Whaaat! "Never Been Kissed"? Freddy Martin (left) and the boys in the band look on aghast as Murray Arnold (disguised in a wig), pianist and vocalist with the orchestra, explains his plight to Merv Griffin, who sang the lyrics on the Martin crew's latest RCA Victor hit disk, "Never Been Kissed", which has been getting a tremendous play on juke boxes throughout the country, puts Freddy back in the novelty picture following up his great success of a couple of years ago, "I've Got A Lovely Bunch Of Coconuts". Freddy and the orchestra recently completed a successful engagement at the Statler Hotel in New York and open late in May at the Hotel Astor.
“Preparedness is the keynote for industry.”

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FOURTEEN HUNDREDS NOW
Locations And Public Relations

For many years, in fact almost from the day of its inception, The Cash Box has urged operators to: "build location good will".

The importance of close, friendly and cooperative relations with the location owners, reflects in the better public reception and attitude toward the industry.

The fact remains that the storekeepers of any community are among the most important people in that community. Their places of business are where the public meet to discuss various problems. Therefore many storekeepers wield much power in the public's conclusions and decisions regarding a great many matters of importance to the, and many other.

Building good will among the location owners insures the operators for tomorrow. It means that when certain problems arise, the operators have friends who can pass the word along directly to the public and, by so doing, win better understanding for the operators and their cause.

For example, and this has happened time and again in the past, such bills as are now in committees seeking to tax the jube boxes of the nation, can best be defeated by the public. Certainly the public, asking its representatives to bear with it against the loss of such popular music, would win much consideration for the music men of the nation.

And yet, a great many, many operators, everywhere in the country, neglect this most important fact—to build location good will—at any and every opportunity.

It is even a known fact that some owners of routes don't even know half the owners of the locations where they are located. They have never taken the time, or expended the effort, to meet and talk with these mighty important partners.

These same men would pronounce any partnership ridiculous where both men didn't understand each other most thoroughly and completely. Yet, these same men, neglect their own, and most important partners, the location owners.

It is absolutely of utmost importance that the operators build location good will right now. The good will of the locations means better public relations for the industry. And that means that the operators will have every opportunity to continue to business unmolested.

Politicians will present bills from time to time against the best interests of the men engaged in earning a livelihood in this industry. The jube box business is faced with such bills in Washington at this time. Juke box operators will need all the friends they can possibly get.

Therefore, these men must now build location good will to gain better understanding from the general public, and thereby, fortify their own future better welfare.
WILL 10¢ PLAY OPEN WAY TO NEW PRODUCTS?

Throughout the discussion regarding ten cent play which, on music machines, usually means pinball, 10¢ and 5 plays for 25¢, as well as the 10¢ play action on pinball games, there has been one factor which seems to have been overlooked by the participants in the discussions which are heard everywhere in the country.

Almost all agree that there is need for higher coinage play action. Most of the operators have gone about as far as they can on hiking their commission percentage basis. If they go any higher, is the claim, and ask for a still greater share of the intake, then the location owners will absolutely lose interest in coin operated equipment.

There is a great deal of truth in this latter statement. It has been found that location owners who obtain very little income from the coin operated products in their places of business have been prone to neglect these products.

In short, in view of the fact that they receive little, or nothing at all, from the collection, has caused location owners to just simply neglect the equipment. It has become, for such location owners, something that fills space, and the customers who play it, in their estimation, are only doing so because they have nothing else to do.

Similarly, in those spots where the location owners are earning a fair return, they have cooperated to the extent of urging their customers to enjoy themselves with the music machine as well as with the pinball, shuffle or rebound game, or any other product which is in the location.

When this happens, all in the field agree, collections mount and everyone is happy. But, these same men point out, cut down the percentage commission basis or add to the front money guarantee on this spot, and when the location owner finds his next week's intake very puny, he quickly forgets about the equipment, and the following week's commissions go lower and still lower.

The operators are up against cutting any further into the commission percentage of the location owners. Especially those ops who already are obtaining front service money guarantees or a more equitable commission basis. These men, like many others, believe that the solution is in higher coinage play action.

In short, this is then, how the demand for dime play has come about. It was first brought to the attention of the industry over eight years ago by The Cash Box. It has since been one of the most controversial subjects in the industry. There are pros and there are cons. At the present time, because of tremendously increased expenses, overhead costs, and equipment prices, the pros (those for 10¢ play) seem to be gaining ground in leaps and bounds.

Some amusement game ops have already reported that they have "more than doubled" collections since changing over their games to dime play. This has caused much comment. It has also brought forth the fact that, perhaps dime play is opening the way for an entirely new type of equipment.

And this is the subject of this article. Will 10¢ play open the way to new products?

Because of increased collections, and also because the public doesn't want to feel that it is paying a dime for something that it always, formerly, paid a nickel, new products may appear on the market which would cause the public to agree that the play (on these new products) is most definitely worth a dime.

Certainly, as the operator takes in more money, he will be in position to pay more for better type games more suitable for dime play. He will, then, be giving the public something that meets with the public's approval. And that, every operator will agree, is ninety per cent of the battle.

Therefore, the many haven't discussed it as part of the campaign for dime play, 10¢ play may bring entirely new and better products to the field which would create better business for all concerned. Dime play offers many possibilities to inventors, engineers and manufacturers.

It should be remembered that when penny play gave way to nickel play action, better and more beautiful games resulted. Manufacturers felt more free to go ahead with developments wherein costs were much greater, but, which they realized ops would be more than happy to pay, if the public agreed that the new type game was really worth a nickel a play.

The same is now coming about in the dime play category. The shuffle and rebound games have pointed the path to the field. These are more than worth a dime per play, the public agrees. In fact, the four and five player games, which are speedier and more thrillingly competitive have won tremendous following.

All this has caused many to begin to devise new type products which the public would agree, as they agree regarding the shuffle and rebound games, are worth 10¢ a play. As yet these products are in their formative stages. But, there is no doubt, that if the manufacturers can continue along at all, even producing just a few new machines, they will build these better, more expensive machines, which the public will be happy to play for a dime.

Dime play is more than just an attempt to increase income on the part of the operator. Just like the change from penny to nickel brought about the present type machines, the change from nickel to dime will, eventually, also bring new type products to the market.

It is this new type product which all look forward to at this time. Dime play is of itself, bringing these into the field. Dime play, then, has something of good and great value to offer to the industry and, especially, to the public. The public will be playing machines which will be worth every dime they insert. And the dime will make possible new and better products which will, in turn raise the level of the entire industry.
### This week's New Releases... on RCA Victor

**Populer**

- RALPH FLANAGAN and his Orchestra
  - Chicken In The Car
  - I Have Dreams
  - 20-4147 (74-4174)*

- HENRI RENE and his Orchestra
  - I’m In Love Again
  - Roller Coaster
  - 20-4148 (74-4174)*

- THE THREE SUNS
  - Tom’s Tune
  - These Things I Offer You
  - 20-4150 (74-4150)*

- FRAN ALLISON
  - Light In The Window
  - And Then I Prayed
  - 20-4104 (74-4104)*

### Country

- CHET ATKINS
  - The Jitterbug Waltz
  - My Crazy Heart
  - 21-0471 (74-4071)*

- CECIL CAMPBELL
  - TENNESSEE RAMBLERS
  - Tennessee Steel Guitar
  - Paper Roses
  - 21-0472 (74-4072)*

### Western

- ROSALIE ALLEN and the Black River Riders
  - Just A Sailor’s Sweetheart
  - Somebody
  - 21-0470 (74-4070)*

### Rhythm

- LLOYD THOMPSON with Brother Monroe’s Strollers
  - Baby, You Ain’t Nowhere
  - I Want A Lavender Cadillac
  - 21-0128 (54-0128)*

### Red Seal Special

- EZIO PIZZA
  - Andiamo
  - Let Me Look At You
  - 10-3391 (49-3391)*

### New Albums

- SONS OF THE PIONEERS
  - Garden Of Roses
  - P-309 (WP-309)*

- HANK SNOW (The Singing Ranger) and his Rainbow Ranch Boys
  - Hank Snow Sings Famous Railroad Songs
  - P-310 (WP-310)*

* 45 rpm record.
"SOMEDAY" (2:20)
"YOU GOTTA SHOW ME" (2:50)
Vic Damone
(Mercury 5638; 5638x45)
- Vic Damone gets a big production on the top deck. He takes an old melody with new lyrics and gives it a new touch as Geroge Siravo's orchestra accompanies him. On the lower end he's done by the Pied Pipers to give out with a jumpy thing that makes for pleasant listening. Ops know Vic's drawing power.

"WALTZ OF THE WIND" (2:30)
"PIGTAILS ON PARADE" (2:56)
Rudy Wright
(King 15106)
- Rudy Wright offers a couple of tunes on this disk which should get some play. The upper half is a ballad with Eddie Smith and his orchestra back her up. The second half is a sentimental thing built around a cute idea. Ops might take a listen.

"IT'S A SIN" (2:53)
"DO THE PINES GROW GREEN IN THE VALLEY?" (2:39)
Al Morgan
(London 990)
- A couple of more ballads are being sent our way by Al Morgan. Al has a familiar sounding melody to work with on the upper level and he and the chorus do a pleasant job with it. The lower end gets a recitation in the middle of it. The disk deserves ops attention.

"I DON'T KNOW WHETHER I'M COMING OR GOING" (2:54)
"THE DIFFERENCE OF A KISS" (2:42)
Smith Brothers
(London 989)
- Showing off their good brand of harmony, the Smith Brothers run through two ballads here which they do ok by. Both ends get a good backing which makes them interesting to listen to and the boys provide some good singing. This will make a good filler item.

"BUNDLE OF LOVE" (2:20)
"THE WORLD IS YOUR BALLOON" (2:33)
Mel Torme
(Capitol 1524; F-1524)
- Mel Torme has two cute tunes which he handles competently on this platter. Both ends have an interesting set of lyrics which make for good listening. The top deck gets a backing from Joe Lipman's orchestra while the bottom half is orchestrated by Sid Feller. Ops might want to look at this.

"WANG WANG BLUES" (2:34)
"WHO'LL TAKE MY PLACE?" (2:45)
Ames Brothers
(Record 60489; 60489)
- The Ames Brothers have a stirring top deck to offer which should get a tremendous juke box play in the months ahead. The boys really go to town on this one giving it everything they have which amounts to plenty. Ops ought to grab this disk soon and get their full share of it. Backed up by Roy Ross and the orchestra, the Ames Brothers take this oddie for a terrific ride. It's due to be played and played particularly in the boxes for the lyrics and rendition are perfect for those spots. The second side too is a good one. Here the boys go into a ballad kick. And they certainly know how to handle a slow tune. The big side though is the first one. Ops will be passing up plenty if they don't get going with this.

"LOVE IS THE REASON" (2:47)
"SAD AND LONELY" (2:46)
Lisa Kirk
(RCA Victor 20-4134; 47-4134)
- A hit tune from "A Tree Grows in Brooklyn" gets a grand working over from Lisa Kirk on the top deck. It has a very catchy melody and some highly attractive lyrics which should help it take hold. The lower end is a "WHEN IT'S SPRINGTIME IN THE ROCKIES" (2:25)
Jo Stafford & Gordon MacRae
(Capitol 1524; F-1524)
- Two oldies are sent our way by Jo Stafford and Gordon MacRae. Both ends are slow dreamy things which the pair do quietly very easily. The upper deck is a well remembered piece and the lower end is an oldie with new lyrics. This couple is a strong one for oops.

"THERE'S NO PLACE LIKE HOME" (2:48)
"THE LITTLE CHILD" (3:10)
Toni Arden
(Columbia 39348)
- A familiar old Italian song is done beautifully here by Toni Arden. Toni put her lovely voice to work on this number and brings it in Italian and a beautiful rendition by Pery Faith provides the musical setting. On the lower end she again displays good feeling. Ops can't miss the top deck.

"ALONE" (2:56)
"I MAKE A PROMISE" (3:03)
Bob Eberly
(Capitol 1533; F-1533)
- Bob Eberly returns to the recording picture with an oldie. Doing it in his well remembered style, Bob gets a very fresh feeling on this side. The bottom half features a very lovely tune just right for his type of delivery. It's nice to have Bob back again.

"PRETTY WORDS" (2:48)
"OOF, LA, LA, MADALENA" (2:20)
Lindy Doherty
(Capitol 1543; F-1543)
- Lindy Doherty, a new singer who shows a lot of promise, has a couple of numbers to offer on this platter. The upper half is a cute thing slowly done by Lindy while the second side is a very French type tune. Both ends get a good arrangement from Lou Busch. Ops will want to hear this boy.

"THREE THINGS I OFFER YOU" (2:50)
"HERE'S TO YOUR ILLUSIONS" (2:57)
Ray Anthony
(Capitol 1522; F-1522)
- Ray Anthony goes to town on a plug tune and gives it a very smooth rendition. Tommy Mercer comes through on the vocal as the boys in the band back him with a definite beat. The second side is a new number from "Flaholexy" which has a pretty melody and good lyrics. This is ok for oops.

"BABY BLUE" (2:18)
"THE DONKEY SONG" (2:11)
Sugar Chile Robinson
(Capitol 1526; F-1526)
- Two cute sides are turned out here by Sugar Chile Robinson. Both end up with a funny old garage number from this (2:22) little boy which should have a lot of appeal. Of course there's some good piano playing that goes along with it. Ops with the right locations will want to tune in.
NEW YORK:

Shoot music and record sales are still off with no great disk around to draw the customers into the stores. Looks like a complete dearth of first-rate material. Can the writers be saving the big stuff for the Fall? ... Herman Lubinsky is tolerating that California weather which he hates so much and will be out on the coast to buy up the Jewell masters. ... Cy House, new eastern divisional head of Specialty Records, made his first road trip to Philadelphia, Columbus and Cincinnati. ... Ted Black takes over as professional manager of Paul-Poncino. Ted is the former band leader and contact man and is inviting writers to submit tunes. ... Anne Shelton arrived in L.A. last week and makes her TV appearance on the Milton Berle show May 15. She plans on staying this country for at least six months. ... Douglas-Blake takes over distribution in the east for Billbette on the strength of their likely hit with "Wondrous Word." ... The Fontane Sisters have signed to a personal management contract by Herb Hendler and Bernie Woods. ... Mary Mayo, newest Capitol thugg, spent a day in Hartford last week visiting the locks and plugging her latest disk, "Serenata." Similar trips to Chicago and Detroit are skedded for this week and next. Hear that Savoy has a terrific smash in a tune called "God Will Take Care Of You." ... Jet Records has been appointed distributor for the J.V., Signal and Music Makers. ... Who says the days of big money for band is over? Jan Garber is slated for a four night engagement at the Jubilee Horse Show in Baton Rouge, La., on November 5, 9, 10 and 11 and his contract calls for a cool $29,000. ... The World Breakdown String has signed Kitty Kallen to a two year term to record a minimum of thirty selections for World's program service to member stations. Two of Vaughn Monroe's television company nearly landed in a military jail recently. After rehearsing for the "Old Soldiers" number on Ed Sullivan's "Toast Of The Town," the boys went outside in costumes, left their ties and hats behind. Two Military cops came up and they had to do a lot of explaining before they were finally let off.

CHICAGO:

Welcome, welcome and welcome again to a Cleveland boy who made good in the big city. Who's always ready to help anyone. Who has made some disks that are played again and again. None other than little Mickey Katz. Who's new edition of the "Bosch Caphades of 1951" opens at the Blackstone Theatre here on May 15. (Come on up and say "hello," Mickey.) ... Art Talmadge of Mercury being praised by songmen hanging around front of "54 West" because of his terrific management. Last week's issue of our mag spoke a million words for Art. Mercury capped both the theme "Sleepin' All in one issue. ... Regional veepie Bud Fraser of Capitol just married Kathy Owen, ex-Benny Strong vocally. Lots of happiness and lots at Capital's big golf tournament for Cbs' deejays goes on June 15 with the trophy to be awarded by Stan Kenton. ... Ralph Marterie's one miter at the N.Y. session Mill pulled a terrific range from GAC as well as Jim Loschberry and Ted Travers and other deejays and, never to be forgotten, about sixty relatives of Ralph's, with Mr. and Mrs. Art Talmadge present to smile and feel happy at the turnout. ... Freddy Kramer, vet song- man with about 20 years of plugging under his belt for Irving Berlin, is ailing. He's about some bright and cheery letters? ... Johnny (Deemo) Desmond up to tell us's on his way to Noo Yaw to do some MGM duets with gour-dish duets (which ain't hard for anyone to do) and some of his TV appearances on Noo Yawk TV shows, May 23 with Jackie Gleason (the kid from the Blue Mirror of Newark) and the very great Ed Sullivan on May 25. ... Seen at the Chez, chomping into Club sandwiches, Chick Kardale with Gloria DeRaven and Gene DePaul (Gloria's music director) with Patty Gordon (Patty's sensational dancer) all being entertained by the one and only Morey Amsterdam. Remember Morey's basement joint on Sixth, Ave. and 50th St. N.Y.? How Morey did entertain the boys, (Melodramma?) ... Is Irvin Berke tieing up with one of the major diskers? ... Harry Kaplan in biz for himself now.

LOS ANGELES:

Gratifying to hear KFWB deejay and jazz concert impresario Gene Norman's name considered a young man of business acumen putting his heart into selling 500 of the Benny Goodman Trio Plays for Fletcher Henderson albums. ... Every single cent on this deal goes to the ailing great jazzman Henderson, with pressings donated by Columbia and Decca. Martin Block doing an all out job on selling the albums in New York. ... Speaking of KFWB, the Harry Watanish station has added to its already solid deejay roster upon moving to its new location on Hollywood Blvd. First of the name platter spinners to come over from another station is Don Otis. ... Chatted with Harry Geller, who's knocked off several arrangements of the radio show since leaving the Mercury A & R spot. ... Also chatted in with the Mercury champs Hank Fine, who's doing fine and quoted biggest headache of the day as the songsearching ma- teur and therefore, who all seemed to have left their legs and heads behind with Geller. In moving the Hollywood office equipment over to the plant, some staff seems to have been misplaced in transit and now Hank's besiegled by the boys. ... Roberta Lee, veteran of American Music's Wally Brady, is back at Charley Foy's popular spot in the Valley with Ben Blu, baning up to the biggest dance joints of all. ... Over at Templo, Irving Foy celebrated his birthday by taking a day off out at his Valhalla ranch with the family. ... Due out in a few days is "Tilt," Theme's tribute by Cynthia Lee to love and the pinball game, with Franklin Rott, who's doing a great merchandising job for Jack Lauderdale at Sáo Paulo, with music director Lloyd Glen's "Chick-Roo" just about the hottest blues and rhythm item in town these days. Goins full blast on his own, doing the work formerly done by two, is Leo Chudd of Imperial, whose Big Jay McNeely also has a hot one in "All That Wine Is Gone."

"It's What's in THE CASH BOX That Counts"
"DREAM" (2:53)
"HALLS OF IVY" (3:04)

VOICES OF WALTER SCHUMANN
(Capitol 1505; F-1505)

- A very unusual disk is turned out here by a choral group headed by Walter Schumann. Doing an old standard, the group gets an unusual backing in a trumpet solo which gives this side a distinctive sound. The lower half too is a pleasant dreamy thing. Ops shouldn't miss it.

"I WON'T CRY ANYMORE" (2:38)
"THE MAN WITH THE HORN" (2:53)

GEORGIE AULD
(Coral 60446; 9-60446)

- George Auld goes to town on the sax on these two sides as the Dave Lambert vocal ensemble make themselves heard in the background. Both ends are done in similar fashion with the sax standing out and the voices coming from far away. It makes for very effective listening.

"SWEET GEORGIA BROWN" (2:57)
"LOONES MAMA BLUES" (2:57)

FIREHOUSE FIVE PLUS TWO
(Good Time Jazz 33)

- Taking two very likely numbers, the Firehouse Five Plus Two really send them reeling. On the top deck, they have an oldie to which they lend some whacky instrumental treatment and an almost double track vocal. The bottom half is again a mad sounding thing. Their fans should go wild for this.

"ROSE, ROSE, I LOVE YOU" (2:53)
"THE LETTER" (2:46)

LOU DINNING
(Capitol 1532; F-1532)

- Lou Dinning joins up with the Wanderers to offer the current Oriental import in interesting fashion. With Don Robertson's orchestra accompanying her, Lou makes a big thing of this side. The bottom half is a new novelty again getting a top notch treatment. Ops will do ok with this.

"A ROLLIN' HEART" (2:53)
"MAYBE I NEVER LOVED YOU" (2:53)

DOROTHY CLAIRE
(MGM 1097; K10971)

- Dorothy Claire has a fast driving tune on the upper half which she belts out to the accompaniment of Leroy Holmes' orchestra. On the second side she has another song in the same vein, fast and jumpy which is right for her style of delivery. Ops might take a peek.

"SLEEPER OF THE WEEK"

"COME BACK TO ANGOULEME" (3:00)
"PLEASE DON'T TALK ABOUT ME WHEN I'M GONE" (2:44)

SAMMY KAYE
(Columbia 19376; 4-19376)

- A tune with a tough title but a pretty melody gives Sammy Kaye one of his best sides in a long while. Sammy and his orchestra get a very attractive feeling into this one which could help it break for a hit. Ops who have it in their machines as another good a gilded group on it. Tony Alano and Barbara Bonson team up to tell the story and they do it very beautifully. All in all this is a first rate side with a great deal to offer. The second half is an oldie which has a typical Sammy Kaye arrangement with the Kaydets singing out the lyrics. This one too has good possibilities. Ops who want a disk which could be big on either end, have it here.

"THE LETTER" (2:53)
"MY OHIO HEAVEN" (2:49)

TOMMY TUCKER ORCH.
(MGM 10970; K10970)

- Tommy Tucker has two different types of tunes to offer here. The first side is a novelty with some cute lyrics which Don Brown and Karen Rich team up to do. The second side is a ballad on which Don goes it alone for the vocal and makes it sound real good. Ops will do ok with this.

"GOOD NIGHT CINCINNATI" (2:52)
"SARAH KELLY FROM PLUMBENLY" (2:53)

ART MOONET
(MGM 10969; K10969)

- A terrific tune is given a very good rendition on the top deck by Art Moonet. Karwin Somerville comes through with the lyrics in pleasing style. The bottom half is a novelty on which Alan Foster provides the vocalizing. Ops will want to hear the upper half.

"HOW THOUGHTFUL OF YOU" (2:53)
"DOWN THE TRAIL OF ACHING HEARTS" (2:57)

PHIL BRITO
(MGM 10968; K10968)

- A lovely new ballad with a very familiar melody is pushed our way by Phil Brito. Phil puts his appealing voice to this attractive song while Joe Lipman provides the backing. The second half is a new western sounding ditty on which he again comes through. This is a likely disk for ops.

"WHY GO HOME" (2:43)
"MARIA CHRISTINA" (2:59)

AL TRACE
(Mercury 5637)

- A tune tailor made for the juke box trade is dished out on the upper level by Al Tracy at either side and the Tavern Choral Society run through the lyrics which suggest that you have one more. The second side is a Mexican thing with Lucio Garcia on the vocal. Ops oughta get going with the upper half.

"CARA, CARA, BELLA, BELLA, BELLA, BABY" (2:46)
"IF YOU COULD SEE ME NOW" (2:52)

BUDDY GRECO
(London 987)

- Buddy Greco has a light hearted Italian song to sing on the top deck and he does it with verve. With a chorus to back him up, Buddy makes this ditty good to hear. The second half is a smart ballad with the Twinnaires helping out. This one may pull some coin into the machines.

"I HAD SOMEONE ELSE BEFORE I HAD YOU" (2:54)
"FORGETFUL" (2:58)

DICK THOMAS
(London 952)

- A couple of ballads are turned out on this platter by Dick Thomas. The first side is a lively tune on which Dick gives out with a competent job. While the bottom half is a listenable item. Ops might use this as a filler disk.

"JOLLY CHARLIE POLKA" (2:53)
"WISHING STAR POLKA" (2:48)

RAY HENRY ORCH.
(Dino 3053)

- Two fast polkas are offered here by Ray Henry and his orchestra. Both ends make for fast music which should go over big with polka fans. The top deck also features some fine clarinet work. In the right spots, this disk will do ok in the machines.

"HOLD ON TO YOUR HEART" (3:08)
"LOCK THE BARN DOOR" (2:33)

KAY BROWN
(Mercury 5602)

- Two very different types of tunes come at us from this platter sung by Kay Brown. The first one is a ballad on which Kay displays her pretty voice with the help of the Jud Crown Singers. The other side is a novelty with a jumpy feeling. Harry Geiler does a fine job for a change.

"WHEN YOU AND I WERE YOUNG" (2:53)
"MAYBE I NEVER LOVED YOU" (2:53)

DOROTHY CLAIRE
(MGM 1097; K10971)

- Dorothy Claire has a fast driving tune on the upper half which she belts out to the accompaniment of Leroy Holmes' orchestra. On the second side she has another song in the same vein, fast and jumpy which is right for her style of delivery. Ops might take a peek.
Pinza Lets Go!

LOS ANGELES—"Andiamo!" says Ezio Pinza—"let's go!" Following which he and Fran Warren cut the two sides which are featured in an RCA Victor Red Seal Special which will be on the market about May 20th: "Andiamo" and "Let Me Look At You" from Pinza's first film, "Mr. Imperium." With Fran, who recreates on this record the singing role that Lana Turner plays in the film, are Henri Rene, RCA Victor West Coast Musical Director, and Johnny Green, the composer and film scorer, who conducts the orchestra. Record is Fran's first on the classical Red Seal label and is the latest addition to the recent series with both Pop and "long hair" appeal.

Meeting Dates Of
Music Operators' Associations

May
14—Wisconsin Phonograph Operators' Association
   Place: Eagle's Club, Brodhead, Wis.
15—Music Operators' Association of Indiana
   Place: Athletic Club, Indianapolis, Ind.
15—Amusement Machine Operators of Greater Baltimore
   Place: Mandell-Ballow Restaurant, Baltimore, Md.
24—California Music Guild, Northern Division
    Place: Hotel Sacramento, Sacramento, Calif.
28—Phonograph Owners' Association
    Place: Broadview Hotel, East St. Louis, Ill.
29—Automatic Music Operators' Association
    Place: Park Sheraton Hotel, New York City

June
4—Illinois Amusement Association
    Place: 208 North Madison, Rockford, Ill.
6—Coin Machine Operators' Association of Harris County
    Place: Chamber of Commerce Building, Houston, Texas
7—Phonograph Merchants' Association
    Place: Hotel Hollenden, Cleveland, Ohio
7—Washington Music Guild
    Place: Hamilton Hotel, Washington, D. C.
8—South Dakota Phonograph Association
    Place: Sioux Falls, South Dakota
THE CASH BOX
Jazz n' Blues Reviews

AWARD O' THE WEEK

"IF YOU WERE MINE" (2:56)
"IRENE'S BOOGIE" (2:37)

PAUL MONDAY
(Peacock 1570)

- Here's a blues number that should take off. Called "If You Were Mine", it's sung with a great deal of gusto by Paul Monday who

pours everything possible into it. Ops too will be getting everything possible when they set this one up in their machines. Paul gets a low down feeling into the number by making the lyrics loud and slow. His broken voiced vocal is provided with just the right background by Bill Harvey and the orchestra with a great piano standing out. The second side is a fast paced item which Paul handles neatly. He gives it a lot of bounce and makes you keep on listening. The top deck is the one that could really go. Ops have to take a look at it.

"MIDNIGHT GRINDER" (2:37)
"LOVE FEVER BLUES" (3:10)

JOE MORRIS
(Atlantic 940)

- Joe Morris continues turning out those terrific records. The top deck here is a high flying instrumental with a low down feeling. On the second side Jimmy Lewis comes in on an ultra slow vocal as the band backs him up. Ops should take a look at this.

"FORGET ME" (3:09)
"THE HOUSE OF THE LORD" (2:14)

JOE BAILEY
(Federal 12024)

- Joe Bailey puts his wonderful voice to work on two numbers here and makes them both sound terrific. The first one is a ballad on which Joe gets some help from a chorus and Al Cobb's orchestra. The second is in the spiritual vein and Joe pours a lot of feeling into it. This a natural for the boxes.

"LET'S SAY A PRAYER" (2:55)
"MY REVERIE" (2:20)

THE LAKES
(Apollo 1184)

- The Lakes follow up their recent hit with another couple of tunes which should garner a lot of coin. Both ends are done in similar style featuring a vocal solo with the rest of the boys joining in. It makes for good listening and ops are advised to have a look.

"WHY WAS I BORN?" (2:53)
"SEEMS LIKE WE MET BEFORE" (2:47)

DON GARDNER
(Sittin Is 598)

- An oldie serves as a take off point for Don Gardner on the top deck. Don gives his own interpretation of this ballad go Julian Dash and his sected back him up. On the bottom half he again gives an unusual version of a very blue number. Ops will want to hear it.

"THE MESSAGE" (2:46)
"I'LL ALWAYS BE IN LOVE WITH YOU" (2:35)

CHARLES BROWN
(Aladdin 3901)

- Charles Brown takes hold of an inspirational song and gives it one of his typically drawn out vocals which makes it sound real good. On the other hand he goes to town with an oldie on which he delivers his own interpretation to an interesting backing. Ops won't want to miss this one.

"EVERYBODY CLAP HANDS" (2:30)
"THAT WAS YOUR LAST MISTAKE — GOODBYE" (2:50)

AMOS MILBURN
(Aladdin 3090)

- Using an old standard with new lyrics, Amos Milburn gets a lot of noise into the top deck number as he gives it out with the lyrics. The second side features a good set of words and a steady beat which Amos knows how to pound out. This is one for the machines.

"SHE'S DYNAMITE" (2:18)
"EARLY IN THE MORNING" (3:10)

TAMPA RED
(RCA Victor 22-0123)

- Pinno Red continues to combine terrific piano playing with winning vocals to turn out another first rate disk. The top side is a jumpy thing while the lower end is a blues number. Each one is equally good to hear and should do ok in the boxes.

"2:19 BLUES" (2:30)
"ACE IN THE HOLE" (2:43)

BUNK JOHNSON
(Good Time Jazz 34)

- A couple of old Bunk Johnson masters are turned out here and make for some grand listening. On both ends Johnson's great trumpet is backed up by the Yerba Buena Jazz Band and Clancy Hayes on the vocal. These sides are something to hear.

NEW YORK—Atlantic recording star Joe Morris looks on as a pretty miss gets ready to splash some real champagne on his new bus. Morris, whose Cavalcade of the Blues starring Laurie Tate and Bill Mitchell turned out the recent "Anytime, Anyplace, Anywhere" is joined in the formal bus-launching by (left to right) Herb Abramson, president of Atlantic; vocalist Sara Lou Harris; actress Dorothy McDavid; Morris; platter flack Charlotte Lord; and Atlantic exec Ahmet Ertegun.

The new PERMO-mode POINTS of Osmium Alloy are the result of 20 years of progressive development—which has made possible the practical combination of prolonged tone quality of both needles and records.

Cavalcade of the Blues

IT'S ALL IN THE POINT

The new PERMO-mode POINTS of Osmium Alloy are the result of 20 years of progressive development—which has made possible the practical combination of prolonged tone quality of both needles and records.

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

THE CLOVERS

"DON'T YOU KNOW I LOVE YOU"
ATLANTIC No.934
ATLANTIC RECORDS 301 W. 54th Street, New York

FOR LONG GREEN
Feature
"SADIE GREEN"
and "ONE STEADY BABY"
by
MARGIE DAY & GRIFFIN BROS.
Dot Record # 1041

THE CLOVERS

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR $15. PER YEAR
(52 ISSUES)

THE CASH BOX
Empire State Bldg., New York 1, N. Y.
Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our
Check [ ] Please Send Us A Bill [ ]
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CITY ZONE STATE
Individual's Name

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WATERTOWN, S. D.—At the recent meeting of the South Dakota Phonograph Operators Association, held in this city, members discussed their record problems at some considerable length.

A report written by Harold Scott, secretary-treasurer, states: We gave the discers, the recording engineers and the recording artists a bit of a talking to. Poor material—one major discer's platters, who has his share of the greatest artists in America, gives us about 60 plays, after which they look bad and are bad. Many records are over-arranged, and blast and blare on the introduction, especially almost all the newer bands, which contributes nothing toward relaxation of the customers. We suggest that the recording firms make an introduction that really introduces the melody. If we find one such rare record, we note how quick the customers turn to play. That's the kind of record that stays at the cut top of our programs for 90 days or more.

They operate then plead with the recording engineers: "Please keep the delicacies to a standard maximum and make a cut-off groove that will start the change—so that the next selection will play.

Members agreed that presentation of current music is better on music than radio, because of the following reasons: (1) The customer is in a more receptive mood when the juke box is located, (2) the customer can select whatever tune he wishes to hear, and, (3) the reproduction is vastly better on the juke box than on the radio.

They report closes with a plea to the recording firms and artists. "The greatest showcase for your merchandise is the juke box. In the delivery box is the juke box operator, your very best merchant who makes your retail sales possible. Please give him all the chance you can."

Next meeting is scheduled at Sioux City, July 8 to 10.

Publishers' Bidding Spree Halts New Label's 1st Young

NEW YORK—In the April 9th issue of The Cash Box, a new label "MUSIC OF OUR TIME," announced its release of "DOWN IN THE DEPTHS," and "STAY CLOSE TO PEOPLE," "Bend with Joe" with Joe Berman's orchestra. It now appears that this release date will be off by many months.

"Deeper" the "M" side was expected to carry the record. Ad copy was distributed while the disc was in progress. After wordage was sent to The Cash Box, "Stay Close to People," the "P" side was cut.

The tune, an unpublished original by Martin Lawrence, was marked a surprise smash immediately upon playback. At hearing the playback, 4 top recording artists immediately asked to do the tune—and three publishers are currently bidding for the song.

MUSIC OF OUR TIME has now scheduled the disk for July release, by which time the publisher will have been decided upon.
Billy Williams’ New Baby

NEW YORK—Imogene Coca and Sid Caesar fellow stars with Billy Williams (center) on "The Show of Shows" get their first glimpse of Billy's new baby "Pretty Eyed Baby". Father Billy and MGM, to whom he's under contract, are both doing well as evidenced by the interest shown in this youngest offspring.

Danny Kaye Film To Revive "Balin' The Jack"

NEW YORK—"Balin' The Jack," famous Marks standard, is set for a comeback via a featured spot in the new 20th Century Fox picture, ON THE RIVERA, starring Danny Kaye. Marks Music has made promotion tie-ins with both 20th Century Fox and the Fred Astaire Studios to promote the tune.

The Astaire Studios are featuring a "Balin' The Jack" dance and a contest tie-in has been made whereby theaters featuring in their territory will give away in 'The Jack' dance contests to be judged by local disk jockeys. There are more than a dozen top recordings in addition to one by Danny Kaye on Decca.

The promotion campaign will tee off with the opening of the picture at the Roxy on May 26th.

Music Research Group Appoints Folk Chairman

NEW YORK—Burl Ives, the popular folk-singer, has been appointed head of the Folk Music Department of the Music Research Foundation, it was announced by David Kapp, Chairman of the newly formed Music Advisory Corporation, Inc., a leading exponent of folk music, will act as consultant.

The Music Research Foundation, Inc., is a non-profit organization dedicated to the development of music as an adjunct form of therapy in the field of medicine and psychiatry. It is managed by a board of directors which include representatives of science, medicine, music and business.

Current plans are to expand its program to make available fellowships for further study in conjunction with affiliated hospitals, universities and other medical and psychiatric channels.

Miller Appoints New Reps

CHICAGO — Andy Beck, eastern sales director of the M. A. Miller Mfg. Co., Chicago manufacturer of phonograph needles, announces the appointment of two new representatives to further serve the Miller customer in their territories.


How your dollars STRIKE BACK AT CANCER

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

AMERICAN CANCER SOCIETY

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The Cash Box, Music

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"SUGAR COATED LOVE" (2:11)
"GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE" (2:23)

TEX WILLIAMS (Capitol 1546; F-1540)

- Tex Williams comes up with a disk here which offers a double bar-rolled threat. Both ends are potent material and Tex really sends them flying. O.p.s can be flying high in their minds. The top deck, labeled "Sugar Coated Love" is a fast driving thing with excellent Tex gets just the right feeling into it as a chorus and good backing all along. The bottom half "Goodnight Cincinnati, Good Morning Tennessee", is one of the most appealing choo choo tunes around and this version is certain to give it another push. O.p.s will be looking out for their own interest if they get with this one.

"YOU'RE FIXIN' TO BREAK MY HEART" (2:44)
"THE SINGING HILLS" (2:44)
TOMMY SOBRERO (Coral 64094)

- Tommy Sobrero, who never fails to turn out an excellent disk, has another one here. The top side is a driving hillybilly thing with a fast pace. In the lower end he does a ballad and has some fine guitar accompaniment. This is right for o.p.s.

"I LOVE TO KISS" (2:25)
"THE OLD-FASHIONED WALTZ" (3:22)
JESS WILLIAMS (Imperial 8106)

- A tune with a steady beat is turned out on the upper half by Jess Williams. Jess renders the vocal and gets a jumpy feeling into it. The second side is a waltz, very easy to take on which he has some pleasant backing. O.p.s might take a look.

"THE BLUES CAME POURING DOWN" (2:26)
"SOME DAY YOU'LL REMEMBER" (2:37)
CLYDE MOODY (King 943)

- A flashy side shows up on the top deck sung by Clyde Moody. This one is a blues number with a first rate vocal by Clyde and a guitar backing that matches. The lover end is a ballad on which he again shines. O.p.s will do ok with this.

"COUNTRY KISSES" (2:54)
"HOOT OWL BOOGE" (2:54)
SHEB WOOLEY (MGM 10960)

- Sheb Wooley has a couple of numbers on this disk which make for very pleasant listening. Together with his Calumet Indians, Sheb goes through two fast paced items both of which feature a good set of lyrics. This'll do fine in the machines.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
HOLLYWOOD—Following fast on the heels of Frankie Laine's initial disk for Columbia, his stirring "Jezebel" backed with "Rose, Rose I Love You," the disc, 34 tracks in length, and with another of their major artists, Jo Stafford. Together, the pair have belted out a couple of sides "Pretty Eyed Baby" and "That's The One For Me," both of which have tremendous possibilities. Here the couple are shown with Carl Fischer at the piano.

E. H. Morris Establishes
Meridan As BMI Affiliate

NEW YORK — Another major ASCAP firm joined BMI last week when Buddy Morris of E. H. Morris established a new affiliate, Meridan Music. The last top ASCAP entry into BMI occurred when Leo Levy established Duchess Music.

The initial time the firm will work on is "I Like The Wide Open Spaces″ which got its start on the Ken Murray The show and has since been getting wide publicity via other TV shows. Several disks have been cut, the most promising of which is the Arthur Godfrey-Laurie Anders version on the Columbia label.

It’s rumored that Meridan is getting $100,000 a year guarantee for a period of three years under terms of the contract with BMI.

Jack Lee will act as general professional manager of the firm, which will be represented on the coast by Samuel A. Arkin.

Eight new tunes are scheduled for the Meridan catalogue.

Vic Damone Signs 21 Month Contract With Uncle Sam

NEW YORK—Vic Damone, top flight Mercury star, was inducted into the army last Wednesday, May 3.

Vic, who was reported earning $20,000 a month before induction, will be a private and under present law his term of service will be 21 months.

For several days before going in, he went through constant recording sessions in New York, cutting a number of sides which Mercury intends to release gradually.

Vic recently completed his first MGM film "Rich, Young And Pretty" and advance reports have him scoring a tremendous success.

He is the second top flight singer to enter army service within the past couple of weeks. Eddie Fisher, RCA Victor artist, went in before him and is now training at Fort Hood in Texas.

With Vic’s picture due to be released later this year and his disks coming out one at a time, he will be kept in the public eye through 1952 at which time it is expected his term of service will be finished and he can return to films and records.

Wolfson Joins Kassner Music

NEW YORK—Mark Wolfson, formerly connected with the promotion of "Sentimental Me" and "Loving Is Believing," has been appointed general professional manager of Edward Kassner Music, and its subsidiaries Piccadilly Music and Lincoln Music.

Piccadilly has a strong contender in its first platinum side, "The Wonderful World" which has already been cut by Billie Thomas and is due for further writings by several majors.

Kassner has also signed Don Reid, one of the Smith Brothers, to an exclusive one year’s writer’s contract and Arthur Mogull for DJ exploitation.

New R&B Artists For Columbia

NEW YORK—Danny Kessler, new director of rhythm and blues for Columbia Records, announced the signing of the following artists: Maurice King and his band; Earl Williams, new vocalist; Al Russell and the Do Re Me Trio; the Royals, a vocal group; Chuck Willis, blues singer, the R&B Gospel Singers; the Melotones; and Baby Jackson.

Additional Tunes

BEAUTIFUL BROWN EYES
Jimmy Wakely
(Capitol 1393; F-1393)

STRANGE LITTLE GIRL
Red Foley & Ernest Tubb
(Decca 46311; 4-66311)
Cowboy Copas
(King 951)

THERE'S BEEN A CHANGE IN ME
Eddy Arnold
(RCA Victor 21-0412; 48-0412)

I WANT TO BE WITH YOU ALWAYS
Lefty Frizzell
(Columbia 20799; 4-20799)

HOBO BOOGIE
Red Foley
(Decca 64504; 4-6504)
Music Operators-

Get Behind Your Government

in this great emergency!

Feature:

"Any Bonds Today"

IN EVERY JUKE BOX IN AMERICA
METALS SHORTAGE GROWS ACUTE

NPA Sees Lowest Point for Civilian Goods Ahead as Military To Miss Quota" Additional $52 Billions Orders in June. Steel Scrap Situation Desperate. NPA Proposes Steel Cut to 75% in July and Lower After CMP Goes Into Effect on July 1. Copper Producers Want Gov't Completely Take Over Allocations. Aluminum Short. Tungsten Lack Effects Tubes.


CHICAGO — Noted distib firms are being approached by many large and small coin vending vendors of Haverhill, Mass. to sell these clippu machines to locations where they are being used. Another argument advanced by salesman, according to this report, is that if distib doesn't take on and sell new DuGrenier to locations that will buy old, used cigarette vendors.

He believes that there is no better customer for coin operated products than professional coin machine operators.

He also wishes that all distrib, everywhere in the nation, will continue policy of selling to operators only—never directly to locations—for any type equipment.

Advise Ops How To Change Phonos Over To Dime Play

ST. PAUL, MINN.—Ray Sellman, sales manager for LeBeau Sales Company, this city, has prepared written instructions, finely illustrated, showing music operators how to change over phonomats to 10c play, 3 for 25c. The Rock-Ola model 1423, as well as the 1946, 1947 and 1948 Seeburgs can be changed over as follows: Locate the switch in coin switch track which is tripped by 5c coin only. Remove this switch. Next locate the two switches which are tripped by the dime. Remove on of the two switches. When this has been done, your phonos will operate 1 play for 10c, 3 for 25c.

The WRitter 1100 model can be converted as follows: You have a trip- le micro coin switch block, one lever for nickel, one for the dime and one lever for the quarter. Remove the dime lever connected to the dime switch and tape it up. Remove the wire now connected to the 5c switch and connect it to the 10c switch. The wire on the 25c coin switch goes directly to the fiber accumulater counting disc and down to a row of contacts (6 of them) which are connected from one to another. Cut the smaller jumper wire on back of this fiber disc between the third and fourth contact. When you have completed this operation, your 1940 WRitter will play 1 record for 10c or 3 for 25c.

VERMONT Passes License Bill

MONPELLIER, VT.—A bill to impose a $100 license fee on all pinball machines and to make it illegal for ju- veniles under 18 to operate them was given final passage by the Vermont Legislature (May 7) and sent to the govenor for signature.

The measure also places a $25 li- cense on juice boxes and a $50 per day license on machines at fair con- cessions.
choice of combinations
to Open the Way to Bigger Profits

Forced to 10c play on your routes?

It’s easy to make the change on an AMI juke box.
You can set up in a hurry for One Play, 10c; Three Plays, 25c: Six Plays, a Quarter
—or any number of combinations to increase the take.

This ready adjustability of the price of play
on AMI juke boxes is one more testimonial of their
profit-making versatility under changing conditions.


"It’s What’s in THE CASH BOX That Counts"
Lou Dunis Distributing Co. Appointed AMI Distributors

Covers Eastern Washington, Oregon And No. Idaho

SPokane, Wash.—Lou Dunis Distributing Company, with offices at 906 W. Second Ave., this city, has been appointed as distributors for AMI music machines and related equipment, covering the territory of eastern Washington and Oregon, as well as the northern section of Idaho, according to an announcement by John W. Haddock, president of the phonograph manufacturing firm.

The distributing firm is headed by the well-known Lou Dunis. Eddie Morrison is the manager of the Spokane office, Supervisor is Johnny Michaels, general manager of all Dunis branches.

In commenting on the appointment, Ed Ratajak, AMI western regional manager, who had just returned from a tour of AMI western distributorships, said: "Operators in the Portland and Seattle territories are already serviced by Western Distributors with offices in those two cities. This addition of the Dunis firm to the AMI distributor family gives us complete coverage over the entire important northwest section of the country."

The Dunis Company plans an AMI factory service school for operators in the Spokane territory within the next few weeks and will soon make an announcement to operators as to the exact time and place of the service meetings.

Bally Shipping New Five-Ball Game “Bright Lights”

CHICAGO—Bally Manufacturing Company, this city, commenced delivery this week of a new type 5-ball replacing novelty game known as "Lights." The game is designed to permit players to score in 1, 2, 3, 4, 5 or 6 sections, which includes additional coin deposit selects the section. Each section contains 25 numbers, 1 to 25, arranged in random order in a square 5 numbers wide by 5 numbers high. The playfield, a standard pinball panel with conventional rubber bands, contains 25 skill-holes, numbered 1 to 25. Object of the game is to nudge balls into numbered pockets to light 4, 5 or a adjoining numbers in a selected section. The player may make his play diagonally, as well as vertically and horizontally, and start a 3 in line or 1 in line score from any point in a line, each section offers a total of 72 scoring combinations — 432 combinations in the 6 sections.

Discussing "Bright Lights," George Jenkins, Bally vice president and director of sales, stated that the appeal of "Lights" may be summed up in 3 brief statements: "Yet again, fun stand, fun to play, simple to score."

"Play is easy," Jenkins said, "simply walk up and start playing. They get the idea in a minute and, whether they play a straight, 2 sections or all 6 sections, they get big value in action, suspense and skill-appeal for every coin played. The reason that "Bright Lights" on test locations for prolonged period of testing is producing profits for both manufacture and the play field."

Jenkins also emphasized that with "Bright Lights," "Baseball" and "Turf King" all in production material also in the market, the production volume of all 3 games.

Has Changeover For Packard Boxes To 10c

CHICAGO—Ray Cunliffe who is President of the Recorded Music Service Association, the Ju-Ax, Inc., but is the manager of the Packard Wall & Bar Boxes to 10c play. This has been one of the big needs of many operators who have Packard boxes on locations where they have changed over to 10c play from former 25c setup. These ops have been writing and asking how they could change over their Packard boxes to 10c play. Cunliffe has come up with the answer. Not only is he changing over the 5c Packard boxes to 10c play for all operations in this country that have Packard boxes in position to do the same for ops all over the country.

Ops can send to the company for a complete kit that is now preparing whereby they will be able to change the Packard 5c boxes themselves in their own shops. Cunliffe also advised that the firm have a 10c territorial raises but also have the introduction of a 5c Machine with the 10c Packard box in the production volume of all 3.

A Visit To MOA Headquarters

OAKLAND, CALIF.—One of the most interesting and beneficial visits which can be enjoyed by anyone engaged in the automatic music industry is to drop in at the Music Operators of America headquarters at 128 East 14th Street, this city.

These offices combine the work of the California Music Guild, headed by George A. Miller, as well as that of MOA, of which George is president.

Here music operators see the public relations, the finest and highest type, in actual daily operation.

This operation makes it business with every most outstanding and public official and thoroughly explains its operations as an organization as well as an industry.
Bill Billheimer Dies Suddenly

CHICAGO — William (Bill) Billheimer, vice-president in charge of operations at Como Manufacturing Corporation, this city, passed away suddenly this past Monday, May 7, 1951 at about 4 A.M. He leaves his wife, Dorothy Billheimer.

Bill, as he was known to hundreds of coinmen from coast to coast, was one of the most beloved executives in the industry.

His firm introduced the “Hollywood” digger which won a great following all over the country. Of late the firm has been busily engaged with war work and was receiving more sub-contracts.

He entered into Bally Manufacturing Co. in 1940 as a purchasing agent. In 1943 he was appointed to Assistant Works Manager. During 1945, he entered Como and has remained with that corporation ever since.

His sudden passing, at the age of 45, came as a shock to all in the industry, especially to the many who were close to him over the years he has been engaged in this field. Bill leaves behind a host of friends everywhere in the nation.

His funeral took place from Drakes Funeral Parlors, Western and Foster Aves., this city, Wednesday, May 9. He was interred at Memorial Park Cemetery.

S. D. Phono Ops Study Dime Play

MOBRIDGE, S. D.—At the recent meeting of the South Dakota Phonograph Operators Association in Watertown, the subject that consumed most time was dime play, with plenty of arguments, pro and con.

A committee was appointed by Mike Imig, president, to work with him in preparing a study of dime play. On the committee were members Gefke, Fisher and Stout. Harold Scott, secretary-treasurer of the association, in reporting the meeting, stated “These men must have done a good job, as we didn’t get the report at the convention but it was an excellent one.”

The association is in contact with other organizations in their territory, in an effort to building up the yearly Operator convention and show. Time and place to be announced when all details are prepared.

The next business meeting of the SDPOA will take place in Sioux Falls July 8 to 10.
Vince Shay Back In Biz—

Heads "The Music Mart"

That means, Vince has tied up with Morrie and Eddie Ginsberg with whom he has been great friends for many years.

There is no doubt that the many, many coin machine friends Vince has won over the years are not going to let him dishing out music equipment par excellence from here on in.

Vince has always been a bug on: “Giving my friends, the operators, only the very finest machines and, if for any reason whatsoever they don’t like what they get from me, just get it back, and get your money back.”

To back up this policy Vince is employing an idea known as "A Blue Certificate.

In short, if any op gets any machine from the firm with this new blue certificate and it doesn’t measure up 100 percent with what "The Music Mart" claims for the unit, then the firm will gladly take it back and pay the op his money right back again.

Vince has made this sort of thing an obsession ever since he was general sales manager for the old Skills Novelty Co. and also president of Bell-O-Matic Corp., from which latter firm he resigned in January of this year.

Vince said, “Ask every operator who knows me, and knows the type of music equipment I deal in, to get in touch with me immediately over here at The Music Mart. I’m in the same quarters as Atlas Novelty Co.”

Ten Weeks Location

Tests Back Of

United’s A-B-C Game

CHICAGO—Execon of United Manufacturing Company, this city, attrib utes a great share of the success of its current "A-B-C" game to the fact that it was given ten full weeks tests on location prior to arranging the production schedule.

"And even tho,“ according to Bill DeSelim, Eddy Riehl, Herb Oettinger and others at United, "we started right off with a very optimistic high production schedule,“ for United’s A-B-C, "we now find that we have had to step up this schedule and we step up the pace of the House of Representatives, “I’ll note how this game took hold.”

But, DeSelim and other execs, including roadman, Johnny Casola, aren’t too surprised with the speedy sales.

"As the boys have reported,“ Johnny Casola remarked, "I lived with the game, with the operators, and with the locations, for a period of ten weeks, before we decided just how far we could go with an A-B-C.

The game is unusual that it features three games in one. In short the player can shoot for cards "A," "B" and "C" at the same time.

The players quickly learn that it is best to insert three dimes and play all three cards. Their chances to score are much better this way than just playing one dime for one card.

There are a total of 180 combinations, or 60 combos for each card, for the player to score his skill. This is one of the most unusual game plays featured on any game yet shown. It takes about 40 seconds per game, which makes this one of the very fastest games ever yet produced for the trade.

“Super World Series” 3-Way Coin

Chute Brings 10c - 25c Action

CHICAGO—Returning from an eastern trip this past week, Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, reported on some observations he had made on the firm’s newest baseball machine, "Super World Series.”

Stern stated that this game, because of its three-way coin chute which accepts nickels, dimes and quarters, was getting a tremendous amount of dimes and quarters for operation.

He said, “Because of the unusual speed of each game, anywhere from 4k to 50 seconds, many ops have decided not to swing over to dime play.

"Yet,“ he continued, "even those ops report finding a tremendous number of dimes and quarters in their games.

"Where nickel, dime, quarter play is featured,“ he explained, "there usually are a large number of dimes and a smaller quantity of quarters.

"But," he stated, "where ops have changed over to one play for ten cents and three plays for twenty-five cents on Super World Series, the cash box is chock full of quarters and very few dimes are found.

"This latter type of action," Stern commented, "seems to be favored by many operators.

"They tell us that they know of no game ever made that takes in as many quarters for three plays as does the "Super World Series."

"The large and beautiful Williams plant here is working right ahead producing as many of the "Super World Series" as they possibly can, According to exes of the firm:"

"We are continuing to fall behind. Orders are coming in in such numbers that we seriously doubt we will be able to catch up for sometime yet to come."
WANTED

BY ONE OF CANADA'S MAJOR MANUFACTURERS

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

Give Full Details to...

Box No. 150

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Exhibit Card Vendors Click On 2¢ Play

CHICAGO—Ford Sebastian of Exhibit Supply Company, reported this past week that the firm was exceptionally pleased with the marvelous business they are doing with its new Exhibit Card Vendors.

"It seems", according to Sebastian, "that since we proposed the new cards we have prepared to be sold at two cents each, we have not only found a new and highly profitable business which some of them have overlooked in past years, but in fact even the five and dime stores have proved valuable locations for Exhibit card vendors with the new two cent clutches.

The cards have all been modernized and freshened up to the point where the firm believes it has the most appealing sets of cards which it has ever yet produced for the trade.

In addition, as Sebastian pointed out, many ops who have had to remove some machines from locations have found that the Exhibit Card Vendors are valuable "location holders".

YOU WANTED SOMETHING NEW! We've Got It! Bally BASEBALL FAST—FASCINATING The Greatest Game In Years See Bally's 2-Color Ad On Back Cover On DISPLAY IN OUR SHOWROOMS See It—ORDER TODAY!

AUSTIN, TEXAS—The Texas state legislative body passed a law banning pay-off equipment this week.

While the bill is awaiting the signature of the governor, it is believed becomes law even if the governor doesn't sign it. However, it becomes effective 90 days after it is signed into law, giving operators who want, an additional 90 days grace in which to dispose of their equipment.

Texas coinmen believe the law would ban, in addition to pay-off equipment, those games operated by freeplay. However this is still to be clarified.

Operators and distributing firms have been contacting the Comptroller's office to determine how extensively the law applies to skill and pleasure machines.

Officials of the State's Comptroller's Department figure that the ban of these games will cost the state approximately $450,000 in taxes which were paid by operators to the tune of $30 per machine on 5c devices, and $60 per machine on those that require more than 5c.

Cities and counties will also suffer as each of them is pitted to pay the tax equally to the amount levied by the state.

Also, many ops, because of constant, growing servicing overhead expense, are seeking for machines which will take little extra servicing time and help pay the overhead expense on each location.

Also, "These operators", Sebastian reported, "have found our card vendors the greatest machines for bringing in business, and backing their overhead servicing costs.

Texas Votes Ban On Payoff Equipment

Trade Seeks Clarification On F. P. And Pleasure Games

EASTERN FLASHES

Arcade owners throughout this area and the New Jersey coast extremely enthusiastic over the support given the favorable weather over the past several week-ends has made it possible for them to catch up with the demands for machines.

The arcade business is doing better than it has done in a long time in the Jersey Shore, and is in a favorable position for the Easter holiday.

If they are ahead of the game when they open full time on Dec. 20, the new season's business can be expected to be better than last year and in all probability will be profitable. With the start of the year, all are looking for a real money-making season.

Had a very enjoyable evening last week. Started off eating a large and tasty meal at Jack Delaney's Oyster House at Brooklyn. Then to the ball park with Jack to watch the Dodgers in action. Seated in the same box were two other column, Sol Tabb and Hy Jaffe of the HJ-Sol Music Co. Jack tells us that a number of columnists have been making a habit of eating at a restaurant among them Max Weiss, Al Denver, Meyer Parkoff and others. Those of you who haven't paid Jack a visit, should, as he is very pleasant.

The best prepared food in the city... Joe Kochansky of Bay Ridge Music Co, Brooklyn, on coinrow visiting the wholesalers... Alho not many of the local columnists have met up with Bill Hillman of Hillman & Co., all have heard such nice things about him, and they were terribly sorry to hear of his sudden death...

Dave Lowey, Dave Lowey & Company, cleans off some floor space in the new Bottler's delivery of Kenny's new "Big League Bottler" Dave, who for the past two week's had expected to fly to Chicago, just couldn't get away, and now doesn't think he'll be able to make it for a while longer.

Louis Rabin, with two arcades in New Jersey, would like to take it easy in 1892. He would like to sell one of the arcades and take care of only one.

Plenty of excitement at Runyon Sales Company, where operators vie with each other to show off Bally's new shuffle game "Baseball" which saw an amusement game like this one, "stated Burney (Shugy) Sagerman, "And it's a good thing too. The operators are acquainting themselves with the game, and although they can point out a few things that need a little work to their location owners, in turn can educate the players. Once the player starts shooting the pucks at the various bases and watches score pie puse, he finds it hard to let go. He glances to the timer and finds Steigletz, New Jersey operator, stay at the game for three-quarters of an hour.

"After an hour against myself, I was just getting my stride when I found me while I "won and lost his route" several times. Acknowledged champ of them all is Abe Green of Rouny, who mans if he scores under 80 runs a month.

"Ben Stein's (of Ben Stein & Co.) firm, George Seeks admitted to Princeton University for the fall term. George, who graduates from Scarsdale high School, is a scholar in a track in track. In addition to his high honors, the young boy, the boy played on the football and tennis teams, represented the school at chess, and was featured in leading parts in the school's dramatic presentations.

John Jackson, Maxie Green and Jimmy Ciggi open a new jobbing firm on coin in the North. The boys, Davey Diamond, Red McCloud, Empire Music Co., B. O. Allen, S. L. McCraw, Maury Gottlieb, Tillman Buell, Blue Rambo, Bill McKeen, and Hy Jaffe, all have most to offer. We look forward to the first time in many months, C. F. Fomby dropped in. Yes, Daigler, is still in the map but we were beginning to have our doubts...

"Stan and Pauline Lewis from the now famous Stan's Restaurant in Beverly are selling over the week-end with Jesse and Paul Glass... Saul Bihari, Modern Records, in Dallas over night, en route to California and home base.

On Friday, November the 2nd Mrs. W. A. Womack, we wish to express our thanks to the coin machine business for their many, many contributions. And to Joe and Leonard Matsuda, a big thanks for their tireless efforts in taking care of the affairs of Mrs. Womack and making things a little easier for her and her family.

We repeat, thanks again to the American Distributing Co., General Dist. Co., S. L. Lupon Company, Country Music Sales, Red McCloud, Empire Music Co., B. O. Allen, S. L. McCraw, Maury Gottlieb, Tillman Buell, Blue Rambo, Bill McKeen, and Hy Jaffe, all have most to offer. We look forward to the first time in many months, C. F. Fomby dropped in. Yes, Daigler, is still in the map but we were beginning to have our doubts...

DALLAS DOINGS

At this very moment, we’re not only confused, but also being kidded by Delemer, Bill McGee, Jimmy Garrett and on the telephone, B. H. Williams. Rov more is any a game a "Gakel"...

The boys are playing for the correct old one... account of Jimmy's last 28 pounds and is dieting like mud to lose another thirty. Jimmy really looks great... Pay the first time in many months, C. F. Fomby dropped in. Yes, Daigler, is still in the map but we were beginning to have our doubts...

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Fastest 5-Ball Game in Years!

Bally

BRIGHT LIGHTS

EARNING-POWER MULTIPLIED
BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Game-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn a defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to players for free shots.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 3 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hurry!

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
LIQUIDATING
ENTIRE STOCK
(Retiring from field to devote full
(time to other business interests)

110 AMI MODEL “B” and “C”
MACHINES—NEW AND NEARLY NEW

Floor Stock and On Location

TO GO AT YOUR PRICE!

Also REVCQ ICE CREAM VENDORS
Machines On Location

WILL SELL AS ROUTES or OFF
PRICED BELOW COST!

Write — Wire — Phone
J. PESKIN DISTRIBUTING CO.
2667 W. PICO BLVD.
LOS ANGELES 6, CALIF.

(Page: DUNNKINK 8-6178)

CALIFORNIA CLIPPINGS

Had us a nice, long and informative chat with Bob Bard, a young man who’s usually too busy running his large route operation, in addition to his quite recently launched distribution business, for much more than a friendly hello. Caught Bob in a generally business-minded state, commenting particularly on conditions today and the reaction of most operators to the situation. While Bard made no claim that things have been better for him, and while he couldn’t really say that things have been better for them in general, he was able to say that today’s conditions are a matter of such a close-up approach to the norm that prevailed before the last big war. Bob said that most music equipment still seems able today to pull its own major share of the remaining business, but that there is quite a lot of still-rememberable activity for a living. As to bowling games, while generally not replacing the 5-ball and other fast action games in earning power, veteran op Bard notes that they also pay their own way in time and can be steady sellers for some time after, much in the fashion of the old skeeball game. Could be Bob’s philosophical and tolerant views were brought on by just having recovered from an infected tooth. At any rate, it was nice to hear him sound off on the subject.

In another lively game arrived the past week, one being Bally’s “Baseball” over at Paul Laymon’s, where Locals and other players credited the game with being the finest shuffle game of its kind yet produced and one that should appeal to all locations. Lyn Brown was a helpful chappy over United’s “ABC” which was just in and glowingly described by him as “the most unusual 5-ball ever made, the greatest I’ve ever seen in 15 years in this business.” Lyn’s only concern now is that deliveries and the places to put ‘em can keep pace with one another.

Visiting for a few days at Badger Sales was W. E. Bolen, president of the Northwestern plant, who promised Bill Happe a stepping up in production and shipment of his firm’s popular penny gum machines. The Badger floor was being readied for receipt of Kentey’s “Big League Bowler” via Silk Airways... Jack Simon had a most unpleasant trip to make, in heading for his home town of Cincinnati to attend the funeral of partner Ben Goldberg... Joe Peskin’s well-known Harry Hammond has moved out, desk and all, to the Sierra Steel plant, which leaves Dolores Moreno all alone, what with servicemen Tommy out on calls a good deal of the time, Paul Silverman sticking close to the steel plant and Joe Peskin commuting between the plant, Chicago, Palm Springs and Pico Blvd. Despite all the work aching to do, no one can deny that lovely Dolores admits it’s getting lonely, which is a small compliment to pay the gallant blades in this business.

On the Row: Back from their long horse walk on the historic DeAnza side to Cordova and San Diego, Bill Seeburg and his wife are both able to go down... Others shopping along Pico Blvd. included Pomona’s S. L. Griffin... Milton Nortje from Colton... Johnny Lantz and J. C. Cameron of Southside... Mr. and Mrs. L. L. Gray and S. W. Ketcher... Goodwin... Olddale’s George Demers... H. D. McClure of San Luis Obispo... Bakersfield’s Charles Hartman... Ray Brandenburg of Whittier... Bill Bolton from Oceanside.

MINNEAPOLIS, MINN.

There have been quite a few operators coming into the Twin Cities and it seems that they are all coming in trucks so that they can take equipment back with them... Andrew Markfelder of Red Lake Falls, made a quick trip into town to pick up a machine for one of his odd jobs, but added that Harolton, N. D., stopped in town to visit the various distributors after stopping off at Rochester for a physical check-up. August says that things are going pretty good on the route... Jerry Hardwig of St. Cloud, also made a quick trip into town to pick up some supplies as did B. F. Kortz and of Tracy... Pete Worsom and Mark Coughlin of Mankato, also were in town for the day and picked up some machines and supplies for their routes. They say that they expect to be busy for the next couple of weeks getting their locations in shape for the coming summer business... August Quade of Rochester, came in town as did Gordon Dunn of Moose Lake; Ed and Millie Birkeneaver of Litchfield; Lyle Kesting of Bellingham; Harry Galep and Russell Gherity of Menomonie; Wis., and Baldwin, Wis.; Ed Wieland, formerly employed by the Lieberman Music Company (we speak) say Lieutenant Wieland now, was sworn into active service on May 1st and is being stationed with the 15th Air Force in California.

Jack Bailey and his wife announced the proud arrival of a son who is named Stephen Lawrence Bailey. Jack operates the Ace Novelty Co., out in Twin Brooks, S. D. ... In from ironwood, Mich., were George Berquist and Andy Benning. Another visitor was Don Donußell of Soper, Wis. ... Ted Sallston, Jr., of the Salston Distributing Co., in Huron, S. D., which is being run by Ted Sallston, Sr., reports that he is getting along well at Camp Carlson, Colo. Ted, Jr., says that he is slimmer around the waist at the present time. However, he doesn’t know how that last war was any slimmer than it is. The Lieberman Music Company has had showings of the 1400 Wurlitzer at Moorehead, Grand Forks, N. D., and Minot, N. D., and Hy Sander and Lee Rogstad report that the attendance at these showings was pretty good.

Denny Heideller of the Advance Music Co. has also been called into active service with the Air Force on May 1st.
Wurlitzer Busy
On $10,000,000
Defense Orders
More On Way

CHICAGO—The Rudolph Wurlitzer Company, manufacturers of pianos, accordions, electronic organs and coin-operated phonographs, announced that its plants in North Tonawanda, New York, and DeKalb, Illinois, are working on a number of defense contracts amounting to approximately $10,000,000, with an additional $2,000,000 worth of such contracts now in the negotiations stage. Wurlitzer officials estimate that large-scale defense production will be under way by midsummer, and the Company is currently tooing up, procuring materials and rearranging plant layouts to expedite this important defense assignment. A substantial increase in the company's employment will take place in the next few months to handle these new contracts.

Wurlitzer's defense work is in the form of top-secret electronic equipment, guided missiles and aircraft parts as well as Wurlitzer electronic organs for armed forces chapels throughout the world. Wurlitzer has prime contracts from the Army Signal Corps, Army Ordnance Corps, the Air Force, the New York Quartermaster Office, the U. S. Veteran's Administration, and sub-contracts from Bell Aircraft Corporation, Emerson Radio and Phonograph Company and Zenith Radio Corporation.

Despite the steady increase in defense work, Wurlitzer is continuing to produce coin-operated phonographs in large quantity as possible consistent with current government limitation orders and material availability.

Lake City Moves To New Quarters

CLEVELAND, O.—Joe Abraham of Lake City Amusement Company, this city, has just moved into his new and beautiful quarters at 4333 Payne Ave., this city.

Sometime ago Abraham advised that his firm would occupy these new quarters, as soon as they were completed.

It seems, at this time, that the they haven't as yet been completed, the firm moved into them as of May 1st and are now conducting business, with part of the large showrooms and offices as yet blocked off to customers, while contractors are completing them.

Most important to all operators, according to Joe Abraham, is the fact that the firm is now tightly squeezed into these new quarters that they must let go of many new and beautiful machines.

They are, therefore, offering the one of the greatest bargain sales in all its history.

"Operators," Joe Abraham stated, "are now able to obtain some of the very greatest bargains we have ever offered in our history.

"Many of the machines we are offering," Joe said, "are far below the prices we paid for them ourselves, even prior to reconditioning them.

"But," he continued, "because we are so cramped for space we are willing to sacrifice these machines at the lowest prices we have ever quoted for machines of such outstanding quality and condition."

GETS THE POPULAR PLAY EVERYWHERE!!

If it were permissible to publish the actual EARNINGS from operators reports—there would be no need to tell you more.

'GUN PATROL' is an exciting event of today, proving itself daily for nickels, dimes, quarters. Aiming and shooting at 'front line' scenes call for the same skill, the same quick eye and finger on the trigger with an accurate shooting gun that also kicks with each shot. Players keep at it—becoming a daily practice habit to attain perfection as a marksman.

'GUN PATROL'—in appearance on location is today's smartest looking player attraction. On the inside you see fast moving mechanized battle convoys—in a colorful 'front line' battle scene. Flashing colored lights simulating bursting bombs with each scoring hit. Vends ticket for skill award. Adjustable for skill control. Operate 'GUN PATROL' everywhere. No legal restrictions.

Get Yours Now...While You Can

THE EXHIBIT SUPPLY CO.
4218-4230 W. LAKE ST., CHICAGO 24, ILL.

FOR SALE—Complete line of used equipment on hand: Phonographs; Slot Machines; Pinball; Skill Machines; and others. TARAN DISTRIBUTING, INC., 2020 N. 37th Ave., MIAMI, FLA. Tel: 3-7646.

FOR SALE—The finest reconditioned phonograph and machine stock on the market. Every single one guaranteed regardless of price. Before you buy, write. JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Photograph Studio Booth with two cameras $350; 5 Bally Entries $65; 1 Gottlieb Daily Racer $225; 7 Victory Derbies $35; 2 Yankee Travelling Cranes on wheels $45; 1 Liberace Motor. Used to improve any existing booth or amusement operation. NEW BUSINESS, NO MONEY NEEDED. TACOMA WAY, TACOMA, WASH. Tel: HI 5110.

FOR SALE—100 reconditioned red striped satin Pla-Mor selectors ready to set on location $15; 24 Chrome red striped trays $20.50 ea.; 24 Chrome in original cartons $34.50. 40 de- ployed. 1953-54 orders. Address: R. P. PANY, 1025 NORTH HIGHLAND AVE., HOLLYWOOD, CALIF.

FOR SALE—Tobacco Wall Boxes at special prices! Brand new Turk's Kings, write: reconditioned Turk's Kings, write, 15300 N. COLUMBUS AVENUE, CHICAGO 35, ILL. $139.50. All Guaranteed A-1. EMERY SELLING COMPANY, 1012 MILWAUKEE AVE., CHI- CAGO 22, ILL. Tel: Everglade 4-2600.

FOR SALE—Clean—ready for location. Wurlitzers: 1100 $400, 1015 $225; 986 $185; 981 $155; 975 $125; 805 $85; 318 $65; 275; 146 $95; CAIN-CALLOU- TTE RANGE, 213 WEMBLEY EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO 22, ILL. Tel: Everglade 4-2600.


FOR SALE—Two Manhattan Packard phonographs, like new, $185.50 ea. WESTERN DISTRIBUTORS, 1225 S. 30th ST., PORTLAND 5, ORE.

FOR SALE—For Exchange or for non- collection models. 1 trade for Pinball, 1 shuffle-Skull, 1 shuffle-Mite; 1 shuffle-Baseball, 1 Juke Box—radio, based on condition and amount. Address: BOX 288, NORTH AR- LINGTON, N. J.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT AMUSEMENT CO., 234 W. 3rd St., WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Gallon Bases for Jockey Special and Special Entry $8.95 ea.; Base for Jockey Special Master and Victory Derby, $11 Derby and many others. Address: 912 S. 26th ST., PHILADELPHIA 30, PA. Tel: 2-3326 or 2-1648.

FOR SALE—Wurlitzer 3031 Boxes $14.50; Model 550's $65; 2 Exhibit Stand 30's $45; 2 Bally Stand 43's $35; Bally Stand 45's $18; 125 and Wall Boxes $25 ea.; Model 320 Sweet Music $5, 1/3 each. Address: WILLIAMSPORT AMUSEMENT CO., 1232 GRAND AVE., KANSAS CITY, MO.

FOR SALE—Wurlitzer 5615 Boxes 5/10/25$41; 3215L Wireless boxes three-wall $27; WIL56 wireless Boxes $24; Seeburg Hideaway models $25; $450; 1015 $95; Wurlitzer Skeel Bases $40. Address: BOYD'S AMUSEMENT CO., 1812 14TH ST., FAYETTEVILLE, N. C. Tel: 3992.

FOR SALE—Used Phonograph Records taken from our rooms, BIR- MINGHAM VENDING COMPANY, 540 2nd Avenue, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—New England's Largest Stock—New Machines, finest parts and service department. Exclusive distributors for Aireon, Bally, Chicago Coin, Keeney, EX- HIBITORS, and Wurlitzer AMUSEMENT DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. Tel., 41-440—Mail 41-441—Booth 811 UNION ST., WEST SPRINGFIELD, MASS. Tel: 5-6418.

FOR SALE—Fighting Irish $185; 4 Horsemens $185; Shot Bowler $125; Select-A-Card $150; Telecard $175; Card Dale $125; Sweetheart $175; Pin Bowler $175; One Two-Three $95; Tahiti $95; Nifty $90; Inter-State $125; To Bowling South Pacific $125; Trade Winds $60; Mardi Gras $50; Williams Opportunity $175; Flying Saucers $90; Greasy Son $75; 725 GRAND RIVER AVE., DRIPING MINT., Tel: Tyler 4-3810.

FOR SALE—Close-out specials: College Dale $125; Old Faithful $125; King $125; Victory $125. New Looseball: Treasure $175; Pickup $175; Six Shooter $300; Bowle $115; Lehigh $125; Lancaster $125; 1257 W. 14th St., PHILADELPHIA 30, PA. Tel.: PO 5-3299.

FOR SALE—Two Manhattan Packard phonographs, like new, $189.50 ea. WESTERN DISTRIBUTORS, 1225 S. 30th ST., PORTLAND 5, ORE.

FOR SALE—Or Exchange for non- collection models. 1 trade for Pinball, 1 shuffle-Skull, 1 shuffle-Mite; 1 shuffle-Baseball, 1 Juke Box—radio, based on condition and amount. Address: BOX 288, NORTH AR- LINGTON, N. J.

FOR SALE—We supply all your requirements for coin-operated equip- ments made 24 hours after receipt of order. 5¢ over wholesale per record. Equipment & parts: AMUSEMENT DISTRIBUTOR CORP., 752 TENTH AVENUE, NEW YORK, N. Y. Tel: PLainsong 3-185. Printers: AMUSEMENT DISTRIBUTOR EXPO. RECORD, NEW YORK.

FOR SALE—7 Amusement Enterprise Skeeball Alleys $1899; 1 Pace Midway Pinball $219; 1 Bally Pinball "Boozelle" 52" $225, used 1951 and 1950 models, with or without stand. Address: BERNARD LALONDE, 858-61 90th St., South Ozone Park, N. Y. Tel: 765-0500. Write for more information. Distributions wanted, SPECTRUM ENTERPRISES, CO., SOPERTON, GA. Tel: 33.

FOR SALE—Empresses: Thrones; '39 and '40 Models; Vargie: Classics; WIL56 Wall Boxes: 600's; Coin Machines; Golf Balls and Parts: Arcade Equipment: Misc. Pinballs. SOUTHERN EXCHANGE, 3030 E. 41st ST., EVERTON, PETERSBURG, VA. Tel: 349.

FOR SALE—Photo Finish $185; Champions $195; Citations $185; New American 50 Models: New Pin Game: Champions $75. Address: ALLEN SHAPIRO $195; will buy or trade any of the above or any new machine. Address: BUBA'S, 7217 Irish Rods, Dale Guns or 100 record Seeburgs. 1/3 down. GOLDEN CABINET, W. 6100 GATE AVE., SAN FRANCISCO, CALIF.

FOR SALE—The famous lightweight Jacob Tone Arm for all automatic phonographs. Suitable for your nearest distributor. JACOBS' NOV. ELTY CO., STEVENS POINT, WIS.
FOR SALE — Shingle Alleys $29.50; Shingle Alleys with disappearing punch $29.50; Coin Box $35.00; Coin Box $45.00; Keeney Duck Pins $17.50; Bally Bowler $35.00; Bally Bowler with Super Duck pins $65.00. Write for complete list. MONARCH COIN MACHINERY, 310 Field Ave., Chicago, Ill. Tel.: ARmitage 6-1484.

FOR SALE — We have in stock for the beer trade, used five cents, new and used one-balls, large assortment of used machines and parts. — We want to buy or will accept in trade Wurlitzer 5020s, Seeburg 1000s and 1015s. — 1032; 5020 Wall Boxes $49.50; Wurlitzer 2140 Wall Boxes $39.50; Premiums: Silverwire with packets $5.25; Silverwire with special packets $5.75; 16 piece Inlay amyloid Selsin at $6.25; Concealed Potters from $4.50; Potted BOXES: NOVELTY, 510 ELM ST., Beloit, Wis. Tel.: College 2599-W.

FOR SALE — Before you Buy, Sell or Trade in a type of coin operated equipment, it will pay you to consult your local BLD. Credit Theaters, OLIVE ST. ST. LOUIS 3, MO. Tel.: OLIVE 2590, "One of the World's Largest Distributors of Coin Operated Coins." For Sale — Arcade Equipment: Periscope, Foot-Easter,ockey, Lite, Lure, Savoy, Red Coal, Silver, Bomber, Ten Strike, Sky Pilot, Ray Gun. Guaranteed fully recon- structed parts, tampered for that competitive gun. Amplifiers, motors, rifles repaired at low prices. SEEBURG CORPORATION, 1146 W. ROOSEVELT CHICAGO, ILL. Tel.: Graefland 2-0317.

FOR SALE — Seeburg 118700; Seeburg 5090; Wurlitzer 1250. Write: AMI Model A, 40-42-4400; AMERICAN VENDING CO., 2595 CONEY ISLAND AVE., BROOKLYN, N.Y. Tel.: Express 8-1836.

FOR SALE — We are exclusive factory distributors for Seeburg and Wurlitzer. We have Seeburg 100's and Wurlitzer 1250, write: AMI Model A, 40-42-4400; AMERICAN VENDING Co., 2595 CONEY ISLAND AVE., BROOKLYN, N.Y. Tel.: Express 8-1836.

NOTICE — We are distributors for Evans’ "Constellation" 40 record phonographs. For delivery, NOW LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N.Y. Tel.: CH 6266-7.

NOTICE — We are distributors for Mickeys "Constellation" 40 record phonographs. For delivery, NOW LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N.Y. Tel.: CH 6266-7.

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CONVERSIONS

If you are at present converting older machines into later type models, please My 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.

NATE SCHNELLER, INC.
Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

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

AMI, INC.
Model "C" Phonograph
Model HS-SM Hideaway
5c-10c Wall Box (40 Selections)
Aimivor Speaker

BALLY MANUFACTURING CO.
Turf King
$695.00
Unicorn 2-Ball
$425.00

BUCKLEY MANUFACTURING CO.
Buckley Wall & Bar Box
$24.50

CHICAGO COIN MACHINE CO.
Band Box
$184.50
Genco Coin

D. GOTTLEIB & CO.
Cyclone
$294.00

H. C. EVANS & CO.
Constellation Phonograph
Ten Strike 1961

THE EXHIBIT SUPPLY CO.
Two Player Hockey
Big Brother
Gun Patrol

GENCO MFG. & SALES CO.
Hy-Roll
$279.50

J. H. KEENEY & CO., INC.
Big League Bowler
League Bowler, 24" Ft.
League Bowler, 8 Ft.
All-Electric Cigarette Vender
King Street Bowler with Chamberseller
Penny Inserter
Member of Bowler's Bridge
Match Bowler Conversion
Dyndivid

ROCK-OLA MFG. CORP.

UNITED MANUFACTURING CO.
A-Ball
Five-Player Shuffle Alley
Two Shuffle-Cade
Shuffle Alley Deluxe Conversion
Super Shuffle Alley Deluxe Conversion
Double Shuffle Alley Deluxe Conversion

UNIVERSAL INDUSTRIES, INC.
High Score Bowler

WILLIAMS MANUFACTURING CO.
Music Mike Phonograph
Control Tower
Super Shuffle

THE RUDOLPH WURTLIZER CO.
Model "1400" Phonograph
Model "1450" Phonograph
5c-10c Wall Box (40 Selections)
Model $100 8" Speaker
Model $110 12" DeLuxe Speaker

NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.

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UNITED'S

A-B-C

NEW DIFFERENT
5-BALL REPLAY GAME

APPROXIMATE SIZE
4 FT. LONG BY 2 FT. WIDE

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
FIRST shoot to put men on bases by shooting pucks into cups

The set-up shown in the picture is only one of many possible combinations that challenge the skill and judgment of the player. Note that player has succeeded in placing his first 3 pucks on first, second and third bases. If he hits a Home-Run roll-over with his fourth puck, the circular turn-table will revolve, and, as each cup advances from third-base to home-plate, puck will be automatically kicked out of cup, scoring 3 runs as the 3 "men" romp home. However, if player hits a Single roll-over, he will score only 1 run, as "men" on third goes home. "Men" on first and second bases will merely advance and be on second and third bases at the start of the next inning. If 2 players are playing, opponent will start his half of the inning with 2 "men" on bases. If player who shot the set-up shown in the picture can drop his fourth puck into home-plate cup, before hitting a roll-over, he will score 4 runs by hitting Home-Run roll-over. Single roll-over will score only 1 run and leave bases loaded for opponent. Single or Home-Run hit ends inning, and each player plays 9 innings.

THEN shoot to advance men on bases by shooting puck across roll-overs

"Men" actually run bases on revolving turn-table

Not just another bowling game dressed up to look like baseball… but a really new, exciting game that is already starting a new shuffle-boom. New look attracts immediate attention on location. New skill-scoring appeal insures continuous repeat play. New fast action produces biggest profits in shuffle history. Get in on ground floor… get Bally BASEBALL today!

Turf-King
Greatest jumbo pinball game in history… still going strong after a solid year of peak production!