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**LAST CALL FOR**

**ADS**

**For The Best Action Getter  
Of The Year---The**

**FALL SPECIAL**

*Issue Of*

**THE CASH BOX**

**(Dated: October 7th)**

**GOES TO PRESS:  
FRIDAY—NOON**

**SEPTEMBER 29**

**RUSH YOUR AD IMMEDIATELY — AIR MAIL ...  
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**THE CASH BOX**

**EMPIRE STATE BUILDING**

**NEW YORK 1, N. Y.**

**(LOnacre 4-5321)**

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

IT'S SLIGHTLY SENSATIONAL!

# THE 4 Horsemen

THE MOST AMAZING SCORING COMBINATION IN GAME HISTORY!  
**ACTION-PACKED** FOOTBALL THRILLER By GOTTLIEB!



**4 WAYS TO WIN!**  
 1—POINT SCORING  
 2—BACKFIELD SEQUENCE  
 3—NUMBERED SEQUENCE  
 4—HIGH SCORE

**4 "POP" BUMPERS  
 FLIPPERS  
 REPLAY ROLLOVERS**

- ★ "Pop" Bumpers begin scoring points when corresponding Backfield Rollovers are made.
- ★ Completing Backfield Sequence lights green Side Rollovers for 2 Replays.
- ★ Completing Numbered Sequence, 1 to 11, lights red Side Rollovers for 3 Replays.
- ★ Replays awarded for Points and High Score.

**GET OUT IN FRONT AT THE KICKOFF!**  
**ORDER FROM YOUR DISTRIBUTOR TODAY!**

*D. Gottlieb & Co.*  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS  
 "There is no substitute for Quality!"

## 66,278 Locations Pay \$100 Federal Tax On "Gaming" Machines

WASHINGTON, D. C.—The Internal Revenue Bureau disclosed in a report for the year ending June 30, that 66,278 locations paid Federal taxes of \$100 each last year for the privilege of operating "gaming" machines.

The state of Texas far exceeded any other state in the number of payments, listing 8,134. In second place was the state of Washington with 5,760, and Illinois was third with 5,366. New York had 617.

The report lists only the number of taxpayers, not the number of machines in operation.

## Mississippi Ops Report Good Biz

FOREST, MISS.—T. R. King of this city reports that ops in this territory are enjoying good business due to the new state law which went into effect this past year recognizing free play games.

At the present time majority of ops are featuring one-balls and find these most profitable.

There is a state and city license which must be paid by ops before any machines can be placed. But, there hasn't been any legislative problems ever since this state law went into effect.

T. R. King, and other ops, look forward to a very good Fall season.

## PREMIUMS BEING WIDELY USED BY SHUFFLE OPS

**Consider Premiums Same As "Front Money". Bring From \$5 To \$20 Off The Top Duplicate Tickets Given High Scorers. Weekly Drawing Used As Give-Away Method.**

CHICAGO—Reports received here, since first publication of ever growing use of premiums by shuffle game ops, indicate that most of the ops consider use of premiums same as "front money."

Op leaders here state, "The average location brings us anywhere from \$5 to \$20 off the top. Naturally," they claim, "this is the same as front money."

Ops are purchasing premiums at lowdown prices from leading firms and turning these over to locations at near retail prices.

The difference, which is reported to amount to as much as \$20 off the top of the week's collection where more than one premium of good caliber is featured, is helping ops to enjoy "front money" in the amusement game biz which they didn't enjoy before.

The method used by most ops is to set a high score on each of the shuffles or rebound games being featured in the location.

Players reaching that score, or going over it, receive a ticket which is in duplicate. The duplicate is then dropped into a box, usually with player's name and address.

In cases where players exceed the set score by a wide margin, more than

one ticket is given, by some ops. This means that the player has more than one chance for the week's premium, or premiums.

The give-away method is arranged by a weekly drawing from the box containing the duplicate tickets.

Some players continue to play the game day after day in an effort to get as many duplicate tickets into the drawbox as possible. Naturally, this has helped to boost income for both the op and the location owner.

Premiums being featured are among the best ever used by the industry.

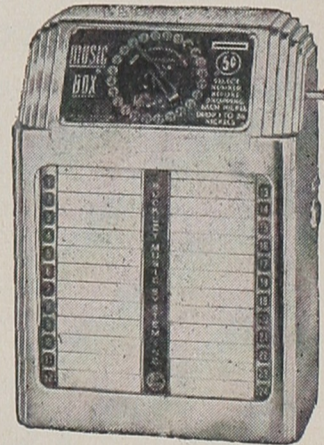
Reason for amusement game ops attributing use of premiums like that of front money as used by music operators, is due to the fact that the price of the premium is removed off the top, and the balance of the collection split on regular basis.

One electric clock here of famous make, with retail sales tag of \$14.75, is sold to ops for only \$4.75. Ops charge to location at \$9.75, thereby actually enjoying \$5 profit at collection time, or, as reported, \$5 "front money" for this one item.

MORE IN DEMAND THAN EVER BEFORE BY MUSIC OPERATORS

## WORLD FAMOUS BUCKLEY WALL AND BAR BOX

FOR 16 - 20 - 24 - 32 RECORD SELECTIONS



**ONLY \$19.50 EACH**  
**RUSH YOUR ORDER!!**

SHUFFLE - REBOUND OPERATORS  
**BUCKLEY PUCK** ORDER THEM TODAY

**BUCKLEY MANUFACTURING CO.**  
 4223 W. LAKE ST., CHICAGO 24, ILL.  
 (All Phones: VAn Buren 6-6636)

Here Is Something Really New!

Chicago Coin's

# ACE BOWLER

WITH **FREE PLAY! FREE PLAY!**

AND **LITED "FLY-AWAY" PINS!**

# HIGHEST PRICES ON TRADE-INS

We'll give you top price for your old machines in trade for the brand new, sensational "Ristocrat '45'" phonograph. "The Music Box for the Spot You Forgot." Guaranteed to earn you more money than you ever before believed an automatic phono could bring you (only \$189.50). Write, wire, phone, immediately!!

Exclusive Distributors for Minnesota, North Dakota, South Dakota, Nebraska and Montana.

## SIoux DISTRIBUTORS, INC.

409 SECOND AVE., NORTH, MINNEAPOLIS, MINN.  
(All Phones: LINCOLN 1717)

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## O'Connor To Display Wurlitzer 1250 Phono At Virginia State Restaurant Convention

RICHMOND, VA.—Ken O'Connor, president of O'Connor Distributors, Inc., Wurlitzer representatives, states that he is going to be real busy when the Virginia State Restaurant Association meets in Richmond on September 27.

"I want the restaurant boys to really know what the Wurlitzer model 1250 can do for them," stated O'Connor, "and in order to prove it, I've taken two booths at the Jefferson Hotel, which will be headquarters for the convention. Our booths will be open all day and evening on Wednesday, September 27; Thursday, September 28 and Friday, September 29."

Included in the display will be the new Wurlitzer 1217 hideaway unit, adapter kits which allow either the 1250 phonograph or the hideaway to play the 45 and 33-1/3 RPM speed records, and a complete line of remote equipment.

O'Connor will be assisted by D. Finnegan and W. C. Jones.

In addition to its offices in Richmond, O'Connor Distributors also operates a branch office at Portsmouth, Va.

## Akron Ops Look For Good Fall Season With Shuffles

AKRON, O.—Tho this past summer was only considered "fair" by most ops in this area, George Sydah of the Sydah Vending Co., this city, believes that operators here will enjoy a much better business season this fall.

Sydah explained that shuffle games are the best ops are using in this territory and that they feel the forthcoming Fall season gives promise of much better play in this very important rubber center.

## License Officials Should Be Informed As To Various Types Of Games

JOLIET, ILL.—Operators here, like H. L. Watkins of this city, suggest that a series of letters be written to various officials explaining the difference in the many kinds of amusement games.

It is very difficult to get licenses here for games.

Ops feel that this is due to a misunderstanding of the different types of machines and also that there should be some method evolved whereby the officials here would better understand their problems.

## Anniversary Party Of Cincy Phono Ops Assn Clicks

CINCINNATI, O.—The grand anniversary party and meeting of The Automatic Phonograph Owners Association, held on September 14 at the Gibson Sheraton Hotel, this city, was acclaimed a terrific success by all those attending.

"We're still receiving congratulations from all sides," stated Charles Kanter, president, "with many requesting that we have these parties more often."

Sam Chester, ex-president of the association, walked away with the door prize of \$100, put up by Leo Weinberger of Southern Automatic Music Company. Sam was so excited, he went home and forgot to take his brand new hat with him.

B. Russell of Westerhaus, Inc., received so many records, he was unable to carry them, and had to get a special truck to pick them up on the following day.

Lawrence Kane, legal counsel for the association, left immediately after the meet for a vacation with Mrs. Kane in North Carolina.

It was announced that the next regular meeting will be held on October 10 at the Gibson Sheraton Hotel.

## Slot Bill Sent Back To Senate - House Conference Committee

WASHINGTON, D. C.—The bill to ban the interstate shipment of slot machines was sent by the Senate to a Senate-House conference committee on Tuesday, September 19.

Edwin C. Johnson, (D.-Colorado), chairman of the Senate Commerce Committee, withdrew a motion to accept the House version of the bill, passed in different form by the Senate.

Senator George W. Malone (R.-Nevada) objected to a provision of the House measure, claiming it would not have permitted persons in Nevada, which has legalized gambling, to ship machines to manufacturers for repairs.

## Shuffle Games Boom In Indianapolis

INDIANAPOLIS, IND.—The best summer business ever enjoyed by ops here is attributed to the play which shuffle games received from the public here.

A fine Fall season is also indicated for this very same reason.

This territory has been rolling right along with no legislative or license problems.

One-balls are still going ahead in surrounding area and business has been very good.

Ops here are receiving all machines, supplies and parts they require and have been preparing for any future control measures.

## WANTED

Will pay cash \$5 for: Bally Shuffle Champ; One-Balls, Eurekas; Photo Finish; Late Five Balls, Brand New Five-Ball Closeouts; Seeburg 100 Select-O-Matics; and all models used phonographs, games, shuffle alleys and consoles.

NEW ENGLAND'S LARGEST STOCK OF ALL COIN MACHINES  
EXCLUSIVE DISTRIBUTORS FOR: WURLITZER, BALLY, KEENEY and EXHIBIT  
**REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS.**

# World Wide of Chicago New Rock-Ola Distrib



AL STERN

CHICAGO—David C. Rockola, president of Rock-Ola Manufacturing Corporation, this city, announced the appointment of World Wide Distributors, of Chicago, as distributors for this area, northern Illinois, and some of the Indiana counties, effective with September 20.

Al Stern, head of the Chicago distributing firm, was most enthusiastic over the selection of his firm, and stated, "This is one of the most pleasant and desired associations in the industry. With Rock-Ola's reputation for progressiveness and reputable business dealings as proven by their screening of the virtues of World Wide, we feel that this caps our many years in the coin machine field."

This appointment comes on the heels of the recent announcement by Art Weinand, vice-president and general sales manager of Rock-Ola Manufacturing, that their new "Rocket 50" phonograph will be ready in a short while.

World Wide immediately set the wheels in motion with a conference headed by Stern, and which included Monty West, general manager; Leonard Micon, assistant sales manager; Bernie Auerbach, specialties dept.; Albert Kennedy, traveling representative; and Frederic Kleiman, head of their advertising agency. A complete sales and promotion set up was formulated. New parts division will be handled by Ed Reinke and Norm Dompke.

## Iowa Op. Hopes Prices Of New Equip Will Hold

KEOKUK, IA.—John R. Peterson of the Keokuk Supply Company, this city, reports that the business is average, profits have been better than average.

But, Peterson believes, profits will soon disappear, unless the price of new equipment is held down.

At the present this area is enjoying best biz with pinballs and most ops here are pretty well set, keeping their routes modernized with regular purchases of music and pinballs.

There's no legislative or license problems here. Ops report that, so far, they are getting all the parts, supplies and machines they require.

## Put New Life Into Your Shuffle Alleys!

**UNITED'S**

# Shuffle Alley Deluxe

**New Flashy Back Glass**

### New Disappearing Pin CONVERSION UNIT

**Turns your original Shuffle Alley into a New Shuffle Alley Express**

ALSO AVAILABLE FOR  
SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

## Gottlieb's "The 4 Horsemen" Surpasses Early Predictions

CHICAGO—D. Gottlieb & Company's newest pinball, "The 4 Horsemen," is surpassing all optimistic predictions which were made for this game.

Orders already received indicate that the game is surpassing, by a wide margin, for the same length of time since introduced, even the success which the firm enjoyed with its great football pinball of last season, "College Daze".

According to Nate Gottlieb, "We were quite impressed with the optimistic predictions which distributors, who visited at our factory, made for our newest pinball, 'The 4 Horsemen'.

"But," he continued, "we never believed that even the most optimistic of these predictions would be so far surpassed.

"Our distributors tell us that 'The 4 Horsemen' is bound to prove itself one of the most outstanding pinballs ever built. It hit the market at just the right time, just when the football fever was starting to get into everyone's veins.

"In addition," Nate said, "It incorporates everyone of the finest and proved profitable features which we have ever yet built into our games. The action, suspense, thrills and entertainment offered the players by 'The 4

**FOR SALE**

4 CHAMPIONS, each	\$335.00
3 CITATIONS, each	225.00
1 WURLITZER 750E	145.00

LATE FIVE BALLS  
Write For Prices  
Above machines in A-1 Condition.  
1/3 Deposit, Balance C.O.D.

**SCOTT AMUSEMENT CO.**  
HUNTSVILLE, TEXAS  
(Phone: 165)

Horsemen' exceeds anything that has appeared in football pinball games." The firm is speeding production and rushing shipments out just as fast as it possibly can in an effort to catch up with the demand.



**WE ARE VERY PROUD AND  
HAPPY TO ANNOUNCE OUR  
APPOINTMENT AS DIRECT  
FACTORY DISTRIBUTORS**

FOR

**ROCK-OLA MANUFACTURING CORP.**

FOR

NORTHERN ILLINOIS AND THE SEVEN  
NORTHERN INDIANA COUNTIES (LAKE,  
LA PORTE, PORTER, ELKHART, ST.  
JOSEPH, LA GRANGE AND STEUBEN)

*We are at your service!*

**WORLD WIDE DISTRIBUTORS, INC.**

2330 NO. WESTERN AVENUE, CHICAGO 47, ILLINOIS  
(ALL PHONES: EVERGLADE 4-2300)



**EASTERN FLASHES**

Altho some few operators keep wringing the crying towel, the great majority of statements by local operators of both music and games is that the past summer was the best since the last war. And of more importance, even the criers agree that this fall should be a real banner season. Collections have already shown an increase during the past week, and all are optimistic that the cooler weather will bring about greatly increased business.

Attending the dinner of the UJA drive for funds from local coinmen gave us a tremendous thrill. There's never been any question of the big-heartedness of the members of the coin machine industry, but two unusual events took place that brought it into the open with great clarity. **Murray Kaye** of Atlantic New York Corporation won the AMI Model "C" and "Senator" **Al Bodkin**, Forrest Hills operator won the Seeburg 100. And herein lies the story. Kaye, being in the employ of a phono distributor, immediately offered the "C" up for a general auction, the money to go to UJA. When one considers that Kaye is a salaried employee and the AMI phono sells for \$795., it can be seen that his contribution was a most generous one, to say the least. . . . When it was announced that the "Senator's" ticket was the winner of the Seeburg, not only were the guests present most happy over his luck, but for the first time in our memory, the "Senator" was speechless for about one minute. His enthusiasm then broke forth, and among his shouted thankful statements was a typical Americanism "Cast your bread upon the waters, and it will be returned many times over". Whether this biblical quotation is accurate or not, Bodkin was referring to his personal efforts in assisting in the drive. Bodkin, the only non-Jew ever to be on the local industry UJA committee, had been working hard to make the drive financially successful, and in addition had made a personal contribution of \$150. He immediately pledged another \$100. and offered to buy a drink for all in the house. The former was accepted, the latter refused.

**Abe Lipsky**, Young Distributing Company, was quite an athlete during his youth. Abe played several sports for a New York High School, but won acclaim in football. He was publicized as being the lightest guard ever to play high school football. . . . Another former high school athlete is **Bill Ferber** of Ferber Automatic Music Co., whose forte was basketball. . . . While on sports and high school stars, we're reminded that **Ben Smith**, the coin machine advertising agency man, in his youth, starred in track and football. . . . Wonder what those music operators of County Enterprises, **Larry Serlin**, **Lou Price** and **Sam Kaufman**, are going to do with those piles of record albums they now own. . . . We know what **Hymie Koepfel** will do with his—it goes to his fifteen year old daughter. . . . **Perry Lowengrub** of Runyon to be complimented on his generous contribution to the UJA. . . . **Al Simon**, Albert Simon, Inc., back from a road trip on Chicoin's new FP Shuffle "Ace Bowler" and reports sales brisk. . . . **Jack Ehrlich**, one of the city's "old timers" in operating years, now sticking only to music machines, and doing very nicely, thank you! . . . Another of the pioneer ops, **Max Klein** (21 years operating) also specializing in music. . . . **Max Weiss**, another pioneer, who at one time had a large music route, now only operates vendors, mostly cigarette. . . . **Bill Alberg** of Brooklyn Amusement Company, who recently underwent a major operation and was recuperating nicely, now ill once more. **Charlie Aronson**, Bill's partner and close friend, urging him to take a leave for several months, and relax under the Miami Beach sunshine.

**Bob Bear** of The Rudolph Wurlitzer Company has been visiting with the **Laymons** in Los Angeles. **Gerry Sinclair** of Wurlitzer also on the road, spending a number of days with **Herb Wedeman**, factory distributor in Cleveland, Ohio. . . . **Sidney Levine** held a birthday party last week for his twin daughters—1 year old. . . . **A. D. Palmer**, advertising manager of The Rudolph Wurlitzer Company, in the big city seeing the record companies. . . . **Harry Koepfel**, Koepfel Distributing Company, leaves on a buying trip next Monday, Sept. 25. . . . **Jack Rubin**, back operating after a year's absence, mighty happy over it all. . . . Shocked by the news that our good friend and recently turned music operator, **Joe Rosenbloom** (Joe Rose) died suddenly on Wednesday, September 20, of a heart attack.

**DALLAS DOINGS**

**Tommy Chatten** returned from the good State of Louisiana, loaded as usual. With news that is. . . . **Freddy Davis**, Springhill, La. operator has opened a bar. Tommy says it's beautifully decorated and is drawing tremendous crowds. . . . **B. D. Aubry**, Cotton Valley, La. is buying new equipment like mad. . . . We have been told that a new army camp will be opened in Leesville, La. It supposedly is to be one of the largest in the South. . . . **I. W. Hughes**, S & H Novelty, Shreveport, is catching loads of fish these days. . . . **Carl Shaddock**, Shreveport, has been running around Dallas the last few days. . . . Ditto, **Mr. Levin** of Levin Enterprises, Oil City, La. . . . We have some wonderful news. **Joe** and **Leonard Metasa**, American Distributing Company now own two thirds of the stock in The American Distributing Co. This is great news for those of us who have watched the boys for many years, and makes us especially proud of them. May they continue to have the good fortune they've enjoyed in the past years.

Resort Music Co., Mineral Wells, is now owned and operated by **W. A. McCay**. **W. A.** dropped by to see us and a more personable fellow we haven't seen. . . . While chatting with **E. L. Certain Jr.**, we learned that his son has been in Europe for two months touring every country possible. We think **E. L.** wishes he had gone with him. . . . **Carl Adams** is just completing the re-decorating of his home in San Angelo. Carl did it all in his spare time and wants everyone to know that he did an exceptionally good job. How about an invite Carl and we will see for ourselves? . . . **Bill Chandler** has gone into the real estate business in a big way. Bill is now building a two story office building. . . . Operators seen here and there: **Frank Caldwell**, **Buddy Clem**, **Juanita** and **Dewey Parsons** doing the town, **W. D. Wiggins**, **John McGee**, **Holland Farrow** (who was taking a few minutes away from his money making drug store, **Jimmy Garrett**, **W. W. Brown** and **Mr. Armstrong** of Lam Music. . . . **Durst Goodacre**, Automatic Music Company-Tyler, is expanding his route and buying much new and used equipment.

**THIS MAY BE OUR LAST AD — AND YOUR LAST OPPORTUNITY TO SECURE REBUILT SLOT MACHINE CABINETS, KITS AND SLOT MACHINE PARTS**

*We Will Hold Nothing Back—Everything Must Go. Act Fast!*

**"WILD DEUCES"**

**NOW AVAILABLE FOR ANY OLD MILLS ESCALATOR COMPLETE KIT**

to make complete changeover from any old Mills Escalator-type Bell in less than an hour! Consists of Reward Card, Latest Type Disks, complete Set of Reel Strips, Spacer, and "Wild Deuces" Emblem Everything necessary to make a most complete and perfect changeover. (We have every type of Reward Card necessary for any Mills Escalator-type machine.) Even amateurs can make changeover in less than an hour and have a perfect, Brand New "WILD DEUCES" working on every location. RUSH YOUR ORDER IMMEDIATELY. Time's growing short.

**\$14<sup>95</sup> EACH**

**IMPORTANT! ACT QUICK!  
COMPLETE BRAND NEW WILD DEUCES  
CABINET PLUS THE  
COMPLETE KIT ONLY \$59<sup>50</sup>**

**READY FOR IMMEDIATE DELIVERY!**  
5c — 10c — 25c — 50c "WILD DEUCES" Factory  
Produced From Above Kits With Brand New Cabinets

**WRITE! WIRE! PHONE FOR PRICES! QUICK!!  
AMUSEMENT SALES CORP.**

4047 W. FULLERTON AVE., CHICAGO 39, ILL. (Tel: HUmbolt 9-1323)



# CHICAGO CHATTER

How important is timing? Especially knowing the "right time" to rush a brand new game to market? Many a grand game has gone by the boards because of poor timing. Because the manufacturer either waited too long, or didn't wait long enough. Example of good timing is introduction of the new Gottlieb game, "The 4 Horsemen". Came on the market just as football fever started catching hold of public's imagination. Result? It's clicking terrifically, according to Gottlieb execs. . . . The annual NCMDA meet now in progress at the Bismarck Hotel (morning session at 10:30 A.M., and afternoon session at about 2:30 P.M.) has brought a great gang of distribs into town who are killing two birds with one stone. Not only attending this annual meet of their organization, but, at the same time, visiting with their factories here in an effort to speed deliveries of new games. In fact, many distribs arrived Thursday, Friday and Saturday to get their factory biz completed before this meeting.

Officers of NCMDA, President **Lou Wolcher**, Vice-President **Dave Bond**, Secretary **Irvin Blumenfeld** and Treasurer **S. H. Lazar**, will probably be elected from info offered by distribs. . . . Coin machine displays at Illinois Wholesale Liquor Dealer's Convention at Sherman Hotel included ice making machine of Mills' with **Johnny Mills** in attendance. . . . Did y'know that those coin machines operating in Sear's, Neisner's, Goldblatt's and Wieboldt's here pay only 35% commish to those famous stores? . . . Col. **L. Lewis**, well known since his days with National Shuffleboard, now opens his own distributing spot, Merit Industries at 6520 S. Halstead St. . . . **Harry Brown** of Amusement Sales Corp. pitched right in and helped to unload those bells coming into this spot to speed them thru the reconversion lines. The firm is working day and nite to get them into transit as fast as possible. . . . **Len Micon** of World Wide phones to say, "Happy New Year." Same to you.

**Vic Weiss** and **Billy Knapp** of Allied have developed a very nice premium biz and are out buying items almost every day. . . . Busy, busy boy, **Charley Pieri**, with phone calls all at one and same time from **Dave Lowy**, New York; **Si Redd**, Boston; **Herman Paster**, St. Paul and **Johnny Bilotta**, Rochester, N. Y. Keeps picking one up right after the other promising to speed shipments from J. H. Keeney Co. production lines as fast as possible. . . . **Joe Mashek** dashes in from St. Louis, howls for more delivery, rushes to Kansas City. . . . **Jack Nelson** of Bally out on the road. Has already covered much of the west and west coast. Last was reported on his way from San Francisco to Portland. From there to Seattle and on, and on, and on. . . . **Tommy Callaghan** of Bally a busy man between his duties here and new air program for his "Secrets of the Secret Service" which may break on Oct. 1. Capt. Tom's memoirs of his service with Uncle Sam (he was one of the greatest counterfeit experts Secret Service ever had) being bidden on for book publication. And all Tom worries about is getting himself a head full of curly blonde hair.

**Bill O'Donnell** claims that he picks up phones in his sleep. . . . Lack of materials slowed down factories with some shutting down for few days until supplies arrived. . . . **Ben Coven** of Coven Distributing is clicking with the Wurlitzer 1250 to the point where he has been on the phone calling the factory for more and more. In addition to which, while talking long distance, he came up with a slogan which was told him by well known op and which he now plans to use, it is, "Successful ops deal with Coven." . . . **Mr. and Mrs. Lou Singer** of Omaha in town this past week. . . . **Harry Binnie** of Binco, Ft. Wayne, much elated with how well the fall season has started for his firm and looks forward to a great business year. . . . **Frank Mencuri** of Exhibit who is on a hush-hush campaign because of a grand new product, makes a "fast" trip east. He ain't kiddin'. Left in time to arrive in the east on Yom Kippur—when his distribs will be "fasting".

**Sam Lewis** of Chicoin now has a new schedule. Sam gets up at 2 A.M., 6 A.M., etc. Why? Because of little **Deidre Lewis**, that brand new gal arrival at the Lewis home. Sam says he loves it. "In fact," he says, "think of many an idea in the quiet, dark hours." . . . **Sam Stern** will hold open house for NCMDA distribs at the beautiful Williams' plant. The "Starlight Room" of the firm is turned over to the distribs for their complete use. At the same time many of them will see the firm's newest pinball game, "Georgia", and get a chance to play at it all day. It's on display in the "Starlight Room". . . .

**Wally Finke** and **Joe Kline** rated among the "most progressive" of the distribs 'round this town. Here are two boys who really work. When one gets off the road, the other starts out. As both Joe and Wally chorus, "Our Wives are, mildly speaking, growing a bit impatient." In fact, when the boys get home 'round midnite, they claim, everyone's surprised.

Juke box ops' affair this past Friday attracted quite a turnout. **Ray Cunliffe**, president of Recorded was very, very much pleased. . . . **Billy DeSelm**, **Ray Riehl**, **Herb Oettinger** and all the others at United, were busy, busy boys all the latter part of this past week, and are even busier (while you're reading this) greeting all those distribs calling around at their factory. No one walks into offices anymore—everyone makes tracks for the last room on the left. (See you there today). . . . **Bill (The Shadow) Billheimer** of Como, one of the busiest of all the busy little guys 'round town. Bill's conversion clicked so well he's all smiles these days. . . . Guns are growing more important, according to ops. Seems war fever has mounted to point where everyone's taking shots again. Watch for commy conversions. . . . Couldn't get **Art Weinand** of Rock-Ola away from his desk for a moment this past week with all the action at this big factory due to naming so many new distribs and others coming up soon. . . . **Joe Abraham** of Lake City Amusement, Cleveland, on his way into town to "learn why" he can't get 'em by the carload. Just wait'll he hears why.

Regardless of introduction of new game, "Georgia", **Sam Stern** reports that the firm will continue production on their "Double Header". Says Sam, "just can't stop these games going out faster than ever." . . . **Joe Batten** of Exhibit mucho pleased as ops order more of Exhibit Ideal Card Vendors which are mighty important right now. . . . **Harold Saul** worrying about homework. (By the way, Harold, that's the name of a grand pop song).

## "SUCCESSFUL OPERATORS DEAL WITH COVEN"

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## CALIFORNIA CLIPPINGS

Really hoped we'd be able to ask the bossman to hang up the shingle overhead, "Nevada Clippings," in all seriousness too, after our recent junket to Las Vegas. . . . Not that clipping one's self in the neighboring state is too painful to write about, but we actually found little in the coin machine field for comment in those parts. . . . That is outside of the well known fact that there are almost as many bells working away overtime in Vegas as there are people. Though the little woman seemed to think we should know better, we did strike up an intimate acquaintance with a couple of the machines, to their advantage more than ours. . . . But fun it was, and just think of all the exercise at no extra price. . . . Within our observation, there's very little else in the way of amusement games around the town, outside of a few consoles in some of the arcades. . . . Speaking of arcades, we spent a few evenings with Sammie Donin, who's operating the Circus Arcade up there for the Automatic Games outfit. . . . Things, admittedly, aren't too easy in a town where every drug store and lunch counter offers the same attraction. . . . Sammie did have a couple of cute little monkeys as a come-on in the front window, but when the monks began to act like people do in the Kinsey Report, he had to shove 'em in the back room.

A few notes of interest we picked up while making the rounds: Las Vegas is far from an operator's paradise. . . . While a number of the boys do manage to keep hide 'n hair together by running bells in small locations around the town, we were told by one who'd rather remain anonymous that as soon as a spot gets too healthy, the location buys its own machines. . . . Another former op we ran into is now servicing the machines at one of the hotels and, though making a nice living at it, he seemed to prefer free enterprise and the days when he had his own business. . . . A great big thorn in the backside of ops still at it is the gang of machine-beaters that recently came into being. . . . It's now estimated that the brains of the racket has about 100 characters working for him throughout the state, making a specialty in ways best known to them of cleaning out the machines via forced jackpots and other cute devices. . . . Where it hurts, we were told, is that the hotels and big clubs are so well policed that the racketeers can't perform there and hence take it out on the operator-owned machines. . . . As we mentioned to Sammie Donin, it seems to us that a lot of tourists, and certainly many of the natives, after exhausting themselves on the roulette wheels, crap tables, etc., might welcome a little comparatively inexpensive diversion as provided by one-balls 5-balls and shuffle games.

Back to Los Angeles, our wounds pretty well healed, in time to hear that the boys are doing right fine on the home front, what with vending, music and games maintaining a nice pace of sales and operation around the reopening Army camps and large industrial plants. . . . Bob Bear of Wurlitzer sales department was in from the Eastern factory visiting Paul Laymon's and took a sales tour with Stan Turner up through Bakersfield. . . . Bally exec Jack Nelson also came in from Chicago for a friendly visit with the Laymons. . . . Off to the Chicago plants on business, and a side trip to Detroit, was Bill Happel, Jr. of Badger Sales. . . . Jack Simon was recuperating nicely at home after leaving his ulcers at the hospital. . . . Sicking sidekick Jack Ryan and wife proud and happy over the birth of a second grandchild, a girl, to their daughter here in L. A. . . . Paul Silverman keeping things moving at Joe Peskin's pending Joe's return from Chicago about Sept. 25. . . . Latest operator to get his call to arms is Bill Fox. . . . On the Row: Perry Irwin of Ventura. . . . Visalia's Ivan Wilcox. . . . Al Anderson from Shafter. . . . Pete Pellegrino of Southgate. . . . Gardena's Al Zaboski. . . . James Mullikan of Hollywood. . . . Glendale's Ben Korte. . . . Barney Smith of Long Beach. . . . Larry Smith from Los Alamitos. . . . San Diego's Ivan Gilbert. . . . Loren Parkhurst of San Bernardino. . . . Bob Chacon from Laguna.

## MINNEAPOLIS—ST. PAUL, MINN.

Mr. and Mrs. Darlow Maxwell of Huron, S. D., driving into Minneapolis and spending the weekend combining business and pleasure. . . . R. E. Aherin of LaMoure, N. D., also in Minneapolis the latter part of the week, calling on several of the distributors. He finds it difficult to spend too much time in the Twin Cities, as he is taking care of the complete route all by himself, and doesn't find too much time to get away. . . . Ted Salvesson, Jr., of Salvesson Distributing Company, Huron, S. D., was inducted into the Army and reported for service at Sioux Falls last Sunday, Sept. 17th. This will leave quite a burden for Ted, Senior, as Junior has been the main cog in the business. Jim and Harry Lucking of Benson in Minneapolis for the day, making the rounds. . . . Frank Major of Grand Rapids and Les Holsman of Big Fork driving in together and picking up their week's supply of records at the Hy-G Music Company.

Mr. and Mrs. John Kalasardo of Ladysmith, Wis., in Minneapolis over the weekend. Mrs. Kalasardo looking fit as a fiddle after such a long illness. . . . August Streyle of Hazleton, N. D., all through with his farming, and finally took time off to drive into Minneapolis, his first trip this summer. . . . Charlie Webber of the Webber Phonograph Service, Minneapolis, took a few days off to go up north for some fishing and relaxation, after spending a few days at home resting from overwork. . . . Byron Cohen of Montana Sales Company, Billings, Montana, visits relatives in Minneapolis. . . . Matt Engel of the Mayflower Distributing Company, St. Paul, on his vacation this week for a much deserved rest. . . . Don Smith of Sioux Falls, S. D., in over the weekend and doing a little flying out at Wold Chamberlain Field. . . . Paul Felling, Sauk Center, also in Minneapolis for the day, making the rounds. . . . Ted Heil of Gaylord also taking time off to stop in Minneapolis to pick up some equipment.

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WANT—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNDERHILL 3-5761.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes, Speakers, Coin Operated Radios, Coin Changers, etc. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Will pay top dollar for any Mills Escalator type slot. Any quantity—one or a thousand. Send us your list and price wanted. Write, wire, phone immediately. Turn dead merchandise into cash. AMUSEMENT SALES CORP., 4047 W. FULLERTON AVE., CHICAGO 39, ILL. (Tel.: HUMBOLDT 9-1323).

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WANT—Mills, Jennings, Pace slots. Any models, any quantity. Quote prices and condition in first letter. AUTOMATIC GAMES COMPANY, 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—3020 Wurlitzer Boxes. Quote best cash price. JAMIESON MUSIC CO., 1516 CAMDEN ROAD, CHARLOTTE 3, N. C.

WANT—Five-balls; One-balls; Phonographs; Slots. Cash or trade. FIRST DISTRIBUTORS, 1750 W. NORTH AVE., CHICAGO 22, ILL. Tel.: DICKENS 2-0500.

WANT—Gottlieb 3-Way Grip machines. Quote price, condition, and how many you have on hand. Write or phone: TRI-STATE AMUSEMENT CO., 149 18th ST., WHEELING, W. VA. Tel.: Wheeling 649.

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FOR SALE—Chicago Coin Bowling Alley \$125; Keeney King Pin \$85; Conversion for Keeney King Pin \$87.50; United Shuffle Alley \$60. 1/3 Deposit, balance C.O.D. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

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FOR SALE—Wurlitzer 600 \$75; Aircon '46 \$100; Seeburg Classic \$75; all refinished, ready for location. Mardi Gras \$50; Moonglow \$80; Screwball \$60; Barnacle Bill \$65; One-Two-Three \$65; Sharpshooter \$110; Mercury \$150; El Paso \$85; Trade Winds \$45; Select-A-Card \$155; King Arthur \$125; South Pacific \$145. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYLER 4-3810.

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FOR SALE—1015 Wurlitzers, \$275; 1080 Wurlitzers, \$295; 1100 Wurlitzers, \$425; Seeburg '48, \$395; Aireon DeLuxe, late model, \$125. V. YONTZ SALES CO., BYESVILLE, O.

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FOR SALE—Jennings Standard Chiefs and DeLuxe Chiefs—5c, 10c, 25c \$80 each; Jennings Challengers 5/5, 5/10, 5/25c, late models. All equipment in good A-1 operating condition and appearance, chrome, excellent \$200 each. KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH BEND 16, IND. (Tel.: 38492).

FOR SALE—Citations \$250; Champions \$365; Bally Jockey Special \$125; Bally Gold Cup \$150; Bally Spot Bells, like new, \$395; Wurlitzer Model 850 \$115; United Shuffle Alley \$65; Bally Shuffle Bowler \$119.50. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVENUE, CHICAGO 18, ILL. Tel.: IN 3-2210.

FOR SALE—4 Bally Clover Bells, like new; 2 Rock-Ola Shuffle Jungles, very slightly used; 1 United Stardust; 1 Gottlieb Sharpshooter; 1 Genco Black Gold; 1 United Blue Skies; 1 Bally Rancho; 1 Chicago Coin Major. This equipment can be purchased at a very reasonable price. Call or write to: TRI-STATE AMUSEMENT CO., 149 18th ST., WHEELING, W. VA. Tel.: Wheeling 649.

FOR SALE—40 selection AMI 1947 Model "A" \$410; Model "B" \$510; 22 Ft. Black Top Shuffleboard with score head \$300; Genco Bowling League or United Shuffle Alley with lite-up pins \$175; Dale Guns \$75. We deliver free in Wisconsin. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—7 Amusement Enterprise Skee-ball Alleys; 1 Pace Midget Auto Racer with 2—5c chutes; 1 Boizelle "52" Miniature Pooltable with 5c chute. NOVELTY SALES COMPANY, 16 TURNPIKE ROAD, SHREWSBURY, MASS. Tel.: Worcester 3-3663.

FOR SALE—Shuffleboard Scoring Units: Advance Horse Collar \$99.50; Rock-Ola \$89.50; Mills \$69.50. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, ORE.

FOR SALE—Bowlette \$100; Ten Pins \$50; Bing-A-Roll \$50; ChiCoin Midget Skee-ball \$125; ChiCoin Bowling Alley \$110. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCOTIA 2, N. Y.

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**MISCELLANEOUS**

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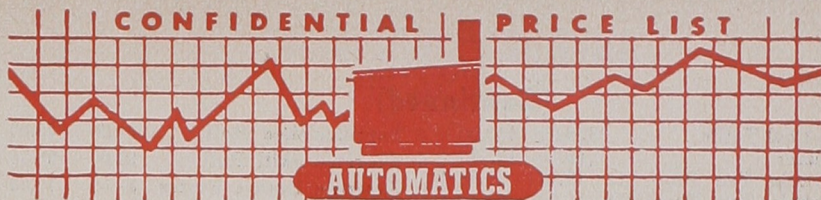




PINBALL GAMES

(Continued)

Table of pinball game prices with columns for game name, manufacturer code, and price. Includes games like Grand Award, Gun Club, Harvest Moon, Havana, Hawaii, Hi Dive, Hi Ride, Hit Parade, Hold Over, Holiday, Hollywood, Honey, Horoscope, Hot Rods, Humpty Dumpty, Idaho, Jack 'N Jill, Jamboree, Jeanie, Jockey Special, Jungle, Just 21, K. C. Jones, Kilroy, King Arthur, King Cole, Kismet, Lady Robin Hood, Landslide, Laura, League Leader, Leap Year, Liberty, Lightning, Line Up, Lucky Inning, Lucky Star, Magic, Maisie, Majors, Major League Baseball, Manhattan, Mardi Gras, Marines At Play, Marjorie, Maryland, Mam-selle, Merry Widow, Melody, Metro, Mexico, Miami Beach, Midget Racer, Miss America, Monicker, Monterrey, Moon Glow, Morocco, Mystery, Nevada, Nudgy, Oh Boy, Oklahoma, Old Faithful, One Two Three, Opportunity, Oscar, Paradise, Pastime, Phoenix, Photo Finish, Pimlico, Pinch Hitter, Pin Up Girl, Play Ball, Play Boy, Playtime, Progress, Puddin' Head, Rainbow, Ramoona, Rancho, Ranger, Record Time, Repeater, Rio, Riviera, Rocket, Rondevo, Round Up, St. Louis, Sally, Samba, Saratoga, School Days, Score-A-Line, Screwball, Sea Hawk, Sea Isle, Select-A-Card, Serenade, Shanghai, Shangri La, Shantytown, Sharpshooter, Shooting Stars, Short Stop, Show Boat, Silver Spray, Silver Streak, Singapore, Sky Lark, Sky Line, Sky Ray, Slugger, Smarty, Smoky, South Pacific, South Paw, South Seas, Special Entry, Speed Ball, Speed Demon, Speedway, Spellbound, Spinball, Sport Event, Sport Special, Sports, Sports Parade, Spot-A-Card, Spot Pool, Stage Door Canteen, Stars, Star Attraction, Stardust, Starlite, State Fair, Step Up, Stormy, Stratoliner, Streamliner, Summertime, Sun Beam, Sunny, Supercharger, Super Hockey, Superliner, Superscore, Surf Queen, Suspense, Swanee, Tahiti, Tally Ho, Tampico, Target Skill, Telecard, Temptation, Tennessee, Three Feathers, Three Musketeers, Thrill, Topic, Tornado, Torchy, Towers, Trade Winds, Treasure Chest, Trinidad, Triple Action, Trophy, Tropicana, Tucson, Tumbleweed, Turf Champ, Turf King, Utah, Vanities, Victory Special, Virginia, Vogue, West Wind, Wild Fire, Wisconsin, Yankee Doodle, Yanks, Ziz Zag.



AUTOMATICS

Manufacturers and date of game's release listed. Code: (B) Bally.

Table of automatic game prices including Big Game, Big Parley, Big Prize, Blue Ribbon, Daily Races, Dust Whirls, Favorite, Grand National, Grand Stand, Hot Tip, Jockey Club, Jockey Club, Kentucky, Lexington, Long Acre, Long Shot, Pacemaker, Rockingham, Santa Anita, Sport Page, Spinning Reels, Sport King, Stepper Upper, Sportsman, Thorobred, Victory Derby, Winning Ticket.



ROLL DOWNS

Table of roll down game prices including ABC Roll Down, Arrows, Auto Roll, Bermuda, Big City, Bing-A-Roll, Bonus Roll, Buccaneer, Champion Roll, Chicoin Roll Down, Chicoin Advance Roll, Chicoin Total Roll, Hawaii Roll Down, Hy-Roll, Melody, One World, Pro-Score, Singapore, Sportsman Roll, Super Score, Super Triangle, Tally Roll, Tri-Score, Tin Pan Alley.



SHUFFLES — REBOUNDS

Table of shuffle and rebound game prices including Bally Shuffle-Bowler, Bally Speed Bowler, California Shuffle Pins, ChiCoin Bango, ChiCoin Beacon, ChiCoin Bowling Alley, ChiCoin Bowl Classic, ChiCoin Rebound, ChiCoin Shuffle, Exhibit Strike, Genco Bowling League, Genco Glider, Gottlieb Bowlette, Keeney ABC Bowler, Keeney Line Up, Keeney King Pin, Keeney Pin Boy, Keeney Ten Pins, Rock-Ola Shuffle Jungle, Rock-Ola Shuffle-Lane, Un. Dbl. Shuffle, United Shuffle Alley, Un. Shuffle Alley Exp., United Shuffle Skill, United Super-Shuffle, Univ. Super Twin, Universal Twin Bowler, Williams DeLuxe Bowler, Williams Twin Shuffle, Williams Single Bowler.



ARCADE EQUIPMENT

Table of arcade equipment prices including Allite Strikes 'N Sparer, Boomerang, Bally Big Inning, Bally Bowler, Bally Convoy, Bally Defender, Bally Eagle Eye, Bally Heavy Hitter, Bally King Pin, Bally Lucky Strike, Bally Rapid Fire, Bally Sky Battle, Bally Torpedo, Bally Undersea Raider, Bank Ball, Bowling League, Buckley DeLuxe Dig, Buckley Treas Is Dig, Champion Hockey, Chicoin Basketball, Chicoin Goalee, Chicoin Hockey, Chi Midget Skee, Chicoin Pistol, Chicoin Roll-A-Score, Edelco Pool Table, Evans Bat-A-Score, Evans In The Barrel, Evans Super Bomber, Evans Play Ball, Evans Ten Strike '46, Evans Tommy Gun, Exhibit Dale Gun, Exhibit Rotary Mdr., Exhibit Silver Bullets, Exhibit Merchantman Roll Ch Digger, Exhibit Vitalizer, Genco Bank Roll, Genco Play Ball, Groetchen Met. Typer, Hoop-A-Roll, Jack Rabbit, Keeney Air Raider, Keeney Anti Aircraft Br, Keeney Anti Aircraft Bl, Keeney Sub Gun, Keeney Texas Leaguer, Kirk Night Bomber, Lite League, Mutoscope Ace Bomber, Muto. Atomic Bomber, Mutoscope Dr. Mobile, Mutoscope Photomatic, Mutoscope Sky Fighter.



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