

# Chicago Coin's

## NEWEST 5 BALL

# FIGHTING IRISH

### WITH ANIMATED FOOTBALL SCOREBOARD

**CHICAGO COIN MACHINE COMPANY** 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

## Vote FIRST

### for SHUFFLE GAMES

Chgo. Coin TROPHY BOWL	\$235
Univ. SUPER TWIN BOWLER	225
Keeney DOUBLE BOWLER, 9 ft.	215
Univ. TWIN BOWLER	125
Bally SHUFFLE BOWLER	60
Keeney PIN BOY	55
Genco BOWLING LEAGUE	50

### for FIVE BALLS

SHARPSHOOTER	\$109
DALLAS	75
1-2-3	69
PHOENIX	59
TENNESSEE	55
ALICE IN WONDERLAND	49

### for PREMIUMS

26 PC. SILVER PLATE—finest quality—complete with flashy red flannel lined pockette. Regular wholesale price \$5.50. Special to CASH BOX readers for 10 days.

**only \$4.60**  
Limit 12—Offer expires Nov. 14th.

### for ONE BALLS

Brand New Bally TURF KINGS	
Bally CITATION	\$225

### for MUSIC

Seeburg H147, metal cabinet	\$295
Seeburg, 5-10-25c, wireless wall box	55

**FIRST Distributors** 1748 W. North Avenue Chicago 22 Dickens 2-0500

## PRICED FOR QUICK SALE! HURRY!

### BRAND NEW

5 BRAND NEW BERKEY-GAY 12 Ft. BANK STYLE SHUFFLEBOARDS, A Real Sacrifice ONLY \$295.00 Each

### SPECIAL!

WURLITZER 750E	\$124.50
SEEBURG 147-M	349.50
PACKARD HIDEAWAYS, LATEST MODELS, Only 3 Left	94.50

### PIN GAMES

Large Assortment ON HAND. Tell us what you need. PRICED LOW!! Hurry!

## PHONOGRAPHS ONLY \$35 EACH SEEBURG

REX	CLASSICS	
VOGUE	MAJORS	COLONELS
Name Second Choice. 1/3 Dep. With All Orders.		

## MILLER-NEWMARK DISTRIBUTING CO.

5743 GRAND RIVER, DETROIT 8, MICH. 42 FAIRBANKS ST., GRAND RAPIDS 2, MICH. Tel.: 9-8632 - GLendale 6-6807

## Bans Construction Of Buildings For Arcades

WASHINGTON, D. C.—Included in the 44 types of building projects banned by the National Production Authority, in an order issued this week, are construction of buildings for arcades and slot machines. It would appear that the interpretation of this regulation which goes into effect Saturday at midnight, October 28, is that construction is prohibited of buildings only, for the above products. Opening of arcades in buildings already in existence would seem to be permissible.

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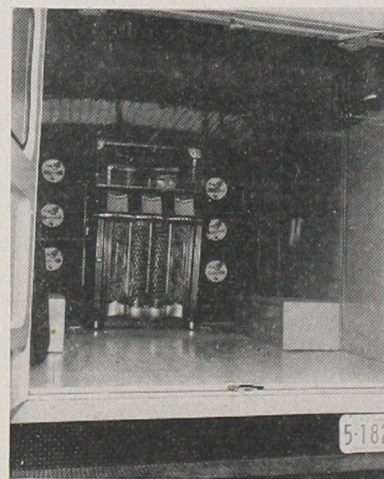
## Wurlitzer Tucson Distrib Inaugurates Mobile Showroom And Service For Ops



TUCSON, ARIZ.—Pictured above are two van-type trucks which have been purchased by Maestro Music, Inc., the exclusive distributors of Wurlitzer phonographs, this city. The happy gentlemen in the picture are Jay Confer, vice president and general manager of Maestro and Joe Cacioppo, Jr., president.

The trucks, manned by trained sales-servicemen, are covering the entire Maestro territory which includes the state of Arizona, eighteen counties in Texas and twenty-one counties in New Mexico. The van will display Wurlitzer products to music operators. Each of the mobile salesrooms carries a Wurlitzer model Twelve Fifty and a complete line of service parts.

Joe and Jay report that this sales method has been extremely helpful in selling phonographs and that in many instances, their representatives have gone with operators to the location and demonstrated the phonograph to the location owner by simply plugging it into an electrical line. The boys report that almost invariably a demonstration of this sort ends with placing a Wurlitzer Twelve Fifty in the location.



Interior of Mobile Salesroom

## Gottlieb "Spot Bowler" Receives Ops Praise

CHICAGO—Execs at D. Gottlieb & Company reported this past week that their newest pinball, "Spot Bowler," has received unusually fine acceptance everywhere in the country.

The game was one of the most intensively pretested by the firm. It has clicked wherever it has appeared, operators have reported to Gottlieb distributors.

In fact, the firm states, it appears that "Spot Bowler" is due for a longer than usual pinball game run, because of the grand acceptance which the game has received, and furthermore because, wherever placed, the machine has topped all former pinball game earnings.

Features of the game are very outstanding, according to distributors of the firm.

Many of them believe that this is, "One game that will stay put on location for a long time to come."

In fact, one of the execs at Gottlieb said this past week, "There is no doubt that 'Spot Bowler' is going to prove itself one of the finest pinball games ever built.

"It has everything that the player and the operator wants, and has extra features for keeping play alive for a longer period of time, than has ever before been built into a five-ball free play game."

Because of the wonderful reception given the game, the firm's production line has been going full blast, and shipments are being rushed along to distributors thruout the country so that they can meet with the operator's demands.

## Ristaucrat Enjoys Biggest Month's Biz

APPLETON, WIS.—Joe Cohen of Ristaucrat, Inc., this city, reported this past week that their "Ristaucrat" 45 rpm counter model phono has just enjoyed the very biggest month's business in all their history.

Export business simply piled up on the firm. Sales to Canada and Alaska exceeded anything planned.

Cohen also said, "We have been receiving letters from operators all over the country telling us that 2 plays for 5c on our 45 rpm 'Ristaucrat' is catching on big, and that teenager spots are doing a landoffice business with this

grand phonograph."

A new distrib setup will soon also be announced by the firm. In the last few weeks some leading distribs have been named.

They state that they believe they are well on the way to complete this Fall and Winter far ahead of what even their present production schedule will be able to handle.

"We don't know," Cohen said, "whether we shall be able to keep step with the orders that are flooding in to us from all over the globe at this time."

## Sauve Displays Flag Speaker



ART SAUVE

DETROIT, MICH.—Art Sauve is attracting plenty of attention to his place here each evening with a lighted, waving American Flag speaker, which is stopping strollers who stand to gaze at the flag and who, because of this, become better acquainted with the firm and the merchandise it has to sell.

Dale Sauve, Art's son and manager of the firm, reported, "We dug down into the basement the other day and cleaned out equipment that must have been down there for more than twenty-five years.

"Right at the very bottom we came across this very beautifully framed all silk American Flag with a genuine portrait light over it and decided, after we admired it so much, to feature it in the window of our place here, for all people to see and admire, too."

The flag has an inscription along the bottom, "On To Victory." It was manufactured about 1942 by the Tri-Way Products Company of New York. It proved one of the most successful music location getters at that time.

Dale Sauve also said, "Ever since we've had the flag here, we didn't know that it was actually a wall speaker for phonographs, until just a short time ago, when one of the manufacturers of the product walked in to tell us about it.

"Now we are going to connect it to one of the phonos here and get the music, which, because of vibration, also makes the flag seem to wave."

## Gov't To Spend Many Billions Next 5 Years

CHICAGO — The fact that Uncle Sam will be spending many billions per year, for the next five years at least, for defense, has hit hard at all manufacturers in this area, and especially in this field.

It is now more than ever apparent to all coinmen, as one leader stated, that there will be extremely deep cuts in production and, in time, there will be so few new machines being manufactured that the field may be back where it was during the last war period.

Tho this warning, regarding ever bigger defense expenditures has been given the trade by this publication, past weeks showed a slackening in belief that, with the war in Korea

# 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

practically over, defense effort might be cut to a great extent.

The truth of the matter is that defense work has been stepped up, and not held down in any fashion whatsoever. In fact, more restrictions, controls and allocations of materials are coming out of Washington each day, as leaders here pointed out.

They also stated that more defense work was also coming thru, and that more and more factories have been using more of their time and equipment for this sort of work.

Ops who believed that new equipment production would continue unabated should now change their entire line of reasoning, according to leaders here.

They should, as has been urged on them in weeks past, attempt to antici-

pate their needs, and order as far in advance as possible, to assure themselves having whatever new equipment will be necessary to profitably conduct their businesses in the future.

## Jennings Goes Deeper Into Defense Work

CHICAGO—O. D. Jennings & Company is tapering off on bell production and will, within 30 days, it is believed here, be completely in defense work.

The firm has a great many defense work subcontracts on hand now. They are working around the clock to fill them, and are expecting even more of these within the next few weeks.

This will mean that the firm will have to write "finish" to whatever slot production they now have under way,

**WANT CITATIONS CHAMPIONS GOLD CUPS**

SPEED BOWLERS 8 Ft. '47 and '48 SEEBURGS WURLITZER 1015's

5¢, 10¢, and 25¢ GOLDEN FALLS

**LAKE CITY AMUSE. CO.**

1648 ST. CLAIR AVE., CLEVELAND 14, O.  
(Tel.: CHerry 1-7067)

and turn completely to handling the defense work contracts, which they have undertaken.

Parts will be manufactured as needed. Business contacts will be continued with production placed into effect as required.



**Strike Top Earnings**

with

**SPOT BOWLER ACTION!**



**D. GOTTLIEB & CO.**

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

ORDER FROM YOUR DISTRIBUTOR TODAY!

"There is no substitute for Quality!"

**"The Music Box For The Spot You Forgot"**

PLAYS 12-45 RPM RECORDS—RESTACKS AUTOMATICALLY

SUPERB TONE

LIGHTWEIGHT—  
Weighs only 30 lbs.

PROFITABLE

This low cost unit enables you to open dozens of small, money making locations.

THE ONLY MUSIC BOX FOR THE SMALL SPOTS



**RISTAUCRAT, Inc.**  
1216 E. Wisconsin Ave. Appleton, Wis

**Premium Department Enlarged For 3rd Time**

CHICAGO—With lights blazing in their quarters here far past midnight this past Wednesday, Wally Finke and Joe Kline reported that the reason was they were once again changing and enlarging their premium department.

This is the third time that First Distributors have had to enlarge its premium space.

"This time," Wally and Joe report, "we believe we have the finest premium arrangement for operators featured by any firm."

Finke also said, "Our new and larger premium department is set up in such fashion that the operators can see all the merchandise, and can also get quick service on whatever they want to buy."

"In addition," he claims, "the new spacious premium arrangement is so set up that we can handle all mail orders very efficiently."

Both Wally Finke and Joe Kline have been doing a very fine premium business in this area as well as all over the country.

Many ops, they say, depend on their choice and they have received blank checks to send premiums to various ops.

**SuperVend Moves Offices**

CHICAGO—Effective Monday, October 30, SuperVend Sales Corporation will be located in new larger quarters at 650 S. Clark Street, this city. Mike Hammergren, president, explained that the move was necessitated by increased business.

**MIAMI MURMERS**

The heading of this column should be changed. It should be called "Miami Roars." This past hurricane was the worst ever. So many, many homes without roofs, windows broken, furniture smashed, light poles down. Damage that ran into the millions of dollars. Plenty of cigarette machines, phonos, drink vendors and other equipment ruined. It'll be many weeks before things are back to normal again. . . . Willie Levey stepped off the plane from New York and his first words were, "It's grand to be back." . . . Mr. and Mrs. Lou Koren, their son, daughter-in-law and grandson, back in town to get the King Cole all set for what Lou believes will be their very greatest season. Advance reservations at the King Cole, and at almost every hotel on the Beach, are absolutely terrific. . . . George Sax of the Saxony finished enlarging "Ye Noshery" and the coinmen who visit this spot in the winter are now assured better service and plenty of seating space. . . . There will be quite a delegation from this town to the NAMA show in Chicago. . . . Willie (Little Napoleon) Blatt of Supreme Distributors, wired to friends in Chicago to expect him on the 10th of November. He'll stay at the Palmer House. . . . Wonder if Willie remembers about "I love you twenty times". . . . Sam Taran, a busy guy traveling all about the country, and E'y Ross trying to keep step with all the doings at the office. . . . Ozzie Truppman and Ted Bush quite busy these days. . . . Irv Sommer was handling the Coke machine route himself. . . . Lots of deals being reported these days—routes being sold, etc.—and all before the big season opens.

**Angott Arranges Trade-In Deal On Phones**

DETROIT, MICH.—Carl Angott of Angott Distributing Company, this city, well known direct factory distributor for the Rudolph Wurlitzer Company, announced this past week that his firm wanted even more used records from all ops in this area.

Angott also reported that the firm is willing to pay top price for these used records. He urged all Detroit operators to call on the firm with as many used records as they have "and get more money for them."

Angott also reported, "At this moment we are arranging one of the greatest trade-in deals in our history for all music operators in the territory we cover for Wurlitzer."

"While we can deliver the brand new and sensational Wurlitzer 1250 model, we urge every operator who has a used phonograph he wants to trade, to call on us today, and he'll walk out with a brand new Wurlitzer 1250."

"Our deal is so good," Angott continued, "that every music operator who has called on us, has traded in all of his used phonos to get the new Wurlitzer 1250s."

Angott also stated, "Something like this only happens once in a great while. We've been able to accumulate a few brand new Wurlitzer 1250s. We therefore urge every operator in our territory to call on us immediately."

"These won't last long. The deal we have for the operator to trade in his used phonograph is one that we won't be able to keep up very long."

"This is a tremendous opportunity for every music operator," Angott concluded.

**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

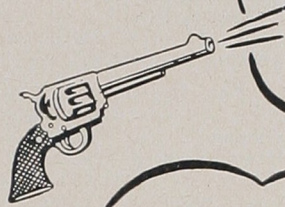
**BUCKLEY MANUFACTURING CO.**  
4223 W. LAKE ST., CHICAGO 24, ILL.  
(All Phones: VAn Buren 6-6636)

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

# It's the Old West - - brought to LIFE again with the ROOTIN' - TOOTIN' - SHOOTIN' EXHIBIT'S DALE 'SIX SHOOTER' with REALISTIC LIVE ACTION TARGETS



HERE'S THE OLD WEST GONE MODERN  
Action-Packed Stage Coach Robbery . . . in a space-saving, smartly designed, ultra-modern cabinet that will give added play appeal on any location.



**MOVING TARGETS**  
with EXCLUSIVE AUTOMATIC  
VARI-SPEED ACTION

Speed of targets varies during entire play for added player interest.

**STAGE-COACH BANDITS**  
FALL OFF THEIR  
GALLOPING HORSES

as hits are scored with the realistic action of the Western Six-Shooter.

**ADAPTABLE**  
TO ANY TERRITORY

Scoring can be adjusted for Free Plays or Straight High Score . . . As "amateurs" become "experts," scoring can be made progressively more difficult.

**EXCLUSIVE "SHARPSHOOTER"**  
TICKET VENDOR

Automatically vends printed proof of shooting skill. Delivers 1 to 5 tickets at option of operator for long-lasting player interest.

**STURDY, LONG-LIFE**  
MECHANISM

with New and Novel Features for  
**SIMPLIFIED SERVICING**

NOW AT ALL EXHIBIT DISTRIBUTORS

**THE EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 3, ILL.**

## Keeney Puts "Match Bowler" Back Into Production

Continue On Other Products - "League Bowler"  
Current Outstanding Seller



CHARLES I. PIERI

"Bowler" and were extremely happy, this past week, to announce the fact that they were back in production on this unit.

"Demand," Charley Pieri reported, "was so great from distributors and operators that we simply tore the country apart seeking more materials to continue production of our 'Match Bowler' conversion for the twelve foot shuffleboards.

"The result is," he said, "that we are now able to get back into production and we are happy to announce that those operators, who have been waiting for these conversion units, will soon have them, as our production lines get going at full blast.

"There is no doubt," he continued, "that 'Match Bowler' has proved itself one of the most outstanding of all the conversions which have yet appeared in the industry.

"It is one conversion that is bringing operators of the twelve foot cushion shuffleboards bigger and steadier profits than they have ever before enjoyed."

In addition, the firm is continuing production of all its other products.

Their leading machine, "League Bowler", four player shuffle rebound, continues to be the most outstanding seller of all their products.

CHICAGO—Charley Pieri, general sales manager for J. H. Keeney & Company, Inc., this city, reported this past week that the firm had gone back into production of its "Match Bowler", conversion for 12 foot cushion shuffleboards.

The firm was forced to halt production of this conversion unit some weeks ago when materials proved impossible to obtain.

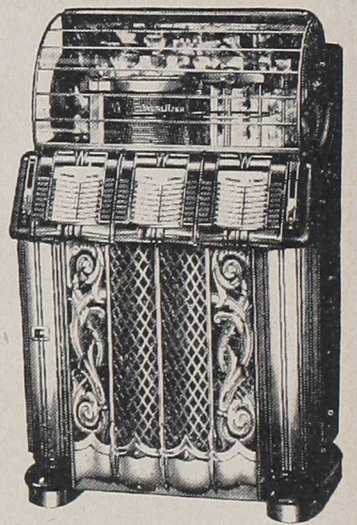
Since then they have been successful in again obtaining more materials for further construction of "Match

## TRADE-IN

YOUR OLD PHONOGRAPH  
FOR THE BRAND NEW  
WURLITZER 1250

ACT QUICK! WHILE WE  
CAN MAKE DELIVERY!

We need your used phonographs today! Hurry! Best trade-in deal we've ever made guaranteed if you'll bring your old phonos in today! You can walk right out with the brand new and sensational WURLITZER 1250.



DETROIT OPERATORS  
WE'LL PAY MORE  
FOR ALL YOUR  
USED RECORDS

BRING YOUR USED RECORDS IN TODAY!!  
GET MORE MONEY FROM US!!

**ANGOTT**  
DISTRIBUTING CO.

2616 PURITAN AVE., DETROIT 26, MICH.  
(All Phones: UNiversity 4-0773)



**MILLS  
BELLS!**

We have all Mills latest Bells  
in stock.

**FRIEDMAN  
AMUSEMENT COMPANY**

441 Edgewood Ave. S. E., Atlanta, Ga.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

### REAL BARGAINS!

"Just '21" \$ 69.50	"49" Majors \$55.00
Tahiti . . . . . 89.50	Bowlette . . . . . 75.00
Select-A-Card . . . . . 115.00	Carolina . . . . . 49.50
Old Faithful 120.00	Photo Finish 250.00
Madison Sq. Garden . . . . . 180.00	Citation . . . . . 225.00
South Pacific 125.00	Gold Cup . . . . . 75.00
Chicago Coin Champion . . . . . 94.50	Jockey Special . . . . . 60.00
Freshie . . . . . 125.00	Bally Spot Bell . . . . . 300.00
Dreamy . . . . . 154.50	Chi Coin Baseball (in crate) . . . . . 250.00
Buccaneer . . . . . 49.50	Lexington . . . . . 265.00
Gizmo . . . . . 39.50	Aireon "48" Coronet . . . . . 149.50
Ali Baba . . . . . 39.50	
Dallas . . . . . 75.00	

AMERICAN DISTRIBUTING CO.  
4014 Elm St., Dallas, Texas Tel. Victor 6386



## CHICAGO CHATTER

MOA (Music Operators of America) Board of Directors will be meeting (while you read this) at the Palmer House. George Miller of Oakland, Cal., Chairman of the Board, is guiding this pre-convention conference. A great many problems will be brought to the fore. . . . Roy Clason, mgr. of Detroit's ops, and Morris Goldman, president, made their reservations at the Palmer House early to make sure they would have rooms. . . . Al Denver and Sidney H. Levine of N. Y. C. left right after their big banquet at the Waldorf-Astoria to be here in time for the meeting. . . . Hy Branson in town getting himself all popped up with "Popperette." Vic Comforte of Biltmore Distribs explaining the unit. Hy advises that John E. Cobb is now very much retired down in Sarasota, Fla. . . . Ed Wurgler of Wurlitzer couldn't get into town as expected this past week. Ed developed a very bad infection in his arm. But reports he's getting all better, and will be in town soon.

Paul Brown, well known music op, all adither about 45 rpm. . . . Nashville juke box ops find a drop in take as TV opens in their town. . . . Seymour Golden of Coin Machine Service Co. advises, "Business stinks." . . . R. R. (Rudy) Greenbaum of Trans-Vue Corp. reported very sick since last July and abed at home. . . . That was a gala housewarming at the Ray Moloney's. A very gorgeous home. . . . Tommy Grant has become a candid camera fan. His daughter brought him a brand new Contax from Europe. . . . Tom Callaghan tells about a game of golf with San Francisco's police chief. . . . Ben and Trudy Coven in the midst of plans for their new home and running here, there, and everywhere, to get this, that, and the other thing. . . . George Huesman and his Missus a very swell couple. . . . Herb Jones is getting huskier and looks very grand. George Jenkins says he's going to take up back fence hopping because he lives that close to Ray.

Earl Moloney proud of the growth of Comar plan. Have over 100 big accounts. . . . Bill (The Shadow) Billheimer of Como, says, "I gained two pounds. Just look here." . . . Roy McGinnis of Keeney all hepped up on having all golfing coinmen get together into one good golf club so that the boys could have the time of their lives. Roy suggests that golfers like Ray Moloney, Tom Callaghan, Herb Oettinger, Mike Hammergren, Jackie Fields, Vince Shay, Grant Shay, Herb and Ralph Mills, Ben Coven, and all the others should seek out one of the far west side courses and join up as a group. Plenty squalking among Detroit ops about that new blood being pushed into the coinbiz to earn "big, part time money." . . . Very nice letter from Gurdon Browne of Paramount Vending Corp., Beacon, N. Y., wherein he writes, "Get so much good out of your magazine." . . . They're still talking about 10c play pinball games. Who knows? Maybe a shot in the dark in this direction with giant-sized games may revive the entire biz?

U. S. Supreme Court decision upholding the right of the State of Pa. to license liquor selling spots where TV is featured, may give other states a good idea for a new source of revenue. . . . Oscar Soellner, well known adman, urges all cities to put up a big lighted board in the center town and paint thereon the pledges of all politicians who are elected. Board to remain in being, conspicuous day and nite, for the entire term of the elected. . . . Frank Meneri, Exhibit's sales mgr., away out on the West Coast and shooting those orders into the factory here at a rate that keeps Joe Baten smiling all day long. In fact, Exhibit is now on six day work week, to complete orders. And Ford Sebastian is using his own plane to fly up and get parts and fly them back again to keep production lines going. . . . O. D. Jennings tapering off on slots and within month or so expected to be completely in defense work. . . . Red Zogg now adds a new feature to his "Wishing Machine." Ticket vending unit. After wisher (or player) inserts silver dollar he gets a ticket. He tears this in half and drops one part in "well" built into machine making his wish at same time. He then waits 72 hours and, if he doesn't get his wish, he can come back and give location his serial numbered ticket and get 50c back.

Bell-O-Matic reported to be turning out about 75 of the "21's" a day. . . . Charley Pieri, J. H. Keeney & Co., all excited this past week due to the fact that the firm could, after collecting enough materials, put its "Match Bowler" conversion unit back in production once again. This unit is for 12 ft. cushion shuffleboard and turns these into 4 player shuffle game. . . . Avron Gensburg reported on his way home from his two month honeymoon in South America. Expected to arrive here about Nov. 15. . . . Ed Levin of Chicoin in an animated phone conversation with Art Sauve of Detroit. . . . Vic Weiss and Billy Knapp of Allied report that they are enlarging their parts dept and, regardless of all the headaches to obtain parts and supplies, are working hard to bring in everything ops need.

Wally Finke and Joe Kline of First Distribs so busy these days that they just haven't time to think about anything else but getting out merchandise. . . . Haro'd Saul of Coven asks, "Who's doing what?" . . . Greetings to Bart Davidson on his return to the field with Permo. Bert always interested in juke box biz. . . . Nat Cohn flew thru our town from Tucson and stopped over for just a few hours to talk thisa and thata with one of the big plants here. Nat may be back distributing. . . . Pat Murphy, well known to many coinmen, now in the wholesale sporting goods biz with headquarters in Lake Villa, Ill. . . . Midge Ryan reports he hasn't seen San Francisco in over a year. . . . Harry Brown down in the south clearing away lots of equipment. . . . Construction of new penny arcades halted by Uncle Sam. . . . Joe Abraham of Cleveland in town to say "hello." . . . Hear from Jonas Bessler of new Hy-G & Liberman combine that a grand, grand opening on the way. . . . "Hey, Keesideetch" (means, Hey, What Do You Say) is Mercury's newest for juke box ops and sold on a money back guarantee.

Since notification that Rock-Ola would show new "Rocket '51-50" phono in NYC Art Weinand's phones have been buzzing continuously. Plenty of interest in this new Rock-Ola phono. . . . Bill DeSelm a very, very busy guy these days over at United with that Four Player going bigger than ever and conversions starting new sales boom. . . . Jack Nelson says, "There's never been anything like Turf King." . . . Chi juke box op placing new phonos on \$15 per week rental has the town steaming. . . . Many guys here already planning trips to Miami this winter. . . . Harry Jacobs Jr. and Sr. reported to be doing a very fine job in Milwaukee. . . . Same for Vic Manhardt of Milwaukee. . . . Some one should now come up with new angle for shuffle game play and earn himself a wad of do-re-me. Mfrs here all ears if you've got the idea.

# FOR QUICK SALE!

EVERY MACHINE GUARANTEED REGARDLESS OF PRICE ! !

ONE-BALLS	MUSIC
CHAMPOIN . . . . . \$349.50	SEEBURG 146-M . . . . . \$249.50
CITATION . . . . . 199.50	SEEBURG 147-M . . . . . 299.50
GOLD CUP . . . . . 99.50	WURLITZER 1015 . . . . . 249.50
JOCKEY SPECIAL . . . . . 79.50	
ARCADE EQUIPMENT	CONSOLES
WILLIAMS ALL STARS . . . . . \$ 69.50	BALLY DRAW BELLS, 5c or 25c . . . . . \$79.50
EXHIBIT SILVER BULLETS . . . . . 127.50	BALLY DELUXE DRAW BELLS, Any Combo . . . . . 99.50
CHICOIN HOCKEY . . . . . 25.00	
EXHIBIT DALE GUNS . . . . . 59.50	PINBALLS
BANK BALL . . . . . 59.50	Mardi Gras . . . \$ 29.50
SHUFFLE GAMES	Buffalo Bill . . . 129.50
WILLIAMS DELUXE BOWLER . . . . . \$124.50	Shanghai . . . . . \$ 39.50
UNITED SHUFFLE ALLEY . . . . . 49.50	Blue Skies . . . . . 34.50
BALLY SPEED BOWLER . . . . . 219.50	Saratoga . . . . . 49.50
EXTRA SPECIAL	Yanks . . . . . 39.50
BALLY SHUFFLE CHAMPS . . . . . WRITE	Genco 1-2-3 . . . 39.50
	Utah . . . . . 89.50
	Carnival . . . . . 54.50
	Wisconsin . . . . . 29.50
	Ali Baba . . . . . 39.50
	Name Second Choice.
	1/3 With Orders, Bal. C. O. D.

OPERATORS IN WISCONSIN, NO. ILLINOIS & INDIANA

USE THE COVEN FINANCE PLAN

# COVEN

distributing company

3181 Elston Chicago 18, Ill.  
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Authorized Distributors for

**Bally and WURLITZER**  
Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

# WANTED

BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

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

Give Full Details to . . .

Box No. 150

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

MUSIC OPERATORS

Be Sure To Get Your Vote In The 5th Annual Music Poll. Fill In Pre-paid Post Card This Issue And Send It In.

# NEW! SPECTACULAR ADAPTOR UNIT!

10c PER PLAYER  
4 PLAYERS: 40c

**4** ONE-TWO-THREE OR  
PLAYER REBOUND.....

## Keeney's MATCH BOWLER

FULLY MATCHED TO FIT  
ALL 12 FT. CUSHION BOARDS!

45 SECONDS AT MOST FOR EACH PLAYER

BIG PROFITS ASSURED!

FASTEST OF ALL!

WRITE-WIRE-PHONE SEE YOUR KEENEY DISTRIBUTOR

MOST POPULAR CONVERSION  
BEAUTIFULLY DESIGNED  
COIN BOX AND CHUTE

Order KEENEY'S "MATCH BOWLER"

J. H. Keeney & CO., INC.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

Operate these Keeney PROFIT MAKERS

**KEENEY'S DOUBLE BOWLER**  
2 Players or One—Rebound.  
Two Sizes: 9½ Ft. L. x 2 Ft. W. or 8 Ft. L.

**KEENEY'S DELUXE ELECTRIC CIGARETTE VENDOR**  
KEENEY'S PENNY LOADER

**KEENEY'S BONUS BELL**  
**KEENEY'S CRISS-CROSS BELL**  
KEENEY'S BOWLING CHAMP

## Exhibit On Six Day Work Week With "Dale Six Shooter"



JOE BATTEN

CHICAGO—Exhibit Supply Company has been on a six day work week since its "Exhibit Dale Six Shooter" has started to click everywhere in the country.

Joe Batten, vice-president of the firm reported, "We're busier than we have ever been before with the new 'Exhibit Dale Six Shooter'."

"We have been getting orders from everywhere in this country as well as from Canada, Mexico and Europe, and many other foreign lands for this grand machine."

"We believe," he continued, "that the 'Dale Six Shooter' opens the way

to the biggest and steadiest profits operators have enjoyed in a long, long time.

"What's more," he says, "the 'Dale Six Shooter' has caused us to go into a six day work week."

Ford Sebastian, vice-president of the firm, and an airplane enthusiast, has been using his own plane to help the firm obtain the components they need as speedily as possible.

In fact, just the other day, Sebastian flew up to Racine, Wis., to prevent production lines from slowing up, and flew right back within a couple of hours, bringing back the parts needed.

The "Exhibit Dale Six Shooter," the firm reports, has opened a big, new market to the operators all over the country and they are, once again, profiting tremendously from gun operations.

### \$150 Fed. Tax Nov. 1

WASHINGTON, D. C.—In line with a new set of taxes which go into effect on November 1, operators of bell machines and "gaming devices" will be hit with an additional Federal tax of \$50 a year per machine.

Effective with November 1, the tax will be \$150, instead of the present \$100.

## Coven Explains Hidden Expenses To Music Ops

CHICAGO—Ben Coven of Coven Distributing Company, this city, (Wurlitzer distributor) has advised music ops here that a survey which the firm has taken reveals a great many "hidden expenses" in the operation of juke boxes, which the average operator doesn't take into consideration.

For many years, as is known thru-out the automatic music industry, the hidden expenses have been one of the real plagues of general operation.

Few, if any, operators have paid attention to such expenses, and the fact that they did dig deep into the take of the phono ops.

Ben Coven says, "Much to our surprise we have learned that a large number of music operators don't realize that 'hidden expenses' is what is crippling their present businesses."

"They don't take these things into consideration."

"Therefore," he continues, "we have made a complete check, and mentioning just some of these to the average operator starts an entirely new trend of thought as well as a new operational system."

When you buy from Runyon

**YOU BUY THE BEST**

**45 rpm?**

We have it when you want it! AMI Conversion Kit fits Model "C"—"B"—and "A" . . . and conversion can be made right in the field. No need to send assembly back to factory.

SIMPLE—EFFICIENT  
RELIABLE—ECONOMICAL

## RUNYON SALES COMPANY

Factory Representatives For AMI Inc.  
Bally Mfg. Co., J. H. Keeney & Co., Inc.

593 10th Avenue • 123 W. Runyon Street  
New York 18, N. Y. • Newark 8, N. J.  
LOngacre 4-1880 • Blgelow 3-8777

354 S. Warren St., Trenton, N. J., TR 5-6593

### BUYS THAT CAN'T BE BEAT!

3020 Wurlitzer Wall Boxes, ea. . . . \$39.50  
Genco Glider . . . . . 24.50  
Rock-Ola Shuffle Jungle . . . . . 49.50  
Goalee . . . . . 44.50  
Undersea Raider . . . . . 34.50  
Williams Quarterback . . . . . 74.50

No charge for crating. ½ deposit.

**OLSHEIN DISTRIBUTING CO.**  
1100-02 BROADWAY, ALBANY 4, N. Y.  
(Phone: 5-0228)

The "Champagne" of Pin Game Play!

# Williams Pinky



**Sensational  
New Playfield  
Layout  
Sparkling with  
Punchy  
ACTION!**

**SEE IT—BUY IT  
AT YOUR  
DISTRIBUTOR  
TODAY!**

**GOT IT? ▶ DOUBLE HEADER**  
HIGH SPEED REBOUND BASEBALL GAME

**GET IT! ▶** and do better all year 'round with the game that's set an earnings record unmatched by any other!

**Williams** MANUFACTURING COMPANY

*Creators of Dependable Play Appeal!*

4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

## EXCLUSIVE!

That's HOLLYCRANE, the sensational COIN-OPERATED, MINIATURE MODEL INDUSTRIAL CRANE. Positively the only one of its kind made!

★  
Write for Descriptive Circular and Free Profit Chart

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



## EASTERN FLASHES

Music news predominated activity in the city this week. Music ops had a busy time of it, getting around to the showings of a few new phonos, attending special parties, and culminating with the big 13th Annual Banquet of the music operators' association at the Starlight Room of the Waldorf on Saturday, October 28. When you read this, the music operators shindig will be history, but as we go to press, we understand a large attendance is in prospect, and that the entertainment to be offered will be on the sensational side. Many of the biggest names in the recording business will be on hand to visit with the operators. A number of out-of-town coinmen are also expected to be on hand. Al Denver, Nash Gordon and Dorothy Wolk are to be commended.

Rock-Ola previews its "Rocket '51-50" phono at a three day showing at the Hotel New Yorker, (Friday, Saturday and Sunday, October 27, 28 and 29) with Art Weinand, general sales manager of the manufacturing firm on hand to greet the music ops. . . . Jack Rubin, Five Boro Music Co., Brooklyn, N. Y., on coinrow, buying this and that. . . . Harry and Hymie Koepfel, Koepfel Distributing Company, working feverishly to get that export shipment out to make a certain boat. . . . Al Simon, Albert Simon, Inc., (ChiCoin representative) kept pretty close to the fireside these evenings. The new arrival is expected the early part of November, and Al's checking thru a long list of girl's names. . . . Joe Young, Young Distributing, getting ready to entertain the Wurlitzer factory execs who'll be here for the music operators' banquet. . . . Humbert Betti of Union City, N. J., making the rounds along the row. One of the better ops in the biz, Humbert claims it's the hard work he's doing that keeps him so young and peppy. . . . Joe Hirsch, business manager for the games operators' association, stricken with a heart attack, and will be bedded for two or three weeks. . . . Lucky Skolnick, Brooklyn op, looking in the best of health, shopping at the wholesalers along the row.

John Haddock and Jack Mitnick of AMI expected to be on hand for the music ops' dinner as guests of Barney (Shugy) Sugarman and Abe Green of Runyon Sales Company. . . . Mike Munves reports shipments of Exhibit's new hit "Dale Six Shooter" coming in from the factory in greater quantities, but orders coming in faster. "Boy, looks like Exhibit's really got a big one with this gun," comments Mike, smiling broadly. . . . Dave Lowy, Dave Lowy & Company, hustling around and doing a fine job with Keeney's "League Bowler," the 4 player shuffle rebound game. . . . A local games operator comes up with this thought: "Manufacturers of shuffle games have given the entire industry a shot in the arm, particularly those of us in this territory. After its introduction, these firms have given us games with various new playing features, which have kept play at a high level, and in a number of instances, have stimulated play to greater heights. However, we could stand a new twist at this time as our collections are beginning to slacken off. I hope those engineers, who are probably staying awake nights, come up with something that will give the player a new incentive, and bring our collections back to those record highs."

We are well aware that "The Cash Box" serves the trade in a great many ways, and is extremely valuable to all in the industry. However, we do like to hear from our friends expressing their views. Received a most welcome letter from Gurdon Browne of the Paramount Vending Corporation, Beacon, N. Y., who states "Get so much good from your magazine that I hope you can get all to subscribe. The recent editorials have been especially good and timely." (Thanks, Gurdon).

## DALLAS DOINGS

A. G. Friedel leaves today for three weeks of pheasant hunting in South Dakota. . . . Ditto Shorty Combs. They will hunt within ten miles of each other in adjoining counties. . . . Incidentally if you can't make it to South Dakota and you would like to have some pheasant, you might give Grady Smith (Free-Dell's Novelty) a ring. Grady raises pheasant and will sell them to anyone with three bucks. Such delectable eating, we've yet to find. . . . Benny McDonald of Fort Worth dropped in for a chat about the weather, and natch he was driving a sleek Cadillac. . . . Mr. and Mrs. George Wrenn will celebrate their seventh anniversary with a big gathering at Lake Texhoma. George and Phil Weinberg recently purchased a cabin cruiser and will christen it at this event. May we wish Mr. and Mrs. Wrenn many many happy returns. . . . Andy Wrenn of the Bally Mfg. Co., in Dallas for several days.

Walbox Sales Company is looking forward to the showing of Rock-Ola's new '51-50 model phonograph. They expect the showing will break around November 15. . . . Fred Barber gives us the word that Bally is back in production with its "Bowling Champ." . . . Arthur Flake and Jack Hall took in the Rice-S.M.U. game in Houston this past week end. . . . We hear that J. L. Eaton couldn't make Dallas this week due to the fact that he is still recovering from a week end at the State Fair of Texas. Ops here and there: Lester Godwin, Bill Underwood, and Garland Delamar vaking like mad. . . . Dennard and Brown in from Henderson. . . . W. B. Moseley making the rounds. . . . Ditto Bob De Priest.

Coinmen You Should Know: We can hang the successful sign after Ray Barnes' name and attribute his success not only to his initiative and hard work but also to his not being afraid to gamble on something that will make money. Ray operates approximately 300 pieces of music plus (as Ray says any kind of a coin operated machine that will bring in the coins. This equipment is set in eight counties with his office in Palestine, Texas. His route is divided in forty mile areas with one man to each route. Ray says he operates a little differently from most operators, by giving each man complete authority on his respective route. Also, the route men are on a commission basis which gives them the initiative to build their route and get better locations. Occasionally Ray works a route, bringing him in closer contact with his customers and their needs. . . . In addition to his coin machine business, Ray owns the only record, appliance and radio repair shop in Palestine which has proved to be a successful venture. Ray, his wife Reba, and two children live in a two story brick English type home in Palestine. The basement has been converted into a play room, complete with juke box, pool table and bar. Mr. and Mrs. Barnes are rather famous for their Cuba-Libras. The most part of the Barnes' time is taken up with golf, at which they both excel. With all this activity they belong to a square dance club and do quite well. Our hats are off to Mr. and Mrs. Barnes with a wish for continued success.

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



## CALIFORNIA CLIPPINGS

For those as likes to keep abreast the political tide, here's a quick rundown on the pending L. A. mayoralty picture: Among the half dozen or so candidates chucking their toppers into the ring against incumbent Mayor Bowron are Lloyd Aldrich, the City Engineer who gave Hizzoner a surprisingly close run last time out; progressive Robert Kenny, former State Attorney; a fellow named Russell Parsons whom we know little about, and a couple other fellows we know less about. So far, the only people to get much excited about the thing are the candidates and their professional campaign workers. . . . Though **Phil Robinson** can take or leave football alone as a rule, we caught him sweating over that licking Indiana administered Notre Dame. Not that Phil's a chronic "Irish" booster but he had Chicago Coin's new 5-ball, "Fighting Irish," in mind. . . . Watched a load of premium merchandise being unloaded into **Johnny Hawley's** and spotted everything from dolls and bicycles to furniture—only thing needed to make like a drug store were automobile tires.

**Jack Simon** never looked better and tells us that he's almost ready to tackle a hot pastrami sandwich. Jack recommends an ulcer operation to anyone who needs it. Partner **Bill Marmer**, it seems, has now postponed his trip out here. . . . **Dannie Jackson** and **Georgie Warner** hit the road for dear old Automatic Games, going North and South respectively, George continuing all the way to Mexico City with a trainload of Shriners set to convene there with their red-fezzed brethren. **Sammie Donin** was back to the Las Vegas office. . . . If you were by **Luenhagen's** October 25, you probably met the man making with the fine music at the Palladium these nights. **Ray Anthony** giving **Mary Solle** and crew an assist behind the counter.

**Lyn Brown**, well stocked on new and used bowling games of just about every make, reports a slow but steady trickle of sales. . . . Chatted with **Mr. and Mrs. Norman Christ** of Lompoc, who reveal that business up there is showing a definite upswing on music and games. . . . **Paul Laymon** and staff are keeping mighty busy these days with Wurlitzer customers while also doing a top job on Bally one-balls and bowlers. The used Wurlitzers, 1100's and 1015's, are starting to dot the Laymon floor and look almost as good as new after the boys in the backroom get through with 'em. Tried a few platters on the new 1250 Wurlitzer 45 rpm job and it sounded to us like a definite improvement in sound over anything yet. . . . **Stan Turner** was up North, Paso Robles and Santa Maria, beating the Wurlitzer drums and saying howdy to a lot of old friends. . . . Recuperating at home after a bout with the medics was operator **Ben Corenblum**. . . . Huddling in their Solotone shop were **L. B. McCreary** and **Forrest Wilson**, whose new radio-record remote production appears considerably under the high mark of several months back.

Found **Phyllis** and **Dolores** both on hand at **J. Peskin** Distribs and full of such fun as the announcement that Dolores planned to get married the 1st (the first guy who asked her). Hence, we took their report that **Paul Silverman** was up to Acapulco, basking in the sun, with a generous grain of salt though Joe Peskin's Palm Springing was believable enough. The girls also kept their pretty faces straight when they related that **Walter Solomon** had been in and was still coasting by taking in the ballet and other such cultural pursuits. . . . **Bud Parr** and **Fred Gaunt** all set for arrival of new Rock-Ola phonograph any day now. . . . Ran into **Ray Powers** at Badger Sales and looked like he was eating at least as regular as when on his own. . . . **Bob Bard** busy with used bowling games and ready for action on the big new music box from up the street. . . . On the Row: **Lindsay T. Hill** of Santa Monica. . . . **Oildale's Niles Smith**. . . . **Bernard S. Mills** from Bell Gardens. . . . **A. R. Goddard** from Las Vegas. . . . **Corona's R. G. Patterson**. . . . **Walter Mehen** and **Porky Bergen** of Camp Cook. . . . **Dick Harrison** from San Berdoo.

## MINNEAPOLIS—ST. PAUL, MINN.

**Mr. and Mrs. Walter Hugeback** of New Hampton, Iowa, in Minneapolis last weekend taking a little vacation for a few days, it being their first visit to the Twin Cities in several months. . . . "**Chuck**" **Rusnak** of Grand Rapids, and his wife in Minneapolis for a couple of days, "**Chuck's**" first visit in several months. . . . **Mr. and Mrs. Ed Chesney** of Aberdeen, S. D., taking a few days off to drive into the Twin Cities to make the rounds and to see what's new in equipment. . . . **Carl Wickstrom** of the Northland Music Company, Brainerd, decided to take advantage of the beautiful autumn weather to drive into Minneapolis and call on a few distributors. Thought it might be his last visit, as once winter sets in he is practically isolated. . . . **Johnny Kalasardo** of Ladysmith, Wis., breezing into Minneapolis for a few hours, making the rounds and picking up a few records, and then out the same way, as he had business to attend to at home.

**E. E. McDaniel**, Wadena, in Minneapolis for the day, looking for some used equipment, and says business has slowed up considerably, as sixty young men have been inducted into Service, and that hurts his business. . . . **Don Fitzgerald** of Sioux Falls, S. D., took time off to drive into Minneapolis to pick up some parts and other miscellaneous items. . . . **Jack Lowrie** of Lake City, stopping in to say "hello," while **Mrs. Lowrie** enjoyed spending the day shopping in the downtown stores. . . . **Al Meiorowitz**, manager of the S. L. London Company, back on the job this week, after taking a weeks' vacation. . . . **Sam London** of the S. L. London Company, Milwaukee home office, visiting the Minneapolis office for a couple of days. . . . Pheasant Season opened with a tremendous bang last Saturday and many of the Twin City operators were guests of out of town operators in the shooting area. Quite a few of the boys got their limit.

# ATTENTION!

NAME THE PRICE YOU'LL PAY FOR THE FOLLOWING—

### PHONOS

- Wurlitzer 750E
- Wurlitzer 850
- Wurlitzer 1015
- Wurlitzer 1100
- Wurlitzer 1080
- Seeburg 1-46
- Seeburg 1-47
- Seeburg 1-48
- Seeburg 100
- Rockola 1422
- AMI Model A
- AMI Model B

### PINBALLS

- Carnival
- Citation
- Gold Cup
- Hot Rods
- Jockey Special
- Just "21"
- Lady Robin Hood
- Mardi Gras
- Select-A-Card
- Sharpshooter
- Special Entry
- Spinball
- Trade Winds
- Victory Special
- Wisconsin
- Yanks

### SHUFFLES

- Bally Shuffle Bowler
- Bally Speed Bowler
- Chicoin Bowling Alley
- Chicoin Bowling Classic
- Chicoin Shuffle Baseball
- Gottlieb Bowlette
- United Shuffle Alley
- United Shuffle Alley Express
- United Super Shuffle Alley
- Universal Super Twin
- Williams Twin Shuffle

### CONSOLES

- Bally Draw Bells
- Bally DeLuxe Draw Bells
- Bally Spot Bells
- Bally Triple Bells
- Keeney Super Bonus Bells
- Buckley Track Odds

### BELLS

- Mills Brown Bells 5/10/25
- Mills Black Cherry Bells 5/10/25
- Mills Melon Bells 5/10/25
- Mills Golden Falls 5/10/25
- Mills Jewel Bells 5/10/25
- Mills Black Gold 5/10/25
- Mills Black Beauty 5/10/25
- Mills Blue Bells 5/10/25
- Jennings Sun Chief 5/10/25
- Jennings Tic-Tac-Toe 5/10/25
- Jennings Bronze Chief 5/10/25
- Jennings Sweepstakes 5/10/25
- Jennings Victory 4-Stars 5/10/25
- Buckley Criss Cross 5/10/25

Mail to: **BOX No. 1028**

THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.





**CLASSIFIED ADVERTISING SECTION**

**FOR SALE**—Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic \$6.95. Right and left corners \$7.95 ea. All bubbler tubes for Wurlitzer 1015's \$3.90 ea. Domes for Seeburg 146, 147, 148 \$14.95 ea. 1/3 deposit. Balance C.O.D. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

**FOR SALE**—1 Williams All Stars \$95; 1 Bally Champion F.P. \$325; 10 Packard Wall Boxes \$15 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

**FOR SALE**—8 Poolette Pool Tables \$125 each. Write or phone: TRISTATE AMUSEMENT CO., 149 18th ST., WHEELING, W. VA. (Tel.: Wheeling 649.)

**FOR SALE**—Citation \$199.50; Champion \$349.50; Jockey Special \$99.50; Gold Cup \$89.50; Seeburg 147-M \$325; Wurlitzer 1015 \$275; Bally Shuffle Bowler \$124.50; Buffalo Bill \$149.50; Sharpshooter \$114.50; Select-A-Card \$124.50. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: IN 3-2210.

**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**—Wurlitzer: Model 1100's, 1015's and 750E's; Seeburg: Model 147's. Ready for location. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

**FOR SALE**—Complete listing of prices for all types of machines—Pinballs, Consoles, Bells, Phonographs, Arcade, Shuffles, Rebounds, Rolldowns, One-Balls, Automatics. You get weekly lists. Only \$15 per year. Write: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N.Y.

**FOR SALE**—ChiCoin Bowling Alley \$100; ChiCoin Midget Skee-ball \$125; ChiCoin Shuffle Baseball \$110; Genco Baseball Shuffle \$75; Bowlette \$75; Bing-A-Roll \$50. WANT—Seeburg Shoot-A-Bear Gun. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCOTIA 2, N. Y.

**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**—1 Aircon 400 Coronet \$150; 2 '47 Seeburgs \$250 ea.; 1 '46 Seeburg converted to '47 \$225; 1 '47 Rock-Ola \$225. Wurlitzer Distributors. MIDLAND MUSIC DISTRIBUTORS, 409 NORTH NOBLE ST., INDIANAPOLIS, IND. Tel.: MA 8514.

**FOR SALE**—Wall Boxes: 11 DS20-1Z 5c play; 9 DS20-1Z 10c play; 16 WS-2Z 5c play. These are pre-war Seeburg boxes in good condition and ready for your locations—priced ridiculously low at \$6.95 each. Small deposit required. SPARKS SPECIALTY COMPANY, SOPERTON, GEORGIA.

**FOR SALE**—We have a substantial quantity of all types of bowling machines, all thoroughly reconditioned, and are interested in trading them for good used five-balls and phonographs. We expect no cash. Contact us with a list of equipment you have available. We will offer you exchange deals. Write—wire—phone: ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y. Tel.: Lincoln 9106.

**FOR SALE**—Brand New Ambassador Front Door Conversions for 1015 Wurlitzer, gives it a new and different appearance \$57.50 ea.; New Jungle Joes \$179.50; Lite-up conversions for Shuffle Alleys \$9.95; new Edelco Pool Tables \$139.50. We can supply your needs. MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: 9-8632) or: 5743 GRAND RIVER AVE., DETROIT 8, MICH. (Tel.: Tyler 8-2230).

**FOR SALE**—Diggers: Exhibit Merchants, Mutoscopes Roll-Chutes, Iron-Claws, Eries for Carnivals, Buckleys, Exhibit Rotary Merchandisers (Pushers). Can supply digger parts. NATIONAL, 4243 SANSAM, PHILADELPHIA, PA.

**MISCELLANEOUS**

**NOTICE**—Operators in Louisiana, Mississippi and Alabama, we are direct factory distributors for: Mills Bells, Evans Consoles and Games, and AMI Phonographs and Music Accessories. Write, phone or wire us today. DIXIE COIN MACHINE CO., 912 POYDRAS ST., NEW ORLEANS 13, LA. Tel.: Magnolia 3931.

**NOTICE**—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Adaptor connects to best side of first 24 records. Precision made. No working parts. Easy to install. Price \$39.95. 1/3 deposit. J. R. HAWLEY DISTRIBUTING CO., 2845 W. PICO BLVD., LOS ANGELES 6, CALIF.

**NOTICE**—We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor, Penny Inserter, and the current hit "League Bowler" 8' and 9½'. Fastest scoring 1-2-3 or 4 player Rebound Bowling game. Now taking orders. Will accept trades. All parts and service on Keeney products. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

**MANUFACTURERS NEW EQUIPMENT**

Equipment listed here is currently in production. Prices listed are manufacturer's list prices. Equipment is removed from this listing only when manufacturers halt production.

**AMI, INC.**

- Model "C" Phonograph .....\$795.00
- Model HS-SM Hideaway ..... 575.00
- 5c - 10c Wall Box (40 Selections) ..... 59.50
- 5c Wall Box (40 Selections) ..... 53.50
- Amivox Speaker ..... 27.50

**BALLY MANUFACTURING CO.**

- Turf King .....\$695.00
- Grandstand ..... 695.00
- New Shuffle Champ ..... 399.50

**BUCKLEY MANUFACTURING CO.**

- Buckley Wall & Bar Box .....\$ 19.50

**CHICAGO COIN MACHINE CO.**

- Fighting Irish .....\$279.50
- Ace Bowler ..... 395.00
- Pin-Lite ..... 365.00

**COMO MANUFACTURING CO.**

- Hollycrane .....\$695.00
- Hollycrane F. P. .... 745.00
- Como Bally Shuffle Bowler Conversion ..... 89.50
- Como Pin Boy Conversion ..... 89.50

**H. C. EVANS & CO.**

- Constellation Phonograph .....\$745.00
- Winter Book '50 ..... 826.00
- Coaltown ..... 825.00
- Races ..... 931.00
- Casino Bell '50 ..... 665.00

**THE EXHIBIT SUPPLY CO.**

- Rotary Merchandiser (1950 Model) .....\$650.00
- Dale Six Shooter ..... 349.50
- Two Player Hockey ..... 184.50
- Oasis ..... 289.50

**GENCO MFG. & SALES CO.**

- Harvest Time .....\$279.50

**D. GOTTLIEB & CO.**

- Spot Bowler .....\$294.50

**J. H. KEENEY & CO., INC.**

- League Leader, 9½ Ft. ....\$419.50
- League Leader, 8 Ft. .... 409.50
- All-Electric Cigarette Vendor ..... 259.50
- All-Electric Cigarette Vendor with Changemaker .... 277.00
- Penny Inserter ..... 119.50
- Criss Cross ..... 550.00
- Bowling Champ Conversion ..... 350.00
- Match Bowler Conversion ..... 379.50

**UNITED MANUFACTURING CO.**

- Single Player Shuffle Alley Rebound .....\$375.00
- Two player Shuffle Alley Rebound ..... 375.00
- Four Player Shuffle Alley Rebound ..... 395.00
- Shuffle Alley DeLuxe Conversion ..... 79.50
- Super Shuffle Alley DeLuxe Conversion ..... 89.50
- Double Shuffle Alley DeLuxe Conversion ..... 89.50

**UNIVERSAL MANUFACTURING CO.**

- Winner .....\$675.00
- Feature Bell ..... 795.00

**WILLIAMS MANUFACTURING CO.**

- Double Header .....\$395.00
- Pinky ..... 279.50

**THE RUDOLPH WURLITZER CO.**

- Model "1250" Phonograph .....\$829.50
- Model "1217" Hideaway ..... 629.50
- Model "4820" Wall Box 5c-10c-25c 4-wire (48 Selections) ..... 87.50





ARCADE EQUIPMENT

(Continued)

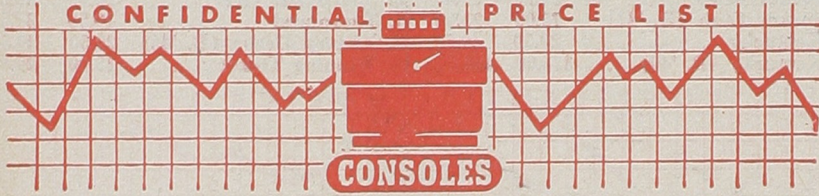
Table with 3 columns: Item Name, Price 1, Price 2. Items include QT Pool Table, Quizzer, Rockola Ten Pins LD, etc.

MILLS (Cont.)

Table with 3 columns: Item Name, Price 1, Price 2. Items include 6. 50c Club Bell, 6. 1c Blue Front, 4. 5c Blue Front, etc.

PACE

Table with 3 columns: Item Name, Price 1, Price 2. Items include 5. 5c Comet FV, 5. 10c Comet FV, 5. 25c Comet FV, etc.



CONSOLES

Table with 3 columns: Item Name, Price 1, Price 2. Items include 2. Arrow Bell, 1. Bally Draw Bell 5c, 4. Bally Draw Bell 25c, etc.

JENNINGS

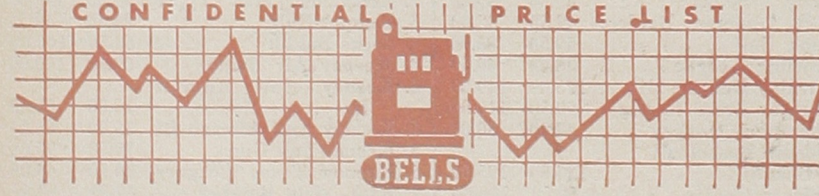
Table with 3 columns: Item Name, Price 1, Price 2. Items include 6. 5c Chief, 6. 10c Chief, 6. 25c Chief, etc.

GROETCHEN

Table with 3 columns: Item Name, Price 1, Price 2. Items include 6. 1c Columbia, 6. 5c Columbia Chrome, 4. 5c Columbia JPV Bell, etc.

WATLING

Table with 3 columns: Item Name, Price 1, Price 2. Items include 6. 5c Rolatop '48, 6. 10c Rolatop '48, 6. 25c Rolatop '48, etc.



BELLS

Table with 3 columns: Item Name, Price 1, Price 2. Items include 1. 5c Gold Chrome HL, 1. 10c Gold Chrome HL, 1. 25c Gold Chrome HL, etc.

BUCKLEY

Table with 3 columns: Item Name, Price 1, Price 2. Items include 2. 5c Criss Crosse, 4. 10c Criss Crosse, 4. 25c Criss Crosse

# UNITED'S FOUR Player Shuffle Alley

UNITED'S 4 PLAYER SHUFFLE ALLEY														
1 <sup>st</sup>	UP	100	200	300	10	20	30	40	50	60	70	80	90	7 <sup>th</sup>
2 <sup>nd</sup>	UP	100	200	300	10	20	30	40	50	60	70	80	90	2 <sup>nd</sup>
3 <sup>rd</sup>	UP	100	200	300	10	20	30	40	50	60	70	80	90	3 <sup>rd</sup>
4 <sup>th</sup>	UP	100	200	300	10	20	30	40	50	60	70	80	90	4 <sup>th</sup>
STRIKE		PLAYERS				TARGET				FRAMES				
1 2 3 4		1 2 3 4				1 2 3 4				1 2 3 4 5 6 7 8 9 10				



**1 TO 4 PLAYERS CAN PLAY**

**UP TO 4 COINS PER GAME**

**FAST REBOUND ACTION (45 SECONDS)**

**EASY-TO-SERVICE MECHANISM  
HINGED PLAYFIELD**

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POPULAR  
9 FT. LENGTH

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