Les Paul and Mary Ford listen intently as A. D. Palmer, advertising and sales promotion manager of The Rudolph Wurlitzer Company, points out the features of the new economy priced phonograph, model 1650. This new Wurlitzer, which contains 48 selections, is shown here on location in the Wigwam Bar of the Iroquois Hotel in New York. Les and Mary no doubt are also interested in making sure that their latest Capitol release, “I’m Sitting On Top Of The World!” is one of the records on it.
The ROCK-OLA phonograph has 3-WAY service accessibility.

Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Full-swing front door eliminates groping around panels and corners... allows front or back access.

Available in 2 models for either 78 RPM or 45 RPM records.

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

**EASTERN**
- BAILEY DISTRIBUTING CO. 647 South West St., Syracuse, N.Y.
- EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.
- HAGOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY 1633 Fifth Avenue, Pittsburgh, Pa.
- MUSIC & TELEVISION CORP. 1119 Commonwealth Avenue Boston 13, Massachusetts
- S & K DISTRIBUTING CO. 2014 Fairmount Avenue Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

**MIDWEST**
- BAGGER NOVELTY COMPANY 2548 North 30th Street, Milwaukee, Wisc.
- BINCO MUSIC DISTRIBUTING CO. 1209 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY 19953 Uwambe Ave., Detroit 31, Mich.
- CALDERON DISTRIBUTING 450 Massachusetts Ave., Indianapolis, Ind.
- CENTRAL COIN MACHINE EXCHANGE 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES 815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS 3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO. 208 E. Dewey Ave., Bultan, Arkansas
- IDEAL NOVELTY COMPANY 2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO. 4333 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY 678 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY 1377 Second Ave., Des Moines, Iowa
- TOLEDO COIN MACHINE EXCHANGE 814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO. 3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC. 2230 N. Western Ave., Chicago 47, Ill.

**NORTHWEST**
- Puget Sound NOVELTY CO. 114 Elliott Ave., West, Seattle, Wash.

**SOUTHERN**
- P. M. & F. DISTRIBUTING CO. 3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANDON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY 133 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO. 241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO. 24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO. 301 Edgewood Ave., S., E. Atlanta, Ga.
- S & W SALES COMPANY, INC. 1074 Third Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION 2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO. 503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY 315 A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia
- SOUTHWEST AUTOMATIC MUSIC CO. 1214 W. Archer, Tulsa, Oklahoma

**WESTERN**
- BORDEN SUNSHINE NOVELTY 3119 W. Fourth Street Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY 532 North West Third Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY 1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT 3020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS 3924 East Seventh Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

**WORLDWIDE**
- H. B. BRINCK 825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO. 3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY 3407 North Eighth Avenue San Francisco, California

*Available in 2 models for either 78 RPM or 45 RPM records.

*The Industry's Greatest Phonograph Achievement*
Juke Box Ops Open:
MORE ONE-STOPs
AND MORE
RETAIL RECORD STORES

Estimate Over 100% Increase in Number of One-Stops and Retail Record Shops Opened by Juke Box Ops in Past Five Years. Many Juke Box Ops Record Distributors. Even Greater Growth Indicated

Juke box operators today are experts—experts in the record business. They weren't always experts, for they had to learn about the record field the hard way, in the profit and loss columns.

But now, after twenty years of experience with modern juke boxes, operators have come to know records as the basic part of their business. In order to conduct that business profitably, to earn a living, to survive, operators have had to learn the difference between a commercial and an uncommercial record.

Through experience, they have been able not only to acquire the means to distinguish between the good and bad in records, but they have also learned the value of good programming and proper variation from the ground up.

In all of these activities The Cash Box has played its part for in the past ten years it has conducted an unceasing campaign emphasizing to operators the importance of records to the proper conduct of a juke box operation and the necessity for good programming.

So today juke box operators are literally record experts.

And as record experts, it's not surprising to see them branching out into various other ends of the record business.

One of the major enterprises which operators have gone into is the development of one-stops. Operators, better than anyone else, know the value of a one-stop, for it is an ideal way to purchase records as far as they are concerned. Therefore it's natural for them, knowing its advantages, to work into that end of the record business.

And that they have done. In city after city, new one-stop stores are making their appearances—and a good many of them are being run by operators.

Another related field which operators have been going into is retail record shops. The same reasoning which led them into one-stop operations has led them into retail operations. For if you are an expert in a field, you must eventually want to participate in that field wholeheartedly, which can very easily mean branching out into every conceivable area.

Finally, operators have also been going into the distributor end of the business, another likely avenue of expansion for them. Today, in many cities, it is not unusual to find that the top record distributors are also the leading juke box operators.

It has been estimated that in the past five years the number of one-stop and retail stores opened by juke box operators has increased by more than 100%. And this is probably a conservative estimate. For particularly in the one-stop line, operators have multiplied their activities several fold.

In the near future, there is no doubt that more and more one-stops, retail shops and distributorships will be opened by juke box operators.

And again we must emphasize it is a very natural thing.

For the record business is their business. They've learned it from the ground up. They know what makes it tick. They can distinguish a hit from a flop.

Today the record business more and more revolves in a great extent around the individual juke box operator.

Tomorrow that extent will be even greater.
Music

RE 45
recorded
#20/47-5210
PE
ROSES/THE
MG-11390
DE-28576
CAN'T
20-5239
BAND
FEEL
WALTZ
BE
OR
78
RA
#20/47-5238
WANNA
#20/47-5193
HOT
SALOMEE
ECSTACY
1
1
MOONLIGHT
YOU
UNHAPPY
BREAKFAST
Homer
The
Eddy

45
Vocal

HORSES
Ralph
LEJ
TRAIN,
HAD
RCA
Winterhalter
TANGO
000
Monroe
refrain

DAY
THE
/
TOUCH
I'M
WITH
PENNY
WILL-O-THE-WISP
CO-39952
(T-2346)—Anthony
Perry
Como

CONGRATULATIONS
CO-21025
CA-2256
DE-28628
JAM
YOUR
CHEATIN'
HEART
JONI
JAMES
CA-2337 (F-2337)—Joni
Garber
O.
CO-39935 (F-2334)—Frankie
Laine
DE-23821 (F-23821)—Louis
Armstrong

SIDE BY SIDE
KAY
STARR
CA-2334 (F-2334)—Kay
Starr
VI-20-4741 (47-4741)—Frankie
Carl

HAVE YOU HEARD
JONI
JAMES
DE-28569 (F-28569)—Rudi
Morgan
OG-11596 (K-11596)—Joni
James

WILD
HORSES
PERRY
COMO
CA-2349 (F-2349)—Ray
Anthony
O.
VI-20-5152 (47-5152)—Perry
Como

I BELIEVE
FRANKIE
LAINE
CA-2332 (F-2332)—Joni
Franca
CO-39936 (47-59938)—Frankie
Laine

1) CONGRATULATIONS TO SOMEONE. 2) HOLD ME, THRILL ME, KISS ME. 3) WHY DON'T YOU
BELIEVE ME, I'VE HEARD SO MANY TIMES. 15) SAY IT WITH YOUR HEART. 16) NO HEART
WANTED. 17) HELLO SUNSHINE. 18) HOT TODDY. 19) TELL ME A STORY. 20) KAW-LIGA. 21) EVEN
NOW, 22) SEVEN LONELY DAYS. 23) TEARDROPS ON MY PILLOW. 24) ANYTHING I WANT TO.
25) GOMER
NASH.

it's what's in the cash box that counts

TIPS FROM THIS WEEK'S RELEASE
SWEET THING / WHY COME CRYING TO ME
Dinah
56
Shire

AL-B-U-U-E-R-E-R-U-E

THE NATION'S NO. 1 BAND
(AND THIS WEEK'S NO. 1 RCA VICTOR SELLER)
RALPH
FLANAGAN
WITH A BIG NEW TRAIN-TUNE HIT!!!
"A-L-B-U-U-E-R-E-R-U-E"

THE NATION'S TOP TEN PLUS THE NEXT 15
JUKE BOX TUNES

THE CASH BOX

THE NATION'S TOP TEN PLUS THE NEXT 15
JUKE BOX TUNES

THE CASH BOX

"It's what's in the CASH Box that Counts"
THESE ARE THE FACTS

ABOUT THE ASCAP SPONSORED McCARRAN BILL (S. 1106)

Whether a Music Operator Owns ONE JUKE BOX and WILL NOT BE TAXED by ASCAP or Whether He Owns TWO JUKE BOXES and WILL BE TAXED by ASCAP (According to the McCarran Bill (S.1106)) IS NOT WHAT COUNTS! The Angle of One Juke Box Ownership is Only Camouflage. This Can be Just a Point for Argument to Detract from the TRUE PURPOSE of the McCarran Bill (S.1106) Which is Simply That:

ASCAP IS TRYING TO FORCE THE NATION'S JUKE BOX OPERATORS

BY FEDERAL LAW TO BE TAXED TWICE FOR PLAYING THE SAME TUNE

Royalties for Playing ASCAP Music are Now Going Direct to ASCAP Publishers for Each Recording. These Royalties are Already Included in the Price Juke Box Operators Pay for These Recordings. Now ASCAP Comes Along With the McCarran Bill (S.1106) and Wants the Same Juke Box Operators to Now Also Pay Directly to ASCAP (which is a Collection Agency for These Very Same Music Publishers) More Royalties (or a Flat Fee) IN ADDITION TO THE ROYALTIES THE JUKE BOX OPERATORS HAVE ALREADY PAID FOR PLAYING THIS VERY SAME ASCAP MUSIC:

DEFINITELY THIS IS A TAX ON TOP OF A TAX AS FAR AS THE JUKE BOX INDUSTRY IS CONCERNED!!!

The above statements cover the complete and true picture of the ASCAP sponsored McCarran Bill (S. 1106) exactly as it is and for what it is.

This new ASCAP sponsored Bill, just like all the ASCAP sponsored post-war Bills: Buckley Bill, Scott Bill and the Bryson-Kefauver Bill, is strictly set up for the purpose of double taxing the nation's juke box operators.

Either by a royalty fee on every recording featuring ASCAP music, or by a flat fee which can range anywhere from $10.00 to $1,000.00 per juke box per year.

There is nothing contained in the present McCarran Bill (S. 1106) which states, in any fashion whatsoever, what the royalty or the fee should be.

The fact remains that ASCAP is but a "collection agency" for the music publishers and writers who have joined this "collection agency" and whose returns from it are based on some mysterious graduated basis of royalty payment.

Regardless of all this, eliminating all the fol-de-rol and all the ballyhoo, the fuzz and clouds and, especially, clearing away the camouflage (the fact that the juke box operator who owns ONE juke box will NOT BE TAXED BY ASCAP) from the devious wording of the present ASCAP sponsored McCarran Bill (S.1106) and coming right down to the basic factor involved: — ASCAP is again attempting to make the JUKE BOX OPERATORS OF THE NATION PAY A TAX ON A TAX FOR THOSE RECORDINGS WHICH FEATURE ASCAP TUNES. And there's just no way around this FACT.

Every juke box operator knows that when he purchases a recording that both the writers' and the publishers' royalties are already included in the price he pays for that recording.

The juke box operator, then, has indirectly PAID THE ROYALTIES TO THE MUSIC PUBLISHERS WHO ARE MEMBERS OF THE ASCAP COLLECTION AGENCY.

Therefore, when ASCAP itself now wants the juke box operators to also pay them directly for the very same recordings — THEY ARE SIMPLY ASKING THE NATION'S JUKE BOX OPERATORS TO PAY A TAX ON TOP OF A TAX.

Whichever way they spin the ball, whichever way they try to collect ONCE AGAIN from the juke box operator, it all boils down to the VERY SAME FACT: — THAT THIS IS BUT ANOTHER ATTEMPT by Federal Law (as an amendment to the Copyright Act of 1909) TO FORCE THE NATION'S JUKE BOX OPERATORS TO PAY A TAX ON TOP OF THE VERY SAME TAX (in the form of royalty) WHICH THEY ARE ALREADY PAYING TO ASCAP'S PUBLISHERS DIRECTLY THROUGH THE RECORDINGS THEY BUY!

And, just as each of the previously introduced bills would have done, this one too, if passed, would put an end to the juke box industry as we know it today, and in turn cause economic upheaval for every single ASCAP writer and publisher—for if it ever succeeded in enacting this bill, ASCAP would be responsible for bankrupting the greatest single customer for records that this nation has ever known, the owners of the 550,000 juke boxes, and also for putting out of business the country-wide showcase without which record hits could never possibly reach the proportions they do today.

Attention ASCAP!

If the American Society of Composers, Authors and Publishers (ASCAP) cares to answer this article directly, or if any individual ASCAP publisher member wants to answer it, The Cash Box, in all fairness to the great American tradition of FREEDOM OF THE PRESS, will be more than happy to publish an answer.
DOROTHY LOUDON  
(RCA Victor 20-5328; 47-5238)

"I'M WITH YOU" (2:30) [Mayfair Music] Dorothy Loudon's powerful voice belts out a rhythmic number that really makes you feel good. The orchestral accompaniment is really moving too.

"THE LAST TOP" (2:38) [Mayfair Music] The thrill leaves in a slower jump with zoot and oomph and comes up with another terrific piece of listening. She handles both ends with color.

DANTE VARELA ORCHESTRA  
(Ken 2719; 45-2719)

"BLUE MOON" (3:04) [Robbins Music] An interesting sound and style is demonstrated by Dante Varela and his orchestra on a standard Rogers & Hart tune with a Latin beat. A high voiced vocal joins the music at the repeat and comes off fine.

"TANGOLONGA" (2:57) [Sam Weiss Inc.] The orchestration picks up the tempo and kicks up a samba tempo instrumental featuring a group vocal. The entire group has a fine sound.

THE THREE SUNS  
(RCA Victor 20-5346; 47-5246)

"RED RED MONKEY" (2:40) [Miller Music] The striking sound that the Three Suns get from their instruments is most prominent on this novel tune that has a "Dance Macabre" like air. It's an instrumental that's different and very good.

"ANNA" (2:52) [Hollis Music] The flick of the same name comes another interesting tune with a flavor that's a bit unusual. It's a good rendition that should get its share of spins.

FLORIAN ZABACH  
(Decca 28464; 9-28464)

"RED CANARY" (2:45) [Shapiro Bernstein & Co.] A tune that almost every company has a record on is given a super sensational treatment by Florian Zabach and his terrific violin. The artist had a big one in "Hot Canary" and could hit again with this similar charm. Chorus and orchestra back his stylish string plucking.

"APRIL IN PORTUGAL" (2:41) [Chappell & Co.] A tune that's making a bid for hit honors is well covered by Florian and his violin. The Latin tempo and pretty sound should get spins for this side too.

BOB MANNING  
(Capitol 2382; F-2382)

"YOU CAN LIVE WITH A BROKEN HEART" (2:53) [Dubonet Music] The fine new talent of Bob Manning stands out on this side as he sings a warm and lovely ballad. His intimate feeling should make the girls' hearts throb.

"THE SUN IS GETTING READY TO SHINE" (2:16) [Frank Music] Sid Felker and his wonders set up a fast moving production setting for Bob's terrific spirited reading. The number features an interesting pause in delivery that adds to the side.

THE CASH BOX  
THE DISK OF THE WEEK

"SOMEBODY STOLE MY GAL" (2:21) [Robbins Music]
"GLAD RAG DOLL" (2:15) [Advanced Music]
JOHNNIE RAY  
(Columbia 39961; 4-39961)

- This is Johnnie Ray's best offering for hit contention. It's a sensational version of that great standard "Somebody Stole My Gal." He's got this kind of feeling that just chock full o' rhythm, gets a top notch backing assist from the Buddy Cole Quartet. His style and delivery are the best we've heard of him yet.

"A LITTLE LOVE" (2:25) [Miller Music]
"WHERE DID YOU GO" (2:31) [Leo Feist]
BOB CARROLL  
(Derby 821; 45-821)

- Opportunity knocked at Bob Carroll's door and the artist took advantage of it by coming in with a big ballad "Say It With Your Heart." Now Bob follows it up with a song that sounds like it could do the same, dubbed "A Little Love." It's a pretty song with the same lifting choral backdrop so prominent on the "Heart" deck.

AL RUSSELL ORCHESTRA  
(Capitol 60950; 9-60950)

"HIGHLY STRUNG" (2:15) [Meridian Music] Al Russ and his lush orchestra glide along a fast moving instrumental with a pretty tune. The result is terrific and makes for good listening.

"PEANUTS AND POPCORN" (2:22) [Meridian Music] The fine imagination of the Russ interpretation of this cute tune gives a vivid picture instrumentally, of a circus. The tune is fine, moving and a wonderful creation.

THE THREE DONS & GINNY GREER  
(Allied 5000)

"SAVING YOUR MINE AGAIN" (2:29) [Blue River Music] The sweet voice of Ginny Greer stands out as she joins with the Three Dons on a most distinctive number. Her liftin' tune should get plays. It sounds inviting.

"TUTTI-FRUTTI BABY" (2:28) [Blue River Music] Another pleasing number of hers is demonstrated by the group. The number comes across with a "Gay Twenty" like flavor.

JOHNNY COBB  
(Plamat 171)

"WHY'D YOU HAVE TO LEAVE ME" (2:32) [Haggard Music] Johnny Cobb does a & delightful vocal job with the aid of the Heatherettes and Bob Lawrence's crew on a little ballad with a sentimental touch.

"UNDER THE SPELL OF LOVE" (2:26) [Sherrill Feller Music] The vocal artist gets another fine assist from his partners on a strong Latin beat number. The results are pleasing.

TOMMY PRISCO  
(King 1191; 45-1191)

"LET'S LIVE FOR LOVE" (2:27) [Leeds Music] One of the best new voices in the recording field can be heard on this record. Tommy Prisco and his wonderful range do a super job on a beautiful ballad. His delivery is strong yet lovely.

"FACE OF MIND" (2:53) [Bouine Inc.] Another lovely romantic tune is done in top flight manner by Tommy. His support by Dewey Bergman's orch enhances the beauty of the side.

EDMUNDO ROS ORCH.  
(London 1152; 45-1152)

"SAVING 'SI SI'" (2:56) [E. B. Craig] This terrific odd that seems to be on the revival trail gets new life as delivered by Edmundo Ros and the boys. Ed swings the lyrics to the beauti Latin tempo, both in English and Spanish.

"THEY SAY THE WOMAN ALWAYS PAYS" (2:54) [David} The bassist has a touch of calypso in his voice as he goes and the Ros-Chils ride through a novel Latin beat with a most amusing set of words.
... FUNNY... FANTASTIC... FABULOUS...
GREATEST JUKE BOX HIT IN YEARS!

SPIKE JONES

"LULU HAD A BABY"

(HIS NAME WAS SUNNY JIM)

RCA VICTOR 2047-5239

"THE BOYS IN THE BACK ROOM"

"It's What's in THE CASH BOX That Counts"
RAY ANTHONY ORCHESTRA  
(Capitol 47-5236; 47-5326)  
"THEY DIDN'T BELIEVE ME"  
(3:17)  [T. B. Harms Co.] Ray Anthony does a striking trumpeting job on a terrific standard that's tailor-made for dancing. The number is a single release from his recent album "Campus Rumpus." Great material.

TRUE BLUE LOU  
(2:56)  [Famous Music] The tempo is upped to a jump beat for a terrific instrumental that's jitterbug fans will just go wild about. This exciting listening also comes from the same album.

IRVING FIELDS TRIO  
(King 1192; 45-1185)  
"MR. PIANO PLAYER"  
(2:17)  [Mark Jules Music] Some fancy fingerwork is demonstrated by the agile Irving Fields Trio on a light bouncy novelty with Irving’s piano playing standing out. Hushed vocal adds to number.

"CUBAN CARNIVAL"  
(2:42)  [Crest Music] Irving is the author on this for the first time, and it's the kind of number that he delivers to a rhythmic samba beat. This slick number has a good tune to it. Piano fans will love this.

VAUGHN MONROE  
(RCA Victor 20-5236; 47-5326)  
"CO-ED"  
(2:55)  [Redd Evans] Vaughn Monroe does a top flight job on a lovely ballad with the Moon Men assisting with choral support. The chanted parts warm up the tune that has a quality about it that might catch with the folks.

"DON'T BUILD YOUR DREAMS TOO HIGH"  
(3:08)  [Ivan Moorjul] Music] A Latin backing that shifts to a ballad backdrop is a lovely atmosphere for Vaughn's heart felt delivery of another pretty tune.

BUDDY DE FRANCO  
(MGM 1143; K-1145)  
"OH, LADY BE GOOD!"  
(2:13)  [Harms Inc.] Budy De Franco and his terrific clarinet, teams up with a quartet on this lid to do a very fast moving instrumental on a great old Gershwin hit.

"EASY LIVING"  
(3:24)  [Famous Music] Buddy gets an assist from the trio on this half to do a moderate beat item. His licorice stick is true in form on both ends with the rhythm of the group also standing out.

RAMON MARQUEZ ORCHESTRA  
(Fiesta 20-010)  
"CUARACHA MAMBO"  
(2:55)  The famous old melody of "La Cucaracha" is set to mambo tempo and belted out by Ramon Marquez and his boys. The tempo and blend of instruments is in top flight order.

"MAMBO PEPITO"  
(2:36)  [Pablo Music] Here the men jive their talents and really put some sock into the mambo version of Linsky's "Hungarian Rhapsody." Good listening material and top notch for dancing.

THE CASH BOX  
SLEEPER OF THE WEEK  
"SCRAP OF PAPER"  
(2:59)  [Village Music]

"I'VE GOT A LETTER"  
(2:14)  [Frank Music]

DOLORES HAWKINS  
(Okeh 6493; 4-6494)

JIMMY DABRO  
(Mercury 70098; 70098 x 45)

"SERENADE OF THE MANDOLINS"  
(2:43)  [Bregman, Vocco & Coni] A lovely tune is presented by the smooth round voice of Jimmy Darro as he gives his all to the delivery. Joe Reisman's orchestra does a fitting job of setting up the Latin backdrop.

"FITTY ME"  
(3:08)  [George Paxton Music] Jimmy hands in some more pretty warbling in his warm and moving manner. Lush support enhances the beauty of the side.

VINCE WAYNE  
(Trip 3 A 2106)

"BLUE PIANO"  
(2:38)  [Eastern Music] A light accompaniment highlighted by a bluesy piano in the backdrop is an appropriate setting for Vince Wayne's warm vocal treatment of a ballad.

"EVENY NOW AND THEN"  
(2:41)  [Eastern Music] A lilting backdrop adds color to a lovely romantic piece done by Vince. He has a good voice and puts a great deal of heat into his delivery.

EUGENE BAIRD  
(Vaude 1)

"WHY SHOULD I WANT YOU"  
(3:02)  [Vinylp World] Eugene Baired has sentiment and sadness in her voice as she warmly gives out with a ballad in her feelingful manner. Accompaniment is appropriate.

"BE GOOD TO YOURSELF"  
(1:53)  [Vinylp World] The background music is solid in its rhythms as the orchestra sets up a terrific jump tempo for Genie. The rendition is moving and makes you bounces.

JOHN ROBERT LEE & GORDON JENKINS ORCH.  
(Decca 28606; 9-28606)

"FARE THEE WELL"  
(2:48)  [Montclaire Music] A fine teaming of the pretty voice of Roberts Lee and Gordon Jenkins results in a pretty ballad warmly done by the group. The tune has a "Lucky Old Soul" feeling and comes off well.

"ILL WIND"  

THE CASH BOX  
BEST BETS  

In the opinion of The Cash Box music staff, records listed below, in addition to the "Rock" and "Sleeper" Of The Week, are those most likely to achieve popularity.

* "RED CANARY"  
Florian Zellerbach  
Dexco 28646; 9-28646

* "CO-ED"  
Vaughn Monroe  
RCA Victor 20-5236; 47-5326

* "LET'S LIVE FOR LOVE"  
Tommy Frasco  
King 1191; 45-1191

THE NILSSON TWINS  
(Vogue 1021)

* "PROMISES, PROMISES, PROMISES"  
(2:48)  [Ash Music] The Nilsson Twins dish up some sweet harmony as they lift through a pretty wails item. The girls blend well with Scott Seely and the orch.

* "I'M GOIN' BACK TO WHIRL"  
[Bob Miller Music] The lasses glide over a cute novelty with a Hilberry draw. It's a Luigi hearted ditty that should get laughs.

RICHARD HAYES  
(Mercury 70110; 70110 x 45)

* "LET ME KNOW"  
(2:25)  [Four Star Sales Co.] Richard Hayes does a light and hearty job on a bouncer taken from the Western market. Choral support and the Dave Caroll orch cap the side with a fitting backdrop.

RHYTHM RAG RAG  
(2:18)  [ABC Music] Richard and the gang set up another happy mood as they cruise through this full rag time novelty. Fast read lyrics and a tinny piano are colorful and pleasant on the ear.

MARY SMALL  
(Mercury 70106; 70106 x 45)

* "SUDDENLY"  
(2:38)  [Hill & Range Songs] A wails tempo tune that broke on the West coast is given a glowing, close to the listener, Mary Small presentation that results in some terrific listening. Arrangement is lovely.

* "GIVE ME ANOTHER ONE JUST LIKE THAT"  
(2:20)  [Noteworthy Music] Vic Mrzyk and his icy team put this one again, but on an item with an entirely different mood. It's a cute bouncer that "Just Must" has a great deal of spunk. Great voice.

LOUIS PRIMA ORCHESTRA  
(Columbia 39969; 4-39969)

* "OH MARIE"  
(2:15)  [Prima Publishing Co.] Louis Prima and his pleasing greggo voice leads a group singing session. Louis reads the lyrics quickly so that the group can follow and join in. It's done in Italian and English and comes off well.

This side should get plenty of spins because of its humor and novel touch. It's a cute ditty about Louis with cute words and a happy bouncy. A fine coupling that could catch.

JIMMY YOUNG  
(London 45-1035; 1-1526)

* "ONLY THE LONELY ARE FREE"  
(2:42)  [Larry Speir Inc.] A fast moving production number is vocalized by the wonderful voice of Jimmy Young. He puts a great deal of heart into this strong number. Great voice.

* "MOON ABOVE MALAYA"  
(2:39)  [Peter Maurer Music] Jimmy's voice is in fine form as he offers a romantic ballad with a lovely tune set against a lush backing of a Latin tempo by Ronnie Goodwin's orch. Music has an oriental flavor.
It's DYNAMITE

Johnnie Ray SINGS

SOMEBODY STOLE MY GAL

b/w GLAD RAG DOLL

COLUMBIA RECORD No. 39961

Please Note:
Remember Johnnie's "WALKIN' MY BABY BACK HOME"? Well, "SOMEBODY STOLE MY GAL" is another terrific number; a great standard song and a rousing rendition by Johnnie at his exciting best.

Mitch

"It's What's in THE CASH BOX That Counts"
NEW YORK:

Town buzzing about Martin Block switch to the ABC network. Block will have a nationwide audience when he transfers on January 1 and he will divide his time between radio and TV. Bernice Parks can be heard Wednesday night, showing what a great artist she is at her opening at Gogi's Larkus. That girl sings like a million dollars.

Al Martin, inaugurating a new vaudeville policy at the Skouras theatres, started at the Academy of Music Saturday. The Saturday Night Dancing Party continues to be one of the most relaxing shows on the air. Credit due to talented Tony Pastor's show's producer-director. Dorothy Collins impresses both on records and over the luncheon table as one of the most refreshing personalities in the business.

Danny Winche, on tour promoting his latest MGM platter, is in town. O-HI-O. Bob Garry, the Birdie Show over WABC makes for good listening. Joe Schubman of Meridian Music became the piano of the 8 Lb. Joe Patti, last week, Miss Ford's waxing of "Meet Mr. Callaghan" is the best selling disk in Sweden.

Rosemary Clooney is fourth and fifth with "Butter-A-Me" and "Half As Much." Johnnie Ray given a farewell cocktail party at Idlewild Airport last Tuesday prior to taking off for London. Jimmy Hillard of Decca has signed Donald O'Connor to a term contract. 

Let's begin the pictures and add pop singles. Irving Shifrin, who used to do record promotion, is now doing advance promotion for motion pictures, currently working on the Rita Hayworth picture "Salome." Mary McCall and Al Halm head for New York after a New Orleans engagement.

CHICAGO:

Lots of discussion this past week over coffee and cokes as regards "How hard Chi's music biz hit since some publicity pulled out?" Seems Chi music biz isn't hit hard at all. And that stars know this is the one town that can "make" a tune as well as it can a disk anytime. In fact, even in music styling, as song men claim, "Chicago Style" is still an expression. Just as "New Orleans style." "But," they ask, "what other cities are mentioned for individualized music styles?" "In fact," song men here claim, "entire music biz should realize that Chicago is still the leader when it comes to making a song great." Checking around we find: Al Bell, Winners; Ernie Buell, Big 3; Joe Whalen who has his own pub-

by; Ben Miller with Berlin; Jack Goodman with Sam Fox; Nat Diller, with Mills; Larry Novot with Marks; Joe Druca with Forster; Sam Fox with Pars-

mount; Joe Bennett with VBC; Leonard Wilson, road-

man for Shari's, Bernstein; Cell Blumenthal with Mills; Moe Wells; Armin Baum with Hill & Range; Harry Kogen with Clarion; Bob Brandman; Morrie Coe. Mike Duncan with Goodman; Archie Levington of Mayfair; "Uncle" Will Rossetter; and many more.

Proving that the Windy City is still a top hot spot where all types of music are concerned. And that's not listing the disk promotion men. And over 5 doodahs who spin the platters each and every day. So Chicago's not dead to be long, man as long as it comes to being. 

Joni James on the stage of the Chicago Thitier (real triumph for the gal) with genial Jack Martin's orchestra there too. Joni to be followed by Rose-

mary Clooney. And then the very, grand Mercury star. Vic Fase, whom all the guys and gals here wanna work right along with. I just about here we all got a phone call to advise that some of the boys who have him still in the game and doing great. like Ned Miller on the West Coast.

Al Friedman with Paramount in Hollywood... Chick Karade in New York.

Solly Wagner who's with both CBS and NBC here.

As this hits the Chicago street (Mon., 3/28) they'll be holding a cocktail party in the Presidential Suite of the Sherman for Harold Minksy, says ship. Minksy: "Don't ever sell Chicago short when it comes to music," contact men say.

LOS ANGELES:

Harry Bloom's Mercury disk firm hotter 'n blazes via a flock of hits in the most played list. Look'n how The Gaylords' latest, tagged "Kramon's" to be added shortly. Congrats to Hal Weinman re the addition to his family. Arlie Wayne's "Rachael" gaining in popularity around town. Big turn out expected at the Palladium when the Russ Morgan gang take over. Bob Stern doing a whale of a job in record promotion for the Jimmie Warren Central Record Sales firm. credit the letter firm, and Bob, for bringing "Red Canary" out into the open.

Stan Kenton orch now traveling throughout the south.

Extended play records going like wildfire out thisway.

Les Merey's Aladdin Records have a trio of hits in "Let Me Go Home, Whiskey," Shirley. Come Back To Me" and "Hot Point." Dean and Terry go across the pond to London's Palladium to come June 15. That song and dance routine by Donald O'Connor and Sidney Miller has lots of tepid wag-

ging. Faisn ain't seen nothing so good on TV in a long while. Liberase just knocked off a pact for an hour and a half-hour tele-see. Ronnie Vinson is the "guy" vocal in the Gaylord group dons khaki just as Vic Damone takes to the South. Swap takes place any day now. Chipper Karest Chandler just about set with a film pact. Couldn't happen to a sweater gal.

June Christy a chinch for paydirt via the wonderful reception on her recent Jack Wolfe TV show. Go, Mitchell with the "Three Sisters" flicker, in addition to Mindy Carson and the Bell Sisters. "Feel that a couple of station managers are gettin' up the report of payola. They're supposed to have the facts too. Pearl Bailey into the Downtown Paramount come April 10. Gordon Wolf's Sullivan land firm reports increased action via Billy Eckstein's "Copenhagen" stuff. Terry Martino deserved to become the talent capital—what with those fancy five figure prices they're paying these days. Wish I could sing... I dunno why, but we kinda like Al Jarvis' mystery singer's real name. Rhythm and blues his strong point, with half a dozen firms riding high via as many hits. Art Rupe's Specialty label hits pay dirt via a new Mervin Dee platter tagged "One Room Country Shack."
Dolores Hawkins
WITH JOE REISMAN's Orchestra

"SCRAP of PAPER"

Personal Appt.
DON SEAT

"Village Music Company"
1619 BROADWAY - SUITE 507
NEW YORK N. Y.

"It's What's in THE CASH BOX That Counts"
"It's what's in THE CASH BOX that counts!"
Martin Block Signs Exclusive Deal With ABC Network

The station added stature and importance to the audience which recognized in 'Martin Block's Make-Believe Ballroom' a New York listening institution,' he stated.

Block entered radio in California in 1955 after a door-to-door selling career that covered two unsuccessful products as shoes, books and vacuum cleaners.

He came on to New York City and went to work on a local independent station on December 28, 1954, and it was on February 5, in 1955, that "Martin Block's Make-Believe Ballroom" was launched.

Here's how that happened: the station carried a seven-minute new report of the Lindbergh trial proceedings from Flannington, N.J., every half hour and asked Block to fill the time between these newscasts with recorded music. He did. Using his ownsmooth-reading style of talking to the audience he produced his first "Make-Believe Ballroom.'

Within a month Block had his first sponsor on the program, which at that time filled only a daily quarter-hour. Three months later, the success of "Martin Block's Make-Believe Ballroom" was assured and it had grown to an hour-long feature every weekday morning and afternoon. Since then it has constantly expanded until today it is heard three and a half hours each weekday over WNEW.

Associated with Block in his new enterprise will be Bob Moss, who has already joined his staff. Moss will write, program, and produce both Block's radio and TV shows on ABC and will serve in the same capacity for the remainder of his contract at WNEW.

Moss is also currently producing the National Garden show and was formerly producer of the Perry Como TV show.

Harvey Geller will no longer be associated with Block.
BILLY VAUGHN

GALLATIN, TENN. — Randy Wood, president of Dot Records, announced last week that he has signed Billy Vaughn as musical director of the disc firm. Vaughn will also assist Wood in A & R.

Billy Vaughn is a member of the hilltoppers as well as the group's pianist and arranger.

He is also a top songwriter, having written tunes that were scheduled to 'Keep Telling Myself!' and 'If I Were King.' Vaughn used it to arrange for popular bands with as many as 25 men.

He will henceforth do the arranging for all artists on the Dot label.

Mitchell's New Pic Pact Juggles Future Bookings

NEW YORK — Guy Mitchell has been signed to a new five-year contract by Paramount Pictures, it was announced this week. The deal surpasses the two-year pact he negotiated with the company a month ago. As a result, theater and club bookings will have to be juggled by the singer to make room for a heavy schedule the studio has planned for him.

Mitchell originally was signed for a lead role in "Those Sisters From Seattle," which will also star Rhonda Fleming and Gene Barry. However, production work under his name was postponed last week, and he took a special color-screen test which proved so successful that they tore up his old pact and offered the long-term agreement.

The Paramount picture is a combination of two films a year and the privilege of making another off the Paramount lot. At the same time, the studio immediately assigned him the male lead in their forthcoming Technicolor production of "Red Garters," opposite Rosemary Clooney. Work on this film gets underway on May 2 after completion of "Those Sisters From Seattle."

Because of the crowded shooting schedule, Mitchell's bookings will have to be altered. He was set for a 10-week stand at the N. Y. Paramount in May. Following that, he was scheduled to play the London Palladium for two weeks in June, during the Coronation celebration. London was to be followed by a 5-week tour of the provinces and Ireland.

Pocahontas, Ky. — Bill Ill Willi Amos With You (Teresa Brewer) Your Chorus! Heart Is Leavin' (Teresas Brewer) There's No Use In Your Eyes (Teresa Brewer) Tell Me You're Mine (The Gaylords) 8. Oh Oh Happy Day (D. Howard) Bring Back A Special Day (Teresa Brewer) 10. Downhearted (Eddie Fisher)

Washington, D. C. —

Savannah, Ga. —

Portland, Ore. —
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. TILL I WALTZ AGAIN WITH YOU    Teresa Brewer (Coral)
2. HOW MUCH IS THAT DOGGIE IN    Patti Page (Mercury)
      THE WINDOW
3. PRETEND                      Nat "King" Cole (Capitol)
4. SIDE BY SIDE                  Kay Starr (Capitol)
5. TELL ME YOU'RE MINE            The Gaylords (Mercury)
6. WILD HORSES                   Perry Como (RCA Victor)
7. YOUR CHEATIN' HEART            Joni James (MGM)
8. DON'T LET THE STARS GET IN    Perry Como (RCA Victor)
      YOUR EYES
9. HAVE YOU HEARD                 Joni James (MGM)
10. I BELIEVE                    Frankie Laine (Columbia)

NEW YORK — Dick Linker, national publicity manager of Capitol Records, this month celebrates his tenth anniversary in the publicity and promotion fields.

A decade ago, Dick started out in the business with the Earl Ferris firm doing publicity for every type of show. From there, he went to Lionel Emmett where he handled the Chesterfield Supper Club with Perry Como and Jo Stafford from the day it started.

He left to join the Ben Connenberg firm doing promotion on several top accounts and from there he went to Capitol. After a stint with Sammy Kaye, Dick formed his own promotion firm and has had one of the most successful business ventures of that kind in the city before he returned to Capitol in his present position. He has been associated with the careers of many top record artists including such stars as Perry Como, Jo Stafford, Les Paul and Mary Ford, Sammy Kaye and others.

Band Biz Gets Lift:

Flanagan Disk No. 1

At Victor This Week

NEW YORK — The band business received a terrific lift this week when it was learned from RCA Victor that for the first time in about a decade a dance band instrumental is the company's best selling record this week. The disk is Ralph Flanagan's "Hot Teddy.

"Hot Teddy" has turned out to be the most successful record that the bandleader has had. For a couple of years now, he has been getting phenomenal proclamations for personal appearances but had been unable to get a record of real hit proportions. The fact that he now has one is further indication that the tempo of dancing and the revival of bands is well under way.

Intriguing aspect about "Hot Teddy" is that Flanagan not only recorded it, but he also wrote it and published it.

On his newest release, "Albu- querque", Flanagan goes one step further. For the first time, he does a vocal on records. This tune too he wrote and published.

The Flanagan orchestra, managed by Herb Hendler, is currently on a tour which is now scheduled through October. It is mostly one nighters with a few stopovers of a week. Hendler estimates that between now and July, the band could gross $500,000.

THE CASH BOX THAT COUNTS

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

Patti Page

Mercury 70070

1. HOW MUCH IS THAT DOGGIE IN    Patti Page
      THE WINDOW
2. CARAVAN                      Ralph Marterie
      WABC Mercury 70097
3. NO HELP WANTED                Rusty Draper
      WABC Mercury 70077
4. SEVEN LONELY DAYS             Georgia Gibbs
      WABC Mercury 70095
5. TELL ME YOU'RE MINE            The Gaylords
      WABC Mercury 70067
6. GOMEN NASAI                   Eddy Howard
      WABC Mercury 70107
7. AND THE BULL WALKED AROUND,    Richard Hayes
      OLYAL! Mercury 70193
8. IN A GLASS OF TEARDROPS        Billy Williams Quartet
      WABC Mercury 70094
9. ANNA                         Richard Hayman
      WABC Mercury 70114
10. RAMONA                      The Gaylords
      WABC Mercury 70112
As president of the American Society Of Disk Jockeys, Donn Tibbetts represents approximately 4000 disk jockeys throughout the nation, who are members of the organization.

"It's What's in THE CASH BOX That Counts"
One of our erstwhile employers once ventured the advice that to dispense the information concerning our mode and method of operation would be revealing our "stock-in-trade," which we accepted as platitudes, since that was the manner in which this employer had hoped we'd take it. This one statement did register with us, however, and we beggar him to some extent.

This, he was most happy to—probably would have disapproved us on the spot if his expectations hadn't been fulfilled.

"Stock-in-trade," he explained, was anything tangible or intangible, the possession of which gave the possessor an immeasurable advantage over his adversary. And according to the commercial dealings must be classed as an adversary, until we had realized a fair and legitimate profit.

Once we discovered that he had been making some sense, it was time to go about giving thought to these things. In time, we came to understand that each trade had its secrets which should be carefully guarded and not casually passed on to the uninitiated. Vocal on the ballads features new-comer Mace Barrett, who is due for a "big build" by Coral and manager Buddy Franklin. Barrett leaves this week for a fourteen city promotional tour visiting distributors and deejays.

Coral release is April 6th. "June," a song which has a policy of not leasing outside masters, broke the rule to snap up the 'Scripts & Scores' rhythm platter, and sign the featured vocal group, "The Rockies," to a five year pact. Release date for the Travelers' disk is April 18th. Group is under the personal management of Sampson Brothers.

Meanwhile, placing of the four songs with publishers has been brisk, with "It's the Strangest Feeling" and "You Don't Have To Say Goodbye" going to Shawnee Press, as well as "Darling, Why?" and "Go Away," set with Harman Music.

Commenting on the multiple deals, a 'Scripts & Scores' spokesman said, "This we gotta do again!"

Seger Records in Burst of Activity

NEW YORK — Arthur Seger, whose label, Seger Records introduced Bernece Parks to a record audience last year, is again bursting out with a new singing find.

Last week Seger introduced his new singing find, Marle, on her first disk, "When a Woman Loves a Man." Besides Marle, who incidentally looks as striking as she sings, Seger is also set to cut Bart Stewart again as soon as he returns home from the hobos he has been besieging by his fans. Bart's first Seger record was entitled "Sad."

In addition Seger is also set for sessions with Russ Landi, a new singer and the Normanials, the discy's vocal group.

Dana Buys Pre-War Masters

NEW YORK — Walter Dana, president of Dana Records, announced this week the purchase of 20 masters of pre-war Polish tangos from William Halas of the Sullivan & Halas Corp. Fitenicki escaped from Communist Poland some years ago and is now a citizen of the U.S. He managed to bring the masters with him.

Dana also announced that he is going into the EP market starting off with the Ray Henry Orchestra, the Harmony Sells and Frank wonorow.
George Goldner of Tico Records Writes:

Anyone Who Thinks Mambo Music Is On Wane Is 100% Wrong!

Gen lesson:

"After reading the article in the March 21st edition of The Cash Box, entitled "Franzia Luban, Rejoining E. B. Marks, Sees Mambo Music On Wane," I felt that an answer to this article was in order.

The first point of interest, it seems to me, is to determine who thinks the mambo is waning, whether it is a few music publishers who feature some Latin American catalogue or the millions of people in the United States, Canada, Europe and all of the Latin American countries who have enjoyed the rhythm of the Mambo. I can without a doubt in my mind, state that anyone who thinks that Mambo music is waning is 100%, wrong.

In the following analysis, I will endeavor to show how they are wrong and try to prove to Cash Box readers why they are wrong:

The music from Cuba has never changed from the year 1700 until this very day, and my reasons for saying this are as follows: The basic rhythms of Cuba are—The Danzon, Bolero, Guaraacha, Rumba, Guaguancó and the Son. Why, then, if the Cuban composers have been writing these rhythms for over two hundred years and are still writing basically the same music, should any one type of music change the entire economic structure of Cuban music so drastically as not to allow the composers to earn as much or more than they did five or ten years previously? The answer is a simple one for the informed source, and not too difficult to understand for the layman.

Mambo is not a type of music such as a Bolero, etc., but it is a dance that millions of people have delighted in doing. People have become accustomed to hearing a disc jockey say that the number they are about to hear is a Mambo, so that when the record is played, they believe they are listening to a new type of basic music.

This is all a mistake, the same mistake that the publisher makes. The music itself is a Bolero in Mambo tempo for dancing; or it is a Guaraacha in Mambo tempo; or a Son in this same Mambo tempo. Now the demand is for the real wide-awake publisher to be able to determine which numbers are suitable for the "pop" market, so that they can be made instrumentally or vocally. In this manner they can exploit the Cuban music as they have done in the past, and make what they choose to call "the American dollar.

The statement has been made that there have been no hits since the Mambo came up in the past few years. They have obviously already forgotten numbers such as "Mambo Jumbo," "Autumn," "Mambo #5," "Cuban Mambo" and "Barbarariati." Even more currently, the new hit "Piel Canela," which has probably hit the quarter-million mark at this writing.

Unfortunately, the publishers are ready to kill something that could very well turn out to be their golden goose, before they analyze it to the utmost, instead of trying to utilize what there is in this particular market. The writer is the Artist and Repertoire man for the Tico Recording Company. I am proud to state that ours is the leading company in the United States today featuring the greatest in Mambo records with such artists as Tito Puente, Tito Rodriguez, Joe Loco, and Jose Carubelo. Any one can drag something new down and trample on it, but it takes knowledge to recognize numbers which are suitable for sheet music and records, and ability to be able to pick a tune which may eventually reach the highs in the popular field when American lyrics are applied. It is numbers such as these which become standard in the catalogues of leading recording and publishing firms.

I wish to further go on record as saying that some of the largest publishing firms in the United States have neither the proper personnel nor the proper guidance on the part of the top executives when it comes to Cuban music. I have lived with these people and am aware of the commercial value of a number. Therefore, unlike other A & P men, I feel that I am qualified to give the composers a fair deal as to picking their material.

I would like to thank The Cash Box for this opportunity of expressing my sentiments on the Mambo article, and wish this publication continued success in the future.

Sincerely yours,

George Goldner

TICO RECORDING COMPANY

"It's What's in THE CASH BOX That Counts"
**Outstanding Spiritual**

**GLOBE-RECORD SHOP**

"God Got His Eyes On You"

SINGING STARS

NEW YORK — Disk Jockey Vince Williams of WABC in New York is leaving his 6-nights-a-week 11:00 p.m. to 12 Midnight platter spinning show on March 21. As of the present there is no replacement. However, the show will continue and will be made by staff DJs.

Following being with the station for about a year, Vince notified it in January that he was leaving in March.

While working with ABC radio, Vince is also doing a great deal of TV work with “Freedom Rings” show on CBS and the Chevrolet commercials on “News of the Night.” With NBC Vince is doing the commercials on “Greatest Fights of the Century.” Vince is now working on production of a television show and plans to devote his career to that field.

**Derby Records Currently One Of The Hottest Independents In The Field**

NEW YORK — One of the hottest independent record companies in the business at the moment is Derby Records, headed by proxy Larry Newton. Derby’s latest hit is the Bob Carroll smash “Say It With Your Heart” which has broken through all over the country.

Derby started in the record business as primarily a Rhythm and Blues firm and achieved considerable success in the field. However a little more than a year ago, a singer by the name of sunny Gale came to Newton and he saw possibilities in her. He took a tune which had been released a few months before, “Wheel of Fortune,” but which nothing had happened to and had her record it. The rest is well known story. Derby became a pop firm.

Following this, Newton took one of his artists who had made a hit in the R & B field with “The Masquerade Is Over,” Bette McClaurin, and released her next record to the pop market. Again, he took a tune which had not quite made it and sent it into the hit category, “I May Hate Myself in the Morning.” After this he followed with another Bette McClaurin hit, “My Heart Belongs to Only You.”

At the moment, Derby is soaring with Bob Carroll’s “Say It with Your Heart.” Carroll’s new release “A Little Love” and “Where Did You Go” has just been issued.

One of the main reasons for Derby’s success, Newton contends, is Eddie Wilcox, the firm’s musical director. Wilcox has been responsible for most of the terrific arrangements on the Derby hits.

Newton himself sees a great future for the independent in the record field. He says that the mode of operation of an independent makes his overhead low and his need for hits limited. With a couple of good selling records a year, an independent firm can more than get along.

From all the evidence, Derby is more than getting along.

**Vince Williams Leaving ABC**

NEW YORK — Disk Jockey Vince Williams of WABC in New York is leaving his 6-nights-a-week 11:00 p.m. to 12 Midnight platter spinning show on March 21. As of the present there is no replacement. However, the show will continue and will be made by staff DJs.

Following being with the station for about a year, Vince notified it in January that he was leaving in March.

While working with ABC radio, Vince is also doing a great deal of TV work with “Freedom Rings” show on CBS and the Chevrolet commercials on “News of the Night.” With NBC Vince is doing the commercials on “Greatest Fights of the Century.” Vince is now working on production of a television show and plans to devote his career to that field.

**Muddy Waters**

LATEST AND GREATEST

“She’s Alright”

B/w “Sad, Sad Day”

CHESS #1537

CHESS RECORD CO.

750 E. 49th ST. CHICAGO, ILL.

Just Released—2 Great Sides

GUY MITCHELL

with Mitch Miller & Chorus

“Walkin’ and Wondrin’”

(My Heart Cries Out In Vain)

“A Wise Man or A Fool”

SANTLY-JOY INC. 1619 Broadway New York 19, N. Y.

“It’s What’s in THE CASH BOX That Counts”
The Top Ten Tunes Noting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. HOUND DOG
   Willie Mae Thornton
   (Peachock 1612)

2. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 966)

3. CRAWLIN'
   The Clovers (Atlantic 999)

4. LET ME GO HOME, WHISKEY
   Amos Milburn
   (Aladdin 3164)

5. BABY, DON'T DO IT
   The "G" Royales (Apollo 443)

6. 24 HOURS
   Eddie Boyd
   (Chess 1331)

7. NINE BELOW ZERO
   Sunnny Williams (Trumpet 106)

8. MIGHTY LONG TIME
   Sunnny Williams (Trumpet)

9. I DON'T KNOW
   Willie Mabon
   (Chess 1331)

10. MAMA, DON'T DO IT
    The "G" Royales
    (Apollo 443)

1. HOUND DOG
   Willie Mae Thornton
   (Peachock 1612)

2. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 966)

3. K. C. LOVING
   Little Willie Littledoff
   (Federal 12119)

4. NINE BELOW ZERO
   Sunnny Williams (Trumpet 106)

5. WHOOPIN' & HOLLERIN'
   Earl Fatha
   (Apollo 445)

6. BABY, DON'T DO IT
   The "G" Royales
   (Apollo 443)

7. BAD HOURS
   Little Walter
   (Checker 784)

8. NOBODY LOVES ME
   Fat Domino
   (Imperial 5220)

9. CROSS MY HEART
   Johnny Ace
   (Puck 107)

10. MY KIND OF WOMAN
    Emmett Story Trio
    (Sunny 884)

MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 966)

PRETEND
Not "King" Cole
(Capitol 5346)

WHOOPIN' & HOLLERIN'
Earl Fatha
(Duke 398)

LET ME GO HOME, WHISKEY
Amos Milburn
(Aladdin 3164)

MY HEART ON THE SIDE OF MY HEAD
Four Blues
(Imperial 544)

WOKE UP THIS MORNING
B. M.
(R. P. M. 380)

NOT ANY MORE TEARS
Four Blues
(Imperial 546)

DAUGHTER (THAT'S YOUR RED WAGON)
Swinging Sax quartet
(Atlantic 515)

BABY, DON'T DO IT
The "G" Royales
(Apollo 443)

YES, I KNOW
Lindis Hayes
(Recorded In Hollywood 244)

The Du Droppers
RCA Victor 20/47-5229

The Greatest Thing She EVER MADE

"HOUND DOG" b/w "SWEET LIPS"

by "LITTLE ESTHER"

Now Available at all KING Record Branches

DISTRIBUTED BY

Federal RECORDS
12126; 45x12126

"It's What's in THE CASH BOX That Counts"
CARMEN TAYLOR (Storin sings the blues. Carmen Taylor lays it on thick and gives it the torrid treatment. Backing is easy and the total effect is electric. A good mer for the boxes.

THE MIDDLE SONGS (2:25) [Aladdin Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

JOE HILL LOUIS (Subway doo-wop. Joe Hill Louis uphill the fast moving southern blues with an easy delivery. Backing is in the mood with an interesting harmonica making stirring sounds.

SHE MAY BE YOUNG (2:26) [Delta Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

WILLIE NIX (2:31) [Mercury Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

LAZY SLIM JIM (2:33) [Mercury Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

LITTLE JOE (2:35) [Mercury Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

MORRIS PEJOE (2:37) [Mercury Music] Louis sings a middle song with feeling as again the rhythmic backing is strong.

RHYTHM N' BLUES REVIEW

THE CASE BOX AWARD O' THE WEEK

SHIRLEY & LEE (2:30) [Aladdin Music]

THE CASE BOX SLEEPER OF THE WEEK

OHH-OH-OW (2:41) [Savoy Music] MY MOTHER'S EYES (2:37) THE FOUR BUDDIES WITH HAL SINGER (Savoy 888)

I WANNA KNOW (2:15) [Park Avenue Music] LAUGHING BLUES (2:40) [Patricia Music]

THE DU DROPPERS (RCA Victor 20-5229)

I WANNA KNOW (2:15) [Park Avenue Music] LAUGHING BLUES (2:40) [Patricia Music]

THE DU DROPPERS (RCA Victor 20-5229)

I WANNA KNOW (2:15) [Park Avenue Music] LAUGHING BLUES (2:40) [Patricia Music]

THE DU DROPPERS (RCA Victor 20-5229)

I WANNA KNOW (2:15) [Park Avenue Music] LAUGHING BLUES (2:40) [Patricia Music]

THE DU DROPPERS (RCA Victor 20-5229)

I WANNA KNOW (2:15) [Park Avenue Music] LAUGHING BLUES (2:40) [Patricia Music]
Sarah Vaughan Returns From Europe With Something New: Existentialist Music

HOLLYWOOD, CAL. — Signing the contract to record an album for Capitol Records,Oscar Levant has announced that he will return from Europe early in the New Year, 1954.

The album, tentatively titled "Existentialist Music," will feature Vaughan's interpretations of songs by such composers as Bach, Schubert, Beethoven, and Chopin. It is expected to be released in February.

Savoy In EP Field

NEW YORK — Herman Lubinsky, president of Savoy Records, announced today that his firm's entry into the electronic field.

Lubinsky said that Savoy would go into the electronic field by releasing records in the 32 number range at $1.50 each, each disc featuring an EP disc with 45- or 50-minute playing time. Each disc will contain a selection from a Savoy recording, and Lubinsky said the firm is working on a series of EP discs that will feature the work of leading artists in a variety of fields.
Phyllis Cole Retiring From Music Business

HOLLYWOOD, CAL. — Phyllis Cole, long associated with the publishing and recording business, is retiring on August 1st and will be married on August 16. Phyllis has been in the business almost ten years, having started in the Irving Berlin office. Currently she is on the Coast with the Frank Loesser office. Well known in New York before she left for Hollywood, Phyllis interrupted her publishing jobs to take a Ring at the record end of the business with Apollo Records.

Pinky Herman Switches

NEW YORK — Pinky Herman, former music columnist of Radio Daily is now Radio-TV editor of Motion Picture Daily. Pinky is also the writer of “Lighthouse In The Harbor” latest release by Sammy Kaye.

New EP Catalogue Issued

NEW YORK — A new type of 45 rpm record and a new record catalogue have appeared on the recorded home entertainment scene. The record is the “Extended-Play, 45 rpm” disc, known to the trade as the EP. The catalogue, which quickly followed this development, is called the “Harrison Catalog of Extended Play 45 rpm Records.”

The EP is 7” in diameter, the same size as the regular 45 rpm record, but it contains twice the amount of playing time at considerably less than the cost of two 45-rpm records. A single EP record which retails for $1.40 is the equivalent of two regular 45 rpm recordings at a cost of $1.70 and, in addition, reduces the matter of record-changing by half. The lower price and added convenience are the primary factors in the spontaneous success of this new type of recording.

The new monthly catalogue lists Classical, Poplar and Children’s records in both the EP and regular 45 rpm format. It is now in the hands of record retailers all over the country, a large percentage of whom have bought the catalogue in quantity for free distribution to the customers. Export-jobbers have also bought quantities for distribution to record buyers all over the world.

Individual subscriptions are not accepted. The general public can get a copy merely by requesting one from their local record dealer.

Jubilee To Select “Miss High School of 1953” In Connection With “High School” Disk

NEW YORK — Martin Block, WNEW, New York, awards an accolade to Joni James, pent MGM Records star after she was voted “America’s Favorite Female Vocalist” in the annual radio poll conducted among listeners to Martin Block’s “Make Believe Ballroom.” Assisting in presenting the award is Harry Mayerson (right), recording director for MGM Records. Joni skyrocketed to success with her recording of “Why Don’t You Believe Me.” Three others of her latest discs are climbing rapidly, they are “Have You Heard,” “Wishing Ring,” and “Your Cheating Heart.”

Baltimore Distrib Opens Pittsburgh Branch

PITTSBURGH, PA. — Gimbel Brothers, Baltimore distrib, has opened a new branch office at 906 Forbes Street in Pittsburgh, Pa. It is called Record Distributors and is managed by Mal Sterlings.

“I’m What’s in THE CASH BOX That Counts”
Coffee With Lee & Lorraine

MIAMI, FLA.—Whenever recording artists come to Miami, they always make it a point to have “Coffee With Lee and Lorraine” over radio station WINZ. Johnnie Ray (pictured above), Ray Bolger, and Al Martino are just a few of the stars who have recently dropped in to chat over coffee cups with the Ellises and their pooch “Mr. Wiggles.”

Sheriff Davis Saves Wedding

NORFOLK, VA. — Radio has been called on when emergencies arose in many unusual circumstances, but one of the strangest took place in Norfolk, Va., a few days ago, when hillbilly disc jockey, WLOW’s Sheriff Davis, saved a wedding from disaster thru his program. Here’s the way the Sheriff tells it:

“On the night of March 7th, 1953 at about 8:15 p.m. I received a phone call from one of my listeners, but this specific call was a little different from all the rest.

A man wanted to know if I could do him a great, big favor.

His daughter was to be married that night and plans had gone awry. The boys they had hired to play music hadn’t shown up because of car trouble. He wanted to know whether I could play some music to fit the occasion so the ceremony could go on. I told them I’d try my best. It was then 7:32 p.m. We set the starting time for 7:35 p.m.

Right on the dot of 7:35 p.m. I put on a recording of Hank Snow singing “With This Ring I Thee Wet” and followed that with the Sons of the Pioneers singing “The Lord’s Prayer.” I’d gone off the air at 8 p.m. when they called me back and thanked me as everything had gone off as scheduled thanks to Hank Snow and the Sons of the Pioneers and me.

To me this is the highlight of my broadcasting career... Since that time many cards and letters have come in from listeners who heard about my doings via the airwaves and wanted to congratulate me on my choice of music for the event.”

Meeting Dates Of
Music Operators’ Associations

Mar. 23—Central States Music Guild
Place: 805 Main St., Peoria, Ill.

24—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

31—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

Apr. 9—Music Operators of Northern Illinois
Place: To Be Announced.

14—Automatic Phonograph Owners’ Assn.
Place: Hotel Sheraton Gibson, Cincinnati, Ohio.

15—New York State Operators’ Guild
Place: Palatine Hotel, Newburgh, N. Y.

20—Westchester Operators’ Guild
Place: American Legion Hall, White Plains, N. Y.

“Mr. Hillbilly” Now On Roy Acuff

AND HIS SMOKY MOUNTAIN BOYS

“WHAT WILL I DO?”

and

“TIED DOWN”

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Messner Opens 5th Retail Record Shop

CHAMBERSBURG, PA. — Bud Messner has just opened his fifth complete music and record store in Carlisle, Pa. This is Messner’s second store in Carlisle. He also is located in Hagerstown, Md., Waynesboro, Pa., and Chambersburg, Pa.

On the opening day at his new outlet, Messner sold over 1700 records.

The owner of the chain of record retail outlets is also a top-notch western entertainer. Bud Messner and his Skyliners are big draw in his area, and is at present playing two weeks at the Hillbilly Night Club, Baltimore, Md. He is also seen on TV twice weekly. Through Jolly Joyce, Philadelphia booking agent, the group has been set for a two-week tour through Connecticut and New York in April. Says Messner, “I can say sixty percent of my record buying is from the ratings and charts in The Cash Box.”

Pelican Label Debuts With Four Originals

Baton Rouge—Another independent label has ventured forth to mark its mark in the music world with the introduction this week of Pelican Records.

First two discs have been cut by former Nashville’s “Dawntreader,” “Fais Do Do” (pronounced Fay Dought Dough), “A Happy Life,” “Love Passed Me By,” and “The Lord’s Been Good To Me.” Diskery is owned by a number of Baton Rouge business men.

THE LOUVIN BROS. (Capitol 2381)

1. I KNOW WHAT YOU’RE TALKING ABOUT” (2:31) [Acuff-Rose] The Louvin Bros. blend with a quick beat that has a religious feel. Background of strings support the boys.

2. MAD MINDED” (2:20) [Acuff-Rose] the vocal is done up a middle tempo religious item.

LITTLE BARBARA (Coral 64150)

1. MOM, I WANT A DOLLY JUST LIKE YOU” (2:08) [Meridian Music] Coral jumps in with a new songwriter and the song contains a cute sentimental slow tempo item.

2. HANK’S LITTLE FLOWER GIRL” (2:50) [Meridian Music] Hank Williams tributary discs still forthcoming and this one is an approach from the kid angle, Barbara has a fetching voice and this disk should get spins.

JOHNNY RION (Coral 61484)

1. THAT HEAVEN BOUND TRAIN” (1:52) [Duchess Music] Johnny Rion enters the Hank Williams tribute roster with his easy and sentimental delivery of a moderate tempo item.

2. WHEN YOU ARE AWAY” (1:56) [Duchess Music Corp.] The under portion is a fast moving tango rhythm with romantic lyrics, Rion handles the vocal smoothly.

JUNE CARTER (Columbia 21070)

1. JUKE BOX BLUES” (2:14) [Acuff-Rose] June Carter bolts a hustling number with a happy sound. June’s reading is light hearted and infectious.

2. NO SWALLERIN PLACE” (2:02) [Frank Music] Another light and gay ditty with a cute theme. Gal tells of about these fast moving tunes with no place for the singer to swallow. June sells it in good style.

LOUIS INNIS (King 1180)


2. I DONT PAY TO ADVERTISE” (2:18) Innis dishes up a rhythmical novelty in zesty manner.

BONNIE LOU (King 1192)

1. JUST OUT OF REACH” (2:17) [Four Star] Bonnie Lou employs a light yodel and sentimental vocal to put over a slow romantic item. Sadness is evident in her voice.

2. SEVEN LONELY DAYS” (2:19) [Jefferson] The flip is a country treatment of a current pop biggie. Bonnie Lou’s effervescence chanting is embellished by a smooth male chorus and handclapping. A boozey, entertaining side.

THE LONESOME PINE FIDELLERS (RCA Victor 20-5235)

1. MY BROWN EYES DARLING” (2:09) [RCA Victor License] The Lonesome Pine Fidellers etch a quick single item in accepted country fashion. Chorus chanting led by vocal soloist warbles rounds out the disk.

2. I’LL NEVER MAKE YOU BLUE” (2:50) [RCA Victor License] Flip is a romantic middle beat handled in similar manner.

GRANDPA JONES (RCA Victor 20-5234)

1. PAPA’S CORN LIKER STILL” (2:40) [Hill & Range] Grandpa Jones spins one of his own tales in the style of one that has won him a wide audience. Strings, the humorous lyrics, and the Jones style of delivery will win it spins.

2. BREAD AND GRAYVY” (2:47) [RCA Victor] Jones quick beat with funny tales of the woes of eating bread and grayv and while taunted by the imaginings of more delectable dishes.
Frankie More, who manages Johnnie & Jack (RCA Victor), reports that the group with Kitty Wells as an added attraction, opens April 15th at Marty Landreth’s Riverside Ranch in Los Angeles. Saturday night, April 29th, they’ll go to Carlsbad, New Mexico, for performance at J. Shaffer’s Eddy County Barn Dance.

Lester Flatt, Earl Scruggs and the Foggy Mountain Boys with Janup & Howard from Oklahoma, opened their tour two dates, March 21st and 22nd at the Will Rogers Memorial Auditorium in Ft. Worth, Texas.

Al Dexter, veteran folk and western artist after 18 years with Columbia, has moved to Dallas, Texas, in. The band and managed by James A. Dick is an independent 1,000 watt operation and will devote ten hours per day to country and quartet music.

Big Jim Hess country disc spinner, formerly with WONR Dayton, Ohio, is now with radio station WIVK in Knoxville, Tennessee. He has been a disc jockey and managed by James A. Dick is an independent 1,000 watt operation and will devote ten hours per day to country and quartet music.

Red Garett and his Tennessee Pioneers (RCA Victor featuring Cedric Hinton, former Tradewinds crooner, has just completed a eight-week tour for International Harvester.

Johnny Masters, who heads up the “Masters Family,” reports that his little daughter Deanna is recovering from a tonsillectomy. The Masters Family are heard over WBOI’s “Dinner Hall” show in Knoxville, Tennessee.

Joe Franklin, country deejay on WMNC in Morgantown, North Carolina, in Nashville to visit Grand Ole Opry and have talk with Murray Nash (A&P). He’s from WNOE in New Orleans.

Elen Britt (RCA Victor) has inaugurated a new program on the Mutual Network. At present the program is carried locally Monday through Friday, with the network picking it up Monday and Wednesday. The program is on the air from 6:00 to 7:00 on Monday, Wednesdays, Fridays. Elen’s style is that of a regular disc jockey, he has made famous with a little home spun chatter, and occasionally plays some of his own records. Beginning in May his program will go to the full network five days a week, Monday through Friday.

Jack Shotton and his Green County Boys, WNOX-Knoxville, Tenn., with Benny Sills fiddler and Speedie Krat and Frisco Tubb, playing dates with motion picture gimmick. Group takes pictures of communities and personalities where they play, then show film on night of their personal appearance affairs.

A new publishing and recording company is making its entrance into the country field, Dave Garrison, vice-president of Valley Publishers, Inc., reports that they will record folk and western music on Valley Label with the first releases set for early April. New outfit has signed Archie Campbell, formerly with Mercury label, and Joe Stuart, Smoky White and Lonnie Smith, Jack Comer, Knoxville promoter, is going to use the newly organized company and Charlie Hagsman will act as director of music.

Ralph Reid, who has just finished a hitch in the service was in Nashville recently for an audition with Jack Stapp at A&P-Boise. Reid was also there to see Jack Stapp for an audition at WSM.

Faber Robinson, Abbott Records proxy in Nashville, recently promoting the label’s Jim Reeves. Robinson reports that Reeves cutting of “Memories” is going well.

Mrs. A. M. Branch and Earl Franklin, operators of Grant Gift & Record Shop, Morgantown, N. C., report that the country music is tops in their territory.

Lee Bonds, WOWD-Gadsden, Ala., who last recorded on Tennessee label, has just signed a contract with Capitol. Bonds audition for Capitol came up last week.

Howard White, formerly with Don Gibson, is now with Cowboy Copas, Gibson reports that his group is now playing regular square dance dates.

Opy visitors recently included Fred Womble, country deejay on Birmingham’s WLCB, Earl Davis, WUIK, New Orleans, La., Frank Walker, MGM Proxy, and Mac Wiseman (Dot).

**THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

1. **KAW-LIGA**
   - Hank Williams (MGF)
   - Webb Pierce (Decca)
   - Kentucky (Coral)
2. **I’LL GO ALONE**
   - Hank Williams (MGF)
   - Tommy Sosbee (Coral)
   - Foron Young (Coral)
3. **YOU CAN’T CHEAT MY HEART**
   - Tommy Sosbee (Coral)
   - Foron Young (Coral)
4. **I’LL WATCH YOU AGAIN WITH YOU**
   - Hank Snow (RCA Victor)
5. **DON’T LET THE STARS GET IN YOUR EYES**
   - Sonny James (Coral)
   - Eddy Arnold (RCA Victor)
6. **YOU’RE ME WITHOUT YOU**
   - Sonny James (Coral)
   - Eddy Arnold (RCA Victor)
7. **SHOULDER SHAKES**
   - Sonny James (Coral)
   - Eddy Arnold (RCA Victor)
8. **CONDEMNED WITHOUT TRIAL**
   - Sonny James (Coral)
   - Eddy Arnold (RCA Victor)

**“It’s What’s in THE CASH BOX That Counts”**
Select-o-matic

MUSIC SYSTEMS ARE SETTING
NEW STANDARDS OF PERFORMANCE IN
TENS OF THOUSANDS OF LOCATIONS!
BY ANY COMPARISON THE
SELECT-O-MATIC MECHANISM
IS THE MOST REVOLUTIONARY
DEVELOPMENT IN THE
ENTIRE HISTORY OF
COIN-OPERATED
MUSIC

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

America's finest
and most complete
music systems
Lieberman Buys
Mayflower
Novelty And
Paster
Distributing

Headquarters To Remain
In Minneapolis

MINNEAPOLIS, MINN.—With the purchase of Mayflower Novelty and Paster Distributing of St. Paul, Minn., Lieberman Music Company, this past week, it has been said that the firm is now distributors for many of the country’s leading factors. These are: AML, Inc., phonographs and music accessories; Automatic Products Company, drink vendors and cigarette machines; Bally Manufacturing Company, amusements and kiddie rides; Chicago Coin Machine Company, amusements; Exhibit Supply, kiddie rides and amusements; D. Gottlieb & Company, amusements; United Manufacturing Company, amusements; Watling Manufacturing Company, scales; and Williams Manufacturing Company, amusements.

Harold Lieberman, who heads Lieberman Music, reported:

"Headquarters will be at our present address, 257 Plymouth Ave., North, here in Minneapolis.

"Furthermore," he said, "we will carry complete stock of all the factors we represent on hand.

"We shall also be able to serve everyone of the operators throughout the states we cover; speedily and with complete efficiency as our entire sales set-up has been so arranged that every operator is assured the finest cooperation and service at all times."

From Mayflower and Paster Distributing come: Matt Engel who will be floor sales head at Lieberman Music and who has been in the business for over 15 years. Also mechanics Art Stralow and Teddy Obersztawski, along with transport man, Al Gardner.

Lewis Rubin will continue on as sales manager. Sid Levin will be assistant sales manager and also head of the Parts and Supplies of the firm. Sam Sigel will head all office personnel.

Lester Rogstad and Norton Lieberman will continue as roadmen for Lieberman Music and will travel the large territory the firm now covers.

Editorial:
The Precarious Position Of The Operator

* Manifold Tax Burdens
* Threat Of ASCAP Sponsored Bill
* Slump Of Tavern Business

CHICAGO—To the uninitiated, to the outsider, to the sensation seeking journalist, to the various government tax seekers (local and federal), and at this moment to ASCAP, the people engaged in the coin machine industry “are earning fabulous incomes.”

To those who are engaged in the business, the story is entirely different. And any who take the time to study the industry would soon find out the truth. The men and women actively engaged in the operation of coin operated equipment have the same financial concerns that all small business encounters. Some operators do better than others, but all of them work hard and long to show profits.

However, it won’t take much to tip the scales to the point where the majority of operating firms could be bankrupt, and the more profitable operations put into the red.

At this moment there are three determining factors.

1) The heavy license fees in existence today—assessed by the government, state, county and city; plus many hidden taxes.

2) The efforts of ASCAP to have the government pass legislation adding an ASCAP license fee—although music operators, in the purchase of their records, have this item included in the price they pay, which record manufacturers pass along to ASCAP publishers and writers.

3) The drop in business at taverns throughout the country (as reported by the Wall Street Journal, Monday, March 16 issue).

This all adds up to the realistic fact that music operators must make an almost determined effort to fight the passage of the ASCAP sponsored McCarran Bill ($1,106); and also study every possibility of going to dime play as soon as possible.

The Wall Street Journal, in its study of tavern conditions throughout the nation (Monday, March 16 issue) headlines its findings in a front page story “Barroom Backslide”—“Drinking-Out Business Sags as Tippling Gains In the Living Room.”

States the financial newspaper: “The survey of slow-barroom-business stories highlights a Wall Street Journal pulse-taking of business in bythe-drink-firewater shops from Boston to Los Angeles. Though some are sadder than others—and there are certainly exceptions—these tales are indicative of a continuing backslide in the national habit of drinking out.”

Some taverns reported drops in business from 1951 of 10% to some as high as 50% to 60%. However, it’s pointed out that while drinking of hard liquor has slipped, the consumption of beer continues good.

The Journal offers a variety of reasons for the slump in sales ranging from the high cost of living to the influx of TV sets in the home. Whatever the reason, there can be no quarrel with the report that the tavern business has taken a disturbing drop.

Also this report is hardly news to the coin machine industry, its members, thru high type business methods and close observance to their business, together with their perpetual high optimism can ride this storm—but the operator definitely cannot take any further financial blows such as additional taxation or added increases in royalty taxes to ASCAP.

Music Operators
See Editorial
PAGE 5

"These Are The Facts"
All About The ASCAP Sponsored McCarran Bill
What's Wurlitzer had up its sleeve?

Why have Smart Operators been watching Wurlitzer?

Here's Your Answer

Read it for the BEST NEWS to hit the coin machine business in years........
Presenting the new

Wurlitzer 1650

Priced to Pay Greater Operator Profits
Wurlitzer presents the Model 1650 with the prediction that it will pay any operator the greatest return per dollar invested he ever enjoyed from any phonograph.

Let's start with its styling. The 1650 has an air and a flair that give it that magical quality known in show business as "showmanship." Of new French Provincial design — this Wurlitzer will attract and hold attention!

The 1650 is engineered to reproduce flawlessly and with great brilliance one of the world's most popular entertainment mediums — recorded music.

The tone of this Wurlitzer is a sheer triumph that will constantly encourage more play!

And, finally, this marvelous Model 1650 is not only priced to offer the operator maximum value, it is constructed to require minimum service.

While on one hand it will make more money for you, on the other it will save more, too. Beauty is its birthright.

Its AstraDome picture-window encloses a record changer compartment that is literally alive with an interplay of turquoise and silver light and color—complimented by a rich maroon tray stack cover. Topping it all is a valance of turquoise, magenta and gold, proclaiming WURLITZER . . . "The Name that Means Music to Millions." The cabinet is available in blonde vinyl plastic or grained walnut finishes with natural birch trim. The glass pilasters reflect a gorgeous pattern of varicolored light. The Rigidized Metal grille sparkles with reflected pastel shades behind vertical birchwood bars.

Designed for the location with a minimum amount of available space, this colorful, tuneful, all 45 RPM Wurlitzer 1650 has been exhaustively pre-tested. The results were nothing short of amazing. The 1650 has it!

This fine phonograph is also available as Model 1600 with Wurlitzer's time-tested mechanism playing either 7 inch 45 RPM or 10 inch 78 RPM records.
People like to "see the wheels go 'round." Long ago Wurlitzer applied this principle to the juke box business by exposing the record changer compartment before the fascinated eyes of millions of musical "sidewalk superintendents." In the magnificent Model 1650 it opens wider than ever with a one-piece, double-weight, glass Astradome. The glass sides are easily removable for cleaning.

This cinch-to-clean picture window puts the whole record changer compartment on parade—vividly displays the valance carrying the Wurlitzer slogan—richly reflects the colorful, thread-impregnated, vinyl plastic background that sets the 1650 apart from any other phonograph in appearance. That it will be an eye-catcher everywhere is certain. It will stimulate both play and profits.
The Wurlitzer 1650 provides for the playing of 78 RPM records on standard 10-inch trays. This phonograph can be adapted in 30 seconds to 45 RPM records by the use of an idler wheel and 7-inch metal spacer discs.

New Deep-Indent Trays Feature Wurlitzer's Time-Tested Record Changer Mechanism

The Model 1650 features Wurlitzer's time-tested, 48 selection record changer—long proved to be remarkably trouble-free. Now improved for all 45 RPM performance by the incorporation of new, small, Deep-Indent Trays, specially designed to hold microgroove records snugly in position.

Even warped records can't slip out when cradled in these counter-sunk carriers. And, of course, this great Wurlitzer chassis has another point of great importance in its favor. It handles records the Wurlitzer way, the safe way—horizontally on a tray that protects them against chipping, warping and breakage.
SINGLE BUTTON SELECTOR OFFERS FOUR PROGRAM PANELS IN TWO TWIN TITLE STRIP HOLDERS

Complimenting the modern AstraDome styling on the 1650 is a new die-cast metal program selector panel featuring fast, single button selection from 48 tunes divided into four program classifications. The left side of the panel contains illuminated card holders for both Distributor and Operator identification. The right side provides a Make Selection Indicator and, below it, a recessed, stainless steel, 5, 10, 25¢ coin deposit slot that will not dent or scratch. A reject button for bent coins completes this attractive assembly.

The pleasing effect of the metal frame, the illuminated title strips and the turquoise selector buttons, adds greatly to the eye and play appeal of this strikingly designed phonograph.

BUILT-IN VOLUME LEVEL CONTROL

The Model 1650 incorporates into Wurlitzer's famous sound amplifier a built-in, automatic volume control, assuring an even sound level for all records. No complaints that the music is too loud. No kicks because the customer can't hear it. No need for constant manual adjustment. Always music at a conversational level promoting more enjoyment—more play.
THE Wurlitzer 1650

offers many other service-saving play-stimulating money-making features

FAMOUS ZENITH COBRA PICKUPS

Still a Wurlitzer exclusive! And still one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Wurlitzer’s Zenith Cobra Stylus gives you at least 1000 more plays per record without impaired fidelity, plus many more thousand plays per stylus.

NEW

HIGH-SPEED ACCESSIBILITY WITH QUICK-AS-A-FLASH REPLACEMENT UNITS

Raise the AstraDome. Turn two thumb screws. Lift the full length rear door out by convenient hand holes, and the entire mechanism is exposed. The chassis slides halfway out. No reaching. No straining. All amplifier junction box and auxiliary units completely accessible for high-speed service with Wurlitzer’s Quick-As-A-Flash Replacement Units.

Last but not least, still another standout feature—the standby lighting on this phenomenal phonograph is the lowest in Wurlitzer history—only 60 watts!

From dome to casters, it’s designed and built in the traditional Wurlitzer way for a long life of high play with minimum service.

NEW

PLAYMETER

REGISTERS

60 PLAYS PER RECORD

An unfailing guide to the top playing records, this Playmeter registers 60 plays per record, gives you a constant picture of the public’s tune preference—knowledge that enables you to program your 1650s to maximum profit levels.

COIN BANKING MECHANISM

REGISTERS

UP TO 20 PLAYS

Enables customers to insert coins of any denomination and make selections after they are inserted. Adjustable to 10 cent play, 3 for 25¢, and other combinations.
NEW

HANDSOME 4-WIRE 48 SELECTION WALL BOX MODEL 5206

This beautiful 4-wire box with chrome plated die cast case and turquoise selector buttons features a single rotating program panel, single slot coin mechanism, attractive red reject button and an Ace lock mounted on the side. It may be used with any 48 selection phonograph equipped with a Model 248 Stepper. Its 5, 10, 25c coin mechanism may be easily converted to 1 for 10c, or 3, 4, 5 and 6 for 25c. The program holder may be easily removed for service. A magnificent box that’s a sure-fire play stimulator.

DIMENSIONS — Width 11 1/4”, Height 12 1/2”, Depth 7 3/4”.

MODELS 5100-5110 SPEAKERS IN STRIKING NEW GOLDEN BEIGE COLORS

Now attractively finished with a golden beige case and a gold mesh grille, the Model 5100 eight inch speaker features the Wurlitzer name in gold on a red field. The Model 5110 twelve inch speaker is the same except the Wurlitzer nameplate is scrolled in chrome on a red field. Both are equipped with matching transformer. Either may be used alone or with Model 5206 Wall Box by use of Wurlitzer's adjustable wall plaque.

WURLITZER MODEL 1650 SPECIFICATIONS

WURLITZER MODEL 1600 SPECIFICATIONS

Same as 1650 except the following:

RECORD CHANGER — Provides 48 selections from 10” or 7” records, with quick change feature, Adaptable to any speed now in use. Playmeter standard equipment.

TYPE OF RECORDS PLAYED — 45 or 78 or 33 1/3 RPM.
Gottlieb Intro’s “Quintette”

CHICAGO — Featuring five new type drop-turr ball holes, the D. Gottlieb & Company “Quintette” is not only suitably named, but offers an unusual and interesting, as well as thrilling, new type play action for pinball players.

With the insertion of the coin the game starts off giving the player anywhere from one to three lighted holes. On completing all five, thru the new type drop-turr trap holes, the player starts on a replay action and can, with skill, roll up an impressive score.

Like all former Gottlieb games, this one, too, has already been practically oversold, as far as the first production runs are concerned.

Samples of “Quintette” should be in the hands of all the Gottlieb distributors sometime this week.

As Alvin Gottlieb reported, “Believe me this is one game that gives me the greatest kind of playing thrill. I enjoy playing ‘Quintette’ by the hour,” he says, “and, if I am any judge at all, just from my own personal enjoyment standpoint, I believe that all other pinball players everywhere in the country are going to enjoy playing and find ‘Quintette’ a thrilling and enjoyable game they don’t have ever seen before.

Full production is under way and immediately after distributors receive their samples they will probably receive their first quantity allocations of the new Gottlieb “Quintette.”

Nate Gottlieb stated, “operators can place their orders for delivery.”

Lieberman Music Named Exclusive Bally Distrib.

TARTAGLIA FAMILY WINS TOURNAMENT

PORT CHESTER, N. Y. — Here they are! The famous Tartaglia family who conduct the City of Yonkers Bowling Company, this city, Paul, Sr., kneeling, includes bowling among his various accomplishments, which include, in addition to running a comprehensive coin machine operation, that of vegetable raising. His four sons, standing (l. to r.) Mike, Paul, Jr., John and Joe—and the family are proud of winning the Port Chester Business Men’s League Bowling Tournament.

In featuring five new type drop-turr ball holes, the D. Gottlieb & Company “Quintette” is not only suitably named, but offers an unusual and interesting, as well as thrilling, new type play action for pinball players.

With the insertion of the coin the game starts off giving the player anywhere from one to three lighted holes. On completing all five, thru the new type drop-turr trap holes, the player starts on a replay action and can, with skill, roll up an impressive score.

Like all former Gottlieb games, this one, too, has already been practically oversold, as far as the first production runs are concerned.

Samples of “Quintette” should be in the hands of all the Gottlieb distributors sometime this week.

As Alvin Gottlieb reported, “Believe me this is one game that gives me the greatest kind of playing thrill. I enjoy playing ‘Quintette’ by the hour,” he says, “and, if I am any judge at all, just from my own personal enjoyment standpoint, I believe that all other pinball players everywhere in the country are going to enjoy playing and find ‘Quintette’ a thrilling and enjoyable game they don’t have ever seen before.

Full production is under way and immediately after distributors receive their samples they will probably receive their first quantity allocations of the new Gottlieb “Quintette.”

Nate Gottlieb stated, “operators can place their orders for delivery.”

Lieberman Music Named Exclusive Bally Distrib.

TARTAGLIA FAMILY WINS TOURNAMENT

PORT CHESTER, N. Y. — Here they are! The famous Tartaglia family who conduct the City of Yonkers Bowling Company, this city, Paul, Sr., kneeling, includes bowling among his various accomplishments, which include, in addition to running a comprehensive coin machine operation, that of vegetable raising. His four sons, standing (l. to r.) Mike, Paul, Jr., John and Joe—and the family are proud of winning the Port Chester Business Men’s League Bowling Tournament.

The new Wurlitzers incorporate an automatic built-in volume level control in the famous Wurlitzer sound amplifier system. The amplifier assures a full tonal range to insure patron enjoyment of the fine music available from modern record pressing techniques. Each phonograph is equipped with a record player which registers up to 60 plays per record and gives the operator a constant picture of the public’s taste preference, knowledge that enables him to program the selection of records in terms of public profit levels. The coin banking system which allows customers to insert coins of many denominations, registers up to 20 plays and records after the coins are inserted, is included.

In Twin Title Strip Holders, The title strip holders are quickly removable when the dome is raised for easy changing from Wurlitzer to Wurlitzer, or vice versa. The plastic insertion holders. A rigidized metal grille is flanked by two glass pillars which reflect unusual patterns of varicolored light in pastel shades. Colorful, fluted and other combinations have already proven themselves as top money makers in their field.

In Full View, Wurlitzer has long applied the “sidewalk superintendent” principle of giving public attention by exposing the record changer compartment. In the Models 1600 and 1650 this principle has been developed to the ultimate, giving completely uncovering of Wurlitzer’s mechanism. A push-type, double latch lock which securely fastens the dome, has been installed on the left side of the phonograph. Opened by key, this lock may be closed by the application of pressure without using the key a second time. When in a raised position, the dome is held securely in place by a new, automatic fall support which locks securely to prevent the possibility of the dome descending while record changer being changed or service adjustments accomplished. Raising the dome also releases a latch which makes it possible to open the full-length rear door of the cabinet without using another key.

In Built-In Volume Level Control, the new Wurlitzers incorporate an automatic built-in volume level control in the famous Wurlitzer sound amplifier system. The amplifier assures a full tonal range to insure patron enjoyment of the fine music available from modern record pressing techniques. Each phonograph is equipped with a record player which registers up to 60 plays per record and gives the operator a constant picture of the public’s taste preference, knowledge that enables him to program the selection of records in terms of public profit levels. The coin banking system which allows customers to insert coins of many denominations, registers up to 20 plays and records after the coins are inserted, is included.
That’s right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don’t agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week’s issues) of The Cash Box!

Read the first four issues.

If you don’t agree, after going over the first four issues you receive, that The Cash Box is the greatest magazine you’ve ever yet read to help you progress in your business...send back those first four issues...get DOUBLE YOUR MONEY BACK for those first four issues...PLUS...the original $15.00 you sent for the entire year’s subscription!!

YOU CAN’T LOSE!

If anything at all...you can get DOUBLE YOUR MONEY BACK...by subscribing to The Cash Box TODAY!!

THE CASH BOX
26 West 47th Street, New York 36, N. Y.

OKAY: I’ll match you! Enclosed find my check for $15 for a full year’s subscription (52 exciting week’s issues) of The Cash Box. If I don’t like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

FIRM

ADDRESS

CITY...ZONE...STATE

SIGNED...
David Rosen Celebrates 
20th Year in Coin Biz

June 21 Set For "20 Year Club" Meeting At 
Babe Kaufman's Home 

All Members And Wives Invited. Babe Foots Entire Bill

ATLANTIC HIGHLANDS, N.J.—"The date's been set" gleefully reported 
Babe Kaufman "for our lawn 
and house party for the members of 
the '20 Year Club'. It's Sunday, June 21."

Babe Kaufman, nationally known 
figure in the coin machine industry, 
and one of those suggesting the 
formation of the '20 Year Club', 
formed the trade that she planned on 
a meeting of the club members at 
her home — and would supply the food, 
lipper and entertainment free of 
charge (issue of The Cash Box, 
March 7).

"The party's on me — everything" states Babe. "I invite everyone no 
matter where they are to come to 
Atlantic Highlands on Sunday, June 
21. The Monmouth race season opens 
on June 13, and those who wish can 
come on a day or so earlier and take 
in the races. Or they can stay on 
after the party for the same purpose. 
I especially expect to see those other 
coin men who, with me, were first to 
suggest the formation of the club. 
If they don't come, I'll personally 
beat their ears in. And I want every 
member, without exception, from the 
eastern part of the country to be sure to 
attend. And, of course, bring your 
wives. We'll really have ourselves a 
time."

Babe points out that she would like to 
have some notice from those mem-
bers who will attend. "I have to 
prepare to take care of a great many 
people, and if I have advance notice 
of what the attendance will be, I'll be 
able to have plenty of food and drinks 
on hand."

So, let's hear from you. Either 
write Babe Kaufman at 40 Hooper 
St., Atlantic Highlands, N.J. or to 
Joe Orlich, The Cash Box, 20 W., 
47th St., New York.

"It's What's in THE CASH BOX That Counts"
GIGANTIC ROSEN SALE

to celebrate our
20th ANNIVERSARY

EVERYTHING WE OFFER IS IN STOCK
MUSIC

Seeburg Lo-Tone $39.50
Seeburg Hi-Tone $39.50
Seeburg Special & Piano $39.50
Seeburg Voice $39.50
Seeburg 46 $129.50
Seeburg 46 & 5/8 Calgary Unit $149.50
Seeburg 47 $39.50

$69.50
395.00
$140
99.50
325
$425

AMT Singing Towers $39.50
AMT Continuous Play Mechanism 119.50
AMT Continuous Play Mechanism 12 (oblong) like Brand New $250.00
AMT A $365.00
AMT C $429.50
AMT Automatic Hostess $500.00
Rock-Old Standard $39.50
Rock-Old Deluxe $39.50
Rock-Old Premium $39.50
Rock-Old De Lux $49.50
Rock-Old 1022 $49.50
Rock-Old 1426 $169.50
Rock-Old 5170 Rocket, Boulevard $375.00
Williams Music Milk $49.50
Packard 7 $69.50
Packard Harpster $99.50
Chicago Call His Parade $129.50
Milo Constitution $179.50
Evans Constitution $39.50
Wurlitzer 200 $49.50
Wurlitzer Victory Model (in very good condition) $139.50
Wurlitzer 700 $49.50

Wurlitzer 720 $139.50
Wurlitzer 1011 $99.50
Wurlitzer 1913 $169.50
Wurlitzer 1720 $299.00
Wurlitzer 1725 $395.00
Wurlitzer 4B Second Conversion

WALL BOXES—Parts & Supplies
Wurlitzer W. B. 3000 SC/16K/36 $22.50
Seeburg & Packard Wall Boxes $5.95
Speaker & Personal Music $25.00
Amplifier $25.00
Speaker & Personal Music Master $25.00
Seeburg Enterprising (with 10 individual transistor) $49.50
Seeburg Wall Boxes with Radio, Stands, and Entertainment Systems $5.00
Stands for all Music Counter Models $5.00

SHUFFLE ALLEYS and ARCADE EQUIPMENT

Universal Express $39.50
Aca Shoo-Go-Machine (stainless steel finish) $49.50
Williams Chartreux $59.50
Universal Twin Rower $59.50
Universal Twin Rower Pins $59.50
United Shoe Alley $69.50
Williams Star Raver $69.50
Williams Double Model $69.50
Chicago Coin Shuffle Alley Flyback Pins $79.50

We're Out of Ball $79.50
Chicago Coin Classic $79.50
Chartreux $59.50
Chicago Coin King Pin $85.00
Games Shuffle Tapper $95.00
United ABC $95.00
Chicago Coin Prancing Horsehead $95.00
Kenty 4-Player Logipac Bowler $149.50
Kenty Coin Machine 7 Col. (rounded front) $349.50
Kenty Coin Machine 6-Player Bowling $149.50
Eshel Super Twinリンクス $395.00

KIDDIE RIDES

Jup and Fine Engine (smallest kiddi(e) ride on the market)—taking in more money than bigger rides $395.00
Rodeo Bear $395.00
Rocket Patrol (built in 1950) $450.00
Greenland Kiddie (except smaller) $500.00

PIN GAMES

All Makes, All Models from $14.50 up

Tremendous Sorgonos

WRITE FOR COMPLETE LIST & PRICES

ACT QUICKLY—ORDER TODAY

5% cash or
Balance C.O.D.

1933

1953

20th ANNIVERSARY

United Appoints Lieberman Music
Distrib For Minnesota, N. and S. Dakota

CHICAGO—Bill DeSelm, Salesmanager of United Manufacturing Co., this city, announced this past week that Lieberman Music Company had been appointed the firm’s distributor for Minnesota, North and South Dakota.

Bilotta Invites Music Ops To Night Club For Wurlitzer Party

The operators threw at his area at Trio’s Night Club, Newark, N. Y., on Thursday night, March 23.

Bilotta is trying this party up with the showing of the new Wurlitzer model 1650 phonograph, which will be displayed in his showroom during Wurlitzer Week, March 23 to 27. A model 1650 will also be at Trio’s club so that all the operators can view it.

Operators will be treated to a buffet supper, entertainment by well known recording artists, dancers and comedians; as well as being able to dance to the music of Dan-Poole’s Orchester.

“The well known Rochester disk jockey, Ed Meehan of station WHBC will act as master of ceremonies. Artists lined up for appearance so far are: Pat Torpey, Commy Coleman, Doloren Terriello, Rose City Trio, a local singing group, Jack & Jill, a dance team, and Dave Howe, comic."

"We feel certain," he said, "that everyone of the operators who have been purchasing our product to these states realize that Lieberman Music will continue to give them the finest cooperation and the speediest service."

20 years of service

We are proud to have reached our 20th milestone of service to our wonderful customers who have not only been our customers but our friends.

Our basic policy of carefully selecting our new equipment and never permitting a used thoroughly reconditioned and ready to deliver machine is one we are proud of. We have always stocked a complete line of parts and supplies for the continuous operation of our customers’ own equipment and our customers... of all operating ability and age, have paid off handsomely for our customers and us.

We wish to take this opportunity to thank our customers for their co-operation and are looking forward to serving them for many more profitable years.

DAVID ROSEN
DISTRIBUTOR FOR AMI, HERCULES RECORDS
855 N. BROAD STREET, PHILADELPHIA 23, PA.

Stevenson 2-2903

ELECTRIC SCOREBOARDS

Two-board—adjustable for all boards. Chrome hose supports. For use as a player by a simple plug switch-over.

OVERHEAD MODELS

Hooverball (15-21 pts.) $195.00 each
Marvel Score (15-21 pts.) $125.00 ea.

MARVEL MFG. CO.

Bilotta Invites Music Ops To Night Club For Wurlitzer Party

NEWARK, N. Y.—John Bilotta, Bilotta Distributing Company, this city, distributor for the line of phonographs of The Rudolph Wurlitzer Company, will run a terrific party for

CHICAGO—Bill DeSelm, Salesmanager of United Manufacturing Co., this city, announced this past week that Lieberman Music Company had been appointed the firm’s distributor for Minnesota, North and South Dakota.

MARCH 28, 1953

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Op Complains To Exhibit 'Cash Box Too Small'

CHICAGO—“Niece, complaint I received this week,” Frank mencuri, general salesman of Exhibit Supply, this city, commented, “was from Lou Berger of American Music Co., Lorain, Ohio, who said, the cash box on your Space Gun is too small.”

Mencuri explained that reading further into Lou Berger’s letter he learned that Berger had placed the first of ten “Space Guns” he had received in a variety store in Euclid Village, Ohio, and that the first thing he knew he received a “service call.”

Dashing out there to learn what was wrong, Berger found that the cash box of the “Space Gun” was overflowing when he opened the machine the money just came tumbling right out.

“What’s the reason?” Mencuri reported, “why Lou Berger believes that the cash box on our ‘Space Gun’ is much too small? He recommends that it be enlarged to over twice its present size.”

“Furthermore,” Mencuri said, “his first collection from this location on ‘Space Gun,’ for ten days, was $75.50 his end.”

“This doesn’t surprise us at all,” Mencuri reports, “Every day we get collection reports that are truly amazing. For example, here are a few that we just received in the mail today which are similar to what we hear about every week from all over the nation.

“Phoenix, Ariz., $26,00 per week average; Cleveland, O., $21 average; Miami, Fla., $16.50 in 5 days; Seattle, Wash., $31.00 average; Los Angeles, Cal., $75.50 average, plus a letter advising us ‘Space Gun’ has blanked collections on all of my kiddie rides.”

“There are many, many more, but,” Frank Mencuri states, “this gives some idea of the reports we are receiving on ‘Space Gun’ and the fact that it goes to every airport in.”

Tannenbaum Re-elected President Assoc. Amuse Ops Of New York

NEW YORK — The Association of Amusement Machine Operators of New York, Inc., this city, held its annual election meeting on Wednesday, March 18, at the Henry Hudson Hotel.

A full course dinner was served prior to the organization holding its business meeting. Practically 100% of the membership was in attendance, as were several distributors, guests of the group.

At the conclusion of the meal, members listened to a report by George Foster, business manager and Teddy Blatt, attorney. Barnett Tannenbaum, president, and all matters ran smooth as a clock.

Results of the election saw Tannenbaum re-elected to the presidency of the association.

Other officers elected were: Harry Rees, vice president; Jack Gmel, treasurer; William Parker, financial secretary; William Aaronson, secretay, and Fred Robbins, sergeant-at-arms.

Voted to serve on the Board of Directors were: Phil Griller; Lucky Slotin; Sandy Warner; Louis Reisberg; Jack Korter; Millon Green; Louis Oestre; Joe Kochansky; and Jerry Folkart.

Watch for the Announcement of WILLIAMS New De Luxe BASEBALL GAME!!!!

CAPTURE and HOLD CHOICE LOCATIONS!

OPERATE THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

¢ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
¢ 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 432 packs.
¢ Dispenses regular or King size packs. Instantaneous price adjustments on each column.
¢ THE PACK YOU SEE— IS THE PACK YOU GET!

Swing-up front top for easy loading. 3-way match vending.

ALLAN SALES, INC.

WRITE OR PHONE
928 MARKET STREET
WHEELING, W. VA.

“It’s What’s in THE CASH BOX That Counts”
ARCADE BOOM AHEAD

Expect More New Arcades to Pop Up This Spring and Summer Than in Many Past Years. Demand for All Types of Arcade Equipment Pushes Prices Up. Expect Kiddie Rides to Play Major Part in New Arcades.

CHICAGO — "There is no longer any doubt," some leaders here say, "that a new arcade boom is getting under way.

Demand for all types of arcade ma-

CHICAGO — George A. Miller, President and Business Manager of MOA Music Operators of America reported at the close of the past meeting of the Executive Board of Directors of the organization that:

"One thing which made me feel very good was the approval of the Executive Board of Directors to the hiring of a man very well versed in the industry to travel the entire country and arrange for memberships in Music Operators of America."

Miller explained, "This man will be on the road constantly. He will bring into membership in MOA the independent music operators in areas where no memberships exist."

"He will, at the same time," Miller says, "also arrange to bring in entire local and statewide associations which may be formed while he is traveling so that MOA's membership will always remain 100 per cent."

"At the present time," Miller reported, "there are many independent music operators in some of the more spread-out and smaller areas of the nation where there are no local associations and these men want to join MOA and yet don't just simply get around to doing it."

"This roadman," Miller concluded, "will be our searching eye in the field and will probably bring into membership, over a period of time, just about every single independent music operator in the nation."

MOA Arranges For Membership Roadman

One of the major problems (outside of more revenue) is the question and I might add, the serious question of a mechanics school. There is a very serious lack of skilled mechanics in the industry. This, in my opinion, is hindering many operators from expanding their routes, and to a great extent holds them back from purchasing equipment along allied lines. Some distributors in the New York area have been looking for mechanics several months, and have been on a very limited schedule, as on a weekly or semi-weekly basis. These dealers are generally not ready to order in two hours in duration. They are of some help, but they do not solve the problem. Not only is this a serious problem for the operator, but it will eventually react to the distributor and manufacturer, in less sales. Gentlemen, get busy, this problem really needs solving.

A good suggestion on getting more inquiries from photograpbers, comes from Milly W. Everard, prominent old time New Jersey operator. He claims that with a very simple adjustment he can arrange for his photographs to play one tune for 10c, three for 20c, and four for 25c. In this manner the patron, dropping a quarter in the coin chute does not feel too much pain. What do you think, fellers?
The Woman's Viewpoint of the Coin Machine Industry

Atlantic Highlands, N. J.—At a surprise party held recently for Babe Kaufman, who was celebrating her 50th birthday, we asked her a question, "Babe, what are the chances for a woman to run a successful business in the coin machine industry?"

"A woman can be just as successful in this, or any business," answered Babe, "if she is willing to put the same amount of hard work, energy, and ingenuity into it that her competitors are. Naturally, not all women can be successful — but, neither are all the men who enter the coin machine business. However, in my opinion, the percentage of success can be just as great."

Your editors know the success story of Babe Kaufman, having been close personal friends since she entered the business in 1928. Members of the industry have lovingly tagged her the "Fabulous Babe." At one time or another, Babe has been a jobber, distributor and operator. And she has handled every type of coin operated equipment made. In the early days, Babe distributed the amusement games of Bally, Gottlieb, Keeney, Seeburg, Jennings and Pace. She distributed and operated cigarette machines as well as book vendors. Babe was the first Wurlitzer distributor in this area, taking on the P-12 in 1932. Among the firsts also attributed to Babe's far sighted vision, was the advertising and sale of reconditioned juke boxes. To list the accomplishments of Mrs. Kaufman in the coin machine industry would take considerable time, but those who have been associated with the business during its growth, know what a vital part she played.

"The success I accomplished in the coin machine industry, can be attained by other women if they are willing to put the same effort into it, as well as using their intelligence and ingenuity," stated Babe. "Take this party for example" (referring to her 50th birthday party), Mrs. Kaufman stated, "Besides the coin machine people here, most of those on hand are location owners. I have solidified myself so strongly with them, that they thought it fitting to run this big birthday party for me. Do you think a competitor could take any of these locations away from me?"

The one accomplishment that Mrs. Kaufman is most proud of is that thru the money earned in the coin machine business, she was able to educate her three sons, all of whom are making their marks in the world today. Her oldest son, Bill, is head of the casting department of NBC-TV, one of the most important executive positions in television. In addition, Bill has written three books, and now, in association with two other men, is producing a Broadway show "The Pink Elephant" starring Steve Allen, due to appear on Broadway in a few weeks. The next son, Norm, who was the youngest man ever to be awarded a "Master"s License for navigation, is now in Washington, D.C. with Naval Intelligence. The youngest boy, Stuart, out of college only some six months, is already occupying an executive position with General Mills, Syracuse, N. Y.

"My boys are naturally the light of my life, and I am very proud of their rapid success in their particular endeavors," smiled Babe, "but it was thru my earnings in the coin machine industry that I was able to give them the proper education and background so that they could get a proper start in whatever future they selected."

Babe then pointed out that there was one more item about the coin machine industry she wanted to stress. "Priding my years in the business," she said, "I have made thousands of friends and I can honestly state that I do not believe that there is any other business where the people are as honorable as ours. Where can anyone buy thousands of dollars of merchandise over the phone — or by just the medium of a handshake?"

"Yes, the coin machine business has been good to me, and no doubt to many other women. It can be for others."

Wurlitzer Names Davidson Mid-West Sales Representative

North Tonawanda, N. Y. — An active figure in the coin machine industry for many years, Bert B. Davidson has been appointed district sales manager for The Rudolph Wurlitzer Company, North Tonawanda, N. Y. The announcement, made by Robert H. Bear, sales manager, indicated that Bert would make his headquarters in Chicago. In making known the appointment, Bear said, "Bert Davidson needs no introduction to few, if any, people in the coin machine industry. He has been actively associated with it for over the past twenty years and we are pleased to be able to take advantage of his experience by appointing him to this new post."

The appointment became effective February 25 and Davidson journeyed to New Orleans with other Wurlitzer personnel to join with the distributors in an annual get-together which previewed a new 48 selection phonograph for 1953.

Bert attended the University of Illinois, Cornell University, and took a post-graduate course at Northwestern University. He holds a degree in Business Administration in Marketing Research and Advertising.

The appointment of Davidson, who resides at 265 North Blackstone Avenue, Chicago, Illinois, marks the fourth appointment a Wurlitzer sales staff in the past few months. Previous appointments were Barry Sinclair, West Coast, Max R. Brown, Eastern Coast, and James A. Crosby, South West.

Ice-Cube Vending — Now Big Business

Washington, D. C. — One of the most unusual vending ventures is that of coin operated ice cube salesmen. At a recent convention of the National Association of Ice Industries, Richard C. Muckerman, City Products, St. Louis, reported that his company maintains 20 vending machines in the St. Louis area. 25 pound bags of cubes are vended for the proper amount for such purposes as parties, picnics, fishing or hunting trips, or freezer ice cream making. Muckerman pointed out that the theory the public will do its own shopping and we can succeed as they have". Concluding, he announced his company's plans to install at least 20 more stations in St. Louis within the coming year.
Bally

ANNOUNCES APPOINTMENT OF

LIEBERMAN

MUSIC COMPANY

257 PLYMOUTH AVENUE, NORTH, MINNEAPOLIS, MINNESOTA

AS

EXCLUSIVE DISTRIBUTORS FOR

IOWA, MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA

Harold Lieberman, a seasoned veteran in the field of coin-operated equipment, will give every coin machine man in his territory the kind of cooperation and service that insures maximum profit to each and everyone from the great Bally line of coin-operated equipment. Get together with Lieberman and get going.

BALLY MANUFACTURING COMPANY

READY FOR DELIVERY

America's Greatest Money-Makers

SPECIAL BARGAINS!

SPOT LITE . . . . $285.00
PALM BEACH . . . . 465.00
BRIGHT LIGHT . . . . 210.00
HARVEST TIME . . . . 89.50
SLUGFEST . . . . 159.50
TURF KING . . . . 94.50

We Are Exclusive Factory Distributors for BALLY and ROCK-OLA

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVE.
CLEVELAND, OHIO
(Tel. No. 1-3277)

NOTICE

To CLASSIFIED-AD Users

The Cash Box publishes more Classified Advertising each week than all other publications combined.

It is absolutely imperative that all Classified Advertisements reach The Cash Box offices in New York no later than Wednesday, 12 Noon of each week.

Make sure that the Classified Ad you send this week will appear the following Monday morning by rushing your copy airmail directly to:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.

(All Phones: JUdson 6-2640)

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

NEW ORLEANS NOTES

Buster Williams in Monroe, La., to the funeral of an old friend, Mr. Sinsley. Mrs. Stanley Le.-is of Stans Record Shop also attended. She was once Mrs. Sinsley. . . . Richard Brand, who made headlines about two weeks ago, now w.l.Aiman Distributing Co. as the new sales manager. . . . Big news of the Teche Country is George K. Lowry's new Cadillac. Guess the record business is not too bad! . . . It won't be the same with Pee Wee unable to pick up records from Frank's Music House. Pee Wee leaves us to become one of Uncle Sam's boys. Good luck, Pee Wee. . . . happy Giarrusso, manager of the "Tax Amusement" senior soft ball team, announces their annual banquet was a grand success. The team presented to with the Winner League Championship Trophy. Giarrusso was in turn presented with an attractive and unusual porcelain trophy. . . . Larry Copeland, a real veteran in coin machine sales and representative of New Orleans Novelty Co., is on the road talking up Baby and Gottlieb's products. Larry should do a great job as he is well liked in coin machine circles. . . . Mary Tridico from Norco, La., in every week to buy records. She says the juke box business is really thriving. Mrs. Tridico, as well as being a tremendous help to her husband in the juke box business, is a representative for a line of cosmetics.

I hear Dave Martin, formerly of Console Distributors and now manager of State Distributing Co., is now the district manager for Southland Battery in Birming ham, Ala. He was a great bell salesman so I know he must be doing well. . . . Visiting in town was Leo Korber of Barataria, La., Johnny Calli, LaPlace, La., A. C. Sy'vastre of Ville Platte, La., and Jack Young of Lafayette, La. . . . Everything happens at once to "The Ed Daniels" of Capitol Music, Jackson, Miss. They are remodeling their new store, building a new home and now the Mrs. announces that there will be a little Daniel soon. Best of luck on everything. Baby will be their first. . . . It's been a long busy time since a record has taken the state like "Round Dog." Congratulations to A. I. Distributors and also to Willsie Mae Thornton. . . . It seems all the record people came in to see us at one time. Al an Rebin of Republic records enjoying a big juicy steak at Charlie's Steak House. Bill Taylor of M.G.M. Records in; also Leo Moser, Aladdin's Records and Thomas Break of Remington. . . . The coin machine colony was represented at the recent runnings of the New Orleans Handicap and the Louisiana Derby—both at the Fair Grounds. Seen in the club house were Manny Langum, Bob Nims, Ray Bosworth, Louis Beasberg, and Rafael Bosworth as well as many others. . . . A. I. Distributors has a new salesman that will travel Mississippi and Alabama. He is Loren Bower of Pensacola, Fla., . . . Happy birthday to Pat Gillen on Friday 13.
LIEBERMAN MUSIC COMPANY is proud to announce the purchase of MAYFLOWER NOVELTY CO. and PASTER DISTRIBUTING CO. (formerly of St. Paul, Minn.) and, therefore, now becomes the EXCLUSIVE FACTORY REPRESENTATIVE for the following in our area:

AMI, Incorporated
Automatic Products Co.
Bally Manufacturing Co.
Chicago Coin Machine Co.
Exhibit Supply
D. Gottlieb & Co.
United Manufacturing Co.
Watling Manufacturing Co.
Williams Manufacturing Co.

LIEBERMAN MUSIC COMPANY
257 PLYMOUTH AVE., NORTH
MINNEAPOLIS 11, MINNESOTA
(Phone Numbers: Fillmore 3025—NEstor 7901)

Runyon Installs Dime Play Phono In N. J.

NEWARK—In keeping with the strong national trend to 10c juke box play, Runyon Operating Division is now actively engaged in providing machines operating on that denomination for its New Jersey locations. The latest 10c play installation was made in the Executive Bar at 2 Hill Street, Newark.

“Reports from all sections of the country, where juke boxes have been operating at 10c, have been so good,” says Ed Burg, Runyon Operating Division manager, “that we decided to make 10c play available for our own customers. And it should work out fine for the public is taking it in stride and locations are making more money at a dime.”

“The reaction to the Executive Bar installation has been very encouraging,” Burg continued. “My good friend Ben Markowitz, Executive owner, tells me that individual plays at a dime are about the same as they were at a nickel and that he expects it to stay that way. Which means that the total money take in the machine will just about double.”

Juke boxes converted to a dime will deliver one play for 10c and three plays for a quarter.

Seen at the right, upper picture. Ed Burg, Runyon Operating Division manager (left) wishing Ben Markowitz, Executive Bar owner, good luck on the installation of the AMI juke box at 10c per play.

The young lady in the lower picture obviously enjoys juke box music and doesn’t mind paying a dime for it.

FOREIGN BUYERS!

We carry the world’s Largest Stock.
In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection, including Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Alleys.
Our service is Quick, Efficient and Reliable.
Write for FREE Price List and Order Forms

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel: 6-7712)

Mills Industries Ups Two

CHICAGO, ILL.—Mills Industries, Inc., Chicago, has announced the appointment of Fred L. Mills, Jr., as vice president in charge of engineering and Walter F. Hermann as vice president in charge of manufacturing. Mills has been associated with the company for six and one-half years. Hermann previously held the position of general works manager for over one year. Mills Industries manufacture beverage coolers and dispensers, ice cream and frozen custard equipment, and other related products.
What does the "Edgewater Heart Fund" mean to you?

What does it mean, that is, as an individual, are helping medical science and research find "the answer" to heart disease—America's No. 1 Killer.

It means that you will not only feel better, when you donate to the "Edgewater Heart Fund," because you have done something of such great goodness for all peoples everywhere, but that you have also proven, once again, how really big is the charitable heart of the coin machines industry of America.

It means that you should, or anyone in your employ, or any of your friends and relatives, be stricken with a heart attack (and that happens every second of every day) and require the newest methods of heart surgery, that this will be performed FREE OF ANY CHARGE for you at its source, the Edgewater Hospital, 5700 North Ashland Avenue, Chicago, Illinois.

It means that you should, your employees, friends, relatives, or others close to you, require heart treatments, and who cannot afford such medical treatment, that your donation will help these people get such attention FREE because of the "Edgewater Heart Fund" at the Edgewater Hospital in Chicago, Ill.

It means, up, above, and beyond the goodness which you are doing by donating to the "Edgewater Heart Fund," that you are helping medical science, that you are helping all peoples of all races, colors and creeds, to enjoy the life-saving techniques which are being better and more fully developed each and every day, BECAUSE OF YOUR DONATION to the "Edgewater Heart Fund" at the Edgewater Hospital, Chicago, Illinois.

It means that if you want a room, a ward, or an entire floor, inscribed with your name, or in the memory of some loved one, in the new $2,500,000.00 addition to the Edgewater Hospital, this great honor with a suitable donation is possible, so that you will leave behind a great and thankful memory to all who will be served at the Edgewater Hospital in the years yet to come.

It means a great, great many more things to you. But, most of all, it means that YOUR DONATION (deductible from Federal Income Tax) WILL BRING NEW LIFE AND NEW HOPE TO MILLIONS OF HEART SUFFERERS.

SEND IN YOUR DONATION TODAY—WHATSOEVER THE AMOUNT!

Make your check payable to the: "Edgewater Heart Fund" and mail it to "The Cash Box" office nearest to you!

---

**THE CASH BOX**

26 West 47th St.
32 W. Randolph St.
Chicago 1, Illinois

6363 Wilshire Blvd.
Los Angeles 48, Calif.

---

**"It's What's in THE CASH BOX That Counts"**

---

Babe Kaufman set Sunday, June 21, as the date for the lawn and house party she's throwing at her Atlantic Highlands, N. J., home for the members of the "Club of 32." The members arrive at Babe's home, she's the hostess, and is picking up the tab for the food, drinks and entertainment. It's worth it, she says, to get together with the many old friends who are "in the business," proclaims Babe. All members, no matter how far away they are, are invited, so let's make this a real memorable occasion. We've mentioned the date to only a few friends seen on this day this week, and they all stated they'll be there. These are: Mr. and Mrs. Howard Young; N. Y., Mr. and Mrs. Lou Miller; Green; Mr. and Mrs. Joe Shein and, of course, Mr. and Mrs. Ben Smith. We attended the general meeting of the Associated Amusement Machine Operators of N. Y., by invitation, this Wednesday, May 18. Election of officers to be held Wednesday with the following results: Barnett, chairman; president; Harry Ross, elected vice president; Jack Semel, treasurer; William Parker, financial secretary; Wilbur Aaronson, secretary; and Ben Robbins, attorney. Board of Directors members elected are: Jerry Polkoff, Joe Koczanski, Louis Glatter, Milton Green, Jack Kantor, Louis Rosenberg, Sandy Warner, Lucky Shaw, and Phil Greiter. We would like to comment that this meeting was one of the smoothest and best run we've ever attended in all our long experience. Compliments to the Tannenhaums, George Panzer, Joe Elders, and Teddy Blatt, attorneys.

Joe Young and Abe Lipsky, Young Distributing, prepare their offices and showroom for the "Wurlitzer Week"—Monday through Saturday, Mar. 20 to 28, at which time they display the new Wurlitzer model 1600 and 1600 phonographs (will be giving full blast when you read this) . . . John Belotta, Belotta Distributing, Newark, N. J., in town for a few days. With John were Lindy Nardone, Eastern Sales Co., Rochester, and Ed Meath, top dj at station WHBC. Ed is a fine fellow — any fun dance at the office, and later, John, who has been receiving a dinner and meeting . . . George Holzman, Brooklyn op, who is having quite a rough time with his health, goes to Miami Beach for a ten-day rest. Being released from a week's stay at a hospital, Murray Saidman, George's partner, handling the route during his absence. . . . Sol Tab, young and promising Brooklyn's Bar Center, and music planning his song, drops out a week on his vacation, and comes June 20 . . . Lucky Skolnick, who just returned from a five-week stay in Miami Beach, wants to go back as a permanent resident. . . . Milky Green plays on vacation in Michigan, almost ready to open in a week or so. . . . Keith Rans, Wurlitzer's district sales rep. for the East Coast, visits at Young Distributing. . . . Our office friends, Frank Swarts, owner of Frank Swarts Sales Co., Ashville, Tenn., and his sales mgr., L. E. Matthews, enthusiastic over the "20 Year Club" idea, and send in their applications for membership. . . . The Toy Show worked up Wednesday, March 18, and the fun and displays were all highly satisfied with the results. . . . Mike Munves, with the spring season to come, complaining angrily to orders piling up and not sufficient personnel to get them ready and ship. . . . Harry and Hymie Koeppe, Koeppe Distributing, take on additional warehouse space on W., 40th St. . . . Phil and Mrs. Meir on vacation ops, almost ready to open in "Beauty and the Beast" week. . . . Mary Stann, "Ashville" girl, located at Kings Highway and Utica Ave., Brooklyn. Phil invites the coin boys to drop around and look it over. "It'll be one of the amusement showplaces in the East," predicts Phil. . . . A bill to prohibit selling of drugs from vending machines was given final passage by the New York State Legislature on Mar. 17, and sent to the governor for his signature . . . Barney (Shugy) Sugarman, Runyon Sales, raving about the marvelous appearance of his new office in Newark. Firm is half moved, and it'll probably take another month or so before all the junk in the old office is settled, Shugy will start complete renovations of his New York offices.

---

Herman Fisher of Aberdeen, S. D., keeps himself so busy that he doesn't get into the Twin Cities very often; therefore, he has been conducting business transactions over the phone, but Benna, from the Fisher Harvey of Minneapolis, D. B., that is, and Mrs. Herman Harvey of Mitchell, S. D., have been spending the time with pleasure on their trip into Minneapolis last week . . . Mr. and Mrs. Almos Hellinger of Minneapolis have just returned from a trip to California. Almos reports that they had a very enjoyable time . . . Mr. and Mrs. Herb Sandel have named their new baby boy, Michael. Herb is manager of the boys department for Lieberman Music Co . . . Bill Hanf of the Austin Sales Company, Austin, Minn., looked dapper on his trip into town last week . . . Leo Defrass of Ashland, Wisc., C. B. Sorenson of Cloud, Minn., Clayton Norburn of the C. & N. Sales Company, Mankato, Minn.; Frank Magar of Grand Rapids, Minn.; Pete Kramer of St. Cloud, Minn.; Gil Hanson of St. Peter, Minn.; and Elgin McDaniel, Wadena, Minn., were here and there at the various distributors' offices . . . Ray Flynn of Shelby, Mont., stopped off in the Twin Cities on route home from St. Louis, Mo.
Two New Wurlitzer Phono's

(continued from page 41)

SERVICE MADE EASY

Wurlitzer has maintained its practice of using "quick-as-a-flash" attachments on all major components in the phonograph. This makes it possible to remove the amplifier, junction box and auxiliary units quickly for service replacements. With the removal of the rear door it is possible to slide the record changer mechanism to a half-way out position on trunks installed for that purpose. If need be, it may be removed quickly and easily from the cabinet. The stand-by lighting on these phenomenal phonographs is the lowest in Wurlitzer history—only 60 watts. The cabinets are mounted on four casters which may be adjusted for leveling to uneven floor conditions.

COMPLETE LINE FOR 1953

Models 1650 and 1550 round out the most complete line of phonographs which Wurlitzer has ever offered to the industry. The 104 selection Models 1550 and 1550 continue in production as deluxe phonographs worthy of a place in any top location and beyond question, the outstanding money-makers of all time. Models 1400 and 1450 are continuing in production to meet a demand for a colorful chrome-trimmed phonograph playing 48 selections, which has proved to be outstanding in its class.

NEW 48 SELECTION WALL BOX

A complete line of remote equipment is available. A new 48 selection wall box, Model 5206, has been introduced for use with all 48 selection phonographs. This is a completely new Wurlitzer design which features one piece, chrome plated cover, a curved glass window and a single flip-over page for easy viewing of the 48 title strips. The box is single button selection, four-wire installation. Also remaining in the line is Wurlitzer's 5204-A wall box which offers 48 selections, single button selection, three flip-over pages. It is designed for three-wire operation. The Wurlitzer wall speakers, Models 5110 and 5100, have been restyled in a soft, new, golden beige finish which will harmonize attractively with the color scheme of any location.

ALL SHOWN WURLITZER WEEK

Deviating from its previous policies, Wurlitzer has extended the period of preview operator showings from two days to one week. Wurlitzer Week has been designated as the period from Monday, March 23, through Saturday, March 28. All Wurlitzer distributors are holding open house during this week and all persons engaged are cordially invited to see, hear and compare this finest line of coin operated music equipment which Wurlitzer has ever offered.

“Junior’s Club” For 10’s and 15’s

Ok’d By Many “20 Year Club” Members

CHICAGO — Reaction to the item which appeared in The Cash Box this past week on suggestion of Jack Mitnick and John Stuart of AMI, Inc., that a “Junior’s Club” be formed for 10 and 15 year members, has met with the approval of a large number of the present members of the “20 Year Club.”

The plan is to form “The Junior’s Club” which would be for all persons in the coin machine industry who have been engaged in the business from 10 to 14 years. Then there would be the “The Senior’s Club” which would be for all persons in the coin machine industry who have been engaged in the business for 15 years or more.

On reaching their 20th year, they automatically become members of the now popular and famous “20 Year Club.”

(Editor’s Note: The editor would like to hear from still more members of the ‘20 Year Club’ as to their thoughts in regards to adding on a ‘Junior’ and a ‘Senior Club’ for men and women engaged in the industry from 10 to 19 years.)

“It’s What’s in THE CASH BOX That Counts”
Dear Mr. Editor:

The other day whiles I am in our store taking on the service calls, whiles Sally (that's Mrs. Slugger) is on out shopping herself up downtown, the telephone rings.

It is one of the other operators. He is from Hootsville. Hootsville is about only 35 miles away.

The operator is also a nice guy. He knows me from the old days, he says, "Hey, what's new?" he says, "How is things with you over by Simpkinsville?"

I says, "Oh, Fred (that's his name, Fred Koots) things is kinda okay right now, Fred."

So he says, "Solly" he says, "I got something special I like to tell you. But Fred, I must say, 'cause me is Solly, right now?"

So I says, "Oh, no, Fred, she ain't no here. She is running herself up some thing".

So he says, "I'm a nice, Solly, 'cause I got something special to tell you and I am very glad that Solly ain't not around to hearing this" he says.

"In a first-place, Solly", he says, "you making it your business to getting outs the house this here Fridays night" he says.

So I says, "Wait a minute, Fred", I says, "what's it is doing inside and I should pulling a sneaks outs the house this here Fridays night?"

So Fred, he says to me, "We is going to have a big time party this here Fridays night for you, for the city, and for the baseball fans, and for the opera fans" I says, "I don't promis right now, but", I says, "I will try to sneaks out on Frid- days night and I will driving to Hootsville and meetings and we will going to this here big time party" I says.

Anyway we was pretty good busy this past week. Sally (that's Mrs. Slugger) she is doing plenty bollering and trumpeting and screaming on Sam Simpson, my helper, and me. We got ourselves plenty work and plenty service calls and plenty headaches yet this week.

I says to Sam Simpson (that simp's son) while we is driving up in the pickup late, "Sam this is real tough like", I says, "just when Fred Koots is calling me on up to sneaks out Fri- days night for a big time with dancers and all in Hootsville, come all these here headaches.

"Here it is", I says, "already Thurs- days late and it is looking like to me we will be working all day and night tomorrow yet, too."

Sam says to me, "So why you not telling Sally, Solly?" he says, "and she will letting you off this here Fridays tomorrow night, huh, Sally?"

"Aint telling you, he was simp's son?", I says to Sam Simpson, "I got a call late, Haley" he says, "and she will letting you off this here Fridays tomorrow night, huh, Mrs. Slugger?"

"Who you think you are?", I says to Sam Simpson, "I got a call late, Haley" he says, "and she will letting you off this here Fridays tomorrow night, huh, Mrs. Slugger?"

Well anyway, I am going to have to make that stop out away in the country", I says.

"So long", I says, "shouts to you in the next time".

So Sally (that's Mrs. Slugger) she looks on me kinda pity like and she says, "Honey, don't worry, Speech, you isn't going to have to worry" she says, "I will shoot out this morning with you and I will take care of some other things" she says.

Well anyway, I am going to have to make that stop out away in the country", I says.

"So long", I says, "shouts to you in the next time".

Sincerely,

Sally Slugger

"Your Operator Friend"
THE MOST EXCITING PLAYFIELD in the industry!

PACKED WITH FEATURES FOR THE OPERATOR!
- 20 to 400 Reply Combination
  • Eame line and sequence
  • Popular new Myster-
    try Spot & Extra ball feature
    • Extra balls & extra coins
    • Special "Skill Shot" gives
    player free game

AVAILABLE IN CHOICE of 5c, 10c 
COIN CHUTES

IT'S A FACT...
Proved trouble-free operation. 
Location tested to 35,000 
played without a single 
adjustment.

SEE IT ON Genco's 
GOLDEN NUGGET
UPRIGHT FALL game with EXCITING "EYE-LEVEL" ACTION!

EXCLUSIVE 
"SPACE-SAVING DESIGN 
only 24" x 17" x 44" high.
Crated wt. only 190 lbs.
WRITE, WIRE OR PHONE YOUR Genco DISTRIBUTOR

You Can't Buy a Better 
Reconditioned Phonograph Anywhere!

MONEY BACK GUARANTEE
AVIATOR 1100 (Refinished) $150
WURLITZER 1100 (Refinished) 295
WURLITZER 1250 (Refinished) 395

DISTRIBUTORS FOR
SMOKE SHOP
CIGARETTE MACHINES
$239.50
F. O. B. FACTORY

COVENC CART-SLED
FOR FACTORY
WRITE FOR CIRCULAR

COVENC 
distributing company
3181 Elston 
Chicago 11, Ill.
Independence 2-2310

CHICAGO CHATTER

Don McVoney of Donan Distributors advises that new Bally service setup is "out of this world" and he is prepared to give this service to one and all throughout the area. Mr. Peters of Pontiac, visiting with Donald, agrees.

Ray Cunliffe down to Florida for a sunny rest and Ralph Heft takes over with phone ringing wild around him all day long... "20 Year Club" members agree there should be "Junior's Club" for 10 year men and women and a "Senior's Club" for 15 years. What do you think?... In our humble estimation Mrs. Lucille Lemmon of Los Angeles is "queen of all coin machine women." Lucille actively engaged in coinop 32 years. Anyone know of any member of the "big league" who has been longer than that? Give Gottlieb disingenuous one of those remote controlled electric gunners. Dave Gottlieb looks absolutely great after his 3 months in Miami. And has become a fishing enthusiast. But a real one... Charles Craven of Nate Gottlieb trying to get his gorgeous wife, Irene, and the 3 kiddies all set for a Florida vacation beginning the 25th. (Notice: Ray accurately timed her 33 jump.)

Ray McConkey of Gowen Distributors announces that a "dueling" tournament is starting, "Quintette." Reason why?... Can't absolutely ordered over first day. (That makes about one complete click in a row for Gottlieb firm.)... Louis Beasang of Neo Ohlons pops into town and bumps into another visitor, handsome Milt Marmer of Emissaries. Boys from the South meet in the No. 9... Mike Dale makes interesting comment on his "News-Scope" issue this past week... Very interesting issue of the "Journals Journal" from the Jones Boys with interesting statement by Ray F. Jones in his "Crystal Ball" column.

It's What's IN THE CASH BOX That Counts
THE

"20 YEAR CLUB"

"a great idea"

Herb Jones
Vice-President, Bally Mfg. Co.

A compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the January 24 issue of The Cash Box.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the January 24 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

— YOU TWENTY YEARS — WHO HAVEN'T AS YET APPLIED, MAIL IN THE COUPON BELOW.

Joe Orleek
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME

FIRM

ADDRESS

CITY

ZONE

STATE

Date I entered the C. M. Business

Also Send Membership Card For

(Enclose Names, Firms, Addresses and when they started)

CALIFORNIA CLIPPINGS

L.A.:

Lots of interest on the part of ops in the "surprise" being prepared by the Wurlitzer phono people in the form of a new economy priced 45 rpm machine. The folks over at Paul Laymon Company report they've been literally besieged by operators requesting information concerning same. Showing of the new phono is scheduled for the week of March 23 to 29, and meanwhile Ed Wilkes, Charley Daniels and Jimmy Wilkes report continued activity via Bally's fabulous "Beach Club" and the equally fabulous Wurlitzer 1500. "Beach Club" in itself presents a challenge for the Bally factory—they've got to go a long way to top the success it has enjoyed. Ed Wilkes reports that his home in Long Beach is why but Las Vegas music ops are set to switch over to dime play, having held a conceleb there one day this past week. . . . Music ops are again alerted re the introduction in Congress of legislation that would in the final analysis put them out of business. Keep informed of the situation by reading The Cash Box; discuss this bill—S.1106—introduced by Senator Pat McCarren, D., Nev., and above all, let your congressional representatives know where you stand on it! . . . More words of praise and marvel continue to reach our ears concerning the new merry-go-round aged manufactured by the Bert Lane Co., and being distributed locally by the Minthorne Music Co. You should see the expressions on some of those kids who pass Jean's showrooms as they glimp the ride. . . . Lyn Brown keeps a change of clothes right handy—the blue serge for visiting vee pee's, and slack and white brushes for the "only successful way in business—keeping the bushes." Lyn continues to do a whirlwind job via the entire line of Exhibit kiddie rides. What with summer rolling around, the Lyn Browns' expect coin row to move to their wonderful swimming pool in North Holly- wood. . . . Lela Smith made the trek in from Barstow this past week. . . . Ditto Morry and Joe Dausinger. Joe and Mary and the ever-charming Kay . . . For the record, Lyn and his associates in the world has grown so quickly, so large, so successfully as has the San Fernando Valley in the past ten years. Vis: U. S. Department of Commerce.

Frank Dunkel, recently appointed aide to export manager Joe Dausinger at Bally, is struggling with tons of shipping, cutting corners and cutting costs in the process. Boy knows his stuff. . . . Al Silberman of the Badger emporium just a dishing a few of these days. Ever since Al gave up smoking he seems to have added a sprightly step to his repertoire, which would undoubtedly be good for the old coin show on those chy's. Added on the automatic merchandise bit, with six drink "SodaShoppers" literally walking in and out of the place. Just happened to notice Al's membership card in the 20 Year Club prominently displayed on his glass-topped desk. . . . You Twenty Year Veteran's in the coin machine business who haven't as yet joined, note to Joe Orleek at The Cash Box, New York, N. Y. . . . Mary Solle, Bill Leuenhagen's Record Bar, played host to orchestra leader Russ Morgan, this past week and introduced the Decca Records star to a host of music ops. Russ latest for Decca has all the earmarks of a hit. It's called, 'I'll Be Hangin' Around.' . . . Mary and the ever-charming Kay . . . We're told that the new home phonograph line we were privileged to see is literally "out of this world." Never have we seen such beautiful home phonograph equipment—and with the demand for high fidelity equipment growing more and more each day, the Minthorne firm is certain to find customers beating a path to its door. . . . Haven't seen little Celio Padwa, able gal Friday to Jack Simon and Abe Chapman, Simon Sales Co., these past few trips. These days it's either the flu or a virus, ye' just don't rate in the community if you haven't been bitten by the bug this season. . . . A big hello to Bob Portale up Stockton way, who he hear is doing a world of good, drop 'us a note, will ya' Bob?

Jack Dolan, Dan Stewart Co., just knockin' 'em dead these days. The new Rock-Ola 120 phonos have met with superb reception out this neck of the woods, with Jack another firm believer in the "beat the bushes" theory. Jack just recently took on the distribution of a wonderful kid ride too—Donald Duck, that not only looks like the real thing but is. Jack by the way, is on the prowl for a young lady to handle the new "Ducks." . . . Dock Dockins in from Santa Ana again this week; along with Mac McGone and Kemel Wolfe a visitor to sunny Los Angeles too—from San Diego. . . . Hear tell that Ideal Recorders, Spanish language diskery, is mulling whether or not to make additional 45's available, Man dya have to think about that? . . . C. L. Andrews making the rounds along Pico this past week from Lompoc . . . Morry Wiczer, Wiczer Co., of the west side Lake View and the one who keeps the whole town in town again shortly we learn. With the baseball season in full swing, Morry must be quite the busy lad note Music ops are cautious, they may have to face the purchase or use of used or pornographic records in their music machines. It's a violation of a multitude of local laws. . . . Haven't seen Nick Carter or the boys up at Nicole Company lately. . . . Phil Rolfing, the Chico boy's ebullient representative round these parts, just a constant picture of smiles—now who don't love this gentleman? We're finding them constantly increasing, Phil always has that big grin—and of course the hat. . . . Bill Happed, perky at Badger Sales happy as a kid with a lollipop, such has been the wonderful接收此给由ops to Williams' information. . . . Fred Shirley, from South Gate, made an appearance on coin row this past week; ditto Joe Bell out at Twenty-nine Palms, where they had—of all things—snow only a week ago. The Bob Smith's, Sr. and Jr., report a steady volume of business via the firm's varied line of automatic merchandise equip- ment. Still leading the list of course is that six-drink SodaShopper, say the Smith's. . . . How come we haven't seen Harry Duensing around town lately?
WANT—ABC Bingo, will pay $85. PENNSYLVANIA VENDING CO., 1822 CARSON STREET, PITTSBURGH 3, PA.

WANT—All types of arcade equipment. Quote lowest price in first letter. Also, will sell shooting games, fishing, fully equipped or trade for music, arcade or pinball machines. RELIABLE COIN MACHINE CO., 164 WINDSOR STREET, HARTFORD, CONN.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $500 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—We buy new and used records all year round. Highest prices paid for 78s & 45s. No quantity too large. We buy all brands, with the exception of 1950s and later brands. We buy old/new L.P.'s (33-1/3 RPM) in quantity. Write or phone. AL ABEL, FIDELITY DISTRIBUTORS, 666-10th Ave., NEW YORK 36, N. Y. Tel: Judson 6-5656.

WANT—We buy dealers' surplus stocks. Operators pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or write: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y. Tel: Tilden 4-9040.

WANT—Operators and Distributors who are interested in adding America's finest folder vending postage stamp machine to their present route. Same year round income. For free folders write: DEADWOOD DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI 45, FLA.

WANT—Evans Races and similar free play consoles. Any denomination or combination, but must be free play. SUPERIOR COIN, 179 GERRARD EAST, TORONTO, ONTARIO, CAN.

WANT—Wurlitzer Ten—5-10-25 Wall Boxes Model 4851. State your lowest price. W. BETTI & SON, 4106 MANHATTAN AVE., UNION CITY, N. J.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round. H. BETTI & SON, 4106 MANHATTAN AVE., UNION CITY, N. J.

WANT—Panoramas; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVENUE, CHICAGO 14, ILLINOIS. Tel: Lincoln 9-3996.

WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOERER & JULIAN DIST., 629 TENTH AVENUE, NEW YORK 19, N. Y.


WANT—All types of post-war flapper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT ENTERPRISES, 1823 S. ELM STREET, PHILADELPHIA, PA.

WANT—Latest model cigarette machines. Can also use Cole, Super Vend and other drink dispensers, also want hot coffee vending. Please give quantity, model numbers, condition and price in first letter. Write full details to BOX NO. 145, THE CASH BOX, 1600 RANDOLPH ST., CHICAGO 1, ILL.

WANT—Wurlitzer 1017, 1217; Seeburg 100 & 48; AMI 650; AMI 850 and Wall Street. Will pay highest price. Bally Late 1 Ball F.P., Metal Typer. Write stating condition, number, and price. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2640.

WANT—Used Juke Box records, popular, hillbilly's and polkas. Can use all the 45 rpm records you have. And must be in good condition, pay highest price. Give full details in first letter. A. WIEDEL, 2440 RICHARD ST., CHICAGO 14, ILL. Tel: Diversey 8-3996.

WANT—Wurlitzer 1019, 1219; Seeburg 100 & 48; AMI 650; AMI 850 and Wall Street. Will pay highest price. Bally Late 1 Ball F.P., Metal Typer. Write stating condition, number, and price. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2640.

WANT—Metal Columns, Mutoscope Voice-On-Graphs, Chico Colon's baseballs and other late arcade machines. Give price and condition in first letter. MIKE MUNVES CORP., 277 TENNENT AVE., NEW YORK, N. Y. Tel: BRYANT 9-6677.

WANT—Tubes: 2051; 707L; 6SN7; 75; 6SC7; 2A3; 5VF; 6L6; 6K7 Metal; 67N7 Metal; J. Metal. Will pay $400.00. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS 4439 NO. ELAINE PL., CHICAGO 13, ILL.

WANT—Wurlitzer 1017, 1217; Seeburg 100 & 48; AMI 650; AMI 850 and Wall Street. Will pay highest price. Bally Late 1 Ball F.P., Metal Typer. Write stating condition, number, and price. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2640.

WANT—Used Rock-Olas—Models 1425; 1432 and 1434. All plastics and finish must be in good condition. BEHREN MUSIC DISTRIBUTING CO., 503 WEST CENTRAL AVE., ORLANDO, FLA.

WANT—Want—Two- or Six-Player Shuffle Bowling Games; Genco Shuffle Target; 22-foot National or Rockola shuffle target; high quality Pony Express; 100-Record Seeburg. We are interested in buying reconditioned models and parts. STANLEY AMUSEMENT COMPANY, 5225 SOMERSET, TACOMA, WASHINGTON.

WANT—45 RPM Records, new or used. No quantity too large or too small. Highest prices paid for 45's. We pay quantity on hand. TONY GALGANO, GALIANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel: Decken 2-7060.

WANT—Kiddie Rides, Exhibits. Bronco's, Bally Champion Horses. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO 21 ILL. Tel: Englewood 4-9204 and Englewood 4-9202.

WANT—Seeburg 100 A phonograph thoroughly reconditioned and finished. Look and operate like new phonographs $450; Seeburg 145ML reconditioned, finished $259; Seeburg 147ML reconditioned, finished $159; Seeburg 148MLHideaway reconditioned, finished $159. Leader ENTERPRISE CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Had you some good equipment to sell—phonographs, pinball machines, etc.—would very much like to acquire. W. E. EDWARDS DISTRIBUTING SERVICE, BOX 460, DOUGLAS, WYO.

FOR SALE—Wurlitzer Ten—5-10-25 Wall Boxes Model 4851. State your lowest price. W. BETTI & SON, 4106 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—New and used Scales. See our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPORTON, GA.

FOR SALE—Different—Saloon type coin operated 65 note player piano banjo effect; Seeburg approximately 55 years old. Beautiful mahogany completely refinished. All 30 odd sound holes covered by professional church organ specialist; like new. A rare buy at $295.00. Hot for any location. 40 tunes included. WILLIAM WINTER ENTERPRISES ASSOCIATES, 20-22 CUNNINGHAM AVE., CLENS FALLS, N. Y. Tel: 2-2519 and 2-7470.

FOR SALE—United: 6 Player Super $319.50; 6 Player Deluxe $269.50; 6 Player Formica Large Pins $239.50; 5 Player Formica Large Pins $204.50; 4 Player Formica Large Pins $175.50. WILLIAM WINTER ENTERPRISES ASSOCIATES, 20-22 CUNNINGHAM AVE., CLENS FALLS, N. Y. Tel: 2-2519 and 2-7470.

FOR SALE—United A R B $125; 1 United 3-4-10 $145 Clean; 1 Ball, Futurity $255; 1 Double Action $50; 2 United's Leader $25 each; and ready for location; 12 Packard Wide Arrow $550; $600. WILLIAM WINTER ENTERPRISES ASSOCIATES, 20-22 CUNNINGHAM AVE., CLENS FALLS, N. Y. Tel: 2-2519 and 2-7470.

FOR SALE—Seeburg 100 A phonograph thoroughly reconditioned and finished. Look and operate like new phonographs $450; Seeburg 145ML reconditioned, finished $259; Seeburg 147ML reconditioned, finished $159; Seeburg 148MLHideaway reconditioned, finished $159. Leader ENTERPRISE CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—United: 5 Player Deluxe $25; 4 Player Formica Large Pins $245; 5 Player Formica Large Pins $205; 4 Player Formica Large Pins $175. WILLIAM WINTER ENTERPRISES ASSOCIATES, 20-22 CUNNINGHAM AVE., CLENS FALLS, N. Y. Tel: 2-2519 and 2-7470.

FOR SALE—New and used Scales. See our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPORTON, GA.

FOR SALE—Kiddie Rides, Exhibits. Bronco's, Bally Champion Horses. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO 21 ILL. Tel: Englewood 4-9204 and Englewood 4-9202.
SALE—Close outs right off the route — recreation just like new! Coney Islands with latest improvements—5 finger contacts $333; Atlantic Cities $453; Bright Spots $373; Shanghai $333; Bright Lights $220; Geneva 400’s $253; Geneva Jumpin’ Jacks (new write); Turk Kings $120; Citation $30; Hot Rods $310; Geneva Advance Rolls $30; Flipper Pins (write). Geneva equipped with latest factory improvements for ideal results; One-third time off sales price. W. E. KEENLY MFG. CO., 231 S. KEDZIE AVE., CHICAGO, ILL. Tel.: FEmlock 4-3844.

FOR SALE—24 W-146 (5-10-15) $15.00 ea.; 11 W-119 (5-35) kV $250.00; Watertown 147 (8-15) $55.00; Universal 755 (3-5) $350.00; Cincinnati 147 (5-2) $25.00; Three Feathers $45.00; Triple Action $25.00; Plenty of other bargains. FOR SALE—Low Cost Distributing Co., 4539 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

FOR SALE—Packard Wall Boxes $4 ea.; Wurlitzer 3031’s $5 ea.; Wurlitzer 3027’s $6 ea.; Wurlitzer 3017’s $7 ea.; Universal 5 Stars $100 ea.; Rock-Ola Playmasters $50 ea. GOLDEN CATE NOVELTY CO., 701 GOLDEN CATE AVENUE, SAN FRANCISCO 2, CAL.

FOR SALE—Kiddie Rides—Beautiful Exhibit Big Bronces; Space Ships, all makes; Midget Movies; Boat Rides; Automobile rides ... all $800.00. May be paid for in full or may return within 30 days for full refund. Wanted to buy: Wurlitzer 1015’s; 1013’s, 1250’s, 1450’s, 1470’s—Triple Action. TRIBERI DISTRIBUTING COMPANY, INC., 296 LINCOLN STREET, ALLSTON, MASS.

FOR SALE—Seeberg Wall Boxes 1525, 1825, 2555; 25% off each; 3 & 5-Jul. 775; 1515 (4-10-25) $25 each—Post-war Seeberg, AMI, Wurlitzer, and Rock-Ola Wall Boxes. All in fine shape. All are very wise and buy at SEACOAST DISTRIBUTORS 1200 NORTH AVENUE, ELIZABETH, N. J. Tel.: Bigelow 3-3242.

FOR SALE—Reconditioned Wurlitzers: 1250’s $425; 1100’s $300; 1015’s $150; 1050’s $150; Seeberg 146M $150; 147M $175; 148M $275. Packard Manhattan’s $125; Packard Sevens $75; Wall Boxes 3W2 L $15; 1W6 $10 less tabs. O’CONNOR DISTRIBUTORS, INC., 2250 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—AMI “A” $300; “B” $400; “C” $450; Evans $350; 48 Wurlitzer Bases $50. Wurlitzers on sale, save 10% on orders of $10 or over. Gotham “Carnac” $5.55. 99c pc. Rogers $1.50. Snack Boxes closeout price $3.95. CENTRAL DISTRIBUTORS, 2315 COLLEGE ST., LINDSAY 460 Tel.: GEneva 9972.

FOR SALE—Bally Beauty’s—like new—original crates $490 ea.; Mary-land $150; Star Series 545; College Dave $45; KC Jones $50; Shar- houters $45; Dale Gun $45. STAN CHILTON, 1239 S. MINNESOTA, WICHITA KANSAS. Tel.: S-6162.

FOR SALE—Exhibit Gun Pistol $175; Exhibit Jet Gun $195; Exhibit 6 Shooter $150; C. C. Pistol $125; C. C.-4 Player Derby $150; Williams Brownfeathers $150; C. C. King Pin $150; Evans Butcher’s $175; Mutoscope Sky Fighter $125; Wicox Recordio $125; Jungle Joe $125; Int. Mut. Deluxe Photomats $92.50;—Quote lowest prices on Wurlitzer model 1250: Seeburg M100 78 r.p.m.; Seeburg M100-45 BL BUSH BURR $975.—WANT—We will buy at once.

FOR SALE—Three 3-6162. SALE—c. C. 4 Player Derby $195; Exhibit Jet Gun $195; C. C. Pistol $65; Quizzer $75; Amusement 3-6162 $800; Atlantic Fliteish Table $50; Wm Long Beach $275. MILLER-NEWMARK DISTRIBUTING COMPANY, 426 PAGE ST., N. ATLANTIC PALM B E A C H, M I A M I, FLA. Tel.: 9-8632 and 7483. GRAND RIVER AVE., DETROIT 8, MICH. Tel.: Tyler 9-2290.

FOR SALE—New Smokeshop Cigarette Machine (Write); New Rockola (Write) Turf King—New in Crate $295; Turf King—used—$145; United Towers $150; Tower Rolls $574.50 each; EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTMore, MARYLAND, Tel.: MUBerry 2110.

FOR SALE—New Astroscope $275; New 16mm Camera Chief $164 New 16 Advance Peanut Machines $120 Wurlitzer Wall Boxes 33; Citations 55; Bally Rapid Fire $75; Wurlitzer 1440, MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 players. Fits on top of PAU. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price $49.50. Send photo for United "Play Machines Corp. 579 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Chico Bowling Alleys 555; Seeburg Guns $75; Life League $49.50; Deluxe Bowling Bowl $45; many other values. COIN Amusement GAMES, 1114 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—Make offer. 5 Ball Free Play — Arizona; Aquacade; Baby Face; Big Bros; Bucanneer; Buttons & Bows; College Dave; Dazzle; Delcer; Dreamy; Freshie; Just 21; King Arthur; Knock Out; Nifty; El Paso; Oklahoma; Old Faithful; Pinky; Sweetheart. NOBRO NOV- ELCITY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CAL.

FOR SALE—United Steeplechase $255; Coney Island $245; Touchdown $245; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245. Write for low prices on pins, bottom feeders, games, LIGHT SPECIALTY, 826. N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—12 bowling games at $375 each (including Williams Double Header; United Snake Alley, and Shuffle Skill; Universal Super Twin Bowler; Daily Speed Bowlers. REDMAN VENDING, 1016 T. & J. DIS- TRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel. Main 8731.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you used. Our prices are right. We are distributors for: AMI; United; Universal; and other manufacturers. BRAHMAN DISTRIBUTORS, INC., 3401 N. W. 36th ST., MIAMI, FLA. Tel.: S-7648.

FOR SALE—The finest reconditioned phonographs and games in the country. Write for a complete catalog regardless of price. Before you buy our quotation first. COMMER- CIAL MUSIC CO., 1241 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4101.

FOR SALE—Spot Lites $275; A.B.C. $100; Zingo $125; Stars $350; Bright Lights $250; Frolics $450. ALLEN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Coney Islands $335; At- lantic Cities $425; Universal Five Star $75; Kenney Lite-A-Line $95; SKYLARK DISTRIBUTING COMPANY, 736 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Chicago Coin Band Box $150; Wurlitzer 1475; Seeburg Twin Rotation $200; Scientific Bat- ting Practice $65; Chicago Coin Hit Parade $65. A. P. SAUCE & SON, 725 W. 44th Ave., D跃, MICH. TEL.: DETROIT 4-3810.

FOR SALE—The finest used phonog- raphs and games available for immediate sale. Get our price on any phonograph you want before you buy. HIBBARD, 4227 WEST VIET ST, MILWAU- KEE, WIS. Tel.: West 3-3224.

FOR SALE—Empress; Thorson; ‘39 and ‘40 Standards and Deluxes; Classics; WILKEL Wall Boxes; 600’s; Coronet Models; Westminster Hilby Bottle Scales; Arcade Equipment; Misc. Printers, etc. EASTERN VENDING 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—Star Series $50; Quarter- back Allies; and other machines. Galitz Gun $225; ABT Rifle Sport (1 unit with tunnel) $355. Includes extras. WANTED—United Six Player Supreme & Twin Rebounds. MOWAHK, 828 GRAMES AVE. SHERRY TOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—One Stop Record Services, Large stock of major, independent 45's, 78's, Popular, Rhythm, Blues. We ship anywhere at cost plus $5 per record. LOMBARDI RECORD, 2027 W. Madison St., Crown Record Shop, 3757 W. Chicago Ave., Chicago, Ill. Tel. Sacermento 2-5050.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS COMPANY, 3276 Kessene Avenue, Cincinnati, Ohio. Tel. MONTANA 5000-1-2.

FOR SALE—Bomber $40; Judy $45; King $45; Buttons & Bows $32.50; Thing $32.50; What's My Line $49.50; Tric-Score $35; Harvest Time $35; Knock Out $45; Punchy $40; Fighting Irish $45; Cln. Runny $42.50; Spring Time $85; Bit Hit $165; Slug Fest $350; White Kids $105; Hits & Runs, Gene $35; Casanova $25; Boston $39.50; 49 Majors $27.50; Jennie $50; Tumbledew $52.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Morocco $22.50; Bank-A-Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just $11 $15; Play Tune $30; Freshie $42.50; MONROE COIN MACHINE EXCHANGE, INC., 2243 Payne Ave., Cleveland, Ohio. Tel: Superior 1-4600.

FOR SALE—Music Machine Route. Locations in busy section of Manhattan. New equipment. Reasonable. ACE, 22 Lawrence St., Yonkers, N.Y.

Notice!
You CAN SAFELY SEND Deposits to ADVERTISERS in "The Cash Box"

Your Deposit is GUARANTEED

As long as you are a paid-up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". This is in "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX
26 West 47th Street, New York 19, New York.

Do you know any better reason why you should subscribe to The Cash Box today?
The forward-looking operator knows the importance of being a good mixer. He has a keen interest, of course, in the people and places that contribute to his business success. But, more than that, you find him taking part in civic affairs, in movements that better his community. Mixing in with church and service-club activities of every kind makes friends for the music business—and for the operator and his family as well.

Model "D" is a good mixer, too; at home in every kind of a location, well-liked by every type of patron!

**AMI Incorporated**

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

"It's What's in THE CASH BOX That Counts"
## PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>Number of Each Machine Owned</th>
<th>Value of Machines Here</th>
<th>Number of Each Machine Owned</th>
<th>Value of Machines Here</th>
<th>Number of Each Machine Owned</th>
<th>Value of Machines Here</th>
</tr>
</thead>
<tbody>
<tr>
<td>2° Leaders (Un)</td>
<td>260.50</td>
<td>3° Leaders (Un)</td>
<td>185.00</td>
<td>4° Leaders (Un)</td>
<td>110.00</td>
</tr>
<tr>
<td>3° Lacer (Un)</td>
<td>25.00</td>
<td>4° Lacer (Un)</td>
<td>15.00</td>
<td>5° Lacer (Un)</td>
<td>10.00</td>
</tr>
<tr>
<td>4° Lacer (Un)</td>
<td>15.00</td>
<td>5° Lacer (Un)</td>
<td>10.00</td>
<td>6° Lacer (Un)</td>
<td>7.50</td>
</tr>
<tr>
<td>5° Lacer (Un)</td>
<td>7.50</td>
<td>6° Lacer (Un)</td>
<td>5.00</td>
<td>7° Lacer (Un)</td>
<td>3.50</td>
</tr>
<tr>
<td>6° Lacer (Un)</td>
<td>3.50</td>
<td>7° Lacer (Un)</td>
<td>2.50</td>
<td>8° Lacer (Un)</td>
<td>1.50</td>
</tr>
<tr>
<td>7° Lacer (Un)</td>
<td>1.50</td>
<td>8° Lacer (Un)</td>
<td>1.00</td>
<td>9° Lacer (Un)</td>
<td>0.75</td>
</tr>
<tr>
<td>8° Lacer (Un)</td>
<td>0.75</td>
<td>9° Lacer (Un)</td>
<td>0.50</td>
<td>10° Lacer (Un)</td>
<td>0.35</td>
</tr>
<tr>
<td>9° Lacer (Un)</td>
<td>0.35</td>
<td>10° Lacer (Un)</td>
<td>0.25</td>
<td>11° Lacer (Un)</td>
<td>0.15</td>
</tr>
<tr>
<td>10° Lacer (Un)</td>
<td>0.15</td>
<td>11° Lacer (Un)</td>
<td>0.10</td>
<td>12° Lacer (Un)</td>
<td>0.05</td>
</tr>
<tr>
<td>12° Lacer (Un)</td>
<td>0.05</td>
<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
</tr>
</tbody>
</table>
### Number of Each Machine Owned

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

### Pinball Games (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

### Shuffle Rebounds (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

### Arcade Equipment (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

### Cigarette Machines

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
### Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.

#### A.B.T. MFG. CORP.

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenge (Counter Model Gan)</td>
<td>$60.00</td>
</tr>
<tr>
<td>Rifle Sport, 3 and more Guns, plus complete ranges of various types</td>
<td></td>
</tr>
</tbody>
</table>

#### AMI, INC.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model D-10 Photograph</td>
<td>$795.00</td>
</tr>
<tr>
<td>Model D-20 Photograph</td>
<td>$955.00</td>
</tr>
<tr>
<td>Model H-300 Hideaway</td>
<td>$575.00</td>
</tr>
<tr>
<td>5c Wall Box (40 Selections)</td>
<td>$99.00</td>
</tr>
<tr>
<td>5c Wall Box (60 Selections)</td>
<td>$225.00</td>
</tr>
<tr>
<td>Amrex Speaker</td>
<td>$27.50</td>
</tr>
</tbody>
</table>

#### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boom Box</td>
<td>$655.00</td>
</tr>
<tr>
<td>The Champion (Mech. Horse)</td>
<td>1,065.00</td>
</tr>
<tr>
<td>Speaker Box</td>
<td>1,365.00</td>
</tr>
</tbody>
</table>

#### CHICAGO COIN

<table>
<thead>
<tr>
<th>Model</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band Box (New Model)</td>
<td>$229.50</td>
</tr>
<tr>
<td>Bow-A-Ball</td>
<td>1,950.00</td>
</tr>
<tr>
<td>6 Player Super Match Bowling</td>
<td>599.50</td>
</tr>
<tr>
<td>10th Frame Special Bowling</td>
<td>599.00</td>
</tr>
<tr>
<td>Name Bowler</td>
<td>599.00</td>
</tr>
<tr>
<td>Double-Score Bowler</td>
<td>695.00</td>
</tr>
</tbody>
</table>

#### H. C. EVANS & CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century (Model 2045)</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Jubilee (Model 245)</td>
<td>225.00</td>
</tr>
<tr>
<td>Jubilee (Model 278)</td>
<td>425.00</td>
</tr>
</tbody>
</table>

#### EXHIBIT SUPPLY

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Bronze</td>
<td>$97.50</td>
</tr>
<tr>
<td>Roy Rogers' Trigger</td>
<td>1,047.50</td>
</tr>
<tr>
<td>Right Hand The Red Nylon Reindeer</td>
<td>725.00</td>
</tr>
<tr>
<td>Pete The Rabbit</td>
<td>725.00</td>
</tr>
<tr>
<td>Rawhide</td>
<td>725.00</td>
</tr>
<tr>
<td>Complete Package of Three Bottles, 'Rudolph the Red Nosed Reindeer,' 'Pete The Rabbit,' and 'Rawhide,' with One Base</td>
<td>1,195.00</td>
</tr>
<tr>
<td>Space Gun</td>
<td>375.00</td>
</tr>
<tr>
<td>Space Patrol</td>
<td>1,047.50</td>
</tr>
<tr>
<td>Silent Salesman (Card Vender)</td>
<td>59.00</td>
</tr>
<tr>
<td>Super Twin Rotation</td>
<td>695.00</td>
</tr>
</tbody>
</table>

#### GENCIO MFG. CO.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Nugget</td>
<td>$495.00</td>
</tr>
</tbody>
</table>

#### GOTTLEIB & CO.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quintette</td>
<td>$949.50</td>
</tr>
</tbody>
</table>

#### INTERNATIONAL MUTO. CORP.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photomat 52</td>
<td>$1,900.00</td>
</tr>
</tbody>
</table>

#### MARVEL MFG. CO.

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overhead Scoreboard for Shuffleboards</td>
<td>$125.00</td>
</tr>
<tr>
<td>Wall Type Scoreboards for Shuffleboards</td>
<td>95.00</td>
</tr>
</tbody>
</table>

#### METER MACHINE CORP.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meteor Flying Saucer</td>
<td>$795.00</td>
</tr>
<tr>
<td>Meteor Pony Boy</td>
<td>755.00</td>
</tr>
<tr>
<td>Meteor PT-Bust</td>
<td>810.00</td>
</tr>
<tr>
<td>Meteor Rocket</td>
<td>795.00</td>
</tr>
</tbody>
</table>

#### NACE MFG. CORP.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Fire-Ball&quot; 120 Selection, Model 1450</td>
<td>$1,065.00</td>
</tr>
<tr>
<td>Model 1535, 5c-16c-25c Wall Box</td>
<td>99.50</td>
</tr>
<tr>
<td>Model 1536, 5c Wall Box</td>
<td>22 Wire</td>
</tr>
<tr>
<td>Model 1542 Playmaster</td>
<td>440.00</td>
</tr>
<tr>
<td>&quot;Nate Schneller, Inc. (NASCO)&quot;  Atomic Jet (Airplane Ride)</td>
<td>$995.00</td>
</tr>
<tr>
<td>&quot;Terry's Jet (Boat Ride)</td>
<td>7.50</td>
</tr>
</tbody>
</table>

#### ROCK-OLA MFG. CORP.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Fireball&quot; 120 Selection, Model 1450</td>
<td>$1,065.00</td>
</tr>
<tr>
<td>Model 1535, 5c-16c-25c Wall Box</td>
<td>99.50</td>
</tr>
<tr>
<td>Model 1536, 5c Wall Box</td>
<td>22 Wire</td>
</tr>
<tr>
<td>&quot;Auto-Photo CO.&quot;</td>
<td>25 Money</td>
</tr>
<tr>
<td>&quot;BALLY MFG. CO.&quot;</td>
<td>1040.00</td>
</tr>
<tr>
<td>&quot;BRAHMA COIN&quot;</td>
<td>175.00</td>
</tr>
<tr>
<td>&quot;CHICAGO COIN&quot;</td>
<td>225.00</td>
</tr>
<tr>
<td>&quot;EXHIBIT SUPPLY&quot;</td>
<td>97.50</td>
</tr>
<tr>
<td>&quot;GENCIO MFG. CO.&quot;</td>
<td>495.00</td>
</tr>
<tr>
<td>&quot;INTERNATIONAL MUTO. CORP.&quot;</td>
<td>1900.00</td>
</tr>
<tr>
<td>&quot;MARVEL MFG. CO.&quot;</td>
<td>125.00</td>
</tr>
<tr>
<td>&quot;METER MACHINE CORP.&quot;</td>
<td>795.00</td>
</tr>
<tr>
<td>&quot;NACE MFG. CORP.&quot;</td>
<td>995.00</td>
</tr>
<tr>
<td>&quot;ROCK-OLA MFG. CORP.&quot;</td>
<td>440.00</td>
</tr>
<tr>
<td>&quot;UNITED MFG. CO.&quot;</td>
<td>600.00</td>
</tr>
<tr>
<td>&quot;WILLIAMS MFG. CO.&quot;</td>
<td>600.00</td>
</tr>
</tbody>
</table>
UNITED'S
Cascade Shuffle-Alley

NEW NEW NEW

10TH FRAME FEATURE

FAST ACTION!
FAST PLAY!

HIGHEST SCORE FEATURE
PLAYER Writes NAME ON BACK-Glass

STRIKE OR SPARE FLASHER LIGHTS

CAN PICK-UP 7-10 SPLIT
FORMICA PLAYBOARD

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 W. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
From coast to coast the cash-box verdict is unanimous: "Better than beauty... greatest in-line money-maker... only Palm Beach came close to terrific earning power of Beach Club!" In fact, Beach Club includes all the greatest features of Palm Beach plus added extra-coins attractions... new 7-Choice Select-A-Spot... and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big Beach Club profits! Get Beach Club now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores
3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swaying and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally space-ship... why kids coax their parents to patronize the store with the Bally space-ship. And remember... you can build a big-profit route of Bally Kiddie-Rides with a small cash investment.

Variable speed controlled by pilot
Colorful Eye-Appeal attracts attention on location
Colored lights flash in nose, tail, wings and dials of realistic instrument panel
Twin Ray-Guns with exciting sound-effects
Airblast blows from blower
Safe, sturdy construction
Simple mechanism
National Rejector

OPERATORS FROM COAST TO COAST AGREE THAT

BEACH CLUB
IS Bally's GREATEST "IN-LINE" GAME

NEW 7-CHOICE SELECT-A-SPOT FEATURE

Ride the Champion
TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS

Cash-box records prove that the Champion... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION CLASS?

IT TROTS! IT GALLOPS!

FINANCE PLAN
NOW AVAILABLE THROUGH
BALLY DISTRIBUTORS

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS