Folk stars Red Foley (left) and Ernest Tubb get together for a bit of back-slapping, and well deserved it is too. Both are currently riding high on the nation’s juke boxes with a flock of hit tunes. Red’s etchings of “Birmingham Bounce” and “Mississippi” and Tubb’s renditions of “I Love You Because” and “Throw Your Love My Way” currently occupy a top spot with music operators. Both are teamed together on their latest recording, “Lady of Fatima” and “Goodnight Irene,” with advance sales indicating another smash hit. Red Foley and Ernest Tubb are exclusively featured on Decca Records.
Jobbers! Distributors!
A FREE AD EVERY WEEK!

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

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

ALL FOR ONLY $48 FOR THE ENTIRE YEAR

I SINCERELY believe that this is, without any doubt, the greatest advertising bargain that has ever been offered by any publisher in all the world. A FREE LISTING for all Jobbers and Distributors every single week, for 52 weeks, (one full year) without halt (the last ad you send in continues to run week after week until you change it). 40 words that appear in our famous classified advertising section (cost of such an ad alone would be $3.20 per week or $166.40 per year) PLUS a full year's subscription to THE CASH BOX (“The World's Greatest Coin Machine Weekly Magazine”) cost $15. ALL THIS FOR LESS THAN 92c PER WEEK. Only $48 for the FULL YEAR of 52 weeks. Just read what one outstanding distributor wrote me. “My first week's ad paid for the entire $48 subscription more than ten times over.” And this isn't out of the ordinary. Many such letters reach me every week. Here's a bargain of such outstanding quality and caliber that I am willing to PAY YOU DOUBLE YOUR MONEY BACK after the first four weeks if you don't agree that this IS THE BIGGEST BARGAIN IN ALL THE HISTORY OF THE COIN MACHINE INDUSTRY. With sincere conviction that even before the first four weeks are over, you too, will write me a highly complimentary letter regarding this terrific $48 FREE LISTING 40 WORD AD—plus—THE FULL YEAR'S SUBSCRIPTION. Send us your check along with your first 40 word ad TODAY.

Bill Gersh, Publisher.

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

SEE CLASSIFIED SECTION FOR STYLE

THE CASH BOX
Empire State Bldg., New York 1, N. Y.
Enclosed is copy for Listing. To begin with next issue. Enclosed is check for $48. Please Bill Us.
Firm Name
Address
City Zone State
Individual's Name
Parts & Supplies

One of the big problems facing the trade is parts and supplies. Will Uncle Sam allow a sufficient quantity to be manufactured so that machines can continue to operate? Will tubes be available for juke boxes? Will merchandise be obtainable for vending machines?

These are really serious problems for the average operator, especially the man buried deep in the hinterland and not accessible to the bigger cities where, somehow, he can find substitutes and materials to some extent for whatever he will require.

World War II taught the majority of the nation's coinmen a lesson in the need for preparing and holding onto a sufficient stock of parts and supplies so as to keep their equipment operating under any and all conditions.

It is a well known fact to many who were engaged in the field at that time that route after route was sold because the operator was unable to obtain a sufficient stock of parts and supplies to keep going.

Many will also recall that three machines became two, as operators broke up older machines just for the parts, to keep two other machines working.

Will all this happen again? There is every likelihood that it will, if the operators do not better prepare themselves than they are doing today, and stock whatever they will need in parts and supplies for at least a year ahead. To the average operator that is not too much stock, nor will it take up too much space in his present quarters.

At the same time manufacturers believe that, regardless of whatever war production they may be doing, they will still be allowed to sell parts and supplies to their customers.

Naturally, if this happens, then the average operator need not worry too much about obtaining what he will need to keep his business going. He may have to pay somewhat higher prices for the parts and supplies, yet this should not deter him in any fashion whatsoever.

The shortages which already exist are said to be highly artificial and that there are large stocks of supplies and parts about the country. Of course there is some hoarding. Yet in this case it cannot be considered strictly hoarding. Not if the man is attempting to maintain himself in business.

He is not purchasing anything which will, in any fashion whatsoever, deprive the public of anything necessary to the public's good and welfare. He is simply arranging for himself to remain in his own service business. That service which he is contracted to render to his locations must be maintained if he is to remain in business, help his location owner to enjoy better business, and act as one of the many morale boosting sparks for the general public's betterment.

This somewhat deviates from the first thoughts expressed here, the fact remains that parts and supplies are among the very vital necessities for the trade to remain in business.

The time has now arrived when all must take stock of this fact. They must assure themselves remaining in business. To do so they had best contract, or somehow or other arrange for whatever they will require in parts and supplies, as these become more difficult to obtain.

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

SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $45 per year incudes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscriptions free of charge. Airmail, First Class, as well as Special Delivery, subs. rates on request. Subscription rates for all foreign countries on request.

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

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

"THE CONFIDENTIAL PRICE LISTS" "The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machinery in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. "The Confidential Price Lists" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding to the new equipment as this equipment is equipped to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as the official price book of the coin operated machines industry. They are an integral part of The Cash Box and appear in each week's issue. "The Confidential Price List" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by financial 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 Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "The Confidential Price Lists".

A check thru today’s issue of “The Confidential Price Lists” and an issue six months ago, will probably surprise, and even shock, many columnists.

The fact is that prices of used machines in all categories are continuing to go up. They started up as rumors of war began to spread when the Korean incident came into being. They are still going up, and the peak is as yet far from sight.

Then, of course, Canada came back into the buyer’s market, and started to buy used five-balls, and now used phonos. There is no doubt that the Canadian market, which hasn’t had anything near it in two years, will prove very important to all in this field.

But, Canadians as well as domestic ops, all want late model machines in the used equipment category. Nor can they be blamed for this. Sometime ago this publication pointed out that many of the smaller town ops were buying more late model used machines because prices were so very low at the time. Today, the late models are scarce at their teeth, and what’s more, getting scarcer each day.

Distributors have taken to offering higher trade-ins. This hasn’t helped them to corral the number of used machines for which they have orders.

Most of the distributors and jobbers are frank enough to state that they could use many, many more machines than what they have calls for at this time.

“For,” as one noted distrib said, “I’m actually holding back from making any more orders for late model used machines. I haven’t enough on hand, or coming in, to take care of the orders I now have.”

Nor is this condition too spotty. The fact is that everywhere in the nation the demand for good late model used machines of all types began to rise all at one and the same time.

Distributors and jobbers have been sending their roadmen out to the country lanes for the first time in years, in an effort to dig up used machines of all kinds. Nor are they too particular about what they can buy at this time, for in most cases, these sellers have orders on hand which cover all types of equipment.

Roadmen report that the average operator is holding onto whatever good equipment he has on hand, and is buying and warehousing standard type machines, as well as parts and supplies, just in case of shortages.

With the government urging voluntary allocating of scarce raw materials such as steel, copper, zinc, tin, rubber, etc., there will be a dearth of new machines even before many can come to this realization.

The manufacturers have their problems procuring raw materials and components. Their procurement experts are scouring every possible source to fill present needs.

Fourth quarter allocations are almost gone in most cases. Stripper cast and copper wire, etc., have been notifying some of the manufacturers that they have already completely allocated everything they would receive for the fourth quarter. Advising the manufacturer, at the same time, he had best hustle about to get what he can wherever he can get it.

Therefore, it was only natural that, as the demand for used equipment began to grow, and jobbers and distribs phoned and wrote and wired ops to send machines in, that a backlog was bound to come about. Ops held back, suddenly, from sending in machines for which they had already committed themselves to sell to the jobbers and distribs in return for new machines which they wanted to purchase. They would rather buy the new machines without trading in any equipment to do so.

Many leaders claim that this is only “a beginning.” They feel that the scarcity will become much worse over the next weeks go by. The ops are now hoarding all equipment as the war news becomes more critical.

In fact, some state, many are buying far over their heads” and, naturally, are storing up all such purchases so that they will be in case the factories are curtailed from further production.

In the meantime the used machine market grows ever more important. Prices which are rising on new machines are, in accordance, rising on used machines, too. This means that an entire change is occurring in the market.

The used equipment field is, once again, assuming great importance in the buying and selling of machines of all types.

It’s a fact that as used machines go up, new machines are harder to obtain. Everywhere there is any price fluctuation in the used machines market, it can always be traced to the new machine field.

Some factories aren’t able to deliver in sufficient numbers at this time to fill the orders they have on hand. Others are holding back some machines because of price rises and are turning to conversions and simpler games in an effort to keep prices down.

But, so far, the entire field has well accepted the price rise. All knew this was bound to come. What most leaders fear is that Uncle Sam will suddenly jump into the larger factories and curtail much present production.

This is almost a certainty in the case of the coin machine manufacturers who won such an outstanding reputation during World War II for the fine products which they manufactured, and also because some of them have been doing war work ever since the war ended, and are completely geared to enter into this sort of production all over again.

The some ops at first balked at the sudden raises which sellers decided on in the used machines field, they have now accepted these and are, instead seeking more machines. Attempting, at the same time, to hold sellers to quoted prices while they try to dig these machines up for the buyers.

This publication instantly felt the effect of the used machines market boom as more and more prices started on their way up, and continued to go up, in its famous “Confidential Price Lists.”

Sudden price changes are now being reflected each week and checking back on prices of the same popular used machines even six months back caused some surprise.

It is of great interest and benefit to all concerned with the industry to carefully check “The Confidential Price Lists” in each week’s issue of this publication to see how far prices are going up for equipment, and also see what happens to the market as scarcities continue to develop.
The Top Ten Tunes Netting Largest Amount of Money During the Week

1. **KING COLE**
   - CA-1104—Edith Grant
   - CA-1010—Don Costa
   - CO-3764—Harry James O.
   - DE-20260—Richard M. Jones O.
   - DE-27049—Young O.

2. **GORDON JENKINS**
   - CA-1442—Judy Stafford
   - CO-3899—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

3. **GOODNIGHT IRENE**
   - CA-1442—Judy Stafford
   - CO-3899—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

4. **ANDREWS SISTERS**
   - CA-1034—Leila Clark
   - CO-3893—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

5. **RING & GARY CROSBY**
   - CA-1034—Leila Clark
   - CO-3893—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

6. **BILL SNYDER**
   - CA-1442—Judy Stafford
   - CO-3899—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

7. **GORDON JENKINS & THE WEAVERS**
   - CA-1442—Judy Stafford
   - CO-3899—Donna Brigan
   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

8. **ANDREWS SISTERS**
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   - CR-60260—Clifford Brown O.
   - DE-27007—Judy Stafford O.
   - DE-27112—Gary And Bing Crosby

10. **LA VIE EN ROSE**
    - CA-1442—Judy Stafford
    - CO-3899—Donna Brigan
    - CR-60260—Clifford Brown O.
    - DE-27007—Judy Stafford O.
    - DE-27112—Gary And Bing Crosby

**MENA LISA**

**JIMMY DURANTE**

JIMMY DURANTE with EDDIE JACKSON

of CLAYTON, JACKSON & DURANTE

Singing

BILL BAILEY, WOULDN'T YOU PLEASE COME HOME?

Coupled with

WHAT YOU GOIN' TO DO WHEN THE RENT COMES 'ROUND?

(Rufus Rastus Johnson Brown)

Available 2 Record Speeds

78 RPM M-G-M 30255
45 RPM M-G-M K30255

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

M-G-M RECORDS ARE BETTER THAN EVER!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"HONESTLY" sides should make the gang duo. Top deck is a novel piece that makes you pay close attention, and has the gang turning in a wonderful side. Coupling is a smooth, danceable version of this current hit tune. Both sides should do exceptionally well.

"HONESTLY"

"I LOVE THE GUY" (2:55)

"THINKING OF YOU" (3:00)

"SARAH VAUGHAN" (Coral 60288)

"THINKING OF YOU" (3:00)

"SARAH VAUGHAN" (Coral 60288)

"GALLOTT" (2:30)

"VACANT SHORES" (2:30)

"SOME DAYS THERE JUST AIN'T NO FISH" (2:30)

"FLORIDA BAMA" (Columbia 39828)

"SOME DAYS THERE JUST AIN'T NO FISH" (2:30)

"FLORIDA BAMA" (Columbia 39828)

"THE BLESS HOUSE" (3:03)

"THE ROSARY" (3:03)

"PERRY COMO" (RC A20-3850)

"THE RED WE WANT IS THE RED WE'VE GOT" (2:41)

"NEVERTHELESS" (2:51)

"RALPH FLANAGAN" (RC A20-3850)

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NEW YORK:

Gene Krupa, having hung up a string of high attendance marks on his summer tour through the Pacific Northwest, in town for his Capitol Theater stand this week. NBC is negotiating with Spike Jones for an exclusive contract. Doris Day has been named to head the Hollywood committee lining up West Coast talent, who will appear on the Disabled American Veterans’ “Garden of Stars” benefit September 18th. Patti Page opened her first big California engagement last week at Club West, a wonderfully flicker, and an equally wonderful tribute to songwriter Harry Baby in MGM’s “Three Little Words.” Kitty Kallen, Mercury Records’ top selling artist, made a signal honor of being the first entertainer to visit the first group of Korean war casualties at the Walter Reed General Hospital in Washing- ton. Four stars of Desmo’s Yiddish show, joins the Rainbow family as promotion manager. King Cole in from Hollywood to sail for London aboard the Ile De France for an engagement at the Palladium.

You can’t stop Johnny Desmond. His “Just Say I Love Her” has hit the popularity lists everywhere, and is a cinch to zoom. Can’t think of a nicer guy that deserves it more. We still remember, and say thanks to Desmo, for coming all the way out on Long Island to Newark, to sing for hundreds of kids at the Newark Police & Fireman’s Athletic League’s weekly shindigs. . . . Chip Fran Warren goes into the Waldorf Astoria, and that’s a long way from band singer and tenor. As for Fannie, we’ll take a pat on the back for touting the gal up the road to success ever since she first cut “Sunday Kind Of Love” with Claude Thornhill. Ralph Flanagan’s “The Margarita Line” makes for mighty nice line listening and is reminiscent of some of the great band numbers. . . . Lennie Tristano’s sixth appearance at Birdland is making such a hit, that several new record dates are in the offing. Tristano’s following has steadily increased, and his records are beginning to catch on with the general public as well as with the jazzophiles.

Look for “Dream Of You” starting to break out all of a sudden and sure like sixty on the nation’s phonies. Ditty is a natural if there ever was one.

CHICAGO:

Lots of guys happy over the fact that Sherman Hayes will be going to the Orient to front the N.Y. Military Band. Sherman will take Carl Sands’ spot. And everyone is pining for Sherman. . . . Erwin Borg all hepped over that British clobbering, “Let’s Do It Again.” Frankie Carle waxed it and it’s out already. Gene Lombardo蜡的 itkand from, from, from Erwin believes, “here’s the next big one.” Maybe at that. Have you heard? Byron Borg of WOR clicked with his number, “The Woman I Love” and has attracted many of the churchmen about town. In fact, they’ve placed it second only to the special performance.

Art Kassel and Harvey Glass of Detroit wrote a number, “Under A Polka Dot Sky,” which Dick Jurgens rushed to wax and Dick Jurgens will be his big one. Sounds great. Here’s hoping Dick smashs right over the top with the “Polka Dot Sky.” They say that Eddie Howard is set for a six month stay in town and may even give his band a trip to do a TV show which will feature his golden pipes. Ditty sure would like to stay close to home. . . . Jimmy Dorsey into the Edgewater thru Sept. 7. . . . Fol- lowed by Bill (Bat) Batterson who cut it and left his piano (Oscar) really gut loose with a dancing beat . . . . Al Morgan back into the Oriental and his “Can Anyone Explain” is starting to catch on. Which makes a grand combo for the band in the Manhattan of the 30’s. . . . Johnnie Dietz is absolutely thrilled with the way juke box ops are warming up to his latest chart, “My Gal Love Me.” Between helping out Marty Hagan in a dozen, and rushing about and say “hello” to many juke box ops in town, doing his Breakfast Club shot, a TV show, and a couple of hundred other things, Desmo’s thinking of naming the tune “Say Goodbye” for the kid. . . . Desmo is enjoying one terrific publicity shot from Orkis disks here in town. They’re already in jive boxes of juke boxes with stickers of his latest recordings for the Orkis label.

LOS ANGELES:

Ran into Julee Braun, Regal platterhead, at Dolphin’s off Central Avenue the other evening. . . . Vacationing on the Coast with his family, Jules found time for a little helpful and was all over the way his “I’ll Never Free” by Annie Laurie and the Paul Gayten ork has finally caught on out here in a big way. . . . Another distinguished visitor at Dolphin’s was Chicago’s Al Hansen, who took a busman’s holiday by spelling local jock Jack Robinson at the window mike. Seems our former Hollywood hangout is jumping these days, musically and otherwise.

Crown Records, headed by former deejay Dick Kinney, moved into 1920 N. Glover, along with the office of a newly organized APL Models Union. We heard that Crown, who also weren’t objecting to the improved scenary, a busy schedule looms for a starting firm. Their first release was a one by Irene Tripe, followed by “Elenorado,” one of the Sings records sides cut for this year by Larry Maddi, popula- lar baritone appearing at the Town House. Frank signed that day was New York TV and niterie singer Beverly Alberti. Beverly Alberti.

While Eddie Messer was off hunting talent in the wilds of Texas, brother Leo Mesner twisted our arm to accompany him in a hunt. Inhaling the galleries of Beverly Hills. We tried to interest him in a calendar, but seems he goes for the other stuff . . . . Two brief and somewhat varying pictures of beauties here and elsewhere. Jimmie Fagel of Tempo records, “Sales men have picked up nicely during the past few weeks.” . . . Jack Andrews of Central Record Sales, just back from a trip to San Diego, says, “Surprising how quiet things are down there in the music field, especially when it’s usually such a busy place.” . . . Must be the Korean war influence, but at any rate Captains have been busy with new copier type public relations, titled “Communique,” complete even unto spread eagle over the mantshelf.

“It’s What’s in THE CASH BOX That Counts”
"SWEET JENNIE LEE"

with

"POWDER & PAINT" (2:45)

"DREAM AWHILE" (2:45)

FRANK DEVL

(Capitol 1143)

- Novelty echo of the top deck spells coin play for music ops. Les Baxter and a vocal group handle the cute lyrics in this style, and the Devo orch makes wonderful music. Flip side switches to some slow tempo tunes with the oldie, "Dream Awhile" seeping thru. We like the top deck.

"CAN ANYONE EXPLAIN" (2:46)

"JUST SAY I LOVE HER" (2:58)

VIC DAMONE

(Mercury 5474)

- Sock rendition of these rising hits is sure to spell coin play for music ops, and result in a hit disk for Vic Damone. Both ends are well known music ops since they have been widely recorded. Vic's vocal on both sides in superb all the way, as is the orch blending. Ops should lend an ear.

"FORGIVE & FORGET" (2:51)

"CANT'TE SEE TO LAUGH ANYMORE" (2:57)

SYLVIA FROS

(Jubilee 290)

- Disk that is packed with winning potential is this one by thrush Sylvia Fros. Must be made for the juke box trade, and should take hold with ops. Top deck is a tender touching ballad, with Sylvia lending top notch vocal work to the tune. It's a ditty that holds your attention and then makes you wanna come back for more. Flip side is another great piece of material, expertly handled from start to finish. Disk rates a featured spot in music ops machines.

"SLEEPER OF THE WEEK"

"CAN ANYONE EXPLAIN" (2:57)

"IF I HAD A MAGIC CARPET" (3:12)

DICK HAYMES

(Deco 27161)

- Music ops can chalk this one up on their calendar of hits in the making. Dick Haymes sticks to the mike to notch this featured spot this week via a sock rendition of the rapidly climbing hit, "Can Anyone Explain." The tune itself has been widely recorded, and is undoubtedly nabbing a ton of juke box ops as we speak. Dick's vocal work on this side, matched with the blending of the Four Hits and A Miss in the background, and the Victor Young orch, is the sort of material that makes for coin winners. Song is a smooth ballad, suited for dancing or listening pleasure. It's the kind of side that'll have the romantic crowd curling close as this piece spins. On the other end with "If I Had A Magic Carpet," Dick bounces back with still another wonderful side in a dreamy atmosphere. Lyrics of the song echo the bill of fare the title gives off, with the Sonny Burke orch displaying their musical wizardry. Both sides are top notch, altho we give the edge to "Can Anyone Explain."

"AT SUNDOWN" (2:43)

"SNOKY OOKUMS" (2:10)

FRANKIE FROBA

(Deco 27142)

- Novelty piano styling by maestro Frankie Froba on the top deck, should result in some coin play for music ops. Ditty is a standard that is currently winning some silver—this rendition is among the best around. Coupling a hot novelty item, with the vocal work handled by the trio effectively. For a steady winner—this is it.

"DICK HAYMES"

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"JIMENT NEED" (2:26)

"JINGLE, JINGLE, JEE" (2:31)

FREDDIE HALL

(Coral 26282)

- Sock novelty wax by Freddie Hall, has the mark of a juke box winner. Upper crust is a clever bit, with Freddie's novel vocal manner spilling some merry lyrics that make for loads of laughs. Ditty has a cute twist to it, and should attract attention. Flip side is in the same vein, and is another potential winner. Wax rates ops listening—and more.

"GREEN FIELDS" (2:56)

"DUBLIN ROSE" (2:57)

LORRY RANE

(Universal 8958)

- Bit of tender, touching wax for music ops to lend an ear is this piece by thrush Lorry Rane. "Green Fields" is a slowly woven piece offered with a ton of sweetness in Miss Rane's vocal work. Coupling is a romantic air with Erin the background setting. Top deck might have something....

"I JUST SAY LOVE HER" (2:46)

"OUR LADY OF FATIMA" (2:50)

TONY BENNETT

(Columbia 38926)

- The big vocal strains of piper Tony Bennett handle this platter in top reckoned for music ops and fans alike. Top deck is a sure fire hit tune that is being widely recorded—this rendition, with a split chorus in Italian, is first rate from the word go. Flip side has also aroused loads of music fans, and is handled in brilliant fashion by Tony. Both ends of the wax must get 'em.

"IT COULDN'T HAPPEN TO A SWEETER GIRL." (2:55)

DON CORNELL

(RCA Victor 20-3884)

- Don's vocal work on this side is currently causing loads of talk in the disk biz. Tune is a clever one, and is effectively handled by Frank Allison. Coupling is a lullaby aimed at the younger set of music fans, and has Miss Allison repeating her smooth performance.

"MUSIC MEASTRO, PLEASE" (2:53)

"THE BIG DIPPER" (3:35)

TONY MARTIN

(RCA Victor 20-3883)

- Music operators are bound to remember the splash this tune made years back. Balladeer Tony Martin offers good reason why it should score today, via the sensational rendition. Ditty is offered in slow, smooth tones, with Tony's guided pipes giving the glowing lyrics. Other end is a full dramatic effort, and shown in a number with tremendous winning potential. Take note of this platter.

"I WANT YOU SI" (3:15)

"SLEEPER OF THE WEEK"

 Reviewed On These Pages. August 26, 1950
Bob Snyder
WOKO—Albany, N. Y.
1. LOVE THE GUY (Faron Young)
2. EVERY STAR (Ira Cook)
3. I WANNA BE LOVED (Andrews Sisters)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. I WANNA BE LOVED (Andrews Sisters)
6. COUNT EVERY STAR (Dick Haymes)
7. SAM'S SONG (BabyRK)
8. LOVE LIKE OURS (Doris Day)
9. DO YOU LOVE ME (Libbe Nickles)
10. I'LL ALWAYS LOVE YOU (Martha Tilton)

Dave Ballard
KING—Seattle, Wash.
1. HOOP THEMED (Guy Lombardo)
2. I WANNA BE LOVED (Andrews Sisters)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. I WANNA BE LOVED (Andrews Sisters)
5. I'LL ALWAYS LOVE YOU (Martha Tilton)
6. I'LL DO BETTER UP IN THE MOUNTAINS (Johnny Cropper)
7. THINKING OF YOU (Art Mannor)
8. GIVE A BROKEN HEART A CHANCE (Eddie Fisher)

Ira Cook
KECA—Hollywood, Calif.
1. LA VIE (Bing and Gary Crosby)
2. SB'ME SONG (Vic Damone)
3. SENTIMENTAL TZENA, TZENA, TZENA (Vic Damone)
4. BE WITCHED (Tony Bennett)
5. CAN ANYONE EXPLAIN (Ames Bros.)
6. LOVE LIKE OURS (Joe Kirk)
7. I'LL ALWAYS LOVE YOU (Martha Tilton)
8. NO OTHER LOVE (Connie Moore)
9. GIVE A BROKEN HEART A CHANCE (Mitch Miller)
10. CAN ANYONE EXPLAIN (Ames Bros.)

Maurice Hart
KFWB—Hollywood, Calif.
1. MUSIC MAESTRO, PLEASE (Tony Martin)
2. SAM'S SONG (Bob Crosby)
3. SIMPLY MELODY (Oscar Moore)
4. LOVE LIKE OURS (Joe Kirk)
5. BE MINE (Gene Williams)
6. CAN ANYONE EXPLAIN (Ames Bros.)
7. TZENA, TIZNA, TINA (Vic Damone)
8. I'LL ALWAYS LOVE YOU (Martha Tilton)
9. NO OTHER LOVE (Connie Moore)
10. CAN YOU BE LOVED (Andrews Sisters)

Larry Gentile
WXJX—Detroit, Mich.
1. VAGABOND SONGS (Vic Damone)
2. BE MINE (Gene Williams)
3. CAN ANYONE EXPLAIN (Ames Bros.)
4. BONAPARTE'S RETREAT (Ray Stark)
5. I WANNA BE LOVED (Andrews Sisters)
6. THE OLD PIANO ROLL (Lorene Cook)
7. ROO THEMED (Joe Lombardo)
8. HOOT DIT DOO (Perry Como)
9. I WANNA BE LOVED (Andrews Sisters)
10. LOVE HER (Bobby Gentile)

David Wolshok
KCTI—Gonzales, Texas
1. GOODWILL IRENE (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. COUNT EVERY STAR (Hope Waterholter)
4. OUR VERY OWN (Connie Haines)
5. Are you Lonesome Tonight (Blue Bordon)
6. LA VIE EN ROSE (Four Parted)
7. ANOTHER SONG (Bing and Gary Crosby)
8. BOULEVARD OF BROKEN DREAMS (Tony Bennett)
9. TZENA, TIZNA, TINA (Vic Damone)
10. MUSIC MAESTRO, PLEASE (Frankie Lane)

Bob Story
WNOR—Norfolk, Va.
1. GOODWILL IRENE (Gordon Jenkins)
2. BE MINE (Gene Williams)
3. NO OTHER LOVE (Connie Moore)
4. ALL MY LOVE (Perry Como)
5. TUNE OF LOVE (Tito Puente)
6. SIMPLE MELODY (Bing and Gary Crosby)
7. JUST FRIENDS (Sarah Vaughan)
8. STRANGERS (Larry Brown)
9. I WANNA BE LOVED (Andrews Sisters)
10. LET'S CHOO CHOO CHOO TO (Dana Morris)
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<tbody>
<tr>
<td>1. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>1. <strong>I Love You Because</strong> (Ray Charles)</td>
<td>1. <strong>Simple Melody</strong> (Phill &amp; Gary Crosby)</td>
<td>1. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>1. <strong>I Wanna Be Loved</strong> (Andrews Sisters)</td>
<td>2. <strong>Tzena, Tzena, Tzena</strong></td>
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<td>3. <strong>Love and Live</strong> (Bill Bailey)</td>
<td>1. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>1. <strong>La Vie En Rose</strong> (Melodie Strings)</td>
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<td>2. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>3. <strong>Roses</strong> (Billy Eckstine)</td>
<td>4. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>2. <strong>Tzena, Tzena, Tzena</strong> (Gordon Jenkins)</td>
<td>3. <strong>I Wanna Be Loved</strong> (Andrews Sisters)</td>
<td>3. <strong>Sentimental Me</strong> (Wellington)</td>
<td>3. <strong>Wanna Wanna</strong> (Les Paul)</td>
<td>2. <strong>What's New</strong> (Billy Eckstine)</td>
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<td>2. <strong>Sam's Song</strong> (Billy Eckstine)</td>
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<td>3. <strong>Sentimental Me</strong> (Wellington)</td>
<td>4. <strong>Count Every Star</strong> (Roy Anthony)</td>
<td>5. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>4. <strong>I Wanna Be Loved</strong> (Andrews Sisters)</td>
<td>4. <strong>Wanna Wanna</strong> (Les Paul)</td>
<td>4. <strong>Rain</strong> (Gene Krupa)</td>
<td>4. <strong>Happy Talk</strong> (Ray Anthony)</td>
<td>4. <strong>What's New</strong> (Billy Eckstine)</td>
<td>4. <strong>Wanna Wanna</strong> (Les Paul)</td>
<td>5. <strong>I Wanna Be Loved</strong> (Bill Bailey)</td>
<td>4. <strong>Sam's Song</strong> (Billy Eckstine)</td>
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<td>4. <strong>Count Every Star</strong> (Ray Anthony)</td>
<td>5. <strong>Sentimental Me</strong> (Wellington)</td>
<td>6. <strong>Baby, I Love You</strong> (Ray Anthony)</td>
<td>5. <strong>I Wanna Be Loved</strong> (Bill Bailey)</td>
<td>5. <strong>Wanna Wanna</strong> (Les Paul)</td>
<td>5. <strong>I Didn't Sleep (Last Night)</strong> (Ray Anthony)</td>
<td>6. <strong>Goodnight, Irene</strong> (Gordon Jenkins)</td>
<td>5. <strong>What's New</strong> (Billy Eckstine)</td>
<td>5. <strong>I Wanna Be Loved</strong> (Bill Bailey)</td>
<td>6. <strong>I'm a Fool for You</strong> (Billy Eckstine)</td>
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<td>6. <strong>Baby, I Love You</strong> (Ray Anthony)</td>
<td>7. <strong>Sam's Song</strong> (Bill &amp; Gary Crosby)</td>
<td>6. <strong>Wanna Wanna</strong> (Les Paul)</td>
<td>6. <strong>I Didn't Sleep (Last Night)</strong> (Ray Anthony)</td>
<td>7. <strong>I Don't Want to Miss a Thing</strong> (Gene Krupa)</td>
<td>7. <strong>RSVP</strong> (Ray Anthony)</td>
<td>7. <strong>What's New</strong> (Billy Eckstine)</td>
<td>7. <strong>I Wanna Be Loved</strong> (Bill Bailey)</td>
<td>8. <strong>I'm a Fool for You</strong> (Billy Eckstine)</td>
<td>8. <strong>When It's Time to Go</strong> (Ray Anthony)</td>
<td>3. <strong>Sam's Song</strong> (Billy Eckstine)</td>
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<td>6. <strong>Baby, I Love You</strong> (Ray Anthony)</td>
<td>7. <strong>Sam's Song</strong> (Bill &amp; Gary Crosby)</td>
<td>8. <strong>I Don't Want to Miss a Thing</strong> (Gene Krupa)</td>
<td>7. <strong>RSVP</strong> (Ray Anthony)</td>
<td>8. <strong>I Don't Want to Miss a Thing</strong> (Gene Krupa)</td>
<td>8. <strong>I Don't Want to Miss a Thing</strong> (Gene Krupa)</td>
<td>9. <strong>Kisses, My Love</strong> (Ray Anthony)</td>
<td>9. <strong>What's New</strong> (Billy Eckstine)</td>
<td>9. <strong>I Wanna Be Loved</strong> (Bill Bailey)</td>
<td>10. <strong>I'm a Fool for You</strong> (Billy Eckstine)</td>
<td>10. <strong>I'm a Fool for You</strong> (Billy Eckstine)</td>
<td>4. <strong>Sam's Song</strong> (Billy Eckstine)</td>
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**Additional Notes:**
- **New York, N. Y.**
  - **Goodnight, Irene** (Gordon Jenkins)
  - **I Love You Because** (Ray Charles)
- **Chicago, Ill.**
  - **I Wanna Be Loved** (Bill Bailey)
  - **Sam's Song** (Bill & Gary Crosby)
- **Los Angeles, Cal.**
  - **Love and Live** (Bill Bailey)
  - **I Wanna Be Loved** (Bill Bailey)
- **Boston, Mass.**
  - **Goodnight, Irene** (Gordon Jenkins)
  - **La Vie En Rose** (Melodie Strings)
- **Kansas City, Mo.**
  - **Tzena, Tzena, Tzena** (Les Paul)
  - **Goodnight, Irene** (Gordon Jenkins)
- **Abilene, Kansas**
  - **I Wanna Be Loved** (Andy Ross)
  - **My Foolish Heart** (Billy Eckstine)
- **Buffalo, N. Y.**
  - **I Wanna Be Loved** (Andy Ross)
  - **My Foolish Heart** (Billy Eckstine)
- **Syracuse, N. Y.**
  - **I Wanna Be Loved** (Andy Ross)
  - **My Foolish Heart** (Billy Eckstine)
- **Worcester, Mass.**
  - **Goodnight, Irene** (Gordon Jenkins)
  - **I Wanna Be Loved** (Bill Bailey)
- **St. Louis, Mo.**
  - **Goodnight, Irene** (Gordon Jenkins)
  - **The Tzena, Tzena, Tzena** (Gordon Jenkins)
- **Gulfport, Miss.**
  - **I Wanna Be Loved** (Andy Ross)
  - **My Foolish Heart** (Billy Eckstine)
- **Toronto, Canada**
  - **La Vie En Rose** (Melodie Strings)
  - **Sam's Song** (Melodie Strings)

**Table Format:**
- Each row represents a city and the song(s) featured in that region.
- The songs listed are part of the Top Ten records from the specified city.
- The cities are arranged in alphabetical order.
Early indication of good business expected in the fall is reported by Capitol Records, which in the first week's operation of a bonus-discount plan to dealers reports near-full quotas.

Capitol's plan offers a 10% bonus discount to dealers, in addition to the regular 2% discount for 30 days. It also extends the 30-day payment time to 40 days. Included in deals are new releases, the forthcoming Christmas line, and a 100 pop, classical, western and children's records. Records are in all three major formats.

At the end of the first week of operation of the discount plan, Capitol toppers reported that the New York district had filled 80% of its 30-day quota, while Boston had hit 70%.

Response of dealers surprised Capitol execs themselves, who had expected good business but not that good.

Eddie Heywood Set For Comeback

Pianist Eddie Heywood is readying for a comeback after being idle for two years by illness. Heywood, who before he was stricken recorded for Decca and played in London, will cut eight sides for Columbia shortly and expects to return to vitality.

Illness paralyzed one of his hands, and Heywood feared at the time he wouldn't be able to play again. However, he says he is ready and will start playing niteries after his recordings are released. Pianist will work on a single. He has no intention of forming a band again.

4 RPM BIZ
BOOMING. DISKERS
SEE BIG FALL & XMAS SEASON

Early Increase In Volume of Sales, Points To Good Seasons

NEW YORK—Veteran diskers predicted peak sales seasons during the fall and Xmas period, pointing to the phenomenal success of 45 rpm records as one of the fundamental factors for the expected increase.

Record execs pointed out that with the industry gradually settling down to a "two-speed" business, the bar to prosperity in the industry has been taken away. Columbia's reluctance in accepting 45 rpm records was virtually torn away because of dealer response it was born out. Many in the industry feel, the underlying reasons other than the record business itself, prompted Columbia to continue to promote their 33 1/3 Long Play line, as long as they did. One well known record executive stated, "It's a good thing that Columbia decided to go ahead with 45's now, instead of waiting until the Christmas season came about."

The industry had been in a state of confusion for some time, resulting from the battle of the speeds in which Columbia and RCA Victor engaged, with their respective speed systems. Columbia's efforts to promote popular records on 33 1/3 met with very little response, although their LP label is quite strong. On the other hand, RCA Victor's 45 rpm recordings took hold with dealers and distributors throughout the nation, and has enjoyed peak sales since its inception.

Columbia continues to insist that their entry into the 45 rpm field is still a test. The platter is expected to be some time. RCA's records, Frank Sinatra's "Goodnight Irene" and the Mariners' "Sometimes" this past week. Trade figures point out that the platter will have to follow up with more discs in order to get any sort of reaction.

Reports from the field conclusively prove business distribution is showing better than "normal" business already. Dealers are pointing out that this difference, Independent record manufacturers have hopped on the 45 bandwagon with many new records that have also increased their sales potential tremendously.
Eileen Wilson Prepares For Air Show

NEW YORK—Eileen Wilson, Hit Parade singing star now riding high with her Decca recording of "I Didn't Know What Time It Was" is pictured rehearsing a part prior to her appearance as guest on the "Jack Berch Show" via NBC. Left to right, second violinist Charles Mancante; Jack Berch; Eileen Wilson; and Al Ross, WBAL, Baltimore, Md., guest disk jockey.

RCA Victor Signs Phil Spitalny
All Girl Ork To Long Term Pact

NEW YORK—One of the most colorful musical aggregations in the country, Phil Spitalny and his All Girl Orchestra, whose famous Hour of Charm radio program and concert and theatre appearances have made them one of America's most popular musical aggregations for many years, has reached a phenomenal sales peak under a new RCA Victor label with heavy promotion emphasis during the fall and holiday season. Spitalny also is slated for a series of light classical and operetta favorites during the coming year.

Spitalny, who started his career at first clarinetist with the Cleveland Symphony Orchestra, had noticed during this and subsequent engagements that there were many outstanding women musicians. This led him to organize an all-girl orchestra. He auditioned more than 1,200 girls, with the orchestra actually built around Evelyn and her Magic Violin, who was its first member.

The album now will be re-pack-aged and made available on the RCA Victor label with heavy promotion emphasis during the fall and holiday season. Spitalny also is slated for a series of light classical and operetta favorites during the coming year. Spitalny, who started his career at first clarinetist with the Cleveland Symphony Orchestra, had noticed during this and subsequent engagements that there were many outstanding women musicians. This led him to organize an all-girl orchestra. He auditioned more than 1,200 girls, with the orchestra actually built around Evelyn and her Magic Violin, who was its first member.
### The Top Ten Tunes Netting Heaviest Play

From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Detroit, Los Angeles and Other Cities Listed.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Well Oh Well</td>
<td>Tiny Bradshaw</td>
<td>King 4357</td>
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<td>2</td>
<td>Hard Luck Blues</td>
<td>Ray Brown</td>
<td>DeLuxe 3304</td>
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<td>3</td>
<td>Pink Champagne</td>
<td>Joe Liggins</td>
<td>Specialty 355</td>
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<td>4</td>
<td>Cupids Boogie</td>
<td>Little Esther</td>
<td>Savoy 750</td>
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<td>5</td>
<td>My Foolish Heart</td>
<td>Billy Eckstine</td>
<td>MGM 10623</td>
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<td>6</td>
<td>I Need You So</td>
<td>Ivory Joe Hunter</td>
<td>MGM 10663</td>
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<td>7</td>
<td>Mona Lisa</td>
<td>King Cole</td>
<td>Capital 1010</td>
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<td>8</td>
<td>I Wanna Be Loved</td>
<td>Dinah Washington</td>
<td>Mercury 8181</td>
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<td>9</td>
<td>Two Years of Torture</td>
<td>Percy Mayfield</td>
<td>Recorded in Hollywood</td>
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<tr>
<td>10</td>
<td>Well Oh Well</td>
<td>Tiny Bradshaw</td>
<td>King 4357</td>
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### JUBILEE RECORD Hits

**JUST RELEASED!**

New ORIOLES Recording

**LADY IN ROSE**

**BLUES IS GREEN**

**Blues**

**THE RAVENS**

**I'm Afraid of You**

**DINAH WASHINGTON**

**I Wanna Be Loved**

**JUBILEE RECORD CO., INC.**

315 W. 47th St., N. Y., N. Y.

### Say GOODBYE to the Slack Season with HIT No. 4 by AMERICA'S #1 TEAM

**JOHNNY OTIS**

**LITTLE ESTHER**

**MEL WALKER**

**SAVOY 759**

### "DECEIVIN' BLUES" "LOST DREAM BLUES"

GOING LIKE WILDFIRE AT YOUR DISTRIBUTORS!

### Savoy RECORD CO., INC.

59 Market St., Newark 1, N. J.

### Coming!

A Package

Just

"FOR YOU MY BABY"

70 Pine Street

New York
Ted Steele Forms Music Pub. Firm

NEW YORK—Ted Steele, well known music business personality, this past week disclosed the formation of his own music publishing firm. The firm will be known as Plaza Music Company. Steele disclosed that the Plaza firm will apply for an ASCAP license. Steele is an ASCAP writer. Associated with Steele in the publishing firm will be Doris Brooks, his wife and manager, and Don Owens, his programming assistant. The firm has already set its first song, “When You Kiss A Stranger,” written by Elsie Simmons and Robert Yansen. Steele at present has an afternoon television show over WPIX, and a disk jockey show via WMCA. He broke up his hand well over a year ago, but brings it together for Columbia recording dates. The firm has already started work on its first tune, with records on the songs expected to be announced shortly.

Bob Broz Joins Mercury Flack Dep’t

CHICAGO—Mercury Records Inc. in this city, this past week announced the appointment of Bob Broz to head the firm’s popular record promotion department. Broz will work directly under Art Talmadge, publicity vice president and advertising and promotion topper for the firm.

Broz replaces Nat Shapiro and Barbara Ruthe. Shapiro recently left the Mercury firm to form his own disk firm, with Miss Ruthe has been acting as Talmadge’s assistant.

Broz joins the Mercury firm from the M.S Distributing Co., local Mercury distrib in their area. He will make his headquarters in Chicago, but will travel throughout the nation quite extensively it was revealed. Broz also was a former disk jockey at WGN, this city.

Scalisi Heads Decca’s Music Op Department

NEW YORK—Sydney N. Goldberg, Vice-President in charge of sales for Decca Records, announces the appointment of John F. Scalisi, manager of Decca’s Music Operators’ Department.

Scalisi, a veteran of 20 years in the music business, replaces Bob Arkin, who resigned this spring. Active in jazz’s national sales department for the past year, Scalisi spent the six previous years with Capitol Records as Eastern Divisional Sales Manager and later as Chain Store Sales Manager.

Davis Announces Sheet Music Hype Via Contest For ‘Daddy’s Little Boy’

NEW YORK—Joe Davis, publisher of “Daddy’s Little Boy” this past week disclosed plans of a six-week contest, aimed at stimulating sheet music sales, and the popularity of the song.

The promotion is scheduled to tee off on October 1st, with a full-page spread in the New York Daily News. Letter paper has a guaranteed circulation of 1,800,000. Contest is to be called “Daddy’s Little Boy Contest.”

Photos of boys from three to seven years of age may be entered, with the winner set to get a $500 bond. In addition, the winning picture will be published on the sheet music of the tune.

Davis figures to boost sheet music sales thru the contest, since it will be necessary to buy a copy of the music in order to get an entry coupon. Entry blanks will be imprinted with the sheet music dealers name, and the dealer selling the sheet to the winner, is also set to get a prize, a $100 bond from Davis.

The contest will run through November 15, with the winner, to be determined by a panel of leading trade-sters to be announced December 1st.

Records available on “Daddy’s Little Boy” include the original Dick Todd version on Rainbow, Mills Brothers on Deeco, Don Rodney on Coral and Edly Howard on Mercury.

The Cash Box, Music Regional Record Reports

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending August 19.

Jack Thayer

WDL——Chicago, Ill.
1. GOODWILL IRENE (Gordon Jenkins)
2. MAMA LISSA (King Cole Trio)
3. SIMPLE MELODY (Guy & Gary Crosby)
4. AGAPERTES RETREAT (Gene Krupa)
5. I’LL BE HAPPY (Billy Eckstine)
6. TINA’S FINGER BITE (Nat Shilton)
7. DON’T CARE IF THE SUN DON’T SHINE (Tony Martin)
8. DREAM A LITTLE DREAM OF YOU (Jack Owens)

Lloyd Perrin

KGL——Shreveport, La.
1. PHANTOM STAGECOACH (Youngman Monroe)
2. SAM’S SONG (Bing Crosby)
3. I’LL LOVE THE GUY (Buddy Johnson)
4. LOVE LIKE OURS (Lisie Kirk)
5. FANFARE (Stevie Williams)
6. GOODWILL IRENE (Denny Day)
7. TITA, TITA, TITA (Nat Shilton)
8. BEAUTY (Joe Ryan)
9. MUSIC, MAESTRO PLEASE (Tony Martin)
10. PIGALLE (Johnny Desmond)

Joe Ryan

WALL——Middletown, N. Y.
1. I’LL LOVE HER (Mervyn Desmond)
2. CHERRY STONES (Vera Lynn)
3. MAMA LISSA (King Cole)
4. PEPPERS SERENADE (Johnny Canova)
5. CAN ANYONE EXPLAIN (Amer Bros)
6. SAME OL’ SONG (Gene Krupa)
7. MY DESTINY (Peter Hanley)
8. ALL MY LOVE (Bing Crosby)
9. AMERICAN BEAUTY RHYTHM & HARMONY
10. I’LL LOVE THE GUY (Fon Warren)

Rudy Heath

WAYZ——New Haven, Conn.
1. I NEED YOU SO (Vivam Joe Hunter)
2. I’LL BE LOVED (ành-ah Washington)
3. CALL ME DARLIN’ (Bobbi Marshall)
4. STAR BLUE (Daily Edwards)
5. BEATTENED (Billy Singer)
6. WILL DO ALL (Tony Shilton)
7. WHERE CAN I GO (Ruth Brown)
8. ROSES (Dick Haymes)
9. LA VIE EN ROSE (Louis Armstrong)
10. MAMA LISSA (King Cole)

Bill Thompson

1. GOODWILL IRENE (Gordon Jenkins)
2. SIMPLE MELODY (Guy & Gary Crosby)
3. PEPPERS SERENADE (Johnny Canova)
4. SAM’S SONG (Bing Crosby)
5. I’LL BE HAPPY (Bobby Johnson)
6. I’LL BE LOVED (Roy Warren)
7. SENTIMENTAL (Roy Anthony)
8. AGAPERTES RETREAT (Ray Stark)
9. MAMA LISSA (King Cole)
10. ALL MY LOVE (Floyd Page)

Sandy Jackson

KOWH——Omaha, Neb.
1. I’LL BE LOVED (Faro Actet)
2. I LOVE YOU BECAUSE (Joe Galder)
3. GOODWILL IRENE (Frank Sinatra)
4. SIMPLE MELODY (Guy & Gary Crosby)
5. AGAPERTES RETREAT (Gene Krupa)
6. I CROSS MY FINGERS (Perry Como)
7. SENTIMENTAL (Roy Anthony)
8. SIMPLE MELODY (Bing Crosby)
9. COUNT EVERY STAR (Bessie Jones)
10. I’M BASHFUL (Mindy Carson)

Lee Stewart

1. GONE FISHIN’ (Bill Barrett)
2. I COME ONLY TO KNOW (Horace)
3. GOODWILL IRENE (Red Foley-Terry Tubb)
4. CROWN JUGGIN’ SAMP (Hank Snow)
5. WHY DON’T YOU LOVE ME (Hank Snow)
6. OLD MAN ATOM (Doug Water)
7. MISSISSIPPI (Bill Barrett)
8. SWINGIN’ (Nat Shilton)
9. BISHOP (Nat Shilton)
10. PARSON ME FOR LOVING YOU

The Cash Box, Music Regional Record Reports

Jack Owens

Bill Griffiths

KOL——Seattle, Wash.
1. I’LL LOVE YOU (Milt Tilton)
2. PIGALLE (Johnny Desmond)
3. SIMON RECORD (Johnny Desmond)
4. LOVE LIKE OURS (Lesie Kirk)
5. ALL MY LOVE (Milt Tilton)
6. JUST SAY I’LL LOVW HER (Joe Ryan)
7. WHO DO YOU LOVE (Charlie Spivak)
8. DEEP (Lish GURL)
9. Ours (Vic Damone)
10. COUNT EVERY STAR (Ray Anthony)

Charles Fuller

WCMF——Lexington, N. C.
1. GOODWILL IRENE (Denny Day)
2. TITA, TITA, TITA (Nat Shilton)
3. THE GUY (Bobby Johnson)
4. PIGALLE (Johnny Desmond)
5. SIMON RECORD (Johnny Desmond)
6. ALL MY LOVE (Milt Tilton)
7. TIME & TIME AGAIN (Bud Green)
8. YOU NEED (Margaret Whiting)
9. FLYING (Flyte Star)
10. ALL MY LOVE (Clement Ryan)

Michelle Kobe

WJOE——Cleveland, O.
1. THIRD MAN THEME (Andy Kirk)
2. TEECA, TEECA, TEECA (Mel Heffley)
3. LOWER YOUR HEAD (Dennis Day)
4. GOODWILL IRENE (Gordon Jenkins)
5. STRANGE AND STRANGE (Bing Crosby)
6. CAN ANYONE EXPLAIN (Art Morgan)
7. WILD, WILD (Rudy Vallee)
8. KANSAS CITY KITTY (Jack Teller)
9. JUST SAY I’LL LOVW HER (Ray Armstrong)

Paul Murphy

WANF——Fort Wayne, Ind.
1. MAMA LISSA (King Cole)
2. I’LL BE LOVED (Bobby Johnson)
3. I WANNA BE LOVED (Andre Segal)
4. QUICKIE ME (Ray Warren)
5. I CROSS MY FINGERS (Perry Como)
6. I’LL BE HAPPY (Gene Krupa)
7. TITA, TITA, TITA (Nat Shilton)
8. AGAPERTES RETREAT (Gene Krupa)
9. EL MAMBO (Dave Barbour)
10. COUNT EVERY STAR (Guy Wintershaler)

Ed Mosely

KREK——Culpeper, Wash.
1. LOVING OURS (Larry Coachman)
2. TEECA, TEECA, TEECA (Mel Heffley)
3. Mustang Sally (Billy Wright)
4. AGAPERTES RETREAT (Gene Krupa)
5. PIGALLE (Johnny Desmond)
6. ALL MY LOVE (Milt Tilton)
7. ALL MY LOVE (Milt Tilton)

Bob Roberts

KPTQ——Portland, Ore.
1. MAMA LISSA (King Cole)
2. SIMPLE MELODY (Guy & Gary Crosby)
3. I’LL BE LOVED (Bobby Johnson)
4. RAIN (Gene Williams)
5. SENTIMENTAL (Roy Anthony)
6. I’LL LOVE THE GUY (Ray Warren)
7. ALL MY LOVE (Ray Warren)
8. SIMPLE MELODY (Bing Crosby)
9. MAMA LISSA (King Cole)
10. I’LL ALWAYS LOVE YOU (Martha Tilton)

Roger Nash

WJMR——New Orleans, La.
1. GOODWILL IRENE (Gordon Jenkins)
2. MAMA LISSA (King Cole)
3. AGAPERTES RETREAT (Ray Stark)
4. THE MAMBO (Perry Drake)
5. SIMPLE MELODY (Guy & Gary Crosby)
6. VAGABOND SHOES (Vic Damone)
7. NOLA (Gene Williams)
8. FARMER (Bing Crosby)
9. I CROSS MY FINGERS (Perry Faith)
10. PIGALLE (Johnny Desmond)

"IT'S WONDERFUL — IT GOES SOMETHING LIKE THIS — GLUB GLUB GIRGLE GIRGLE."
"CINCINNATI DANCING PIG" (2:47)  
"SOMEBODY'S CRYIN" (2:53)  
RED FOLEY  
(Deco 46261)  

- Music ops and fans alike, are sure to be hearing a bit of this one once this platter makes the rounds. It's folk star Red Foley on tap again, with still another great hit for operators in this sensational rendition of "Cincinnati Dancing Pig." The song itself is currently attracting a lot of attention in the music field—this version is a cinch to clutch with music fans everywhere, and result in a peak play number for ops. Tune is a clever one, with a sock set of lyrics to match. Foley's easy, relaxed spousing on the side jells with the harmonica and a melody the public puts you in. Ditty rolls along in a bouncy, swingy manner, with some fine ork backing rounding out the tune. Flip side has Foley displaying his own vocal style, and is a clever bit that has as much winning potential. '紧缺oopy about is the top one—latch on to this by the bunch!

"THEY'LL NEVER TAKE HER LOVE"  
"WHY SHOULD WE TRY"  
REVERSO'S  
(King 887)  

- This pair fits to look into. Both ends of this pair make for more juke box hits this summer, and the increase in the number of phonograph locations owing to the current hot selling "From 45's" policy seems to have contributed to the increase in the number of people buying music records for juke boxes. The gains we've made are now previewing for the juke box operators, and they are being realized in the field. Operators have pointed out that the positive thing is the comprehensive sweep of promotion that the juke box gives us. We realize that every record we have playing in a phonograph today is another potential sale by a dealer to a home phonograph owner. The juke box itself offers invaluable promotional gains for our recording artists, and the label itself.

other operators point out the fact that the summer weather in and around New York was not as warm as in past years, and that many people who normally would have spent the week for resorts and country homes, stayed in the city. This, too, added to the steady stream of business music ops have experienced.

DISKERS CONTINUE HEAVY PROMOTION EFFORTS IN JUKE BOX FIELD AS PHONO BIZ SPURTS

Record Company's Sales Potential Booming
With Increased Attention To Music Ops

Diskers Set Plans For Big 45 RPM Campaign In Music Operating Field

NEW YORK—Record manufacturers throughout the nation continued their heavy promotional efforts in this latest campaign to push the 45 RPM record into the juke box field, with each vying to "get the records into the hands of the operators first."

Increased efforts on the part of all the majors was paying off, too. Music ops were quick to note that they were receiving shipments of records timed with the red cover to the juke box field.

In addition, the promotion plans of several platteries, in sending preview recordings to music operator trade associations, has certainly allowed the music operator more time in which to select records for his route.

One of the major reasons for the increased attention that diskers are paying to the music operating field is the fact that juke box business has been continually spiraling upward, with a peak fall season predicted by many in the field. Operators have pointed out that the normal summer slump in their business did not come about as much as was expected. Several Metropolitan New York operators stated that the reasons for their steady solid business during the summer months was basically the fact that there were fewer people in the market for new music.

Promotional efforts of the music publishers and record companies during the summer months generally fall down, with the pubs and diskers making the least amount of sales, leaving the stronger selling titles to ride.

One well known operator in New York stated, "We've had two real solid record hits this past summer, and they were hits—they took hold right from the start. If we had more songs like "Texas, Texas, Texas," and the "Goodnight Irene," there wouldn't be any so-called summer slump to even talk about."

Music operators were quick to laud Decca Records for backing "Texas" and "Goodnight Irene" on one record, realizing that the platter could have resulted in separate recordings and realized twice as much sales.

"Decca's back-to-back policy seems to be the sure way of keeping juke box operators happy," he stated.

Other operators point out the fact that the summer weather in and around New York was not as warm as in past years, and that many people who normally would have spent the week for resorts and country homes, stayed in the city. This, too, added to the steady stream of business music ops have experienced.
NEW YORK—The expected switch by songstress Jo Stafford, from Capitol Records to Columbia Records came to pass this past week, with the announcement by Edward Wallerstein president of the latter company, that Miss Stafford had been signed to a five-year contract. Wallerstein made the announcement from the Hollywood offices of Columbia Records. He flew to California to complete negotiations with Miss Stafford. The contract goes into effect in December 1950.

Thus the reported deal of Miss Stafford moving to Columbia when the latteraternity signed Paul Weston to be musical director of their West Coast setup came to pass. Executives of Capitol stated they would continue to line Miss Stafford with songs "which have not equaled those of Margaret Whiting's, have maintained her in the top group of record selling artists. However, Cap-itol's policy is that an artist is doing his best work only if he is happy with his professional affiliations and therefore has made no attempt to prevent Miss Stafford's departure.

Capitol, foreseeing Miss Stafford's exit, has been training its repertory of promotional guns on their top selling platters, Margaret Whiting, Peggy Lee, Kay Starr, June Christy and Dot-tie O'Brien. This roster still leaves time for some of the top female singers in the record industry. Miss Stafford's exit of Capitol, and her subsequent signing to Columbia gave further impetus to the report that Miss Shore would leave the Columbia platter at the expiration of her contract, and sign with RCA Victor. It is known that negotiations have been carried on with Miss Shore and that the latter is planning to sign with RCA. Her contract with Columbia expires in December of this year. Also rumored was a possible switch by Doris Day from Columbia to RCA with Miss Shore. Should this come about, RCA Victor's current top female singers, Mindy Carson and Fran Warren might possibly look to align another record deal, argument being there that the Shore-Day combination would be too much weight for Mindy and Fran Warren to handle. While this is possible, it is known that RCA Victor has been quite happy with the success of both the Misses Carson and Warren. Aside from all rumors, most likely contention of label switches following Jo Stafford's remains that of Dinah Shore to RCA Victor.

Meanwhile, it was reported that Tommy Dorsey, who last week dropped his affiliations with RCA Vic-tor, was nearing completion of a reported deal with Decca Records. Dor-sey left Victor after being with the firm for nearly 15 years, along with Tommy Kaye, who went to Columbia. The current situation among artists and the possible label switches involved, represents one of the most hectic known to the record business in recent years. The rating going on between RCA Victor and Columbia seems to continue in force with no signs of a halt at present.

Other artists rumored to be contemplating a switch, are Victor'sown and Frankie Laine from Mercury Records. This does not seem likely at this writing, since both artists scored their initial fame with the platter and have continued to meet with phe-nomenal success under the Mercury banner. Damone and Laine have been top disk sellers on Mercury for sev-eral years now, and a label switch seems far from coming about.

Stafford's contract with Columbia is reported to guarantee the singer somewhere between $40,000 and $60,000 a year.

Decca Into Longhair Field With Gold Label

NEW YORK—Milton R. Rechkind president of Decca Records, Inc., an-nounces the entry of Decca Records into the field of rock and roll music with the release of the Decca Gold Label Series.

The record releases in this new series, covering all phases of serious musical literature written by past and contemporary composers, will contain symphonies, concertos, chamber music, operas, chamber, vocal and in-strumental.

A Latin and European artists with world-wide reputations, as well as important instrumentalists, will be featured in the Decca Gold Label Series. Among these established artists with a strong international fol-low ing are: Regional Kili, Lili Kraus, Szymanovsky Goldberg, Lukas Foss, Richard Tauber, Conchita Supervia, Edi-lita Mitropoulos, Lina Pagliughi, An- donyan, Eileen Joyce Nadia Boulanger, and Elie Stinamani.

Balled Bombshells!!

"I SHOULDN'T LOVE YOU BUT I DO" * * *

"Bounce Bombshells!!"

"THE ELEPHANT ROCK" Records Soon To Be Released

Ostrow Music Pub. Corp. 1650 Bay, N. Y. Tel. FL 7-5159

Additional Tunes Listed Below In Order Of Popularity

1. I SHOULDN'T LOVE YOU BUT I DO
   Decca 46243

2. "Bounce Bombshells!!"
   "THE ELEPHANT ROCK"
   Records Soon To Be Released
   Decca 46243

3. "I'M MOVING ON"
   Hank Snow
   RCA Victor 21-0328

4. "SLENNIN' AROUND WITH JOE BLON"
   Bud Messner-Bill Franklin
   (Abbey 15004)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
ARMY, NAVY, WAR PLANTS CALLING FOR ALL TYPE VENDORS


Investigation discloses that almost everyone of the automatic merchandiser manufacturers has been receiving requests from the Army, Navy and war plants for vending machines of all kinds.

Manufacturer after manufacturer has had requests to fill Navy orders of drink dispensers, cigarette vendors and other types of machines for ships and training centers.

Requests have been received also for installation of new type vending machines of all kinds for Army camps that are once again springing up and others which are being put back into shape.

In addition to requests from the Army and Navy, war plants everywhere in the nation are asking that vending machines of every type be immediately installed.

This past week The Cash Box printed an editorial, "Vendors Go Military," which was but a hint as to what is happening everywhere in the country as far as automatic merchandisers are concerned.

Operators of machines are reporting to manufacturers that they have, in some cases, actually been asked to place machines in war plants and military installations.

Ops are swinging over to camps and naval bases as well as war plants just as rapidly as they possibly can, and for more than one reason.

Most outstanding reason, of course, is fact that they hope to obtain syrup and other merchandise if they operate in Army, Navy, and war plant locations.

This was the case in World War II. Therefore, many ops are pulling machines from other locations to install them in more important priority spots.

There have been some complaints, ops advise, from some very fine locations. But, as ops have pointed out, they don't believe that they will be able to obtain merchandise they will need for continued operation of their vendors unless they are in necessary type locations.

Quite noticeable is fact that many leading vending operators, buying up whatever equipment they can at this time. This is the only use for the machines, they are storing them in belief that, as war effort grows greater, they will be needed in their communities, and that they will then be able to service plants as they go into war materials production.

Rather than be caught short, without machines on hand, one noted vending machine operator told one leading manufacturer, he would much rather pay for the equipment now, keep it in his warehouse and "be ready when the time comes."

This is, probably, the attitude of almost every one of the leading vendor ops. They are trying to foresee events as far ahead as they possibly can.

They are of the belief, at least the majority of them are, that they will not be able to obtain new machines for a long time to come, once the present supply is exhausted.

They point to the fact that steel is allocated only to "necessary" factories that the industry will be faced with a drought of new machines which will last for sometime to come. "We don't want to be caught short," one noted op said.

It has already become somewhat difficult for some ops to obtain all the merchandise they require for their vendors. In fact, some state that even tho they are getting merchandise, prices are rising constantly, and they are forced to hike price of products in machines.

Where cigarettes have been sold at prices to match retailers, these will soon have to go up, one well known cigarette vending op said.

He can't see his way clear anymore to anything but "emergency sales price" for cigarettes.

Most interesting to the trade is the fact that the vending machine operator, as well as the manufacturer, has gone all out to serve the military forces as well as the war production plants.

Some of the larger plants devoted to cabinet fabrication for automatic vendors have already advised manufacturers that they will, very soon, be unable to complete orders for them.

Not only for lack of raw materials, but, because their plants are already being called on for war materials production.

One leading manufacturer is planning to advise all buyers of his product regarding this fact and ask them to plan their purchases as cabinets are delivered and factory completes assembly.

Many stories are going the rounds of the vending machine industry at this time. Some that will do great credit to the patriotism of the men engaged in this division of the field.

Almost every operator of larger equipment is making it his business to place his machines in the Army, Navy installations, or in war plants in his area. Even if this means loss of sales at this time, and maybe for some weeks to come.

This is one all out effort on the part of the vending machine ops which the entire industry can be very proud of. There is no other bunch of men who have gone so far ahead in bringing their products to the most needed locations.

Whatever the future will bring, and there is no doubt that the Navy and Army will purchase many, many vendors direct, as they are already doing, the vending machine ops will cover themselves with great glory in the fact that they have been, and still are, sacrificing many good locations to place machines in Army and Navy installations, as well as in war production factories, throughout the country.

Whether needed syrup and other merchandise will be available, even to ops in military and war plant installations, isn't known at this time. Even these men may find themselves short of supplies. But, in the meantime, they are answering Uncle Sam's call and that's the most important thing that is, today, happening in the entire automatic merchandising industry.
CHICAGO—With the holding of the 1950 convention and exhibit, Pal- mer House, Chicago, November 12-15, the National Automatic Merchandising Association holds on the threshold its 15th year of service to vending machine operators, manufacturers, and public relations.

This year’s meeting will mark the 15th annual meeting of the association and was held on September 14, 1945, at a meeting in the Commodore Hotel, New York City. The association (formerly started to facilitate vending machine operators).

In urging the nation’s vending operators to attend the 15th annual meeting in November, N.A.M.A. President George M. Seedman, said: “This convention and its meetings will make us all better operators. It will make the vending industry one that will maintain and replace the vending trade. The 15th annual meeting at the Palmer Hotel will be attended by a greater number of attendees than attended at the 14th annual meeting.

Due to the efforts of the association which has grown to include approxi- mately 900 members since 1930, many important tax victories have been granted N.A.M.A. Each year the department is currently on the offensive in gaining legislation by stat- ing to the public the recognition of vending machine taxes. The objectives of N.A.M.A. are to build up a public relations organization that is to be tax support of vending machines in the same manner as other forms of retail distribution.

Hand in hand with N.A.M.A.’s leg- islative program is the sponsorship of the association’s public relations pro- gram. Initiated at the operators’ 1946 annual meeting, the public rela- tions plan has helped automatic merchandising operators by giving them the eyes of the public. The 1950 public rela- tions program of N.A.M.A. is initiated.

A complete report on this good will building program for automatic mer- chandising will be made to operators who attend the 15th annual meeting in November.

A series of six regional meetings in various sections of the country have been scheduled by N.A.M.A. The holding of these regional meetings first held in 1945, has done much to strengthen the association and to en- able N.A.M.A. to carry out its legis- lative and public relations work.

The first results of an operating ra- tio study for operators were issued this spring. It is expected that in the future this service will be one of the most useful features of the associa- tion that can render its membership. In the line of new activities, an insurance program for operators is now being considered. Operators at the 15th annual meeting will hear a prog- ress report on these new services.

October, 1946, the Congress Hotel, Chicago, was the date and place of the first general convention held by N.A.M.A. The association initiated its present series of conventions and exhibits. More than 130 firms exhibited their products at the 1949 convention and exhibit in Atlantic City, N.J., with an attendance of modestly estimated at 5,000. It is expected that even a larger number of operators will attend the 15th annual meeting at the Palmer House, Chicago, November 12-15.

The pioneer group of operators who were instrumental in founding N.A.M.A. in 1946 were: Nathaniel Loe- vence, Automatic Canteen Company of America; Chicago; Robert Z. Greene, Rowe Manufacturing Co., New York; Matt Wygert, for N.A.M.A.; Tickel Scale Co., New York; W. E. Fowler, F & W Products Company, New York; and R. B. Myrick, Automatic Merchandising Corporation, Long Island City, N.Y., and W. L. Schaefer, Peersless Weighing & Vending Machine Corp., Long Island City, N.Y. C. E. Hinkamp, Fordham University and director was appointed secretary.

Past presidents of the association are: Nathaniel Loevence, Robert Z. Greene, E. F. Pierson and Fordham University and director was appointed secretary.

The vending machine operators, manu- facturers and public relations will be heard at the 15th annual meeting by the appointment of the operating committee. The operating committee of six men who held the first N.A.M.A. meeting in 1946 is:

President: George M. Seedman, vice president: and John T. Pierson, treasurer.

Chicago Red Feather Vendor Drive To Start October 9

CHICAGO—Local operator mem- bers of the National Automatic Mer- chandising Association have completed the organization of a committee for support of the Chicago’s Community Fund through the association’s Red Feather plan, it was announced this week.

A committee of operators headed by William Fishman, Automatic Mer- chandising Company of Chicago, chairman, and Robert E. Coburn, cam- paign director, of the Chicago Com- munity Fund, at N.A.M.A. national headquarters recently. The purpose of the meet was to add the solidarity of N.A.M.A. operators in Chicago behind the Red Feather plan and to add the total amount of message tape that the Chicago Community Fund can order for N.A.M.A.’s Chicago Red Feather needs.

The operators also discussed with Roboloff the date of Chicago’s Community Fund Drive. It was decided that N.A.M.A. Red Feather promo- tion material would be placed on the vending machines of the partici- pating operators before the campaign begins on October 9—preferably by September 15. Cups and matches with the appropri- ate Red Feather material will be dis- tributed.

An expression of appreciation of the Chicago Community Fund to N.A.M.A. members operators for their promotional aid in connection with the following campaign, was made by Community Fund campaign director, Coburn.

Last of N.A.M.A.’s 1950 Regional Meets To Be Held In Buffalo

BUFFALO, N. Y.—Last of the 1950 series of regional meets will be held on September 26 by the Nation- al Automatic Merchandising Associa- tion in this city. N.A.M.A. Region II will be host to Regions I, A and III at a big nine-state meeting at the Hotel Statler, at which a large at- tendance is expected. A meeting of N.A.M.A. directors will be held on the following day.

Frank Bradley, Automatic Equip- ment Company, and chairman for the meeting, announced that Robert Z. Greene, president of Rowe Manufac- turing Company, Inc., New York City, and a past president of the as- sociation, will deliver the principal speech at the luncheon meeting of the Greater Buffalo Advertising Club.

The advertising club is holding an Automatic Merchandising Day in con- nection with the Regional meet. Greene’s talk is entitled “Automatic Merchandising — A Billion Dollar Market.” Operators attending this meeting will be special guests of the ad- vertising club at the luncheon. A dis- play of vending machines will be in the lobby of the Statler.

A feature of the regional meeting will be a talk on “How To Develop Sales Presentation That Will Stick.” Made by R. D. Myrick, the sales manager of Bacon & Vincent Buffalo, and instructor of sales train- ing at the University of Buffalo. My- rick will devote his talk to locations selling problems of vending machine operators.

An unusual feature of the meet will be a special banquet in the even- ing. Present and past officers and directors of N.A.M.A. will be guests at the banquet. A special presenta- tion will be made to the evening, honor- ing a veteran operator and early dir- ector of the association.


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CUP DRINKS
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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK—Reports reaching this office indicate many operators throughout the nation are getting their organizations ready to continue their business under wartime operating conditions.

Taking heed of the editorials and news items appearing in The Cash Box, and by listening to the radio and reading local newspapers, operators in the coin machine field foresee many controls and restrictions coming along.

Those many coin firms who conducted their business during the past war experienced many hardships and know exactly how to organize its forces at this time. While many changes will be made gradually, they acknowledge that the time to start is now so as to keep pace with any eventualities that the government may decree upon.

Many operating firms have already switched vending type equipment to industrial organizations busy with war production, as well as military establishments. Many others are checking territories where army and navy military personnel will be based. Games and music operators are surveying their locations located near and around large manufacturing centers to make sure that the proper equipment is available in order to give them the best returns.

In addition, operators are studying localities where they can open arcades in the event it is necessary to pull equipment from outlying spots and concentrate it all in one location.

From sources close to the nation’s leaders, The Cash Box hears that the experts look for a long period of national emergency. One crisis is expected to follow another. Even when the Korean situation is cleared up, similar incidents are expected to occur—perhaps in Formosa or Indo-China, or even in Europe. They state that the United States is embarked on a program which will give it sufficient strength of arms to defend itself no matter where the “incident” may take place. How long the country will be under this pressure before a real world configuration starts no one can predict. But these experts look for a long, hard period of "war"—perhaps four or five years.

All this means that the coin machine industry should be prepared for similar conditions that existed during World War II. The manufacturers of equipment, some now engaged in war materials work, may all be in it sooner than expected. Which means that it’s only a question of time when new machines may be unavailable.

Operating firms, distributors and jobbers have reported already losing men to the military, and others to war production plants. They look for more losses. Now is the time to check employees so that you can be prepared to reorganize your staffs. Employees should be taken care of, and wages raised to keep them satisfied, especially in view of a wage "freeze."

Particular attention should be paid to your parts and supplies department to be sure you don’t get caught short.

The time has come when everyone in this industry must get set for "war" the sooner the better. It will be a gradual process on the part of the government, and probably, a gradual process on the part of those engaged in this industry—but those who will survive will be those who prepare themselves for it.

Today’s Business

Paul A. Laymon appointed Wurlitzer Distrib for So. Calif.

Today’s type of business is exemplified by the two pals who met each other on the street. Joe showed Jack a beautiful, sparkling, big diamond ring he had just purchased. It glistened and gleamed in the sun as Joe proudly displayed it before his pal Jack’s eyes.

Said Joe, “And what’s more, Jack, it only cost me $200.”

Said Jack to Joe, “I’ll tell you what Joe, I’ll give you $500 for it.”

“It’s a deal,” said Joe.

When Joe returned to his office and told one of his visitors about it, the visitor said, “I would have given you $300 for it.”

So, very hastily, when the visitor left, Joe got on the phone and called Jack. Said Joe, “Jack, you’ve still got that diamond ring?”

“Sure,” answered Jack.

“Well,” said Joe, “I’ll give you $750 for it.”

“It’s a deal,” said Jack, who never turned down a profit. And Jack rushed it right over to Joe’s offices by messenger before Joe could change his mind.

A few minutes later, in walked one of Jack’s pals, and Jack told him about the diamond ring and the deal he had made.

Said Jack’s pal, “I would have given you $300 for it.”

So Jack hurriedly phoned Joe and asked, “Joe, have you still got the ring?”

“Why, yes,” said Joe.

“Tell you what,” said Jack, “I’ll give you $750 for it.”

“It’s a deal,” said Joe.

So Joe rushed the ring over to Jack and before he could compliment himself on this deal, in walks the man who originally offered Joe $500 for the ring, and says, “Hello, I would have gone as high as $400 for that ring.”

“My, oh, my,” says Joe. And gets back on the phone, calling Jack. Says Joe, “Jack, you’ve still got the ring.”

Says Jack, “Why no, Joe, I just sold it.”

“My God,” groans Jack, “You dumb cluck—you just put us out of business.”

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“Well,” said Joe, “I’ll give you $750 for it.”

“It’s a deal,” said Jack, who never turned down a profit. And Jack rushed it right over to Joe’s offices by messenger before Joe could change his mind.

A few minutes later, in walked one of Jack’s pals, and Jack told him about the diamond ring and the deal he had made.

Said Jack’s pal, “I would have given you $300 for it.”

So Jack hurriedly phoned Joe and asked, “Joe, have you still got the ring?”

“Why, yes,” said Joe.

“Tell you what,” said Jack, “I’ll give you $750 for it.”

“It’s a deal,” said Joe.

So Joe rushed the ring over to Jack and before he could compliment himself on this deal, in walks the man who originally offered Joe $500 for the ring, and says, “Hello, I would have gone as high as $400 for that ring.”

“My, oh, my,” says Joe. And gets back on the phone, calling Jack. Says Joe, “Jack, you’ve still got the ring.”

Says Jack, “Why no, Joe, I just sold it.”

“My God,” groans Jack, “You dumb cluck—you just put us out of business.”
A SMASH 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.

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
HURRY! ACT QUICK! THEY'RE GOING FAST!

SLOTS CONSOLES

Every type and kind of slot made New and used Greatest Bobs in history. Write, wire or phone us immediately. Only a few left and they're going FAST.

All the finest consoles, new and used, ON HAND immediate delivery assured Tell us what you need. Phone QUICK.

Wants

Mills Golden Falls 5c—10c—25c 1 Cherry PO
Mills Black Cherries 5c—10c—25c
Seeburgs ‘47 and ‘48 M’s
Bally 8 Speed Bowlers

Lake City Amuse. CO. 1648 5th clark ave, CLEVELAND 14, O. (Tel. Ch lery 1-7067)

New close outs

Bockola Shuffle Jungle 119
United Shuffle Slugger 159
Bally Shuffle 15C Shuff 229
Bockola Shuffle Lane 129
United Double Shuffle Wins

Baseball Games

United Shuffle Slugger 159
Chicago Coin Shuffle Baseball 129
Nation Wide Baseball 129

Gottlieb Shipping New Five-Ball

CHICAGO—D. Gottlieb & Company, this city, announced it was in full production of its new five-ball game "Roccelettes".

The new amusement game gives the player many of the Gottlieb time-proven play-action features, plus some additional scoring angles.

The playfield and extremely attractive colorful backboard offers the player a combination high score and point feature that includes four alternating Up-and-Down Pockets and a traveling light or super high score. It features four flippers to extend ball action, 12 number sequence light rollers for replays; variable number spotting, and "Pop" bumpers. In addition it has the fast action drop coin chute.

"Our distributors who have had samples on hand report that operators have already placed many orders," stated a factory executive, "and naturally this reaction has reached us in the form of substantial distributor orders, with the clamor for immediate and fast shipment."

"We decided then and there, after receiving reports, of the intake, and the fact that collections were continuing on even higher, that we should start the newest machine out to the field in larger quantity."

Even the Frank Mencer had been away from the Exhibit plant for a week's vacation, he found that everything was going right ahead when he returned.

He plunged right into action, contracting everyone of the firm's distributors, as well as test locations, to ascertain just how far the new machine could go with its production schedule.

"I found," Mencer reported, "that everywhere 'Playland' is, added operators admitted it was one of the most fascinating 'fives' so far presented to the industry."

"That, in itself," he continued, "convinced me that the game was what the operators needed. We are now urging our engineers and production experts to get them out to the field just as fast as possible."

"We will fill all possible demand, just as fast as we can," he stated, "and can assure the trade that 'Playland', which is 'five' ops are now calling 'Payland', we have one of the best five-balls of the new season."

Angott Urges Ops Turn In Idle Phonos

DETROIT, MICH.—Carl Angott of Angott Distributing Company, Inc., this city, Wurlitzer factory distributors here, is appealing to all the music operators in this territory, to "Please turn in your idle phonographs at this time so that we may help out other operators who are in need of this equipment."

Carl stated, "We have been busier than we ever dreamed we would ever be. We have been supplying the brand new Wurlitzer 1250 phonographs to all the leading operators in our territory and these phonos go out just as fast as we receive them."

"In fact," he said, "of late, ops have asked us not to even 'check' the 1250 for, as one of these men said to me, 'I know that the phonograph is perfect so don't waste any time checking it, just ship it to me as quickly as you get it.'"

"At the same time," Carl continued, "we are now having a very big problem trying to keep our customers supplied with used machines. We just don't know how we're going to do it unless those operators who have idle phonographs in their places come around and trade them in to us at this time against the purchase of the brand new Wurlitzer 1250 phonos."

Carl stated that the music business in Detroit, regardless of television and all other competition, has been showing better collections right along.

He also explained that many operators are already switching over to locations at the big war materials factories and that all the music field here believes that phonos will prove among the greatest of the "moral boosters" for the workers in this very important war materials production center.

Exhibit In Full Production On New Five-Ball "Playland"

CHICAGO—Having already rushed samples of its newest five-ball, "Playland," to all their distributors, Frank Mencer, sales manager for Exhibit Supply Company, this city, advised, "We are now starting full scale shipments of our new five-ball game."

Mencer also advised, "Tests of 'Playland,' in various important operating centers, proved it to be one of the finest five-balls we had ever manufactured."

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"Turf King" Orders Far Exceed All Former Bally Hit Games

CHICAGO—Jack Nelson, sales manager for Bally Manufacturing Company, reported this past week, "Over a comparative period of time, "Turf King" has exceeded sales of our former hits."

Nelson explained that in a check of sales records of the firm they have learned that "Turf King," in the same comparable period, has outsold our former hits.

"Turf King," according to Nelson, has now been on the market for approximately three months. In those three months it has exceeded the sales which were made for "Citation" as well as for "Champion" in the first three months that these two games were in production.

"It's very interesting," Nelson continued, "to look over the sales figures and note that "Turf King" is continuously growing in volume and is reaching a point now where it gives promise to surpass anything that has ever before been manufactured by us."

"Operator after operator, distributor after distributor, has phoned, called in person, wired or written, to advise that 'Turf King' is outselling in profits and play appeal any game they ever appear on the location before it.

"This, we believe," Jack Nelson concluded, "is the answer to what will probably be the longest run machine in history."

Art Sauve Looks For Record Business This Fall Season

DETROIT, Mich.—Having enjoyed one of the best seasons in all their long history in this city, A. P. Sauve & Son believe, 'This will be as nothing compared to what the forthcoming Fall season brings.'

Art Sauve, one of the old timers in the coin machine industry and well known to all here, along with his sons, Dale, and their right hand, Hazel Carlson, have been working harder than ever getting set for this Detroit boom.

They believe that the operators here are going back to 'wartime profits as more and more of the big factories here enter into war materials production.'

The firm represents some of the nation's leading factories and has been able to keep the trade throughout the state supplied with games while maintaining a marvelous service organization. They also feature the Evans' "Constellation" phones.

Dale said, "Both Dad and myself have worked out some very fine methods for the operators here so that we could arrange to help them increase their operations and assure them of the best profits any operators would enjoy as this city becomes busier each day."

Hazel Carlson, well known to all you here, and considered one of the old timers in the coin biz, is setting up a sales campaign for the firm where operators will be able to get equipment faster and easier and just what they need.

The firm is very well stocked with machines at this time, they report, and also have been gradually arranging for a new trade-in policy which should prove interesting to all the operators.

Beginning this fall season they are going to place special sales emphasis on the "Constellation" phones, they report.

$64 QUESTION

How much do you make on your investment? Do you have long-life equipment that will be making money for you many years after it has been paid for? Well, Brother, you can have it... Operate the exclusive HOLLYCRANE... coin-operated, miniature model industrial crane that has everything an operator wants.

Write for Descriptive Circular and Free Profit Chart

COMO MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILL.

NEW YORK * CHICAGO * LOS ANGELES

... and any other town you mention, big or little, you will find THE CASH BOX "The Bible" of the coin machine people who operate and sell coin machines of every kind or make in those towns of America.

In fact The Cash Box maintains its own offices in New York, Chicago and Los Angeles. It has correspondents in all the nation's leading cities.

These people bring the news to the industry "even before it's even." Predict before "it's even a prediction.

The Cash Box believes that the industry appreciates and wants news ahead of time, so that it can prepare itself well in advance of any eventuality.

A $15 per year subscription ($2 straight weeks) is worth every penny that is asked. That is what operators, jobbers, distributors, manufacturers and allied industries say about The Cash Box.

But, even more important, as controls come into being, is the special $48 subscription for jobbers, distributors and suppliers. This very special subscription offers a 40-word classified ad free of charge each week, plus the regular $15 subscription, Free.

The entire charge amounts to about 92¢ per week. Get that first 40-word classified ad on the way plus your check for $48 today, to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.
**NEVER BEFORE! NEVER AGAIN!**

**THE FAMOUS AND SENSATIONAL BELL**

**"WILD DEUCES"**

**NOW AVAILABLE FOR ANY OLD MILLS ESCALATOR**

**COMPLETE KIT**

to make complete changeover from any old Mills Escalator type Bell in less than an hour completely.

**Reward Card from the Latest Type Discs, and a Set and Rest Space. Wild Deuces emblem and everything else necessary to make complete, perfect changeover. We have every type of reward card necessary for any Mills Escalator type machine. Even amateurs can make changeover in less than an hour and have perfect, brand new, WILD DEUCES working on every location.

**IMPORTANT! ACT QUICK!**

**COMPLETE BRAND NEW WILD DEUCES**

**CABINET PLUS THE COMPLETE KIT ONLY**

$59.50

**READY FOR IMMEDIATE DELIVERY!**

5c—10c—25c—50c WILD DEUCES Factory Produced From Above Kits Brand New Cabinets WRITE! WIRE! PHONE FOR PRICES! QUICK!!

**AMUSEMENT SALES CORP.**

1047 W. FULLERTON AVE, CHICAGO 39, ILL. (Tel: Humbolt 9-1323)

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**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: Mulberry 8722)

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**Baseball Fans Mob "D. H." Game Spots, States Stern**

The new Williams' "Double Header" machine.

"Not only are collections standing up in almost every spot," Sain reported, "but, at the same time," he stated, "they are still continuing to go up in many, many locations."

In this fact," he said, "the collections on many, many Double Headers have already set new high records for many locations. Operators are absolutely thrilled with the machine."

The firm is working on a full six day week in an effort to fill all the orders which they have received.

Stern also stated that they are going to try and live up to their reputation of speedy delivery, regardless of the cost.

"This is," he said, "the biggest moneymaker we've ever built. Operators everywhere know that they have a game that will last for a good many years to come."

Stern looks for even more business after Labor Day. He believes that more and more ops will find "Double Header" one of the all time great moneymakers.

**Coven Reports Bally Biz Sets All Time High Mark**

**CHICAGO—**With one of the hottest little races under way in both the American and National Leagues, at this time, Sam Stern of Williams Manufacturing Company, reports that he has been receiving information from various sources that some of their spots, "are actually mobbed by baseball fans" wherever they place the new Williams' "Double Header" machine.

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Ristaucrat Names Distributor For New York

APPLETON, WIS.—Joe Cohen of Ristaucrat Corporation, this city, reported this past week that P. (Chippy) Maltz of Ristaucrat Distributors of New York, Inc., 457 West 46th Street, New York City, had been named distributor for the firm in the New York and outlying territory.

"This is one distributor," Cohen said. "He has already proved his capabilities, and is already showing operators everywhere in his territory how to profit from the 'Ristaucrat 45' phonograph."

He also said, "We believe that every operator in the East will be more than satisfied with the service which this firm will give him."

"They have established one of the finest service departments in the country and are ready to show every operator how he can profit with the 'Ristaucrat 45' phonograph in the spots they forgot all about."

"Chippy" Maltz is well known to all eastern operators. He has, for many past years, been considered one of the inventive and mechanical geniuses of the industry. He has, time and again, proved himself one man who could pick a winner.

"Today," Chip said, "the operator needs everything that he can get on locations in his area and the kind of equipment which will pay for itself in quick time while showing him a profit every day that it operates."

"Our 45 RPM record phonograph, the "Ristaucrat 45", is, because of its low price, one of the most outstanding moneymakers that the trade has ever known."

"Even storekeepers who have had very little experience with automatic music proclaim it one of the best machines they have had in their place."

"The operator who wants the smaller spot and who wants to get money from that location should investigate this machine immediately."

Every body's Playing it! It's Really Great!

Chicago Coin's
TROPHY BOWL

... World's Finest Automatic Phonograph
... at the World's Most Reasonable Price for such Outstanding Quality

CHICAGO—Manufacturers throughout the city report that shipping cartons are becoming scarce every day.

One manufacturer here, running short of cartons for shipping purposes, called his regular supplier and was told, "You'll be lucky if we can fill your order in the next 30 days."

It is believed that these factories facing shortage of cartons may have to arrange for truck shipping with any wrapping that can be arranged at this time.

Others in this area, who are also using large, heavy cartons report that they have been advised to, "Place orders well in advance and we hope that we will be able to fill them."

Confined are urged to hold onto all cartons which they receive at this time so that they can reship merchandise in these when necessary.

As cartons grow scarcer manufacturers are planning to arrange for more general packing of machines.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Precision Engineered, coin operated RISTAUCRAT ‘45’ plays twelve 45 RPM records—restacks them automatically.

CHICAGO—Bill O’Donnell, assistant sales manager for Bally Manufacturing Company, this city, leads an attentive audience Bergman, Alfred Sales, Inc., Buffalo, N. Y., tries to hypnotize him into shipping more of the firm’s hit game, “Turf Champ.” Bergman, prior to his coin machine venture, had been a professional musician, playing in the orchestras of Gene Goldkette, Bugs Morgan, the Casa Loma orchestra, and finally baton wielder in his own orchestra.

Detroit Booms —But Ops Sad

Only Phonos And Shuffleboards Working — Still No Games

DETROIT, MICH.—As was expected by the nation’s economic experts, this city is enjoying the opening part of the big war production boom.

Labor is so scarce here that the larger plants are already appealing to the southern states for war workers.

In fact, some of the factories here have created headlines with the ads they are featuring, asking for labor from “everywhere in the country to come to Detroit.”

Yet, regardless of the boom, and regardless of the fact that locations are jammed with workers, ops here are sad.

So far, and which has been the case for some many months now, nothing but shuffleboards and phonos are working in this very important, booming city.

As operator after operator explains “Even the the people from our industry get excited when they visit Detroit and see what’s going on, they don’t stop to realize that we aren’t allowed to operate anything but shuffleboards and phonographs.”

In fact, it is reported that ops here had a difficult time getting the 12 foot shuffleboards to operate here. Police believed that this cushion board could be used for a "dice table."

Not even shuffle games are allowed in the business. Vendors, phonos and the 22 foot and 12 foot shuffleboards all that operates. Nor can the shuffleboard be placed promiscuously either. Many ops are much too small to accommodate the 12 footers.

So, regardless of the boom going ahead here in this city, ops are sad, and will probably remain sad, unless someone can get games okayed.

Miller-Newmark Enjoy Biggest Summer Biz In Firm’s History

DETROIT, MICH. — Miller-Newmark Distributing Company, this city, captured by Ben Newmark, advised this past week that the firm has enjoyed the best summer business season in all their history.

Ben stated, “My partner, Bill Miller, who handles the Grand Rapids offices for the firm, advised me this past week that his offices had gone away over the top, and that business was better for this summer, with a few weeks still left to go, than at any other time in the history of the Grand Rapids offices.”

The firm has concentrated on the AMI phonographs and accessories and report that they are away over the mark which they had originally set for themselves when they took on this line.

“In fact,” Newmark said, “we wish we could fill fifty percent of the orders we have on hand now right now. This would shoot us into a bigger business record than we have already set.”

At the same time the firm has done marvelously well with the Eastern “Electro” cigarette vendor. This 8 or 10 column machines is now prominent in this area due to the sales which this firm has made.

“One thing,” Ben stated, “that I want everyone of the operators everywhere in our territory to know, is we don’t operate, and we don’t intend to operate, so that none of our customers will ever get any competition from us in this fashion.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Phones and Wired Music to Be Fair Traded in Calif. Aug. 20

Oakland, Calif.—The operators of coin operated phonograph and wired music are to avail themselves of the benefits of the Fair Trade and Unfair Trade Practices Act in 48 counties of Northern California, as of Aug. 20, according to a statement by George A. Miller, president of the California Music Guild.

Counties that will operate under this act are: Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, Del Norte, Eldorado, Fresno, Glenn, Humboldt, Inyo, Kings Lake, Lassen, Madera, Marin, Mariposa, Mendocino, Merced, Modoc, Mono, Monterey, Napa, Nevada, Placer, Plumas, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Shasta, Sierra, Siskiyu, Solano, Sonoma, Stanislaus, Sutter, Tehama, Trinity, Tuolumne, Yolo, and Yuba.

The act is a part of Part 2, Division 7 of the Business and Professions Code of California, added by the 1941 Legislature. The Act became effective September 13, 1941 and has been amended several times. It is now considered a model and an excellent piece of progressive economic legislation. The significance of the act is that it prohibits anyone in California from doing business at less than cost. It applies to selling merchandise or the rendering of a service or the output of a service trade.

The Act is designed to foster and encourage fair competition and to safeguard the public against the creation of monopolies and prevent "unfair, dishonest, deceptive, destructive fraudulent and discriminatory practices by which fair and honest competition is destroyed or prevented.

"The phonograph operators have for a long time been facing unfair and dishonest competition," stated Miller. "Great numbers of operators were not even recovering the bare operating costs. Soon they were unable to buy new replacement equipment. They used up their capital and sold out at distressed prices and looked for a job. This came about because the Act had not been enforced or taken advantage of.

"Many months ago, a fair trade committee was set up in the industry to make a thorough study of the business and take the procedural steps necessary to avail themselves of the benefits of the California Trade Act. This committee rendered yeoman service and deserves the commendation of the entire industry. Numerous meetings were held. Investigations of scores of operators, complete records of operation were studied to determine the absolute, irreducible cost of doing business. This was set forth in a cost survey in the form of a committee report to the operators of Northern California at a meeting held in the Lexington Hotel in Oakland, July 20, and unanimously adopted. The survey will be established according to the law as of August 20. Anyone doing business at less than cost after this date will be proceeded against as provided by law.

"The phonograph industry is on the threshold of a new and healthy era," concluded Miller.

Miller quotes some of the sections of the law: Section 17045. The secret payment or allowances of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers purchasing upon like terms and conditions, to the injury of a competitor and where such payment or allowance tends to destroy competition, is unlawful.

Section 17046. It is unlawful for any person to use threat, intimidation, or boycott, to effectuate any violation of this chapter.

Section 17049. The prohibitions of this chapter against locality discrimination and sales below cost embrace any scheme of special rebates, collateral contracts or any device of any nature whereby such discrimination or sale below cost is in substance or fact effected in violation of the spirit and intent of this chapter.
**ACTION**

**THAT KEEPS PROFITS ON THE UPSWING... GOTTLEIB**

**ROCKETTES**

Fast, Exciting Play!  
Biggest Earnings!

- Combination High Score and Font Feature
- Includes 4 Alternating Up-and-Down Kickout
- Packets
- Traveling Light for Super High Score
- 4 Flippers for Extended Ball Action
- 11-Number Sequence Lights
- Rollovers for Replays
- Variable Number Spinning Feature
- "Pop"
- Bumpers

Fast Action  
DROP COIN CHUTE

ORDER FROM YOUR DISTRIBUTOR NOW!

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**EASTERN FLASHES**

All those resort owners in the Catskills Mountains report a 30% drop in business from last year, comment with equipment in these spots state their collections have held up. In addition, locations at shore areas are doing very well. Arcades in particular show a fine increase over the same period of last year.

There has been a fine increase in the Catskills area, which is producing resorts in volume and in summer. Most of the arcade business is being done at these resorts.

Samuel Wolfberg, Chicago Coin executive, and his wife in town for a few days... The Wolfbergs are the trip planning their eight-year-old daughter Roslyn (described as "a most gorgeous dish!")... They were returning home after a visit to the Catskill Mountains. Mrs. Wolfberg took in several shows, and spent the week-end at the Al Simon residence, which is practically a country resort. They're wondering if that pool game ever came off. Herbie (Happy) Semel back on the job after a two-week honeymoon in Miami Beach. Herbie took his first lesson in golf from that Miami terror, Sam Taran, and now can't get his mind off the game. What with a new bride and a new avocation, Herbie can be a very busy man. ... Jack Semel tells us he's feeling fine after his recent illness—and most important, he's not going to see any more of himself these days. Mike Maurer, sporting a nice deep tan, and looking relaxed, back on the job, after a week's vacation in the mountains with the missus. Next vacation (whenever that comes) will be in Miami Beach, according to Mrs. Maurer. A fine break, quite in keeping with his recent vacation on shuffle games. He takes in the operators' old games—sprays and reconditions the cabinets, and overhauls the machine mechanics, then puts on the firm's reconditioning unit. "We give the operator who brings in his machines into our shop a game that looks brand new and works like a charm," stated Joe.

Jack Mitnick, AMI eastern regional representative, stays around town for the balance of this week, and then heads South. ... Barney (Shug) Sagerman, Ruyman Sales Company, rushés out (in this hot weather) on a business deal, and all we can do is say "hello" and "goodbye" in the same breath. We're told Bill Rye is in town. ... D.B. (Mac) McCormick, Wilmington, N. C., in town for a few days he returned home. He couldn't resist the temptation to order a few new mugs at his New York tailor.

Another visitor was Abe Reichsbafer of Reliable, Hartford, Conn. ... Hirsch LeVine, Hirsch Coin Machine Corporation, New York, is another coinman who visited our town this week. Hirsch and Phil Mason up to some deals in Washington, which may be made known in a week. Easy buying and selling used music, Harry and Hymie Koeppel, Koeppel Distributing Company, doing a terrific job supplying most of the country's distributors and operators with recycled music, plastic for coin boxes, etc. Couldn't get to Joe Yon, distributor, who was busy with several operators demonstrating the Wurlitzer 1200 Talking Machine. Yon, who has been responsible for another delivery on the way from the Wurlitzer factory.

According to Dave Stern, Remington Products Corp., Elizabeth, N. J., plenty satisfied with the number of coinmen who have been in touch with them and who are interested in setting up operations of their automatic "Insect Control." The firm has appointed several distributors and is still receiving several more. Stern states an announcement along these lines will be made very shortly. Teddy Butler is getting the machinery for his client in the South. ... Sales of Williams' "Double Header" increasing, according to Murray Kaye of Seaboard New York Corp. ..."As the operators find out more about our new games the orders begin to pour in. Mike Hirst and Phil Mason are interested in the machine, but the word is being passed along through the trade, bringing in many other operators. ... Herbie Semel, Dave Lowy, Dave Loewy & Company, doing a terrific selling job on all key coin products. "Wish the factory would be able to ship me more equipment," says Dave.

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**DALLAS DOINGS**

Ray Barnes is at it again. Ray has been galloping around the country seeing the golf tournaments and participating in a few. ... Herb and Emily Rippa are enjoying a good business at "Ray's Lounge." Droped in myself and ran into Clyde Carri, Ross Robinson, Jaunita and Dewey Parsons. Mary Case, attractive secretary at American Distributing, is vacationing in Missouri. Confidently, I think the Mesquite boys really miss her. They are really hating to be away, and they're really having to pitch in and work. ... Monk Kaiser and family are enjoying the scenery in beautiful Brownsville. American Distributing is selling more A.M.I. machines than they can get from the Wurlitzer Joe and Leonard are very enthusiastic about Gottlieb's "Rockette" fire ball, forthcoming in about a week. Milner Hendricks, who had been sold out to the Gonsky Enterprises of Dallas, returned the company still operates on the old policy and Lester Woods is still with them. Fred Barber, Walton Sales, returned from a two-week vacation in the Rocky Mountains. Fred tells us the "Hustlers" player is still doing great in Texas and New Mexico. ... Even with the advanced price on the "Turf King," the demand is off and the excess supply on hand at Walborg. Instantly, George Wrenn tells us that their semi-annual report is running about a month late. His says business isn't good! ... Bernard Reichel of Reichel Dist. Corp., Ft. Worth, flew into Dallas to visit Beach Robinson in his absence for several days. ... Another visitor in Dallas is Lou Sebastian, Southwestern sales manager for Bank-Ola.

Ruth Robertson is taking an extended trip to Alabama, Florida, Tennessee and Louisiana. ... Dallas coin machine men have lost their first man to the armed forces. Tony Padilla's been called to the army and is scheduled to leave September first. ... We were sorry to hear about Harry Droling and Buck Nettles. Both had a very bad heart attack, and both are much improved. ... Claude Haynes, who has been very seriously ill in a hospital in Dallas, is back again but definitely still on the sick list. ... Rear that Bob Hunter is re-entering the coin machine business from the stand point of operating. ... He's back again and in bad shape, and back to work again. ... The Woodmen of America have been very active in the area, with a large number of new members being recruited. ... Claude Haynes, who has been very seriously ill in a hospital in Dallas, is back again but definitely still on the sick list. ... Rear that Bob Hunter is re-entering the coin machine business from the stand point of operating. ... He's back again and in bad shape, and back to work again.
CHRICH CHATTER

Regardless of the continued torrid weather, the greater sales that are being reported here in town, many are getting for the biggest loss in all history. Reports from Washington are to the effect that the Senate bill is not unanimous. Many complications are to arise as result of this bill. For example, many hardware stores are selling approximately 300 parts which can be used in present slots. Should hardware men sell these with knowledge that they are being used (gaming devices) this is illegal.

According to interpretations which some have received, consulates are okay. Lots wish to consider legal loopholes or offing. Even such states as Nevada may have to rewrite present legislation regarding slots. Anyway, bill readily out of Rules Committee and may be law even before this appears in print.

Lots of people at the United Mfg. Co. picnic at Devon and Crawford this past Saturday. All kinds of fun. Races, prizes, games, lots and lots of food and drinks. All execs on hand to enjoy themselves. Billy DeSelm promised to run the three legged race with one of the boys. Barry Riehl is expected to win a couple of contests—especially the last shoe race. This is one time when engineers just don’t count. Carl Hoelzel popped into town from Kansas City and is reported to have made the track here yesterday. The guy is reported to be uncanny at picking them. The boys over at Como Mfg. are probably the heaviest in the city. Bill Buehmer now has orders to “Ship as many as you can day until we tell you to stop.”

Bob Brother of Bally still on the West Coast conducting Bally service schools. Bill Hapel expected to bounce into town with Al Silverman any day now. Lots and lots of hardware getting as scarce as hens’ teeth and 30-day delivery schedules are only the beginning. Frank Mencuri has the answer. “We call it ‘Playland.’ We call it ‘Paviland’” he’s telling ops about Exhibit’s newest five-ball. Frank reports that location tests prove this one of Exhibit’s finest.

Ben Coven over at the International Fair and meets up with German boy who was a Russian prisoner for some time. Ben telling us all about what this man saw while in Russia. Bill Coven, who originally started Ben Coven in TV department, is now so glamourized by coinbox he just can’t get over it.

Carl Christianson reporting in from southern Illinois with but one word. “Shut the door.” Lou Robin of Lieberman Music, Minneapolis, in town to see the All Star Football Game drops over at Chicoin and tells execs there how well our products going. Mac Braw so busy at Coven’s he can’t leave for road trips anymore. Mac also furnishing a new apt. Sam Lewis of Cuscoh expects to become a “Daddy” in about three weeks. Hopes it’ll be a “boy.”

Avroy Ratajack’s son, Samuel Wolberg, on to New York to meet his daughter who just returned from Cornwall. Ed Levin punching away at those telephones, just says, “Trophy Bowl, that’s all.” Exhibit Supply already starting to plan for ’51—that’ll be the first Golden 50 Years in the coinbox.

Visitors at the Rock-Ola plant amazed at the activity, especially how speedily those cabinets come off the line. Happy Birthday to: Harry Hurwich, Birmingham, Bill Mariner, Oneida, D. B. Bond, Boston. All getting one year older this week. O. D. Jenner’s & Co. shipping a remote control machine called “Joker” which is non-coin operated and worked from the bar. Lots of people interested. Harry Pearl of Elizabeth, N. J., in town and up to Bierer, Wis., to visit with Ristucrat, Inc. Frank Mencuri spent his vacation at home, says Frank, “Got some repairs in at long last.”

Mike Hammerzen of SuperVend one of the busiest of the execs around the industry. Ray Riehl expected to place long enuf to even take a phone call. Charley Pieri of Keeney had only this to say, “Just better than hell, that’s about all.”

Col. Marshall Micon, brother of Lenny Micon now with World Wide, and for- merly with this publication in Los Angeles office, drops in to say “hello” and advises he may be coming back this home town as attorney. Dr. Cohen of Ristucrat phones in to advise the firm will speed up production to catch up with demand. Ed Ratajatz of AHI one of the proudest idios of the coinbox. Ed spent his entire week’s vacation with “easy” Mark—his son—who is now all of 3 months old. Ed got the biggest kick in the world out of it.

Joe Cilento advises that export is getting bigger than ever and that he’s working hard trying to satisfy demand. Sam Stern over at Williams is about as busy as they come so says Sam, “We don’t complain. Our ‘Double Header’ is going ahead faster than ever.” Trip up to Detroit is an eye opener for all engaged in the coinbox. It’s the boom town of the nation. But, without coinages of any kind.

Dave Wallech passing thru to go back home to L. A. advises he left Dave Lowy in NYC and is seeking connection on West Coast. Mrs. believe that Chico tests of new games of “no value” Public here so hungry for games that play has been going on for months and months and players well used to all types of games,” they say.

Watch for automobiles grow and grow and grow. Harry Brown of Amusement Sales here a hard guy to catch in these days since news out he has something not for any bell up. All leaders agree ops should set up and be prepared for any eventuality. Operating a “hit” from now on.

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

Biggest news of this week and several others on the L.A. Row was the appointment of Paul Laymon as Wurlitzer distri for Southern California. The popular music box had been handled locally for the past year by A.工作方案 and Norman Rothschild at Southland Distributing Co. up on Crenshaw Blvd. We are certain the Laymons will do a fine job on their new baby. At last word, the future plans of Southland was a little uncertain. Here's wishing the boys the best of luck on any new endeavor they may launch into the market.

The occasion of Paul Laymon and staff taking over on the Wurlitzer called for a little celebrating, especially with Wurlitzer General Sales Manager Ed Warg- er on hand for the celebration. It was swell of the gang to invite us up to join them in hoisting a short one, and we sure regret not being able to make it this trip.

One that we were real late in catching up with is Ray Powers joining Badger Sales. With the recent purchase of Music Depot, Badger and Mr. & Mrs. Bill Knight of Chicago, Ray tells us he's kept plenty busy and happy, too, on his new deal with the Haffel firm and is relieved of a few headaches he had while off on his own here and in San Diego. His former business associate Nels Nelson is also hard at it at Matchorse's, where he's been managing that old reliable trade of amusement.. Back from Vegas, which he reported as being hotter than the rim of Hades, was Jack Simon of Sicking, where one-balls and five-balls are merely spinning out these days. Jack'ssexy, Cef Pads, was lining up her vacation threesome when we stopped by admirably, and of course, if we had any sense, we'd go back for a fresh with the lady. We heard some of the bloom was coming along with Jack's stupid, especially with Jack's pretty, but we were glad to see her again, and it looks like she's going to be more of a regular in the future.

Norman Rothschild, still headquartering out of Minneapolis, took a trip to Seattle recently, had a swell of a time visiting the local music box friends, and as usual, was everywhere at once, especially with the Wurlitzer firm.

MINNEAPOLIS—St. PAUL, MINN.

Henry Greenstein of the Hy-G house Company, back at his desk and refreshed after extending several sales trips, was back at his Lodge, Brainerd. Mr. and Mrs. Gilk Kitt of Chicago were guests of Herman Painter at his beautiful summer home up North near Brainerd. Mr. and Mrs. Herman Painter, the Gil Kitts and Alvis Nite, drove over to Breezy Point Lodge Saturday evening for a night's fun, Herman Painter leaving for Milwaukee over the week-end, as did Gil Kitt leave for Chicago, Mrs. Kitt staying on. Art Hagens of Grand Forks, N.D., is taking two weeks off to drive leisurely toward the West Coast with Mrs. and Mrs. Joseph Nite. We hear he'll not, he turn around and come back home... At John of the firm, John & Schaller, LaCrosse, Wis., in Minneapolis for the day, picking up some equipment.

Stan Wannak of Stanley's Music Company, Little Falls, in Minneapolis for the day... Mr. and Mrs. E.F. Donaldson of Taunton in Minneapolis for the day, and they report that their new building which will be a cafe and beer parlor is near completion and they are very anxious to get into their new quarters... Danny Bunnell, St. Cloud, spending a few days in Minneapolis making the rounds. Charlie Webster is not only a good Minneapolis operator, but also a good writer, as he is composer of "Wings and Clippings," which is the headline of the article appearing each week in the Minneapolis Post North Star, during World War II flew B-24's.

Quinton Haroldson of Northwood, N.D., in town for the day, calling on a few local dealers. When in Minneapolis, Quinton, Minneapolis operators, took off the first of the week to drive into Canada, where they will do some fishing... Phil Jordan of the Howard Sales Company, back on the job again after spending a very pleasant week with the Mrs. and baby, at their cabin at Oasis, Minn., a beautiful little spot up there, and taking time off to drive into Minneapolis for the day to pick up his record supply.

Earl Birkowitz of the B & B Novelty Company, Superior, Wis., will leave the hospital tomorrow after an appendectomy operation. He is feeling fine and hopes to back on the job very soon.

WANT—King Arthur; Three Feathers; Fresbie; Three Musketeers; Tumb- leweeds, Columbia Shuffle; College Daze; Gold Cup; Citation; Wurlitzer 1100; Seaborg 1600; Ovi- lor Sales Co. 120 W. Main.

WANT—Will pay highest prices for late model phonographs. Will pick up in La Crosse, Wisc.; House of LJOY & Co., 594 TENTH AVE., NEW YORK, N.Y. Tel.: CH 4-5100.

WANT—Can use 12 ft. cushion shuff- ler, any size. Must be in excel-

WANT—Hollervans and Pre-war Diga-

WANT—Will purchase for cash any quantity used flipper games or close-

WANT—Can purchase in hoisting a few record boxes, surplus.

WANT—Can purchase in hoisting a few record boxes, surplus.

WANT—Wants rolls of "Special" (44") Subscription. You are entitled to a free copy only one each, at the cost of delivery and handling. Please send with check or money order.

WANT—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: FLYING DUTCHMAN RECORD CO., 6520-40, HALSTAD ST., CHICAGO 21, ILL.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes. Speakers. Complete sets, reconditioned. Like new. Used. Swiss, British, French, Foreign, etc. ST. THOMAS CASH SALES LTD., ST. THOMAS, ONTARIO, CANADA, Tel.: 2645.

WANT—Will pay top dollar for any Mills Elevator type slot. Any quanti-

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FOR SALE—New Royal Flush Pool Table $139.50; Bally Draw Bell M.B. $125; 1 Mills $2.50 Duplicates $275; 1 Mills $21 Bell $65; 1 25c Mills $49 Bonus $165; AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IN.

FOR SALE—1 Bally Champion one ball F.P. $395; 1 Baker Pacer ‘mechanical’ one ball, Bally Draw Bell M.B. $125; 1 Mills $2.50 Duplicates $275; 1 25c Mills $21 Bell $65; 1 25c Mills $49 Bonus $165; AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE, IN.

FOR SALE—1 Mountecro Recorder $200; 9 Poker Tables Scientific, perfect condition; Leans: Chicago Coin, Shuffleboard Scoring machines are cheap—prices are right. New: Mills Bonus, Chicago Coin, Bally, Chicago, Leans, Pyramid and Cigarette Vendors; Used: Bally, Chicago, Chicago Coin, & Twin Bowlers. Write for prices. LOUISIANA COIN MACHINE CO., 329 MAIN STREET, LAFAYETTE, LA. Tel: 2-0623.

FOR SALE—1015 Wurlitzers, $275; 1080 Wurlitzers, $295; 1100 Wurlitzers, $425; Seeburg $48; $395; Automatic $1225; V. YOUNT SALES CO., BYESVILLE, O.

FOR SALE—Contact us before you buy. We carry all coin machines, Largest Central Pennsylvania distributor of Chicago Coin, Keener, Bally and Mills Bell Machines. WILLIAMS & GORDON AMUSEMENT CO., 23 W. 3rd STREET, WILLIAMSPORT, PA. Tel: 2-3326 or 2-1648.

FOR SALE—Reconditioned like new—playing fields re-covered. Guaranteed perfect; United Shuffle Alleys $195; Genco Bowling Lane $95; Bally Shuffle Bowler $119; Chicago Coin Bowling Alley $165; same with life-up conversion $175; Universal Twin Bowler $165; some with life-up conversion $175; Williams DeLuxe Bowler $219; Rock-O-Slave Shuffle Jongle, floor sample $149; Genco Glider $45; Exhibit Dane Gun $65. FIRST DISTRIBUTOR. 115 W. CHICAGO, ILL. Tel: Dickens 2-0450.

FOR SALE—Shuffle Alleys $99.50; Bally Bells $29.50; Bowen Pool Table $149.50; Dale Gun $65; Chicago Coin, Shuffleboard Alleys $65; Scientific CUE CHAMP write. DOMED BEAN DISTRIBUTORS CORP., 612 TENTH ST., NEW YORK 18, N. Y. Tel: City 6-1330.

FOR SALE—Glorified Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 10 MARIEN RD., NEW ORLEANS, LA.

FOR SALE—The Cash Box PUBLISHER'S Classified Ads of all Other Magazines Combined!

SPECIALY ON SALE

FOR SALE—Dale Guns $85; Post-war Chicago Coin $150; Super Bally $149.50; Seven Hi pool table $122; Cadillac $119.50; Chicago $119.50; Contan $28; Stormy $33.50; Sunny $37; Virginia $38.50; Mardi Gras $42.50; Pollard $59; NOVELTY CO., 183 E. MERRICK STREET, BROOKLYN, N. Y.

FOR SALE—Nozzles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both electric and mechanical. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC. 329 SOUTH 8TH STREET, CHICAGO 12, ILL.

FOR SALE—We are distributors for AMI Model ‘CG’ phonos; Bally Manufacturing Company, O-Matic Corporation Mills Machines. 25c Pin-vest Pocket Bell $90.50; lots of 10,000 Works $60.00. FRIEDMAUN AMUSEMENT & SUPPLY CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel: Chuckering 4-5020.

FOR SALE—Geneco Baseball Shuffle, write; United Scientific Shuffle Alleys $139.50; United Shuffle Alleys $129.50; Chicago Coin $105; Bally Bowlers, very clean, $149.50; Geneco Bowling Lane, Gottlieb Bowler, like new, $99.50; Used Conversion for Shuffle Alley $75. Duplicates, $85; Do It Yourself Exhibit Rotatory Merchandizer, very clean, $95.50; Dale Gun, late model, $75; Chicago Coin Piston, like new, $85; Bally Heavy Hiters with stub $25.00; Geneco Slot Machines. LAMBRETT MACHINE DISTRIBUTORS, INC., 2200 WEST 26TH ST., NEW YORK 18, I. Tel: Superior 1-4600.

FOR SALE—Shuffleboard Scoring Units: Advance Horse Collar $99.50; Rock-Ola $99.50; Mills $65.50. WESTERN DISTRIBUTORS, 16 W. 16TH AV., PORTLAND, ORE.

FOR SALE—‘In Dreams We Never Part’ Triumph 1002, Peggy Trillag, Sugar Lumber, Triumph 1002, Ma Perry: ‘Darling, I’m In Love With You’ Triumph 1003, Ma Perry: ‘Darling I’m In Love With You’ Triumph 1003, Ma Perry. TEL: 3-4950, BOX 44, BLOOMINGDALE, N. J.

FOR SALE—Not the most; just the best. Our customers boast. Have you called the tenderloin players alike also agree, Jerry’s reconditioned Mills balls are top quality. Originals only. JERRY’S COIN MACHINE REPAIR. 410 NO. SYRACUSE ST., OREGON, ILL.

FOR SALE—Wurlitzer 500s; 600s; 700s; 800s; 900s; 100s; 1050s; Seeburg 8000s; 9800s. All used phonographs reconditioned and in good working order. Wurlitzer Distributors, 1800 MAIN AVENUE, SAN FRANCISCO, CALIF. DURHAM DISTRIBUTORS, 409 N. NOBLE ST., INDIANAPOLIS, IND. Tel: MAR 5-1230.

FOR SALE—Jennings Standards Chief and Deluxe-Chief 5c, 10c, 25c, 50c, 75c, 10c, 5c; Eltis 10c, 25c, 50c, 75c; 5c, 10, 5/25, late models. All equipment in good A-1 operating conditions—all appearances look very fine. Selling for 200 cash. KOLAR DISTRIBUTORS, 1608 MAIN AVENUE SOUTH BEND 16, IND. (Tel: 3892).

FOR SALE—Are you shuffling balls playing fields dull, discarded, scratched, bumpy? Change over to remarkable Forma No. 77, W. MIKE MUNVES, 527 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Shuffle Alleys $85; Barron’s Skils $10; Super Bally Alleys $69; United Super Shuffle Alleys $119; Beach Pool Tables $89; Belgian Cue Ball Pool Tables $89. In all good condition, F. A. B. DISTRIBUTING CO., 110 W. LAKE ST., NEW ORLEANS, LA., or 304 EY ST. N.E., ATLANTA, GA.

FOR SALE—20 selection AMI 1947 Models $245 each; 20-30 Pfister $110; 30-50 NES $75. Rock-Ola Mechanical Bing Ball $25 and Used Shuffle Alley with line-up pins $175; Dale Guns $75. We deliver free in Wisconsin, LAKE NOVELTY CO., ORO, WIS.

FOR SALE—Chicago Coin Rebound $250; Dallas $75; Telecard $50; Gin Rudger 850, at best of size $50. Exclusive culture ball $100; CHICAGO 13 DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel: CH 4-3180.

FOR SALE—Plastic and Bubbler Tubes. For Wurlitzer 1915 lover size call $7.50 ea. All bubbler tubes for sale $7.50 with one side, left corner, $7.50 ea. All bubbler tubes for sale $7.50 with one side, left corner, $7.50 ea. J. D. COUTURE & CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel: GH 4-3180.

MISCELLANEOUS

NOTICE—Operators in Louisana, Mississippi and Alabama, we are direct factory distributors for: Mills Bally, Chicago, Seeburg, AMI and Phono Machines and Plastic and Bubbler tubes. Write today DIXIE COIN MACHINE CO., 912 POYDRAS ST., NEW ORLEANS 13, LA. Tel: Magnolia 3931.

NOTICE—Music Ops: We re-grind your used phonos scientifically all the time. We guarantee your satisfaction. Hundreds of operators use our service constantly, saving money for complete and free shipping containers. RE-SHARP SERVICE BOX 770, 1T, DODGE, IOWA.


NOTICE—we are exclusive factory distributors in Metropolitan New York and New Jersey. Telephone number 11175.00 for Keener Electric Cigarette Vend, Penny Insertor, and the current hit shaver. We carry all for 95% and all parts. Service on Keene, Penny, J. B. R. and HAWLEY DISTRIBUTORS. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel: CH 4-5100.

NOTICE—Operators Attention! We will start you in the shuffleboard business without any investment on your part. Pay for 12 months and you make collections. RE-SHARP SHUFFLEBOARD CO., 69 IRVING PARK ROAD, CHICAGO, ILL.
The How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Even if you buy the Confidential Price Lists, there are some things that you cannot feature the market prices as they are quoted. "The Confidential Price Lists" are exactly the same as the market quotation board at the Stock Exchange—only the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists" can give the only price, related to known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Should the War ever feel a certain amount worth $100.00 whereas someone on the East Coast may think it worth but $75.00. Of course, conditions in the command, territory, quantity, etc. must all be taken into consideration. "The Confidential Price Lists" report each quotation exactly as it is made and depends on the subscriber to make average adjustment for his peculiar territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is the present market price, Second price should be considered lowest price. Where only two prices appear it should be considered lowest price.
### Five-Ball Amusement Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Price</th>
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<tr>
<td>King</td>
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<tr>
<td>Just</td>
<td>15.00</td>
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<td>Hold</td>
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<td>Over</td>
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<td>Hit</td>
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<td>Parade</td>
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<td>Hold Over</td>
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<td>Hollywood</td>
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<td>Hot Rods (B 49)</td>
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<td>Idaho</td>
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<td>Jack &amp; Jill (Get 4/84)</td>
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<td>Jack O'Neill (Get 4/84)</td>
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<td>Jeannie</td>
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<tr>
<td>Just (Get 1/40)</td>
<td>35.00</td>
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<tr>
<td>King</td>
<td>40.00</td>
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<tr>
<td>King of Cass (Get 1/40)</td>
<td>45.00</td>
</tr>
<tr>
<td>Kingy</td>
<td>50.00</td>
</tr>
<tr>
<td>King Arthur</td>
<td>55.00</td>
</tr>
<tr>
<td>King Cole</td>
<td>60.00</td>
</tr>
<tr>
<td>Kansas City</td>
<td>65.00</td>
</tr>
<tr>
<td>Kentucky</td>
<td>70.00</td>
</tr>
<tr>
<td>Kentucky</td>
<td>75.00</td>
</tr>
<tr>
<td>Kentucky</td>
<td>80.00</td>
</tr>
<tr>
<td>Kentucky</td>
<td>85.00</td>
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</table>

### Roll Down Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Chion Roll Down</td>
<td>65.00</td>
</tr>
<tr>
<td>Chion Roll Down</td>
<td>75.70</td>
</tr>
<tr>
<td>Chion Roll Down</td>
<td>85.90</td>
</tr>
<tr>
<td>Chion Roll Down</td>
<td>95.10</td>
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</table>

### Roll Down (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Sportsman Roll</td>
<td>10.00</td>
</tr>
<tr>
<td>Sportsman Roll</td>
<td>20.00</td>
</tr>
<tr>
<td>Sportsman Roll</td>
<td>30.00</td>
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</table>

### Shuffleboard Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Wooden Bell</td>
<td>352.00</td>
</tr>
<tr>
<td>Break the Bell</td>
<td>362.00</td>
</tr>
<tr>
<td>Break the Bell</td>
<td>372.00</td>
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<tr>
<td>Break the Bell</td>
<td>382.00</td>
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<tr>
<td>Break the Bell</td>
<td>392.00</td>
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### Arcade Equipment

<table>
<thead>
<tr>
<th>Game Name</th>
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<tbody>
<tr>
<td>Baseball</td>
<td>15.00</td>
</tr>
<tr>
<td>Baseball</td>
<td>20.00</td>
</tr>
<tr>
<td>Baseball</td>
<td>25.00</td>
</tr>
<tr>
<td>Baseball</td>
<td>30.00</td>
</tr>
<tr>
<td>Baseball</td>
<td>35.00</td>
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</tbody>
</table>

### Consoles

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Arrow Bell</td>
<td>3.25</td>
</tr>
<tr>
<td>Arrow Bell</td>
<td>3.50</td>
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<tr>
<td>Arrow Bell</td>
<td>3.75</td>
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<tr>
<td>Arrow Bell</td>
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<tr>
<td>Arrow Bell</td>
<td>4.25</td>
</tr>
<tr>
<td>Arrow Bell</td>
<td>4.50</td>
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</tbody>
</table>

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TWIN

UNITED'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

SMOOTH, QUIET OPERATION

UNITED'S PROVEN DROP CHUTE

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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.

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