY SHUFFLE-BOWLERS

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
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.
PHONE Independence 3-7600

LAST CHANCE
TO GET WHAT YOU'LL NEED
SLOTS

Every type and every kind made. New and used. Greatest buys in history. Write, wire or phone us immediately! We have what you want and need! Hurry!

CONSOLES

All the finest consoles, new and used, on hand for immediate delivery. Tell us what you want. We'll get them in transit for you TODAY!

Parts & Supplies

FOR Slots and Consoles, THE FINEST! THE ORIGINAL! Get all the parts and supplies you'll NEED—right NOW! Phone or Wire us IMMEDIATELY! No time to wait!

ACT QUICK! WIRE! PHONE!
Console Distributing Co.
3425 METAIRIE RD., NEW ORLEANS, LA.
(All Phones: TEMPLE 8248)

3 Group Operations Of “Hollycranes”
Set For Canadian National Expo.

TORONTO, CANADA—Arrangements have been completed to run three locations with group operations of “Hollycranes” this year at the Canadian National Exposition, held in this city.

Last year 20 “Hollycranes” were operated in a group concession by Dave Russell and due to the success of this type of concession, it has been decided, thru arrangements with J. W. (Patty) Conklin and Dave Russell to have three different locations with a total of 40 “Hollycranes” in operation.

One of the new locations will be inside the penny arcade and will be operated as the concession is operated at Belmont Park in Montreal, Canada, and Crystal Beach at Ridgeway, Canada.

Another location will be in the playland building the same as last year and the third location will be a unique spot on the midway underneath a twenty-four foot California umbrella.

Reed Van Patten, manager of the “Hollycrane” concession at Belmont Park will be in charge of one of these locations as General Manager when the exposition opens in this city. John Ray, assistant manager at Crystal Beach operation will also be in charge of another unit at Toronto.

Dave Russell, who was a recent visitor at the Como Manufacturing Corporation plant in Chicago, manufacture of the “Hollycrane,” outlined the arrangements with Jack Nelson, general sales manager of the manufacturing firm.

MONTREAL, CANADA—Pictured above is a battery of 10 “Hollycranes” in the arcade at Belmont Park, this city, showing the magnetic appeal it has on the public. Reed Van Patten, manager of the concession, reports high profits from this battery.

Operators And Distributors Stocking Up On Parts And Supplies

Many Tubes Difficult To Obtain

CHICAGO—Operators and distributors throughout the country are stocking up, as best as they can, with parts and supplies, according to information reaching this office.

Rumors are to the effect that many tubes, which are used in automatic phones, are becoming difficult to obtain.

This is attributed to the heavy buying of these tubes, rather than to any scarcity at this time.

But, as one distributor after another has reported, “Operators are calling on us for parts and supplies daily. We are trying our best to get them as much as they ask for. At this time, tho, it is getting difficult to take care of the unusually heavy demand.”

Belief here is that the parts and supplies of certain kinds, like critical tubes, may become scarcer, they will still be obtainable.

The average operator, tho, is trying to assure himself everything he will need all at one time and is, therefore, pressuring distributors to ship him just about everything in parts and supplies that he will require for a long pull.

“This isn’t at all necessary,” one noted leader here stated. “Operators will be able to get whatever they need,” he continued, “for repairs and maintenance of their machines.

“There is no need,” he said, “for any boarding or any big rush for quantities of parts and supplies.”

In the meantime, those who can are stocking up with whatever they can get and whatever they will require, especially for older model machines which parts can only be obtained, in many cases, by breaking up another, similar machine.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Maestro Music Launches New “Gimmick” Combining Wire And Juke Box Features

Los Angeles—Hailed as a starting innovation in automatic music circles by local operators and expected to win a quick response throughout the country, Pantages Maestro Company, this city, launched its new “Gimmick” wire-automatc phonograph unit this week, as announced by J. Harry Snodgrass, president of the firm, and Rodney Pantages, secretary.

It was five years ago that Snodgrass first invented the “Gimmick,” which was patented in 1946, and it was only after years of work in eliminating any possible technical “bugs” and several location tryouts that Pantages Maestro decided the time was right to release the ingenious unit.

Using the wired unit’s amplifier and a hideaway or full jukebox with the exception of amplifier, the appropriately named “Gimmick” operates on an alternating cycle that permits taking customers wired music requests or jukebox plays in turn.

A “feeler” device checks to see if there’s nothing scheduled on one or the other music source, in which case the one in operation continues with its ordered plays.

As described by inventor Snodgrass, “The ‘Gimmick’ combines the best jukebox feature of automatic five-cent play with the greater selection afforded by wired music. The unit is adaptable to any jukebox equipment, old or new, in every line.”

Just back from a trip to Honolulu where a major operator has converted his entire route to the “Gimmick” after a trial run that reportedly increased his average weekly take from $38.50 to $110, Snodgrass is due to make another trip this week on further installations.
GOTTIEB'S

TRIPLETS — TERRIFIC!

3 Scoring Opportunities! Triple Earning Potential!

SPELL TRIPLETS • VARIABLE BONUS AWARD • SIDE ROLLOVERS FOR FREE PLAY.

"POP" Bumpers Flippers

ORDER from your DISTRIBUTOR

D. Gottlieb Elco.

1145-50 N. Kostner Ave.
Chicago, I. Llinois

"There's no substitute for Quality!

EASTERN FLASHES

It's a very strange situation that exists on New York's conrow at this time. With prices on new amusement games going up, and deliveries behind schedule, the jobbers decided to have a price war, and are offering these new machines at the bottom. While, for the moment, it may be a hit, in the long run the prices must go back—and the jobbers must wind up in bad shape. A jobber has a decided place in the scheme of things in the coin machine business, and if he winds up losing money, he must go out of business. Some jobbers, who have been doing business for many years with the Tenth Avenue jobbers, are not disposed to argue with these people when they realize that the prices are too low—but we know they realize that over the years these companies have been of assistance to them in many ways. No business can stay alive without making a profit—and if these jobbers continue with their current tactics—someone is going to get hurt—and badly.

Sale of music, both new and used, continues brisk. Prices on used music continue to go up. Most buyers do not even question the increase, but some few are balking. However, the market is getting tight, and wholesalers are paying more for equipment, and on the re-sale, are forced to add this to their selling price. On used music, all distributors are selling all the machines they can get.

Murray and Ann Wolsman, vacationing in Miami Beach, other half of the Pan-Coast Amusement Co., leaves on his vacation when Murray returns. Sol and his missus will drive thru New England and then to Canada. While on the trip, they will drop in to visit their 2 children, and those of Murray who are summering at a children's camp. Dave Lowy, Dave Lowy & Company, returned after a 10-day vacation at Lake-side Inn, Ferndale, N. Y. Dave's family is spending the summer at this resort hotel. Lowy, quite a golf bug, proudly boasting that he broke the century mark, and that he's sure to get under the 90's when he returns for the rest of his summer vacation at the end of August.

Al Simon, Albert Simon, Inc., completely released, taking orders for Chris Chak's current hit, "Prufrock Love." He takes the orders and hopes a factor will be able to ship in sufficient quantities to fill them. It seems demand for the game is strong throughout the country and the factor cannot keep up with deliveries.

Teddy Seidel, back from his vacation in Washington, D. C., where he did considerable betting on the Potomac with brother Bob. While we watch at Mike Munves', five while we watch at Mike Munves', five arcade machines and parts for delivery throughout the country. Seems like Munves never stops shipping.

Harry Berger, West Side Distributing Company has taken over the corner store at 44th and 10th Avenue. This was the former location of Emory Supply Company, the parts and supply house run by Joe Munves. Economy had moved its parts business to the north quarters of Mike Munves.

Herbie Semel got himself hitched this past Sunday, July 30, and left immediately with his bride for a Miami trip. His father, Jack, ran a little shindig for their coin friends at Dave Lowy's on Friday. Unfortunately, Jack took ill that day and couldn't be on hand. However, he was able to be at the wedding ceremony. Although not completely recovered, Jack visits his office for a few hours each day.

Williams’ "Double Header" continues to attract a great deal of attention with operators continually flocking around the game displayed on the floors of Seaboard New York Corporation. Meyer Parkoff reports that they have taken orders for quite a large quantity, and he hopes the factory is geared to turn out large numbers so that he can satisfy all his customers.

Jack Ehrlich, one of the real old-timers in point of experience in the coin field, operating quite a music route in Brooklyn, which he tells us is doing very well.

Dave Stern, Seacoast Distributors, Elizabeth, N. J., getting ready to spring a big new music in used music. "It doesn't look like a bad time at all," he said.

Harry and Hymie Kriegel, Kriegel Distributing Company, keep in top action. "While the prices are going up," stated Harry, "we fortunately are able to buy, and then re-sell. We think we can continue along these lines no matter what the future might bring." Joe Young, Young Distributing (Wuritzler distributors) don't know whether to be happy or sad. Seems that the sale of the 1250" game keeps all equipment going out to the operators as quickly as they arrive which would make Joe happy. "But," he sighs, "if the factory should deliver more machines to me, I'd be able to satisfy the demand, and naturally, be completely overjoyed for the future.

DALLAS DOINGS

Irvin (Kempy) Kemper, demon road salesman for Runyon, spent most of the week at the home office. He had been away for several weeks, covering upper New York State. But no matter how far away, Kempy always came home for the week-ends. Kempy should be moving into that brand new home he built in Jersey any day now. Miltly Green, American Vending Company, tells us he's going operationally dandy swell, with music holding up pretty good for the summer. Dave Stern, Seacoast Distributors, Elizabeth, N. J., celebrates a birthday on Saturday, August 5th. He isn't disclosing his age, but he does say he's a healthy "thirty" even tho he has become a grandpappy a few weeks ago.

Jack Finkiewicz, also a birthday coming up on Saturday, August 12. Jack, who at one time was one of the leading distributors in the East, and the entire country for that matter, has been ill and confined to his home for the past several years. With the weather exceptionally fine these past weeks, arcade owners and operators with equipment at resort and vacation spots report collections very good. Marcus Klein, Tenth Avenue jobber, vacationing in Europe, and should be back on the job around the beginning of September. Meanwhile Moe Bittner running the business.
Most of the discussions around this sizzling hot town (weather and sales) those days in, "For whom do the bells toll?" Opinion here is that the average belief is pretty well set. Also that, since the states of Nevada, Idaho and Montana are open, and the different states of the U.S. begin to see our open, bell business will go on to some extent. Local and inner-state sales will continue. And in the meantime, the belief is that the bells toll the day at a new amusements era for the industry by the mfrs. of the bells themselves. Belief is general that these big bells will come up with something entirely new next season. Comics, too, will be hit in the line of sales. But, it passes, but, most console makers have other products, and they may continue satisfying the states where shipments can be made, they will be supplying the trade with other items.

Art Weinand of Rock-Ola came up with a peacheroo this past week. In general discussion, Art said, "The best definition I know for mixed emotions is to watch this fellow who’s in the cliff in Al’s brand new convertible." At the same time Art is like the expectant husband walking the floor in the catwalk (wasting news of tests on their new slingshot game). "Will it be a boy, girl or goldfish?" is the way Art puts it. Irv Weinh here laid down quite a bit of cash at one manufacturer’s offices the other day, cynical of the local firm, that they sold out the big line of products, and was a very surprised man when he found that this was the truth—even cash can’t buy what isn’t there. They say that there’s a slot that isn’t a slot now being manufactured by one large plant here. Service Strong of O. D. Jenkins says, "Regardless of what happens we’ll still be in business." Jerry Hall here, while still on vacation and Pat Buckely away from his office, too, this past week. Charley Pieri over at Keeney excited about their new conversion "Match Bowler" which converts those 12 ft. cushion boards to 1, 2, 3 or 4 player action.

Jackson Nelson, Bill O’Connell, George Jenkins, and everyone else at Bally busier than all get-out trying to fill those "Turf King" orders. "And," as Jack says, "more, and more still more meters flood in everywhere we begin to see our way somewhat clear to completing some shipments." Ben Becker and Art Goff are covering the Eastern and Southern territories. Bally is now down in the south and Art’s covering the Buffalo, Syracuse, upstate N.Y. area.

Bill Dillehimer at Como buster than he ever was, what with those conversions rolling in, and the Holleytens getting hotter than the very sun. Bill still calls the "Shadow" has plenty of work ahead of him for some months to come. Harry Alcy that Larry Couch’s SuperVend is back on the job again, Paul Faller still down in bed. Jackie Fields running around town like mad. Mike Hamburger down in Dallas yowling for more and still more production. In fact, everyone at SuperVend working harder than ever before.

Jack Menconi of Exhibit just returned from New Orleans, San Antonio and Dallas (and at this time of the year, too) "But," says Frank, "it’s sure a wonderful little trip." Frank knaps, "We were right here in Al’s brand new convertible and do quite a sales job." Sam Lewis and Ed Levin of Chion both believe that the new "Trophy Bowl" may exceed sales of their great "Bowling Classic." Which said would be an achievement. Chion has elected with every game introduced this year. Joe Caldon is doing a very terrific job exporting some of his products, and also selling game to the nation. Bill Oster of Abco advises the firm has a conversion surprise on the way in. Billy DeSelme was a very happy guy this past Monday morning when he entered his office for the first time, after a week’s leave and found letters from Milwaukee, there and everywhere, ordering more conversions and plenty more of the firm’s new "Shadow Alley Rebound." Billy advises that he did a bit of motor bowling with Lou Casola and really enjoyed the speedy bowler Lou owns. Everyone’s on the job at United and all happy to be hard at work again.

Al Stern of World Wide is probably among the busiest of the districts around. Al has been preparing for eventualities and now finds himself deluged with requests from everywhere in the country. Lots of credit to Al for thinking up an idea, watching his Naples, Vic Weiss and Col. Lewis Vic planning to move into a big, new building, not far from their present quarters on Miracle boulevard, (where the home is). The men are going great guns and are setting up to do a real job in the future. Wally Finke and Joe Klein of First Districts are all hepped up waiting for that brand new Rock-Ola "Rocket 50" phone to the fact that he has, of course Wally and Joe advise, "We’re actually getting orders in advance." Never saw a time when Harry Brown looked better. This guy just thrives on long distance phone calls. Says Harry, "We’ve never been busier!"
CALIFORNIA CLIPPINGS

That's really a "Gimmick"! Rodney Pantages and J. Harry Snodgrass have over at Maestro Music on Venice Blvd. And that's the name of it, no kidding, the "Gimmick". Couldn't think of a better word at that, to describe what this ingenious new baby does, in combining all the merits of the jukebox with those of a modern new machine, and while working out plans for production and sales, you might look up the story and add that appear in this issue. But one point we saved for mention here, and that was Harry's very acute psychological analysis of how the "Gimmick" should appeal to all players. Quoting him: "In combining the jukebox and wired machines types of players we want to achieve perfection. Not only the boys who enjoy getting out on the floor and talking to a strange young women with a pleasant voice while for the shy boys—or those who don't dare talk to a strange young woman—there is always the remote box so that they can quietly insert their nickels." Pancake Maestro, which currently operates 70 installations in the Los Angeles area and has sold its wired music equipment to hundreds of operations in 50 principal cities throughout the country, should do well with their new machine, in the same way that a production machine combined the personal touch with economy, an eight hour shift by the fair voiced girls would be roundouted by the juke box taking care of round-the-clock action.

Charlie Daniels back at Paul Laymon's from his vacation, which he spent painting, gardening and plastering (not plastered). Seems the closest he ever got to being a carpenter was when he cut the nails with a can opener. Laymon's mechanic, now on his vacation and filling in was his regular, friendly, Ben Shupp. Tried our hand at a batch of 4's while at Laymon's and found Chicago Coin's Laymon's mechanic, their ingenious little extra as Chicago Coin's Laymon's mechanic, which currently operates 70 installations in the Los Angeles area and has sold its wired music equipment to hundreds of operations in 50 principal cities throughout the country, should do well with their new machine, in the same way that a production machine combined the personal touch with economy, an eight hour shift by the fair voiced girls would be roundouted by the juke box taking care of round-the-clock action.

WANT

WANT—Hollywoodans and Pre-war Diggers of all kinds. LIEBERMAN MACHINERY COMPANY, 193 W. 117TH ST., NEW YORK 19, N.Y., US. THE CASH BOX, 117TH ST., NEW YORK 22, N.Y.

WANT—Used Juke box records. Also surplus new records distributors' or coin box stock. MANLEY DISTRIBUTORS, 750 1/2 3RD AVE., BRONX 67, N. Y. TEL.: 347-5615

WANT—All types Phonograph Motors, Adapters, Wall Boxes, Speakers, Coin Operated Radios, Coin Changers, etc. ST. THOMAS LTD., 536 GRANT AVE., NORTHERN, MICH. TEL.: 341-3329

WANT—Used Juke box records, popular, hillbilies and polkas. Any quantity. send us your list and price wanted. Wills, write. wire, phone immediately. Turn dead merchandise into cash. AMUSEMENT SUPPLIES, 733 FULLERTON AVE., CHICAGO 39, ILL. (Tel.: Humboldt 9-1323)

WANT—Will pay top dollar for any Mail Order POSITIONS—full or part time. All in the vicinity—one or a thousand. Send us your list and price wanted. Write, wire, phone immediately. Turn dead merchandise into cash. AMUSEMENT SUPPLIES, 733 FULLERTON AVE., CHICAGO 39, ILL. (Tel.: Humboldt 9-1323)

WANT—Large model phonographs, walls boxes, five ball games, amusement games, slots, etc. WEST END DISTRIBUTORS, 3126 EL LIOTT AVE., SEATTLE, WASH.

WANT—Will pay cash for Champion, Citations, Gold Caps, late Rock-Olas, Wurlitzers, Amsco and Ami's, and Accessories. Send us your list. AMERICAN MACHINERY DISTRIBUTORS, 3280 S. TROY ST., SAN ANTONIO, TEX. TEL.: Ttaxis 8885.

WANT—Will pay highest prices for late Rock-Olas, Wurlitzers, Amsco, pick up in surrounding area. DAVE LEBANE, 1526 WIEDEL AVE., NEW YORK, N.Y. TEL.: CH 4-3100

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of ballads, western and sacred records. Top prices paid. We pay freight. USED RECORD EXCHANGE, Anthony "Tony" Gallego, 4142 W. ARM- TII, SANTITIA, 299, ILL. TEL.: Dickens 2-7060

WANT—WILL—Special offer. 40 Station Hoseens Machines. Make offer. No reasonable offer rejected. AMERICAN SPECIALTY CO. 826 NORTH BROAD ST., PHILADELPHIA 30, PA. TEL.: 512-10-3329.

WANT—Plastic Conversion Kits for coin box, large and small. Coin box accessories. Send letter. Include sizes and high prices for surplus records. We are distributors for: AMI; United; Williams; Universal; Exhibits; Genco and others. TARAN DISTRIBUTING INC., 72-12, 7TH AVE., MIMAY 32, ILLA. TEL.: 3-5768.

WANT—Used Columbus Models Z and G 6 each. Condition guaranteed. Cannon 9-10.5 VAC. BROAD ST., WICHLINGHAM HAM VENDING COMPANY, 290 SECONDE AVE., NO. BIRMIN- HAM, ILL.

WANT—Genco Bowling $15; Williams Twin Shuffle $15; Bowl- ette $15; Bingo-A-Rolls $65; Hy- rolls $65; Humpty Dumpty $55; Trinidad $56; Plastic Power $75; St. Louis $125; Baby Face $90; Temptation $50; Lucky Star $35; Sharpshooter $135; Harvest Moon $95: A. P. SAUNER & SON, 252 CARPENTER ST., DENVER 4, MICH. TEL.: Tyler 4-3810.

WANT—For Export: Game and Music in excellent condition. Priced right. FREE SHIPPI NG CORPORATION, 625 PARKER ST., CLEVELAND 14, OH. TEL.: 3-5822.

WANT—For sale—Roulette $100; Pin Ball $25; Pin Pop $25; Pin Bucky $25; Pin Jumbo $25; Pin Wurlitzer $25. DICKENBON SHUFFLE CHAMPIONS, 8-9 MOHAWK SKILL GAMES CO., 67 SWAGGER TOWN ROAD, SCHOFIELD, WIS.
FOR SALE

FOR SALE—Bally Spout Bell, like new $89.5; Citations $265, Gold Cups $165; Kenevy Gold Nuggets $125; Delta Bell Portable, 5¢, $54; C. M. Speed Bowler $295; Bally Shuffleboard $195; Wide-A-Gard $159.50. COVEN DISTRIBUTING CO., 3111 EJSTON AVE., CHICAGO 18, ILL. Tel.: IN 2-2210.

FOR SALE—Mutoscope Recorder $200; 9 Poker Tables Scientific, perfect and clean, complete with stools $80 ea.; 3 Love Seats $15 ea.; 3 Camera Chiefs $5 ea.; 1 Polkar Rum Machine, complete equipment and shuffle. METRO POLITAN DISTRIBUTION, 7 West 22nd ST., BROOKLYN 24, N. Y. Tel.: CO 6-2021.

FOR SALE—Used: Mills Golden Falls, Jewel, Black Cheries, Blue &; Brown Front Bells; Pare Comets; Wonder Dreamers, Roll-A-Ten Cones; Keeney Super Bells, single 5¢ play and 3 & 5¢ Twins. Machines are tested and right! Now: Mills Bonus, Chrome 21 Bowler. Call in person Pyramid and Cigarette Vendors; Universal Arrow Bell, Feature 5-4-32 Bally Bows and Bally Jugs. LOUISIANA COIN MACHINE CO., 1233 Young ST., SOUTH WOOD, NEW ORLEANS, LA.

FOR SALE—We can supply all your requirements of Authori ty-Curl, Bell-3800, and other construc tions made 24 hours after receipt of order. We ship anywhere. Ca nes DISTRIBUTOR CORP., 701 TENTH ST. N. Y. Tel.: Plaza 7-977. Cable address: EXPO NEW YORK.

FOR SALE—If You Can Beat It, We’ll Eat It! We sell more bells, and for less, than anybody in the West. We are a try to beat! AUTOMATIC GAMING CO., 2828 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—For sale: Gun $85; Post-war Challenger $15; Jungle Joe $149.50; Seven Hi pool table $122; Catalina $24.50; Cover Girl $29.50; Catalina Bells $179; Williams DeLuxe Bowler $219; Rock-Ola Shuffle Jungle, floor sample $149; Geneo Girder $145; Exhibit Dale Gun $65. FIRST DISTRIBUTING CO., 200 E. 68th ST., CHICAGO 22, ILL. Tel.: Dickens 2-0500.

FOR SALE—Shuffle Alley $99.50; Mango, ShuffleRell $49.50; Beacon Poo $149.50; Debby $155; Chocin Pistol $90.50; Geneo Girder $65; Shuffle Alley $65; Two Bell $97.50; WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK, N. Y. Tel.: Glebe 6-4646.

FOR SALE—Exhibit Merchandisers; Iron Claws; Mutoscope Roll-Chutes; Eries for Carnivals; Elitra-Hotline; Mutoscope Penny Diggers $59.50 each; Exhibit Rotor Merchandiser, Standard National 4243 SANSOM, PHILADELPHIA, PA.

FOR SALE—Bally Spout Bell, like new $89.5; Citations $265, Gold Cups $165; Kenevy Gold Nuggets $125; Delta Bell Portable, 5¢, $54; C. M. Speed Bowler $295; Bally Shuffleboard $195; Wide-A-Gard $159.50. COVEN DISTRIBUTING CO., 3111 EJSTON AVE., CHICAGO 18, ILL. Tel.: IN 2-2210.

FOR SALE—Super Bonus Bells 5¢-25¢ FP & FP $195; Super Bally Triple Bell 3-way 5¢, 10¢, 25¢ $159.50. Mechanically right. Ready for loca tion. $95. BALLY & OLA DISTRIBUTING CO., 200 W. 108th ST., CHICAGO 7, ILL. Tel.: 602 WEST “B” PLAZA CARS PASS, OREGON. (Tel.: 9050.6315.)

FOR SALE—Two late model photographs and two late model Voice-O-O-Graphs, condition perfect and overhaul. Priced to Sell. 10,000 left. Write or phone. All types of coin machines—Bells; Wurlitzer, Pyramids and Cigarette Vendors; Universal Arrow Bell, Feature 5-4-32 Bally Bows and Bally Jugs. LOUISIANA COIN MACHINE CO., 1233 Young ST., SOUTH WOOD, NEW ORLEANS, LA.

FOR SALE—We are constant suppliers of Coin Machines, Coin Bells; Wurlitzer, Pyramids and Cigarette Vendors; Universal Arrow Bell, Feature 5-4-32 Bally Bows and Bally Jugs. LOUISIANA COIN MACHINE CO., 1233 Young ST., SOUTH WOOD, NEW ORLEANS, LA.

FOR SALE—For your finest reconditioned Wurlitzer phonographs from the World’s Largest Wurlitzer Distributors, machine engineered and machine trained mechanism. Competitively priced. Write for reconditioned cigarette machines. Write us before your YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: Clickering 4-5050.

FOR SALE—Geneo Baseball, shuffle $85; Super Coney Alley $139.50; United Shuffle Alleys $120; Chicago Coin Twin $135; Bally Shuffle $149.50; Geneo Bowling League $129.50; Gottlieb Bowling $99.50; United Conversion for Shuffle Alleys $79.50, write for quantity prices; Eppke Merchandiser, very clean, $269.50; Dale Gun, late model, $75; Scatter Coin Pots, like new $85; Bally Heavy Hitters with stand $32.50; MONROE COIN MACHINES DISTRIBUTORS, INC., 2233 CHESTER AVE., CLEVELAND 14, OH. Tel.: Superior 1-6600.

FOR SALE—Shuffleboard Scoring Units—Advance Horse Collar $95.50; Rock-Ola Mills 7-9.50. WESTERN DISTRIBUTORS, 1252 S. 16TH AVE., PORTLAND, ORE.

FOR SALE—Prewar Photomatic $149.50; Exhibit Dale Gun $89.95; Bally Big Ironing $225; Bally Heavy Hitter $45; Western Baseball $49.95; Bally Undersea Raider $85; Write for list of fighting shuffle bowling games. THE MARKEPPE CO. 629 TENTH AVE., CARNEGIE 3, CLEVELAND 3, OH.

FOR SALE—In Dreams We Never Part! Thrillwood 102, Peggy Trill- ina “My Sugar Lump” Bally Heavy Hitter 120, Mac Ferrin; “Darling, I’m In Love With You” Thomas Bally Heavy Hitter 103, Mac Ferrin; “A Merry Bachelor” Thrillwood 163, Mac Ferrin; Thrillwood RECORDS, Box 44, BLOOMINGDALE, N. J.

FOR SALE—Not the most; just the best. Our customers boast. Hav- ing many hundreds of players all across the board. Write us for details and free shipping containers. MIDLAND MUSIC DISTRIBUTORS, 409 N. NOBLE ST., INDIAPOLIS, IND. Tel.: Market 5814.

FOR SALE—Wurlitzer 500’s: 600’s, 750’s, 800’s; 950’s; 1015’s; 1080’s; Seaborg #2000’s, #3800’s. All used phonographs reconditioned, clean and in excellent shape. Woosley & Sons, Distri- butors. MIDLAND MUSIC DIS- TRIBUTORS, 409 N. NOBLE ST., INDIAPOLIS, IND. Tel.: Market 5814.

FOR SALE—Jennings Standards Chief and Fifty Chief—5c. 10c, 25c & 50c each; Jennings Challenges 5c, 10c, 25c & 50c each. Neat, clean and very good condition. All are direct factory distributors. JENNINGS MACHINES, 1330 S. OPEN ST., DETROIT, MICH. Tel.: Treasury 2-5039.

FOR SALE—Dale Guns $85.50 ea.; Chuck-A-Ral $115.50 ea.; California Shuffle $110.50 ea.; Ola $175.50 ea.; 22 Dr. Frank Top Shuffleboard with score board $175.50; Dale Guns $75.50 ea.; Write or phone: William L. WOOLEY NOVELTY CO., OMIRO, WIS.

FOR SALE—5¢ Mills Black Beauty, $135; Shuffleskill $95; Token Bell, like new $175; 1 Bakers Pacer, late, $225; 1 nickel, 2 dimes, 2 quarters, 2 half-dimes and 1 quarter. Machines—very clean. $125 ea. AUTOMATIC AMUSEMENT CO., 3600 S. WYANDA ST., EVANSVILLE 10, IND.

FOR SALE—Plastic and Bubble Tubers. For Wurlitzer 1015 lower $51.50; 22 Dr. Frank Top $51.50; 25c Mutoscope Penny Digger, 25c corners $7.95 ea. All bubble tubers for Wurlitzer 1015’s $9.30 ea. Dealers $73.50 ea. + balance. 2323 CHESTER AVE., CLEVELAND 7, O. Tel.: 912-3326 or 2-1648.

FOR SALE—Keeney Pin Boy $122.50; Kenevy Bell $105; Bally Shuffle $150.50; Bally Shuffle $150.50. Bongo $45; Shuffle $175; 22 Dr. Frank Top $150.50; 25c Mills Bally $150.50. C.O.D. DAVE LOWY & CO., 509 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-3106.

FOR SALE—For 销售—Jennings Standards Chief and Fifty Chief—5c. 10c, 25c & 50c each; Jennings Challenges 5c, 10c, 25c & 50c each. Neat, clean and very good condition. All are direct factory distributors. JENNINGS MACHINES, 1330 S. OPEN ST., DETROIT, MICH. Tel.: Treasury 2-5039.

FOR SALE—Dale Guns $85.50 ea.; Chuck-A-Ral $115.50 ea.; California Shuffle $110.50 ea.; Ola $175.50 ea.; 22 Dr. Frank Top Shuffleboard with score board $175.50; Dale Guns $75.50 ea.; Write or phone: William L. WOOLEY NOVELTY CO., OMIRO, WIS.

Please mention THE CASO BOX when answering ads—it proves you’re a real coin machine man!
How to Use "The Confidential Price Lists"

FOREWORD: Many times, "wide differences appear in the low and high prices of certain equipment." Foreword from "The Confidential Price Lists." Any true relationship to the Confidential Price Lists can only illustrate the market prices as they are quoted. "The Confidential Price Lists" lists exactly the same item as the market quotation board at the Stock Exchange — posting the prices as they are quoted for the past week, regardless of how much one may seem to be out of line. Some prices do change for months. "The Confidential Price Lists" ratifies that there is no price, retaining the known quotations for each equipment so that the subscriber at least has the last known prices as a basis of his work with. Price Surplus to be very widely divergent these days. Someone on the West Coast may feel a certain want of $1,500 whereas someone on the East Coast may think it worth $750. Of course, the price list of demand, territory, size, product, etc., must all be taken into consideration. "The Confidential Price Lists" reports each quotation exactly as it is made and odds on the subscribers to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: "First price listed is lowest price, second is highest price. Where only one price appears this should be considered lowest price.

WURLITZER

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>15.00</td>
<td>25.00</td>
<td>35.00</td>
<td>45.00</td>
<td>55.00</td>
<td>65.00</td>
<td>75.00</td>
<td>85.00</td>
<td>95.00</td>
<td>105.00</td>
<td>115.00</td>
<td>125.00</td>
<td>135.00</td>
<td>145.00</td>
<td>155.00</td>
<td>165.00</td>
<td>175.00</td>
<td>185.00</td>
<td>195.00</td>
<td>205.00</td>
<td>215.00</td>
<td>225.00</td>
</tr>
</tbody>
</table>

SEEBURG

<table>
<thead>
<tr>
<th>Model</th>
<th>312</th>
<th>350</th>
<th>300</th>
<th>1100</th>
<th>750</th>
<th>E.</th>
<th>61 (Counter)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>12.50</td>
<td>17.50</td>
<td>22.50</td>
<td>27.50</td>
<td>32.50</td>
<td>37.50</td>
<td>42.50</td>
</tr>
</tbody>
</table>

PHONOGRAPHIC CHARTS

ROCK-OLA

<table>
<thead>
<tr>
<th>Model</th>
<th>12 Record</th>
<th>16 Record</th>
<th>Rhythm King 12</th>
<th>Rhythm King 16</th>
<th>Imperial 20</th>
<th>Imperial 16</th>
<th>Monarch</th>
<th>Std. Dial-A-Tone</th>
<th>'04 Super Rockolite</th>
<th>'05 Counter</th>
<th>'06 Rockolite</th>
<th>'10 Counter</th>
<th>'10 Counter with Std.</th>
<th>Talk of the Town</th>
<th>Talk of the Town with Std.</th>
<th>Talk of the Town with Std. with Std.</th>
<th>Talk of the Town with Std. with Std. with Std.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>18.50</td>
<td>25.00</td>
<td>21.50</td>
<td>29.50</td>
<td>24.50</td>
<td>25.00</td>
<td>29.50</td>
<td>25.00</td>
<td>49.50</td>
<td>35.90</td>
<td>49.50</td>
<td>39.50</td>
<td>49.50</td>
<td>59.50</td>
<td>59.50</td>
<td>59.50</td>
<td>59.50</td>
</tr>
</tbody>
</table>

FIVE-BALL AMUSEMENT GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (G) Genco; (G) Gottlieb, (Un) United; (Wm) Williams.

<table>
<thead>
<tr>
<th>Game</th>
<th>Manufacturer</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hurricane (B 48)</td>
<td>Gottlieb</td>
<td>1955</td>
</tr>
<tr>
<td>Jukebox (B 50)</td>
<td>Gottlieb</td>
<td>1956</td>
</tr>
<tr>
<td>Corvette (B 55)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
<tr>
<td>里丸 (B 56)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
<tr>
<td>Majestic (B 57)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
<tr>
<td>Provo (B 58)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
<tr>
<td>Thunderbird (B 60)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
<tr>
<td>Thunderbird II (B 61)</td>
<td>Gottlieb</td>
<td>1957</td>
</tr>
</tbody>
</table>

COPYRIGHT 1950. REPRODUCTION OR QUOTATION NOT PERMITTED.
**MILLS (Cont.)**

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>25¢ Brown Front</td>
<td>75.00</td>
</tr>
<tr>
<td>5¢ Brown Front</td>
<td>150.00</td>
</tr>
<tr>
<td>25¢ Cherry Bell</td>
<td>25.00</td>
</tr>
<tr>
<td>5¢ Cherry Bell</td>
<td>50.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>75.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>150.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>225.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>450.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>900.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>1800.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>3600.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>7200.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>14400.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>28800.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>57600.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>115200.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>230400.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>460800.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>921600.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>1843200.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>3686400.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>7372800.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>14745600.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>29491200.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>58982400.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>117964800.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>235929600.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>471859200.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>943718400.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>1887436800.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>3774873600.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>7549747200.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>15099494400.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>30198988800.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>60397977600.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>120795955200.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>241591910400.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>483183820800.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>966367641600.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>1932735283200.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>3865470566400.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>7730941132800.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>15461882265600.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>30923764531200.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>61847529062400.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>123695058124800.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>247390116249600.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>494780232499200.00</td>
</tr>
<tr>
<td>5¢ Bonus</td>
<td>989560464998400.00</td>
</tr>
<tr>
<td>10¢ Bonus</td>
<td>1979120929996800.00</td>
</tr>
<tr>
<td>1¢ Bonus</td>
<td>3958241859993600.00</td>
</tr>
</tbody>
</table>

**Closet**

- 10¢ Comet FY: 15.00
- 25¢ Comet FY: 15.00
- 50¢ Comet FY: 15.00
- 75¢ Comet FY: 25.00
- 10¢ Comet DJP: 25.00
- 25¢ Comet DJP: 50.00
- 50¢ Comet DJP: 75.00
- 75¢ Comet DJP: 100.00
- 10¢ Comet Blue: 10.00
- 25¢ Comet Blue: 20.00
- 50¢ Comet Blue: 30.00
- 75¢ Comet Blue: 40.00
- 10¢ Comet Chrome: 35.00
- 25¢ Comet Chrome: 75.00
- 50¢ Comet Chrome: 150.00
- 75¢ Comet Chrome: 300.00
- 10¢ Comet Green: 25.00
- 25¢ Comet Green: 50.00
- 50¢ Comet Green: 100.00
- 75¢ Comet Green: 200.00
- 10¢ Comet Silver: 25.00
- 25¢ Comet Silver: 50.00
- 50¢ Comet Silver: 100.00
- 75¢ Comet Silver: 200.00
- 10¢ Comet White: 25.00
- 25¢ Comet White: 50.00
- 50¢ Comet White: 100.00
- 75¢ Comet White: 200.00

**SABOTS**

- 10¢ Sabot: 5.00
- 25¢ Sabot: 10.00
- 50¢ Sabot: 25.00
- 75¢ Sabot: 50.00
- 10¢ Super Sabot: 10.00
- 25¢ Super Sabot: 25.00
- 50¢ Super Sabot: 50.00
- 75¢ Super Sabot: 100.00

**BURLINGTON**

- 10¢ Burlington: 5.00
- 25¢ Burlington: 10.00
- 50¢ Burlington: 25.00
- 75¢ Burlington: 50.00
- 10¢ Super Burlington: 10.00
- 25¢ Super Burlington: 25.00
- 50¢ Super Burlington: 50.00
- 75¢ Super Burlington: 100.00

**HAWTHORNE**

- 10¢ Hawthorne: 5.00
- 25¢ Hawthorne: 10.00
- 50¢ Hawthorne: 25.00
- 75¢ Hawthorne: 50.00
- 10¢ Super Hawthorne: 10.00
- 25¢ Super Hawthorne: 25.00
- 50¢ Super Hawthorne: 50.00
- 75¢ Super Hawthorne: 100.00

**MARANDA**

- 10¢ Maranda: 5.00
- 25¢ Maranda: 10.00
- 50¢ Maranda: 25.00
- 75¢ Maranda: 50.00
- 10¢ Super Maranda: 10.00
- 25¢ Super Maranda: 25.00
- 50¢ Super Maranda: 50.00
- 75¢ Super Maranda: 100.00

**RIVIERA**

- 10¢ Riviera: 5.00
- 25¢ Riviera: 10.00
- 50¢ Riviera: 25.00
- 75¢ Riviera: 50.00
- 10¢ Super Riviera: 10.00
- 25¢ Super Riviera: 25.00
- 50¢ Super Riviera: 50.00
- 75¢ Super Riviera: 100.00

**MAR-NAY**

- 10¢ Mar-Nay: 5.00
- 25¢ Mar-Nay: 10.00
- 50¢ Mar-Nay: 25.00
- 75¢ Mar-Nay: 50.00
- 10¢ Super Mar-Nay: 10.00
- 25¢ Super Mar-Nay: 25.00
- 50¢ Super Mar-Nay: 50.00
- 75¢ Super Mar-Nay: 100.00

**RIVIERA**

- 10¢ Riviera: 5.00
- 25¢ Riviera: 10.00
- 50¢ Riviera: 25.00
- 75¢ Riviera: 50.00
- 10¢ Super Riviera: 10.00
- 25¢ Super Riviera: 25.00
- 50¢ Super Riviera: 50.00
- 75¢ Super Riviera: 100.00

**RIVIERA**

- 10¢ Riviera: 5.00
- 25¢ Riviera: 10.00
- 50¢ Riviera: 25.00
- 75¢ Riviera: 50.00
- 10¢ Super Riviera: 10.00
- 25¢ Super Riviera: 25.00
- 50¢ Super Riviera: 50.00
- 75¢ Super Riviera: 100.00

* NOTE: REPRODUCTION OR QUOTATION NOT PERMITTED

---

**CONSOLES**

**MILLS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5¢ Gold Chrome H-L</td>
<td>35.00</td>
</tr>
<tr>
<td>5¢ Gold Chrome H</td>
<td>40.00</td>
</tr>
<tr>
<td>5¢ Gold Chrome B</td>
<td>45.00</td>
</tr>
<tr>
<td>5¢ Copper Chrome H-L</td>
<td>35.00</td>
</tr>
<tr>
<td>5¢ Copper Chrome H</td>
<td>40.00</td>
</tr>
<tr>
<td>5¢ Copper Chrome B</td>
<td>45.00</td>
</tr>
<tr>
<td>10¢ Copper Chrome H-L</td>
<td>55.00</td>
</tr>
<tr>
<td>10¢ Copper Chrome H</td>
<td>60.00</td>
</tr>
<tr>
<td>10¢ Copper Chrome B</td>
<td>65.00</td>
</tr>
</tbody>
</table>

*NOTE: REPRODUCTION OR QUOTATION NOT PERMITTED*
UNIONED'S

SHUFFLE ALLEY

REBOUND

FAST PLAY
45 SECONDS

DISAPPEARING PINS

1 OR 2 CAN PLAY

20-30 SCORING

THE PREFERRED
HINGED PLAYFIELD
FOR EASY SERVICE

Sdecoded, quiet
OPERATION

UNIONED'S
PROVEN
DROP CHUTE

SEE YOUR DISTRIBUTOR

8 FT. X 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Bally TURF KING gives MORE fun to MORE people, earns MORE money for operators

NEW Player's Choice Idea attracts record-smashing play

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.