Some of the country’s top recording stars help Wurlitzer celebrate the introduction of its new 1951 model. Having designated Sunday and Monday, January 28 and 29, as National Wurlitzer Days, the company is holding showings of the new phonograph in the offices of all its distributors throughout the United States. In the center, Ed Wurgler, general sales manager of Wurlitzer, demonstrates the machine to Vaughn Monroe. Sammy Kaye is at the upper left. Perry Como is at the upper right. The lower left has Mindy Carson. And Georgia Gibbs is at the lower right.
Read the following six page insert for full details on Wurlitzer's crowning achievement in phonograph values featuring:

- 48 selections on 24 records
- 30 second changeover from 78 RPM to 45 or 33 1/3 RPM records

Sensational styling - amazing tone

www.americanradiohistory.com
WURLITZER
Presents A
CROWNING
ACHIEVEMENT
In
PHONOGRAM
VALUES
The Wurlitzer  
Fourteen Hundred
BRILLIANT NEW STYLING
RICH WALNUT CABINET

Here it is! As rich as a king's ransom in beauty. As colorful as a coronation ceremony. Wurlitzer’s crowning achievement—the Wurlitzer Fourteen Hundred! Equipped with Zenith Cobra Pickups and the famed Dynatone Sound System, it retains Wurlitzer’s profit-proven record complement—48 tunes on 24 records. It introduces a new and sensational example of Wurlitzer leadership...30 second changeover from 78 RPM to 45 or 33-1/3 RPM records!

Feast your eyes on its completely visible, softly glowing, plexi-glass record changer compartment! Look at the brilliance of those pilasters! Illuminated color cylinders reflect their light through a pattern of molded diamonds to create a magical illusion of changing color.

Proudly Wurlitzer presents the Fourteen Hundred. Its regal splendor assures a royal reception that will mean greater profits for you!

The Wurlitzer  
Fourteen Fifty
WITH TEXTILEATHER COVERED CABINET

Queenly consort for the Fourteen Hundred, the Wurlitzer Fourteen Fifty plays any speed record—ten inch 78 RPM or 33-1/3 LP; seven inch 45 or 33-1/3 RPM—all on one phonograph!

Identical, in appearance, to the Fourteen Hundred in every respect but one...the Fourteen Fifty is handsomely housed in a wooden cabinet covered with Textileather. One of the modern materials in the fine furniture field. Textileather is scuff proof, water proof and alcohol proof. Available in standard mahogany or in blonde, blue and brown colors to compliment location interiors. Tough, glamorous Textileather will last the life of the phonograph.

The Fourteen Fifty, incorporates Zenith Cobra Pick-ups and the Dynatone Sound System to bring out the glorious brilliance and the fine modulations of the micro-groove records, and to bring in the greatest flow of coins ever earned by any phonograph.

30 Second Changeover Without Tools
FROM 78 TO 45 OR 33-1/3 RPM RECORDS

Think of it! A flick of two levers and the factory-adjusted tone arms of the 1400 and 1450 instantly and automatically shift from one size record to another.

Then, to change record speed, just swing out the idler wheel lever, slide out the old wheel, snap on the new. It takes but another second or two to slip the “45” record center into the turntable.

30 seconds and these phenomenal phonographs are adjusted from any speed record to another—or back again. No obsolescence of your 78 RPM records. No question about the contribution this exclusive Wurlitzer feature makes to a crowning achievement in value.

CHANGEOVER KIT

The Wurlitzer Record Speed Conversion Kit as illustrated here costs but $8.75. It consists of new Idler, “45” Turntable Center and 24 Record Locating Spacers.

When a new phonograph is converted to play 45 or 33⅓ RPM records, the changeover is a 30-second job because it requires no extra work to place 7” records in the spacers (A) and insert them in the trays (B).
Another
CROWNING ACHIEVEMENT

New
WURLITZER
REMOTE CONTROL UNITS

Wurlitzer offers music operators the most flexible and economical selection of remote control equipment ever produced. New 8” and 12” speakers with famous Wurlitzer tone. A 48 selection 5-10-25c wall box and a revolutionary adjustable wall plaque for combining the wall box and either speaker into a beautiful wall box-speaker combination.

**MODEL 5110 12” DELUXE SPEAKER**

Illustrated at left is Wurlitzer’s new, beautiful, streamlined Model 5110 speaker, mounted on a steel frame. Its pleasing pastel-color sides are of a new shock resistant rubber base plastic that won’t crack or chip. The perforated nickeled metal grille is tarnish and stain proof. Its mirror-like surface catches the light and color of the room—shines with myriad reflections.

Speaker is heavy duty, permanent magnet type with 8 Ohm voice coil. The unit has wall mounting provisions; terminal strip on the back which permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. Size: 23½” high, 17½” wide, 8½” deep.

---

**MODEL 4851**

5-10-25¢ WALL BOX
48 SELECTIONS

This tried and proven Wurlitzer Wall Box mechanism has a mirror-finish nickeled case, red tenite push buttons and a colorful plexi-glass cover in iridescent powder blue, silver and red. Its “see deep” decorations and lettering give it a third dimensional appearance. The illuminated program holder is divided into two listings of 24 selections each. The listings are changed by turning the knob at the bottom.

Its bug and dust proof case makes readily accessible the famous Wurlitzer mechanism and retains the removable unit feature.

**COIN EQUIPMENT:** Single 5-10-25¢ coin entry with magnetic slug rejector and accumulator—convertible to 1 play for 10¢, 3 plays for 25¢ or 6 plays for 25¢.

**Size:** 11¾” high, 8⅜” wide, 5-11/16” deep.
MODEL 5100 8" SPEAKER

Like the 12" speaker illustrated on the opposite page, the 5100 8" Speaker can be used as a separate unit or in combination with Wall Box 4851, as illustrated at left.

The 5100 8" Speaker is a companion design to the Model 5110 Speaker with the same eye-attracting—streamlined appearance. The speaker case, of rubber based plastic, is finished in iridescent powder blue with nickedel grille and trim. It is a size universally in demand, at a popular price.

The speaker is 8" permanent magnet type, 3½ Ohm voice coil. The unit has wall mounting provisions; terminal strip on the back which permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. SIZE: 17½" high, 13½" wide, 7½" deep.

ADJUSTABLE WALL PLAQUE
COMBINES MODEL 4851 WALL BOX AND SPEAKER 5100
OR 5110 INTO ONE BEAUTIFUL UNIT

For those separate rooms requiring a completely selective music unit, Wurlitzer makes it possible for music operators to assemble their own wall box and speaker combination at an extremely low cost. As shown at the left, the units may be quickly and easily assembled with the help of an inexpensive kit consisting of rubbed walnut mountings for the wall box and speaker and an adjustable pilaster for connecting the two mounted units.

The pilaster is a combination of beaded nickel molding and powder blue plastic, embellished with red Musical Notes. It can be adjusted from a minimum length of 46" to a maximum of 57" to provide for specific location requirements.

MODEL 248 STEPPER

Available for use with Wall Box Models 4851, 4820, 4825. Two Model 219 Steppers may also be used.

SPECIFICATIONS
FOR THE WURLITZER 1400 & 1450

HEIGHT: 57½ inches.
WIDTH: 34½ inches.
DEPTH: 27½ inches.
WEIGHT: 350 lbs.—425 lbs. approx. for shipment.
COIN EQUIPMENT: Single coin entry — 5-10-25c — three in one magnetic slug rejector — Wurlitzer coin register mechanism — on-off automatic coin return.
RECORD CHANGER: Provides 48 selections from ten inch or seven inch records with quick change feature. Adaptable to any speed now in use. Playmeter available.
SOUND SYSTEM: Model 514 Amplifier includes junction box components, pre-amp., volume, dual tone and fader controls.
TONE ARMS: Two low pressure tone arms with Zenith cobra stylus cartridge.
WATTAGE: Lighting 30 — complete phonograph 290.
LIGHTING: Four 20 watt fluorescent tubes.
NUMBER OF SELECTIONS: Forty-eight.
TYPE RECORDS PLAYED: 78 or 45 or 33½ R.P.M.
CONSTRUCTION: Rugged metal and wood combined for long life.
REMOTE: 48 selection wall boxes. Previous wall boxes will play 24 selections.
AUXILIARY SPEAKERS: Will use any present Wurlitzer speakers.
TUBE COMPLEMENT: 1 type 5U4G, 2 type 6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6S7.

With the Wurlitzer Adjustable Wall Plaque, either the 8" or 12" Speaker and a Wall Box can be assembled into this attractive combination.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.
Big Location Turnover Expected

Whether the average operator realizes it or not, there will be a big turnover in locations, within a few short months.

As all businessmen know, many small firms will be forced to close their doors, as their products become impossible to obtain.

This means to the operator that many of those locations he has, in what are now good business sections, will drop by the wayside for lack of consistent traffic.

It also means that these smaller businessmen will probably jump into other fields, and many small restaurants, taverns, and so forth, will open around the bigger defense plant areas.

The switchover in locations may prove very big as the war-defense effort gets into being.

(Therefore we call it "war-defense effort" is because no one, not even the experts, know whether we are going to war, or whether this is just preparation for the possibility of a war, which may never happen).

Anyway, what is most important to all concerned with this field, is the fact that, since there will be many small businesses, like appliance stores and others of the same ilk close up, at the same time other spots will open in other parts of each community, which will be closer to the player traffic circle.

By the "player-traffice-circle" we mean where the public will be found in greater numbers, and where they will be coming into new locations to enjoy their meals, or a drink, or whatever else they want.

In short, in many communities it is already noted that drug stores, taverns, restaurants, luncheonettes, and other business spots are opening around new, big defense plants, just as fast as those plants are being constructed.

It means that operators have to be on their toes. It also means that many ops, who now believe they have the best spots in the city's traffic and business center, may find that their spots will be dead, while the outlying defense center locations will be the best.

The operators who get into these latter spots will probably wind up with the "cream of the crop".

Therefore, the turnover which is expected in the coin machine operating division of the industry, isn't at all surprising to all engaged in the field.

After all, this was bound to come about, as business follows the traffic centers.

Wherever the public work—so do they shop—in the majority of cases. This will mean that those operators, who have been keeping their eyes closed on the ball, will soon find that the major number of their locations will be anywhere but where they figured them to be, and many changes are bound to come about before this defense-war era is over.

In short, ops should keep their eyes peeled for the future. They should study the new locations. They should anticipate the trend. They should be completely prepared to move their fine, portable equipment, just as fast as businesses themselves, move out.

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. The Cash Box is on hand at various American consular offices throughout the world. This magazine is read by 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 many commercial, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by The Cash Box. In fact, all firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by The Cash Box.

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

"THE CONFIDENTIAL PRICE LISTS" "The Confidential Price Lists" are the one and only officially recognized price guide of all new and used coin operated machines 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 on all the new equipment as this equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as the official price book of the coin operated machines industry. They are an integral part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been A. recognized by the coin operated machines industry. All business transactions and legal cases are based on the figures appearing in "The Confidential Price Lists"
Phono ops can either block off, or remove 5c coin chutes, from all old machines and install signs featuring, "Play 10c Only". Juke box ops can give 2 plays 10c wherever necessary to get dime play started on gradual basis. New phonos with drop chutes can be set for 10c Play with same sign featured.

Remember, even if the operator losses as much as 40% of his present average number of plays, he still earns more on 10c play and at the same time, gets 40% less wear and tear on his equipment, which means that his machines will last a 40% longer period of time.

Even if play drops off 50% on 10c play, operators will still be earning just as much as they ever earned on 5c play, but, their equipment will last 50% longer, which is extremely important to every operator today.

Operators of games can very easily change chutes from 5c to 10c. But each F. P. now is worth 10 instead of 5. Game operators should switch games about in all locations. They should clean, repair, refurbish, and recondition every machine. So that when they bring a different machine into any location, it will look and work like a new machine. In short, a brand new appearance for any old machine and, wherever possible, introduce a new machine into the location.

The amusement game operator has every chance for succeeding with 10c play action. He, too, must remember that he must make his equipment last as long as he possibly can. It may be three, four, or even five years, before he may again see new games.

The above probably speaks for itself. Or speaks as well for itself as any part of this editorial can.

But, what is even more important to all in the trade, and especially the editorial members of this publication, is to think that the World War II has long passed, and that The Cash Box drove very hard during that period, pointing out all the events which would transpire between then and the post-war era, no one would step into the breach to follow the proposed plans. It took another defense period to bring these into fulfillment.

In short, this war-defense period is much rougher and tougher than the last. At least, during the last war period, there were parts being manufactured. This time not even parts manufacture may be allowed.

This means, then, that every operator is really and truly on his own. He has to be sufficiently ingenious to somehow keep his equipment working so that he can remain in business.

It is up to him then, the operator, to decide how long his equipment should last.

The former proposed plans of The Cash Box have been, first, on 10c play, which was defeated during World War II. And defeated only because some few people around the country failed to agree, and are now sorry that they didn't agree.

Then The Cash Box proposed that the operators obtain legal location leases, or agreements, of at least two years duration and, at the same time, obtain front service money guarantees of, at least 10c, payable regardless of 75-90% commission percentage basis.

All in the trade know of the many, many other suggestions of this publication. Especially the game operators, who realize that The Cash Box was the very first magazine that fought in their behalf, and urged manufacturers to change-over to 10c coin chutes, advising that larger playing fields, bigger cabinets, oversized steel balls, and other features, would help the operator get 10c per play and, also, allow him to profit from his investment to a much greater extent. This would mean that all up the line in this field would also profit.

This publication isn't even nine years old. Yet everyone in the industry commands it for the great effort it has already put forth, as well as the editorials it features week in and week out.

The Cash Box has always realized that if the base is sound and secure, then the greater house (this industry) can be built more solidly on it.

To make that base sound and secure, every operator must enjoy profit. Must be financially sound. Then jobbers, distributors and manufacturers can go on ahead with their greater plans for they will have a great market. That means prosperity for all concerned with the industry.

This war-defense period (whether there will, or will not, be a war) is based on a long term production plan. It might be called a "five year plan."

Therefore, every operator must protect himself. The telephone companies are charging 10c for their public coin telephones. Everyone else, even those who sell cups of coffee, are charging 10c.

The time has now arrived, and it is extremely unique, when the coin machine operator must also switch over to the dime. Because it will make his equipment last longer.

In short, even if the operator gets only 40% of the number of plays he is now getting, but gets these at 10c instead of 5c, then he's going to be earning more money and, that's even more extremely and vitally important to him, he will be getting 40% less wear and tear on his equipment which, in turn, means that his equipment will last a 40% longer period of time.

Similarly, let's suppose the average operator will only get one-half as much play at 10c as he is getting at 5c. He will be earning just as much. At the same time, he will be assured that his machines will be getting 50% less wear and tear and will, therefore, last a 50% longer period of time. This is most important today.

The fact remains that there may be no new equipment for four, five or more years. That being the case, it is up to the operator to protect himself, however best he can. What better method than cutting down on the wear and tear of his equipment while, at the same time, enjoying just as good earnings as he ever did on 5c play?

This war-defense period is therefore most unique, most educational and, most certainly, advantageous to the average operator in this business.

For once, for the very first time, he can now do the things he has always wanted to do and know that others will join with him.

This plan is to the best interests of all concerned with operating machines of every type and kind.

To survive, the operator must make his equipment last longer. Must make machines endure longer than they ever did before.

It is up to him, then, to reason for himself that, at 10c play, he will earn as much, if not more, than he ever earned before. And, at the same time, he will find that his equipment will last longer, so that he can outlive this period, when, whether war or no war, a new, greater, more prosperous industry will come into being.
FOR THE 3rd CONSECUTIVE WEEK
REORDERS FOR RCA VICTOR
TOP TEN RECORDS
HAVE TOPPED THE
1/2 MILLION MARK

1. "If / Zing Zing" - Perry Como
2. "Be My Love" - Mario Lanza
3. "You're Just In Love" - Perry Como
4. "Bring Back The Thrill" - Eddie Fisher
5. "In Your Arms / A Penny A Kiss" - Dinah Shore & Tony Martin
6. "The Thing" - Phil Harris
7. "There's Been A Change In Me" - Eddy Arnold
8. "My Heart Cries For You" - Dinah Shore
9. "A Bushel And A Peck" - Perry Como & Betty Hutton
10. "I'm Moving On" - Hank Snow
12. "To Think You're Chosen Me" - Three Suns
13. "Thinking Of You" - Eddy Fisher
14. "Marshmallow World" - Fontane Sisters
15. "Music By The Angels" - Don Cherry & Eddie Fisher

(1) BE LOVED, (2) OH BABY, (11) FOR RCA VICTOR, (12) TO THINK YOU'RE CHOSEN ME, (13) MARSHMALLOW WORLD, (14) MUSIC BY THE ANGELS, (15) ZING, ZING, ZOOM, ZOOM, ZOOM.

NEXT WEEK! RCA Victor's Fabulous Singers
Single Record Series
**THE CASH BOX**

**February 3, 1951**

**THE CASH BOX RECORD REVIEW**

**Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.**

---

**SO LONG** (2:26)

**ACROSS THE WIDE MISSOURI** (3:13)

PAUL WESTON ORCH.

(Columbia 31660)

- A currently hot item gets another wonderful recording from Paul Weston and his Orchestra. The vocal is done with much gusto and the Weston orchestration makes it something to hear. The second side has a lovely melody which brings on thoughts of wide open spaces. Both ends of this disk are good juke box material.

- **PRETTY KITTY KELLY** (2:24)

**SWEETHEART DARLIN’** (2:45)

PHIL REGAN

(RCA Victor 20-4024; 47-4024)

- Phil Regan gives a copy of Irish songbirds ballads his typically grand style of rendition and makes them very attractive. On either end, he gets some aid from the Jud Conlon Singers and Strings and Martin’s Orchestra. The entire combination makes this a light hearted venture which should do fine in the boxes.

- **I WISH I KNEW** (3:20)

**BETWEEN TWO TREES** (3:04)

ANDREW SISTERS

(Decca 27474; 27475)

- The Andrew Sisters have two new ballads which they do in their usual likable style. Both ends feature some grand harmony with Patti stepping out with the solo. Ops know the difference power of the vocals and this disk should hold up very well among their many fans.

- **POTATO BUG BOOGEY** (2:43)

**THE BEANBAG SONG** (2:48)

THE HONEYDREAMERS

(RCA Victor 20-4023; 47-4023)

- Two novelties are taken for a ride on this disk by the Honeydreamers. Both got some fine harmonizing from the group and an arrangement which makes them easy to listen to. Each end has a novelty flavor which Lynn Murray’s orchestra and the Travelers bring out. The lower end gets a vocal from Cisee Houston and Terry Haines which make it good to listen to. Ops oughta tune in.

- **JOHN B** (2:39)

**SO LONG** (3:24)

LYNN MURRAY

(Coral 60366; 9-60366)

- Here’s a good version of a ditty with a Latin American beat. Written by Carl Sandburg, the tune has a distinct folk flavor which Lynn Murray’s orchestra and the Travelers bring out. The lower end gets a vocal from Cisee Houston and Terry Haines which make it good to listen to. Ops oughta tune in.

- **DEAR, DEAR, DEAR** (2:08)

**I WISH SOMEONE KNEW I WAS LONELY** (3:15)

CONNIE HAINES

(Coral 60364; 9-60364)

- A ballad that’s been making a lot of noise is taken over by the vocals by Connie Haines. Giving it a great deal of verve, Connie turns in a first rate job with George Coal’s Orchestra backing her up. The second side is a slow ballad which Connie does in her full plaintive voice. This disk is ok for ops.

---

**DISK OF THE WEEK**

**TELL ME YOU LOVE ME** (3:27)

**LITTLE CAFE PAREE** (2:29)

VIC DAMONE

(Mercury 5572, 455572)

- A terrifically lush number called ‘Tell Me You Love Me’ which is adapted from ‘Pagliacci’ gets a wonderful vocal on this platter from Vic Damone. This looks like one of Vic’s hottest items and ops oughta jump in to cash in. Getting some grand musical backing from George Sirovitz and Martin’s Orchestra, Vic pours his heart into this song and that’s enough. The new English lyrics make this ballad a grand original and makes it popular. Using a melody that everyone has heard at some time, the tune won’t have any trouble at all in catching on. Ops should catch on now. The second side is a pleasant little item in a sentiment ballad vein which Vic and the orchestra do very softly and easily. ‘Tell Me You Love Me’ is the big side to watch. Ops can’t go wrong by getting it with now.

- **WHAT WILL I TELL MY HEART?** (2:58)

**GREAT DAY IN THE MORNING** (2:22)

AL MORGAN

(London 862)

- A beautiful ballad gets a very tearful rendition from Al Morgan and turns out to be one of his best disks to date. With some good piano work going along, Al pours a lot of feeling into this ditty and gives it a terrific above. The bottom half, in contrast, is a happy airy thing which sounds very refreshing. Ops should keep their eyes on the top deck.

- **ONCE THERE LIVED A FOOL** (2:42)

**I CAN’T GIVE YOU ANYTHING BUT LOVE** (2:00)

TONEY BENNETT

(Columbia 31917)

- A terrific ballad which originated in jazz and blues circles is given a wonderful rendition by Tony Bennett. Using his full voice on it, Tony gives this one tremendous potential while Marty Manning’s orchestra backs him up. The lower end is a jumpy version of an old standard which is always good to hear. This is a natural for ops.

- **A KISS AND A PROMISE** (2:40)

**ZING, ZING—ZOOM, ZOOM** (1:58)

PERCY FAITH ORCH.

(Columbia 39155)

- Percy Faith gets up one of his grand arrangements on the upper deck and the chorus backs up the music with some good vocalizing. The tune is a very promising one and this recording certainly will help. The lower end is a catchy light hearted thing of a song which the orchestra and chorus gets won’t go wrong with this.

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**BEST Bets**

In the opinion of The Cash Box music staff, records listed below, in addition to the “Best Of The Week,” are those most likely to achieve popularity.

- **JOHN AND MARSHA**
  - Stan Freiberg
  - Capitol 1356; F-1356

- **FIF**
  - Billy Eckstine
  - MGM 10896; K-10896

- **VENEZUELA**
  - Harry Belafonte
  - Jubilee 5048

- **ONCE THERE LIVED A FOOL**
  - Tony Bennett
  - Columbia 39187

- **WHAT WILL I TELL MY HEART?**
  - Al Morgan
  - London 967

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**LULLABY OF BROADWAY** (2:47)

**WOULD I LOVE YOU** (3:05)

DORIS DAY & HARRY JAMES ORCH.

(Columbia 39131)

- Here’s a very exciting version of an oldie combining the talents of Doris Day and Harry James with the help in giving a good vocal and Harry coming through with some terrific trumpet playing. It looks like a good bet. The lower end finds the pair teaming up again for a much recorded tune which they give their own unique stamp. This is right for ops.

- **STINGY** (2:30)

**OLD-FASHIONED LOVE** (2:25)

TINY HILL ORCH.

(Mercury 5582)

- Tiny Hill runs through a cute novelty on the upper deck while the orchestra backs him up. The tune is very catchy and the lyrics keep you listening. The lower end is a western sounding item with some fine piano playing coming through. This disk deserves to be heard by ops.

- **YOU ARE MY SUNSHINE** (2:15)

**THE COMB AND PAPER POLKA**

DOUG MOY

(Columbia 39143)

- Taking a western tune, Doug Day joins up with Frank Tankovic and his Yanks to give it a polka treatment. Doris and the boys make this a real happy combo which they go through with. The second side they team up again to do a novelty with a lot of appeal. It might easily catch on.

- **CHERRY PIE’S OUGHT TO BE YOU** (2:29)

**LOVE MEANS LOVE** (2:55)

FRANK SINATRA & ROSEMARY CLOONEY

(Columbia 39141)

- A couple of Cole Porter numbers from "Out Of This World" are tossed here by Frank Sinatra and Rosemary Clooney. Both ends are novelties on which Frank and Rosemary do a good job and they help of Axel Stordahl and his orchestra. Ops will do ok with this platter.

- **PANHANDLE RAG** (2:23)

**BLUES MY NAUGHTY SWEETIE**

GIVE ME TO ME**

(GENE KRUPA

(RCA Victor 20-4026)

- A ballad and his group get going with a couple of numbers in a jazz version. Bobby Soots does the vocal while Gene Krupa’s galloping drum thing with some terrific instrumental coming along from the group. The second side is a straight instrumental piece loud and good to hear. This one is perfect for ops who have the right spots.
2 BIG HITS!

"TO THINK YOU'VE CHosen ME"
by Benjamin & Weiss
Recorded by...

Eddy Howard — Mercury
Sammy Kaye — Columbia
Henry Jerome — London
Savannah Churchill — Arco
Ams Bros. — Coral
Jo Stafford-Gordon MacRae — Capitol
Three Sons with Ray Charles — Victor
Art Mooney — MGM
Sy Oliver with Ralph Young — Decca

VALANDO MUSIC CORP.
NEW YORK • CHICAGO • HOLLYWOOD

and

"BEYOND THE REEF"
by Jack Pitman
Recorded by...

Bing Crosby — Decca
Margaret Whiting-Jimmy Wakely — Capitol
Blue Barron — MGM
Alfred Apaka — Decca
Jerry Byrd — Mercury
Mariners — Columbia
Guy Lombardo — Decca
Don Redney with Roy Ross Orch. — Coral
Eddie Grant — Capitol
George Kainapau — Decca.

LAUREL MUSIC CORP.
1619 Broadway New York 19, N. Y.
Mike Sukin, Gen'l Prof. Mgr.
Hollywood
Benny Miller
New York
Mickey Valando
Chicago
Vic Angle
“SO LONG” (2:24)
“THE ROVING KIND” (2:28)
LES BAXTER
(Capitol 1381; F-1381)

Les Baxter provides a smooth version of a current hit on the top deck. Sung by a chorus in good style, Les’ orchestration makes this a stimulating platter. The flip introduces a new singer, Lindy Dougherty, who has a promising voice and does a fine job with this happy sounding tune. This is for ops.

“MOCKING BIRD HILL” (2:16)
“CHICKEN REEL” (2:48)
LES PAUL
(Capitol 1373; F-1373)

Les Paul puts his guitar to work on a couple of tunes here and makes them sound real good. On the same disk, Mary Ford teams up with herself to sing the lyrics and the combination makes for worthwhile listening. The lower end is a straight instrument by Les with a lot of the farm coming through. Two nice sides.

“VENEZUELA” (2:49)
“ANNABELLE LEE” (2:47)
HARRY BELAFONTE
(Jubilee 5048)

A very appealing tune is given a folk-like rendition by Harry Belafonte and the Belafonte Singers and they get some wonderful feeling into it. Featuring a string setting of the orchestra, the tune has a catchy melody which keeps you listening. Flip is a ballad with some good choral work. The top deck gets our nod.

“IMAGINATION” (2:53)
“COULD ‘JA’” (2:25)
JERI SOUTHERN
(London 957)

Jeri Southern brings a very soft, suave feeling to an oldie that always makes for terrific listening. Doing it very slowly, Jeri gives the number a nice touch. The second side is a cute thing on which she gets interesting backing. Ops will want to listen to this new singer.

“MOC’IN BIRD HILL” (3:01)
“FLYING EAGLE POLKA” (3:01)
RUSSELL MORGAN
(Decca 27444; 9-27444)

An unusual vocal chorus is offered by the Gay Sisters as Russ Morgan provides the orchestration. The tune is a very promising one and this version should certainly help it along. The lower end is an instrumental of a polka, very fast and good to hear. Ops should do ok with this.

“SLEEPER OF THE WEEK”
“IF YOU WANT SOME LOVIN’” (2:40)
“I’VE GOT THE CRAZIEST FEELING” (2:46)
TERESA BREWER
(London 967)

Teresa Brewer

Teresa Brewer goes to town on a tune labeled “If You Want Some Lovin’,”. Teresa Brewer comes through with a disk that looks like it’s gonna be a great big hit. Doing it in her high powered style, Teresa sounds a lot of rhythm through this and makes it extremely listenable. Ops won’t go wrong getting with this one immediately. Featuring a good set of lyrics, this up-tempo version of a western ditty will have no trouble at all in breaking through. Not only does Teresa turn in a grand vocal but she gets some wonderful backing too. This platter just jumps right off the page.

The lower end in contrast is a slow ballad and which she shows her versatility by doing it in a very lowdown heartfelt manner, while a good piano breaks out into the open. The top deck is gonna have quite a career and ops oughta get going with it now.

“THERE’S MORE PRETTY GIRLS THAN ONE” (2:55)
“DOWN BY THE OLD ZUYDER ZEE” (2:25)
GEORGE CATES ORCH.
(Coral 60365; 9-60365)

A couple of waiters are dished out here by George Cates and the orchestra. The top deck features some good harmonies by the McElroy while on the lower half, the Heartbeats come through with the vocal. Ops who are looking for good filler material might take a look at these.

“LITTLE TOWN GIRL” (2:26)
“THE MASQUERADE IS OVER” (9:13)
THE BLENDES
(Decca 27403; 9-27403)

A terrific singing group, The Blenders, turns up with a tune that’s making headway. Given a very smooth swing over by the boys, this disk is very easy to listen to and has a great deal to offer ops. The lower end is a slow ballad again with an easy to take vocal. Ops oughta get with this one.

“BY THE RIVER SAINTE MARIE” (2:53)
“CHEATIN’ ON ME” (2:48)
SY OLIVER ORCH.
(Decca 27315; 9-27315)

Sy Oliver takes two oldies for a ride on this platter. The upper level is sung by Leslie Scott in a good powerful voice and given a rhythmic orchestration by Sy and the boys. The lower end has a slow beat, some fine instrumentals and a vocal by the Trio. Ops will do ok with this.

“FIDDLIN’ FOR FUN” (2:38)
“ZING, ZING—ZOOM, ZOOM” (2:59)
DAVID ROSE ORCH.
(MGM 30324; K-30324)

A couple of very exciting sides are turned on this platter by David Rose. The upper half has a lot of fiddles running all over the place while the lower half has the Sigmund Romberg tune that’s been getting a lot of play. It’s done with a full orchestra and an accompanying chorus and is in very easy to listen to. Both ends are right for ops.

“IF” (3:05)
“WHEN YOU RETURN” (3:09)
BILLY ECKSTINE
(MGM 10896; K-10896)

Billy Eckstine has another terrific vocal in the grand tune on the top deck. With Pete Rugolo’s orchestra providing the musical setting, Billy gets a plash arrangement for his wonderful vocal. The lower end finds him working on a promising number with happy results. And again Pete Rugolo locks him up. Ops have a couple of good sides here.

“MY LOST MELODY” (2:49)
“I ONLY HAVE EYES FOR YOU” (2:48)
MONICA LEWIS
(MGM 10901; K-10901)

Monica Lewis has a gypsyish melody on this disk to which she brings a pleasing vocal. Joe Lipman and the orchestra do fine by her with the arrangement and it makes for good listening. The lower end is a lovely oldie getting another smooth vocal from Monica. Ops won’t go wrong with these.

“IN THE LAND OF MAKE BELIEVE” (2:48)
“MORE THAN I CARE TO REMEMBER” (2:49)
BILL FARRELL
(MGM 10900; K-10900)

A couple of ballads are taken to town by Bill Farrell. The upper end has a chorus to go along with Bill and Russ Case provides the orchestra. On the lower side, he goes through a very slow number again with some excellent backing. Bill sings a grand song and this disk shows it.

“IT’S A GREAT, GREAT PLEASURE” (3:04)
“TEARDROPS FROM MY EYES” (3:00)
LOUIS JORDAN
(Decca 27424; 9-27424)

Louis Jordan delivers his vocal fireworks on a loud number and he makes it sound very exciting. With his Tympany Five backing him up, Louis really goes to town on this. The second side is a tune that’s been making quite a splash in jazz circles and Louis’ version sends it soaring. His fans will go wild for this.

“SENTIMENTAL MUSIC” (2:37)
“I STILL FEEL THE SAME ABOUT YOU” (2:36)
EVE YOUNG
(London 962)

A very promising tune gets a slow and dreamy vocal from Eve Young. Some grand backing goes along with Eve’s vocalizing and the total effect is terrific. The second side finds her doing another number that’s making its way, this time joined by the Two Adams. Both ends oughta be heard by ops.

“DEAR, DEAR, DEAR” (2:54)
“I CAN’T GET STARTED WITH YOU” (2:47)
JANE RUSSELL
(London 956)

A current number gets a worthwhile going over on this platter from Jane Russell. Putting her full voice to work on it, Jane comes out ok. The lower end has her working over a wonderful oldie which sounds good any time you listen to it. Ops might tune in.

“SOUTH” (2:28)
“YAK YAK SONG” (2:48)
TEDDY PHILLIPS ORCH.
(Decca 27891)

Teddy Phillips comes through with a listenable disk here providing a good orchestration while Lynn and Ernie and the Phillipses give out with the vocal. The flip is a very happy sounding ditty getting some fine instrumental work and pleasant singing from Ernie Hoyt. This should do well in the boxes.
NEW YORK:

Who says the record business ain’t good? Victor just last week had the biggest day on distributor recorders in its 53 year history. In 24 hours orders flowed into the firm to the tune of half a million. Not bad for a day’s work. A check with some of the other diskers around town reveal excellent sound sales. Business is looking up. Coca Cola people dickering for the Tommy Tucker band to play army installations in the European theater. Lige McKeely, Tommy’s record promotion man, is meanwhile piling up plenty of plugs on his present MGM releases with the decks being cleared for the forthcoming “Shenandoah Waits” which looks like a big hit from here on. A sudden shakeup at WNEW finds one of New York’s best known disk jockeys being cut down... Harry Goodman of Regent Music and Jerry John- son of Simon House just returned from California. Goodman brought back several new tunes which are promising including “The Old Jalopy Song” recorded by Frankie Lane as well as “No Cryin’ Blues” and “Am I To Blame” both of which have several releases due shortly. Betelou Purvis, femme dj on WPBH in Pittsburgh, ties the marriage knot sometime in April... Dick Brown set for the San Souci in Miami. His “With These Hands” on Jubilee is making its way... Gene Krupa to reorganize his band in February for an MCA tour following a six weeks vacation... Evelyn Knight, currently at the Flame Room in the Radisson Hotel, Minneapolis, guests on Paul Whitman’s TV show Feb. 11.

Many established bands are switching to smaller record labels where they are sure of better tunes and heavier promotion. Big fish in little ponds, etc. Feist has a couple of hits in the office of Mrs. Baba Horne and the longest title on record “How Could You Believe Me When I Said I Loved You When You Know I’ve Been A liar All My Life”... Dick Unke has signed the Glen Moore group to a personal management contract. Dick’s stable is blossoming out... “In The Land Of Make Believe” getting a big push with several major waxings due.

CHICAGO:

Just in case you are interested, 10c play has gone over with a bang in this city. First up to report test of, 2 plays for 10c and 6 plays for 25c, stated that his very first machine (in test) where public could only inspect dimes or quarters, more than doubled the best’s take from this same location. The best week, formerly in this location, was 20c. The first week on dime play he thought this was a well known Chicago music operator, $40.00. And, what was most impressive, he reports, is the fact that two-thirds of the collection was in quarters. That’s something for the diskers to think about as they drive to get their newest recordings in. His $55,000 joke boxes... Al Morgan played to enthusiastic audiences at the Chez Paree. Told us that tho he doesn’t have a “great music education,” he writes and plays the songs he believes the people like to hear. the sort of songs that appeal to him. It’s this sort of homey philosophy that has probably caused Al to produce his great “heart” tunes. His latest being, “What Am I Going To Tell My Heart.” Al goes away for a short vacation and leaves operations in Camille, N. J. from where he will probably go on to New York and other cities... David LeWinter of the Pump Room tremendously enthused about the new rhumba... Al Morgan believes that it’s a clicker. He just waxes Lawrence Welk ork for Standard Transcriptions. David being Standard’s fair haired boy... Buddy Brandon of Frederick Music wires us that he’s going to wax the two disks already out on “Emma Lou.” Jan Garber on Capitol and Danny O’Neill on Oriole, with more on the way very soon... Patti Page goes on the road this week, new Casablanca Hotel in Miami Beach from her Chicago Theatre engagement. Patti just bought herself a brand new Caddy and will drive down to Miami. She’s never been in Florida before so, like say, “Just waiting to be thrilled by Florida’s sunshine as well as anything but the beautiful new Casablanca”... Those sensational tunemasters, Benjamin and Weiss, in to town covering some of the music spots. Boys lived on the south side and had a time getting into the Loop to meet with people each day.

LOS ANGELES:

If ever a joint was jumping with record fans, 'twas the three nights of grand opening celebrated by John Dolphin in launching his new, much larger and beautifully equipped and decorated shop off the corner of Venyon and Central Ave... We were there the second night and thought maybe somebody had gone off their rocker and was giving away five dollar bills, the way hundreds of boys and girls, men and women gathered outside the store. Terms out something was being given away, free records by genial John Dolphin, and we hadn’t seen anything... He showed us some pictures taken the night before, when the crowd was really big, extending all the way across the street and blocking traffic on the busy thoroughfare... The police were there and even lent a hand in passing the gratis platters to the crowds on the street (by way of getting the folk to move on)... Kleig lights, there were, to be sure, and just about every blues and rhythm artist who happened to be in town dropped by during the three days. We had a real good crop of old, or rather young, friend, Little Willie Littlefield, who got to be a bit of a mystery... He’s a record deal coming up shortly... Meanwhile his “Ain’t a Better Story Told” looks like it could put him back in the winner’s circle.

Jimmy Grissom was on hand, looking very sharp and like he had a new record deal coming up shortly... Meanwhile his “Ain’t a Better Story Told” looks like it could put him back in the winner’s circle.

The MOST Beautiful, Versatile, Profitable Phonograph Ever Built

The New 48 SELECTION ALL-SPEED

WURLITZER 1400-1450

- New Eye Catching Beauty
- New Breathtaking Tone
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Bigger Than "Piano Roll Blues" by the Hit Maker

LAWRENCE COOK

"Piano Roll" COOK

"I WISH I HAD A SWEETHEART"

and

"HOW MANY G’s IN PEGGY PAW"

ABAVERY # 15034

"Ops who remember his 'Piano Roll Blues' know what Cook can do with a song and this one is a top notch follow up... natural for ops...

SLEEPER OF THE WEEK — The Cash Box, Jan. 6

Z-O-O-M-I-N-G TO THE TOP!

"I DROPPED A PENNY IN THE WISHING WELL"

by KATHY MARCH

with JERRY SHARD Orch.

ABBEY # 15032

A Smash Rhythm and Blues Hit!

by EDDIE WILCOX

"HOW ABOUT THAT"

b/w "IF YOU WERE ONLY MINE"

ABBEY # 3021

A_SMASH RHYTHM_AND BLUES HIT!

The juke box play boom is under way. It continued to creep up silently as operators, in what have now become the bigger defense areas, began to report collection increases.

Since those first reports, many now state that they find their phones taking in more money than they ever did before on some types of locations. Usually these are in the very heart of the war work areas.

What is most impressive to the music industry, is the fact that the juke box ops are using up disks faster than ever before. They're wearing them down in the majority of their boxes," is the way one salesman for a leading distributor reported.

Operators are now out to place more of the latest records than ever before. "Even the standards are steady money-makers," one noted op reported, "the fact remains that the public wants the latest tunes."

"Beggars are breathing about these latest tunes," one op says, "that is they are the real oldies which have been in catalogs for years and, suddenly, the public has awakened to them all over again."

One well known music op writes, "Your story about 'Goodnight Irene,' 'So Long,' 'My Heart Cries For You,' 'Tennessee Waltz,' and all the numbers in this classification, is the truth picture of the juke box business at this time."

"I only hope," he continues, "that the record companies will listen to you people of 'The Cash Box,' for you know our business. They should bring out more records of this kind. These are the ones that are bringing in the nickels right now on all the boxes in this territory."

Also impressive is the fact that more and more 45 rpm units are being placed everywhere in the nation. Not only because of the better tone, but mostly because of the lasting quality of this type of disk. Operators are turning to the 45 rpm machines to insure themselves longer lasting profits.

As a sidelight of what is happening among juke box ops comes this statement from a very well known and very large juke box op, "Never before have we had so many artists and band leaders call on us to get their disks into our boxes as we have had these past weeks."

"It seems to me," he says, "that suddenly these people have awakened to the fact that the juke box industry can make stars of all artists if they produce the right record so as to help us to feature them in the top spots on our juke boxes."

"Much of the credit for this has to go to you people at 'The Cash Box to my way of thinking. You have pointed this out to all the big artists and, last, they are beginning to recognize us guys out here in the sticks as artist-creators."

"Hell, we've made more guys and gals popular out here than the average radio or television station ever could."

The hope of the juke box ops, as new model phonos are presented, is that records will continue to be easy to obtain, and that prices will hold at the point they have risen to at this time.

The one fear which seems to face many ops is that by converting their units over to 45 rpm they shouldn't be caught short on these disks and also that the 78 rpm disks will continue in good supply.

None want to again see the scrap-shellac disks of World War II. All are hoping that the major diskeries are preparing themselves for any drought of shellac or compound which may result as more restrictions come into being.

As one ops says, "This is one time when we are entering into one of the very biggest play booms in the history of the juke box business."

"I most certainly hope that the record manufacturers will place their disks to the point where we are assured of getting all the records we will need for a long, long time to come."

Four Crosby Boys Follow In Dad's Financial Footsteps

HOLLYWOOD, CAL.—It was revealed this week, while getting court approval for their new singing contract, that Bing Crosby's four sons aren't exactly pushovers.

Each of the boys have prepared themselves to the point where we are assured of getting all the records we will need for a long, long time to come.

Standard Songs are MONEY MAKERS!

I WONDER WHAT'S BECOME OF SALLY

By RAY ANTHONY—Capitol
HERB JEFFRIES—Mercury
BUDDY CLARK—Columbia

Pub. by: ADVANCED MUSIC CORP.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

"Emma Lou" recorded by DANNY O'NEILL

Oriole Records
FREDERICK MUSIC CORP.
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HARRY WEST
And His Orchestra
"LOVE DREAMS" and "DRIVING HOME"
Dorset #78002

DORSET RECORDING CORP.
521 Fifth Ave., N. Y. 17, N. Y.

WE HAVE IT FOR QUICK DELIVERY

The New
48 SELECTION ALL-SPEED
WURLITZER
1400 - 1450
SMART NEW STYLING—SENSATIONAL
NEW TONE—AMAZING NEW VALUE

ANGOTT DISTRIBUTING COMPANY, INC.
2616 PURITAN AVENUE
DETOUR, MICH.
PHONE—UNIVERSITY 4-0773

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

NEW YORK—June Hutton and Axel Stordahl read their favorite magazine during rehearsals for Frank Sinatra’s TV show. June and Axel culminated a two year romance right after the broadcast by driving to Greenwich to get married. Afterwards they planned to Bermuda for a few days honeymoon before returning for next week’s show. June is a Decca record artist while Axel backs up Sinatra’s Columbia disks.

M-G-M RECORDS

BILLY ECKSTINE

BRING BACK THE THRILL
I APOLOGIZE
Available 2 Record Speeds
78 RPM 45 RPM
MGM 10903 • MGM 810903

THE GREATEST NAME IN ENTERTAINMENT
Tennessee Governor Waxes "Tennessee Waltz"

NASHVILLE, TENN. — Following in the footsteps of songwriter Jimmie Davis, former governor of Louisiana, Governor Gordon Brown- ing of Tennessee recorded the "Tennessee Waltz" last Saturday night following his appearance on the Grand Ole Opry program over WSM in Nashville.

It was the quick thinking of Mer- cury's Nashville representative, Murray Nash, who brought it about. After the governor had finished singing the song on the radio program, Nash walked up to him and asked him how he would like to record it. He almost fell through the floor when the reply was "Sure thing."

The session started at 1 o'clock in the morning and after about five takes, the record was wrapped up. It will be backed by Patti Page's version of "Tennessee Waltz" and the chances are that this particular disk will be sold strictly for Tennessee consumption.

Since the governor has three mil- lion constituents, it looks as though it may have a heavy sale as a collector's item. Governor Browning said that any income he may get from it will be turned over to charity.

At the session, the governor told of a meeting with Dinah Shore in Nashville a few months ago when he made her an honorary colonel at which time he mentioned to her that he liked singing. Dinah pandered this for a minute and then said, "Look here Gordon, I don't mix in politics, so don't you get into my business."

Permo Has New Needle Applicator

Card Package To Be Changed Starting Jan. 29

CHICAGO, ILL.—Permo, Inc. of this city, last week introduced its new applicator for use with the Select-O-Matic M-100-A machine, and deliveries went forth to all distribu-

tors.

The new applicator is not a stiff, rigid piece of metal and it will not damage the pick-up. It is not enough to assure installation of the needle and flexible enough to avoid accidental damage to the pick-up.

Effective January 29, Permo is fur-thermore changing its card-package so that each needle will be inserted in

an applicator instead of the balsa wood holder previously used. These will reach distributors and in turn music operators ready for installation. There will be no increase in cost cov-

ering the supply of the applicator.

Permo recommends that music op-

erators do not attempt to insert the needle in the Permo applicator. It is a factory operation. However, illus-

trated instructions are available with each applicator, advising the opera-
tors on the exact manner in which to insert the needle into the arm.

MOST VERSATILE PHONOGRAPHs EVER DEVELOPED!

Adapt to any Record Speed or Size in 30 Seconds

The New 48 Selection, All-Speed

Wurlitzer 1400-1450

MUSIC DISTRIBUTING CO.


PHONE: Atlantic 1-1745

Permo has new needle applicator.
NEVERTHELESS

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BE MY IT

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From Now On:

SCOTTY GRAHAM
TAKES OVER!!
Listen to his two-fisted HIT on:
NATIONAL 9141

“Easy To Say”

“Sunny Side Of
The Street”

THOSE WONDERFUL
GALLI SISTERS
have the greatest polkas to date
on NATIONAL 9129

“HUG YOUR JUG”

“Hoosha Sh hoopsa”

The HARPS OF MUSIC
on NATIONAL 9129

“GOD IS GONNA STIR
THIS WICKED NATION”

“Hold On”

SAVOY # 766
featuring
JOHNNY OTIS ORCH.
and
MEL WALKER

RICHARD C. FRANK
Distributor
10-20-51

HUG THE LEADING ACRY
NATIONAL THIS GONNA GALLO!
LISTEN!

“Hoosha” Miss have date

TENNESSEE WALTZ
Patti Page
(Mercury)

BAD, BAD WHISKEY
Amos Milburn
(Aladdin)

PLEASE SEND ME SOMEONE TO LOVE
Percy Mayfield
(Specialty 375)

TEAR DROPS FROM MY EYES
Ruth Brown
(Atlantic 919)

BAD, BAD WHISKEY
Amos Milburn
(Aladdin)

OLD TIME SHUFFLE
Lloyd Glen
(Swingtime 237)

ONCE THERE LIVED A FOOL
Jimmy Grissom
(Hollywood)

ANYTIME, ANYPLACE, ANYWHERE
Joe Morris
(Atlantic 914)

PLEASE SEND ME SOMEONE TO LOVE
Percy Mayfield
(Specialty 375)

BACK BREAKING BLUES
Joe Turner
(Aladdin)

ROCKIN’ BLUES
Johnny Otis
(Savoy)

TELEPHONE BLUES
Floyd Dixon
(Aladdin)

I CRY
Buddy Johnson
(Decca)

OLD TIME SHUFFLE
Lowell Fulsun
(Swingtime)

1400-1450
NOW READY
FOR DELIVERY

GREATEST VALUE OF THE YEAR
FOR BEAUTY — TONE — VERSATILITY

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Phone: 84-3264

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The Top Ten Tunes Netting Hardest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Detroit, Los Angeles and Other Cities Listed.

1. TENNESSEE WALTZ
   Patti Page (Mercury)

2. TEAR DROPS FROM MY EYES
   Ruth Brown (Atlantic)

3. BAD, BAD WHISKEY
   Amos Milburn (Aladdin)

4. PLEASE SEND ME SOMEONE TO LOVE
   Percy Mayfield (Specialty 375)

5. TELEPHONE BLUES
   Floyd Dixon (Aladdin)

6. ROCKIN’ BLUES
   Johnny Otis (Savoy)

7. ONCE THERE LIVED A FOOL
   Jimmy Grissom (Recorded in Hollywood)

8. TEAR DROPS FROM MY EYES
   Ruth Brown (Atlantic)

9. BAD, BAD WHISKEY
   Amos Milburn (Aladdin)

10. DO SOMETHING FOR ME
    The Dominoes (Federal)

OAKLAND, CAL.
1. TENNESSEE WALTZ
   Patti Page (Mercury)
2. Once There Lived a Fool
   Jimmy Grissom
3. Looking For A Woman
   Jimmy McCracklin
4. Rockin’ Blues
   Johnny Otis
5. Last Love
   Furry Mayofield
6. Black Night
   (Chess)
7. Teardrops From My Eyes
   (Rudy Brown)
8. Do Something For Me
   (Dominos)
9. Bad, Bad Whiskey
   (Amos Milburn)
10. Little Joe’s Boogie
    (Jip Jigigs)

ATLANTA, GA.
1. Bad, Bad Whiskey
   (Amos Milburn)
2. Please Send Me Someone To Love
   (Ruth Brown)
3. Rockin’ Blues
   (Johnny Otis)
4. Little Red Rooster
   (Margie Day)
5. Once There Lived A Fool
   (Jimmy Witherspoon)
6. Telephone Blues
   (Floyd Dixon)
7. Possum Hunt
   (Smoky Hogg)
8. Love Will Bring You Mother
   (Blind Washington)
9. Keep Your Hand On
   (Buddy Rogers)
10. Mother Earth
    (Memphis Slim)

PLAINFIELD, N. J.
1. Oh Babe (Larry Darrell)
2. Teardrops From My Eyes (Ruth Brown)
3. Talk Of The Town
   (Little Jimmy Scott)
4. I’m So Crazy For Love
   (Paul Gayten)
5. Bad, Bad Whiskey
   (Amos Milburn)
6. Anytime, Anyplace
   (Amos Milburn)
7. I Cross My Fingers
   (Blind Washington)
8. Once There Lived A Fool
   (Sevannah Churchill)
9. Chicken Blues
   (Dominos)
10. Can’t See The Laugh
    (Oritos)

SAVANNNAH, GA.
1. Teardrops From My Eyes (Ruth Brown)
2. Bad, Bad Whiskey
3. Please Send Me Someone To Love
   (Amos Milburn)
4. Oh Babe (Larry Darrell)
5. Rockin’ Blues
   (Johnny Otis)
6. Red’s Boogie
   (Flip Rob)
7. Glory To The Neighborhood
   (Angelic Singers)
8. Nothing Clickin’
   (Lomie Johnson)
9. Ray Brown Blues
   (Ray Brown)
10. Anytime, Anywhere
    (Amos Milburn)

ANDALUSIA, ALA.
1. Little Red Rooster
   (Margie Day)
2. Possum Hunt
   (Smoky Hogg)
3. That’s All Right
   (Jimmy Rogers)
4. Teardrops From My Eyes
   (Ruth Brown)
5. Bad, Bad Whiskey
   (Amos Milburn)
6. Please Send Me Someone To Love
   (Furry Mayofield)
7. Anything You Like
   (Amos Milburn)
8. Old Time Shuffle
   (Lewin Fulson)
9. Lemonade
   (Louis Jordan)
10. Telephone Blues
    (Floyd Dixon)

The Original...The One and Only
“ONCE THERE LIVED A FOOL”
By JIMMY GRISSOM
(RECORDED IN HOLLYWOOD 143)

IS GREAT—AND EVERY DISTRIBUTOR AND OPERATOR IN THE U. S. KNOWS IT!

BUT...HOLD EVERYTHING!!

Jimmy Grissom’s New Release
“ONCE IN LOVE BLUES”
(Coming Soon) IS EVEN GREATER!

Going Great Guns — RED CALLENDER SIXTET’S
“Ponciana” and “Dolphin Street Boogie”
RIH 141

Still The Thing — PERCY MAYFIELD’S
“Two Years of Torture” and “Half Awoke”
RIH 111

And The Great — ERROL GARNER’S
“New York Concerto” and “This Is My Beloved”

RECORDED IN HOLLYWOOD
223 W. 2nd Street, Los Angeles 12, California
(Phones: Century 29001—Mutual 6623)

The Cash Box
AWARD O’ THE WEEK

“DON’T TAKE YOUR LOVE AWAY FROM ME”

b/w “STORMY WEATHER”

by LAURIE TATE with JOE MORRIS and his Orch.

ATLANTIC RECORDS, 301 W. 54th St., N. Y.

GIVE to the MARCH of DIMES

“It’s What’s in THE CASH BOX That Counts”
NEW YORK—Monica Lewis takes time out to have some coffee with Joe Lipman during their recent MGM recording session, in which they waxed "My Lost Melody" backed by the oldie "I Only Have Eyes For You." Lipman is one of the busiest men around town these days, doing the arranging for Ferry Como and also the Big Show. Besides that, he conducts and arranges for such artists as Fran Warren, King Cole, Trudy Richards and Johnny Desmond among others.

**"Emma Lou"**
**RECORDED BY JAN GARBER**
**CAPITOL RECORDS**
**FREDERICK MUSIC CORP.**
**2134 S. Wabash Ave., Chicago, Ill.**

"Emma Lou" is a hit song by Jan Garber.

---

**Watch Out! Here Comes PEACOCK with Smilin’ “Smoky” Lynn**

**"UNFAITHFUL WOMAN"**

**"GOIN’ BACK HOME"**

**A WOW! PEACOCK #1555**

**LET Clarence Green MOVE YOU with "HARD HEAD WOMAN"**

**"UNTIL THE END"**

**GOOD NEWS! PEACOCK #1557**

**Still Going Strong — PEACOCK #1550**

**"OUR FATHER"**

**"MOVE IN THE ROOM WITH THE LORD"**

**Watch For New Release January 20 — PEACOCK #1551**

**NEW RELEASES IN JANUARY**

Harry Johnson

"MY BABY IS COMING HOME" PEACOCK #1560

Willie "Doc" Jones

"WOLF SONG" PEACOCK #1540

Willie Mac Thornton

"DO YOU WANT TO ROLL" PEACOCK #1510

"I'M ALL FED UP" PEACOCK #1567

---

"THE LONELIEST HOUSE ON THE STREET" (2:28)

HANK LANCE

(Columbia 39120)

A couple of good ballads get a slow going over from Herb Lanoe on this platter. With Dick Vance's orchestra providing the musical setting, Herb puts his easy to take voice to work and turns out two sides that should be going a lot of play in the machines. Ops oughta get aboard.

"I WANT YOU, I NEED YOU" (2:43)

"PUT IT BACK BEFORE I MISS IT" (2:54)

VIOLA WATKINS

(Jubilee 5043)

A Viola Watkins has an assured delivery as she puts over a somewhat sunny tune on the upper deck. Doing it in a slow deliberate way, Viola makes this real good to hear. The second side features a clever set of lyrics with the boys in the band helping out. Definitely right for the boxes.

"ONE FINGER MELODY" (2:58)

"STUMBLING" (2:48)

THE THREE KAYS

(Regent 185)

Two superb instrumentals are offered here by the Three Kays. Taking a tune with a very beautiful melody, the boys pour new life into it by showing just how lovely it can sound. An oldie that sounds good all the time is worked over on the lower end and again they make it a work of art. Ops mustn't miss this.

"BLUES WITH A BEAT" (2:30)

"GRIFFIN'S BOOGIE" (2:45)

GRIFFIN BROTHERS ORCH.

(Dot 1020)

The Griffin Brothers have two hot numbers which they drive instrumentally and really send them to home plate. Both ends don't let up from beginning to end and keep you riding along and listening for more. This one should go wild in the machines.

**"THE LONELIEST HOUSE ON THE STREET"**

"A SHOULDER TO CRY ON" (2:50)

HARD LANCE

(Columbia 39120)

A couple of good ballads get a slow going over from Herb Lanoe on this platter. With Dick Vance's orchestra providing the musical setting, Herb puts his easy to take voice to work and turns out two sides that should be going a lot of play in the machines. Ops oughta get aboard.

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**"VAHNTICY"**

"IT HADDA BE BROOKS" (2:25)

HADDA BROOKS

(London 895)

Turning out one of her most appealing disks to date, Hadda Brooks has a ditty to work with that features both a good tune and a clever set of lyrics. It's labeled "Vanity" and Hadda certainly gives this ballad a wonderful going over. It's bound to be eaten up not only by her fans but by all listeners who appreciate the combination of a fine artist and a fine tune. Ops who want a platter that's gonna be worn white in the boxes better do some listening themselves and they'll hear a record that has all the requirements for a smash. The lower end is a good, fast piano solo, showing Hadda's virtuosity and again making some fine listening material as she's backed up by the orchestra. Ops who want a real contender, have it in the upper end.

**"PIPE DREAMS"** (2:23)

"LOTUS BLOSSOM" (3:08)

JULIA LEE

(Capitol 1376; F-1376)

Julia Lee talks her way through a very interesting set of lyrics on the top deck and takes you along in her day dreams. Doing the recitation slowly and surely, Julia makes a good story of it. The second side is a slow tune with a beat on which Julia gets some good instrumental backing. Both ends make for good listening.

"ONE THERE LIVED A FOOL" (2:18)

"THREE HANDER WOMAN" (3:06)

BILLY VALENTINE TRIO

(Decca 48195; 9-48195)

A great tune is given a gospeling vocal and a pleasant musical going over from the Billy Valentine Trio. On the lower end, the boys take a good novelty with a real clever set of lyrics and deliver it with gusto. This is a good filler item.

"TODAY YOU BELONG TO ME" (2:57)

"WHEN SUMMER IS GONE" (2:42)

JIMMIE MITCHELL

(King 4428)

Jimmie Mitchell and his orchestra work over a couple of ballads here and make them sound fine. Jimmie does the vocal at both ends and gets some good support from the boys in the back who come forth with the instrumentals. Jimmie delivers a good song and this one is gonna get a play in the boxes.

"HOW ABOUT THAT?" (2:45)

"IF YOU WERE ONLY MINE" (2:57)

EDDIE WILCOX ORCH.

(Alley 3021)

A very rhythmic number is taken for a good ride here by Eddie Wilcox and his orchestra. The words are shouted out by a chorus with Elmer Cromley and the instrumentals are terrific to the beat. The bottom half is an oldie which gets a very lush vocal from Eddie Wilcox with some great backing from the orchestra. Ops oughta listen in.

---

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"DEAR JOHN" (2:56)
"COLD, COLD HEART" (2:47)

HANK WILLIAMS

- Hank Williams has another great hit on the upper level, called "Dear John." Hank and his drift-

ing cowboys give this one everything, including good guitar work, fiddles and a fine vocal. The lyrics lend themselves to Hank's grand interpretation and the singer sends them reeling. This one is made for ops. They're gonna be getting a lot of nickels into those machines with it. The lower end is a slow ballad with a good story to tell and a tearful vocal from Hank. It too is good to hear and should go fine with his fans. The top deck though is the one to watch. And ops won't make any mistake doing more than watching—they oughta stock up.

"INDIAN LOVE CALL" (2:37)
"MUSIC IN MY HEART" (2:10)

CHET ATKINS

- Chet Atkins and his Guitar Pickers pick their way through an old standard and make it all seem very easy. On the lower end, Chet teams up with Sister Billy Rose to turn out a medium paced item which should have appeal. Ops oughta hear this for themselves.

"PLAYIN' POSSUM" (2:34)
"NEW ROVIN' GAMBLER" (2:21)

HANK THOMPSON

- A tune with some good rhythm is taken to town here by Hank Thompson and his Brazos Valley Boys. They put some good feeling and fine guitar work into it. The lower end is a faster paced item with an interesting story well told. This should do fine in the boxes.

"THE PLACE WHERE I WORSHIP" (3:04)
"THE STATUE IN THE BAY" (2:45)

GENE AUTRY

- Gene Autry takes a couple of current numbers and gives them renditions which should push them along. Accompanied by Carl Cotner and his orchestra, Gene makes both of these ends worthwhile listening. Each side has a patriotic and religious base and both tunes have a lot to recommend them. Ops will do ok with these.

"SOMEBODY ROBBED MY BEERBOTTLE" (2:44)
"I LOVE NO ONE BUT YOU" (2:57)

GEORGE MORGAN

- Two different types of tunes are offered here by George Morgan. The upper half is a very cute number with a pleasant feeling. The lower end on the other hand is a ballad with a very sad story. Both get good vocals from George and some nice backing and both are worth the attention of ops.
Enjoying the Music

BUFFALO, N. Y.—Benny Strong, top man of the "band that plays the old tunes," listens with obvious interest to one of his recordings released by the new Wurlitzer 1450. With him is Cathy Owen, his vocalist. The occasion was a recent visit to the Wurlitzer plant in North Tonawanda during a Strong engagement at the Hotel Statler in Buffalo.

Acuff-Rose Shows Way In Music City, U. S. A.

NASHVILLE, TENN.—It's been reported in various papers that Acuff-Rose Publications conducts its business from a small store in this city, whose favorite label is Music City, U.S.A. That's right, it does. But since when is it the size of an office that counts? For our money, it's the efficiency and know how and promotion that goes into the turning off of a tune that adds up.

As a matter of fact, the Acuff-Rose office is equipped with the most modern machines including multigraphs to turn out small sized lead sheets which fit compactly into guitar and violin cases. They also print catalogues of new releases for jobbers all over the country with their own nameprint.

The 30 foot high back room is packed full of corrugated boxes for mailing out new record releases to selected lists of operators and disk jockeys.

When it comes to promotion, Acuff Rose has spent more than $300,000 a year for the past several years on this end of their business. What's more, Wesley and Fred Rose, who run the business, think that's an appropriate amount to spend. And why not? Look what they've turned out in the past year... "Jealous Heart," "Chattanooga Shoe Shine Boy," "Bona parte's Retreat," "Tennessee Waltz" and hundreds of others.

Although Wesley Rose has been active in the firm for only five years, his training with his father, Fred, has placed him up front as one of the leaders in the music publishing field. Proof of this is the phenomenal job he did with "Tennessee Waltz." That song is the biggest seller of records and sheet music in twenty years. In sheet music, it's passed the million mark and Patti Page's record is nearing two million.

NOV! PERFECT REPRODUCTION OF NEW-SPEED RECORDS

The New 48 Selection All-Speed

WURLITZER 1400 - 1450

Bring out full tonal brilliance of high fidelity 33 1/3 and 45 RPM records.

WILLIAMS DISTRIBUTING CO., INC.
1082 Union Avenue
Memphis, Tennessee
PHONES—36-1776

"It's What's in THE CASH BOX That Counts"
MFRS TO CONTINUE TO LAST MINUTE

WURLITZER INTRODUCES COMPLETE NEW LINE OF PHONOS & REMOTE EQUIP'T

Operators Flock To View New Products At Distributor's Showrooms Thruout Nation On National Wurlitzer Days

Will Keep Production Lines Going At Top Speed Through All Orders As Possible. Hope Relief Will Be Granted By NPA To Avoid Unemployment. Orders Continue To Jam Factories. Production Runs Sold Out Long Before Completed.

NORTH TONAWANDA, N. Y. — The Rudolph Wurlitzer Company, department store manufacturers for over 60 years, has in the past several years, introduced to music lovers nationwide a string of new phonographs, a DeLuxe and Custom model.

In Miami, Florida, where he attended the Wurlitzer Day showings of the company's new models last September, Ed Wurgler, general sales manager of the Wurlitzer phonograph division said, "We have just hit the jackpot time. Never has there been such enthusiastic response from operators and manufacturers all over the country and remote equipment. I have talked by phone with our distributors across the country and they all tell me that they have large backlogs of orders for the new Wurlitzers."

The new juke boxes, designated Models 1400 and 1450, are identical to the model 1500, with the exception of the internal finish. On the 1400, called the Deluxe by Wurlitzer, the cabinet is finished in beautifully grained walnut following the Wurlitzer tradition of craftsmanship. The 1450 is new to the phonograph trade but long associated with the fine furniture field. The 1450 is sometimes called the 'A' model because it only gives a tough, graceful appearance to the phonograph, but is proof and impervious to changes in temperature and humidity. Through the use of Teflon, white, the operator is provided for the operator to offer a location a coloring for the juke box. Wurlitzer will most closely match the surroundings. The standard production finish on the juke boxes is oak, but any but optional colors are blue, red, yellow and brown.

In view of this fact, the manufacturers are trying their best to obtain the relief they need to keep their factories going until such time as Uncle Sam calls them into war work.

The in the meantime, orders are flooding into all factories for any and all types of machinery and materials. The manufacturers are working as speedily as the factory plans will permit to fill all the orders they can possibly fill in the meantime.

In fact, as new runs are sent thru the production lines, they are sold out long before the runs are even completed.

One manufacturer here stated, "We simply wired our distributors last week and they placed a new order. We would like to order them, and before we had even really started, the entire run was sold out."

This manufacturer, like almost all others, has plans to go on ahead with new equipment. The production which the manufacturers are now planning, and which will come before they are forced to halt, will probably set production records for the manufacturing in this industry.

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(Continued on page 26)
WE HAVE THEM NOW!

The New

48 SELECTION
ALL - SPEED

WURLITZER
1400-1450

The ultimate in TONE-
BEAUTY - VALUE

BILLOT DISTRIBUTING CORP.
98 Fuller Road
Albany, N. Y.

BILLOT DISTRIBUTING CO.
224 N. Main St.
Newark, N. Y.

WE HAVE THEM NOW!

The New

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98 Fuller Road
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BILLOT DISTRIBUTING CO.
224 N. Main St.
Newark, N. Y.

CASH WAITING

WANT TO BUY
ANYTHING
COIN OPERATED
Send Your
Equipment List Today!
HIGHEST
PRICES PAID

WANT WILL PAY CASH
5-BALLS
(Must be Flipper Type)

MUSIC MACHINES
SHUFFLE ALLEYS
ONE-BALLS
WRITE US IMMEDIATELY!

IRVING MORRIS, INC.
58 FLEINGHUYSEN AVENUE
NEWARK, N. J.
(Phone: Bigelow 3-4300)

Mississippi Music
Ops Test 10¢ Play

GREENWOOD, MISS.—Music ops here are reported testing 10¢ juke box play. Much interest is being shown by ops in surrounding areas who are eagerly waiting to hear the results of these tests.

Belief here is that the tests will show better returns and that, after a period of time, record play will be just as great as it ever was.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Quarters In Phono On
2 Plays 10c; 5 Plays
25c As Result Of
First Week's Test
In Cleveland, O.

CLEVELAND, O.—The full week's test hasn't as yet been completed one well known music op here, who has asked that his name be withheld until the test is complete in every regard found, so far, nineteen quarters in one of his phones set at 2 plays 10c, 5 plays 25c, where at the very most he used to get only two or three per week.
In short, as this juke box ops reports, he simply blocked off the 5c chute, but, in such fashion that the players had to insert dimes or quarters to get play.

The tests are being very quietly conducted with full secrecy kept and the operator has been checking every other day on the phone he has in this test.
He is not only surprised, but tremendously pleased, with what is happening, and is of the belief that the entire industry should switch over to eliminate the nickel by featuring, at this time, 2 plays 10c and 5 plays 25c.

He is also of the opinion that, eventually, as conditions warrant, the switch should be made to regular 10c play. In short, one play for ten cents and three plays for twenty-five cents.

This, he states, will come about, in time, after the players get accustomed to the idea of dimes and quarters for play play.
THE ULTIMATE IN EYE APPEAL!
- Handsomest Cabinet
- Most Visible Changer
- Most Exciting Colors

The New 48 Selection, All-Speed
WURLITZER 1400 - 1450

NORTHERN MUSIC, INC.
8307 Euclid Ave. Cleveland, Ohio
PHONE: Sweetbriar 1-6590

Chicago Music Op More Than Doubles Receipts
First Week On 10c Play Test

CHICAGO—Andy Oomens, well known Chicago music op, of Walter Oomens Sons, 3262 Armitage Ave, this city, jubilantly reported this past week that the first of three phonos which the firm had placed out on 10c play (2 plays 10c and 6 plays for 25c), brought back more than double the best collection ever obtained from this very same location.

There were, Andy Oomens reports, "more quarters than dimes in the collection." (Ed. note: This conforms to what happened in the Cleveland, Ohio, 10c play operators' tests.)

There were, Andy Oomens reports, "more quarters than dimes in the collection." (Ed. note: This conforms to what happened in the Cleveland, Ohio, 10c play operators' tests.)

In fact, according to Andy, collection consisted of two-thirds quarters. The rest in dimes.

No play halt was noticeable. In fact, there couldn't have been any halt in play action. With the collection over double what it ever was before.

At the same time, the location owner was jubilant over the success of the test. Reported that the players accepted it without "gripes" of any kind.

Mills Offers 1951 Gum Vender Direct To Ops

CHICAGO—Matt O. Blesius, Mills Automatic Merchandising Corporation, this city, announced this week that their new 1951 model stainless steel Selective Display Gum Venders are now being sold direct to operators. It was stated that the vender will handle all of the American Chicle Company's national advertised brands of vending gum. Special inserts are available if Wrigley gum is to be vended.

Capacity is 315 one cent pieces in six selective columns. Slug proof mechanism, new coin return cup, and built-in rubber counter mounting pads have been added for 1951. The vender can be mounted on the wall, counter or stand, or can be attached to other machines by brackets. Weight is approximately 20 lbs.

The company states that parts for these machines were manufactured from materials purchased early in 1950.

TUBES
IMMEDIATE DELIVERY

5U4 $1.32 6L6 $2.49 30 $1.54 80 $.95
5Y3 .88 65N7 1.54 2A3 2.24 45 1.40
6J5 1.05 6N7 1.68 6X5 1.86 2051 2.24
6J7 1.40 65K7 1.40 65J7 1.26

TERMS: 25% WITH ORDER, BAL. C.O.D.
WRITE "TUBES", BOX 1304, PROVIDENCE, R. I.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Legislatures Seek Revenue
And Ask Restrictions On Equip't.

NEW YORK—For some time now, The Cash Box has been calling the attention of its readers to the fact that states, cities and communities throughout the country would find it necessary to secure additional revenue to run its business for this year. Legislative bodies, now meeting all over the nation, have already started to introduce bills to tax the coin machine industry.

ARKANSAS BILL
A bill to impose a privilege tax on coin-operated machines has been introduced in the Arkansas legislature (Jan. 17) by Rep. Harold Hallman of Searcy County. The proposed annual tax schedule would be: Penny weighing machines $1.50; penny gum vendor $1.50; postage stamp vendor $1; cigarette vending machine $5; penny peanut vendor $1.50; and other machines taking coins less than 5c $1.50 each; all other machines taking coins of 5c or over $5. The tax imposed by the bill would be paid to the State Revenue Department. Municipal corporations also would be authorized to tax the same kind of devices, provided the municipal levy does not exceed the state levy.

MICHIGAN BILL
A bill which would license and regulate pinball machines and juke boxes has been introduced in the Michigan Legislature (Jan. 17) by Rep. Arthur C. Haufs, Saginaw Republican. The measure would declare pinball machines legal and would put a $200 annual license fee on each machine.

NEW YORK BILLS
A measure to permit the Town Board of Tonawanda to regulate by ordinance, the operation of amusement devices, games or coin-operated machines has been introduced in the New York State Legislature (Jan. 17) by Sen. Walter J. McHone of Buffalo and Assemblyman Justin C. Morgan of Kenmore, both Republicans. Devices to be regulated, under the bill, would include juke boxes, pinball and shuffleboard games.

New York City: In preparing its budget to secure sufficient revenue for added expenses, committees included among other taxes one on juke boxes. Bums: it has that the amount calls for $25 a machine per year.

OHIO BILL
A bill aimed at slot machines and pinball machines has been introduced in the Ohio Legislature (Jan. 17) by Rep. Charles Noel, Jr., Pike County Republican. The bill would provide for a one- to five-year penitentiary term upon conviction of charges of possession or exhibition of slot or pinball machines.

Vince Shay Resigns

Editor's Note: It wouldn't feel like the coin machine business, if Vince Shay wasn't somewhere in the picture. We do hope, sincerely, that Vince will decide to get away from his fireplaces and TV set long enough to tie up with one of the major organizations in the industry. Time to get back to work again, Vince. Don't let that enthusiastic dynamism, stimulating energy of yours, and that big, loud talk [you softie] get past you.

Bell-O-Matic is taking it easy, awaiting the results of the Nevada legislature, (in session right now) and, like Midge Ryan and Lill Joch state, "Count on Bell-O-Matic to come thru in a big way."

Wurlitzer (Cont.)

“IT’S TERRIFIC!”

The New
48 SELECTION
ALL-SPEED

WURLITZER
1400-1450

offers the most
in BEAUTY, TONE and VALUE
SEE IT—HEAR IT
WE HAVE IT NOW

UNITED, INC.
4227 West Vliet St., Milwaukee, Wisc.
Phone: West 3-3224

NEW ENGLAND'S
Largest Stock Of
New & Used Equipment

MUSIC GUARANTEED

WURLITZER 1100, 1018, 1019, 1017, 750, 700, 350, 3020's and all older models—Write or Call
SEEBOER 1004, 147M, 164M, Hitmen, Lenders and all older models—Write or Call
AIREONS (75) DELUXE . . . . $50.00
ROCK-O-La 1426, 1422 and all older models—Write or Call

WE HAVE IN STOCK—BRAND NEW

WURLITZER—NEW MODELS
1400 - 1450

BALLY—Turf King, Hook Bowler.
UNION—Five Way Shuffle Alley, Shuffle-Off, Geno.
KEENEY—Electric Cigarette Machine, Four Way Loopo Bowler.
CHI. COIN—Exhibit Trigger, Six Shooter.

WANTED—
WILL PAY CASH
S S S S S
Bally used Turf King, Champion, Cigarette, Gold Cup, Jockey Special, Universal Photo Finish, used and new Five Balls, used and new Shuffle Machines, Packard Wall-boxes, used Music.

REDD DISTRIBUTING COMPANY, INC.
236 LINCOLN STREET
ALSTON, MASS. 4-0400
Branch Office: 811 Union Street Springfield, Mass.—Phone 6-5418

EXCLUSIVE NEW ENGLAND DISTRIBUTORS FOR WURLITZER, BALLY, UNITED, KEENEY & EXHIBIT

Vol. 20 No. 1

CHICAGO—Vince Shay, identified with the name "Mills" for about 35 years, resigned from Bell-O-Matic Corp., Monday, January 15, 1951.

This was done so quietly that the greater majority of his friends throughout the country do not yet know that Vince isn't connected with Bell-O-Matic.

In his capacity as Treasurer, Mills immediately stepped into the breach. He is now President of Bell-O-Matic.

John R. (Midge) Ryan remains at the Bell-O-Matic offices and continues in his position as Treasurer.

Lillian Joch, well known to all coinmen "round the nation, remains as Treasurer.

No new connection was announced for Vince Shay. He is reported, "Taking it easy for a while.

The belief is, though, that within a very short period of time, he will once again be identified with this business.

The Cash Box Page 26 February 3, 1951

"It's What's in THE CASH BOX That Counts"
February 1951

REBERT Omaha, proves all play the 'IN-

FROM MUSIC.

the, the new

10c
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25c,
WURFLITZER 1400-1450

BUSH DISTRIBUTING COMPANY
286 N. W. 29th St.
Miami, Florida ——— 60 Riverside Ave.
Jacksonville, Florida

URGENT!
PROTECT YOUR ROUTES
WITH AMI DELIVERIES
GET YOUR NAME
ON RUNYON'S
ORDER LIST
TODAY

RUNYON SALES COMPANY
Factory Representatives for AMI Inc.
Fermo Inc., Super Vend Sales Corp.
593 10th Ave., New York 18, N.Y.; 4-1230
123 W. Banyon St., Newark 8, N.J., 6-4777
354 S. Warren St., Trenton, N.J., TR 5-6509

See '51 As Big Year For Converting Of Old Equipment

CHICAGO—Many distribs believe that 1951 will prove a big year for conversions of all types.

This belief is based on the fact that, very gradually, new machine production will fade to a small minimum of factory potential, and that the majority of the manufacturers will be more engaged in war work than in regular machine production.

Distribs foresee a period, about six months after 1951 is under way, when converting over older machines will prove one of their biggest services to the operators.

Many of these distribs report that they are well prepared for this task. Some have stocked conversion parts for shuffle and rebound games. Others also have plenty of parts for pinball games and other machines so that they can convert these over to later types.

Many will recreate machines from older model games. This happened during War II when machines were reconverted over from other games and names were changed by many distribs who did this work in their own large service departments.

It is also expected that many old phonos will be changed about during the latter part of '51, too, at this time, there is every indication that the automatic music manufacturers will continue on for some months to come even the production will be much lower than many now expect.

WANTED
BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

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

Give Full Details to...

Box No. 150

c/o The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

Wedewen Urges Cleveland Music Ops Feature 10c Play

CLEVELAND, O.—Herb Wedewen of Northern Music, Inc., this city, Wurlitzer distributor in this territory, is urging music ops here to feature 10c play, as this type play gets going in many important centers throughout the country.

Herb reports that, “Already some operators have taken this advice and are now testing machines with 10c play.

“In some cases,” he continued, “music ops are trying out 2 plays, 10c and 5 plays 25c. In one case,” he said, “there is an operator featuring 1 play 10c and 5 plays for 25c.

“In this last operator’s machine, where he is testing this type play,” Herb Wedewen reports, “in just a few days time there were over 10 quarters in the phonograph.

“And, most interesting part of it,” he stated, “is the fact this unit never had more than two or three quarters during any collection.”

Wedewen is on a program to help music ops convert over their old model phonos so that they can enjoy 10c play action.

He is also preparing a special trade-in schedule for the music ops here to get the new Wurlitzer Models 1400 and 1450 which he introduces this week.

“At the same time,” Wedewen reports, “we'll buy one or a hundred music machines and buy entire routes from any music operators. This is the opportunity time for every music operator to prepare himself for a real play boom.”
For Knock Down, Drag-Out, Two Fisted ACTION—
Operate GOTTLIEB’S Amazing
KNOCK OUT

with SUPER-SENSATIONAL, SLAM-BANG ANIMATION in a REAL RING on the PLAYFIELD!

Uproarious Action as 3-Dimension Manikins Fight to a Knockout! Fighter Goes Down for Count of 5 or 10, But is Saved by the Bell! Manikin Referee Raises and Lowers Arm for the Count! Brilliant, Eye-Catching Ring Illumination... Packs ‘Em in at “Ringside” for Maximum Play Attraction!

THRILLING SCORING ACTION! To Score Knockdown, Player Hits Bumpers 1 to 5—"KO" Target—"KO" Rollover Button—"KO" Rollovers. Replays Awarded on Knockdowns and High Score.

Mystery Replays! Number Spotting Targets! "Pop" Bumpers! Flippers!

Rib-tickling, Riotous, Colorful Backboard Light-Up Action!

IT’S PRE-TESTED TO PROTECT YOUR INVESTMENT!

ORDER NOW FROM YOUR DISTRIBUTOR!

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Coven Plans Larger Repair And Service Departments

CHICAGO—Ben Coven of Coven Distributing Company, this city, in the very midst of preparations to show the new Wurlitzer phone this forthcoming weekend, announced that he had decided to greatly enlarge his repair and service departments.

Coven said, "In the months ahead, the operators will need all the facilities they can get to help them continue on profitably in this business. "We feel, therefore," he continued, "that we should, as distributors, arrange for facilities which will help the operators to obtain whatever repairs, parts and supplies they will need as the weeks, months and perhaps, years, go by with very little, if any, new equipment in sight.

"We stand ready," he stated, "to

Selective Phono by Chicago Coin
"45"
"LARGER" than minatures
"More ATTRACTIVE" than jumbos
"SMALL ENOUGH" to fit any and all locations

RADIO TUBES IMMEDIATE DELIVERY
Write for Prices.
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226 W. Randolph Street
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GREATEST VALUE
OF THE YEAR

The New
48 SELECTION
ALL-SPEED

WURLITZER
1400 - 1450

NOTHING LIKE IT FOR BEAUTY
- FOR TONE - FOR VALUE

ALFRED SALES, INC.
881 Main St., Buffalo, N. Y.
PHONE: LINcoln 9106

"It's What's in THE CASH BOX That Counts"
TONE - BEAUTY - VALUE

THE NEW
48 SELECTION
ALL SPEED

Wurlitzer
1400-1450

HAVE THEM ALL

The Most Versatile
Phonograph Ever Built.

COMMERCIAL MUSIC COMPANY, INC.
1501 Dragon St.
Dallas, Texas
901 East Houston St.
San Antonio, Texas

EASTERN FLASHES

Juke box collections continue along very well, with many operators reporting slight gains. Reports from operators of games differ. Some operators claim their collections have fallen considerably, while the experienced operator recognizes that it is bound to fall off from the peak color. Operators like Willie Aronson, Harry Ross, Lester Klein and Sol Wehmann tell us they are considering the reduced revenue, business not as profitable. Sol Wehmann, one of the city's most experienced and sharpest operators, states "I never had it so good in all my life. This past year, not only has been financially profitable, but I've been able to live as I please. I expect to take off a month in July. In all my twenty years as an operator, this is the first year this condition has prevailed."...

Music operators, individually and collectively, have been heatedly discussing the matter of whether it can be done. They vary as to whether they would like to see it in effect. Right in the midst of their talks this week, the New York City Council, drew up a budget plan, which included the taxation of Juke boxes. While the actual amount of tax hasn't been ferreted out, rumor has it there's a tax figure of $25 per year. It would appear from this corner that a Juke box tax (or license) is imminent—with the hope that it isn't too excessive an amount. With the enormous quantity of phonos in operation, and the large number of operators in the territory, changing over to dining play in this area offers certain problems that may not be found in smaller territories. However, the association here is composed of intelligent and progressive operators, and their leadership is sound. The matter is under study for a number of weeks, and we look for some practical solution in the near future.

The Amusement Machine Operators Association of Greater Baltimore holds its 3rd annual banquet and dance on Sunday, February 4, at the Lord Baltimore Hotel. Irwin Goldener, president, looks toward their previous banquet, and they were tremendously successful. Claude Thornhill, Jr., and Sid Cowan, their chairman, will supply the music, and many recording stars have indicated they will be present. . . . Johny Billota, Billota Distributing, with offices in Newark, N. J., and Albany, planning a tremendous showing of the new Juke boxes he considers Chico's "Play Ball," 10c pinball game, a real sleeper. "It came along quietly, and ope have been going for it in a big way" states Billota. . . . Max Rood, Birmingham Vending Co., Birmingham, Alabama, with an engagement of his daughter, Edith Marion to Joseph Goldstein of Knoxville, Tenn., and Cincinnati, Ohio. The wedding will take place on February 5th. . . . Some of illness took place at Runyon Sales Company over the past two weeks. Last week Morris Rood was out with intestinal flu; while this week Irv (Kempsey) Kemper had to come off the road due to a heavy cold, and the only one day when Perry Longwrbuck took sick. Kempsey had to get back on the job, cold and all.

Joe Hirsch, business manager of the games association here, making arrangements for their annual elections and general meeting in February. . . . Joe Young, Young Distributing, Inc., rushing hectically (as is his entire staff) in preparation for the showing of the new Wurlitzer phonos (models 1400 and 1400s) Sunday and Monday, January 28th and 29th. He is looking very happy over the reaction of the operators (who haven't as yet seen the phonos at this writing). . . . Harry Green, the demon location getter of the South, is working along his heart's desire. . . . Joe Silverman and Sam Stern of Philadelphia, Pa., who were so cooperative about a month or so ago. . . . Bob Jacobs, U. S. Distributing, so busy with his converting of shuffles, he is filling any free space. He has added the location formerly used by Pan Coast on 10th Avenue near 47th Street. . . . Harry and Hymie Koopel, Koopel Distributing Company, continuing in on the reputation they have built over the past years by selling used music machines. Jukes continually flowing in and out, with demand increasing daily.

DALLAS DOINGS

Since "The Cash Box" announced the M.O.A. show many of the operators have begun making plans to participate in this great event. It goes without saying that "Texas" will be ably represented. . . . Texaricanas, Texas, and the entire county of Texas was voted dry last week. This was a great blow to the operators who operate on the Arkansas side. Several operators have gone out of business, some temporarily and others moved to Texas and other states. . . . Johnnie Caldwell paid us a rare visit and gave us all the dope on his night club in Oklahoma. We are mucho glad that Johnnie is doing well and sincerely wish him the best. . . . Mrs. Hattie Ruthworth finally got around to visiting us and we learned that the Tidworthes have just purchased their first A.M.I. machines and are mighty happy with them. . . . Had a spot of coffee with R. L. Choate of Mineral Wells. . . . One would have thought it was old home week "other day when Sam May, Gus Grauer and A. G. Friedel got together at Free-Dell's Novelty Co. Sam has a new coil changer which looks terrific.

We popped into Commercial Music and found L. H. Kyler soring from Popperette. I can type it but I can't say it. . . . B. H. Williams says he has sold so many of these machines that he wishes to be known as the "Pop Corn King." By the way, Commercial had a big push out for the showing of the new Wurlitzer phonographs. Due to the deadline on this column, we could not get the guest list or pictures in this issue. However, do look for them in your next week's issue of the Cash Box. Malcolmicous Sr., a pioneer Texas operator, passed away January 22, following a twelve month illness. May we take this opportunity to extend our sympathies to the Malcolmicous family. We are able to take three operators in one corner. Mr. and Mrs. Frank Emerson and the George Frocks flew to Miami Beach, Florida, to attend the N. C. M. D. A. meeting, and also see the sights. From Miami Beach the Emersons flew to Havana, Cuba, for several days, then back to Dallas. At this sitting, we can't get George to talk about the goings on of the meeting but we'll give you the news at a later date. . . . The General Distributing Company was host to Lou Wolcher of Advance Automatic Sales Company, San Francisco. Mike Keening is returning from Kansas City to take over his old job on the sales staff at Commercial Music Company.

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

Dizons of complimentary phone calls and letters received by this publication for its past week's editorial on 10c play. Music ops clear across the nation for this type play. Most of them are starting out with 2 plays 10c and 5 or 6 plays for 25c. Eventually, all believe, as conditions warrant, play will swing to dime. Many will be using three for quarter. In the meantime, tests so far indicate that more than 70 per cent of 5c players willing to play dimes or quarters. That means ops earning more money. Vic Comferte and Lou Koren of Distributing Corp. of Illinois working in temporary quarters since their place at 1291 W. Chicago Ave., burned down to the ground. Mr. and Mrs. Norwood took Veatch and Mr. and Mrs. Charles Kohn on a trip in town to take in the big annual furniture show here and afterward relaxed over at United with Bill DeSelma, Herb Oettinger, Ray Riehl, Lyn Durant and all the others. So far no coin machine factory has a war contract of any size or duration. Manufacturers are seeking relief from copper ban. Hope is that NPA will grant relief in form of extension of manufacturing period so that no unemployment will result.

Lenny Schneller of Philly enjoyed himself so much at the Pump Room and the Flipper that he simply fell in love with the Windy City. Art Weinand scooted over to Detroit to in Joe Brilliant's grand opening and is still talking about those beautiful, modernistic machines, featuring a purple and pink scheme. Joe Billings is talking about a war contract and also wondering about conversions. Joe Button of Exhibit in California for three weeks and visited with firm's distributors there. At the same time enjoying some golf at Pebble Beach and the warm climate of the West Coast. Check on the change in your pocket. If you are in N. Y. or Chicago, you'll be surprised at the postage rates, at the number of dimes you now have. Jerry Haley over at Buckley Music Systems busy with Canadian orders for firm's well-known wall boxes. Also supplying buyers with 30-wire cable. In the midst of the hustle and bustle, Jerry had to make rush order to get his dentist for some of that dulling business.

Mr. Mike Hammer was back from Dallas and walking up to present some startling news to the trade. Telephone coinciding. While on long distance with Henry Manning and Joe Metaxas of Dallas, Nate Gottlieb phoned, and so three way conversations were carried on with mannings on one phone and orders and orders bank for daily shipment of "Knock Out" which clicked big. Also Cole of Cole-Spa on his way to his Miami home for some of that warm Miami sunshine. Dick Cole busier than ever, but advises that unless vending machine mfrs can get relief from NPA, it's all over, as far as vendors are concerned. Some NOMA members returned to Chicago after their meet in Miami Beach. Understand that this publication appeared a subject of conversation during the meet. Saturday afternoon in same at SuperVend offices. Harry Hennig, C. W. Layton, Gordon Sutton and Joe DeSelm. No word on anymore.

Regardless of what they do, they can never take the place of the juke box, because neither radio or television let the public pick its own tunes. That's the fundamental fact about the juke box. It lets the public itself pick the tunes it wants to hear. Frank Mercere of Exhibit wondering now about his desk work, hand phones, and flash down to Tampa. Frank intends to keep in constant touch with the office here. Andy Ostrom of Walter Ooms Sons, first to test 10c juke box play here reported, after first week, more than double former best week's take. Best before on same spot was $290. First week on 2 plays 11c, 6 plays 25c, was $46. And over two-thirds in same week. Some one has agreed to place new 45 rpm phones on this play system. Results of Andy's tests will probably speed up 10c play here. Diwitt (Doc) Eaton nipped town from his Florida ranch and had one week. He was not trying to get himself a juke box. Didn't stop to remember that a juke box is where you play music.

Bally furniture show was in town. Joe Bernstein was attorney who helped put Bill the "Harley Bowler" himself here.

Ben and Trudy Coven will be host and hostess at their showing of the new Wurlitzer Sunday and Monday. Both excited over beauty of machine. Saw it at Detroit and set up "Butter and Egg" both state, "it's even more beautiful."... Birthdays last week. Bill Albert of Brooklyn, N. Y., and Mrs. Dan Mitchell of Buffalo, N. Y., Happy birthday this week to Harold Klein. Otis Bradly of Denville, Va., writes in to urge us to adopt 10c plays. Butler Williams advises Greenwood, Miss., now testing 10c play... Before the music op's completing 10c play tests now, Ed Wurlitzer of Wurlitzer phones to discuss past editorial which appeared in this publication. Jack Nelson wandered in on an icy sidewalk and remained home for a day after disastrous occurrence.

Big Bally bunch on to St. Paul to help Herman and Celia Pastor celebrate 14th wedding anniversary. In party were Mr. and Mrs. Ray Moloney, Mr. and Mrs. Charles Law, Mr. and Mrs. George Huesman, Mr. and Mrs. Bill O'Donnell, Dan Moloney, George Jenkins and "Dapper" Tom Callaghan. That old feud between Art Garvey and Ben Becker keeps right on going with first Ben, and then Art, claiming themselves "the champ." So far Ben Becker says he's "it." Lou Bossberg of New Orleans in town talking business and visiting Mrs.音 Lou Denis and Al O'Brien Slighet as Portland's ambassador of good will. By the way, Bill O'Donnell was in the Marine Corps in the last war and before that, if his hands get "the call," he'll jump to the Marines again. Raymond Williams of Dallas planning to arrive here next week.

Paul Laymon of L. A., says, "Come out here to sunny California." Used game prices rising at speedy rate, but, what's most interesting, few, if any, want to sell. All holding on to whatever equipment available... E. S. Evans of Chicago, tells how he is busy buying T1 machines. He states some of these will need plenty of attention—guns and all... Charley Perri says, "Wish I had 5,000 more," the way one phoning Keeney for machines. Sam Stern over at Williams advises that firm has orders away ahead of "Music Mike" production... Ed Levin and Sam Lewis over at Chirion getting ready to ship their week's 45 rpm phones over. Report demand for phones greater than it ever was in the history of automatic music... George A. Miller of Cal., thrilled the war music trade and juke box field before heading to March MOA convention... Many changes ahead.

WINNER BY UNANIMOUS DECISION!

They are Knockouts

To SEE-
To HEAR-
To OPERATE

The New 48 Selection, All-Speed

WURLITZER 1400-1450

COVEN DISTRIBUTING COMPANY, INC.
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Chicago, Ill.

PHONES: Independence 3-2210

BUYING SERVICE

of Premiums, Novelties, Appliances and Radios
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Do you know values? Are you paying the lowest price for merchandise?

How much time are you devoting to buying novelties?

With the scarcity of merchandise in the offing, you should have an alarm organization to follow through for you—assist you in getting the proper merchandise and prompt deliveries.

We are buyers for many of the largest coin machine and novelty distributors in the country.

We understand merchandise—know what you need for prices. We have a service outlining new methods of approach.

We send you weekly bulletins of special merchandise at special prices.

Merchandise is shipped and billed directly from the manufacturer.

Remember—we are specialists in the novelty and premium field. We are able to get practically any merchandise you need. Our charge is very nominal—based upon the amount of merchandise that you purchase monthly.

WRITE, WIRE OR PHONE FOR DETAILS advising us what type of business you have. Or come in to see us.

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PHONOGRAFICS
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Style, tone and performance that’s way ahead of the times.

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JUST WHAT WE NEEDED
TO BOOST THE PLAY
ON OUR BOWLER!

IT'S Keeney's DIVIDEND
AMAZING PLAY-STIMULATOR FOR SHUFFLE-TYPE GAMES!

INCREASE THE PLAY on all of your coin-operated, shuffle-type games with this small Keeney "DIVIDEND" unit located behind bar or counter. Looks like a small radio. Registers and meters percentage of play continuously. Projects value of credit due successful scorepersonally or at turn of switch. Shows credit due in dollars at bottom; cents at top. Attendant switches "DIVIDEND" back to zero when award is made Order your "DIVIDEND" jackpot credit units from your Keeney distributor now. Make certain to mention name of your bowling games to insure getting correct voltage units.

IMMEDIATE DELIVERIES at 6950 each

SEE YOUR KEENIE DISTRIBUTOR

J. H. Keeney & Co., Inc.
2600 W. Fifteenth, Chicago, Ill.

CALIFORNIA CLIPPINGS

At Laymon’s, and just about everywhere else along the Bow, ops are starting to recognize pending shortages in some equipment by buying everything they can get in advance; and completely new to us also is beginning in rub onto 5-balls and music, we’ve told. Apparently, it’s not just score buying but good business sense the way things seem to be shaping up on the pin. We recently had an eagerly awaiting delivery of United’s two new games, “Five Player Shuffle-Aly” and “Twin Shuffle-Card.” He showed us an advance orders on the latter game, sight unseen by a number of local ops. . . Big news at Badger Sales is that headman W. R. Happel, Jr., is off to New Orleans and Minneapolis on business, with a view to see man, swapping escapades in the wilds of Nevada . . . The C. A. Robinson floor looks like they are about to close a corner in the shuffle game market, with models of United’s, Universal’s and Chicago Coin’s latest infatuation.

A very busy gent these days is H. O. Heddergott, whose National Rejectors create a lot of excitement at it converting coin chute cards. Spotted the most beautiful lamp we’ve yet seen in the premium merchandise line at General Music, where Fred Guant tells us that the Rock-Oles have been coming in at a slow but steady pace and are moving out before they hit the floor. Fred also notes that just about everything available has picked up in sales whether it be music, good, merchandise or what have you . . . Found Joe Petrin busy with another grandchild, this one visiting from Chicago with his mother, Joe’s daughter, who told us she was just about ready to head back East to begin work on her new Town, and to the Chamber of Commerce in our area, who’s having a cold, rainy spell here . . . Secy. Dolores was looking very musical, and properly so as she went over the AMI accounts, in a sweater decorated with sharp and flats. . . Joe tells us that son-in-law Paul Silverman is keeping busy with the routes although they’ve been selling a number of the machines. Seems that can get the best service for good music equipment, these days as you can get for the location and all.

Coffeed with a pair of Jacks, Simon and Ryan, talking over cost of buying and fixing up these homes as well as the expanding game market. Found Robinson but his friendly neighbor, Mac Sanders demonstrated Chicago Coin’s new, interesting and different “Play Ball” game . . . At Johnny Hawley’s, we were introduced to some a little novelty—a little dog and a foam rubber bang mat . . . Just had a call from Dave Wallach, business manager of the Southern California Music Guild, who tells us that their meeting on Jan. 15 in the Commodore Hotel drew a large turnout and signed up new members A. O. Peck of Alhambra, John L. Nelson of San Luis Obispo, Leon Pryor of Wilmington, LeMaitre Brooks, of L. A. A. Meet, and Mrs. L. A. E. Stew Stewart Trimble of Bell, Russell A. Gibson of L. A. and Joe Lopez of A. . . Organizational and legal machinery were now in place to effect conversion to and enforcement of Fair Trade law in Southern California within next month.

MINNEAPOLIS, MINN.

There were quite a few operators in the Twin Cities and one of the main attractions was the Del Flanagan and Beau Jack fight, Thursday evening in the Minneapolis Auditorium. Those from South Dakota were Floyd Carlson and Bob Dick; from Bacon Falls, Arnold Breckner and several friends from Watertown; Darlow Maxwell of Huron was also included. While in town these operators got together, they rounded up a number of interested parties from the various routes . . . Al Redding and his wife just returned from a trip to Florida where they took in the Cigar bowl game in Tampa. While in Tampa they were house guests of Ken Wills who is a salesman for the Bush Distributing Company. . . Mrs. Hy Sandler, wife of Hy Sandler of Lieberman Music Company, gave birth to an eight pound three ounce baby girl, Monday, January 14th. The baby girl is named Deborah, but her name was kept a rough time be had.

Gobye Chisde of Grand Rapids, also came in to take in the Flanagan fight. . . Harlan Beach of Alexandria, decided that he needed some parts and supplies in a hurry so he jumped into his plane and flew into the Twin Cities. He said that it took him more time to come from the airport than it did for him to fly all the way from Alexandria . . . L. J. Savard of Red Lake Falls, better known as Kelsor and his brother were seen in town. Also seen around town were Iazy Alpert of the Twin Ports Sales Co. in Duluth; Don Arden and Walt Schmitt of the Red Wing Novelty Company, Red Wing; Bob Keyes of Forest Lake; Ben Jahnke of Mankato; Robert Cross of Jackson, was seen in town with a sun tan and upon inquiring we found out that he has just spent a few weeks in Florida. In town picking up supplies for the routes were Ted Bell of Gaylord; Mr. Petersen of Bethel; John Howe of Foley and Harry Nold of Cambridge, also Pete Wornson of Manhota . . . Frank Davidson of Spooner, Wis., made a quick trip in town . . . Gil Hansen of St. Peter, has been so busy that he sent his son Earl into the Twin Cities to pick up supplies and records for his route.

ST. PAUL, MINN.

Everyone looking for equipment, but finding the equipment scarce. . . Remind, Minnesota was well represented, with visits by Charlie Jack- son, Al Smart and Earl Kratz, who came to town to purchase equipment and records. Al is attempting to get his route all up to date for the west coast vacationing . . . Carl Wickstrom, Brandt, came down to have a check up at the Vet’s Hospital, and Robert Marshman, Walker, is just returning home from the Vet’s Hospital, after being confused there since Dec. 26. Sporting events drew customers from Grand Rapids as Goby Chisde didn’t want to miss the Pauly-Brook Fighting Mad bomber and Paul playof PlayMor Amusement, Moose Lake, wished to be entertained by watching the St. Paul vs. Kansas City hockey game . . . Jess Waddell, Charles City, Iowa, unofficially thinking about returning next year. Minneapolis, operator, made a quick trip to Anchorage, Alaska, but has now returned home, again . . . Elmer Van House, Cresco, Iowa also stopped in to buy records and check up on the machine situation . . . Stan Woznak, Little Falls, and Eddy LaPage, International Falls, Minnesota were also among visitors. Eddy only gets to the Twin Cities about twice a year, since his home is a long driving distance from here.

“It’s What’s in THE CASH BOX That Counts”
IMPORTANT SPECIAL NOTICE

By March 1, 1951, the used machines market will be most important. In fact, it will become absolutely vital in helping this industry to maintain itself, as well as to continue on ahead during the all-out defense, and probable war, period.

More important than ever before will be "The Confidential Price Lists" which appear in each week’s issue of The Cash Box.

Not only will "The Confidential Price Lists" continue to give up-to-the-minute price quotations of all used equipment, but, will help to maintain a financially sound market level on which all can safely buy, sell and exchange equipment of all types and makes in the months and years to come.

The quotations which appear now, and will continue to appear in the months and years to come in "The Confidential Price Lists" will prove absolutely invaluable to the maintenance and continued progress of your business.

Whether you will buy, sell or exchange equipment, it will most definitely pay you to take immediate advantage of:

THE CASH BOX

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FULL YEAR (52 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week’s Ad Worth $3.20—Or—For A Total Of 52 Weeks Worth $166.40 In Free Classified Advertising Space—PLUS Regular $15.00 Per Year Subscription — A GRAND TOTAL VALUE OF $181.40 . . . ONLY $48

HALF YEAR (26 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week For 26 Weeks—PLUS—A Half-Year’s Subscription To "The Cash Box" — A TOTAL VALUE OF $90.70 . . . . . ONLY $26

QUARTER YEAR (13 Weeks’ Issues) Free Classified Ad Of 40 Words Each Week For 13 Weeks—PLUS—A Quarter Year’s Subscription To "The Cash Box" — A TOTAL VALUE OF $45.35 . . . . . ONLY $15

Choose whichever of the above you feel best suited to your requirements. Enclose your check along with your first 40 Word Free Classified Ad and Mail Today TO:

The Cash Box, Empire State Building, New York 1, N. Y.
CHICAGO - 32 W. Randolph St., Chicago 1, Ill. LOS ANGELES - 6363 Wilshire Blvd., Los Angeles 48, Cal.
WANT—Citations: Photo Finishers; Chicago Record Serial Art. Sky Fighters; Silver Bullets; Chi- Co. Card and Arcade equipment. All Music. Send best price for quick deal. Will also trade. CLEVELAND CARD & ARCAdE EQUIPMENT CORP., 1330 CLEVE- LAND, OHIO. Tel.: TOWER 1-6175.

WANT—Will pay cash for One-Balls; Used Phonographs; Five-Balls; Shimmy Trunks; Pre-Cloon; Packard Wall Boxes; Arcade Machines. New England Distributors: Rock Island; Chicago, Il.; Foley; KOEPPEL DISTRIBUTING CO., 295 LINCOLN ST., ALLSTON, MASS. Boston: Wurlitzer, 805-41; CLEVELAND, OHIO.

WANT—Arcade equipment, Games, Guns, etc. ChiColn Basketball Championship; Lane Pin Machine; Everything in Exhibit Machines. State condition and price. MIKE MUNVES CORP., 277-10TH AVE., NEW YORK, N. Y. Tel.: BRYANT 9-6677.

WANT—Late model phonographs. We must sell. Will pay cash. Will pick up within a radius of 300 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: CH 6-8939.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock- Olas, Seaburgs, Wurlitzers and All Music. Will also trade in. BURGER'S, 2859 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—Waiting Guess-Your-Weight Scales, Metal Stampers, Please give price and condition in first letter. ALL TYPES, 128 SOUTH FIFTH ST., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—With Price— please write. 28.17 Backs, 25c, 5c, Liberty Stampers. 69c only. Dodge, 45c only. Monro-McAvoy Stampers—Cincinnati. VAN DUSEN BROTHERS, 10147 112TH STREET, EDMONTON, ALBERTA, CANADA.

WANT—Used, new or surplus stock records. At this time we will pur- chase all types records (except Rare). Top type records (except Rare). Top prices paid. We pay freight. Write immediately. USED RECORD EX-CHANGE, Anthony C. McGraw, 41142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 2-7068.

WANT—For Cash: New or used Bally Trunk Games—for trade for Photo Booth with two cameras 2x4 and 2x2 with German lens, ready for local use. WURLITZER co., 5225 SOUTH TACOMA WAY, TACOMA, WASH.

WANT—For Cash: New or used Bally Trunk Games—for trade for Photo Booth with two cameras 2x4 and 2x2 with German lens, ready for local use. WURLITZER co., 5225 SOUTH TACOMA WAY, TACOMA, WASH.

WANT—To buy top dollar for any Miller pinball machine. One or a thousand. Send us phone numbers and feel free. Write, wire, phone immediately. Turn dead merchandise into cash. AMUSE- MENT SALES, 120 FULLERTON AVE., CHICAGO 9, ILL. (Tel.: HUMBoldt 9-1325).

WANT—Want to buy for cash or will trade for: Wurlitzer 1015's and 1100's; 900 Record Shakers; See- burg Shoot The Bear; Late Flipper Games. Everything in Exhibit Machines. Write us. BURLINGTON, 3201 PROSPECT, CLEVELAND, OHIO. Tel.: Tower 1-6175.

WANT—Any quantity Solotone Master Entertainers, Personal Wall Boxes Made late, later, Rotary Merchandisers (Pushers). BURGER'S, 2859 W. PICO BLVD., CLEVELAND, OHIO.

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues records over 50, too large or too small. We also buy closeouts inventory complete, BECA- MERE, 3122 FAIRLAND ST., CLEVELAND, OHIO.

WANT—Canadian Market now open. Will buy all types post-war games, amuse- ments, amuse- ments, arcades, juke box, etc. All types Hiways, Wall Boxes, Sneakers, Adaptors, Motors, etc. Write also late shuffle and post-war prices. THE ST. THOMAS COIN MACHINES & SUPPLY CO., 600 MAIN ST., OTTAWA, ONTARIO, Canada. Tel.: 2648.

WANT—We want late model phonographs, wall boxes, five balls, trade, any amusements, amuse- ments, arcade equipment. WEIDEL, 536 GRANT PL., CHICAGO 14, ILL.

WANT—Advance Scoring Units, regu- lar or coin operated, will pay $45. Also Chicago Coin overhead scorers units. WESTERN DISTRIBUTING CO., 16-TH AVENUE, PORTLAND 5, OREGON.

WANT—By Operator: Bally One- Balls: Citation, Champion, Trumk King. Also late shuffle and post-war phonographs. All machines must be A-1 Condition. Write us. AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. 313-2587.

WANT—Bally Citations; Photo Finishers; Chicago Coin Pushers; Metal Stampers; Packard Wall Boxes. Fullerton, ILL. At 48¢, 99 only. Dust off your lowest priced, MONROE MACHINE EXCHANGE, 16-TH AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

WANT—50 Balls. Attention, Must be complete. No 39c, $2.50, $5, or $10, $10, $25, all shipped. AMERICAN AMUSECO, 625 MONT- gomery, 4142 W. ARMITAGE AYE., CHICAGO 39, ILL. Tel.: Dickens 2-7068.


WANT—Two late model photo- nographs and two late model Voice-O- Graphs. Completely rebuilt and overhauled. Priced to Sell. 10,000 late used Records All purchased with: CASH. SHIP BUSH DISTRIBUTING COMPANY, 286 N.W. 29TH STREET, MIAMI, FLA.

WANT—Guaranteed used phono- graphs, all makes: Pinball Machines: Virtually all machines are perfect, the price is right. Write for literature. F. A. B. DIS- TRIBUTING CORPORATION, 624 CITY STREET, N.E., ATLANTA, GA; 1306 MONROE STREET, NEW ORLEANS, LA; 911 GERVIS STREET, COLUMBIA, S. C.

WANT—For Sale.—We can supply all your record needs—on all labels. Ship- ments made on receipt of order, 5¢ over wholesale per record. LELIESE DISTRIBUTOR CORP., 752 TENTH AVE., NEW YORK, N. Y. Tel.: BRYANT 9-6677. Cable address: EXPO RECORD, NEW YORK.

WANT—For Sale—Wurlitzer 600 $75; Air- cone '46 $100; Seeburg Classic '75; all Supreme, Deluxe, Bluebird 59c; Harp, Mardi Gras 50c; Moonlight $20; Screewahl $60; Baronne Bill $65; Otho $50; Heyday $60; World's Fair $110; Memory $150; El Paso $85; Tropic $60; Wurlitzer Deluxe $150; King Arthur $125; South Pacific $145. A. P. SAUVE & SON, 752 TENTH AVE., NEW YORK, N. Y. Tel.: TOWER 4-3510.

WANT—Buy your finest recorded Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Genuine parts, factory tailored to your needs. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. TOBACCO MACHINE & SUP- PLIES, 99 TENTH AVE., NEW YORK, N. Y. Tel.: Checkerbone 4-9500.

WANT—For Sale—Gortile Bowlie $79.50; Ramos $75; Ajax $75; Grimsby $75; Kenny Pin Boy $69.50; Scientific Pokershop $75; Anniversary $79.50; Mills Empress $59.50; New Games in Stock: Spot Bowlers; Daisis; Rag Mop: Harvest Time; Flying Saucer; Fighting Irish: Kenny League Bowler: United States Bowler: Fighting Irish: Bowler. All types Premiums and Prices: LELIESE DISTRIBUTING COMPANY, 42 FAIR- BANKS ST., N. W., GRAND RAPIDS 2, MICH. Tel.: 5743 GRAND RIVER AVE., TROY 9, MICH. (Tel.: 52-2501).

WANT—For Phonographs: 1015 Wur- litzers $265; 1464 Seeburgs $270; 1474 Seeburgs $320; Packard Manhatten $250; Gernett $225; Monro $160; Whitm $225; SN-156 Seeburg Wall Boxes $22.50, Combo: Kenner Bruin Super Bells $1.25; $2; $5; 10-25c; $2; Bally Triple Bells, Dime Bells, Deluxe Bells, Dime, Lip; Nuggets, Arrow Bells, Multibell, and Wild Lemon. Mechanically right. Really, for loose change only. Write to: C.O.D. MARTIN'S MUSIC, 1002 N.W. 29TH STREET, GRANTS PASS, OREGON. Tel.: 5005 and 2611.
CONVERSIONS

With some already engaged in converting machines of all types, and others planning to enter the business of converting older equipment into the latest type products, the time has arrived when listings of such conversions will prove of value to all engaged in the industry.

If you are at present converting older machines into later type models, please mention The Cash Box immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.

Regardless whether you are converting pinball, arcade machines, phonograph, or arcade and rebound games, automatics, consoles, or bells, your new conversion will be listed here, along with the list price you are charging for this conversion, as well as the original name of the machine from which you made the conversion, and any other details which will help the industry to better understand the product.

There is no charge for any listings which will appear in this column. These are for the benefit of the trade, so that all operators, jobbers and distributors will know just what this machine is, what it sells for, who makes it, and how best to describe it.

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

AMI, INC.
Model "C" Phonograph $795.00
Model HS-SM Hideaway $575.00
5¢ Wall Box (40 Selections) 59.50
5¢ Wall Box (40 Selections) $59.50
Antivox Speaker 27.50
BALLY MANUFACTURING CO.
4¢ Ball, Hook-Bowler 429.50
BUCKLEY MANUFACTURING CO.
Buckley Wall & Bar Box $24.50
CHICAGO COIN MACHINE CO.
Play Ball Band Box $299.50
H. C. EVANS & CO.
Constellation Phonographs $745.00
Ten Strike 1931 325.00
THE EXHIBIT SUPPLY CO.
Rotary Merchandiser $625.00
Dale Six Shooter 379.50
Two Player Hockey 184.50
Pony Express 805.00
GENCO MFG. & SALES CO.
Tri-Store $279.50
D. GOTTLIEB & CO.
Knock Out $294.50
J. H. HENNEY & CO., INC.
League Bowler, 9¢, Ft. $419.50
League Bowler, 8 Ft. 499.50
All Electric Carousel Vendor 292.50
All Electric Carousel Vendor with Changemaker 277.00
Penny Insertor 119.50
Penny Slot, Bowler Conversion Match Bowler Conversion 370.50
UNITED MANUFACTURING CO.
Team Hockey, $100.00
Five-Player Shuffle Alley 439.00
Twins-Caille Shuffle Alley 439.00
Skee Alley 395.00
Five-Player Shuffle Alley 375.00
Double Shuffle Alley 395.00
Twins-Alley Deluxe Conversion 79.50
Double Shuffle Alley Deluxe Conversion 80.50
UNIVERSAL INDUSTRIES, INC.
High Score Bowler 375.00
Deluxe Twin Bowler 375.00
Shuffle Tournament Attachment 439.00
WILLIAMS MANUFACTURING CO.
Music Mite Phonograph
THE RUDOLPH WURLITZER CO.
Model "1460" Phonograph $179.80
Model "1450" Phonograph $155.00

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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*Manufacturer and date of game's release listed. Code: (B) Bally.*
## ARCADE EQUIPMENT

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## BUCKLEY

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UNITED’S

5 Player Shuffle-Alley

1 to 5 Players Can Play
10¢ PER GAME...EACH PLAYER
(ROLL-OVER SWITCH REBOUND)

Complete
Bowling-Team
Competition

Greater Appeal...
Increased Earnings

FEATURES INCLUDE
DISAPPEARING PINS
20-30 SCORING AND
FAST REBOUND ACTION
EASY TO SERVICE
MECHANISM

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SEE YOUR DISTRIBUTOR
When it comes to pin-ball games... when it comes to offering a lot of real entertainment to fun-loving people everywhere... when it comes to healthy operating income... there isn't a game on the market that can compare with Bally TURF KING, the jumbo pin game that is packed with thrills and excitement. It gives players a lot of fun for their money. It's the favorite of both operator and public alike. Order from your Bally Distributor today.

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