

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY
Vol. 8, No. 52
WEEK OF
SEPT. 22, 1947





If it's a Mills, I always play it—

I like to get my money's worth!



The public prefers
THE MILLS CONSTELLATION
The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

SPECIAL

ANNOUNCEMENT

DUE TO A SUDDENLY CALLED STRIKE OF THE DRIVERS FOR THE AMERICAN EXPRESS COMPANY, A NUMBER OF ADS WILL NOT APPEAR IN THIS ISSUE.

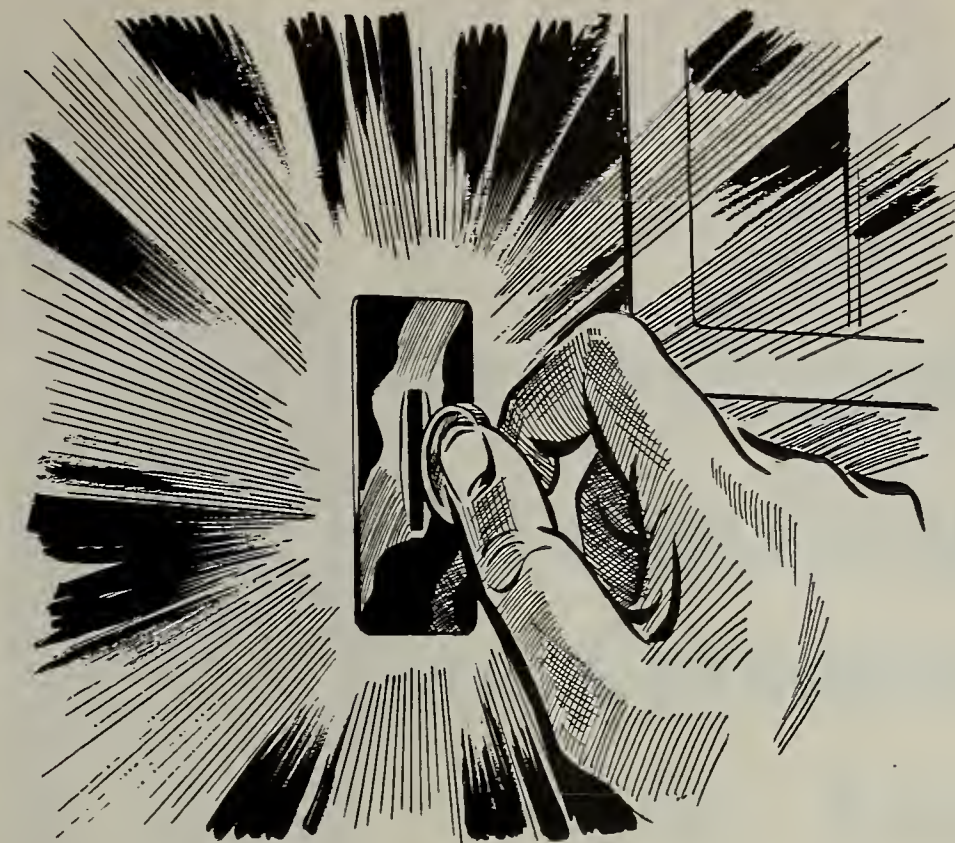
CUTS THAT WERE SENT TO US BY RAILWAY EXPRESS AND AIR EXPRESS WERE NOT DELIVERED.

WE SEARCHED FOR THESE PACKAGES AT THE VARIOUS TERMINALS, BUT DUE TO THE ENORMOUS AMOUNT OF UNDELIVERED CARTONS, CRATES, ETC., PILED OVER 30 FEET HIGH OVER A VAST AREA, IT WAS IMPOSSIBLE TO LOCATE THEM.

AMONG THE ADS MISSING FROM THIS ISSUE IS A SIXTEEN PAGE ANNOUNCEMENT BY A PHONOGRAPH MANUFACTURER.

WE ARE EXTREMELY SORRY THIS SITUATION AROSE, WHICH WAS ENTIRELY BEYOND OUR CONTROL, AND ASK THE INDULGENCE OF OUR SUBSCRIBERS AND ADVERTISERS. WE HOPE THE CONDITION WILL BE SETTLED AND THE ADS WILL BE AVAILABLE FOR OUR NEXT ISSUE.

THE CASH BOX



Coins Dropping Starts Fall Season Popping

By Bill Gersh

This is it. The Fall season, which everyone awaited so eagerly. Coins are dropping into automatic equipment of every type and make—in indoor locations everywhere in the nation. The Fall season starts popping as the coins are dropping.

It's the beginning of what everyone in the coin machine industry believes will be one of "the greatest Fall seasons of all time".

And, from all present indications, there is every belief that this prediction will be fulfilled.

Coinmen everywhere in the country were priming for this Fall. Everyone of the nation's leaders predicted that Fall would bring back big buying of merchandise which fell off during one of the hottest summers in the country's history.

The farm country operators report that their customers are now coming into town more often than before and that juke boxes are playing, games are in action, vendors are selling more merchandise, and the season has started with a loud and resounding bang.

In the big urban centers, too, ops report that more coin is dropping thru the coin chutes of their machines. They claim that during the intensive heat of the summer months many left the cities and play fell off. Now, with people back on the job again, and with machines back in action, the coin here, too, is popping in the cash boxes of all city equipment.

From every division of the field comes optimistic reports. Prices of machines are lower than ever before in the used machine field and many are taking advantage of this low price situation to cover locations.

The most outstanding buying, tho, according to all reports, will be in new equipment, for the manufacturers, many believe, have held back some of their greatest products, awaiting the end of the summer heat.

This fall, then, more than any other year, is seeing a new awakening in the trade with many plunging into their work more enthusiastically than ever before to build up to the grandest year they've ever yet enjoyed. And, from all present indications, this will be the case for the greater majority of the nation's coinmen.

With the coin dropping into automatic equipment everywhere and with the Fall season popping everyone is optimistic, enthusiastic and eager to see the Fall of 1947 get under way with greater speed and bigger profit assurance than ever before in the history of the business.

And this attitude on the part of the men comprising

this industry will, of itself, help tremendously to get the season under way in the manner everyone wants to see it started.

There is no longer any doubt that the coin machine industry was awaiting the Fall months to get going big again. It is now back in action—things are popping—distributors are reporting the beginning of good sales—operators state that averages are going up—manufacturers plunge enthusiastically into new equipment—the trade is at its height and action will grow speedier as the months go by.

More and more coinmen are adjusting themselves to this new era. They are modernizing their business methods. They are streamlining their operations. They are arranging for more and better equipment on their routes to overcome whatever competition came into being this past summer and what may come into being later.

Everyone is in action to make this the most outstanding Fall season in the history of the industry.

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"THE CONFIDENTIAL WEEKLY OF
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"AUTOMATIC MERCHANT"



Is New, Monthly Magazine Exclusively Devoted to Automatic Merchandising. First Edition Will Appear November. Covers Entire Vending Field. Controlled Circulation of 10,000 Guaranteed. Will Be Designated as "A. M." for "Automatic Merchant". First Edition Closes Oct. 15.

NEW YORK—*The Cash Box* knows of no better way to greet the fall season than with an announcement showing ever greater faith and confidence in the coin machine industry.

In keeping with such faith and confidence, *The Cash Box* announces to all the trade, with this "Fall Special" issue, the forthcoming first edition of an entirely brand new and different magazine, not just a section of this publication, but, instead, an entirely new magazine in itself, to be known as, "A.M." These initials are an abbreviation for the words, "Automatic Merchant".

So entirely separate will "A.M." be from *The Cash Box* that it will even be printed in a separate plant. It will have no identification with *The Cash Box* except from the standpoint that it is being published and printed by this publication and also that it will have the experience of the men who compose this publication.

These men have over 20 years of experience in the vending machine industry, going all the way back to the first cigarette machines, the first "automatic grocery", and the cylindrical coffee machine produced by National of St. Louis; as well as the very first cigarette machine produced in the basement of his home by the late Wm. H. Rowe of Rowe Manufacturing Company. Even back to the late Arthur H. DuGrenier and his first cigarette and candy machines. And to all the automatic merchandisers which followed these pioneers. The editors of "A.M." have even had their hand in the designing of machines for the automatic merchandising industry, as can be attested to by leaders of this field.

"A.M." will be a standard size (8½" wide by 11" high) magazine, featuring three columns, and will be extremely colorful. Souvenir, first edition covers fully framed, have already been shipped to leaders of the automatic merchandising field. The first edition, which will certainly be a souvenir in itself, will close its advertising and editorial pages on October 15 and will be issued November. Circulation will be thruout the entire automatic merchandising field and will cover every possible known prospective purchaser of vending machine equipment. 10,000 controlled circulation is guaranteed each month's issue.

For a long time now the operators of vending machines have long sought a new name for themselves. In many meetings thruout the nation, leaders in this industry report, these men have come to designate themselves as "automatic merchants". Therefore, the name of the new "A.M.", which ties in with this entirely new designation for an operator of vending machines, "Automatic Merchant".

Months ago noted leaders of the automatic merchandising industry approached *The Cash Box* and recommended that this publication place a special magazine completely and exclusively devoted to the vending machine industry in the field.

One of these leaders stated, "Your editorial men have had more closer and better experience in the automatic merchandising business than anyone else in the publication field. You've known our business for over 20 years. You've been directly connected with it for so long that the entire industry can tremendously benefit from your experience. There is

every reason why you should start an entirely separate magazine devoted to automatic merchandising."

"A.M." is the answer to this request. The "Automatic Merchant" is, each day, assuming ever greater importance in the merchandising of all products. Every leading manufacturer, whether in drugs, groceries, tobacco, and many other and varied fields, as well as candy, beverages, ice cream, and other products, is gradually turning to automatic merchandising because of its direct-to-the-consumer sales factor.

The "Automatic Merchant", therefore, grows ever greater in the eyes of these outstanding American manufacturers. These companies are spending millions of dollars daily to acquire followings for their brands. They realize what the vending machine means to them from a promotional as well as a sales standpoint.

It has long been recognized in the automatic merchandising field that some of the largest radio programs are on the air during the later evening hours to catch Mr. and Mrs. Johnny Q. Public in their homes when they are gathered about their radio set. But, even tho they try their very best, thru extremely clever commercials, to impress upon Mrs. Johnny Public the fact that she should run right down to her nearest store the next morning to buy the brand of coffee, or other product being advertised, the advertiser and his promotional department realize that Mrs. Public will instantly forget all about the commercial the moment they're off the air.

They must then depend upon the retailer to recall

the brand to Mrs. Public when the time to buy arrives. And "name" brands aren't the dealers' "big profit brands". But, these men also realize (and know for a fact) that were there vending machines in the lobby of Mrs. Public's apartment building, or outside on the wall to the entrance of the stores she patronizes, they could sell their product right then and there directly to her, and the advertising cards which could be inserted in each machine would do all the "recalling" that was necessary.

Therefore, more and more leading producers are turning to automatic merchandising and the "Automatic Merchant" becomes ever more important in the general merchandising scheme of all leading producing organizations who wish to intelligently, capably and efficiently market their wares.

The first edition issue of "A.M." will probably be one of the most outstanding ever seen in the automatic merchandising industry. It will contain so many interesting facts and articles that it will be preserved (as all first editions are) for years and years to come.

Those who want to enter into this memorable issue should do so immediately. This first edition issue with its Daliesque cover will close on October 15 and will be sent out to the trade on November 1.

It will be an issue long remembered by all in the field for it will be the very first magazine in the history of automatic merchandising so exclusively devoted to the field and so knowing of the facts of the industry as well as so devoted to the man behind the guns who is making automatic merchandising an ever greater industry every minute of the day, the "Automatic Merchant".

"YOU'RE NUTS! YOU'RE WASTING TIME! YOU'LL NEVER GET THESE DUMB OPERATORS TO REALIZE THEY MUST GET \$15 PER WEEK FRONT MONEY!"

NEW YORK — The above quotation was made to me by some of the "real smart guys" in the coin machine industry. Or, should I say, "the supposedly smart guys". But, believe me, it hurts.

It hurts, because I believe that the answer to the entire problem of coin machine development, progress and prosperity for today, and for the years to come, is for the operator to get a weekly guarantee on all the new equipment he installs in any location.

I believe that he should "sell" the location owner on the fact that "the entertainment service" he is giving him is worthy of a "weekly guarantee". That he is bringing him a very definite source of revenue, and that the operator must be guaranteed a certain weekly amount of money to assure himself, as well as his location owner, that he will be able to continue to bring him this source of revenue.

I further believe that the answer to the entire paralysis in some divisions of the industry is simply that many people have overlooked that they can't build on a foundation made of loose sand. That they must have a firm and solid foundation upon which to build their house of tomorrow. And, in this industry, the operator is that foundation. Unless he is happy, and prosperous, and financially liquid—everyone up the line suffers.

That's why I fought so hard to tell you operators of America that you must, you simply and absolutely must, get at the very minimum—\$15 per week front money guarantee from everyone of your locations. That's your guarantee that you will remain in this business—not only today—but for the years to come. That

you will be able to overcome competition. And that you will be happy and financially solid—and be able to buy new equipment as it is introduced and know that you will amortize it within a reasonable period of time and profit even during the amortization period—and afterwards, especially.

Well, these "smart guys" seem to think I'm nuts. They tell me, "You're nuts! You're wasting time! You'll never get these dumb operators to realize they must get \$15 per week front money!"

I'm betting I'm right. And that they're wrong. I don't think operators are "dumb" — like cattle. I think they're intelligent human beings. I like them. I believe that they're people like myself who are working damn hard to make a living. I feel that most of them have the same thoughts that I do. I sort of hanker to the side that they want to raise a grand family, put their kids thru school, and college, and watch them grow up to be respected men and women in their communities. That they want to be able to quit when they get around the 60 year mark and take it easy and not be dependent on their children. And that they want to be able to leave their sons and daughters a few bucks which will make them so much more loved and revered in their memories. Anyway, that's how I feel. Am I wrong?

That's why I decided to write this article. Because I want you to tell me whether I'm wrong. I guess I've personally met about as many thousands of you as has anyone in the history of the industry. I think you know I'm fighting for you. That I believe in you. That I have faith in you. That I think you're a really swell bunch of people. I want you guys, who are on the firing line all day long, to tell me whether I'm wrong. And, if I'm wrong, I just won't talk about \$15 per week front money guarantee anymore.

Maybe I'll do what some of the others seem to be so successfully doing—just go out there and get myself subsidized and smile and fawn and bow my head low down and grab whatever ads I can and say like some of these "real smart guys"—"grab while the grabbing's good."

I want you guys out there, who read this article, to come on right in and tell me. Tell me the truth. Talk out loud. This is your business. Your money is invested in it. Most of you have everything you ever had in this world tied up in equipment. You're out there plugging and fighting and taking a lot of guff from a lot of guys. But, like all businessmen, you've got to.

Do me a favor, won't you please, tell me — "Am I wrong?"

Bill Gersh

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

NOW THAT YOU'VE READ MY ARTICLE ON THE PRECEDING PAGE — TELL ME

AM I WRONG?

BILL GERSH
THE CASH BOX
381 Fourth Avenue
New York 16, N. Y.

Dear Bill: _____

Signed _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Postage Stamp
Necessary
if Mailed in the
United States



BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.

Postage
Will be Paid
by
Addressee

VOTING STARTS TODAY

TO CHOOSE BEST RECORDS AND ARTISTS OF '47

Juke Box Leaders Urge Ops to Fill Out Prepaid Post Card and Mail Today. Cards Supplied Free to All Music Ops' Assns. to Vote at Mass Meetings.

NEW YORK — We're off — to the greatest music popularity polls in the history of the automatic music industry!

With the advent of the greatest fall season ever, bearing down upon music operators throughout the nation, *The Cash Box* Second Annual Music Poll starts with this Fall Special Issue. The poll, solely sponsored and conducted by *The Cash Box* on behalf of the Automatic Music Industry of America will disclose the best records and artists of 1947, as selected by thousands of music operators on coast to coast.

Music operators—the people who place an artist's recordings in their machines will vote for their best moneymaking records and artists of the year in this poll, scheduled to run thru mid-December.

The voting method, is considered by juke box association leaders to be the most equitable means of determining the winners of the poll. Each piece of equipment the music operator owns will be counted for one vote. Music operators are urged to completely fill out the voting card, specifically stating how many pieces of equipment he owns, (juke boxes, wall bar boxes, music shells, non-selective juke boxes, etc.) thus insuring him of a complete tally in his voting. Individual tabulations of a music operator votes will not be revealed in any manner.

Juke box leaders throughout the nation have informed music operators of the poll and urge their operator members to vote actively. Voting cards will be supplied free to music associations to facilitate voting at mass meetings.

That this poll represents huge strides and gains for the automatic music industry is easily seen in the avid interest displayed by artists and performers alike, artists, music publishers, and recording executives are expected to closely follow the tabulations and findings of this poll.

One well-known record executive stated, "With the juke box operator representing one of the largest buyers of records today, I am particularly interested in the forthcoming music poll sponsored by *The Cash Box*. I regard the opinion of music operators have little knowledge of the music played upon their machines as absurd and obsolete. The music operator must know good music, for that knowledge represents his very business. A poll of this sort, voted upon by men who place hundreds of artists' records in their machines should prove extremely interesting when the final tabulations are

Another plattery official said in stating his views toward this music poll, "The doubting Thomas' who for years put no weight behind their operations in the automatic music field, will definitely see the tremendous effect upon the entire music industry caused by the selections of music operators throughout the nation, in voting in this music popularity poll, currently being conducted by *The Cash Box*. Music operators can make a record, as exemplified by the lesson "If I Had My Life To Live Over" showed. This music poll doesn't necessarily represent the whim or selection of a juke box operator—it represents the recordings the operator found most profitable to him as chosen and selected by his patrons. The millions of people who play some 400,000 juke boxes in the nation also buy records and their likes and dislikes will be displayed by the results of this poll."

The voting cards, which require no postage at all will be found in each issue of *The Cash Box*. Music operators may avail themselves of voting cards at their association headquarters, who will be furnished a supply of cards upon request. The trade press, newspapers and radio stations have been informed of this poll and will feature the tabulations published by *The Cash Box*. The acclaim the poll won last year at its conclusion, proved conclusively that the automatic music industry is a vital and important segment of the very breath of the music business as a whole. Music men know that the selection a juke box operator makes in placing records on his machine, not only aids in boosting an artist's popularity or the sales of a recording, but also plays an important part in an artist's box office attraction.

A recapitulation of the most heavily played tunes of the year appears here so that juke box operators may once again acquaint themselves with the songs in order to facilitate the voting. Subsequent listings will follow in future issues, showing additional tunes which have become popular while poll has been in progress.

VOTE NOW IN THIS SECOND ANNUAL EXCLUSIVE MUSIC POLL, SPONSORED AND CONDUCTED BY THE CASH BOX IN BEHALF OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA!

FILL OUT THE ENCLOSED VOTING CARD — AND MAIL IT TODAY!

The Most Heavily Played Tunes Of The Year Are Listed Below In Alphabetical Order To Aid The Music Operator In Making His Selections. Subsequent Listings Will Appear In Future Issues.

Almost Like Being In Love
Ain'tcha Ever Comin' Back
Apple Blossom Wedding
Among My Souvenirs
And So To Bed
At Sundown
Anniversary Song
Ain't Nobody Here But Us Chickens
All By Myself
A Sunday Kind Of Love
Across The Alley From The Alamo
Alexander's Ragtime Band
As Long As I'm Dreaming
April Showers
After Graduation Day
Ask Anyone Who Knows
Bless You
Bluetail Fly
Beware My Heart
Bloop, Bleep
Come To The Mardi Gras
Cumana
Connecticut
Cecilia
Chi Baba Chi Baba
Darktown Poker Club
Don't Tell Me
For Sentimental Reasons
Feudin' and Fightin'
Gal In Calico
Gotta Gal I Love
Guilty
Guitar Boogie
Huggin' and Chalkin'
How Are Things In Glocca Morra
Heartaches
Hoodle Addle
His Feet Too Beeg For De Bed
Hurry On Down
I'm So Right Tonight
I Wonder Who's Kissing Her Now
I Wish I Didn't Love You So
I Have But One Heart
I Believe
I Tipped My Hat
It's The Same Old Dream
I Want To Be Loved
I Wonder, I Wonder, I Wonder
Ivy
I Want To Thank Your Folks
I'll Close My Eyes
Jalousie
Je Vous Aime
Jack, Jack, Jack
Kate
Kokomo, Indiana
Linda
Lazy River
Love and The Weather
Mam'selle
My Adobe Hacienda
Moon-Faced Starry-Eyed
Mother, Mother, Mother

Missouri Waltz
Misirlou
Managua Nicaragua
Naughty Angelina
Oh My Achin' Heart
Old Devil Moon
On The Avenue
On The Old Spanish Trail
Oh Lady Be Good
Old Buttermilk Sky
Oh But I Do
Open The Door Richard
On The Boardwalk
Passe
Pretending
Peg O' My Heart
Passing By
Red Silk Stockings
Rocking Horse Cowboy
Roses In The Rain
Rickety Rickshaw Man
Rumors Are Flying
Rainy Night In Rio
Ragtime Cowboy Joe
South America Take It Away
Sooner Or Later
September Song
Sonata
Smoke, Smoke, Smoke
Spring Isn't Everything
Stella By Starlight
Swanee River Boogie
Song Of Songs
Santa Catalina
The Old Lamplighter
The Whole World Is Singing My Song
The Things We Did Last Summer
This Is Always
The Best Man
That's The Beginning Of The End
The Coffee Song
The Girl That I Marry
That's Where I Came In
Time After Time
The Egg and I
That's How Much I Love You
That's My Desire
Tim Taysun
Tallahassee
The Lady From 29 Palms
The Echo Said No
The Old Chaperone
Uncle Remus Said
Without Music
When Tonight Is Just A Memory
What Are You Doing New Year's Eve
When You Were Sweet Sixteen
Wyoming
Years and Years Ago
You Can't See The Sun
You Do
Zip A Dee Doo Dah

The Cash Box "OSCAR"



WILL BE AWARDED FOR THE BEST MONEY-MAKING RECORDS THAT APPEARED IN JUKE BOXES DURING 1947, AS WELL AS TO THE ARTISTS WHO MADE THE WINNING RECORDS, THE RECORD MANUFACTURERS WHO PRODUCED THE RECORDS, THE PUBLISHERS WHOSE SONGS APPEARED ON THE RECORDS, IN BEHALF OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA FOR WHOM "The Cash Box" SPONSORS AND CONDUCTS THIS EXCLUSIVE SECOND ANNUAL POLL TO CHOOSE THE BEST RECORDS AND ARTISTS OF 1947.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

The Nation's TOP TEN Juke Box Tunes



The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

AL—ALADDIN	EX—EXCELSIOR	QU—QUEEN
AP—APOLLO	JB—JUKE BOX	RA—RAINBOW
AR—ARISTOCRAT	KI—KING	SI—SIGNATURE
BU—BULLET	MA—MAJESTIC	SO—SONORA
BW—BLACK & WHITE	ME—MERCURY	ST—STERLING
CA—CAPITOL	MG—M-G-M	SW—SWANK
CN—CONTINENTAL	MN—MANOR	TO—TOP
CO—COLUMBIA	MO—MODERN MUSIC	TR—TRILON
CS—COAST	MU—MUSICRAFT	UA—UNITED ARTIST
DE—DECCA	NA—NATIONAL	VI—VICTOR
DEL—DELUXE		VT—VITACOUSTIC
DI—DIAMOND		
EC—EXCLUSIVE		

- 1 PEG O' MY HEART**
Still at the top of the ladder with a host of other tunes climbing fast.

AL-537—Al Gayle Harmonicords	DE-23960—Eddy Heywood O.	MG-10037—Art Lund
CA-346—Clark Dennis	DE-25076—Phil Regan	NA-9027—Red McKenzie
CO-37392—Buddy Clark	DEL-1080—Ted Martin	SI-15119—Floyd Sherman
DE-25075—Glenn Miller O.	MA-7238—Danny O'Neil	VI-20-2272—The Three Suns
	ME-5052—Ted Weems	VT-1—The Harmonicats

- 2 THE LADY FROM 29 PALMS**
In third place last week, this one moves up one notch here with ops roaring their approval.

CO-37562—Tony Pastor O.	VI-20-2347—Freddy Martin O.
DE-23976—Andrews Sisters	.VT—Henri Busse O.

- 3 NEAR YOU**
What a number, out of nowhere into the limelight. Ops just can't buy enough.

BU-1001—Francis Craig	CO-37838—Elliot Lawrence O.	ST-3001—Dolores Brown
CA-452—Alvino Rey O.	DE-24171—Andrews Sisters	VI-20-2421—Larry Green O.

- 4 THAT'S MY DES'RE**
In fifth place last week, this one holds tight as it gains ground again.

AP-1056—Curtis Lewis Trio	CO-37329—Woody Herman	MN-1064—The Cats & The Fiddle
CA-395—Martha Tilton	DE-23866—Ella Fitzgerald	MO-147—Hadda Brooks
CN-6048—Golden Arrow Quartet	ME-5007—Frankie Laine	SO-2019—Ray Anthony O.
	MG-10020—Art Mooney	VI-20-2251—Sammy Kaye

- 5 I WISH I DIDN'T LOVE YOU SO**
Moves up another notch this week, with music operators claiming heavy play.

CA-409—Betty Hutton	DE-23977—Dick Haymes	MG-10040—Helen Forrest
CO-37506—Dinah Shore	MA-7225—Dick Farney	VI-20-2294—Vaughn Monroe

- 6 FEUDIN' & FIGHTIN'**
In second place last week, this now famed coin culler takes a dive here although play continues steadily.

CA-8443—Jo Stafford	ME-6049—Rex Allen
CO-37189—Dorothy Shay	MG-10041—Kate Smith
DE-23975—Bing Crosby	VI-20-2313—Tex Beneke O.
MA-12011—Georgia Gibbs	

- 7 SMOKE, SMOKE, SMOKE**
Holds tight in the close race for music honors.

CA-40001—Tex Williams
DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

- 8 I WONDER WHO'S KISSING HER NOW**
Maintains its position as a top song among the nation's top ten.

AP-1055—Four Vagabonds	DE-1512—Dick Robertson O.	SI-15057—Bobby Doyle
CA-433—Dinning Sisters	DEL-1036—Joe Howard	SO-2012—D'Artega O.
CO-37544—Ray Noble O.	DI-2082—Jerry Cooper	VI-25-0101—Jean Sablon
CS-8002—Jack McLean O.	MA-6013—Foy Willing	VI-20-2315—Perry Como
DE-24110—Danny Kaye	RA-10002—Marshall Young	VI-26-329—Wayne King O.
DE-25078—Ted Weems		

- 9 WHEN YOU WERE SWEET SIXTEEN**
Still riding high, with middle western ops first starting to feature the tune.

CO-37803—Dick Jurgens O.
DE-23627—The Mills Brothers
VI-20-2259—Perry Como

- 10 TIM-TAYSHUN**
On the bottom again, nevertheless a coin winner all the way.

CA-412—Red Ingle & Jo Stafford
VI-20-2336—Hollywood Hillbillies

THE CASH BOX

Record Reviews

"How Lucky You Are"**"They Can't Take That Away From Me"**

ANITA ELLIS

(Mercury 3068)

● Anita Ellis to the fore to spill the very pleasing and scintillating wordage to this meaningful ballad titled "How Lucky You Are." With the title giving off the pitch and Anita purring soft and low behind some wonderful romantic background music the platter looks big here. Anita's wonderful styling and treatment of this tuneful piece rates heavy, and should meet with the favor of your customers. Wordage echoes the familiar line of that gal behind, oh so glad to have that guy. Strings swell throughout with the ork blending well in sweet rhythmic notes. On the back with more oldie material, Anita spills "They Can't Take That Away From Me." If you have the spots that go for this sort of stuff, her waxing will stand up with any platter around. Side to ride with is "How Lucky You Are."

"Kate"**"Deep Down In Your Heart"**

DICK JURGENS ORCH.

(Columbia 37852)

● Long missing from the phonos the renowned Dick Jurgens crew come up with a pair that may well reestablish their name as a forerunner in the jukes. Offering piper Al Galante on the duo labeled "Kate" and "Deep Down In Your Heart", the decks stack up as effective music styling for many a machine. "Kate", gaining ground as a top featured platter throughout the country seems like one to go over in a big way, while the backing "Deep Down In Your Heart" doesn't actually play second fiddle. Al's vocal efforts are mellow and should win high praise in music circles. "Kate" spills around the title, with the bottom deck reaching up for kicks with just the faintest touch of the novelty coming thru. Where they go for Jurgens in a heavy manner, they'll eat this pairing up.

"A Gal Who Understands"**"Lullaby of the Leaves"**

FRANCES WAYNE

(Exclusive 20x)

● Chirp Frances Wayne of Woody Herman fame knocks out a pair here that are bound to attract a whale of attention in coin circles. Wailing the sultry wordage to this piece labeled "A Gal Who Understands." Frances rides thru to score—and heavily at that. Ops are bound to find the fem's pipes especially suited to those spots that like 'em sweet and low, which is just what this cookie is. Ditty spins in slow tempo ably backed by the Les Robinson ork. On the flip with an oldie labeled "Lullaby of the Leaves" Frances shows her wonderful timing as she trills the familiar patter the music sets. Both sides should fare well with the host of music lovers that go for this canary.

DISK O' THE WEEK

"My Future Just Passed"**"Too Marvelous For Words"**

HARRY JAMES ORCH.

(Columbia 37851)



HARRY JAMES

● Scintillating music styled by the Harry James orchestra and well loaded down with possibilities is the story this platter tells. Featuring vocalist Marion Morgan, the James crew knock out "My Future Just Passed" and do so in such manner as to attract heavy coin attention. The ditty itself, having kicked around a bit in several spots throughout the nation makes for wonderful listening; add chirp Morgan's pitch behind some wonderful horn furnished by the maestro and you've got a deck that can score. With Harry leading off himself in the opening passages the canary comes thru in fine measure to wail this ditty hanging on a memory rack. The side is made for dancers and romancers and especially so in those spots where the lights are low. On the backing with an oldie, baritone Buddy DiVito grabs the spot to render the pleasing wordage to "Too Marvelous For Words." Side is adequate and should rate heavy with the James fans. Grab the top deck—you'll like it by all means.

"Mickey"**"The Martins and the Coys"**

TED WEEMS ORCH.

(Mercury 5062)

● Here's a "Mickey" in your direction and of the kind that will make you perk up rather than sluff off to slumberland. Ted Weems offers no "heartaches" with his rendition of "Mickey" a real old timer from way back that seems tailor made for your tavern spots. Featuring choir boy Bob Edwards and whistling Elmo Tanner, the platter looms high in this corner. Melody is catchy and should have a host of phono patrons humming to its strains. On the backing with some real old fashioned music in the person of "The Martins and the Coys", Elmo Tanner hangs tight to render the cute lyrics therein. Both sides are fashioned well and should meet with the approval of many an op.

"Changeable Woman Blues"**"Why Is Love Like That"**

JOHNNY MOORE'S THREE BLAZERS

(Exclusive 251)

● Pair of sides that ops with heavy race patronage may go for are these offered by Johnny Moore and the Three Blazers. Showing Charley Brown making with the wordage the top deck "Changeable Woman Blues" looks like the one to ride with. Although the strains of the ditty echo the stock race beat, Charlie's vocal rendition outshines to beat. Wonderful guitar work by maestro Johnny Moore is there for the asking, with bassist Eddie Williams riding thru for time. On the flip with "Why Is Love Like That" Charley asks the perennial question aimed at cupid and the way the pitch comes out makes the platter shape up as one which ops may latch on to. Grab a listen—huh?

"If You Knew Susie"**"Margie"**

EDDIE CANTOR

(Columbia Archives 2)

● From the forthcoming flicker titled "The Cantor Story" come these two all-time-old-time favorites by the inimitable Eddie Cantor. The ever-loving "If You Knew Susie" and "Margie" are offered in this reissue from the Archives series, and should prove strong coin winners once the flicker breaks. Cantor's song styling, always a favorite among many may set the same example that Mammy Al Jolson did several months ago with "Anniversary Song". The pairing, known by kids from 6 to 60 should set the pace off since this duo are the most popular from the Cantor repertoire. You'll go for this platter in a big way—get next to it but quick.

"Near You"**"It Shouldn't Happen To A Dream"**

FOUR BARS & A MELODY

(Savoy 657)

● Plug tune of the day being cut by every waxery in the nation it seems, as offered here by the Four Bars & A Melody seems like a nice bit that may take hold if given adequate plugging. The combo wail the ever increasing popular strains to "Near You" here and do so in effective manner throughout. Beat is mellow as they run thru some wonderful harmony phrases. Backing having kicked around a bit may earn repeat play with the chirping heard here. Labeled "It Shouldn't Happen To A Dream", the combo make pleasant music behind a favorable backdrop of incidental music. Both sides are there for the asking and since you know your route better than we do—go to it.

THE CASH BOX

Record Reviews

"Near To You"

"You're Mine Forever"

THE BASIN ST. BOYS

(Exclusive 21x)

● Vocal combo with a heavy following in many sections of the country step out here to do a pair well loaded with possibilities. Wailing the pleasing wordage to "Near To You" and "You're Mine Forever", The Basin Street Boys knock out some favorable harmony work which music ops may go for. Top deck has well moving rhythm behind it and is offered in pleasing tones of tranquility hard to beat. A ballad as the music stands, the lyrics beat a path of merriment around the title throughout. On the flip with "You're Mine Forever", the crew pick up the same pronounced beat and come thru to shine. Harmony work excels here and is of the variety best loved in those tavern spots. Both sides seem attractive filler material—give it a whirl.

"Near You"

"Zu-Bi"

VIC LOMBARDO ORCH.

(Majestic 7263)

● More of the rapidly rising "Near You"—this time with the Vic Lombardo ork leading off to score. Although this cookie doesn't rate as heavily as the many others flooding the record market, the platter may be used effectively by ops having wired telephone locations, and especially so by ops who cater to those quiet dinner spots. The mob that goes for music styled in the Vic Lombardo mood should find favor with this one too. Vocal chorus by The Three-some is mellow as it stands, with instrumental backing by the maestro coming thru to flourish. On the backing with a novelty stunt, the crew make merry to the tune of "Zu-Bi". With the title an abbreviation for you know what and the band joining in to add to the merriment the platter stacks up high from this department. The crowd that goes for Lombardo will go for these sides—'nuff said.

"Linger Awhile"

"The Shiny One"

CLARK DENNIS

(Capitol 458)

● Choir boy with a pair of golden pipes pitches pretty here with a duo that should meet with large success in zillions of phonos throughout the nation. Simple, yet beautiful wordage to "Linger Awhile" seeps thru to make you wanna set awhile and play the thing time and again. Wonderful backing by the Billy May ork flavors the platter immensely as a background of strings bring the full message of this ballad to a swelling crescendo. On the other deck with a cookie telling the story of "The Shiny One", balladeer Clark follows the top mate in musical styling and performance. The ditty wails about Erin and should reap harvest with ops catering to the crowd that goes for this brand.

SLEEPER OF THE WEEK

"Don't You Think I Oughta Know"

"That's Where I Came In"

HADDA BROOKS

(Modern 155)



HADDA BROOKS

● This one is a shot in the dark inasmuch as the ditty itself is currently one of the hottest rages in the east. Nevertheless we feel that this rendition can take the song, titled "Don't You I Think I Oughta Know" and really peg it for the big time. Chirp Hadda Brooks picks up the beat here and renders the pleasing lyrics in such fashion as to attract a barrel-full of coinage the nation wide. Spooning low and pretty behind one of the most beautiful guitar breaks ever heard, the gal with that quiver in her tonsils warms her way into your heart with this cookie. The metro spins slow and mellow throughout with Hadda grabbing the spotlight and running the gauntlet to please a zillion ops. The backing shows that the canary really can spoon as she knocks out the familiar "That's Where I Came In." Primarily aimed at race spots, this gal's chirping should fare equally well in all locations. You'll go for this soothing piece of wax in a big way—latch on!

"Anything You Can Do"

"Let The Rest Of The World Go By"

FRANKIE MASTERS ORCH.

(MGM 10062)

● Happy band crew that once were the rage of the music world set off on the right foot here with their initial dishing out of this plattery. The Frankie Masters men offer a pair of tunes that may be used as excellent filler material in many an op's machine. "Anything You Can Do", from the Irving Berlin musical "Annie Get Your Gun" shows well enough, and if there is a call for the ditty still, it should be the Master's arrangement they'll go for. On the backing with oldie material that met with exceptional success many moons ago, the Master's crew knock out "Let The Rest Of The World Go By." Short lick on the clary flavors the waxing immensely while the rest of the crew join in to enhance the tune's chances.

"I'm In The Mood For Love"

"Operation Mop"

VIVIEN GARRY QUARTET

(Victor 20-2352)

● More oldie material this week—this time by the capable Vivien Garry four knocking out some stuff labeled, "I'm In The Mood For Love." Best suited to those ops having low, cool and sweet dining spots, the platter shapes up well enough as it stands. Although the cookie won't stop any traffic by all means, it does make for cute listening pleasure. All instrumental throughout, the music this combo makes in easy, smooth finishing sets off the bill of fare. On the flip with some gone stuff, the crew make merry as they offer "Operation Mop"—title and all. Spinning in fast time with a light beat taking the lid, the waxing is there for the asking. Nothing unusual or spectacular here except the title, and if you have phono customers who play titles then by all means this dishing should meet their desires.

"Baby, Baby, All The Time"

"Somebody Loves Me"

WOODY HERMAN

(Columbia 37820)

● The capable Woody Herman steps up here to do a pair of platters that by far do not show Herman at his best. The top deck, "Baby, Baby All The Time" grabs the pipers vocal efforts but lacks in zing and bounce. Woody's followers may go for the platter once it gets around a bit. Metro is slow, with Woody spilling the wordage that polly the title throughout. The Four Chips aid the maestro immeasurably coming thru with instrumental support that rates. On the flip with "Somebody Loves Me", Woody fills the bill here with this old time rave fave. Woody spills the familiar message in slow time, with the background set off once again in fine style by The Four Chips.

"Gloomy Sunday"

"In The Still Of The Night"

BILLY ECKSTINE

(National 9037)

● This guy can sing for his supper any day in the week—and walk off with a zillion course meal! The great Billy Eckstine offers by far one of his best works to date on this release from his old plattery. The ditty titled "Gloomy Sunday" should make a host of other pop balladeers sit up and take notice, for Billy really shines with this rendition. The music offered here is of top caliber and gives Billy the sense of proportion needed for a song of this type. Billy's vocalization in weird pattern is something to hear as he flies off and reaches for the high notes, and comes down with wonderful tone to rate like a spade flush. With the wordage sounding off toward the title and Billy's song styling, this platter is bound to be literally eaten up by his many fans. On the backside with "In The Still Of The Night" Billy ditto's the top deck to score again. Tune is the oldie and what with the following heights. Get next to "Gloomy Sunday" Eckstine has is bound to rise to new—but pronto!

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City FOR THE WEEK OF SEPTEMBER 22, 1947

New York

1. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
2. COME TO THE MARDI GRAS (Freddy Martin)
3. DON'T TELL ME (Margaret Whiting)
4. NEAR YOU (Francis Craig)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. FEUDIN' AND FIGHTIN' (Darathy Shoy)
7. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
8. THE LADY FROM 29 PALMS (Freddy Martin)
9. CUMANA (Freddy Martin)
10. TALLAHASSEE (Bing Crosby)

Breckenridge, Texas

1. NEAR YOU (Francis Craig)
2. I'LL HOLD YOU IN MY HEART (Eddy Arnold)
3. OH MY ACHIN' HEART (The Mills Bros.)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. THAT'S MY DESIRE (Frankie Laine)
6. I WONDER, I WONDER (Eddy Howard)
7. PEG O' MY HEART (The Three Suns)
8. TIM TAYSHUN (Red Ingle)
9. I HEARD YOU CRYING (Honk Thompson)
10. MOVE IT ON OVER (Hank Williams)

Boston, Mass.

1. NEAR YOU (Francis Craig)
2. PARADISE (Jahnnny Long)
3. I NEVER KNEW (Sam Donahue)
4. THAT'S MY DESIRE (Ello Fitzgerald)
5. —AND MIMI (Ray Darcy)
6. GLOW WORM (Frankie Corle)
7. THE LADY FROM 29 PALMS (Tany Pastor)
8. FEUDIN' AND FIGHTIN' (Ja Stafford)
9. TROMBONOLOGY (Tammy Darsey)
- 10... PIC-A-NIC-IN (Billy Butterfield)

Omaha, Nebr.

1. PEG O' MY HEART (Three Suns)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. FEUDIN' AND FIGHTIN' (Darothy Shoy)
4. TIM TAYSHUN (Red Ingle)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. THAT'S MY DESIRE (Frankie Laine)
7. THE ECHO SAID NO (Sammy Kaye)
8. TALLAHASSEE (Dinah Shore)
9. THE LADY FROM 29 PALMS (Tany Pastor)
10. WHEN YOU WERE SWEET SIXTEEN (Perry Como)

Woodburn, Ore.

1. SMOKE, SMOKE, SMOKE (Lawrence Welk)
2. THAT'S MY DESIRE (Sammy Kaye)
3. PEG O' MY HEART (Three Suns)
4. I WONDER, I WONDER, I WONDER (Eddy Howard)
5. RAGTIME COWBOY JOE (Eddy Howard)
6. ON THE OLD SPANISH TRAIL (Eddy Howard)
7. FEUDIN' AND FIGHTIN' (Tex Benecke)
8. THE LADY FROM 29 PALMS (Freddy Martin)
9. RED SILK STOCKINGS (Sammy Kaye)
10. TALLAHASSEE (Bing Crosby)

Hartford, Conn.

1. I HAVE BUT ONE HEART (Frank Sinatra)
2. YOU DO (Dinah Shore)
3. PEG O' MY HEART (The Harmonicats)
4. MY FUTURE JUST PASSED (Margaret Whiting)
5. FEUDIN' AND FIGHTIN' (Darothy Shoy)
6. EARLY AUTUMN (Claude Thornhill)
7. SMOKE, SMOKE, SMOKE (Tex Williams)
8. TIM TAYSHUN (Red Ingle)
9. IVY (Jo Stafford)
10. AIN'TCHA EVER COMIN' BACK (Vic Damone)

Chicago

1. I HAVE BUT ONE HEART (Vic Damone)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. THAT'S MY DESIRE (Frankie Laine)
4. PEG O' MY HEART (The Harmonicats)
5. TIM TAYSHUN (Red Ingle)
6. I WONDER WHO'S KISSING HER NOW (Ted Weems)
7. NEAR YOU (Francis Craig)
8. FEUDIN' AND FIGHTIN' (Darothy Shoy)
9. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
10. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)

Salisbury, N. C.

1. NEAR YOU (Francis Craig)
2. PEG O' MY HEART (Three Suns)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
5. TALLAHASSEE (Vaughn Monroe)
6. THAT'S MY DESIRE (Sammy Kaye)
7. I WONDER WHO'S KISSING HER NOW (Dinning Sisters)
8. THE LADY FROM 29 PALMS (Andrews Sisters)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. TIM TAYSHUN (Red Ingle)

St. Paul, Minn.

1. PEG O' MY HEART (Three Suns)
2. THAT'S MY DESIRE (Sammy Kaye)
3. TALLAHASSEE (Bing Crosby)
4. FEUDIN' AND FIGHTIN' (Bing Crosby)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. OLD PIANO TUNER (Tommy Dorsey)
7. SMOKE, SMOKE, SMOKE (Phil Morris)
8. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
9. KATE (Eddy Howard)
10. ON THE AVENUE (Three Suns)

San Antonio, Texas

1. PEG O' MY HEART (The Harmonicats)
2. THAT'S MY DESIRE (Frankie Laine)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. I WONDER WHO'S KISSING HER NOW (Perry Como)
5. THE LADY FROM 29 PALMS (Tony Pastor)
6. I WISH I DIDN'T LOVE YOU SO (Betty Hutton)
7. NEAR YOU (Francis Craig)
8. FEUDIN' AND FIGHTIN' (Darathy Shoy)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. TIM TAYSHUN (Jo Stafford)

Whitehall, N. Y.

1. I WISH I DIDN'T LOVE YOU SO (Betty Hutton)
2. THE LADY FROM 29 PALMS (Andrews Sisters)
3. NEAR YOU (Alvino Rey)
4. THAT'S MY DESIRE (Sammy Kaye)
5. NAUGHTY ANGELINE (Dick Hoymes)
6. I WONDER WHO'S KISSING HER NOW (Perry Como)
7. AIN'TCHA EVER COMIN' BACK (Peggy Lee)
8. FEUDIN' AND FIGHTIN' (Darothy Shoy)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. TIM TAYSHUN (Red Ingle)

Nashville, Tenn.

1. IT'S A SIN (Eddy Arnold)
2. I WONDER WHO'S KISSING HER NOW (Perry Como)
3. KATE (Alon Dole)
4. ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)
5. COME TO THE MARDI GRAS (Freddy Martin)
6. THE WHIFFENPOOF SONG (Lawrence Welk)
7. ASK ANYONE WHO KNOWS (The Ink Spots)
8. FEUDIN' AND FIGHTIN' (Darathy Shoy)
9. THE LADY FROM 29 PALMS (Andrews Sisters)
10. ON THE AVENUE (Chuck Foster)

Los Angeles

1. NEAR YOU (Francis Craig)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. AIN'TCHA EVER COMIN' BACK (Frank Sinatra)
4. I WANT TO BE LOVED (Savannah Churchill)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
7. THE LADY FROM 29 PALMS (Freddy Martin)
8. BLACK & BLUE (Frankie Laine)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. PEG O' MY HEART (The Harmonicats)

Rochester, N. Y.

1. PEG O' MY HEART (Art Lund)
2. THAT'S MY DESIRE (Art Mooney)
3. I WONDER WHO'S KISSING HER NOW (Ted Weems)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. FEUDIN' AND FIGHTIN' (Darothy Shoy)
6. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
7. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
8. RAGTIME COWBOY JOE (Eddy Howard)
9. NEAR YOU (Francis Craig)
10. I WONDER, I WONDER, I WONDER (Guy Lombardo)

Kingman, Ariz.

1. PEG O' MY HEART (Clark Dennis)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. THAT'S MY DESIRE (Hodda Braaks)
4. TIM TAYSHUN (Red Ingle)
5. FEUDIN' AND FIGHTIN' (Darathy Shoy)
6. I WONDER WHO'S KISSING HER NOW (Dinning Sisters)
7. BLOOP BLEEP (Alvino Rey)
8. IVY (Jo Stafford)
9. NAUGHTY ANGELINE (Dick Haymes)
10. KATE (Guy Lombarda)

Saginaw, Mich.

1. TIM TAYSHUN (Red Ingle)
2. THAT'S MY DESIRE (Woody Hermon)
3. PEG O' MY HEART (Three Suns)
4. I WONDER WHO'S KISSING HER NOW (Ted Weems)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. SUNRISE SERENADE (Tex Benecke)
7. I WONDER, I WONDER, I WONDER (Guy Lombarda)
8. KATE (Guy Lombardo)
9. I BELIEVE (Frank Sinatra)
10. ACROSS THE ALLEY FROM THE ALAMO (Mills Bros.)

Worcester, Mass.

1. NEAR YOU (Francis Craig)
2. COME TO THE MARDI GRAS (Freddy Martin)
3. THE LADY FROM 29 PALMS (Andrews Sisters)
4. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. SMOKE, SMOKE, SMOKE (Tex Williams)
7. MOONLITE (Ted Weems)
8. I WANT TO BE LOVED (Beryl Davis)
9. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
10. HE'S A REAL GONE GUY (Nellie Lutcher)

Pittsburgh, Pa.

1. I WONDER, I WONDER (Eddy Howard)
2. THAT'S MY DESIRE (Frankie Laine)
3. FEUDIN' AND FIGHTIN' (Darothy Shoy)
4. ON THE OLD SPANISH TRAIL (Eddy Howard)
5. RAGTIME COWBOY JOE (Eddy Howard)
6. NEAR YOU (Francis Craig)
7. AIN'TCHA EVER COMIN' BACK (Frank Sinatra)
8. SMOKE, SMOKE, SMOKE (Tex Williams)
9. TIM TAYSHUN (Red Ingle)
10. I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)



The Second Annual Exclusive Music Poll solely sponsored and conducted by *The Cash Box* on behalf of the Automatic Music Industry of America is off to a flying start with this, The Fall Special Issue. We've literally been besieged with wires from artists throughout the entire nation applauding the job we are currently undertaking. The poll will run throughout the year, thus giving those pubs, artists and recording companies who come up with hit tunes around Xmas time a just chance to be included in the music operator's voting. The stage is set—keep your eyes peeled for the tabulations.

* * *

Spent a pleasant afternoon with Irv Katz, eastern sales and promotion manager for Apollo Records. Irv is one joker in this disk biz that's constantly on his toes. That boy is responsible for plentiful record sales thru the zillion gimmicks that keep running thru his bean. Irv tells me that there are big things in the offing from Apollo way in the near future.

* * *

Bill Robinson caught tapping away in the wee hours of the morning to the melody of a juke box . . . Maurice Murray named Director of Talent and Production at Vitacoustic Records, Chicago. Add Art Ward as flack chief to the "Peg" firm . . . Count Basie skedded to appear on several network shots as a featured organist this fall . . . Billy Eckstine decided against returning to the bandleading ranks and will continue as a single for MGM . . . Desi Arnaz headlines Frank Dailey's Meadowbrook for one week . . . Kay Starr just signed to Capitol pact . . . Rainbow Records still breaking records with their sensational "Tribute to Glen Miller Album" . . . Frank Sinatra skedded for the Capitol Theatre, New York in mid-November . . . Lena Horne takes to her feet and off to a six week tour throughout Europe . . . Mercury records coke party stirring 'em up out Chi way. Frankie Laine of "Desire" fame headlines the show, with a ton of talent backing him.

* * *

Jerry Jerome, musical director of Apollo off to Hollywood to cut four sides with Charlie Barnet . . . By all means get next to Sarah Vaughn and "Everything I Have Is Yours" . . . And then there's that "Allegro" score coming up . . . Jo Stafford headlines retail record show in N. Y. this week . . . Jimmy Dorsey cut four for MGM this past week . . . Now we hear it that Vido Musso, ace sax sideman with Kenton will not rejoin the maestro and is off to Milwaukee to front a 15 piece outfit . . . Al Donahue forming bean-town combo . . . The way that Charlie Ventura is slaying 'em at the College Inn, Chi . . . Elliot Lawrence and crew will tour in five yallar Caddy convertibles from now on . . . And then there's that guy who said "This program comes to you thru the gracious courtesy of James C. Petrillo," etc. . . . Musicraft Records name two new distribs for the Houston, Texas and Michigan territories . . . England's heavy duty tax on Yankee films hurting pubs . . . Didja hear chirp Anne Lorraine with the new sensayshunal Lou Terras crew on Metrotone discs? The group open the Palladium (NY) this week.



GREATER THAN EVER

FRANKIE LANE

Sings Two Wonderful Tunes

'TWO LOVES HAVE I'

AND

**'PUT YOURSELF IN MY PLACE
BABY'**

MERCURY CELEBRITY SERIES 5064

★

HARRY COOL

AND HIS ORCHESTRA

"MAMA'S GONE GOODBYE"

"MY BABY JUST CARES FOR ME"

MERCURY 3070

★

STARLIGHTERS

"SCHOOL DAYS"

"AIN'T WE GOT FUN"

MERCURY 3071

★

HELEN HUMES

"I JUST REFUSE TO SING THE BLUES"

"THEY RAIDED THE JOINT"

MERCURY 8058

MERCURY

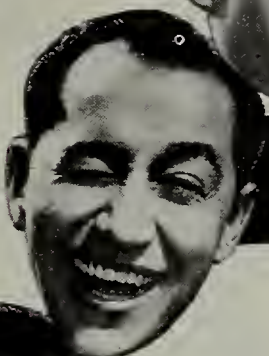
Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

LATEST RELEASES FROM RCA VICTOR!



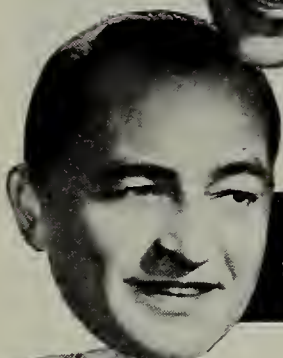
PERRY COMO!

with Russ Case and his Orchestra
**So Far AND
 A Fellow Needs a Girl**
 (both from the musical production "Allegro";
 RCA Victor 20-2402



LOUIS PRIMA!

Civilization (Banga, Banga, Banga)
 AND **Forsaking All Others**
 (vocal by Cathy Allen, Louis Prima and Charus)
 RCA Victor 20-2400



FREDDY MARTIN!

All My Love
 (vocal by Clyde Rogers and The Martin Men)
 AND **When the White Roses Bloom in Red River Valley**
 (vocal by Stuart Wade and The Martin Men)
 RCA Victor 20-2376



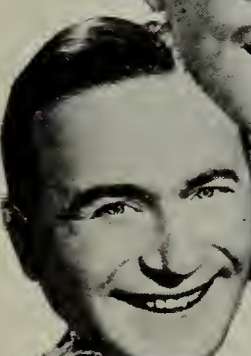
SAMMY KAYE!

with Dan Carnell, Kaydets and Glee Club
Zu-Bi (Everyane's Love Song)
 AND **Where Is Sam?**
 RCA Victor 20-2420



TOMMY DORSEY!

Deep Valley
 vocal by Stuart FASTER and The Tawn Criers (from the movie, "Deep Valley")
 AND **Trombonology**
 RCA Victor 20-2419



CHARLIE SPIVAK!

It's Witchery
 vocal by Tammy Mercer
 AND **Stardreams**
 RCA Victor 20-2373



PHIL HARRIS!

Fun and Fancy Free
 (from Walt Disney's pic of
 the same name)
 RCA Victor 20-2401 ("A" side)



LUKE WILLS!

(Gatta Get Ta) Shut Up and
 Oklahoma City Drink Your Beer
 AND AND
 Louisiana Blues Bob Wills Two-Step
 RCA Victor 20-2414. RCA Victor 20-2415



SPADE COOLEY!

and his Band
Red Hot Polka
 AND
Who Dug This Hole I'm In
 RCA Victor 20-2384

RE-ISSUED BY REQUEST

LARRY CLINTON
 and his Orchestra with vocals by Bea Wain
**Deep Purple AND
 My Heart Belongs to Daddy**
 RCA Victor 20-2399

● **CHARLIE MONROE**
 and his Kentucky Partners
**Bringin' in
 the Georgia Mail AND
 Dawn in the Willow Garden**
 RCA Victor 20-2416

● **THE PINE RIDGE BOYS**
 (Marvin Taylor & Douglas Spivey)
**You Are My Sunshine
 AND Old Shep**
 RCA Victor 20-2403

● **JAZZ GILLUM** Blues singer
**You Got to Run Me Down
 AND
 I'm Gonna Train My Baby**
 RCA Victor 20-2405

● **LIL GREEN** and her Orchestra
**Take Me Back to
 Little Rock (Arkansas)
 AND You've Been
 a Good Ole Wagan**
 RCA Victor 20-2417

● **JOHN SELLERS**
**Let Me Be Your Sidetrack
 AND
 Mama, What You Gonna Do**
 RCA Victor 20-2418

● **MAURICE CHEVALIER**
 with Henri René and his Orchestra
 (RCA Victor International Set
 "Maurice Chevalier Returns,"
 5-51)

Place Pigalle (In English)
 AND
Weeping Willie (In English)
 RCA Victor 25-1088

Quai De Bercy—Pt. 1
 (In English)
 AND

Quai De Bercy—Concluded
 (In French)
 RCA Victor 25-1089

Valentine—Pt. 1 (In English)
 AND **Valentine—Concluded**
 (In French)
 RCA Victor 25-1090

Vingt Ans—Pt. 1 (In English)
 AND **Vingt Ans—Concluded**
 (In French)
 RCA Victor 25-1091

● **ALBERTO SOCARRAS**
**Rhumba Fantasy—Rhumba
 AND
 Nacturna Indiana—Bolero**
 RCA Victor 25-1095

● **IRVING FIELDS**
 at the Piano with The Campos Trio
Rhumba Que Zumba
 —Guaracha
 AND
Nache De Randa—Bolero
 RCA Victor 23-0675

● **JOSÉ CURBELO**
 and his Orchestra
 Vocals in Spanish by: Chita Izar
Take Me, Take Me—
 Calypso Rhumba
 AND **Te Amo—Balera**
 RCA Victor 23-0675

JEWISH
 ● **DAVE TARRAS'**
 Palestinian Dance Orchestra
Harah—Hashiveinu
 (Palestinian Folk Dances)
 AND **Nigun Bialik—**
Onu Bonu Artso
 (Song of Bialik)
 (We Build Our Homeland)
 RCA Victor 25-5079

CROATIAN—SERBIAN
 ● **EDO LUBICH**
 with Mirko's Tamburitza Orch.
**Vuzgi, Vuzgi—Ja Sam
 Varazdinez—Ti Si Ancice**
 Hrvatska Rukovjet
 (Croatian Medley)
 Edo Lubich's Tamburitza Orch.
Cerlama—Kalo
 (Cherlama Circle Dance)
 RCA Victor 25-3058

● **LARRY GREEN**
Near You
 AND
Pic-A-Nic-In
 RCA Victor 20-2421

● **ERSKINE HAWKINS**
 and his Orchestra
Somebody Loves Me
 AND
Well Natch!
 RCA Victor 20-2383

● **DUDLEY KING**
 and his Orchestra
 RCA Victor Smart Set "Favorite
 Songs From Famous Musicals,"
 P-177
 (Vocals by Frances Greer and
 Jimmy Carrall)

Someone to Watch Over Me
 AND **Make Believe**
 RCA Victor 20-2221

I'll Follow My Secret Heart
 AND **Zigeuner**
 RCA Victor 20-2222

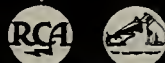
Yours is My Heart Alone
 AND **Love's Rondalay**
 RCA Victor 20-2223

A Kiss in the Dark
 AND **I'm Falling in Love
 With Someone**
 RCA Victor 20-2224

● **Cecil CAMPBELL**
 and his Tennessee Ramblers
It's Gonna Come Home to You
 AND **Hawaiian Moon**
 RCA Victor 20-2404

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS



Coin Machine Business Stabilizes Record Market



By JAMES W. MURRAY
Vice-President in Charge
of RCA Victor Record Activities

If there is one thing that recent developments in the record market proved, it was that the coin machine industry is a stabilizing factor for the record manufacturers of the country.

This isn't to indicate that the record business is just waking up to a realization of the potency of the coin machine. Most of us have been aware of that for years. But this year the market, for the first time since before the war, returned to normalcy. And with it, dealers for the first time in years, encountered the seasonal slack that at one time was the normal thing in the record business. Record manufacturers found that while some retailers were getting panicky because of larger inventories than they had been used to seeing, the condition did not hold true in the coin machine industry where operators continued to maintain the buying volume of previous years; in many instances, they exceeded that volume.

As this is written, the slack has been taken up and the record business has recovered from the momentary uncertainty that followed the first seasonal letdown in years. We here at RCA Victor are still confident that when the final returns are in, the industry as a whole will still be able to point to the biggest production year in history.

But if there is anything to be learned from this return to the normal, pre-war situation of seasonal supply and demand, it is that record manufacturers can continue to gear a large percentage of our production to a constant factor—that factor being the steadily expanding market for records within the coin machine industry.

This market is somewhat different than the retail-consumer demand for the product, which still places records in the low priced luxury category. As such, demand for records is subject to prevailing economic conditions. It is conceivable that further increases in the cost of living may affect the volume of sale of records because of the appeal recorded merchandise has to the large segment of people who are classed as the mass market. It is the mass market which may be most affected by further increases in living costs. Under these circumstances luxury items—even low-cost ones—are among the first to feel the pinch.

Records are anything but a luxury

item to the coin machine operator. They are a necessity product, without which the coin machine could not operate as a major source of inexpensive entertainment for large numbers of people in the small-entertainment budget category. Thus, it is conceivable that if further inflation should narrow the consumer market for records, the coin machine will still serve to stabilize industry production; youngsters conditioned to records as home entertainment will continue to turn to coin machines for their musical entertainment because juke boxes still offer music you want when you want it—in other words, freedom of selectivity in the choice of recorded entertainment.

The recent trade paper survey of coin machine operator preferences for brand name merchandise gave RCA Victor an excellent rating in the field. On every count our popular records were shown to be top favorite with operators. RCA Victor artists, choice of repertoire, quality, wearability, were enthusiastically endorsed by the coin machine operators of America. This is a belated acknowledgment to the industry as a whole for the confidence you expressed in RCA Victor Records and such Number 1 money-makers as Perry Como, The Three Suns, Sammy Kaye, Freddie Martin, and Vaughn Monroe. We are proud of your endorsement, and you have my assurance that we will continue to do everything possible to justify the confidence you have in the RCA Victor product and in the organization that stands behind it.

Glenn Wallichs Named Capitol Records Chief

Mercer-De Sylva Resign

HOLLYWOOD, CAL.—Capitol Records, Inc., this city, this past week announced the appointment of Glenn E. Wallichs to the position of President.

A joint announcement of the appointment was made by Johnny Mercer, who has been president since the formation of the company in 1942; George G. (Buddy) DeSylva, chairman of the board of directors and by Wallichs who had been directing the firm as executive vice president.

It is well known in music circles that Wallichs had been of late deciding policy and was the guiding hand in the plattery. The three men who together own more than 70 percent of Capitol Records stock, will continue their present holdings it was announced. Both Mercer and DeSylva have resigned their posts with the diskery, but will remain active members of the board.

Mercer's resignation came as no surprise in many quarters, since it was well known that he had wanted to devote more time to writing music.

"I am working on a new musical among other things", Mercer explained, "and must give more time to writing music. Mr. Wallichs has recently carried out most duties of the President and we feel that he deserves recognition for it."

"There will be no change in Capitol policy under the new arrangements," Wallichs declared. "Our present policies have led us into the strongest financial position we have yet enjoyed, and the same policies must continue."

ARISTOCRAT'S SMASH HIT "MICKEY"

BY THE TU-TONES

Backed with "My Little Girl"
BOOSTING JUKE BOX TAKE
TO NEW, ALL-TIME HIGHS

Hear "Mickey" at your nearest distributor

MONARCH SALES CO.
210 N. 22nd St.
Birmingham, Ala.

WILFORD BROTHERS
1351 S. Olive St.
Los Angeles, Cal.

DAVIS SALES CO.
1010 17th St.
Denver, Col.

JAMES H. MARTIN
1407 Diversey Parkway
Chicago, Ill.

MUSIC SALES
303 N. Teters St.
New Orleans, La.

PAN AMER. RECORD DIST.
3747 Woodward Ave.
Detroit, Mich.

MILLNER SALES CO.
110 N. 18th St.
St. Louis, Mo.

RUNYON SALES CO.
593 10th Ave.
New York, N. Y.

PAN AMER. RECORD DIST.
633 Huron Road
Cleveland, Ohio

DAVID ROSEN DIST.
855 N. Brood St.
Philadelphia, Pa.

LOU SOWA RECORD CO.
209 Borbeave St.
Pittsburgh, Pa.

MUSIC SALES CO.
680 Union Ave.
Memphis, Tenn.

BLUE BONNET MUSIC
3235 Ross St.
Dallas, Texas

ARISTOCRAT RECORD CORP.

7508 S. PHILLIPS AVE., CHICAGO 49, ILL. (Tel: REGENT 4721)

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



The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

- 1 HE'S A REAL GONE GUY**
Nellie Lutcher
 (Capitol 40017)
Sensational demand of this one knocks out the top favorite, with real gone Lutcher riding high.

- 2 OLD MAN RIVER**
The Ravens (National 9035)
A truly great recording of some of the finest harmony work ever heard — still a top moneymaker throughout the land.

- 3 TRUST IN ME**
Hadda Brooks (Modern 150)
Steady climb of this tune eclipses Hadda for a long and healthy stay. Netting top play in every spot.

- 4 TRUE BLUES**
Roy Milton
 (Specialty 510)
In seventh place last week, hot and heavy Roy Milton continues to knock 'em out with this one earning top results.

- 5 HURRY ON DOWN**
Nellie Lutcher (Capitol 40002)
Hurry On Down and play this one say the ops as Lutcher keeps scoring all the way.

- 6 EVERYTHING I HAVE IS YOURS**
Sarah Vaughn
 (Musicraft 494)
This one is destined to be a song saga. Sensational demand for this tune earns it the sixth spot this week.

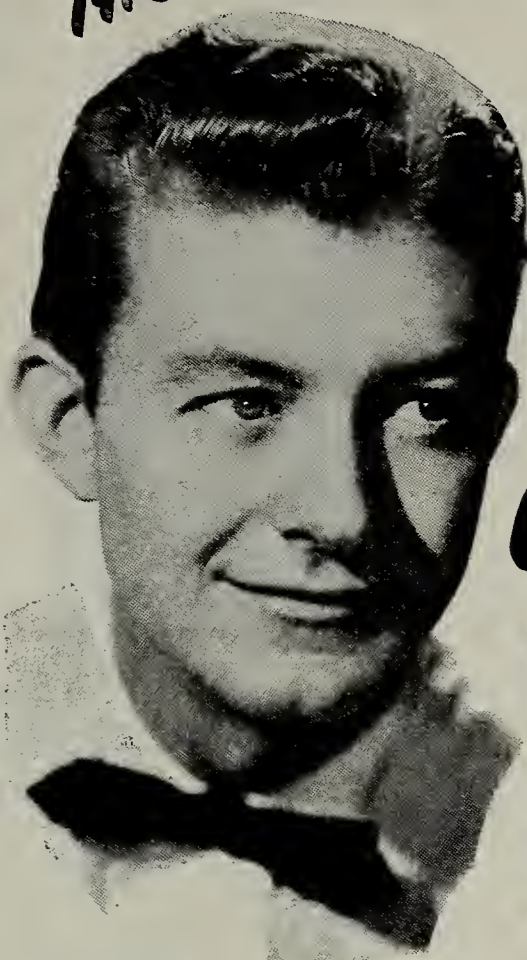
- 7 DON'T YOU THINK I OUGHTA KNOW**
Bill Johnson Orch.
 (Victor 20-2225)
In sixth place last week, this coin attraction maintains its hold as a top tune throughout Harlem.

- 8 BIG LEGS**
Gene Phillips
 (Modern 20-527)
Newcomer to the ranks scores here with "Big Legs" as ops acclaim the tune as a potential heavy winner.

- 9 THE LADY'S IN LOVE WITH YOU**
Nellie Lutcher
 (Capitol 40002)
Ain't no doubt about it — Nellie Lutcher is riding high. Her third hit and another coin culler say the ops.

- 10 THIS IS THE INSIDE STORY**
Billy Eckstine
 (MGM 10043)
Bounces back into the limelight after a short stay. Ops peg this one to catch on but fast.

THE COIN MAN'S PARADISE



JOHNNY LONG

and his Orchestra

SENSATIONAL RECORDING OF

PARADISE

BACKED BY

IT'S LIKE A TRIP TO TIPPERARY

ON SIGNATURE 15157

THE CASH BOX gives it...

SLEEPER OF THE WEEK

"It's Like A Trip To Tipperary"

"Paradise"

Johnny Long Orch.

(Signature 15157)

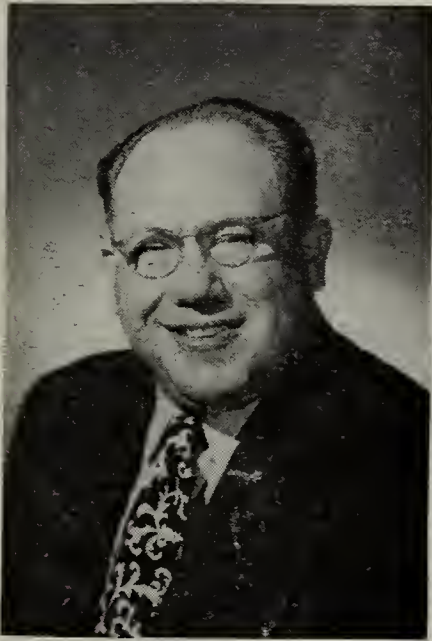
● Here comes a marvelous hunk of catchy, romantic, Irish melody that'll tug at your heart strings the way that Matt Reilly gives with the vocal. It's the kind of platter you can put in everyone of your boxes and get good action. Maestro Johnny Long gives the Irish piper plenty of swell background support. On the flip, "Paradise", the maestro demonstrates his great change of pace, and with thrush Frances Lane spooning out the lyrics, aided by the ensemble, cuts a side that's got everything you can ask for in a hunk of wax for the younger crowd. Johnny has made "Paradise" a tuneably swell piece of business. Here's a biscuit that's a two-sided coin grabber.

ON

Signature

records

Music Machine Operators Are Essential Cog In Disc Operation



By SIDNEY NATHAN
President, King Records Dist. Co.

Juke box operators, in my opinion, are definitely the essential cog in the wheel for any record manufacturer.

It is a matter of simple deduction to determine the extreme value of the operator. For example:

Choose 100 copies of any particular record. If those records received exploitation only through retail counter sales, probably not more than 500 people would hear that particular number. On the other hand if those same 100 records were placed on juke boxes, a conservative estimate of total listeners would reach an approximate figure of 175,000. This approximation is based on 40 plays per week and an average audience of 10 people for each juke box over a 30-day period. The juke box play most certainly creates retail sales, for a large percentage of juke box listeners own home phonographs.

The operator is an experimentalist and is, at all times, striving to put records on his juke boxes that will attract the most money. He therefore tries out different types of music in his spots. I have been told by hundreds of operators who have taken what is known as "pop" locations and placed a representative number of novelty hillbilly and western numbers on these boxes. These men have been astounded by the fine acceptance given these hillbilly and western platters.

When we speak of hillbilly music, we are actually using the wrong term. Hillbilly music, in a true sense, means the type of music that is enjoyed by a great percentage of the rural and semi-rural population. It is music that is indicative of America and a heritage of American folklore.

It is my prediction that the so-called "hillbilly" and "western" type of music, which has shown up so strongly in the past year, has only scratched the surface, and that its acceptance by the general public will continue to grow and grow to astounding figures within the next few years.

Hats off to the juke box operators of America for their part in making a good record a greater hit.

Fall Season To Be Greatest In Record History



By GLENN WALLICHS
President, Capitol Records

We feel that this fall season is going to be the greatest in the history of the record business. Trends already indicate this will be the case, and such business progress will surely be reflected in the Coin Machine Industry.

As you know, Capitol has developed many new artists in its five year history. Most of these are already familiar to coin machine operators as artists whose work brings new profits.

The artists who have climbed to national popularity through Capitol Records will continue to record material valuable to operators. In turn, we will maintain the constant search for more new talent . . . and there are some real surprises in store this fall.

Capitol Records appreciates this opportunity to thank its many friends in the Coin Machine Industry for their past cooperation, and to promise our continued efforts to produce worthwhile merchandise.

Sterling Adds To Exec And Talent Staff

NEW YORK—Sterling Records, this city, announced this past week that the firm has made several additions to the executive staff as well as additions to their talent roster.

Al Middleman, president of the plattery announced the appointment of George Bennet as Director of Artists and Repertoire, Ben Siegert as Vice President, Ralph Emmett as Director of Sales, Seymour H. Bennis as assistant to Mr. Emmett, and Joey Sasso as Publicity Director.

Artists signed to record exclusively for the Sterling label include, Dolores Brown, formerly with Duke Ellington, Irving Kaufman, the Diamond Jubilee Singers, Larry Steward, Bob Harter and Ann Cornell.

Kaufman is famed for his interpretation of that renown wine radio commercial. The Diamond Jubilee Singers have long been hailed as one of the country's leading exponents of spiritual music.

Mercury Adds Three

CHICAGO—Mercury Records, Inc., this city, announced the signing of three new artists as additions to the Mercury talent roster this past week.

The trio, Robert Scott in the pop field and Lonnie Glosson and the Turner Bros. in the western field are scheduled for early release next month with their first recordings.

Scott recently sang with the Milt Herth Trio and prior to that worked with the old Ted Fio Rita orchestra. Glosson is another addition to the rapidly growing ranks of harmonica virtuosos in the disk biz. Red and Lige Turner have been featured on radio station WLW, Cincinnati for several years now.

VITA *coustic* COIN CONTROLLED
"LIVING SOUND"
Records

Soaring to New Heights ON ANOTHER "PEG"

JERRY MURAD'S
"HARMONICATS"

7A "Peggy O'Neil"
7B "September Song"
(by popular demand)

VITA *coustic* COIN CONTROLLED
"LIVING SOUND" Records

CHICAGO
NEW YORK
HOLLYWOOD
GENERAL OFFICE
& STUDIOS
42nd FLOOR
20 N. WACKER DRIVE
CHICAGO 6, ILL.

INDIE DISKERS PUT BITE ON MAJORS

Success of "Peg O' My Heart", "That's My Desire", and "Near You" Prove That Independent Record Manufacturers Have Majors Looking To Their Laurels

NEW YORK—"The Independent record manufacturers have the major labels looking to their laurels."

The above statement was corroborated this past week, after checking several of the major platteries and finding them hard at work trying to regain the prestige and position they held prior to the success of several popular tunes, currently reaching peak sales.

The tremendous success of "Peg O' My Heart", "Near You", and "That's My Desire," have definitely proved that the independent record manufacturer can successfully operate and reach sales figures which heretofore were supposedly only in the scope of the major platteries.

"Peg O' My Heart" showed more than ever, that the public today still wants to listen to good music, regardless of vintage or age. The Harmonicats recording of "Peg" literally swept the nation. Vitacoustic Records, who issued the platter, immediately found themselves swamped with orders and realized that successful promotion of this song would catapult the tune among the nation's top song hits. Branch distributing offices were opened to handle the overflow of orders reaching the plattery. At last check, it was disclosed that Vitacoustic had sold well over 1,000,000 platters of this recording.

Mercury Records set the same example of "Peg" with "That's My Desire", and this record also accounted for Frankie Laine blossoming into the national spotlight. Laine's dinking of "That's My Desire" saw the majors immediately rushing to cut the tune. Plattery execs at Mercury successfully followed the initial Laine dinking with other hits, namely "Mam'selle" and "A Sunday Kind Of Love." It is well known in music circles that the initial Laine platter accounts for the sensational grosses he is currently "racking up" in theatres throughout the nation.

Currently storming the music mart is the success saga of Bullet Records and their hit tune "Near You." The tune, already in hit stages has taken hold in

practically every section of the country. Local distributing offices of Bullet are finding themselves with backlogs of orders that run in the thousands. Bullet themselves have leased twenty-three pressing plants to handle the large amount of orders pouring in. Twist to this story is that when the disk was first released, the plattery rated what is now the B side, as the top deck on the platter. Window streamers hailed "Red Rose" as the big one to buy, while music operators were turning the record over to find that here was a sensational recording. "Near You" seems destined to top the million mark in record sales. Records are being flown in from Los Angeles in order to facilitate the tremendous amount of orders local distributors find themselves confronted with.

One well noted independent record executive, in surveying the success indies have had recently stated, "Successful record promotion is the secret to it all. The independent record companies cannot stand the big "nut" the major diskeries have to cope with, and do not undertake it. By cooperating with juke box operators, disc jockeys and the trade press, an independent record firm can meet with satisfactory results on pretty near every record he puts out. We know that the juke box operator particularly is of tremendous importance and realize how potent that juke box he operates is."

He continued, "The independent record firms cannot rest upon their laurels and have to constantly promote their artists and records. The juke box operator is an integral part in this promotion."

Others in the industry point out that through the indie record manufacturer can tomorrow's new talent be born. The Harmonicats, Frankie Laine and Francis Craig are definitely aware of the tremendously important part their record-

ings played in being instrumental for their current successful tours.

The major platteries are more than ever before feverishly working to whip out recordings that can compare to the success reached by the aforementioned song hits. The only other tunes to meet with such wide-spread approval this year were "Mam'selle" and "Anniversary Song."

Juke box operators aver that the quality found in the independent label's records is substantial and in some cases better than the quality found in the majors records. It is claimed by many that this situation is found, because many of the indies actually slant their recordings in the direction of the juke box operator. Since the music operator is concerned with getting the maximum amount of play per record they more readily buy that platter combining "hit" and quality.

Independent record manufacturers are well aware of the tremendous advantage held over them by the major platteries, and realize that their position in the recording business is a "precarious one." The recent threat by James C. Petrillo, president of the American Federation of Musicians, to halt all recordings by his union members this December 31st would undoubtedly see the fall of many an independent record company. The major platteries can withstand the Petrillo edict it is pointed out because of their large amount of masters cut and not yet produced.

Nevertheless, the independent record manufacturer's outlook today is a bright one. The success he has met with this past year boldly proves that he can operate at a profit, and successfully produce records and songs which an avid music conscious public eagerly await.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

Thanks to you!!!

EDDY HOWARD

and his Orchestra

completes one of the most successful engagements of his career
at the

COCOANUT GROVE

AMBASSADOR HOTEL, LOS ANGELES, CALIF.

Your Juke-Box Network, consistently playing our *Majestic Releases, is undoubtedly responsible for the "turn away business" at the Coconut Grove.

A low bow to the West Coast Associations, and to the Operators who featured at least one Eddy Howard Record (in some spots two and three) in their machines.

Be sure to catch our new Radio Program—"SHEAFFER PARADE" for Sheaffer Pen Co. Sundays, 3-3:30 E.D.T. over NBC Coast to Coast



* CURRENT

MAJESTIC RELEASES

- | | |
|--|-------------------|
| "KATE" and
"ON THE AVENUE" | Majestic No. 1160 |
| "JUST PLAIN LOVE" and
"SAY SOMETHING NICE ABOUT ME" | Majestic No. 1161 |
| "AN APPLE BLOSSOM WEDDING" and
"BLUE TAIL FLY" | Majestic No. 1156 |
| "RAGTIME COWBOY JOE" and
"ON THE OLD SPANISH TRAIL" | Majestic No. 1155 |
| "I WONDER, I WONDER, I WONDER" and
"ASK ANYONE WHO KNOWS" | Majestic No. 1124 |



TEST AFTER TEST PROVES NEW DUOTONE COIN MACHINE NEEDLES OUTLAST—OUTPLAY

ALL OTHER COIN MACHINE NEEDLES ON THE MARKET TODAY!

WE WAITED until we were sure that these needles would perform in the field as they did in our own laboratories—and brother—we're positive now!

Dozens of juke box operators have been using these needles in their machines for weeks and we're taking this opportunity to tell you what they told us.

- Duotone needles reproduced with less scratch even at low volume!
- They played longer than any other needle previously used!
- They caused less record wear!

One operator reported that worn records he had discarded as unusable performed satisfactorily when played with Duotone needles.

We don't have to tell *you* what all this means in lowered costs and greater "take". And mark this—the new Duotone needles will be competitively priced. You won't pay more—that we promise.

We're in full production now with Models #23 and #27. The former is a straight shank needle and the latter a double bend shank, both tipped with an entirely new alloy of precious metals.

You can get price particulars from your distributor, or direct from Duotone.

Remember—Duotone Company is behind these needles and we'll stake our reputation that you never have seen their equal in the coin machine industry.



DUOTONE

DUOTONE COMPANY

799 Broadway, New York 3, N. Y.

Stephen Nester, President

Cleveland Ops Peg "You Do" Oct. Hit Tune

CLEVELAND, O. — Cleveland music fans this past week voted the tune "You Do" as the Hit Tune Party selection for October. The party aired over radio station WMJO went to thousands of Cleveland's listeners who voted by mail.

Howie Lund, Cleveland disc jockey, emceed the show and introduced twelve new releases which had been preselected from new record releases submitted by the various record distributors for the program.

Over 500 radio fans participated in the voting. "You Do" received more than one-third of all votes submitted and will be placed as the number one tune in the more than 3000 juke boxes in the Cleveland area throughout the month of October.

The tunes played in the order of popularity were: "You Do", "That's What Your Heart Is For", "When I Write My Song", "Body and Soul", "A-N-G-E-L Spells Mary", "Down In Chihuahua", "They're Mine, They're Mine", "It's A Lonesome Old Town", "Stardreams", "Where Is Sam?", "Peggy O'Neill", and "Flamin' Mamie".

The Cleveland Hit Tune Party is co-sponsored by the Cleveland Phonograph Merchant's Association and the Cleveland Press. The show, a monthly feature in this city has continuously aroused interest in thousands of teen-agers and adults. City officials applaud the work done by the phono association in combatting juvenile delinquency by presenting to thousands of teen-agers a program in which they themselves may participate

The Original

"THE FRECKLE SONG"

by Larry Vincent

ONLY on PEARL RECORDS

It Never Stops Selling
Write for Catalog of Our
Specialty Numbers

PEARL RECORD CO.

Route 1, Box 105, Covington, Ky.

Phono An American Way Of Life



By PAUL E. SOUTHARD
Vice-President, Columbia Recording Corp.

Ever since the record industry experienced an all-time low in the early thirties, there has been a gradual but constantly increasing public interest in recorded music. At the point when record-playing facilities lagged far behind record quality, it became evident that new methods of playing recorded music must be developed. In converting sound reproduction from a mechanical to an electrical process and in manufacturing inexpensive units on a large scale, the industrial scientists of America gave new life to the whole field of recorded music.

When a sufficiently large segment of the public became accustomed to hearing fairly high quality reproduction, the demand for more and more music was heard on all sides. This stimulated artist's activities and spurred the record industry to higher production goals. It also presented another problem to scientists: the problem of playing records automatically. The first man to hook a pick-up arm to a coin slot would have been staggered if he had known the eventual dimensions of the industry he was founding.

The coin machine industry has become an integral part of the recording business. It serves a three-fold purpose: It is of course, a large market for records. The number of records absorbed into the "juke boxes" of the country would comprise an enormous unit sales market. Secondly, coin machines are the best possible guide to public taste. The facts and figures that come from publications such as *The Cash Box* serve as a guide to the anticipation of trends in preference, in regard to both artists and music. Thirdly, coin machines are one of the largest single facilities for public entertainment. The "nickelodeon" in the corner drug store has been a source of pleasure to a whole generation.

The "juke box" in the cross-roads store of rural America has brought the best of Folk and Popular Music to people who appreciate that music, perhaps more than any other group. From Joe's Bar and Grill to the Pleasantville High School Prom, and from the basement of the Methodist Church to the Army PX on a Pacific isle, the coin machine continues to bring entertainment to Americans.

As I said, the record-for-a-nickel machine is a part of the record business. As long as it is also a part of the American way of life, as long as manufacturers continue to maintain ever-increasing standards of tone quality, mechanical perfection, and ornamental attractiveness, it will continue to be a challenge to the record industry. We record makers accept that challenge with pleasure and will continue to exert our every effort to make more and better records.

JUKE BOX OPS TO PLUG RUNYON RECORD THRU WEEK OF SEPT. 28

LOS ANGELES, CAL.—Music machine operators throughout the California area rallied to the cause of the Damon Runyon Memorial Cancer Fund this past week, by wholeheartedly accepting, buying and playing the official Runyon Fund Record, "Sunshine In My Heart."

E. Jay Bullock, Managing Director of the Southern California Music Operators Association and recently appointed by CMI as a special representative for the Runyon Fund in this area, this past week designated the week of September 20 thru the 28th as the period in which music machine operators would go all out for the fund.

Music operators in Southern California are donating the collections received from their juke boxes featuring and playing the United Artist record "Sunshine In My Heart" and "Ella." These two songs, always long time favorites of Damon Runyon himself were selected by Walter Winchell as the official record for the juke box industry.

In a statement to his member operators, Mr. Bullock declared, "The manufacturers of this record, United Artists, are donating all the profits from the sale of this record to the Damon Runyon Fund. Every juke box operator is asked to place this record on his machines. Every nickel that goes into the juke box on this record, is donated to the SCAMOA, and the association in turn will turn the money over to our national headquarters for the Runyon Fund."

"Every man, woman and child should play this record—listen to it—and get some of the "Sunshine" that Damon Runyon carried in his heart for his fellow man. Playing this recording will help ease the suffering of some individual."

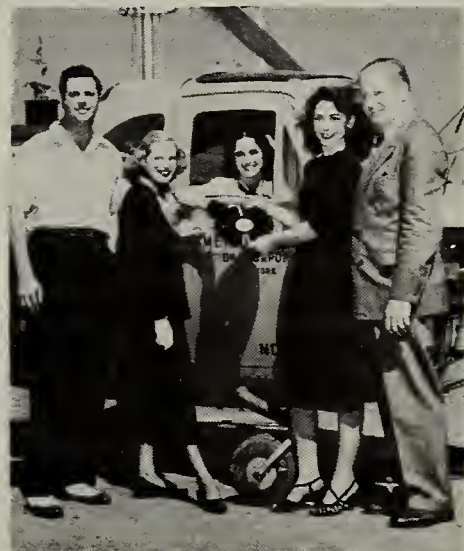
Stickers are furnished the operator when making a record purchase. The stickers inform the record playing public that the proceeds of "this machine are going to the Runyon Fund."

Organist Pinch Hits For Song Plugger

CHICAGO — Once in a lifetime a song plugger gets a real break. That's what happened to Joe Whalen of Bregman, Vocco & Conn's offices here when he went out to the Trianon Ballroom this past week to visit with Johnny Long, and tell him about "You Do" and "Kokomo, Indiana."

After waiting thru all the sets and radio time, Joe at last had his chance to talk to Johnny when the band shut down for the night. Suddenly the organist at the Trianon started rehearsing two numbers. You guessed it—they were "You Do" and "Kokomo, Indiana." The tunes captured Johnny's attention — Joe stopped talking — and the sale was made.

Here's "Near You"



NEW YORK — This is what they call production—plus! Major Dist. Co., local distributors for Bullet Records and that sensational "Near You" this past week had a shipment of pressings flown in from California.

A helicopter met the flight over New Jersey, transferred some of the shipment and then flew to Major's offices in New York to unload.

Pictured above are Edgar Levy, president of the plattery, two gorgeous Powers models, Miss Anne Hollwell manager of the Major office, and Herbert S. Zebly, vee pee of the distributing firm.

THE Sensational NEW

MIRACLE RECORD

HOT

FOOL THAT I AM

with

GLADYS PALMER

and The Floyd Hunt Orchestra

NUMBER THREE ON JUKE-BOXES

WRITE, WIRE, OR PHONE TODAY

EBONY MUSIC DISTRIBUTORS, INC.

Academy 2-6840

307 LENOX AVENUE, NEW YORK 27, NEW YORK

Exclusive - - **NEW YORK and NEW ENGLAND**
Distributors for **MIRACLE RECORDS**

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

THE "HARMONICATS" ARE HOME Again!



Universal Recording Corp.

4

* I LOVE YOU

Instrument

(Archer-Thompson)

Jerry Murad's

HARMONICATS

with

Rhythm Accompaniment

U-850

FOR NON-COMMERCIAL USE IN HOMES ONLY - MFD BY UNIVERSAL RECORD



Again!

A UNIVERSAL HIT!

Jerry Murad's HARMONICATS and UNIVERSAL RECORDS, the originators of the "PEG O MY HEART" sensation are thanking the nation with their greatest record I LOVE YOU (4)

Again

A "million-AIR" record headed for a long stop at the TOP! The CATS are out of the bag . . . here's the record we've waited for!

Again

It's yours, UNIVERSAL-ly!

* Shhh . . . "MY GAL SAL" is a sleeper on the back.

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

Phono Biz Is Backbone Of Record Industry



By HY SIEGEL

President, Apollo Records, Inc.

Long now, we new record companies have looked on the juke box industry as the backbone of the record business. Accordingly, we at Apollo, as well as most so-called "independents," directed our efforts and interests in great proportion toward the men and the business of juke manufacturing and operating.

Finally, this year as never before, dividends from this persistent servicing and concentration rolled in, both to us and to the juke industry. Greatest dividends of all, from our standpoint, however, came in the knowledge that the juke industry had benefitted by its closer relationship with us smaller manufacturers.

Looking back on this year, one finds that the smash hits in the record business have been produced by smaller companies. "Open the Door, Richard," "Peg O' My Heart," "Near You" and others, without exception, have been put into juke boxes by less powerful firms, to ring up sales that the older companies didn't touch.

These newer companies, too, have set higher standards in platter quality and durability. Today the top "indies," including Apollo we believe, produce disks that equal the quality of that produced by any of the major companies. Juke operators, to whom durability means dollars, themselves have substantiated this statement.

The bond between the juke industry and our newer companies has strengthened, also, because of personalized service given by smaller manufacturers. The "indies" strive to cooperate 100% with the operators. Young companies cannot rest on laurels, and it is only through continued teamwork by the juke industry, radio and themselves that they feel continued growth will be made and competition will be kept alive to insure manufacture, in a broad repertoire, of the very finest records possible.

New talent is another gain resulting from today's closer relationship between the juke industry and smaller record companies. Through the cooperation of juke operators with young firms, this year's outstanding new talent has developed—talent which otherwise would not likely have been given a chance.

Thus, prediction is safe: if our new record companies continue their current outstanding performance, they can earn and establish an even closer and mutually beneficial relationship with juke operators. Our newly-arrived firms already have proved they can (1) produce the hits, (2) compare or excell in high disk quality and durability, (3) maintain a more personal service to juke operators, and (4) develop tomorrow's new, big-selling talent.

Our rapidly growing record companies personify American initiative, creativeness and know-how. And it is a healthy sign, indeed, in this American system of free enterprise, that our new companies are driving steadily ahead.

Thanks go to the great industry whose cooperation and friendship have helped greatly to make these strides possible. Thanks go to the JUKE BOX INDUSTRY

Strong Cooperation Will Boom Disc Business



By FRANK B. WALKER

General Manager, M-G-M Records

It is now a little over half a year since M-G-M RECORDS have been on public sale. Since March we have grown from untried infants to rather hopeful producers. We hope that we have pleased you and that we are making a contribution to the record industry. We think we have made satisfactory progress, but only you, as a music operator can tell us whether our contribution has been worthwhile.

M-G-M has a heritage of "the greatest name in entertainment" and in trying to live up to that heritage we have entered or will enter into every phase of the record business. At the moment, we have built a catalogue in popular, semi-classical, and folk music, and are just commencing to produce an extensive series of records for children.

Now that we are on our feet, we are about to start a national consumer advertising campaign, starting the first week in October. The campaign will include three full pages in LIFE magazine, newspaper insertions in sixty-four (64) newspapers located in forty-seven (47) key cities throughout the country, point of sale material, and trade advertising in RECORD RETAILING, BILLBOARD and, of course, THE CASH BOX.

Obviously, we think the record business is on the up-trend or we wouldn't be starting such an extensive campaign. This program should be beneficial to you, as coin operators, in bringing M-G-M Records to the attention of the public, and should help sales in the record industry as a whole.

What should be of particular interest to coin operators is the new record material we have recently started to use. It is our honest conviction that there is no commercial record on the market with as fine a surface. We also believe that our records will really stand up under repeated playings on coin machines. Although M-G-M RECORDS is comparatively new in the business, the members of our organization have the benefit of many valuable years of experience and we fully realize the importance to you of low surface noise, longer wear, and a high recording level.

Loew's, Incorporated (of which M-G-M RECORDS is a division) has been known for many years as "the friendly company". In keeping with this, we believe that two of the soundest foundations of any business are friendliness and cooperation. We pledge you, therefore, a concerted effort to make M-G-M RECORDS not only "the greatest name in entertainment" but also a firm deserving of the name "the friendly company":



Hadda Brooks
"QUEEN OF THE BOOGIE"

LATEST RELEASE

"Don't Take Your Love From Me"

AND

"Hungarian Rhapsody"

No. 2 IN BOOGIE

Modern 153

Now Appearing
SEPT. 26th
thru OCT. 2nd
APOLLO THEATRE
New York, N. Y.

Modern RECORDS
686 NORTH ROBERTSON BOULEVARD
hollywood

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

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Call Me Darling Once Again"

"Alimony Trouble"

GRANDPA JONES

(King 644)

● Grabbing the featured spot this week is a cookie that really is a King. It's Grandpa Jones wailin' like a young 'un as he offers "Call Me Darling Once Again." Ditty offers lots of beat behind it, of the kind that dancers love to get next to, and not to be outdone. Gramps' vocal efforts come thru to ogle heavy coin. You'll like the style with which the song is presented, it's tailor made for those boots and saddle spots needing a lift. On the flip with some novelty work in the person of "Alimony Trouble", Grandpa comes thru once again as he tells the crowd of his aches with that woman. Spinning in slow tempo, the piper's pitch grabs the glory once again. Get next to this pairing by all means.

"Castle In The Apple Tree"
"After We Say Goodbye"

ELTON BRITT

(Victor 20-2367)

● The capable Elton Britt renders a pair here that may meet with heavy favor from a host of ops. Wailing in that slow, tender mood on top deck labeled "Castle In The Apple Tree", Elton wraps up a platter well loaded with possibilities and does so in such manner as to attract loads of coinage. Elton's vocalizing shines throughout the deck, with the instrumental backing offered rounding out the side. On the flip with "After We Say Goodbye", Elton renders a tear jerker from way back, with the title giving off the wax story. Where they go for Elton Britt, they'll no doubt go for this disk—so let 'em hear it—huh?

"In The Little Shirt
That Mother Made For Me"
"Give Me Texas"

DOYE O'DELL

(Exclusive 22x)

● Well known in the western music field, popular Doye O'Dell steps to the podium to render a pair that you are bound to go for in a heavy way. Top deck "In The Little Shirt That Mother Made For Me" shows Doye in fine style as he runs thru a parody on the title. Ditty, replete with laughs all the way thru should meet with extremely heavy favor on the part of your phono fans. On the back with "Give Me Texas", Doye repeats for more coin attraction. Wordage spins around the title throughout, with Doye telling the folks all about that grand state. Both sides deserve your listening ear.

"You Should Have Thought
Of That Before"

"Fat Boy Rag"

BOB WILLS

(Columbia 37824)

● Pair of sides are offered here by a gent with powerful following in those cactus spots the nation round. Bob Wills and His Texas Playboys show bright with this pairing titled "You Should Have Thought Of That Before" and "Fat Boy Rag". Top deck shows the maestro's pipes in somber mood, wailing the lyrics that weave around the title. Bob tells his story to his gal, and acts the defiant lover in wordage set to music. On the flip with an all instrumental piece, the crew join in to make merry on a piece that may attract the dancers.

Musicraft Adds To Executive Positions—Heavy Promotions Planned

NEW YORK—Appointments to four key executive posts at Musicraft Records, Inc., were announced today by Jack Meyerson, Musicraft president.

Edward J. Rogers, formerly of the sales and production departments of World Broadcasting System has been named assistant to the president; William Fortang, CPA, has been appointed assistant treasurer, Robert T. Schomer, formerly plant engineer for Signature Records has been named manager of the Musicraft plant at Ossining, N. Y., and Daniel J. Edelman has been appointed Director of Publicity and Advertising.

The plattery also announced an intensive sales promotion policy, to give their artists the best possible coverage with dealers, music operators and disc jockeys.

Sarah Vaughn, currently appearing in Chicago is scheduled to make several guest appearances at leading record shops in that city, and will also be the guest at a dinner tendered her by Chicago's Negro civic leaders. The dates were arranged by James H. Martin, Inc., Musicraft Dist. in Chicago.

Barnett Dist. Co., Baltimore is arranging similar programs for Mel Torme, headliner of the platter scheduled to appear in that city the coming week.

Capitol Pairs Six On "Freedom Train" Disk

HOLLYWOOD, CAL.—Capitol Records, Inc., this city, used a novel twist this past week in cutting Irving Berlin's "The Freedom Train".

Joining together for the first time six top Capitol artists on any one tune, the diskery used the all-star combo of Johnny Mercer, Margaret Whiting, Peggy Lee, Benny Goodman, the Pied Pipers, and Paul Weston's orchestra.

The disk is scheduled for early release and will sell at popular prices it was learned. "God Bless America" will be the other deck, featuring Mercer, Whiting and Paul Weston's ork again.

Just Playin' For Kicks



NEW YORK — Ray Bloch's piano playing brings loud laughs from his audience of two, Signature balladeer Alan Dale and Victor chanteuse Beryl Davis. In a more serious vein, Ray and Alan got together on a Signature waxing of "Kate", which recently has been pulling in coins galore. Beryl, no slouch herself has been riding the record waves with "One Little Tear Is An Ocean."

Occasion for the meeting was a recent "Block Party" radio show, aired over the Mutual network, Thurs. 9:30.

Wakely Eyes Monon



NASHVILLE, TENN.—Jimmy Wakely, featured Capitol Records western star gets together here with Marie Lawler, hailed as the Belle of The Monon while visiting a local music distributor here.

The pair got together during recent disc promotion by the Monon Railroad.

Columbia Shows New "Recordtainer" Package

NEW YORK — Columbia Records, this city, this past week introduced to the trade a new package "recordtainer", designed to minimize breakage of records and open a possible new field in record exploitation.

The "recordtainer" comes in an attractively designed box, sized to fit the ordinary book shelf and features records stacked on a spindle, thus minimizing friction between records. The "recordtainer" replaces all popular and classical conventional packages, heretofore used by the diskery it was announced.

New Low Price Indie Bows In Cleveland

CLEVELAND, O. — Owen Goldheimer, president of the newly organized Paramount Recording Company this past week issued a statement of policy regarding the new indie's position in the record field.

"The Paramount Recording Company, will operate with the aim to develop and promote new talent," said Mr. Goldheimer.

"We believe that there is much excellent musical talent which has not had the chance to come before the public eye, and which have the potentialities of becoming very successful."

Paramount, the only recording company in Cleveland was organized by Mr. Goldheimer this past May. He has since signed the following artists; Johnny Powell and his Orchestra, Geraldine Morgan, Sol Fiola, The Royal Four Aces, Jimmy Lewis, Charles Barret and The Quintones.

Latest releases by the diskery were "So Long" and "Joint's A Jumpin'" by the Four Aces.

Paramount Records are distributed in Cleveland by the Windsor Phonograph Company.

A Record Breaking **RECORD!**



backed by YOU LAUGHED WHEN I CRIED

WIRE-WRITE-PHONE



THE CASH BOX REPORTS



1 I'LL HOLD YOU IN MY HEART
Eddy Arnold
(Victor 20-2332)

2 "IT'S A SIN"
Eddy Arnold
(Victor 20-2241)

3 DAUGHTER OF JOLE BLON
Johnny Bond
(Columbia 37566)

4 "TIM-TAY-SHUN"
Jo Stafford—Red Ingle
(Capitol 412)

5 I'M FREE AT LAST
Ernest Tubb
(Decca 46030)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

FEUDIN' AND FIGHTIN'
Dorothy Shay
(Columbia 37189)

SMOKE, SMOKE, SMOKE
Tex Williams
(Capitol 40001)

YOU NEVER MISS THE WATER TILL THE WELL RUNS DRY
Spade Cooley
(Columbia 37585)

WON'T YOU RIDE IN MY LITTLE RED WAGON
Hank Penny
(King 567)

DANGEROUS GROUND
Roy Rogers
(Victor 20-2236)

Please mention **THE**

Short Shots
From the Hills and Plains

Big event of the week was the huge folk concert at Carnegie Hall (New York) this past September 18-19. Ernest Tubb and His Texas Troubadours headlined the show and really "sent" those supposed hep New Yorkers. The big city, always a hard town to crack insofar as western and folk music is concerned went overboard for the performance. Appearing along with Tubb were Leon and Eddie Short, Radio Dot, Smoky Swan, Judge Hayes of the Grand Ole Opry, the famed Minnie Pearl, disc jockey Dave Miller, and Rosalie Allen. Playing to a packed house, New Yorkers, many of whom had never witnessed a folk festival before, greeted the entourage from Nashville with open arms. Both Minnie Pearl and Ernest Tubb had to continually take repeat calls.

* * *

Elton Britt is skyrocketing the Hooper rating of ABC's Hayloft Hoe-Down heard Sat. nights. The audience in Town Hall (N.Y.) actually cries when he sings "I'm Tyin' The Leaves So They Won't Come Down" . . . Whitey and Hogan received so many requests to repeat "Sweet Corrina Blues" on their Sunday Morning "Carolina Calling" show on CBS that they decided to wax the tune for DeLuxe . . . Diskers missing a bet by not looking at Ray Whitley, popular motion pic star . . . Eddy Howard would be a natural to cut "Teardrops In My Heart" . . . Continental going great guns with Jimmy Atkins and "Heart Of My Heart" . . . Zeb Carver packing the Somerset Hotel in N.Y. . . . Pete Cassell's Majestic disk of "The Last Letter" will thrill any audience . . . Tennessee "Slim" King, formerly of WNOX, Knoxville, has taken over the management of the Crossroads Gang, currently heard twice weekly on live

shows out of WLAP, Lexington (Ky.) The crew record for Apollo.

* * *

MAIL BAG: Vernon Dalhart, pioneer in folk music from way back, retired and lives at Mamaroneck, N. Y. His platter on "The Prisoner's Song" was the biggest thing of its time . . . Carson Robinson farming at Pleasant Valley, N. Y. Still finds time to record for MGM . . . Frank Luther an exec at Decca. Specializes in folk and children's records . . . Patsy Montana owns a ranch in Illinois and is soon to be heard on records again . . . Pickard Family still in the biz doing transcriptions . . . Smilin' Eddie Hill emcees new show at WMPS, Memphis . . . WOAI's singing cowboy star, Red River Dave, cut four on Continental last week at San Antonio. Commitments prevented him from coming to N.Y. to cut.

* * *

Judy Canova skedded to cut a few sides for Vitacoustic Records. Just recently inked a Vita pact for several hillbilly comedy platters . . . Tex Williams just keeps Smokin' along . . . Riley Sheppard headed east for a load of personal appearances . . . Mountain Pete back to WJBK, Detroit on a weekly hook-up . . . Barbara Cameron cut her first sides for King last week . . . Homer and Jethro return to Cincy and more King dates next week . . . Tommy Sosebee recently cut that favorite "Cryin' In Vain" for Apollo . . . Jimmy Wakely skedded to appear in the east . . . Rodeo heading N.Y. way promises to attract thousands . . . Blondie Force forming his own band after a sensational personal appearance tour throughout the south and east . . . Eddie Kirt inked a Capitol pact last week . . . Lew Mel tied the knot recently and will settle in N.Y.

THE ORIGINAL
"NEAR YOU"
by FRANCIS CRAIG (Bullet No. 1001)

.....

JAZZ AT THE PHILHARMONIC
No. 6 ALBUM
Lester Young, Charlie Parker, Coleman Hawkins, Buddy Rich

NEW RELEASES
MONEY HUSTLIN' WOMAN
REAL GONE
by AMOS MILBERN (Aladdin No. 191)

.....

"FLAMIN' MAMIE"
by RAY PEARL & ORCHESTRA (Bullet No. 1007)

Exclusive Distributors New York and New Jersey

Rollin' 'Round Randolph

CHICAGO—Music guys here claim that votes for the Best Moneymaking Record of '47 in *The Cash Box* Second Music Annual Poll (which starts with this issue) will probably be between "Anniversary Song" by Al Jolson and "Peg O' My Heart" by the Harmonicats . . . Milt Salstone of M-S Distrib Co. who is being called, "one of the the largest platter distribrs," seen in consultation with Bill Putnam of Universal Records who now has the Harmonicats . . . Ned Miller of Leo Feist's offices here phones in to report that he'll have some very "hot news" soon on his "Cry" song . . . That Gene Ammons' waxing of "Red Top" for Mercury still has 'em pushin' nickels into juke on the Southside. We're waiting to hear what the boys out South will think of Dinah Washington's "Salty Papa Blues" . . . And that reminds me, Art Talmadge of Mercury became a papa this past week . . . Joe Whalen of Bregman, Vocco & Cahn with Johnny Long in a huddle over "Kokomo, Indiana" and "You Do". Johnny tells me that they're jammin' 'em in at the Trianon.

* * *

Jack Buckley of Vitacoustic phones before he leaves for a trip east to advise that the firm will be waxing in Canada as of October 1 and that with Maurice Murray as their new director of talent and production and Art Ward handling public relations, everything's hunky dory again . . . Buster Williams of Music Sales Co., Memphis and New Orleans, tells me that his firm have already sold over 50,000 "Near You" by Bullet and that he expects to pass that mark many, many times. Buster's music department doing a grand job . . . "Mickey" by the Tu-Tones is catching on, with Aristocrat reporting more and still more repeat orders. "And that's what counts", Freddy Brout of the firm tells me . . . Maruice Wells whose side is featured on the UA Damon Runyon disk all pepped up over the tremendous sales possibilities when juke boxes play this song very soon . . . Many a noted recording artist present at Gordon Sutton's showing of the new Wur-litzer phonos at the Bismarck this past Sunday and this Monday (Sept. 21 and 22).

* * *

Plenty of music ops ganged up on the Rag Doll on the far Northwest side this past week for the opening of Louis Armstrong and his "Hot Five". "And this is a Hot Five," Ed Heath, juke box op of Macon, Ga., who is a jazz fan, reported. Helping Louis make music is Jack Teagarden on the trumpet, Barney Bigard on the clarinet, Sid Catlett the drummer man, Morty Kort is on the bass and Dick Carey is fingering the 88's. What a recording combo? . . . MGM's Frankie Laine opened at the College Inn on Friday eve with all the bigtime music boys present to hear the boy who started "That's My Desire" rollin' along . . . By the way, Mercury's José Melis and Patti Page remain on in the same show . . . We hear that Musicraft's Sarah Vaughan is wowing 'em away out on the Northside (Club Silhouette) with her renditions of "September Song", "Body And Soul", and many others . . . Freddy Nagel not completely satisfied with Vitacoustic's first pressings will make a batch of new sides soon . . . Chain stores calling us to advise that *The Cash Box* reviews, regional reports, and all record data is now their "bible" and that "we just couldn't get along without them".

(Thanks, guys.)

Get Aboard That Freedom Train!



NEW YORK—Scanning the score to "The Freedom Train", scheduled to pay your town a visit in the near future, are The Andrews Sisters, Bing Crosby and author Irving Berlin.

Following is a partial schedule of "The Freedom Train":

Elizabeth, N. J., September 23; Paterson, N. J., Sept. 24; New York City, September 25-30; Stamford, Conn., Oct. 1; Waterbury, Conn., Oct. 3; Hartford, Oct. 4; New Haven, Oct. 5; New London, Oct. 7; Providence, R. I.; Oct. 8; Worcester, Mass., Oct. 9; Lynn, Mass., Oct. 10; Boston, Mass., Oct. 11-12.

MGM In Heavy Ad Campaign

NEW YORK—MGM Records, a subsidiary of Loew's, Inc., this city announced the start of an intensive advertising campaign scheduled to reach over fifty million people monthly.

Included in the diskery's ad campaign were Life Magazine, Look, Colliers, newspapers throughout the nation and trade and business papers. MGM's Record advertising plans for 1948 will be announced at a later date.

Decca Ogles Monica Lewis; Connie Haines To Signature

NEW YORK — Contract negotiations have been entered into between Monica Lewis, Signature recording star and Decca Records it was learned late this past week.

With Decca having been on the lookout for a featured fem vocalist for some time now, it is believed in these quarters that terms will be quickly agreed upon and a final contract signed by Miss Lewis.

It was also rumored in music circles that Decca had put out feelers in the direction of Ray Bloch and Enric Madreguera, altho no definite word was to be had regarding this duo.

Bob Thiele, president of Signature was reported already seeking a replacement for Monica Lewis, with Connie Haines reported in the offing.

TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest Distributor of Used Records
Write, Call or Ship Today!
We Pay the Freight!

Will Pick Up Within 100 Mile Radius

USED RECORD EXCHANGE

1736 N. Keeler Ave., Chicago 39, Ill.
Tel.: CAPitol 7852

BELL Novelty Records

Jewish & English Comedy

BY - BENNY BELL

Dealer's price, 49¢, C.O.D. only

IF YOU HAVE NO LOCAL DISTRIBUTOR, ORDER FROM

BELL RECORDS, Inc.

2382 Pitkin Ave., Brooklyn 7, N.Y.

BUILDING SOLIDLY FOR A HIT

THE SPIDER AND THE FLY

By MYRA TAYLOR

Recordings by

CAPITOL	STAN KENTON
DECCA	LUCKY MILLINDER
MERCURY	MYRA TAYLOR
VICTOR	ARISTO-KATS

More to Follow

BLASCO MUSIC, INC.

1221 BALTIMORE

KANSAS CITY, MO.

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

"Let's Get Down To Our Shirtsleeves"



By **BOB THIEHLE**
President, Signature Records, Inc.

The post-war slump which was expected by the record industry came, and, we believe, has gone. Starting back in March, the effect of high dealer and distributor inventories began to reflect back to the manufacturer. Sales dove far below the pre-war summer levels and everyone in the industry held his breath, wondering if things would get worse before they got better. Business lay at the bottom through July and the early part of August and then things began to break for the better. Manufacturers sales rose slowly at first and are now sloping up at a rate equal to, if not better than, '44 and '45. Signature Recording felt this slump along with the rest of the industry. However, we realized that just staying in business was not the real problem.

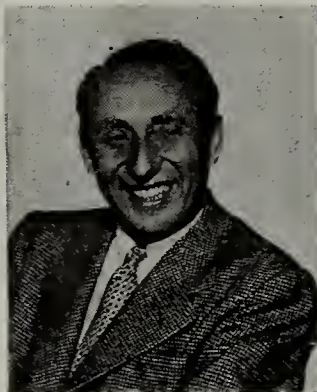
During the war when materials and labor were scarce and records were at a premium, sales and merchandising took on a distorted character. Signature is a post-war organization, and having never had the advantages or disadvantages of war time business, it has steadily built up along normal lines.

During the slump Signature exerted all of its efforts to strengthen its distributors and improve its services. Distributors which were not doing a job have been or will be replaced by more aggressive and sales conscious organizations. Recording, manufacturing and sales policies are being revised to take full advantage of our experience and the experience of the industry in general.

Signature recognizes, perhaps better than most, that the juke box operator is an important part of our business. Not only is the juke box a substantial consumer of records, but it is one of the most important mediums of artists and tune exploitation. We admit, without hesitation, that we are after the juke box business and it is our intention to do everything possible for and with the operators to get that business, and we welcome any advice that will assist us in attaining that end.

We say the post-war slump is over and that we are on our way to greater sales peaks than have yet been experienced in the entire history of the industry. To machine operators and dealers we say, "Let's get down to a shirt-sleeve level and do some real things to stimulate trading. The wraps are off now and there should be no limitations to the amount of cooperation and sales activity between the juke box distributors and the manufacturer.

"Motion Pics Are Aided By Jukes"



By **JOE PASTERNAK**
Metro-Goldwyn-Mayer Producer

There can be no question of the reciprocal value of non-competitive entertainment mediums which depend upon the same material. Motion pictures that bring fine music to the screen are aided immeasurably by the popularizing of the songs through repetitious presentation by the Juke Box.

By the same token the juke boxes are bound to profit by the unequalled impact a song is given by its presentation on the screen and there can be no question that radio listeners are vastly increased as a result of a number being used in a picture.

We know that the music in such a picture as "The Unfinished Dance" is greatly responsible for the picture's success, and the more the numbers are exploited through all mediums, the greater the success of the picture.

There is little difference between this relationship of the screen with the Juke Boxes from that between the motion picture and the publishing business. When the screen presents a best seller, it obviously benefits from the millions who have read the book, but the publisher, too, reaps his reward through the reader interest created by the motion picture.

Juke Box Selling Power Profound



By **E. A. TRACEY**
President, Majestic Records, Inc.

Usually newcomers to any industry have much to learn. Majestic is certainly no exception to this rule. We have had and still have a great deal to learn about the business of making, promoting and selling phonograph records.

However, we have learned that the selling impact and the power on national sales of the juke boxes is one of the most profound promotional activities any record or brand of records can have.

The Majestic Records merchandising family of some seventy top flight distributors have accepted this theory wholeheartedly, and in numerous outstanding instances have proved the extreme value of a close cooperative effort between themselves and the operators in the automatic music field.

The sales of radio phonograph instruments in the radio field leave no question but what the record industry during the next twelve months is going to experience a strong upward sales trend.

Exclusive **RECORD**
DISTRIBUTORS, INC.

Take Great Pleasure In
Announcing
**THE OPENING OF THEIR
EASTERN OFFICES**

at

**541-543 AVENUE OF THE AMERICAS
NEW YORK 11, N. Y.**



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

Sep. 15 Sept. 8 Sept. 1

Sep. 15 Sept. 8 Sept. 1

Sep. 15 Sept. 8 Sept. 1

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	EX—Exclusive	QU—Queen
AP—Apollo	JB—Juke Box	RA—Raiabow
AR—Aristocrat	KI—King	SI—Signature
BW—Block & White	MA—Majestic	SO—Sonora
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	SW—Swank
CO—Columbia	MN—Manor	TD—Toc
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicroff	VO—Voguo
EL—Excelsior	NA—National	VT—Villacoustic
EN—Enterprise		

Sep. 15 Sept. 8 Sept. 1

1—Smoke, 5 Smoke, Smoke	114.1	127.5	100.0
CA-40001—TEX WILLIAMS Roundup Polka			
CO-37831—JOHNNY BOND Wasted Tears			
CS-263—DUECE SPRIGGINS			
DE-24113—LAWRENCE WELK ORCH. Pic-A-Nic-In (In the Park)			
VI-20-2370—PHIL HARRIS ORCH. Crowded Song			
2—When You Were Sweet Sixteen	101.3	52.7	64.8
CO-37803—DICK JURGENS ORCH. On the Avenue			
DE-24106 (A-575)—AL JOLSON Waiting for the Robert E. Lee			
DE-23627—MILLS BROTHERS Way Down Home			
VI-20-2259—PERRY COMO Chi-Bobo Chi-Bobo			
3—Peg O' My Heart	92.1	115.4	126.3
AL-537—AL GAYLE & HARMONICOROS Remember			
CA-346—CLARK DENNIS Bless You			
CO-37392—BUDDY CLARK Come to Me, Band to Me			
DE-25075—GLENN MILLER O. Moonlight Bay			
DE-25076—PHIL REGAN The Daughter of Peggy O'Neill			
DE-23960—EODIE HEYWOOD O. Yesterdays			
DEL-1080—TED MARTIN Chi-Bobo Chi-Bobo			
MA-7238—DANNY O'NEIL I'll Take You Home Again Kathleen			
ME-5052—TED WEEMS Violets			
MG-10037—ART LUND On The Old Spanish Trail			

NA-9027—RED MCKENZIE Ace in the Hole			
SI-15119—FLOYD SHERMAN Don't Cry Little Girl Don't Cry			
VI-20-2272—THE THREE SUNS Across the Alley from the Alamo			
VT-1—THE HARMONICATS Fantasy Impromptu			
4—That's My Desire	90.1	87.1	88.8
AP-1056—CURTIS LEWIS Sky Blue			
CA-395—MARTHA TILTON—ELLIOTT ORCH. I Wonder, I Wonder, I Wonder			
CN-6048—GOLDEN ARROW QUARTET I Want to Be Loved			
CO-37329—WOODY HERMAN ORCH. Ivy			
DE-23866—ELLA FITZGERALD A Sunday Kind of Love			
ME-3043—FRANKIE LAINÉ By The River St. Marie			
MG-10020—ART MOONEY ORCH. Mahzel			
MN-1064—THE CATS & THE FIDDLE			
MO-147—HADDA BROOKS Humoresque Boogie			
SO-2019—RAY ANTHONY ORCH.			
VI-20-2251—SAMMY KAYE ORCH. Red Silk Stockings and Green Perfume			
5—Feudin' and Fightin'	67.1	76.3	51.4
CA-8443—JO STAFFORD Love and the Weather			
CO-37189 (C-119)—DOROTHY SHAY Say That We're Sweethearts Again			
DE-23975—BING CROSBY Goodbye, My Lover, Goodbye			
MA-12011—GEORGIA GIBBS You Do			
ME-6049—REX ALLEN			
MG-10041—JACK MILLER ORCH. Tomorrow			
MG-10041—KATE SMITH Tomorrow			
VI-20-2313—TEX BENEKE ORCH. How Can I Say I Love You			
6—Tallahassee	61.2	49.7	52.6
CA-422—THE PIED PIPERS Cecilio			
CA-422—JOHNNY MERCER—WESTON O. Cecilio			
CO-37387—DINAH SHORE—WOODY HERMAN O. Natch			
DE-23885—BING CROSBY—ANDREWS SISTERS I Wish I Didn't Love You So			
MA-7239—RAY OOREY Je Vous Aime			
MG-10028—KATE SMITH Ask Anyone Who Knows			
VI-20-2294—VAUGHN MONROE O. I Wish I Didn't Love You So			
7—I Wonder Who's Kissing Her Now	55.2	58.8	26.2
AP-1055—THE FOUR VAGABONOS Dreams Are A Oime A Dozen			
CA-433—DINNING SISTERS Lolita Lopez			
CO-37544—RAY NOBLE ORCH. April Showers			
CS-8002—JACK McLEAN ORCH.			
DE-24110—DANNY KAYE (DARBY) What's the Use of Dreaming			
DE-25078—TED WEEMS ORCH. That Old Gang of Mine			
DEL-1036—JOE HOWARD			
MA-6013—FOY WILLING Wait'll I Get My Sunshine in the Moonlight			
RA-10002—MARSHALL YOUNG			
SI-15057—BOBBY DOYLE (VOC.) A Serenade to an Old Fashioned Girl			
VI-25-0101—JEAN SABLON Insensiblement			
VI-20-2315—PERRY COMO When Tonight Is Just a Memory			
8—Tim-Tayshun (Parody on Temptation)	50.0	67.2	99.6
CA-412—RED INGLE For Seventy Mental Reasons			
VI-20-2336—HOLLYWOOD HILLBILLIES Chattanooga Choo Choo			
9—The Lady from 29 Palms	37.5	25.9	14.5
CO-37562—TONY PASTOR ORCH. I'm Sorry I Didn't Say I'm Sorry			
OE-23976—THE ANDREWS SISTERS The Turntable Song			
VI-20-2347—FREDDY MARTIN ORCH. Cumana			
VT-6—HENRI BUSSE ORCH. Jalousie			
10—Near You	30.2	34.9	
BU-1001—FRANCIS CRAIG			
CA-452—ALVINO REY ORCH. Oh Water			

CO-37838—ELLIOTT LAWRENCE ORCH. How Lucky You Are			
DE-24171—THE ANDREWS SISTERS			
VI-20-2421—LARRY GREEN ORCH. Pic-A-Nic-In			
11—I Have But One Heart	27.2	33.8	10.0
CO-37544—FRANK SINATRA Ain'tcha Ever Comin' Back			
ME-5053—VIC DAMONE Ivy			
MU-456—PHIL BRITO Tongo Delo Rosa			
SI-15130—MONICA LEWIS The Whiffenpoof Song			
VI-20-2424—TEX BENEKE ORCH. Too Late			
12—Chi-Baba Chi-Baba	26.9	22.8	33.5
AP-1064—CONNIE BOSWELL There's That Lately Feeling Again			
AR-1001—SHERMAN HAYES Say No More			
CA-419—PEGGY LEE Ain'tcha Ever Coming Back			
COL-37384—THE CHARIOTEERS Say No More			
DE-23878—LAWRENCE WELK My Pretty Girl			
DEL-1080—TED MARTIN Peg O' My Heart			
MA-1133—LOUIS PRIMA Mahzel			
MG-10027—BLUE BARRON Oh My Achin' Heart			
SO-2023—GEORGE TOWNE ORCH. Mam'selle			
VI-20-2259—PERRY COMO When You Were Sweet Sixteen			
VI-25-1085—HENRI RENE MUSETTE ORCH. Cielito Lindo			
13—Kate	25.0	13.5	23.5
DE-23989—GUY LOMBARDO ORCH. All My Love			
MA-1160—EDDY HOWARD ORCH. On the Avenue			
MG-10048—FOUR CHICK & CHUCK Wait'll I Get My Sunshine			
SI-15114—ALAN DALE If My Heart Had A Window			
VI-20-2363—TOMMY DORSEY ORCH. I'll Be There			
14—I Wonder, I Wonder, I Wonder	24.3	35.9	55.8
CA-395—MARTHA TILTON WITH D. ELLIOTT ORCH. That's My Desire			
CO-37353—TONY PASTOR O. Get Up Those Stairs Mademoiselle			
CO-37353—TONY PASTOR ORCH. Meet Me at No Special Place			
DE-23865—GUY LOMBARDO ORCH. It Takes Time			
DEL-1075—TED MARTIN			
MA-1124—EDDY HOWARD ORCH. Ask Anyone Who Knows			
MG-10018—VAN JOHNSON Goodnight Sweetheart			
MO-20-516—THE SCAMPS			
NA-9032—JACK CARROLI Mam'selle			
SO-2024—TED STRAETER ORCH. My Pretty Girl			
TR-114—THE VAGABONDS			
TR-143—THE FOUR ACES			
VI-20-2228—LOUIS ARMSTRONG ORCH. It Takes Time			
15—You Do	22.3	6.8	14.6
CA-438—MARGARET WHITING My Future Just Passed			
CO-37587—DINAH SHORE Kokomo, Indiana			
DE-24101—CARMEN CAVALLARO How Soon			
MA-12011—GEORGIA GIBBS Feudin' and Fightin'			
ME-5056—VIC OAMONE Angelo Mio			
MG-10050—HELEN FORREST Baby, Come Home			
SI-15114—LARRY DOUGLAS Sleep, My Baby Sleep			
VI-20-2361—VAUGHN MONROE O. Kokomo, Indiana			
16—I Wish I Didn't Love You So	21.7	35.1	35.8
CA-409—BETTY HUTTON The Sewing Machine			
CO-37506—DINAH SHORE I'm So Right Tonight			
DE-23977—DICK HAYMES Naughty Angelina			
MA-7225—DICK FARNEY My Young and Foolish Heart			
MG-10040—HELEN FORREST Don't Tell Me			

VI-20-2294—VAUGHN MONROE ORCH. Tallahassee			
17—Naughty Angelina	21.4	9.0	26.3
CA-437—KING COLE TRIO That's What			
CO-37561—KAY KYSER O. It's Kind of Lonesome Out Tonight			
DE-23977—DICK HAYMES I Wish I Didn't Love You So			
MA-7261—JACK LEONARD A-n-g-e-l Spells Mary			
MG-10046—ART LUND What Are You Doing New Year's Eve			
VI-20-2260—DENNIS DAY Love and the Weather			
18—An Apple Blossom Wedding	21.1	6.1	6.7
CA-430—HAL DERWIN O. Blue and Broken Hearted			
CO-37488—BUDDY CLARK Passing By			
OE-24117—KENNY BAKER Love and the Weather			
MA-1156—EDDY HOWARD O. Blue Tail Fly			
MU-15112—PHIL BRITO I'm Sorry I Didn't Say I'm Sorry			
VI-20-2330—SAMMY KAYE O. The Echo Said No			
19—Come to the Mardi Gras	19.7	11.5	7.7
CI-37566—XAVIER CUGAT ORCH. Miami Beach Rumba			
DE-24156—MARY MARTIN Almost Like Being in Love			
MA-7243—VICTOR LOMBARDO ORCH. Oh! My Achin' Heart			
VI-20-2288—FREDDY MARTIN ORCH. Lolita Lopez			
20—Whiffenpoof Song	15.1	3.6	5.5
CA-20131—THE PIED PIPERS I Get The Blues When It Rains			
DE-23981—LAWRENCE WELK O. Doin' You Good			
DE-23990—BING CROSBY Kentucky Babe			
DE-29132—WINGED VICTORY CHORUS Army Air Corps			
MA-7224—GEORGE PAXTON O. Streamliner			
SI-15013—MONICA LEWIS The House I Live In			
VI-10-1313—ROBERT MERRILL Sweetheart of Sigma Chi			
VI-20-1859—GLENN MILLER Hey! Bo-Bo-Re-Bop			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—Ivy	11.8	22.9	40.8
22—The Echo Said "No"	11.6	5.2	5.0
23—On the Avenue	9.8	5.8	1.0
24—Cumana	6.5		1.2
25—Hurry On Down	6.2	5.4	2.0
26—Our Hour	5.9		
27—Ask Anyone Who Knows	5.2	12.8	7.6
28—Across the Alley from the Alamo	4.6	12.9	27.4
29—Sloop-Sloop	4.4	9.1	7.8
30—Passing 8y	4.2		3.9
31—The Pop Corn Sack	3.3		
32—Je Vous Aime	2.6		3.4
33—I'll Be There	2.3		
34—I Miss You So	2.1		
35—Brahm's Hungarian Dance No. 4	2.0		
36—My Future Just Passed	1.1		
37—Sugar Blues	1.0	5.7	



● ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.	
Model A	\$897.50
Automatic Hostess Complete 20 Station Unit	14,800.00
HIDEAWAY CAB. W/Selective Play Mech.:	
W/Amplifier and Remote Volume Control	515.00
HIDEAWAY CAB. W/Continuous Play Mech.:	
W/Amplifier and Remote Volume Control	482.50
W/Amplifier—No Remote Volume Control	470.00
Complete—No Amp., No Volume Control	410.00
AIREON	
Super DeLuxe Phonograph	897.00
Fiesta DeLuxe	699.50
Trio (Wall Box)	69.50
Solo (Wall Box)	46.50
Impresario (Speaker)	42.27
Melodeon (Speaker)	52.97
Carillon (Speaker)	56.18
FILBEN	
Mirrocle Cabinet	325.00
30 Selection Stowaway Mech.	398.00
BUCKLEY	
Music Box	25.00
WILIS INDUSTRIES	
Constellation	795.00
PACKARD MFG. CORP.	
Manhattan Phonograph	1,000.00
Pia Mor Phonograph (Model 7)	795.00
Hideaway (Model 400)	450.00
Wall Box (Butler)	39.95
1000 Speaker (Paradise)	159.50
Wall Box (Butler 10c)	41.95
950 Speaker	57.50
650 Speaker	19.75
Spot Reflector	8.50
PERSONAL MUSIC CORP.	
Measured Music Boxes, 5c-10c	35.00
Studio Amplifier	505.00
Studio Timing Control Unit	250.00
Master Power Supply Units	140.00
ROCK-OLA	
1422 Phonograph (Net)	728.00
1424 Playmaster	440.00
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35
SEEBURG	
147-M Symphonola w/remote control	875.00
147-S Symphonola	805.00
H-147-M RC Special	525.00
Wireless Wallomatic	58.50
Wired Wallomatic	46.50
5-10-25c Wireless Wallomatic	75.00
5-10-25c Wired Wallomatic	62.50
Teardrop Speaker	19.95
Teardrop Speaker w/volume control	22.50
Recess Wall & Ceiling Speaker	18.00
Mirror Speaker	49.50
Duo Volume Control	21.90
Power Supply	14.50
Master Amplifier	53.50
Master Selection Receiver	118.00
Wired Master Selection Receiver	105.00
Electric Selector	86.00
Remote Speaker Amplifier	44.20
Solenoid Drum for 147-S	60.50
SOLOTONE CORP.	
Leveling Pre-Amplifier	44.50

MUSIC

WURLITZER	
1080 Colonial	875.00
1015 Std Phonograph	914.50
1017 Concealed Chgr.	499.50
3020 5-10-25c 3-Wire Wall Box	69.50
3025 5c 3-Wire Wall Box	42.50
3031 5c 30-Wire Wall Box	39.50
3045 5c Wireless Wall Box	48.50
215 Wireless Transmitter	17.50
216 Wireless Impulse Rec.	22.50
217 Aux. Amplifier	30.00
218 30-Wire Adap. Terminal Box	15.00
219 Stepper	35.00
4000 Aux. Steel Speaker	45.00
4002 Aux. Plastic Speaker	45.00
4003 Aux. Wooden Speaker	17.50
4004 Musical Note Speaker	27.50
4005—Round Walnut Speaker	22.50
4006—Round Mirror Speaker	32.50
4007—Oval DeLuxe Speaker	
4008—Super DeLuxe Speaker	
4009—Recessed Wall Speaker	21.50
Model 28—Remote Volume Control	24.00
Model 241—Outdoor Speaker	55.00

PINS

BALLY	
Silver Streak	289.50
CHICAGO COIN	
Gold Ball	279.50
EXHIBIT	
Mam'selle	299.50
GENCO	
Honey	279.50
GOTTLIEB	
Marjorie	294.00
J. H. KEENEY & CO	
Click	295.00
P. & S.	
Shooting Stars	249.50
UNITED MFG. CO.	
Hawaii	275.00
WILLIAMS	
Torchy	299.50
Flamingo	299.50

COUNTER GAMES

A.B.T. MFG. CORP.	
Challenger	65.00
BALLY MFG. CO.	
Heavy Hitter	184.50
w/stand	196.50
GOTTLIEB	
DeLuxe Grip Scale	39.50
SKILL GAMES CORP.	
Bouncer	44.50

ONE-BALLS

BALLY	
Jockey Special	
Jockey Club	
GOTTLIEB	
Daily Races (F. P. Model)	650.00

MANUFACTURERS' NEW EQUIPMENT

BELLS

AMERICAN AMUSEMENT	
50c Golden Falls (Rebuilt)	300.00
BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
GROETCHEN	
Columbia Twin JP	145.00
Columbia DeLux Club	209.50
MILLS SALES CO. LTD.	
Dollar Bell	
O. D. JENNINGS	
5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLux Club Chiefs	299.00
10c DeLux Club Chiefs	309.00
25c DeLux Club Chiefs	319.00
25c DeLux Club Chief	429.00
5c Super DeLux Club Chief	324.00
10c Super DeLux Club Chief	334.00
25c Super DeLux Club Chief	344.00
50c Super DeLux Club Chief	454.00
50c Silver Eagle	
PACE	
5c DeLux Chrome Bell	245.00
10c DeLux Chrome Bell	255.00
25c DeLux Chrome Bell	265.00
50c DeLux Chrome Bell	375.00
\$1.00 DeLux Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

CONSOLES

BALLY	
DeLux Draw Bell 5c	512.50
DeLux Draw Bell 25c	532.50
Hi-Boy	339.50
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC	
Three Bells, 1947	735.00
BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS	
Bangtails 5c Comb 7 Coin	
Bangtails 25c Comb 7 Coin	
Bangtail JP	
Bangtail FP PO JP	
Evans Races	
Casino Bell	
1946 Galloping Dominoes JP	
Winter Book JP	
GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00
O. D. JENNINGS	
Challenger 5-25	595.00
PACE	
3-Way Bell Console 5c-10c-25c	\$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00

ARCADE TYPE

ALLITE MFG. CO.	
Strikes 'N Spares	
AMERICAN AMUSEMENT CO.	
Bat a Ball	249.50
AMUSEMENT ENTERPRISES, INC., N. Y.	
Bank Ball	375.00
One World	475.00
CHICAGO COIN MACH. CO.	
Basketball Champ	499.50
EDELMAN DEVICES	
Bang A Fitty:	
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ESQUIRE GAMES CO.	
Spotlite	399.50

ARCADE TYPE (continued)

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Esso Stars	
GENCO MFG. CO.	
Advance Roll	499.50
INTERNATIONAL MUTOSCOPE CORP.	
Atomic Bomber (Model B)	375.00
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
METROPOLITAN GAMES	
Card Vendor	29.50
Double Up Skill Bowl	399.50
SCIENTIFIC MACH. CORP.	
Pokerino, Location Model 5	279.50
TELECOIN CORP.	
Quizzer	
TELEQUIZ SALES CO.	
Telequiz	795.00
WILLIAMS MFG. CO.	
All Stars	

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES	
"Electro"	189.50
NATIONAL VENDORS, INC.	
Model 9E (Electric)	321.70
ROWE	
Crusader (8 Col) w Stand	145.75
Crusader (10 Col) w Stand	162.25
U-NEED-A VENDOR	
Monarch 6 Col w Stand	149.50
Monarch 8 Col w Stand	159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.	
"Auto Clerk"—(Gen'l Mdse.)	
ADAMS-FAIRFAX CORP.	
Cash Tray Vendor	
ASCO VENDING MACH. CO.	
Nut Vendor	
ATLAS MFG. & SALES CO.	
Bulk Vendor	
AUTOMATIC BOOK MACH. CO.	
"Book-O-Mat"	
AUTOMATIC DISPENSERS, INC.	
"Drink-O-Mat"	
BALLY MFG. CO.	
Drink Vendor	
BERT MILLS CORP.	
"Hot Coffee Vendor"	540.00
COAN MFG. CO.	
U-Select-It—74 Model	85.50
U-Select-It—74 Model DeLux	95.50
U-Select-It—126 bar DeLux	127.50
DAVAL PRODUCTS CO.	
Stamp Vendor "Postmaster"	
HOSPITAL SPECIALTY CO.	
Sanitary Napkin Vendor	
INTERNATIONAL MUTOSCOPE CORP.	
Photomatic	1495.00
Voice-O-Graph	1495.00
KAYEM PRODUCTS	
Vit-O-Mins Vendor	
Dental Kit Vendor	
Chewing Gum Vendor	
MALKIN-ILLION CO.	
"Cigar Vendor"	
NORTHWESTERN CORP.	
"Bulk Vendor"	
REVCO, INC.	
Ice Cream Vendor	
RUDD-MELIKIAN, INC.	
"Dwik-Cafe" Coffee Vendor	
SHIPMAN MFG. CO.	
Stamp Vendor	
TELECOIN CORP.	
Tele-juice	
THIRST-AID, INC.	
Drink Vendor	
U. S. VENDING CORP.	
Drink and Merchandise Vendor	
VENDALL CO.	
Candy Vendor	
VENDIT CORP.	
Candy Vendor	149.50
VIKING TOOL & MACH. CORP.	
Popcorn Vendor	

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South Dakota Operators Association Completes Two Day Meeting Vote To Arrange Better Commish Basis

RAPID CITY, S. D. — A very successful meeting of the South Dakota Operators Association was held in this city on September 8 and 9, with approximately forty operators in attendance.

The most important matter up for discussion was the arrangement of a better commission basis so that they could conduct their businesses profitably. *The Cash Box* suggestion of \$15 off the top, or at least a 35%-65% percentage was discussed thoroly and most of the operators were of the opinion either one or both of these plans must be put into effect.

South Dakota, being a territory where there are various central districts and none overlapping, the operators are going to get together on the whole, and then have group meetings in the various centers so that they can come to some understanding.

Another problem taken up by the group was to endeavor to remove the old law from the statutes which prohibits music (even radios) to be played where liquor is sold. There were many fine suggestions, and it appears as tho this problem will be straightened out.

Local jobbers were invited to the meet and were offered associate memberships.

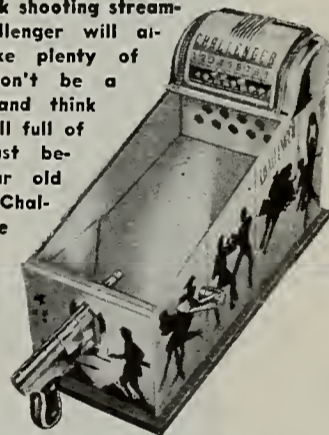
Julius Sielers, attorney, was the main speaker. Other talks were given by Archie LaBeau of St. Paul (Rock-Ola distributor); Henry H. Greenstein, Hy-G Music Company, Minneapolis (Seeburg distributor), and Gordon Stout of Pierre, one of the directors of the association. Representatives from Bush Distributing Company, Minneapolis and Paster Distributing Company, Minneapolis, were also in attendance.

The meeting was ably handled by the president, Mike Imig, of Yankton, S.D., and the secretary, Harold Scott of Mobridge.

Operators in South Dakota and southern Minnesota, who didn't attend the meeting, were contacted by the members on their way back to their home towns, and the report is that they can be assured of their co-operation to start the ball rolling for a better commission along the lines suggested by *The Cash Box*.

A.B.T. CHALLENGER

A new slick shooting streamlined Challenger will always make plenty of money. Don't be a has-been and think it won't fill full of pennies just because your old worn-out Challengers are dead.



\$65.

Quantity buyers; we CAN do business.
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PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana

ALL THE NEW GAMES FOR IMMEDIATE SHIPMENT!

28,000 SQ. FT. BETTER DISPLAY—SUPER SERVICE!



EMPIRE SUPER MARKET'S

1012-14 MILWAUKEE AVE

Sale!

NEW IN ORIGINAL CRATES!

AT LESS THAN MANUFACTURER'S COST!

BAT-A-BALL, Sr. BAT-A-BALL, Jr.

ORIGINAL PRICE	NOW ONLY	Quantity is Limited ORDER NOW!	ORIGINAL PRICE	NOW ONLY
\$249.50	\$84.50 EA.		\$79.50	\$29.50 EA.

SPECIAL COMBINATION OFFER—BOTH FOR \$104.50

Legal Everywhere, Entirely Mechanical, Ideal For Small Floor Space, Plenty of Play Appeal!

BRAND NEW CLOSEOUTS!

GOTTLIEB LUCKY STAR	219.50
BALLY DOUBLE BARREL	145.00
MARVEL LIGHTNING	199.50
AMUSEMATIC TUMBLER	250.00

OUR SUPER VALUES!

4 GENCO WHIZZ & STAND—Brand New	79.50
50c MILLS GOLDEN FALLS, H.L., NEW REBUILT	249.50

NEW PIN GAMES

UNITED HAWAII	\$295.00
BALLY SILVER STREAK	289.50
KEENEY CLICK	295.00
P. & S. SHOOTING STARS	149.50
GOTT. MARJORIE	294.50
GOTT. BOWLING LEAGUE	294.50
WILLIAMS FLAMINGO	299.50
CHICOIN GOLD BALL	279.50
EXHIBIT COED	295.00
GENCO HONEY	279.50

NEW COUNTER GAMES

PDP-UP	\$ 37.50	DAVAL MARVEL CIG. REELS	39.50
ABT CHALLENGER	49.50	IMP., 1c or 5c	14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.95	SKILL THRILL	30.00
BASKETBALL, 1c	39.50	FREE PLAY—SPECIAL	30.00
WITH STAND	49.50	HEAVY HITTER	160.00
KICK & CATCHER	37.50	WITH STAND	175.00

NEW ONE BALLS

BALLY JOCKEY CLUB, P.D.	\$645.50
BALLY JOCKEY SPECIAL, F.P.	645.50
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

NEW CONSOLES

BALLY HI-BDY	\$339.50
BALLY TRIPLE BELL	895.00
DE LUXE DRAW BELL	512.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBODK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, D.D.	629.50
BAKERS PACERS, 25c, D.D.	689.50
GROETCHEN TWIN FALLS	439.50

NEW ARCADE MACHINES

SPEEDWAY BOMBSIGHT	\$359.50
ADVANCE ROLL	469.50
PREMIER BOWLO	425.00
PREMIER TEN GRAND, 10 1/2 Ft.	450.00
BASKET B. CHAMP	499.50
POKERINO	245.00
METAL TYPER	445.00
WILLIAMS ALL STARS	469.50
IDEAL FOOTBALL	365.00
ARIST-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE, WRITE	
AMERICAN FORTUNE SCALE	169.50

NEW SLOTS

JENNINGS LITE-UP CHIEF	5c	10c	25	50c
JENNINGS STANDARD CHIEF	\$324	\$334	\$344	\$454
MILLS BLACK CHERRY	269	279	289	369
MILLS GOLDEN FALLS, H.L., 2-5	220	225	230	320
WATLING ROLATOP	230	235	240	330
MILLS VEST POCKETS	175	200	225	300
GROETCHEN DE LUXE COLUMBIA	\$145.00	J. P. COLUMBIA	\$110.00	

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVARDUND—DE LUXE	\$262.00
Single, \$119.50; Double, \$174.25; Triple	
CHICAGO METAL REVOLVARDUND SAFES—UNIVERSAL	
Single, \$79.50; Double	116.75
HEAVY REVOLVARDUND SAFES—10-GAUGE STEEL,	
Single, \$175; Double	225.00
BOX STANDS	\$27.50
FOLDING STANDS	12.50
DOWNNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

NEW VENDORS

SILVER KING, 1c or 5c	
NUT OR GUM BALL	\$ 13.95
SILVER KING HOT NUT	
VENDOR	29.95
VICTOR MODEL V, 1c GLOBE	
TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENDORS	22.50
FOR ALL SPECIAL USES	WRITE

USED PIN GAMES

HAVANA	\$169.50	FLYING TIGERS	44.50
RID	159.50	VELVET	44.50
BAFFLE CARD	149.50	WILDFIRE	44.50
SUPER SCORE	139.50	SHOW GIRL	149.50
FIESTA	139.50	SMARTY	149.50
SPELLBOUND	139.50	YANKEE DOODLE	69.50
SUPER SCORE	139.50	PRODUCTION	39.50
FAST BALL	129.50	SEA HAWK	39.50
SUPERLINER	119.50	P.&S. SHANGRI-LA	39.50
STEP UP	129.50	EAGLE SQUADRON	39.50
MIDGET RACER	99.50	JUNGLE	39.50
BIG LEAGUE	94.50	GUN CLUB	39.50
STAGE DDOR		STAR ATTRACTION	39.50
CANTEN	89.50	BELLE HOP	39.50
CARNIVAL	99.50	ALL AMERICAN	39.50
SURF QUEEN	79.50	CHAMPS	39.50
BIG HIT	79.50	BOLAWAY	39.50
LIBERTY GDTT.	59.50	SHOW BOAT	39.50
BIG PARADE	59.50	STARS	39.50
KNDCK DUT	59.50	VENUS	39.50
KEEP 'EM FLYING	54.50	TOWERS	39.50
SDUTH SEAS	54.50	MIAMI BEACH	39.50
STREAMLINER	54.50	ABC BOWLER	39.50
5-10-20	49.50	41 MAJORS	39.50
MIDWAY (United)	49.50	INVASION	39.50
BOSCO	44.50	SEVEN UP	39.50
KISMET	44.50	PARATROOPS	39.50
GENCO DEFENSE	\$44.50	BOMBARDIER	39.50
HI HAT	44.50	TEN SPOT	39.50
TEXAS MUSTANG	44.50	STRATDLINER	39.50
GENCO VICTORY	44.50	CLICK	39.50
CLOVER	44.50	BANDWAGON	37.50
		DRUM MAJOR	34.50
		MARINES	34.50

SLOTS

5c MILLS BLUE FRONT, ORIG.	\$ 99.50
10c MILLS BLUE FRONT	109.50
10c BROWN FRDNT	119.50
10c BONUS BELL	129.50
25c BDNUS BELL	139.50
5c GOLD CHROME, 2-5	149.50
5c GOLD CHROME, H.L.	129.50
10c GDLD CHRDME, H.L.	139.50
25c MILLS CLUB CONSOLE	49.50
VEST POCKETS, 1946 Model	49.50
10c BLACK CHERRY, NEW REB.	134.50
5c JENN. SILVER CHIEF	99.50
25c BLACK CHERRY, REB. 2-5	139.50
5c JENN. CLUB CONSOLE CHIEF	149.50
COLUMBIA J.P., 1946 Model	89.50
5c JENN. BRDZSE CHIEF, 2-5	199.50
JENN. LITE-UP CHIEFS—Used 10 Days	
5c—\$215; 10c—\$225; 25c—\$235.	

CONSOLES

25c KEENEY BONUS SUPER BELL	\$449.50
5c KEENEY BONUS SUPER BELL	395.00
BAKER'S PACERS, D.D., J.P.	395.00
5c CDMB, SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND COMB.	99.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS, COMB.	89.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME, F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	109.50
EVANS LUCKY STAR	149.50
GALLDIPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE BALLS

VICTDRY SPECIAL, AUTO. SHUFFLE	\$315.00
CLUB TROPHY, F.P.	74.50
PIMLICO, F.P.	89.50
'41 DERBY	79.50
RECORD TIME, F.P.	69.50
LNBACRE, F.P.	129.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
MILLS DWL, 1 OR 5 BALL, F.P.	49.50
LONGSHOT, P.D.	74.50
KENTUCKY, P.O.	74.50
SPDRT KING, P.O.	69.50
VICTORY DERBY, P.O.	179.50

ARCADE

AMUSEMATIC BOOMERANG	\$149.50
EVANS TEN STRIKE, 1947 MODEL	239.50
WILLIAMS ZINGO	89.50
EVANS TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO CDIN GOALEE, Like New	169.50
GOTT. 3-WAY GRIPS, 1946 Model	24.50
CHICAGO COIN HDCKEY	89.50
RAPID FIRE	74.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	47.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	139.50
KICKER & CATCHER	24.50
ABT MDDEL F, BLUE	24.50

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

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

NEW - IMPROVED

Williams

ALL STARS

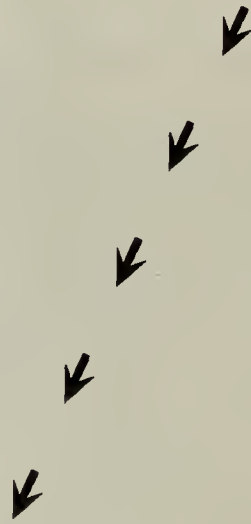


[100% MECHANICALLY PERFECT]

Hoskel Goldberg
STERLING NOVELTY CO.
LEXINGTON, KY.

Says:

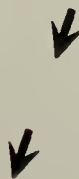
"ALL STARS, in the same location with two late model pin tables, earned far more than the pin tables. My collection reports show plenty of dimes and quarters, which definitely proves that this type coin chute induces additional play. You've got a real winner in ALL STARS!"



ORDER NOW!

Remember, only a limited quantity are being manufactured.

See Your Distributor Today!



Williams
MANUFACTURING
COMPANY

161 W. HURON STREET CHICAGO 10, ILLINOIS

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

An 11 Year Fight —

The Following Article Was Written 11 Years Ago and Released to the Trade Journals November 1936. Rockola's Attitude on Smutty Records Is Stronger Today Than Ever.

DAVID C. ROCKOLA CAUTIONS MUSIC OPERATORS



DAVID C. ROCKOLA
President, Rock-Ola Mfg. Corp.

At a recent gathering of Music Operators at the offices of Rock-Ola Manufacturing Corporation, Chicago, Mr. David C. Rockola, president, spoke a few words in reference to the use of a certain type of record, which in his opinion, is jeopardizing the high reputation of coin-operated phonographs.

In his characteristically forceful and convincing way, Mr. Rockola stated, "The business of operating music has enjoyed a fine reputation for many years. And, in his community the music operator has always had the same standing, as any other established business man who performs a service to the community. That is why I am cautioning you to guard your good reputation with every means at your command.

"As a manufacturer with millions of dollars at stake in coin-operated music, I am naturally much concerned and frankly, much disturbed over the fact that there is a certain trend toward the use of cheap, smutty recordings on automatic phonographs on location in barrooms and taverns. Personally I am just as good a sport as the other fellow when the occasion calls for it. In fact, I have been actively engaged in every branch of the coin machine business not only in this country, but in many other countries for the past twenty years.

"But to publicize the use of suggestive songs and ditties—laying your business wide open to city-wide and perhaps state-wide criticism—seems to me the most foolhardy and disastrous step that a smart music operator can take.

"All of us know what happened to other types of coin-operated equipment in some cities where a foolhardy operator would place machines on locations near school houses. What other result could we expect? For whether it be literature, movies, coin-operated games or phonograph records—we must

maintain decency and use our utmost discretion in dealing with the general public.

"Don't be misled into thinking you can purchase a few of these records for a few appropriate spots, and control them so they will not tear down your good reputation. Once you get started in handling of suggestive records, with the responsibility for placing them divided among several of your men, you will find yourself gradually flirting more and more with trouble. A further hazard is the fact that some locations have additional loud speakers which duplicate the record to passers-by on the street, — or to another part of the establishment.

"Already instances have been called to my attention where public opinion is rising against smutty recordings. The other evening in Chicago a man with his wife and daughter dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a couple of nickels to play the phonograph. To make a long story short, they walked out when the music played. It was one of those singing pieces with a hidden meaning in every remark.

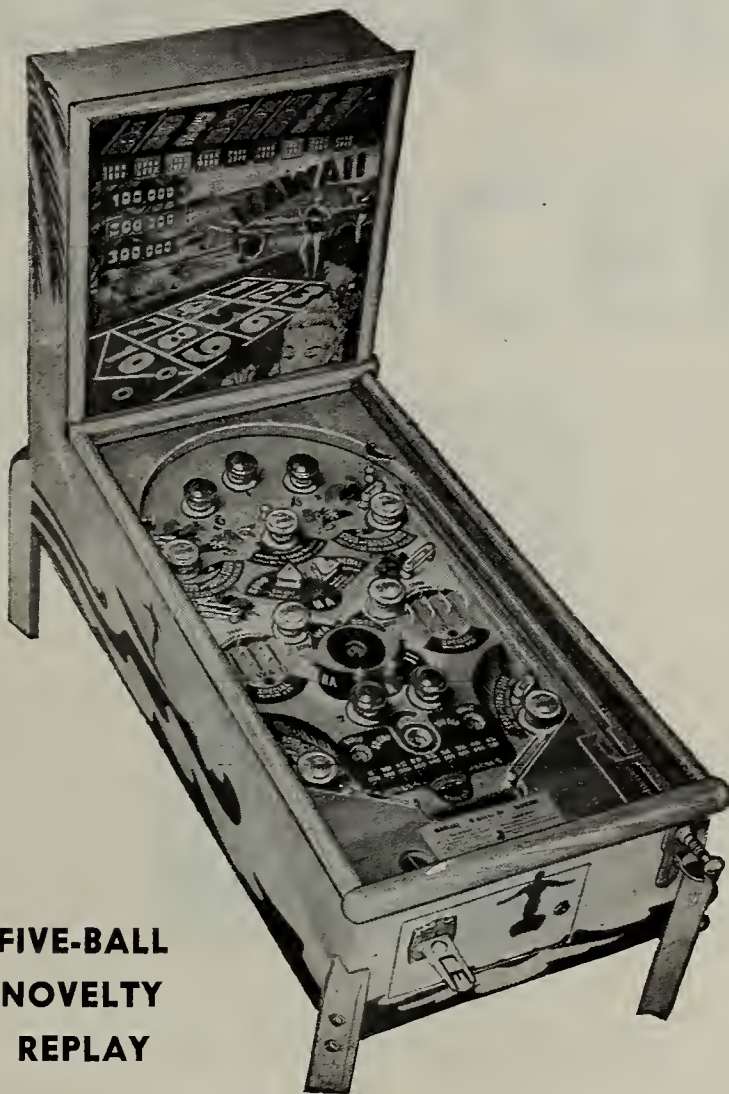
"Yes, there was a time when such types of records could go into every barroom without disturbing the public sentiment. In those days only men patronized bars. But, times change. And, today with the birth of the "cocktail lounge" you find a mixed crowd at every bar, with little regard to age. That is why I caution you to avoid the use of questionable recordings.

"Being aware of the fact that the growth of the coin machine industry is due mainly to the aggressiveness and intelligence of you operators, I feel confident that this advice will not go unheeded, and that you will avoid anything else that would jeopardize your business and your income."

HAWAII

by

UNITED



FIVE-BALL
NOVELTY
REPLAY

with Super **BONUS FEATURES**

- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
- MANY WAYS TO SCORE REPLAYS

**STEPPED - UP
PROFITS**

"Greater Than Mexico"

See
Your
DISTRIBUTOR

GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY

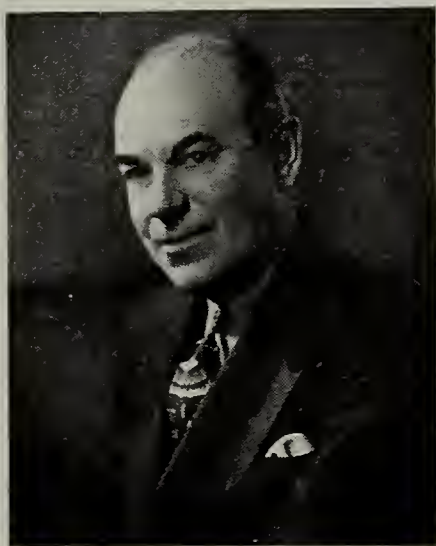
5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

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

COINS TO CONQUER CANCER



By RAY MOLONEY

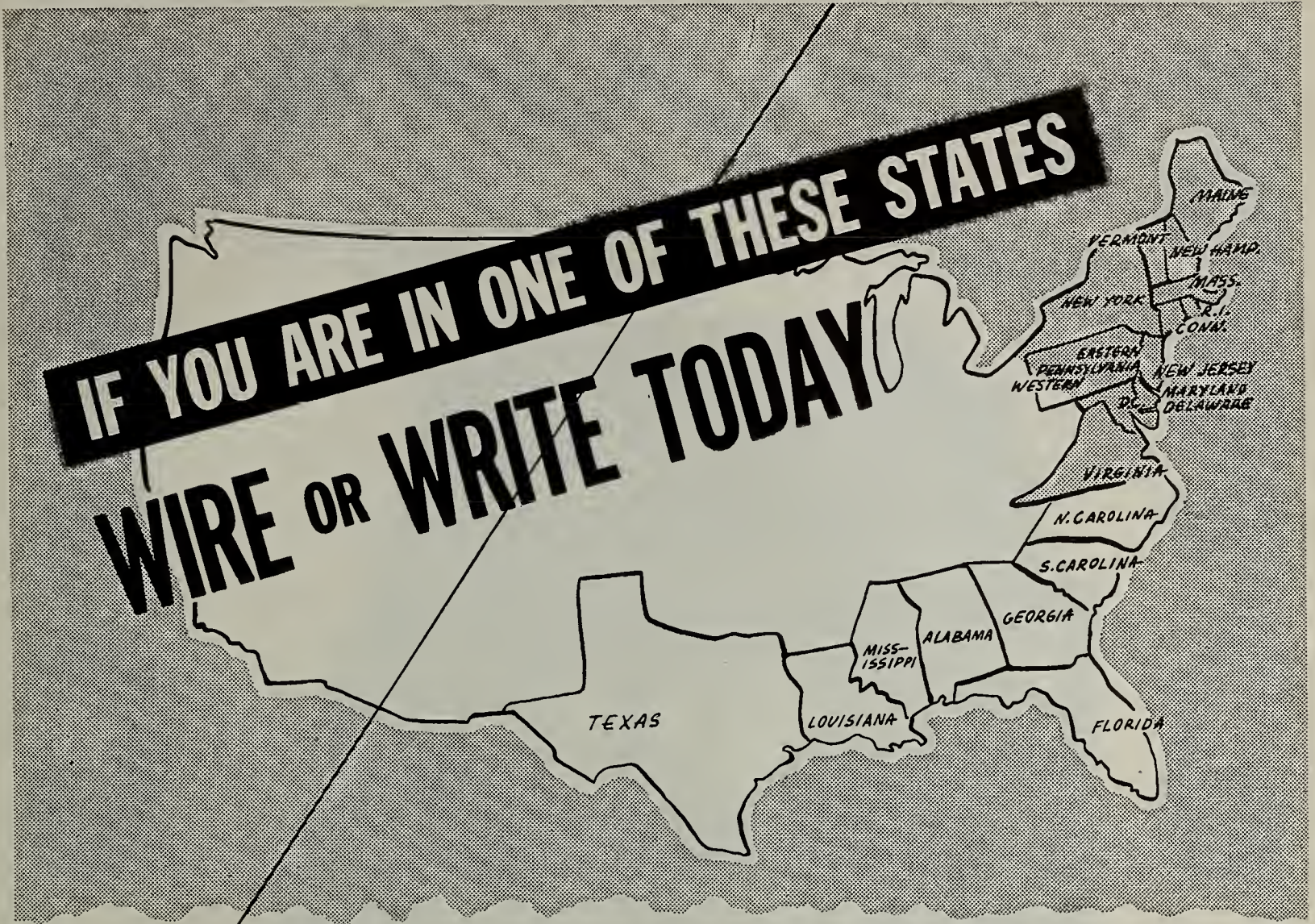
President, Bally Manufacturing Company

For many years the coin-machine industry has been telling the story of the power and importance of coins as keys to quick, convenient service and to popular, low-cost entertainment. Today we are proving the power of lowly coins to achieve a high purpose — proving by the Coin Machine Industry's Campaign for the Damon Runyon Memorial Fund that coins — pocket-change — chicken-feed — can be forged into a mighty weapon to fight a deadly enemy of man, cancer.

Donations have ranged all the way from dimes dropped in collection-boxes to checks for five thousand dollars. But, regardless of the size of the individual donations, each and every contribution is coming from the coins which the American public drops into coin-chutes in every corner of the land. The nickels, dimes and quarters which America deposits for amusement and music and service — and the pennies for gum, stamps and peanuts — are coins to conquer cancer.

Although coins to conquer cancer have been pouring in at a rate which should make every coin-machine man proud, we must not relax our efforts. We must continue to place a self-imposed tax on every penny, nickel, dime and quarter that goes through the coin-mechanisms of our industry. We must keep after our friends for donations. We must never be satisfied and never stop our efforts until the final day on which we deliver the coin machine industry's check to the Damon Runyon Fund. And we must do everything in our power to be sure that the coin machine industry's final check to the Damon Runyon Fund is the largest donation from any single source.

Let's show the world that, when it comes to getting out and fighting for a great cause, the coin machine industry is the greatest industry on earth. Let's show the world with a golden flood of coins to conquer cancer!



for full details on the ... **GREAT NEW**

GENCO-SEABOARD PIN-GAME PLAN

**OUR REPRESENTATIVE WILL
CALL ON YOU IMMEDIATELY!**

ALL it takes is a wire or letter and our representative will see you in person immediately to show you how this plan WILL ...

- 1 Save you money
- 2 Give you much faster service

AND

Give You Advance Information
On The Outstanding

NEW GENCO GAME

To Be Released Soon

NOTE: States in map above are serviced by SEABOARD as Direct Factory Sales Agents for GENCO. Shaded states represent territory prior to additions. Unshaded states have just been added to Seaboard's extensive coverage. Complete list of states follow:

PREVIOUSLY COVERED TERRITORY

Maine	New York
Vermont	New Jersey
New Hampshire	Eastern Pennsylvania
Massachusetts	Delaware
Rhode Island	Maryland
Connecticut	District of Columbia
	Virginia

NEWLY ADDED TERRITORY

Western Pennsylvania	Alabama
North Carolina	Florida
South Carolina	Louisiana
Georgia	Texas
	Mississippi

Never before have two such leading organizations as Genco, America's greatest game manufacturer and SEABOARD, America's greatest distributor, joined their tremendous resources to create a pin-game merchandising plan as exciting as this.

SEND THAT WIRE OR LETTER TODAY

SEABOARD

SEABOARD N. Y. CORP.: 540-550 W. 58th St., N. Y., CO 5-4585
 SEABOARD N. J. CORP.: 27-29 Austin St., Newark, N. J., BI 8-4105
 SEABOARD CONN. CORP.: 1625 Main St., Hartford, Conn., HA 2-6141

A Real "American" Beauty



The **JEWEL BELL** CABINET

Finished in original colors . . . fits all mechanisms from Yellow Fronts to Golden Falls . . . Castings are chrome finished on brass metal, including handle and handle bushing . . . Special hardened lining plates. Furnished complete for 5c—10c or 25c play. 3-5 or 2-5 pay. Satisfaction guaranteed or money back.

ONLY
\$ **5950**

CABINET
COMPLETE

Wire, Write or Phone "American" Today!

American Amusement Co.

158 E. GRAND AVENUE • CHICAGO 11, ILLINOIS

WHIttehall 4370

IT TAKES IN MORE MONEY!



AMI

DE LUXE MODEL "A"

Roll all the features of the Model "A" AMI phonograph into one, and you come up with the simple basic fact: "The AMI makes more money!" We know this is the feature which interests you most of all because phonograph earning power is the only solution for today's success in music operating.

AMI HIDEAWAY CABINET

**Concentrated Perfection in
Engineering Performance**

Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20½" deep by 38½" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.

**With AMI Selective Play
Mechanism and Remote
Volume Control**

\$515

**With AMI Continuous
Play Mechanism
Complete with Amplifier and Remote
Volume Control**

\$482.50

**Complete with Amplifier but without
Remote Volume Control**

\$470.00

**Complete without Amplifier and
without Remote Volume Control**

\$410.00

*Prices F.O.B. Grand Rapids
Excise Tax Included—Plus Local Taxes*

GRIFFIN DISTRIBUTING CO.

3604 TULANE AVE., NEW ORLEANS 19, LA.

106 MINERVA ST., JACKSON, MISS.

322 FOURTH ST., SHREVEPORT, LA.

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

BULB HEADQUARTERS OF THE COIN MACHINE WORLD

Right prices on quality brand bulbs. New stock,—not Government surplus. Do not be misled,—our price includes tax. Satisfaction guaranteed on every purchase, or your money back.

MINIATURE BASE BULBS			
LAMP NO.	LIST PRICE PER 100	OUR PRICE PER 100 TAX INC.	LOTS OF 500
40	9.00	4.95	4.70 per 100
44	9.00	4.95	4.70 per 100
46	9.00	4.95	4.70 per 100
47	9.00	4.95	4.70 per 100
50	10.00	5.50	5.20 per 100
51	8.00	4.40	4.20 per 100
55	8.00	4.40	4.20 per 100
63	8.00	4.40	4.20 per 100
81	11.00	6.05	5.75 per 100
1129	18.00	9.90	9.40 per 100
313	30.00	16.50	15.60 per 100
1455	10.00	5.50	5.20 per 100
1456	10.00	5.50	5.20 per 100
1458	15.00	8.25	7.80 per 100

JUKE BOX BULBS	LIST PRICE	OUR PRICE TAX INC.
7½ watt	13.20	10.50
15 watt	13.20	10.50

America's Foremost Distributor of Parts and Supplies for Coin Machines.
Write Today for Complete Parts Posters.

HEATH DISTRIBUTING COMPANY

217 THIRD STREET PHONES: 2681-2 MACON, GEORGIA

Discuss Plans For Cancer Fund Drive



CHICAGO — Wherever coinmen gather these days, the foremost topic of conversation is the great efforts everyone in the industry is putting forth to cooperate in the CMI Damon Runyon Cancer Drive—and to figure out new and better methods to secure additional funds.

Seated at the table above, this four-some discuss progress of the drive and future plans. Reading from left to right: Jimmy Martin, Martin Distributing Company, distributor for the United Artist record "You're The Sunshine of My Heart" and "Ella" (8½c royalty on every record sold for juke boxes goes to the fund); W. A. Patzer, chief engineer for A.B.T. Manufacturing Company; Walter Tratsch, president of A.B.T. Manufacturing Company; and James A. Gilmore, Secretary-Manager of Coin Machines Industries, Inc.

ATTENTION MUSIC OPS!

FILL OUT AND MAIL THE PREPAID POSTCARD IN THE MUSIC SECTION. YOUR VOTES DECIDE THE BEST RECORDS AND BEST RECORDING ARTISTS OF 1947.

DO IT NOW!

Now...

THE GREATEST OF ALL Williams' Games THE NEW IMPROVED "ALL STARS"



A Baseball Game With ACTION — SUSPENSE THRILLS — COLOR

Exclusive Distributors

CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

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

**The New Improved
Williams'
"ALL STARS"**



**"...the greatest
money-making
game in operation
today"**

**REPORT OPERATORS
WHO HAVE THEM
ON LOCATION**

**A Williams'
"LONG-LIFE"
GAME!**

**ORDER
NOW!**

**MAYFLOWER
DISTRIBUTING COMPANY**

**2218 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA**

FACTS

PURE AND SIMPLE . . . POWERFUL AND PROFITABLE — AS TOLD TO US BY **PHOTOMATIC** OPERATORS & DISTRIBUTORS

"—TROUBLE-FREE, PLEASE THE PUBLIC AND MAKES MONEY FOR THE OPERATOR"

. . . says **JOSEPH CALCUTT**
of The Vending Machine Company,
207 Franklin Street, Fayetteville, N. C.



You have received thousands of letters complimenting Mutoscope machines and our experience with your new DELUXE PHOTOMATIC has been so satisfying that we write, too.

Records show 90 days from deliveries starting our quota for a solid year was bought. This didn't just happen as machines don't repeat in sales unless they are trouble-free, please the public and make money for the operator. DELUXE PHOTOMATIC unquestionably does all of this.

PHOTOMATIC built to last from 5 to 10 years, not out-moded by yearly models, can be bought on credit and make its own payments without pull on reserves. It is outstanding and a MUST for every operator who thinks, regardless of what type machine he is now operating.

Some letters of praise received today in part are quoted below:

John Coleman: "Photomatic is trouble-free. The only thing I need is more Mutosnaps. Ship 5 cases today."

R. L. Cannon: "Its streamlined beauty is beyond words of expression."

W. C. Fox: "My Photomatic is earning from \$85.00 to \$150.00 each week. Nuff sed!"

Thanks to Mutoscope for building the best machine we know of. . . . PHOTOMATIC.

J. Calcutt



". . . NOTHING BUT PLEASANT EXPERIENCES WITH THEM."

. . . says **HERBERT WEAVER**
of 101-15 Metropolitan Ave.
Forest Hills, L. I., N. Y.



In April of this year I was lucky enough to secure my two DeLuxe Photomatics which I am operating in my Arcade in Coney Island, New York, and have had nothing but pleasant experiences with them.

There is one thing that might interest you and your prospective customers. As you know, I am paying for my machines in installments and decided to save all the dimes that were inserted in the machines.

Each time that my \$300 monthly note has become due, the accumulated dimes exceeded these notes and the cost of the Mutosnaps and chemicals used, leaving the nickels clear profit.

I am indeed satisfied with my purchase.

H. H. WEAVER

MEMO
GET THE FACTS ON THE VOICE-O-GRAPH, TOO . . . AN AUTOMATIC, COIN-OPERATED RECORDING MACHINE.

PROVE IT TO YOUR SATISFACTION!

When you operate PHOTOMATICS, you are assured of a profitable, steady source of income. Here's a 100% automatic, coin-operated photographing machine that snaps, develops, prints and delivers a FRAMED, fade-proof picture in less than a minute. The new DeLuxe PHOTOMATIC is a thing of beauty and durability. It SELLS ITSELF! No attendant necessary. You'll have immediate success with it. For further facts and proof, get in touch with your PHOTOMATIC Distributor. . . . Listed Below.

GET MORE FACTS FROM THE NEAREST AUTHORIZED MUTOSCOPE DISTRIBUTORS LISTED BELOW:

AMALGAMATED DISTRIBUTORS COMPANY
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Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dunn, Pierce, Pepin, Buffalo.

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H & L DISTRIBUTORS, INC.
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3130 W. Lisbon Ave. Milwaukee, Wisc.
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ROANOKE VENDING MACHINE EXCH., INC.
13 S. Jefferson St. Roanoke, Va.
Virginia, except following counties: Rockingham, Shenandoah, Frederick, Clarke, Warren, Page, Greene, Madison, Rappahanock, Fauquier, Loudoun, Fairfax, Prince William, Culpeper, Stafford, Grange, Spotsylvania, King George, Caroline, West Moreland and North Cumberland. Following counties in West Virginia: Pendleton, Pocahontas, Greenbrier, Monroe.

THE VENDING MACHINE COMPANY
207 Franklin St. Fayetteville, N. C.
North Carolina, South Carolina.

TORONTO TRADING POST, LTD.
736 Yonge St. Toronto 5, Ont., Canada
Eastern Canada

UNITED NOVELTY COMPANY, INC.
111 W. Division St. Biloxi, Miss.
Louisiana, Mississippi.

W. B. NOVELTY COMPANY, INC.
1518 McGee St. Kansas City, Mo.
Kansas, Missouri.

W. B. NOVELTY COMPANY, INC.
1012 Market St. St. Louis 1, Mo.
Kansas, Missouri.

CLIFF WILSON DISTRIBUTING COMPANY
1121 S. Main St. Tulsa, Okla.
Oklahoma



MEMBER

INTERNATIONAL MUTOSCOPE CORPORATION • Wm. Rabkin, Pres.

44-01 Eleventh St., Long Island City, New York

Manufacturers of *Photomatic and *Voice-O-Graph

★ Registered Trade Mark

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

TRIED AND PROVEN THE



TOP MONEY-MAKING PHONOGRAPH TODAY!

AMI ⁴⁰ SELECTIONS

AMI HIDEAWAY SYSTEMS

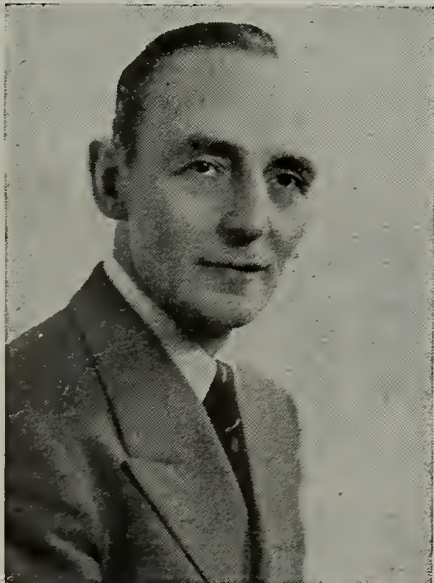
AMI AUTOMATIC HOSTESS

AUTOMATIC DISTRIBUTING CO.

806 N. MILWAUKEE AVENUE, CHICAGO, ILLINOIS

(PHONE: CHesapeake 4900)

Bally Announces New Novelty Game



GEORGE W. JENKINS

CHICAGO—Production of Bally's "Silver Streak", five-ball novelty game begins this week, according to the announcement by George Jenkins, vice president and general sales manager of Bally Manufacturing Company.

"'Silver Streak' is convertible for novelty or free play operation and altho primarily a five-ball game, may be operated with only three balls" stated Jenkins. "In addition to high score, the game introduces several entirely new play-features.

"Pre-production tests on location," Jenkins continued "prove that operators can count on an immediate step-up in collections when 'Silver Streak' is moved in."

Now . . . only

\$39⁰⁰ each

ABC Bowler
Action
Bosco
Champ
Five-Ten-Twenty
Genco Defense
Grand Canyon
Hi Dive
Hi Hat
Horoscope

Invasion
Keep 'Em Flying
Leader
Majors 41
Miami Beach
Midway
Play Ball
Sea Hawk
Shangri-La
Slugger

Snappy 41
Spot Pool
Star Attraction
Stratoliner
Sun Valley

Ten Spot
Trailways
Topic
Venus
Victory

Wildfire

All used equipment perfectly reconditioned and fully guaranteed



FRANKEL DISTRIBUTING COMPANY

Serving the "Heart of America"

ROCK ISLAND, ILL. • 2532 Fifth Ave. • Phone 153
DES MOINES, IA. • 1220 Grand Ave. • Phone 3-0184
OMAHA, NEB. • 1209 Douglas St. • Ph. Atlantic 3407
KANSAS CITY, MO. • 3814 Main St. • Ph. Westpart 4456

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

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

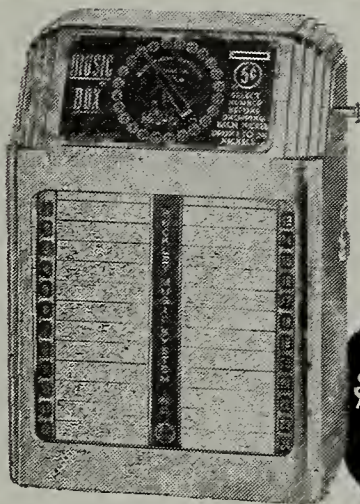
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50⁰⁰



THE NEW Music Box



\$25⁰⁰

Buckley gave Music Operators the **FIRST** practical and profitable music box at the **LOWEST PRICE**. Today, Buckley leads the field by offering a **NEW** music box of advanced design and perfection at a **NEW LOW PRICE**.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month

after month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250⁰⁰

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

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

MARQUETTE MUSIC CO.

DISTRIBUTORS FOR



**THE
MILLS
CONSTELLATION**

40

Selection Phonograph

**IN
CHICAGO
AND SURROUNDING AREA**

Harold Motherway

MARQUETTE MUSIC COMPANY

1738 W. MADISON ST., CHICAGO, ILL.

(All Phones: CHesapeake 3700)

Coin Machine Acceptance Corporation

**A SPECIALIZED CREDIT AND
FINANCING AGENCY FOR MAN-
UFACTURERS AND DISTRIBUTORS
OF COIN-OPERATED MACHINES**



**ACKNOWLEDGED LEADERS IN COIN MACHINE
FINANCING BY THE COIN MACHINE INDUSTRY.**

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

717 MARKET ST.
SAN FRANCISCO, CALIF.

761 PEACHTREE ST., N.E.
ATLANTA, GEORGIA

710 CONSTRUCTION BLDG.
WOOD & AKARD STS.
DALLAS, TEXAS

Griffin To Donate Day's Receipts To Runyon Cancer Fund



JACKSON, MISS.—Les Griffin, Griffin Distributing Company, this city, has set Friday, September 26, as the day from which the receipts from his operation of over five hundred machines will be donated to the Damon Runyon Cancer Fund. Head of the Mississippi State operators association, Griffin is leading the way in that state in cooperating with the CMI Public Relations Bureau campaign to accumulate a quarter million dollars for this great cause.

In addition Griffin stated that the phonographs will all carry the United Artist Damon Runyon record "You're The Sunshine of My Heart" during the week of September 20 to 28.

Pictured above are (left to right): Billy Jefferson, former All-American fullback 1945 from Mississippi State, now salesman for Griffin Distributing Company; L. C. (Lindy) Force, General Sales Manager AMI, Inc., Chicago; and Les Griffin, proprietor of Griffin Distributing Company, working out the details for the campaign.

Griffin, distributor for AMI phonos in Mississippi and Louisiana, has devoted considerable time in furthering the Damon Runyon Cancer Drive. His offices in both states have large posters displayed, and Les has personally contacted all his customers, suggesting that they follow his example in donating one day's collections to the Cancer Fund Drive.

**You'll have fewer
out-of-order calls
with a Jennings!**

O. D. Jennings & Co. 4309 W. Lake St.
Chicago 24, Ill.

Williams'
"ALL STARS"
NEW—IMPROVED
EARN'S MORE MONEY!

ORDER NOW!

EXCLUSIVE DISTRIBUTORS

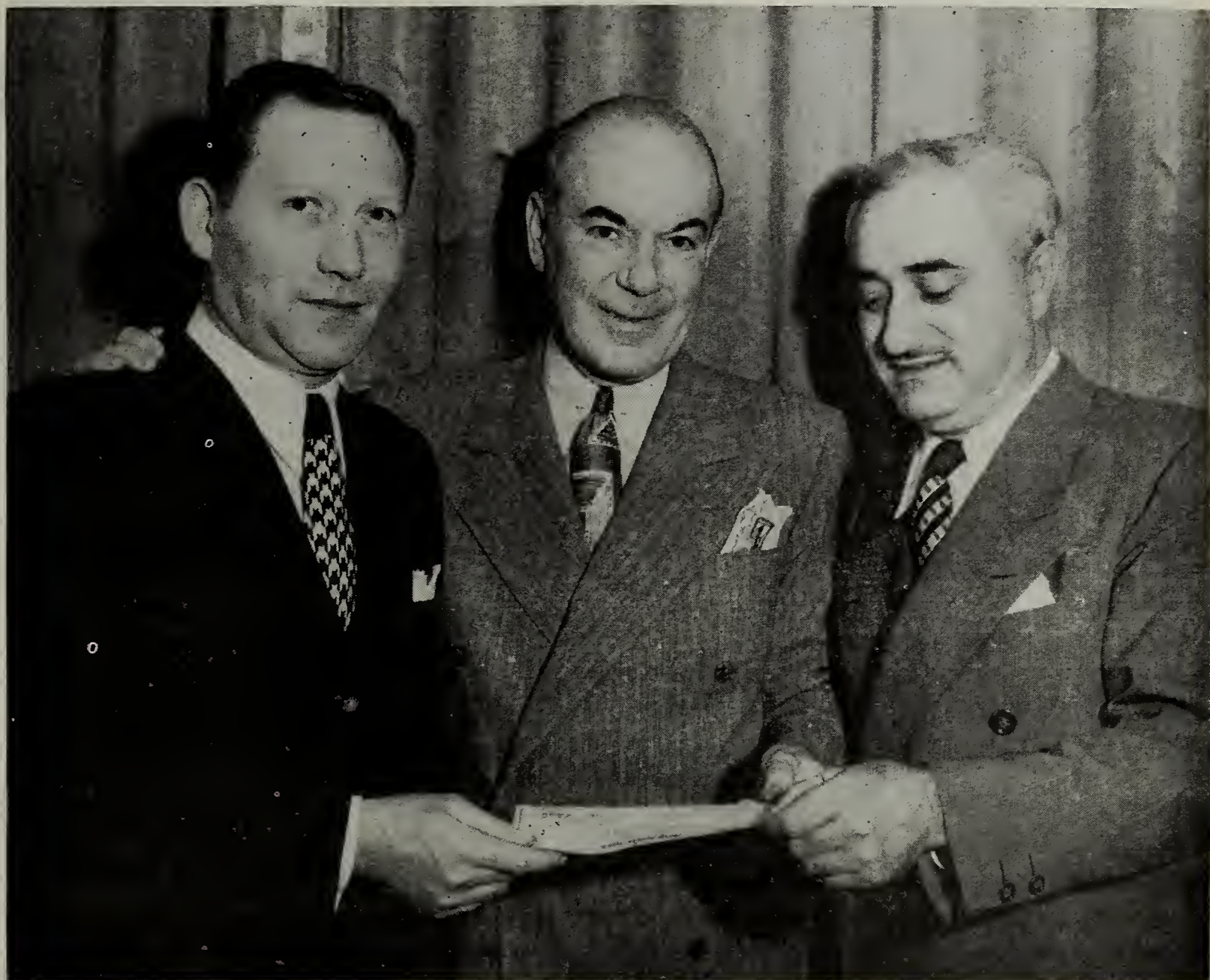


**ALSO EXCLUSIVE DISTRIBUTORS
FOR
AIREON MUSIC**

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

CMI CANCER FUND OFFICIALS RECEIVE CHECK FROM "THE CASH BOX"

Bill Gersh, Publisher Turns Over Check For \$500 To Ray Moloney, National Chairman And Dave Gottlieb, Pres. CMI



CHICAGO—When the first flash was received that the CMI Damon Runyon Cancer Fund Drive was to receive the complete and unstinted backing of the coin machine industry, *The Cash Box* immediately wired Ray Moloney, National Chairman its pledge for \$500. In addition *The Cash Box* is going all out in devoting its columns for editorial purposes to further this great drive.

Pictured above is Bill Gersh, publisher of *The Cash Box* presenting a check to Ray Moloney and Dave Gottlieb.

Everyone in the industry, from the top man to the smallest operator is working diligently to make the contribution of the coin machine industry to the Cancer Fund the greatest single donation of any industry in the United States. Manufacturers, distributors and jobbers have given individual donations — operators in every branch have set aside certain periods from which they have donated percentages of their receipts—

and record companies have in some instances pledged portions of their receipts from sales of certain records.

Every association is today working out plans and methods of cooperating with its members to gather funds for the Cancer Fund. Letters by the thousands have been mailed to coinmen thruout the country by individual territorial chairmen. CMI has printed about a quarter million stickers to be pasted on machines or on walls in locations. Large posters are on the walls of every jobber, distributor and manufacturer. And we've just begun.

Coin Machine Industries, Inc., is throwing a complimentary dinner at the Bismarck Hotel on September 21, at which the feature speakers will be Hon. James E. Murray, U. S. Senator from Montana, and Homer E. Capehart, U. S. Senator from Indiana. Hundreds of the industry's leaders will be in attendance.

The New York area will hold a

giant jubilee meeting at the Manhattan Center on November 3. Every operator will buy blocks of tickets—as will jobbers, distributors and manufacturers in the territory. A great many thousands of dollars is expected from this affair.

On August 13, Dave Gottlieb and Ray Moloney turned a check for \$20,000 over to Walter Winchell—an initial donation. Winchell, in his broadcast of Sunday, September 7, announced to his many millions of listeners that the Coin Machine Industry expects to turn a check over to him at the Coin Machine Show in January that will run to a quarter million dollars . . . and will continue to do so every year.

From indications at this time, if the spirit and effort of the moment is to be continued, this figure will be larger.

**THE CANCER DRIVE WILL HELP
"ARREST A MURDERER"—DON'T
FORGET TO DO YOUR PART.**

IT'S BOWLING 'EM OVER EVERYWHERE!

**GOTTLIEB'S High Score Hit
BOWLING LEAGUE**

"JET" KICKERS—Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!

INCREASED SCORING VALUES When All Pins Are "Down"!



MOST DEPENDABLE!
DAILY RACES
1-Ball Multiple
Payout or Replay Models

ORDER FROM
YOUR
DISTRIBUTOR

Improved DeLuxe GRIP SCALE
THREE-WAY STRENGTH TESTER
Consistently Best Since 1927

"There Is No Substitute for Quality"

D. Gottlieb & Co.

TWENTY YEARS OF LEADERSHIP

1140 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS



Vending Machine Tax Confiscatory Claim Ops

ST. PAUL, MINN. — Fighting a recently imposed city license plan, vending machine operators here are hoping to be able to reduce the tax set up by the City Council.

Charging that the tax requested is confiscatory, the operators asked that this new ordinance be rescinded. Adopted last July, the licenses were due the first of September, but the city held up collections until they printed tax stamps, meanwhile the research department is making a survey of the operators' complaints.

The ordinance was one of many adopted by the council in its program of raising more license and tax money. It imposes an annual tax of \$2 on each vending machine accepting a one-cent coin, and \$5 a year on nickel machines.

Fred Brandstrader, Chicago attorney, acting for the vending machine operators told the council the industry could not pay such charges on a per machine basis. In addition, three local vending machine operators personally visited the council to enter a protest.

Tax Unpaid — Machines Seized

HOBOKEN, N. J.—Hoboken's coinmen were in a hot spot when Commissioner Michael M. Morelli, newly appointed director of public safety, and Special Investigator J. Albert Shea ordered seizure of all unlicensed cigarette, juke boxes and any other machines that hadn't paid their license fees.

Thru negligence, the operators had been derelict in sending in their checks, and a police squad confiscated 40 machines the first day.

ATTENTION, OPERATORS!

"LOOK AT THESE PRICES!"

ALL GAMES CLEAN AND IN PERFECT WORKING CONDITION

5-BALLS		ONE BALLS	
DOUBLE BARRELS	\$ 60.00	SPECIAL ENTRY	Write
SUPER LINER	99.50	VICTORY SPECIAL	\$295.00
EXHIBIT FAST BALL	109.50	LONGACRE	109.50
BIG LEAGUE	65.00	THOROBRED	109.50
MIDGET RACER	65.00	CLUB TROPHY	50.00
PLAY BALL	15.00	PIMLICO	50.00
VICTORY	20.00	VICTORY DERBY PAY OUT ..	149.50
COVER GIRL	30.00	CONSOLES	
FIVE-TEN-TWENTY	30.00	BALLY TRIPLE BELL	Write
SOUTH SEAS	29.50	BALLY DELUXE DRAW BELL	Write
SURF QUEEN	34.50	KEENEY SINGLE BONUS	
DYNAMITE	109.50	SUPER BELL	\$350.00
SEA BREEZE	155.00	KEENEY 5 & 25 BONUS	
GENCO STEP UP	129.50	SUPER BELL	595.00
STAGE DOOR CANTEEN	39.50	MILLS 3 BELLS	525.00
KILROY	189.50	Brand New JENNINGS	
TORNADO	189.50	CHALLENGER	Write
		COUNTER GAMES	
		DAVAL FREE PLAY, Ea.	\$ 9.50
		DAVAL BUDDY, Ea.	7.50
		CHALLENGER, Ea.	17.50
		GRIP SCALES	16.50

One third deposit, balance C.O.D.

WESTERHAUS COMPANY, INC.

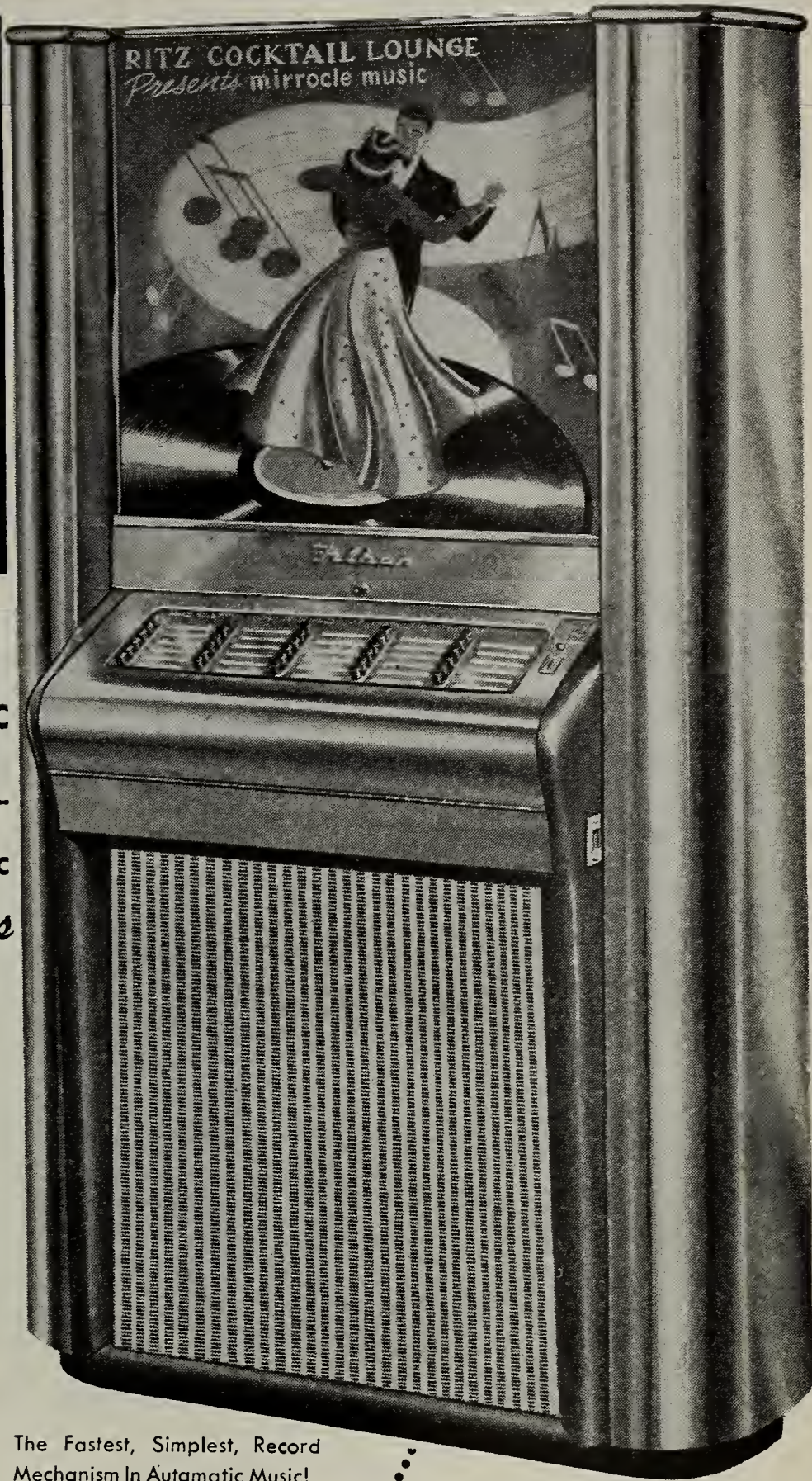
3726 KESSEN AVENUE

CHEVIOT 11, OHIO

Montana 5000-5001-5002

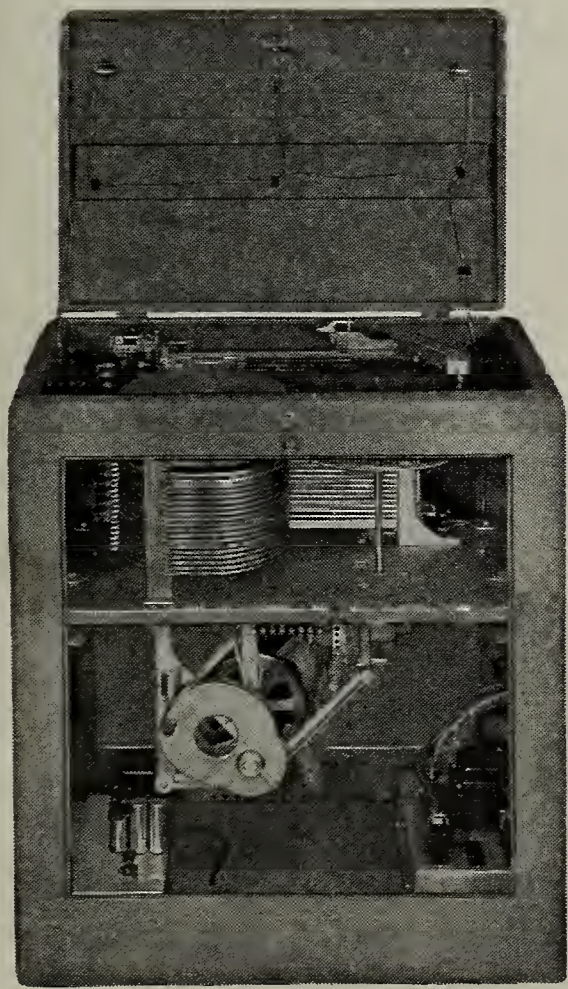
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

**see
it
now**



FILBEN
mirrocle-music

The only music system that enables you to operate your electric selection mechanisms for *Years*



FILBEN STOW-A-WAY

- The Fastest, Simplest, Record Mechanism In Automatic Music!
- Less Than 6 Secands Record Change Time!
- The Only 30 Recard Selection One Side Made!
- SIZE: 36" High—32" Wide—21" Deep.
- Strikingly Dignified Illuminated Beauty That Adds to the Interior Attractiveness of All Locations!
- Can Be Used With All Electrical Selection Phonograph Mechanisms, New ar Old!
- Sturdily Constructured af Highly Polished Chromed Steel!
- Selection of Interchangeable, Artistically Illustrated Mirrocle Panels!
- SIZE: 72" High—42" Wide—18" Deep.



These Reputable FILBEN DISTRIBUTORS Are Ready To Serve You!

Eastern New York State
Hanna Distributing Co.
169 Compbell Ave., Utica, New York

Western New York State
Eastern Sales Company
1824 Main Street, E., Rochester, N. Y.

Maryland, Delaware & Washington, D.C.
Cee Gee Music Distributors, Inc.
734 North Goy St., Baltimore, Md.

Oklahoma, Arkansas, Texas, Tennessee & Northern Mississippi
C. M. McDaniels Distributing Co.
851 N. Flores St., San Antonio, Texas

Georgia, N. & S. Carolina
Cohen Distributing Co.
305 Edgewood Ave., S. E., Atlanta, Ga.

Western Va. and West Virginia
Roanoke Vending Machine Exchange Inc.
13 S. Jefferson St., Roanoke, Va.

Kentucky
Co-Operative Distributing Co.
234 West Jefferson St., Louisville, Ky.

Montana, Idaho, Nevada, Utah, Wyoming, Colorado, Arizona, New Mexico & Western Texas
Sun Valley Distributing Co.
443 S. LaCienega, Los Angeles, Calif.

Western Pennsylvania
Coin Machine Distributing Co.
500 N. Craig St., Pittsburgh, Pa.

Eastern Virginia
Oley Brothers Amusement Co.
422 West Broad St., Richmond, Va.

Illinois & Indiana
Jack Nelson Co.
2320 Milwaukee Ave., Chicago, Ill.

Ohio
Edwards Distributing Co.
471 S. Main St., Akron, Ohio
Kansas, Missouri & Southern Illinois
Central Distributors
2334 Olive St., St. Louis, Mo.

N. & S. Dakota, Minnesota, Nebraska and Iowa
Northwest Filben Inc.
1412 Hennepin Ave., Minneapolis, Minn.

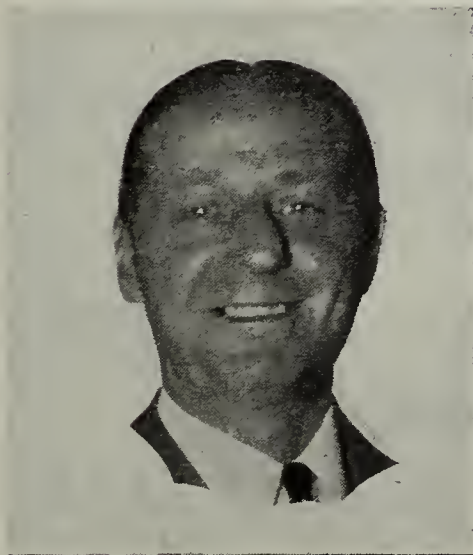
Alabama
Ace Distributing Co.
12 N. 23rd St., Birmingham, Alabama

Wisconsin & Northern Michigan
United Coin Machine Co.
6304 W. Greenfield Ave., Milwaukee, Wis.

California, Washington, Oregon, Western Nevada
E. T. Mape Distributing Co.
284 Turk St., San Francisco, Calif.

NATIONAL FILBEN CORPORATION • 1141 SO. WABASH AVE. • CHICAGO 5, ILL.

COINMEN ARE GREAT PEOPLE



By TONY GASPARRO
Williams Manufacturing Corporation

Coinmen are great people.

We, who have spent our lives with them know this to be true. Their cheerfulness — their open heartedness — their liberality — their industry — their pride in accomplishment — their persistence — and their goodfellowship — all these are well known to us.

Coinmen have contributed both their money and time to a great many charities of every conceivable type.

Now, the call has been made to contribute toward the Damon Runyon Cancer Fund, and as always the members of the coin machine industry are coming to the front in great style. However, this time it is an industry drive, and our accomplishments will be made known to the world.

We, who are lucky to be healthy and able to contribute to the fund, should be thankful. We're giving only our money and some of our time — others will be able to benefit. It's better for us that the condi-

tions aren't reversed.

The entire staff of Williams Manufacturing Corporation is working continually with Jim Mangan and Jim Gilmore of CMI to make the Damon Runyon Cancer Fund Drive a great industry success. The coin machine industry-wide drive to help rid the world of a treacherous, insidious sickness, is one of the greatest programs ever attempted by any industry, and warrants the complete support of every one in the business.

The coin machine industry will win the full respect of the entire country when the result of the drive is made public in January — and it is our hope that our industry is able to hand over a check to Walter Winchell that will be the largest single industry contribution to the Damon Runyon Cancer Fund.

All coinmen can make this possible — GIVE — any amount — small or large — GIVE — TO THE DAMON RUNYON CANCER FUND.

Report From South Africa Shows Phonos Very Popular

One Play For A "Tickey"—Four Plays For One Shilling—Best Locations Are "Milk Bars" And "Cafes"—Professional Ops Plagued By Distributor Sales To Locations

CAPETOWN, S. AFRICA—Coinmen in this South African town are rolling along fairly well according to a letter received by *The Cash Box* from one of its leading operators.

At this time, it's winter in that country, and collections are down some 20%, but this seasonal decline takes place every year, and this year it's no worse than at any other winter.

Pingames and bells were operating until recently, when an order by the local officials caused this type of equipment to be called in.

Phonographs are increasing in number—and are very popular. Peak periods of play are at 11 o'clock in the morning, when office workers take time off for tea, and later in the day, during lunch hour. It costs a "tickey" to start the phono going. One shilling gets the player four records. Like juke box addicts anywhere, South Africans go in for the popular type of music, altho the classics get a play in some locations. Best type of locations are the "milk bars" and "cafes". A great many locations feature the latest 1947 models of all manufacturers.

The one discouraging note that is causing professional operators a great deal of grief is the manner in which music machines are distributed there. Musical instrument dealers, who do not understand the problems of the operator, are the distributors in most cases, and they are selling machines directly to locations. Our correspondent is very discouraged and writes "if this method of selling juke boxes continues, it will not be long before the business is played out, as you have many times written in *The Cash Box* that every sale to a location is an operator's loss."

A happy note for United States coin machine exporters is that South Africa is not being affected by the Sterling bloc, unless the situation changes, as they produce gold to buy dollars.

**MUSIC OPERATORS!
YOUR VOTES
WILL DECIDE
THE WINNERS**

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND BEST RECORDING ARTISTS OF 1947. FILL OUT AND MAIL THE PREPAID POSTCARD ENCLOSED IN THE MUSIC SECTION.

DO IT NOW!

NOW DELIVERING
FILBEN '47—Record Phono
Pantages Maestro Music System
Personal Music Systems

ALSO DISTRIBUTORS FOR
United's MEXICO
Square's SPORTSMAN ROLL
Adams-Fairfax CASH TRAY
U.S.V.C. Refrigerated Vendors

"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.

WANTED QUICK!

**WILL PAY TOP CASH PRICES
FOR USED**

**BALLY DELUXE DRAW BELLS
KEENEY 5c SUPER BONUS BELLS**

WRITE - WIRE - PHONE NOW!

M. S. WOLF DISTRIBUTING CO.

1348 VENICE BLVD.

LOS ANGELES, CAL.

(All Phones: PRespect 4131)

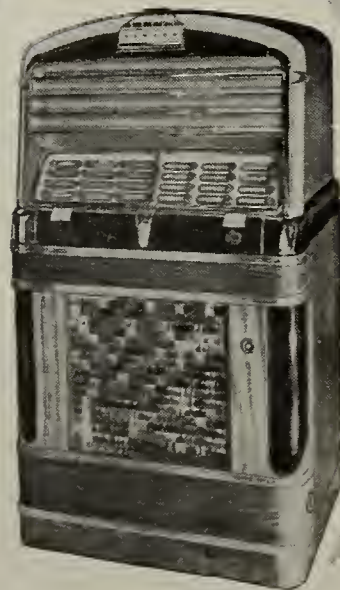
"fiesta" DE LUXE
Aireon
*IS IN THE SPOTLIGHT
FROM NOW ON!*

EXCLUSIVE DISTRIBUTORS

HERMITAGE MUSIC COMPANY

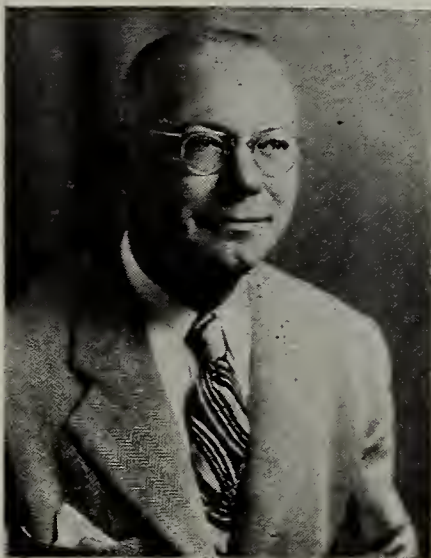
423 BROAD STREET
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA



*SUPER DE LUXE MODEL
ALSO AVAILABLE*

INDUSTRY ASSUMES ITS RIGHTFUL RESPONSIBILITY IN SUPPORT OF DAMON RUNYON CANCER FUND DRIVE



By CHARLES W. SCHLICHT

Manager, Music Division - Mills Industries, Inc.

We all know that cancer is a dangerous threat to human existence and should be stamped out as quickly as possible; in fact authorities tells us that next to hypersensitivity it is public enemy No. I.

The various branches of Mills Industries, Incorporated, including the Music Division, have through the proper channels of trade associations contributed as much as they feel they can do at the moment, but do not feel that their responsibility to the peoples of the world have ceased and we shall continue our earnest support to this constructive and worthwhile movement.

It is a great source of personal satisfaction to me to see the coin machine industry so thoroughly united in this cause. It proves to me that when an emergency exists we can band together in a common interest and assume our rightful responsibility as a basic industry.

Let me bring to your attention the fact that cancer is not our only enemy. We have present with us today many other forces which could well stand, not only examination, but extermination. For example:

- a. Diseases which while hitherto unnamed have taken their toll. ----
- b. Greed for power.
- c. Racial prejudice.
- d. Religious Intolerance.
- e. Disregard for the rights of others.

Just as soon as our scientists and doctors are supplied with their funds to alleviate the fear presently staring us in the face by the ravages of cancer, let those of us who are fortunate enough to be able to do so continue our efforts in the interests of all mankind.

We have made repeated claims that our industry is a great one. The time is now present for us to demonstrate that we will not only lick the cancer problem, but will knock the living tar out of anything else in this world which threatens our own as well as the general welfare of our people.

If money is the answer we will provide it. If sweat and toil are called for it will be freely given.

Your correspondent is not too busy to stand on call and assist this noble work with any powers at his command.

EVANS' LONG SHOT RACES

WITH HIGH PAYOUT

50c to \$25.00 for 5c Play

FAST PLAY — GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

GUARANTEED!

Try Evans' Long Shot Races at Our Risk! Satisfaction Guaranteed or Money Back!

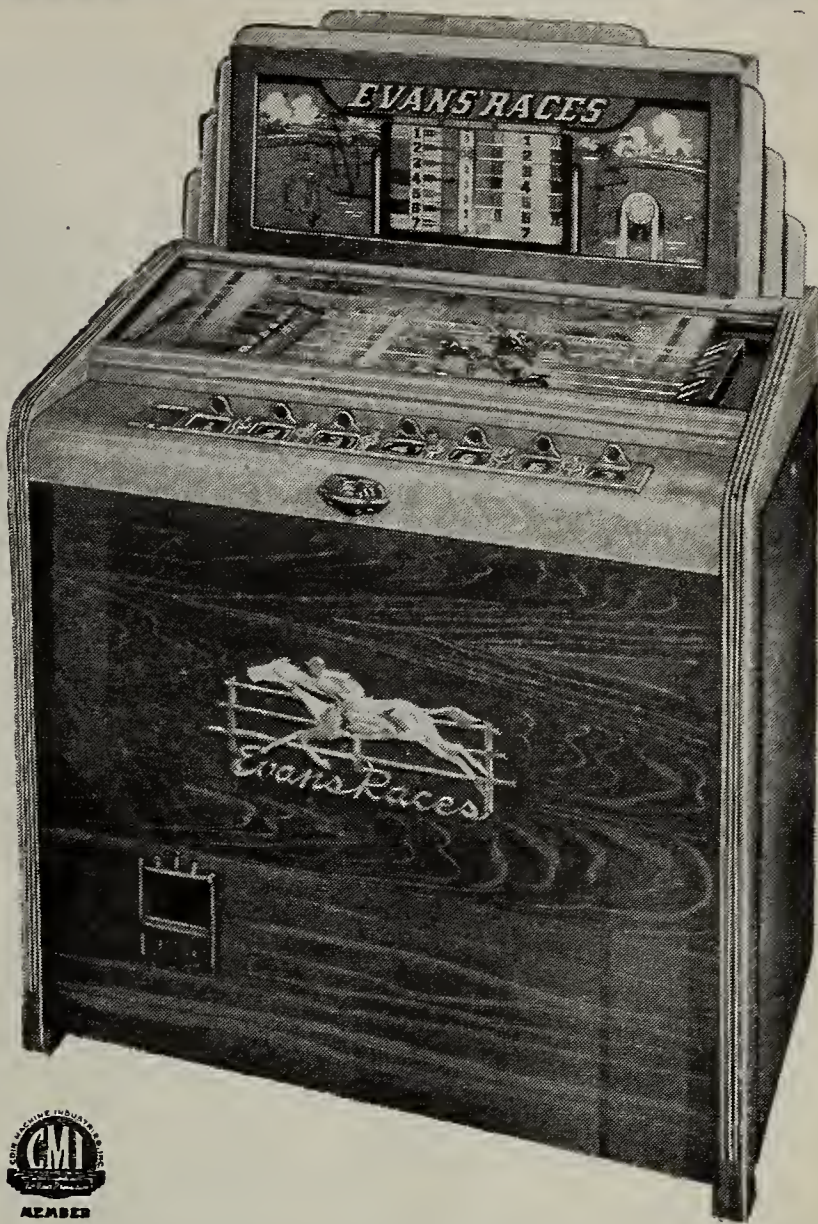
WRITE, WIRE or PHONE FACTORY

or

SEE YOUR DISTRIBUTOR

H. C. EVANS & CO. 1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS



New Firm To Distribute Ice Cream Vender

PHILADELPHIA, PA. — Vendi-Freeze Distributing Corporation, this city, headed by James E. Kendig, president, and Samuel Rogove, treasurer, announced their appointment as distributors of the Vendi-Freeze Vendor for 27 states, including the District of Columbia. The firm is now in the process of organizing their personnel to properly cover the territory with the chocolate covered ice cream bar vender.

Both Kendig and Rogove have engineering experience with large industrial firms. Kendig is an industrial engineer and a graduate of the General Motors Institute of Technology. For the past six years, he has been active as Sales Engineer for Acme Aluminum Alloys, Inc. Rogove is a graduate of the University of Pennsylvania, and was with the National Cash Register for many years.

Ohio Firm To Manufacture Liquid Vender

LIMA, O. — Artkraft Manufacturing Corporation, this city, announced that they will manufacture a liquid vending machine.

The firm claim the vender is readily adaptable to dispensing of milk, grape juice, tomato juice and other non-carbonated juices and beverages. The vender is being tested thoroughly, and according to their plans, should be in production before the end of the year.

Artkraft, a well established company, reported sales of over two million dollars for the first half of 1947, with a net profit of close to two hundred thousand dollars.



NEW - IMPROVED

Williams

ALL STARS

(100% MECHANICALLY PERFECT)

MAX GLASS says:

"ALL STARS"

Earns More Money Than Any Machine I Have Ever Operated!"

WILLIAMS

DISTRIBUTING COMPANY

2309 W. PICO BLVD.
LOS ANGELES 6, CALIF.
(Phone: DRexel 1422)

ORDER NOW! →

Remember, only a limited quantity are being manufactured.

Ohio Town Council Plans Pinball Licenses

BRIDGEPORT, O. — City council in this city, are preparing an ordinance for their next meeting to license pinballs. The matter was discussed at the last meeting and various proposals were discussed. One councilman suggested a \$25 a month license, but several councilmen considered this

fee too heavy. Counter proposals ran from \$2 per month and up.

Councilman Sam Ruskin commented "Other towns are licensing pin ball machines and the owners can either pay the fees or leave the machines out of their places."

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

Capehart Regards "The Manhattan" As His "Finest Effort Yet" For Music Operators!—an interview with Sen. Homer E. Capehart



SEN. HOMER E. CAPEHART

"The MANHATTAN' is the crowning achievement of all my 20 years of association with the automatic music industry"—thus spoke Homer E. Capehart, U. S. Senator from Indiana, the man who, through his inspiration, initiative and leadership, was instrumental in founding the automatic music business as we know it today.

"Over all these years," the Senator went on, "I regard this 'finest of all phonographs'—and the new concept of business operation that it brings—as my greatest single contribution to the operators." And he added, "Never has this industry so needed such leadership as this revolutionary new musical instrument offers, as it does today!

"Something had to be done to materially increase the profits of all operators and lift the industry itself out of the doldrums. We at Packard knew the answer for the majority of operators did not lie in 10c play. Rather," the senator said, "the answer—now and for the future—existed only in equipment so fine from a design and engineering standpoint that all patrons, locations and operators would immediately recognize it as something entirely different and superior to anything seen or heard heretofore. Only with equipment like this, that patrons and locations would demand, could a new code of business—and profit—relations be assured.

"Not only," the Senator emphasized, "does 'The MANHATTAN' enable every operator, for the first time, to ask for . . . AND GET a bigger share of the gross receipts than ever before. It also offers him the greatest engineering advances ever made . . . all based on sound experience and the production

'know-how' of the finest engineers in the phonograph business.

"The enthusiastic acclaim with which all distributors and operators have greeted every showing of 'The MANHATTAN' have been very gratifying to me. Such whole-hearted praise for our efforts convinces me we are right—and in every location, 'The MANHATTAN' is proving it by doubling and tripling the receipts of any former phonograph.

"There are very good reasons for 'The MANHATTAN'S' popularity," he continued. "Behind the luxurious design of 'The MANHATTAN' lies its true qualities—engineering developments that mean quality construction, dependable performance and 'the last word in convenience for any operator.

"It is in designing and engineering this phonograph completely for the operators," the Senator pointed out, clamping down on his cigar, "that I take the greatest pride! Take its tone, for example. When or where have you ever heard anything so life-like, so moving and thrilling in musical reproduction? Never until now has automatic music reached this perfection of fidelity! And, needless to say, it took painstaking engineering throughout to accomplish this miraculous detail with which it reproduces every note . . . at any volume.

"And, believe it or not," he added, "the sincerest compliment ever paid its matchless fidelity, I saw with my own eyes. It happened at a recent showing of 'The MANHATTAN' at Spokane, Wash. Hotel guests flocked to the door during our session in the ballroom trying to gain admittance to what they presumed was dining and dancing. They thought the hotel had an orchestra playing! Not until they could see with their own eyes would they believe that a phonograph was reproducing this music with such unbelievable fidelity.

"And speaking of cabinets," he said enthusiastically, "when has the operator had anything to compare with the elegance and luxury of design 'The MANHATTAN' offers to attract his patrons and sell his music? Truly, in this phonograph there is an artistry of style and a superior quality of tone that marks the beginning of a new era in automatic music. And, for the good of the entire industry, we at Packard invite all phonograph manufacturers to consider the precedence we have set, our views as I have

outlined them . . . and to follow our example.

"But, let's go back to the engineering qualities I was considering," he said. "The appeal of Packard's selector comes as a result of operator experience with the simplicity and dependable operation of Packard wall boxes—as well as from their proved ability to draw more play. Its simple, single-sweep contact gives quick and positive control over 24 record play. A single coin chute is engraved for 5c, 10c and 25c play. AND, the way designers streamlined it into the cabinet of 'The MANHATTAN' is beautiful to behold! Patrons can stand beside it or lean upon it while making their selections at eye-level.

"The exciting beauty of its tone is a result of scientifically engineering the cabinet to properly reinforce all sound, of specially designing and matching the powerful, hi-fidelity amplifier and fine, big speaker . . . and balancing the pickup to assure complete freedom from 'sensitivity lag' on any frequency.

"Packard's changer on its 'floating mount' remains the simplest and finest and most dependable in operation of any mechanism. The ease with which it can be reached—or even removed if necessary. "In Packard's record magazine, operators are assured that records are protected completely against dust, dirt, grit, grease and warpage. As a result records and needles last longer.

"The interior of the cabinet is so cleanly designed that every part is within easy access—and important elements, you'll find, can be removed easily by loosening several thumb nuts. The use of specially treated and colored glass and low-wattage bulbs that are readily available "he went on," eliminates costly repair bills.

"And last, but by no means least," he concluded, "the cash box is where it can be reached easily. It is the largest ever placed in any phonograph—and I assure you the capacity of 'The MANHATTAN' to pull bigger play and more profit will keep it well filled. Right now, reports from locations in all parts of the country show that 'The MANHATTAN' is making up to six times the profits previously taken in by phonographs it has replaced. Indeed, I am proud to be the first to be able to offer operators such a wonderful automatic phonograph—and I wish them all much success."

MONEY-MAKING TIMERS

For Coin-Operated Devices

HOTEL RADIOS

ELECTRIC GOLF

TELEVISION SETS

SHOE SHINE MACHINES

AT TIMERS will increase your take . . .

by cutting down your service cost. Watch the dimes and quarters add up to dollars faster! A-T Timers have been field tested and proved tops for any kind of coin operated machine.

- ★ Theft-proof cashbox
- ★ Fully automatic
- ★ Compact, simple construction
- ★ Trouble-free
- ★ Fool-proof
- ★ Set for any time of play
- ★ With or without accumulative feature

There's an A-T Timer for every sized space and budget. Let us know what you need. We'll show you how an A-T Timer can do the job right while it's putting more money in your pocket.

ABT COIN DETECTORS USED EXCLUSIVELY

AMERICAN TIME Corporation
134 CHESTNUT ST., SPRINGFIELD, MASS.

6110 Sonto Monica Boulevard • Hollywood, California

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

Utah Music Operators Association Demands Ops Ban Off-Color Records

Local Press Praises Coinmen's Cooperation

SALT LAKE CITY, UTAH — The newly formed Utah Music Operators' Association, this city, undertook as one of its first steps, the removal and banning of off-color records.

In a letter sent to all members it asked each and every one to comply with the association's rules and by-laws and remove from all machines any record of a suggestive nature which might be offensive to the public.

The Association's letter reads: "No member shall display any obscene, lewd or suggestive records, or offer to furnish the same to any location either through automatic equipment or by wire."

One particular current record was named, and the Association recommended that it be removed from the machines, and added: "We know that each of you will cooperate and clean up your music without delay. Because the violation of this rule by one member can injure the reputation of every member of our association, we ask that you report to the association office any operator who is playing offensive records."

The Utah Music Operators' Association immediately gained a great deal of prestige by their move. The "Deseret News" a local paper, published an editorial praising the association's efforts.

"Not so many days ago" read the article "we called the attention of parents and civic officials to some of the off-color music which was being heard on the city's juke boxes. Apparently the parents and officials can sit back and take it easy, for the operators themselves made a definite move to eliminate these objectional records, and to prevent any recurrence of such usage.

"Organization of the Utah Music Operators' Association and its immediate action to eliminate objectionable music is another step in elevating this business in the minds of the Public. The music machine business is a firmly established, well-run industry with an excellent reputation."

Every responsible music machine

operator, distributor and manufacturer has been fighting the use of suggestive records for many years. It is recognized by music machine leaders that the public won't stand for the playing of off-color records. If these records appear in their machines, the entire industry will suffer when they are heard by mixed crowds, and the press brings it before the attention of its readers and city officials.

ATTENTION ALL OPERATORS!

WHY NOT CONTACT US FOR ANY OF YOUR COIN MACHINE REQUIREMENTS: YOU'LL FIND OUR SERVICE EXCELLENT AND OUR PRICES INTERESTING!

GLOBE DISTRIBUTING CO.
1623 No. California Ave., Chicago 47, Ill.
(TEL: ARmitage 0780)

COMING SOON!

A ROUNDUP OF STEADY-HEAVY PINGAME PROFITS!

WATCH GENCO!

GENCO MFG. and SALES CO.
CHICAGO

ATTENTION!!! ALL MUSIC OPERATORS!

A complete one-stop service for the Juke Box Operators. All records available. Buy one or one thousand at wholesale!!

No need now to waste time picking your records at a hundred different stops. Out of town operators mail your order in. We ship same day order is received anywhere in U. S. A. . . . or . . . drop in at . . .

MUSIC OPERATORS ONE STOP RECORD SERVICE

1709 WEST PICO BLVD.
FAirfax 8511

LOS ANGELES 6, CALIF.
FAirfax 8531

"PICK UP THE GLOVE"—GIVE!



By WILLIAM H. KRIEG
President and General Counsel
Packard Manufacturing Corporation

We accept the challenge — to enact one of the biggest roles any industry has been called upon to play in protecting the health of our nation's peoples . . . *to arrest cancer!*

The deadliness of this dread disease and the difficulty of predicting its onslaught has plagued every generation. To the end that its early diagnosis can be made possible — *and cure absolute* — we take our stand.

We realize it is not for us to make the scientific discoveries by which we shall realize our goal. Rather, it is for us to make these revolutionary discoveries *possible*. Our names will not be linked with the amazing results obtained by medical science, but the people *today* shall know of *our* contribution.

It takes money! But, we consider it a privilege to be called upon *to underwrite* the success

of one of the greatest philanthropies ever undertaken by man — the Damon Runyon Campaign Against Cancer. We also consider it the greatest opportunity ever given this great industry to demonstrate to the American people *our sincerity and singleness of purpose . . . our ability to work together* in one gigantic effort to rid the world of the continued threat of death and aggravation by this horrible malady.

Now let's get busy! Support The Damon Runyon Memorial Cancer Fund! Your donations, large or small, are important. Let's prove now that a nation's trust in our industry has *not* been misplaced!

What helps humanity, helps us all! So, to all who are associated with us, we urge you give, *give . . . GIVE!* That more people might live!

They'll thank you!

Noisy Juke Boxes Bring Industry Continuous Bad Press

NEW YORK—"Noisy" juke boxes bring the industry a great deal of grief, and cause more comment by its enemies and the press than any other single topic. For weeks we've been noting the many news stories and caustic comments by columnists. Operators should caution location owners to watch their machines carefully and lower the volume when the occasion demands.

Here are a few of the latest newspaper items which have appeared:

PASSAIC, N. J. — "Police received a complaint of a noisy juke box at Charlie's Grill at 1:20 A.M. A police car investigating, found everything quiet. As a matter of fact they discovered that the machine had been removed more than a week ago."

TUCKAHOE, N. Y. — "The Village Board, this city, took drastic action to relieve the village of its juke box jitters by ordering the revocation of licenses in two taverns in the Depot Plaza area.

"Acting upon complaints that the machines were playing into the small hours of the morning, police warned tavern owners to avoid excessive loudness at the earliest possible hour every evening. However, when complaints were received again, the board decided to act, and the alleged two worst offenders were notified that their licenses are to be revoked.

HICKORY, N. C. — "Except when juke boxes or piccolos" emit their wailing music loud enough to be public nuisances, it may not be constitutional to fine owners for playing them at certain hours, City Attorney Bailey Patrick advised the city council. Because of this doubt, the alderman failed to pass a proposed ordinance prohibiting the operation of any juke box in a public place from midnight each Saturday until 7:00 A.M. Monday."

RENO, NEV. — "Raucous arguments over the volume of sound coming from a juke box in the Golden Hotel coffee shop at 5:30 A.M., resulted in two persons being charged with disturbing the peace. According to police, a woman slapped an officer's face in an argument with him over his instructions to her to turn down the volume of the juke box in the store

Mills Sales To Install Equipment In Greyhound Stations

OAKLAND, CALIF. — Warren H. Taylor, general sales manager, Mills Sales Company, Ltd., this city, informs us that after long negotiations between himself and Pacific Greyhound executives, installation of coin operated machines have been approved in Pacific Greyhound stations.

This is the first time, according to Taylor, that coin operated machines have been approved for installation here.



DAVID ROSEN
EXCLUSIVE DISTRIBUTOR
855 N. BROAD STREET PHILADELPHIA, 23. PA.
PHONE: STEVENSON 2258

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TAI

NOW—THE WHOLE RANGE OF COLOR IN "TALKING GOLD"

PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention.

Greatly increases playing popularity.

"TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vague	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95

ROCK-OLA

Standard \$2.55

If your model is not listed above, write for further information.



YOU SAVE MONEY AND GET A BETTER PRODUCT WITH "TALKING GOLD" IN COLORS BECAUSE "TALKING GOLD" IS A PLASTIC AND WILL NOT HOLD DUST LIKE A FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE IN PLACE.

AL BLOOM
President
Tel. LOngrave 5-0371

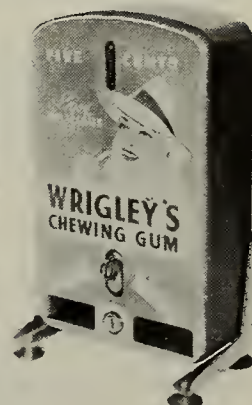


KAYEM VIT-O-MINS
14 In One
Multi-Purpose
1-5-10 Vendor
Baked enamel, Seamless, Deep Drown Exterior, Easy to clean.
All purpose location possibilities
\$39.95



KAYEM DENTAL KIT VENDOR
• Eye Catching, Colorful.
• 90% Margin For Profit
• Unlimited Location Possibilities
• Tremendous Consumer Demand
• Beautiful — Modern — Adaptable
\$39.95

KAYEM CHEWING GUM VENDOR
First Again with the Finest — This Sensational New Chewing Gum Vendor.
Full kit of replaceable Decals available — Will vend either Nickel Pack or Penny Stick.
\$39.95



PAUL A. LAYMON, INC.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIF., SO. NEVADA AND THE HAWAIIAN ISLANDS
1429-31 and 1503 W. PICO BLVD. (Phone: PRospect 7351) LOS ANGELES, CALIF.

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

**WE CAN GIVE YOU
IMMEDIATE DELIVERY**

On The

NEW - IMPROVED



**WILLIAM'S
ALL STARS**

**100% Mechanically Perfect
Earns More Money Than Any Machine
You've Seen in Years!
Order Direct From Scott-Crosse
Your Williams Distributor**

Scott-Crosse Co.

1423 SPRING GARDEN ST. PHILA. 30, P.A.

Rittenhouse 6-7712

Gil Kitt Visits United's Showrooms



CHICAGO — Other United Manufacturing Company's distributors would have to travel long distances to have their pictures taken at the factory, but Gil Kitt, Empire Coin Machine Exchange, jumps into his car and in a few moments is at the plant.

Kitt is enjoying quite a run on United's new game "Hawaii"; and deliveries are no problem—he just backs his truck into factory's shipping platform and yells "Load it up!"

Kitt, by the way, is something of an amateur photographer himself, and his one desire at the moment is to locate a "Speed Graflex" news camera.

Van Meter To Manage Las Vegas Branch For Mills Sales

OAKLAND, CALIF. — Carl M. Van Meter, well known coinman, has been appointed manager of the Las Vegas, Nev. branch of Mills Sales Company, Ltd., according to an announcement by Warren H. Taylor, general sales manager of the firm. Van Meter has been active in the coin machine business for over twenty-three years.

Taylor also announces that Chuck Neilson is now located at the main office of Mills Sales Company, Ltd. at Oakland.

**MUSIC
OPERATORS
VOTE
TODAY**

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA

**YOUR VOTES
WILL DECIDE**

THE BEST RECORDS AND THE BEST RECORDING ARTISTS OF 1947

FILL OUT AND MAIL THE PREPAID POST CARD YOU'LL FIND IN THE MUSIC SECTION

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

JUST IN CASE YOU MISSED

OUR AD ON PAGE 39 DON'T MISS PUTTING

ALL STARS

IN YOUR ★ TOP ★ LOCATIONS!



★

★

COLLECTIONS ARE ABSOLUTELY AMAZING!

★

★

★

Williams
MANUFACTURING
COMPANY

161 W. HURON STREET CHICAGO 10, ILLINOIS



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

Returns From Chicago With Several Games Lines To Distribute



BARNET B. SUGERMAN

NEW YORK — Barnet (Barney) Sugerman, Runyon Sales Company, returned to his home office this week after a week long visit in Chicago, and announced that his firm was expanding its efforts to include amusement machines.

“Up to this time” explains Sugerman “we have concentrated our business in distributing phonographs for AMI, and music equipment for Tel-O-Matic, and others — in addition to a number of record lines. With our large sales staff covering the territory completely, we are now ready to include other types of equipment. I spent considerable time with the leading manufacturing firms while in Chicago, and have started deals for distributorships in our territory.”

Sugerman will make an announcement in a week or so as to the lines signed up, and stated “Runyon has always gone out 100% for our music lines, and when we announce our new games set-up, we’ll follow thru on the same principles. Our large sales staff are hard workers and have the confidence of the coinmen in the territory.”

Meanwhile, Sugerman related that things are humming in the coin center and visitors from all over the country who were in Chicago are optimistic over the coming seasons.

1000 GOOD PLAYS ON EACH RECORD

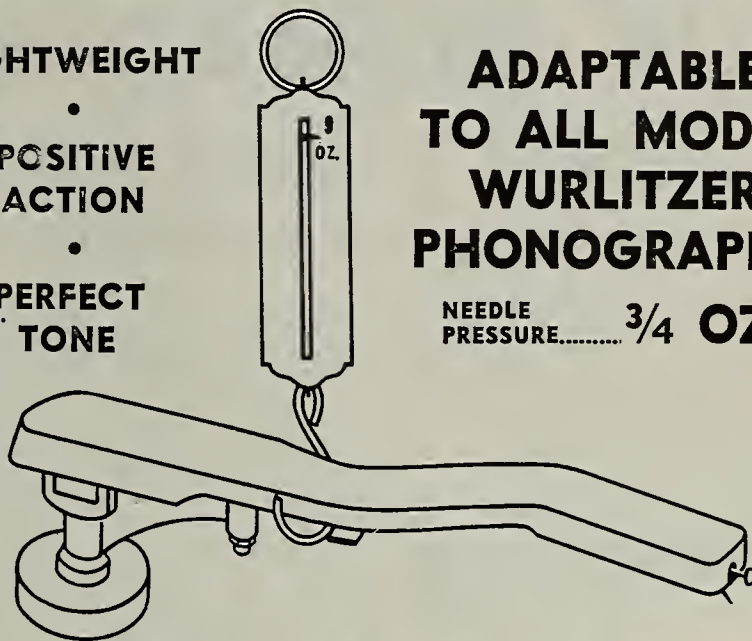
LIGHTWEIGHT

POSITIVE
ACTION

PERFECT
TONE

ADAPTABLE
TO ALL MODEL
WURLITZER
PHONOGRAPHS

NEEDLE
PRESSURE..... 3/4 OZ.



NEW DESIGN EXTRA LONG LIFE

MEDIUM PRICED NEEDLE

RECORD WEAR DEPENDS ON WEIGHT OF ARM

AS WELL AS NEEDLE PRESSURE

Try One On A Late Model —

IT'S PERFECT!

SEE YOUR DISTRIBUTOR

JACOBS MFG. CO., Inc., STEVENS POINT, WIS.

Distributors For WILLIAMS
GENCO - BALLY - EXHIBIT and CHICAGO COIN

King-Pin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH. Phone 2-0021
826 Mills Street
DISTRIBUTING COMPANY
DETROIT 1, MICH. Phone TEmple 2-5788
3004 Grand River

It Must Have Been A Good Story



NEW YORK—Enjoying the pleasures of the big city are Charley Cade, general sales manager, Packard Manufacturing Corporation, Sidney H. Levine, attorney for the Automatic Music Operators Association, this, city, and Bill Bolles, advertising and sales promotion manager. It looks like the Packard boys stick closely to anything named “The Manhattan”.

A SURE "IN"

TO LOCATIONS WITH
LIMITED SPACE

MILLS
VEST POCKET
BELL

Smallest Bell ever built. Completely automatic. Bell awards, coin system, automatic payout.

MILLS SALES CO., LTD.

Main Office:

1640 18th ST., OAKLAND, CALIF.

Branches:

600 S.E. Stark St., Portland, Ore.

2827 W. Pico Blvd., Los Angeles, Cal.

"THE CASH BOX" IS THE
OPERATOR'S MAGAZINE

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

LYN DURANT, UNITED MFG. CO. DONATES \$50,000 TO RUNYON CANCER FUND



LYN DURANT

CHICAGO — The industry was startled and highly jubilant to hear the announcement this week that Lyn Durant, president of United Manufacturing Company, this city, had handed over a check for \$50,000 to the CMI Damon Runyon Cancer Fund.

This single donation by far was the largest check received by CMI up to date, and goes a long way to meeting the industry quota set by CMI for a quarter million dollars by Convention time in January.

Modestly turning in the check, Durant stated simply "I hope this money can be helpful to those cancer sufferers, and plays a small part in helping to stamp out this dreadful disease."

James Mangan, Director of CMI Public Relations, was thrilled to his finger tips when he received Durant's check. "This is the most wonderful gesture of a truly wonderful individual. We always knew coin machine people are the finest in the world, and this Cancer Fund Drive is going to prove it to the world."

Happy comments poured into *The Cash Box* Chicago office from other coinmen thruout the city, who had the highest praise for Durant's liberal donation. They believe the news will stimulate other large contributions — and many small ones—so that the check from CMI in January to Walter Winchell will go beyond the \$250,000 it has set as a goal.

Court Rules Pingames Okay In Greenville, S. C.

GREENVILLE, S. C.—The last word so far in the lengthy legal battle by operators in this town is that pinballs may be operated.

Sheriff R. H. Bearden of Greenville county was enjoined from seizing machines some weeks ago, but the case was continued in the courts. This past week Associate Justice Claude A. Taylor of the State Supreme Court filed an order in Columbia continuing his August supersedeas of Greenville county court ruling which would have permitted Sheriff Bearden to seize pinball machines licensed by the state.

The supersedeas will stand, he stated, until the Supreme Court hands down a decision on the appeal of H. L. Ingram and G. L. Culpepper from the lower court ruling, which was originally brought against the sheriff to prevent him from seizing property belonging to them.

* * * *

COIN-O-MATIC

5c Brown Frts.	\$ 90.00
10c Brown Frts.	100.00
25c Brown Frts.	110.00
5c Blue Frts.	75.00
10c Blue Frts.	90.00
25c Blue Frts.	105.00

1/3 Dep. with Order, Bal. C.O.D.
Write For New Pin Games

COIN-A-MATIC DISTRIBUTORS

3924 W. Chicago Ave. Chicago 51 Belmont 7005

WURLITZER
750-850.....ea. \$300.00

WURLITZER
950's..... \$279.50

J. H. PERES

DISTRIBUTING COMPANY

922 POYDRAS STREET
NEW ORLEANS 13, LOUISIANA

EVERYTHING IN ARCADES FROM A SINGLE MACHINE TO A COMPLETE ARCADE

Send For Our Catalogue of Machines, Parts and Supplies

MIKE MUNVES

510-514 W. 34th ST. (BRyant 9-6677) NEW YORK 1, N. Y.

H. Z. VENDING & SALES CO.

REPRESENTS THE BEST FOR NEBRASKA

- UNITED Manufacturing Company
- D. GOTTLIEB & Company
- O. D. JENNINGS & Company
- CHICAGO COIN Machine Company
- GENCO Manufacturing & Sales

See Hymie Zorinsky ..

FOR THE BEST MONEY-MAKING MACHINES OF THE LEADING MANUFACTURERS

H. Z. VENDING & SALES CO.

1205 DOUGLAS ST. (AT. 1121) OMAHA, NEBRASKA



ACTIVE Reconditioned GAMES 'NUFF SAID! For A Complete List of Specials Drop a Line to Any One of Our 3 Offices

JOE ASH

Active Amusement Machines Co.

666 NORTH BROAD ST., PHILA. 30, PA. Phone: Fremont 7-4495

1060 BROAD STREET, NEWARK, 2, N. J. Phone: Mitchell 2-7646

1120 WYOMING AVE., SCRANTON, PA. Phone: Scranton 4-6176

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.

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

CMI LISTS DONATIONS TO RUNYON CANCER FUND

(As Of Friday, September 19, 1947)

UNITED MFG. CO., Chicago, Ill.....	\$50,000.00	KING-PIN EQUIPMENT CO., Kalamazoo, Mich.....	100.00	FAIRPLAY MUSIC, Grand, Col.	25.00
BALLY MFG. CO., Chicago, Ill.....	5,000.00	COIN MACH. ACCEPT. CORP., Chicago, Ill.....	100.00	DRAKE MFG. CO., Chicago, Ill.....	25.00
D. GOTTLIEB & CO., Chicago, Ill.....	5,000.00	ATLANTIC INDIA RUB. WKS., INC. NATIONAL COIN MACH. EXCH., Chicago, Ill.....	100.00	COLON'L KOLONITE CO., Chicago AMERICA SPRING & WIRE SPEC. CO., Chicago, Ill.....	25.00
GENCO MFG. & SALES CO., Chicago, Ill.....	5,000.00	SPARKS SPEC. CO., Soperton, Ga.....	100.00	INDUST. PATTERN WKS., Chicago....	25.00
CHICAGO COIN MACHINE CO., Chicago, Ill.....	2,500.00	THE REPRODUCTION CO., Chicago	100.00	CHICAGO GEAR WKS., Chicago.....	25.00
WILLIAMS MFG. CO., Chicago, Ill.....	2,500.00	FRIEDMAN AM. CO., Atlanta, Ga.	100.00	NICOUD MFG. CO., Chicago, Ill.....	25.00
AB.T. MFG. CORP., Chicago, Ill.....	2,500.00	AUTOMATIC COIN MACH. & SUP. CO., Chicago, Ill.....	100.00	MERCHANDISE FIN. & PRINTING, Chicago, Ill.....	25.00
WESTERHAUS CO., Cincinnati, O.....	1,000.00	W. & V. MUSIC CO., Atlanta, Ga.	78.00	TALLMAN ROBBINS & CO., Chicago	25.00
SICKING, INC., Cincinnati, O.....	1,000.00	AERONAUTICAL ELE. CO., Chicago	75.00	CARDINAL SERV. CO., Garnett, Kan.	20.00
HOWARD FOUNDRY, Chicago, Ill.....	1,000.00	G. F. FORSTHOEFEL, Deerfield, Mich.	50.00	SIDNEY KROMER, Chicago, Ill.....	20.00
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THRU THE COIN CHUTE



CHICAGO CHATTER

When you read this, the big inspirational dinner held in the Bismarck's Mural Room will be all over. There is no doubt that everyone who attended will long remember this dinner and will also go out with greater determination than ever before to make the Damon Runyon Memorial Cancer Fund Drive of the coin machine industry the most outstanding success in the history of this field. Now is the time to set the big day when the proceeds from all of your machines will go to the Runyon Fund . . . And right before this big dinner there was a showing of the new Wurlitzers by Gordon Sutton of Illinois Simplex Distrib. Co. in the Bismarck Hotel which attracted many interested music ops and recording artists. The showing is still in effect as you read this (Monday, Sept. 22). Gaze thru the big 16 page insert which the Wurlitzer Company placed in this issue . . . Lots of action over at Williams Mfg Co. with both Harry Williams and Tony Gasparro trying to meet all requests for their new and improved "All Stars" baseball game. The machine has taken strong hold and is reported to be bringing in plenty of moolah to ops everywhere. Saw Barney (Shugy) Sugerma of Runyon Sales Co., N. Y., over at Williams placing an order for "All Stars" and reporting, "This is one game that looks very, very good to me."

Leon Shapochnick of Havana, Cuba and Sam Taran, "My president" as Leon calls him, visiting around the town with Sam telling all about his great career as a fightin' man. Leon was much impressed with the big, modern plants of the coin machine manufacturers here . . . Gil Kitt of Empire Coin taking orders right and left and making deals even faster, telling the boys, "I've got it". Gotta give Gil credit for his pep, vigor and enthusiasm . . . Mrs. Leo Lewis back on the job again after recuperating from her recent operation and reports, "Everything in a mess on my desk" . . . Art O'Melia of Hub Enterprises, Baltimore, in town this past week and leaving with a big smile, which is definitely characteristic of Art . . . R. R. (Rudy) Greenbaum in town this past week, too, with Mrs. Greenbaum and Fred and Mrs. Mann talking things over at the Ambassador West and reporting that the firm passed the mark they had set for phono production this year . . . Bill Wolf of L.A. spent the week here on and off. Bill dashed up to Grand Rapids and from there on to New York and then back to the Bismarck where he proved a very entertaining host, especially to Gil Kitt in "gin".

Monte West of AMI hits the road for the far Northwest where he will contact many of the firm's ops and distributors . . . Ed Heath of Macon, Ga. discovers Chinese food can be good at the Shangri-La . . . Harry Brown with a great big smile supported by Jr. Brown (Stanley) who also features a great big smile as the old man takes orders for his new slot cabinet . . . Lindy Force of AMI and Joe Calderon of the same firm also on their way out of town. Says Lindy, "You've gotta see 'em to sell 'em" . . . Many of the boys who visited at United Mfg. Co. raving about that gorgeous bedroom Lyn Durant built right into his offices from "stolen space" as Billy DeSelm calls it. It's a honey of an idea . . . Ray Moloney, Dave Gottlieb and Bill Gersh having their picture took. And both Dave and Ray with grand smiles over that \$500 check for the Damon Runyon Memorial Cancer Fund . . . Jim Mangan suffering from a bad cold but that doesn't hold down his enthusiasm for the big deed the coinmen are doing for the Runyon Cancer Fund . . . Mike Hammergren of Wurlitzer all tanned leaving for that annual golf tournament with all the Wurlitzer golfers in a big bus ready to tee off into a good time.

George Ponser in California, we hear, but will stop in Chi on his way back . . . Boys here still wondering how soon New York will "open". We dunno . . . Bert Davidson at Filben reports that doing 18 things at one time can be quite a job . . . Bumped into a

gang of coinmen in Lindy's restaurant on Rush St. Looks like the new hangout . . . Charley Schlicht of Mills Industries all enthused over the reports he has been receiving regarding the increase of quarters in Constellations which, Charley claims, is due to the 6 for 25c play . . . Everyone here wants Bally DeLuxe Draw Bells . . . Rosh Hashona made this a very short week for most of the guys around town . . . George Jenkins standing out in the hall in his shirtsleeves "just like a guy who works," while Herb Jones dashes up and down that "last mile" corridor at Bally all day long . . . Ben Coven remains one of the very busiest of the busy guys in this town. Even with weekends at his country place, Ben just can't seem to get himself some rest. "They're crowdin' me", is the way Ben puts it these days.

Larry Frankel in town this past week regardless of his hay fever and asthma . . . Will Pat Buckley build that new 40 selection wallbox? . . . Paul Bennett reports that his new needle is winning more and more friends . . . Busiest guy we know—Art Wienand over at Rock-Ola. Art does everything there is to be done in addition to hitting the road at regular intervals . . . Harry Williams may be a "champ" as a rhumba dancer, but, he's no "champ" when it comes to playing against some of his distributors on his own "All Stars" game . . . Sam Stern of Philly expected in town any moment. That's not news . . . Howard Pretzel entertaining a gang of coinmen in the wee dawning hours at the Singapore . . . Sam Strahl expected in from Pittsburgh . . . Buster Williams of Memphis and New Orleans in town telling how the firm's record division is clicking big . . . Morrie Sykes of Baltimore makes a fast trip into town and then back to Baltimore and on the long distance phone to say something he had forgotten. Whatta kid . . . Lotsa guys talking to Bill Ryan over at Keeney about the firm's new electric ciggy vender . . . Bill Lipscomb of O. D. Jennings & Co. takes to the road.

From what they tell us Herman Paster was most definitely a "scream" at that Buffalo meeting . . . Al Stern entertaining for lunch at the Terminal restaurant in Logan Square . . . Al Mendez, Ray Williams and Fletcher Blalock in town walking down the lane . . . Milt Salstone reports that he is seeking larger quarters . . . Ben Holsinger, Bill Landsheft and Ed Wurgler flexing their golf muscles in front of the Bismarck . . . Jack Keeney, Jr. around town . . . Eddie Ginsberg back on the job once again . . . Lotsa phonos being sold around here . . . Where's Oscar Schultz these days? . . . Harry Salat is putting on weight again but Al Sebring is working hard appointing distributors for the Beacon Coin Changer with plenty of interest from coinmen everywhere . . . Nate Gottlieb getting himself all set to view the World Series between "Dem Bums" and the "Yanks".

Gene Bates over at Pace very busy these days preparing a sales manual and sales talk for one of the east's leading sales organizations . . . What's happened to Roy Bazelon? . . . Busy guy—Ed Levin over at Chicago Coin—greeting visitors and handling those long distance calls for more and more Gold Balls . . . Expect Jimmy Johnson of Globe back in town . . . Lee Jones leaving for a fast trip down St. Louisway and hurrying right back to P & S . . . Expected Paul and Lucille Laymon in town almost any minute. Should most certainly be here this week . . . Plenty of the boys chasing over to see Genco since that ad, "Watch Genco", appeared . . . New idea in games over at United . . . Have you read the story by David C. Rockola which he wrote eleven years ago in his battle against smutty records? If you haven't turn right back to that page now—you music ops—and read it. Rock-Ola's entire organization has continued its fight against the use of smut records in phonos all these years . . . Watch for feature article next issue. It gives the facts!

THRU THE COIN CHUTE



EASTERN FLASHES

Plans for the Damon Runyon Cancer Fund "Jubilee" to be held at the Manhattan Center on election eve, November 3, are progressing rapidly and from every indication will be a tremendous success. The committee will be meeting this week to tie up the loose edges. Next week's issue of *The Cash Box* will carry a story outlining the complete plans of the show. Jack Mitnick, chairman of the local committee, is spending considerable time arranging preliminary matters, and tells us that he is getting 100% cooperation from everyone he's called on.

* * *

Nat Cohn, Modern Music Sales Corporation, leaves Wednesday, September 24 for Chicago where he'll attend a distributor meeting of United States Vending Corporation . . . Charley Cade, general sales manager, and Bill Bolles, advertising and sales promotion manager for Packard Manufacturing Corporation, in the city for several days. Earl Hess, regional manager for Packard, in the city visiting with Cade and Bolles. Hess, formerly regional manager in the Illinois, Missouri and Kansas territory, now covering New York, New England, New Jersey and part of Canada . . . Herman Perin, that demon salesman, heading for Florida.

* * *

Mike Munves thought business would let up a bit with the summer arcade season over, but now the indoor arcades are doing considerable buying . . . Seen in a sidewalk conference—Joe Munves, Phil Gould and Harry Krain of Sunflower Vending Company . . . Gould, who took over a Market Street, Newark, N. J. arcade, ran the gross up to three times what it was doing previously. Simple—all he did was repaint the inside and outside, put in new lighting to brighten up the location, and throw out all the obsolete equipment, replacing it with new games . . . The Railway Express drivers here pulled out suddenly on strike, causing plenty of grief to those coinmen who had equipment in transit . . . Maxie Green, New Deal Distributors, Inc., a hard man to catch. He's continually on the go, rushing here and there, buying and selling.

* * *

Jack Semel, Esso Manufacturing Corporation, air freights a shipment of their new game "Esso Arrow" to Lyn Brown, Los Angeles, Calif., distributor for southern California . . . Dave Lowy and Phil Mason, Dave Lowy & Company, complete a nice deal on music equipment, and sell it off at good prices almost immediately . . . Sidney Mittleman, Abbott Specialties, Inc., getting ready to break with his national campaign on his rolldown game "Buccaneer" . . . Jack Mitnick, Runyon Sales Company, grabs a rattler for a one night stand at Utica . . . Al Bloom, Speedway Products Company, getting a big play on

his plastic grille cloth, which now comes in several colors.

* * *

Barney (Shugy) Sugeran, Runyon Sales Company, returns from a Chicago trip in a most enthusiastic mood. Shugy getting ready to take on several games lines . . . Sam Stern, Scott-Crosse, Philadelphia, Pa., in Chicago. Before leaving Philly, Sam tells us that operators are going great guns with Williams' "All Stars" . . . Joe Ash, Active Amusement Machines Company, Philadelphia, runs into the city for a day, and then back home . . . Hymie Rosenberg, H. Rosenberg Company, postpones his intended visit to the mid-west until around the first of October . . . Max Weiss, who has distributed and operated practically every type of equipment, now working on a deal to distribute a new vender . . . Harry Pearl and Dave Stern, Seacoast Distributors (Rock-Ola distributors) return from their Chicago visit all pepped up.

* * *

Eddie Smith, Emby Distributing Company, Inc., invites the music operators to attend a two day party, Sunday and Monday, September 21 and 22, called National Wurlitzer Days. A large attendance expected. Many recording stars should be on hand to meet with the ops . . . A group of Pace Manufacturing executives expected to arrive here this weekend . . . We hear Ben Becker is on his way to visit the Windy City . . . Herb Zebley and Edgar Levey of Major Distributing Company, along with Jim Bulleit, president of Bullet Records, Nashville, Tenn trade press, Powers models, and executives of Bregman, Vocco and Conn, music publishers, were on hand at the landing of the Flying Tiger helicopter at 23rd Street and the East River, where they unloaded a large shipment of Bullet's records featuring Francis Craig's version of the current hit "Near You".

* * *

Now that the World Series is definitely to take place between the two New York baseball teams, coinmen here are looking forward to hosting plenty of out of town guests. However, we would like to point out that both baseball clubs have already sold out their complete ball parks. But more discouraging is that hotel accommodations will be impossible to get. In addition to many conventions scheduled for that time, the hotels have been swamped with requests for weeks. If you're thinking of coming to New York during the week of September 30, be sure to bring along a folding cot and a tent . . . Bert Lane, Harry Rosen and Meyer Parkoff, Seaboard New York Corporation, announce the new territory which they will cover for Genco—from Texas to Maine.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Hollywood, Calif. — Taking over the duties of correspondents to *The Cash Box* insofar as Southern California gossip in the music and record field as well as news along Coin Machine Row is concerned is no easy task. Especially after the fine reporting done for the past two years by Marshall Micon, who, by now, is comfortably resting in the cool breezes that bring a wonderful temperature to the Windy City around this time of year. We understand that it will not be long 'til he sees his many California friends again . . . although the locale will be changed.

* * *

Made the acquaintance of Jules and Florette Bihari of Modern records the other day, and was amazed at the tremendous amount of activity. It seems that to take care of increased sales their plant is being put on a 24 hour shift. Florette informs me that they are doing a tremendous promotion job with disc jockeys throughout the country . . . Al Brainer of the San Francisco office was in town for a few days of Southern California sunshine as well as some conferences with the Modern execs . . . Leo Mesner, Aladdin Records prexy, was telling me of the "new find" brother Eddie found while in Houston, Texas. Name of Gate-Mouth Brown . . . supposed to be another T-Bone Walker, as Leo tells it, only better! . . . Word from Eddie Mesner in New York indicated that combining business with pleasure has netted him a number of recording sessions as well as orchestra seats to five of Broadway's best shows . . . Lou Chudd of Holiday Distributing Company tells me that Holiday has now entered the western and hillbilly field in addition to their Mexican selections.

* * *

Dropped in at California Music Co. to find out what tunes were clicking in Los Angeles Juke Boxes and got word that Bill Haberman of that concern was leaving the music biz after eight years to enter the wholesale jewelry trade. Good luck, Bill.

* * *

Seen shopping and visiting along Coin Row: Edwin Gallagher, Inglewood . . . Art Narath, Anaheim . . . Chas. Kilian, San Bernardino . . . Wm. Dawson, El Sereno . . . John Glover, Austin . . . Chas. Koski and Harold Tureen, Long Beach . . . E. R. Rippee, Compton . . . and J. B. Mulleneaux.

* * *

Aubrey Stemler tells me that the new Kayem vending line is meeting with much success, not only in this country, but in South America and the Hawaiian Isles as well . . . At C. A. Robinson, Al Bettelman is holding down the fort in the absence of Mr. Robinson who planed to Chicago for a special dealers meeting at the O. D. Jennings factory to formulate new sales and production plans for 1948 . . .

I found out from Al that Micon knew what he was talking about when he said high score was Al Bettelman's private little deal. I wasn't even close . . . M. C. "Bill" Williams says that the Williams' new five ball "Flamingo" is going strong. The new improved "All Stars" is in big demand and ops tell Bill that collections are big. His pretty secretary, Flavia, will be back from her vacation soon, and Bill is planning a sales trip to the upper reaches of Northern California . . . That operator's and mechanic's course that Bill Happel of Badger Sales instituted last week had a turnout of 28 men. The course will be continued indefinitely until all those interested have completed it.

* * *

E. Jay Bullock of the Southern California Music Ops Association received a nice letter of congratulations from Jim Mangan, Public Relations Director of CMI for his work in behalf of the Damon Runyon Cancer Drive. Jay has been kept busy helping other distribs set up organizations similar to S.C.A.M.O.A. all over the country. He's received many inquiries as to the details of such a set up . . . Nels Nelson has finally given out with his long secret deal. Aafter much discussion with various Southern California distributors Nels sold out to the M. S. Wolf Distributing Company. Mr. Nelson tells me that he felt Bill Wolf could do the best job of taking over. Bill doesn't seem to be taking any chances either . . . he's asked Nels to become manager of both places . . . smart biz . . . Expect Bill Wolf back from Chicago any minute now.

* * *

Paul and Lucille Laymon away visiting the Bally people in Chicago . . . Jay Bullock of S.C.A.M.O.A. is looking forward to his proposed meeting with all Southern California Music Ops. to discuss various ways and means of upping the take for the Damon Runyon Cancer Fund. Many comments from men and women outside of the Coin Machine Industry have been heard in praise of the fine job done by the people in our business . . . with Fall already here and the high school and college students once again congregating around the corner juke boxes, not only the take, but Southern California's donation to this wonderful cause, that of halting Cancer, should both increase tremendously.

* * *

Dropped in at the Club Morocco to hear Exclusive's Herb Jeffries opening. From the audience reaction it looks like Jeffries' star will shine for a long time to come . . . Hollywood disc jockey Bill Levden, who has been giving out with chatter and records suggested by *The Cash Box's* national polls is off for a short vacation. During his absence some of his friends in the music world will carry on . Lyn Brown gets a shipment of Esso Mfg. Company's "Esso Arrow" by air freight from Hoboken, N. J.

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****CLASSIFIED AD RATE \$1.00 PER LINE**

(MEASURES 7½ INCHES LONG)

FREE AD EACH ISSUE FOR ALL \$48.00 PER YEAR SUBSCRIBERS

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NAME, ADDRESS AND PHONE, FIGURES 1 LINE

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ALL ADS — CASH WITH ORDER

WANT

WANT — Will pay top cash prices for used Bally Deluxe Draw Bells and Keeney 5¢ Super Bonus Bells. Write, wire, phone immediately. M. S. WOLF DISTRIBUTING CO., 1348 VENICE BLVD., LOS ANGELES, CALIF. Tel: Prospect 4131

WANT — Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750E; Seeburg 146, 147, Hi-Tone, etc.; Rock-Ola 1422; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jennings, Pace Free Play Mint Vendors, Post War Photomatic; Late Free Play Games; Generators 60 cycle; 25 cycle Motors; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — For Cash: Bally Deluxe Draw Bells; Bally Draw Bells; Bally Triple Bells; Keeney Bonus Super Bells (1, 2 & 3 way). Advise quantity, models, condition & lowest cash prices in first reply. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 4, D.C. Tel: District 0500

WANT — We will buy Mills original escalator machines, no rebuilds. Liberal trade allowance on Vest Pockets, Black Cherry Bells in all denominations. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — SS-20-1 Seeburg 3 Wire Steppers. Must be in A-1 condition. Airmail price and quantity. R & S SALES CO., 3rd & BUTLER, MARIETTA, O.

WANT — Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & \$1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — 1 Used Abbott Straight 5¢ Coin Counter. Write, Wire, Phone Price. S & S SERVICE CO., 44 FRIDAY ST., MILLVALE 9, PITTSBURGH, PA.

WANT — DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT — Scales; 1946 Aireon; 46-47 Rock-Olas; Seeburgs; Wurlitzer. State condition and price in first letter. Write: BOX 139, C/O THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

WANT — Will pay top cash prices for used Bally Deluxe Draw Bells and Keeney 5¢ Super Bonus Bells. Write, wire, phone immediately. M. S. WOLF DISTRIBUTING CO., 1348 VENICE BLVD., LOS ANGELES, CALIF. Tel: Prospect 4131

WANT — Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380.

WANT — Live Wire Operators to enjoy tremendous returns operating the best Bowling Game on the Market — Bang-A-Fitty — We can use Victory Derbys, Phonographs and Arcade Equipment. Good allowance. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

WANT — We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT — Genco Advance Rolls. Phone, Wire or Write. MONROE COIN MACHINE DISTRIBUTOS, INC., 2323 CHESTER AVE., CLEVELAND 14, Ohio Tel: SU. 1600

WANT — A \$74.50 new Vest Pocket Bell is yours for \$25. and one Mills Escalator, Yellow-Blue-Brown Front or Cherry Bell. Machine must be in running condition. Trading Post, Dept. A. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay \$100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: TUXedo 4976

WANT — Bally Draw Bells, Red Button; Bally Deluxe Draw Bells; Keeney 5¢ Bonus Super Bells. State lowest price in first letter. MURRAY NOVELTY CO., 4353 MURRAY AVE., PITTSBURGH 17, PA.

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MART****WANT**

WANT - Will Swap Used Solotone Wall Boxes, Amplifiers, Genco Whizz, Williams Cyclones, Tornados, Torchys, A.B.T. Challenger Guns for New Pin Games, One Balls or Five Balls or New Phonographs or for Mills Panoram. J. H. PERES DISTRIBUTING CO., 922 POYDRAS ST., NEW ORLEANS, LA.

WANT - Chicago Basketball. Give lowest price. PLAYLAND, CHARLESTON, W. VA.

WANT - 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

like brand new) \$35. BELLS: Used Cherry Bells & Blue Fronts (write); Mills safe stands (new) \$25.; Chicago Metal Safes (new) write; 6 - 5¢ Jennings Chiefs \$50. ea.; 6 - 10¢ Jennings Chiefs \$75. ea. CONSOLES: 3 Mills 4 Bells (very clean) \$125. ea.; 2 Keeney 5¢ Super Bonus Bells

WANT - We want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: 8152

WANT - Arcade Equipment. Will trade for late post-war games or will pay cash. No Junk Wanted. Mention type of Arcade Equipment in first letter. AMUSEMENT ARCADE, 419 - 9th ST., N.W., WASHINGTON, D. C.

WANT - Keeney Bonus Super Bells 2 Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer Skee Balls; Mills' Orig. Slots 5¢ - 50¢. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070

WANT - To Swap brand new Daval Marvels, American Eagles, Skill Thrills, Mexican Baseballs, A.B.T. Challengers for New Five Ball and One Ball Pin Tables, Mills Slots or what have you. J. H. PERES DISTRIBUTING CO., 922 POYDRAS ST., NEW ORLEANS, LA. Tel: Ma. 4644

FOR SALE

FOR SALE - Clearance! Your choice of one late conversion and any two other games for \$100. Just off location and guaranteed in Good Working Order. One of These: Arizona, Catalina, Grand Canyon, Laura, Torpedo Patrol, Wagon Wheels, Frisco, Oklahoma, Santa Fe, Trade Winds, Yankee Doodle. And Two of These: ABC Bowler, Bosco, Air Circus, Big Parade, Defense, 5-10-20, Horoscope, Monicker, Liberty, Spot Pool, Topic, Sky Chief, Victory, Argentine, Crossline, Capt. Kidd, Commander Dixie, G.I. Joe, Jungle, Drum Major, Streamliner, Sea Hawk, Ten Spot, Zig Zag, Velvet. Please send check with order and indicate a second choice. SUN SALES CORP., 3817 N.E. 2nd AVE., MIAMI, FLA.

FOR SALE - Brand new Daval Marvels, American Eagle, coin and non-coin operated, \$25. ea. when purchased in lots of ten or more; Daval Skill Thrill, Mexican Baseballs, Best Hands \$35. ea. in lots of ten or more; Daval Free Play \$47.50 ea. in lots of ten or more; Williams Tornado (used) \$165.; Williams Cyclone (used) \$169.50; Williams Torchy (used) write; Genco Whizz (used) \$50. ea.; Model 850 and 750 Wurlitzers \$300. ea.; Model 950 \$289.50 ea. WANT - Mills Panoram, must be in perfect working order. Will pay \$175. or will trade new or used Daval products, Pin Tables, etc. J. H. PERES DISTRIBUTING CO., 922 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - Wurl. 1015's; Seeb. 146M; Rock-Ola 1422. Write for price. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

FOR SALE - Clearance Sale! Your choice of one late conversion and any two other games for \$100. Just off location and guaranteed in Good Working Order. One of These: Catalina, Grand Canyon, Laura, Torpedo Patrol, Wagon Wheels, Arizona, Frisco, Oklahoma, Santa Fe, Trade Winds, Yankee Doodle. And Two of These: ABC Bowler, Bosco, Air Circus, Big Parade, Defense, 5-10-20, Horoscope, Monicker, Liberty. Please send check with order and indicate second choice. SUN SALES CORP., 3817 N.E. 2nd Ave., MIAMI, FLA.

FOR SALE - 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE - 2 Premier Skee Balls with Barrell \$195.; 3 Bank Balls \$95. ea.; 2 Batting Practice \$65. ea.; 1 Sky Fighter \$75.; 2 Air Raiders \$65. ea.; 3 Wurlitzer Skee Balls, 14 ft. \$150. ea.; 6 Supreme Skee Rolls, 9 ft. \$95. ea.; 1 Rapid Fire \$60.; 3 Chicken Sams \$55. ea. WANT - Total Rolls and Advance Rolls. MARCUS KLEIN, 577 - 10th AVE., N.Y.C.

FOR SALE - Sea Hawk, Metro, Star Attraction, Zombie, All American, Show Boat, Fox Hunt, Ten Spot, Speed Ball, Boom Town, Hi Hat, New Champion, Polo, Legionnaire, Bolaway, Spot Pool, Sun Beam, Broadcast \$22.50 ea.; Tommy Gun, Ten Strike, Batting Practice, Rapid Fire, Chicoin Hockey \$37.50 ea.; Zingo \$57.50; Target Skill Ray, Gun Conversion \$67.50 ea. All this equipment just off location. Clean and good working condition. JACHAM ENTERPRISES, INC., 503 EVERGREEN AVE., BALTIMORE 23, MD. Tel: Edmondson 5322

FOR SALE - Keeney Three Way Bonus Super Bells, like new \$850.; Victory Specials, perfect condition \$249.50. Terms: 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

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MART****FOR SALE**

FOR SALE - ARCADE EQUIPMENT: Kicker & Catcher \$25.; Superroll (like new) \$300.; Rapid Fire \$75.; 5 Ten Strikes \$50. ea.; new Sportsman \$275.; 2 All Star Hockey games \$90. ea.; ABT 1¢ Target Gun (very clean) \$20.; 10 Total Rolls (very clean) \$220. ea.; 2 Batting Practice \$60. ea.; Seeburg Chicken Sam \$60.; Bally Rapid Fire \$60.; Undersea Raider (new) \$175.; Advance Rolls (just like new) write. PIN GAMES: Gold Ball, Honey, Hawaii, Flamingo, Marjorie, Mamselle, Click (write); Kilroy \$140.; Rocket (just like new) \$140.; Show Girl \$135.; Midget Racer \$125.; Havana \$170. ONE-BALLS: Bally Victory Derby (brand new) \$400.; Preakness \$35.; Pacemaker \$35.; Hawthorne \$35. COUNTER GAMES: Hy Fly's (brand new) \$49.; ABT Challenger (brand new) \$50.; Pop Ups (very clean) \$25.; Windmills (very clean) \$5. ea.; Pee Wee (just like brand new) \$35. BELLS: Used Cherry Bells & Blue Fronts (write); Mills Safe Stands (new) \$25.; Chicago Metal Safes (new) write; 6 - 5¢ Jennings Chiefs \$50. ea.; 6 - 10¢ Jennings Chiefs \$75. ea. CONSOLES: 3 Mills 4 Bells (very clean) \$125. ea.; 2 Keeney 5¢ Super Bonus Bells (new) \$625. ea.; 2 - 5,10,25¢ Keeney 3-Way (just like new) \$900. ea.; 15 Jumbo Parade P.O. \$50. ea.; 4 - 1946 Bakers Racers (like new) \$350. ea.; 2 Jennings Challengers, brand new (write); 2 Fast Times (very clean) \$50. ea.; 1 Mills 3 Bells (very clean) \$250. MUSIC: 1 - 1946 Rock-Ola (like new) \$450.; 1 - 1946 Wurlitzer (like new) write; Wurlitzer 616 \$100.; Wurlitzer Twin 12 steel cab. with Seeburg Steppers \$150.; 10 Seeburg 5¢ Wall-0-Matic Wireless \$20. ea.; new Packard Bar Brackets \$4.; Buckley Wall Boxes \$10.; 24 record Wurlitzer (Victory Model E) \$145.; AMI Singing Towers \$160.; Seeburg Regal \$175.; 11 Wurlitzer Model 100 Wall Boxes \$10. ea.; 6 Wurlitzer Model 115 Wall Boxes \$6. ea.; 4 Buckley 24 Wall Boxes \$10. ea.; 10 Wurlitzer 331 Bar Boxes \$5. ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO Tel: Superior 4600

FOR SALE - Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE - This Week's Special - Ace Bomber (Mutoscope) \$149.50; Victory Derby, new \$250.; Victory Special, new \$225.; Double Barrel, like new \$50.; Superliner, Superscore, Fast Ball, Stage Door Canteen, Rio, Baffle Card & many others from \$75. Slots, Music & all of the latest games always in stock. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N.Y. Tel: 6-1986

FOR SALE - The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE - To any good offer pre-war Pin Games, all in A-1 condition & in working order. 1 Shoot Your Way to Tokio Gun, like new; 1 Jumbo Parade Console; 1 Silver Moon F. P.; 1 - 616 Wurlitzer; 2 Wurlitzer Hideaways; 1 Top Flight; 2 - 5¢ Brown Front Mills Slots; 2 - 25¢ Brown Front Mills Slots; 2 - 25¢ Brown Front Mills Slots. FRANK GUERRINI, BEECH ST., BURNHAM, PA. Tel: 5726

FOR SALE - Checked, perfect - Surf Queens \$50.; Big League \$50.; Superliners \$89.50; Smartys \$79.50; Show Girl \$99.50; Suspense \$64.50; Midget Racers \$64.50. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE - New Orleans Novelty Company's famous used games: Big Parades \$25.; Exhibit Fast Balls \$85.; Knockouts \$125.; Bally Longacres (1 ball) \$57.50; Victory Specials \$265.; Surf Queens \$45.; Havanas \$155.; Rios \$145.; Spellbounds \$67.50; Stage Door Canteens \$55.; Grand Canyon \$37.50; Big Hits \$55.; Mystery \$125.; Super Liners \$95.; Step Ups \$90.; State Fairs \$85.; Baffle Cards \$145.; Lotta Fun \$40.; Contest \$25.; South Seas \$35.; Air Circuses \$25.; Velvets \$25.; Carousels \$147.50; Sea Breezes \$69.50; Sky Chiefs \$35.; Big Leagues \$57.50; Libertys \$35.; Crossfire \$60. Floor Samples: Chicago Coin Gold Balls & Williams Torchys (write). Williams Cyclones \$155. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: Raymond 7904

FOR SALE - Wurlitzer Model 600 phonographs in A-1 shape \$115. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

FOR SALE - Packard Model 1200 Orchid Speaker, brand new, list price \$139.50, our price \$99.50; Packard Willow and Pine Adaptors, brand new, list price \$59.50, our price \$45.; Spruce Adaptor, list price \$84.50, our price \$65. Make an offer on 5 brand new Daval Best Hands. OVERLAND MUSIC SERVICE, 9027 PALLARD LANE, OVERLAND 21, MO.

FOR SALE - Keeney free play and payout - Skylark \$40.; Fortune \$50. as is; newly repainted and reconditioned Sky Lark \$75.; Fortune \$90. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - We have 5 good Bally Rapid Fires. Also Rock-Ola music machines, perfect. Will trade them for post-war pin games. What have you? Remember, we guarantee to save you from 15 to 20% on Billiard supplies. We sell genuine famous German position cue balls, size 2-1/4 \$4.20 and discount for more than one. Write for information on other Billiard supplies. DIXIE VENDING MACHINE CO., P. O. Box 187, ANNISTON, ALA. Tel: 2646-R

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THE CASH BOX**COIN MACHINE
MART****CLASSIFIED ADVERTISING SECTION****FOR SALE**

FOR SALE - 1 Wurlitzer 850 \$365.; 3 No. 61 Wurlitzer \$75. ea.; 1 No. 61 Wurlitzer Stand \$15.; 1 Pace Twin 5/10 Console Slot \$95.; 1 - 1940 Evans Lucky Lucre \$95.; 10 - 5¢ Mills Brown Fronts (refinished) \$95. ea.; 10 - 10¢ Mills Brown Fronts (refinished) \$100. ea.; 6 - 25¢ Mills Brown Fronts (refinished) \$105. ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE - 10 Victory Specials \$300. ea.; 40 Special Entry \$475. ea.; 2 Packard Hideaway \$300. ea.; 1 Club Bell; 40 Black & Gold Chrome Mills Bells, 5¢, 10¢, 25¢ \$75. and up. All machines in good condition. HORTON & WILLIAMS DIST. CO., 2045 MAIN ST., HOUSTON 2, TEXAS

FOR SALE - Will trade Rock-Ola 1940 Super Walnut cabinet complete except for mechanism and Speaker for Rock-Ola Playmaster Cabinet. GIOMI BROS., 216 NO. 3rd ST., ALBUQUERQUE, N. M.

FOR SALE - Special! As good as new. Gold Ball (write); Crossfire \$164.50; Cycleon \$159.50; Mexico \$184.50; Special Entry \$494.50; Eureka (write); Spellbound \$69.50; Flat Top \$15. ROCK CITY AMUSEMENT CO., 125 - 6th AVE. N., NASHVILLE, TENN.

FOR SALE - AMI Telephone Hostess Music - Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777

FOR SALE - Best offer will get the following Consoles: 3 Keeney Super Track Time; 3 Mills Four Bells 4-5¢; 1 Bally Roll-Em P.O.; 2 Keeney Pastime and 10 Jumbo Parade. All in excellent condition. ARUNDEL AMUSEMENT CO., 418 THIRD ST., EASTPORT, MD.

FOR SALE - Jockey Clubs and Turf Kings - Chrome drill proof rails, newly repainted cabinet more outstanding than original paint job, new coin chutes \$100. ea.; Grand Nationals, Sport Kings, Grandstands, Thistledowns \$25. ea., five for \$100. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - 1 Gallon Square Shape Glass Jars, just the size for Ticket Deals. Holds up to 3000 tickets. With lids. \$3. per doz., \$30. per gross. 1/2 Deposit with order. P. J. NOVELTY CO., 809 MAIN ST., ZANESVILLE, O. Tel: 4911

FOR SALE - K.H.F. Phonographs Stands, manufactured by our own firm for our routes and sold to many other operators are now available for immediate delivery from stock \$17.50 ea., 5 or more \$16.50 ea., 10 or more \$15.50 ea. Descriptive circular sent on request. K. H. FERGUSON CO., 1014 W. RAMSEY ST., STILLWATER, MINN.

FOR SALE - 4 Goalees, like new \$125. ea.; 3 Total Rolls \$235. ea.; Wurlitzer Skee Ball Week Score \$195.; Ten Strike \$60. 1/3 Deposit. DONALD ZAK, 3017 SO. 14th ST., MILWAUKEE 7, WIS.

FOR SALE - We have about 50 WS-2Z Seeburg Wall-0-Matics and are offering them at a special price of \$24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE - Jafco Roll-A-Ball. Clean, ready for location. All machines equipped with new type Ball Release \$135., five for \$550. Buy one at a time after you've received 4. The fifth costs only \$10. FEEF NOVELTY CO., 415 N. 3rd AVE., STURGEON BAY, WIS.

FOR SALE - Operators! Wake up those Ray Guns to new profits this season. Convert with extra moving target units now. Write for information today. COIN AMUSEMENT GAMES, INC., 1335 E. 47th ST., CHICAGO 15, ILL.

FOR SALE - Phone, Wire or Write us for all new & used pinball & latest coin operated machines. Orders shipped same day received. Lowest prices always. SOUTHERN AMUSEMENT CO., 628 MADISON MEMPHIS, TENN.

FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA.

FOR SALE - 1 Glamour 25 cycle 5 ball; 1 '41 Derby 25 cycle 1 ball; 1 Landslide 25 cycle 5 ball and 1 Pimlico 25 cycle 1 ball. All for \$225. HACOLA CO., 265 FRANKLIN ST., BUFFALO 2, N.Y.

FOR SALE - Will trade: 1015's for Seeb. 8800RC or 8200RC. Will also trade for late games. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

FOR SALE - 1 Pimlico; 1 Club Trophy; 2 Record Time; 3 Sport Special; 1 Blue Grass; 2 - 1-2-3 Mills 1940. All for \$300. Bakers Racer \$400.; 1 Mills Panoram with 2 films \$250.; 2 Lite League \$125. ea. HACOLA COMPANY, 265 FRANKLIN ST., BUFFALO 2, N.Y.

FOR SALE - 50 Buckley Chrome Boxes, 20 and 24 record \$15. ea.; 50 old style Buckley Boxes \$5. ea.; 6 Seeburg 30 wire Boxes \$7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE - 12 Personal Music Boxes complete with Amplifier \$150. for the lot. ADVANCE MUSIC CO., 1606 GRAND, KANSAS CITY, MO.

FOR SALE - Pre-War and Conversion Pin Games \$19.50 ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

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THE CASH BOX**COIN MACHINE
MART****CLASSIFIED ADVERTISING SECTION****FOR SALE**

FOR SALE - Big Parade, ABC Bowler, Air Circus, Champ, Star Attraction, Leader \$20. ea.! Rock-Ola World Series \$40.; Premier Barrel Roll \$125.; Keeney Submarine Gun \$39.50; Jennings 25¢ & 5¢ Club Bells, both \$100. WANT - Advance Rolls, Total Rolls, Wurlitzer 500K's; late post-war pins. We've got what you want at a saving. You lose money if you don't contact us before you buy! OLSHEIN DISTRIBUTING CO., 1102 BROADWAY ALBANY 4, N.Y.

FOR SALE - Big Hit \$125.; Superliner \$125.; 5-10-20 \$45.; Miss America \$175.; Step Up \$145.; Midget Racer \$125.; Frisco \$99.50; Four Aces \$45.; Bombardier \$45.; Argentine \$35.; '41 Major \$35.; Laura \$65.; Knockout \$50.; Hi-Hat \$35.; Spot Pool \$35.; Wild Fire \$25.; Defense \$25.; Silver Spray \$25.; Band Wagon \$25.; Pimlico \$120.; '41 Derby \$95. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER 5, N.Y. Tel: Main 5973

FOR SALE - Rolascos \$150.; 7 ft. & 10-1/2 ft. Premier Barrel Rolls \$150.; Super Triangles \$100.; 7 ft. Premier Ten Grands \$200.; Bank Balls \$50.; Wurlitzer 14 ft. Skee Ball \$100. BAY RIDGE AMUSEMENT CO., 3903 SEVENTH AVE., BROOKLYN 32, N. Y.

FOR SALE - Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE - Total Roll \$225.; Tally Roll & Jack Rabbit \$150. ea.; Rapid Fire (2 for \$60.); Lite League \$95.; Sportsman Roll \$225. PINS: Spellbound \$100.; Superliner \$100.; Laura \$35.; Baffle Card \$125. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N.Y.

FOR SALE - DuGrenier, Rowe, National and Unedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Unedapak parts. Want - Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - Premier Skee Alleys with or without Barrels \$70. and \$95. Latest model, top condition. RICHARD C. FRIEDMAN, 2061 BROADWAY, N.Y.C. Tel: SC. 4-0192

FOR SALE - Victory Derbys, like new \$150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell \$900.; 5¢-5¢ Lucky Lucres one coil type \$50. ea.; 5-25 Lucky Lucres \$60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587

FOR SALE - Checked, perfect. 3 Surf Queens \$50. ea.; 3 Big League \$50. ea.; 3 Superliners \$70. ea.; Smartys \$70. ea.; 3 Spellbound \$75. ea. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, VA. Tel: 3267

FOR SALE - Rock-Ola Commando \$150.; Watling 25¢ Rol-A-Top \$65.; 9 column National Cig Machine \$20.; Mills Four Bells \$175.; Mills Futurity \$49.; Mills Thrones \$200.; Foot Ease \$45.; Model 9800 \$200.; Glitter Gold Mills 5¢ chrome \$60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE - Frt. prepaid anywhere in U.S.A. Genco Total Roll \$150.; Chicoin Goalee \$100.; Chicoin All Star Hockey \$40.; Evans Ten Strike \$30.; Bally Club Bells \$40. PIN GAMES: Ready for location. 5-10-20 \$30.; South Paw \$20.; Champ \$20.; Air Circus \$30.; Yanks \$30.; Streamliner \$40.; Grand Canyon \$40.; Oklahoma \$40.; Pin Up Girl \$20.; Commander \$20. ATLAS AMUSEMENT CO., INC., 1078 UNION AVE., MEMPHIS, TENN.

FOR SALE - 3 Whizz's (without bases) \$50. ea., 1 Total Roll \$200.; 1 Goalee \$200. (like new); Rapid Fire \$50. ea.; Ten Strike L.D. \$35.; Muto. Skyfighter \$50.; Chicoin Hockey \$50.; Bally Defender \$50.; 200 Free Play Games. Make offer. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 5-4976

FOR SALE - 25 Mills Model 1940-123's \$22.50 ea. as is; 15 Mills Model 1939-123's \$15. ea. as is; 1 Assortment of 5 Balls; Free Play Games \$15. ea. as is, lots of 5 or more only. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO. Tel: Franklin 5544

FOR SALE - Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks-3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE - Territory Closed. 17 Special Entry (write for price); 1 Eureka (write for price); 30 Longacres \$135. ea.; 2 Record Time \$75. ea. Texas License Paid. Send truck to haul them. LANCE J. HARRIS, 117 NO. A ST., HARLINGEN, TEXAS Tel: 694

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275.; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Available immediately - three complete Automatic Hostess units including switchboards, tables and location machines. Can be used for ten, twenty or thirty station studio. Exteremely low price. FAIRMORE MUSIC CORP., 135 S. 5th ST., READING, PA.

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FOR SALE - Pace Twin Reels, 6 - 5/25, 2 - 10/25, 3 - 5/10, lot \$550.; Pace Reels ,2-25¢, 2-10¢, 1-5¢, lot \$225.; 25¢ Super Bell \$69.50; 5¢ Baker Pacer Std. Factory Rebuilt \$75.; 25¢ Saratoga \$49.50; 10¢ Silver Moon \$69.50; 5¢ Roll-Em \$42.50; 5¢ Galloping Domino \$35.; 5/25¢ Bally Bell Console \$35.; Tanforan \$42.50. COLEMAN NOVELTY COMPANY, 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

FOR SALE - Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Pla-mor Boxes; Wurl. 950's; 500-42; Twin 12 Hideaway; No. 145 Steppers; 300 Adapters; No. 331 & 332 Boxes; 39A Speakers; 5 new 25 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 5 WS-2Z Boxes; Speak Organ; 2 F9024 Speakers; new 2" Casters & Sockets \$1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512

FOR SALE - Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. \$100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton \$205.; 1 slightly used Surf Queen \$150.; 2 used Flat Tops \$125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - 30 Wire Cable in 1000 foot lengths. 18¢ per foot. Standard Coded. McILHENNY DISTRIBUTING CO., 910 BEACON ST., BOSTON 15, MASS.

FOR SALE - 25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. \$500. f.o.b. Los Angeles. Add \$25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE - Ten Keeney Three Way Bonus Bells, like brand new \$1100. ea.; Ten Evans Bangtails 1947 Models, used ten days \$450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE - Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

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MART****PARTS AND SUPPLIES**

FOR SALE - Wholesale Radio Parts: #47 Bulbs \$40. per thousand; Alliance Phone Motor \$3.85; Astatic phono pickup with L-72 cartridge. Regular \$4.50 net for \$2.95; Motor and pickup together \$5.95; Record changer, No Gears! No Belts! Fool-proof! Guaranteed Perfect! \$19.95; 15 Watt Amplifier, complete with speaker and cabinet \$52.95. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for \$30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. Coin Chutes, clocks, fuses, glass locks, rubber rings, wrappers, etc. Largest parts suppliers in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes 5¢ wrappers to a case \$6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE - Closeout. Limited quantity only. New Universal Amplifiers models A and B. Model A for all model phonographs including Seeburg Hi-Tone, formerly \$69.50, now \$37.50. Model B for all phonographs with exception of Seeburg Hi-Tone, formerly \$59.50, now \$27.50. Save with Safety. Established 1905. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., MINNEAPOLIS 15, MINN.

FOR SALE - G.E. Mazda Lumilines, 24 to carton 85¢ ea. gov't. tax included; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; ½ amp. 4¢ ea.; Rubber double action male plugs 7½¢ ea.; G.E. Mazda small bulbs No. 51, 55, 63, 44, 46, 47 - 5¢ ea.; No. 50 - 5½¢ ea. gov't tax included. These bulbs are boxed & not gov't surplus. G.E. Mazda 1489 Gun Bulbs 45¢ ea. Tops All. ARCADE BULB CO., 56 W. 25th ST., N.Y. 10, N.Y. Tel: Watkins 9-7490

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NOTICE - Ad No. 6. Ten Dollars Just For Your Name! Sit down NOW and write your name, address and number of this Ad. You will receive \$10. Free Credit, within one year, on purchase of first order of \$50. or more. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L.I., N.Y.

NOTICE - We carry a complete line of all the latest equipment of all the leading manufacturers - plus an extensive selection of guaranteed reconditioned equipment of all types. Special! Undated glasses for Track Times. Wire, phone, write. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892

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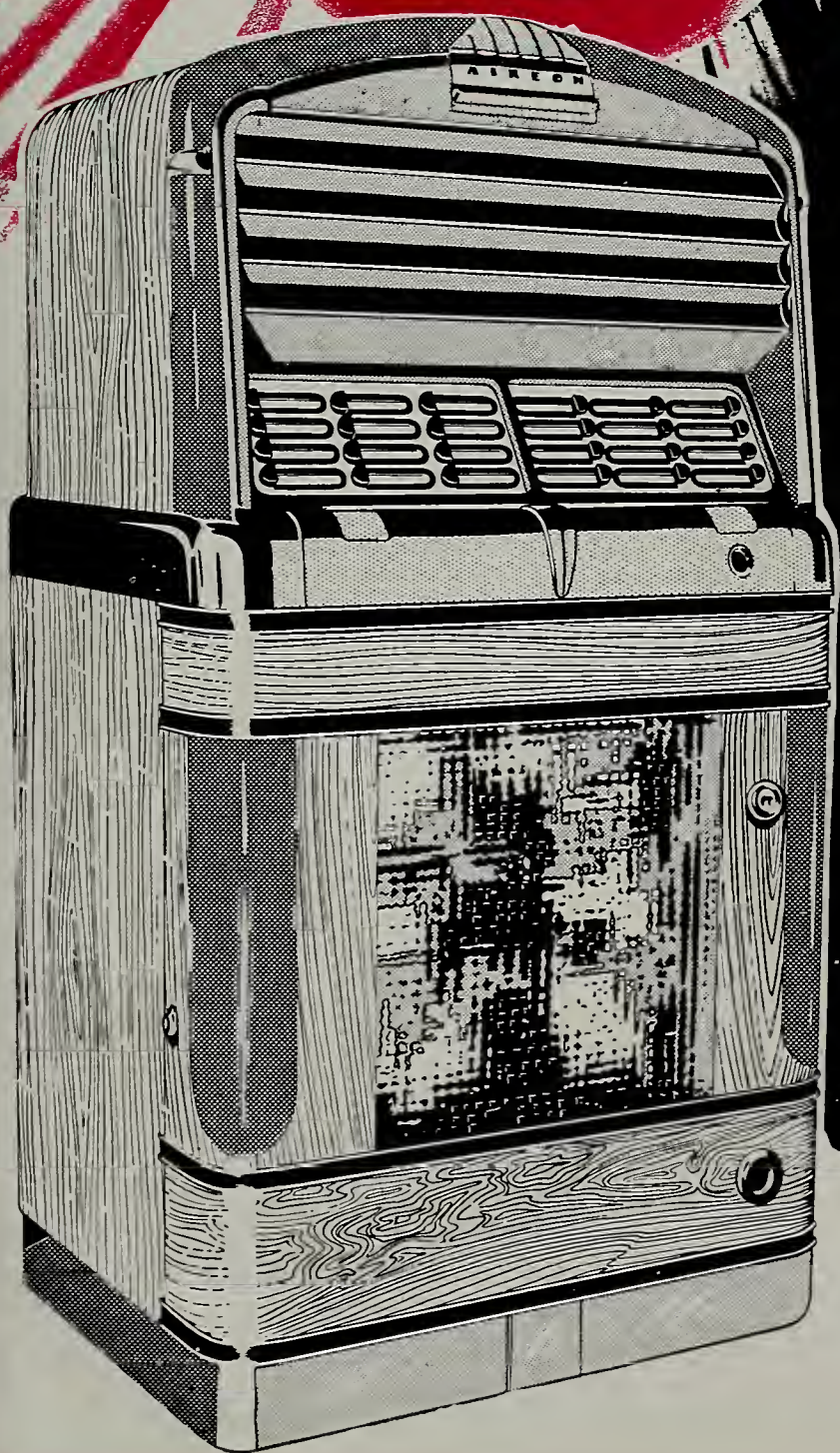
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TRIM: Custom-built chrome, leather and plastic trim of the finest quality.

LIGHTING: Coal fluorescent economical lighting.

ANIMATION: Multiple ever-changing rainbow colors, creating scintillating beauty and marvelous play appeal.

HEIGHT: 60 inches. **WIDTH:** 32 inches. **DEPTH:** 24 inches.

RECORD CHANGER: 24 record, quick-changing, accurate, reliable Airean mechanism. New type tone arm which doubles life of records. New type transcription type turntable. Rim drive.

SPEAKER: Heavy-duty, 12 inch, high fidelity speaker enables maximum range of harmonics.

COIN ACCUMULATOR: The latest type new guardian design, convertible to 10¢ per play or 3 plays per quarter, if desired, by one simple change.

ACCESSIBILITY: Easily serviced from the front—maximum accessibility with "slide away" mechanism. An exclusive Airean feature.

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