

# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY

Vol. 9, No. 28  
April 10, 1948



## ... Another Proof of WURLITZER LEADERSHIP



## No Other Commercial Phonograph Has The **ZENITH** Cobra Tone Arm

### HIGH-FIDELITY TONE BRILLIANCE...

Think of it! Less than  $\frac{2}{3}$  ounce pressure at the "floating filament" stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

### UNEQUALED SAVINGS IN RECORD-NEEDLE COSTS...

IMPORTANT: The average popular number on your phonographs is played from 1500 to 2500 times. With conventional pickups record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. 3 to 4 record replacements are necessary during the life of that tune. With the Zenith Cobra Tone Arm one record plays the entire run, will still have 95% fidelity after 2000 plays. A substantial reduction in record and needle costs. A clear gain that can total hundreds of dollars in extra profits from every Wurlitzer Model 1100 or Model 1080A Phonograph. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

WURLITZER MUSIC MERCHANTS

*Cash in on*

WURLITZER LEADERSHIP





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*Anita O'Day*

and

**Aireon's  
Coronet**



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...at the World's Lowest Prices

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FOR  
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# THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

BILL GERSH, Publisher

JOE ORLECK, Editorial and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Department

JOEL FRIEDMAN, Music Editor

G. BRUNER, Business Manager

G. BLOOM, Circulation

BERT MERRILL, St. Louis, Mo.

L. MILAZZO, Classified Advertising

HERB OLSOW, General Mgr., Automatic Merchandising

O. S. SIBLEY, Art Director

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THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin

operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."



# MEET THE PRICE

**Beer is 10c...A Cup of Coffee is 10c...Cigarettes 20c & 25c...Haircut \$1.00...No 5c Cigars...2c Newspapers Now 5c...You Can't Even Buy the Kids 5c Ice Cream Cones.**

YOU MUST GET MORE MONEY FROM ALL YOUR EQUIPMENT - JUST AS RETAILERS ARE GETTING MORE MONEY FOR THEIR MERCHANDISE. CHANGE YOUR COMMISSION ARRANGEMENT WITH YOUR LOCATIONS. GET FRONT MONEY, USE WHATEVER PLAN OR METHOD YOU LIKE BEST, BUT ASSURE YOURSELF A CONTINUED PROFITABLE OPERATING FUTURE. DO IT NOW.

NEW YORK - Little more than what is printed above need be said to any intelligent operator today. This last slump definitely indicated the path he must follow. It proved to him that the time had at long last arrived (as The Cash Box has been urging him to do for over 5 years now) when he simply must change his commission arrangement with his locations so that he can continue on in the operating business profitably.

Whether he decides to work on 70%-30% commission basis or whether he desires a front money guarantee; or whatever method or system he thinks best in his territory and to fit the individual requirements of his locations he must change his present commission arrangement so that he can continue to enjoy profits and also continue to purchase the new mach-

ines he needs to forestall competition and to offset whatever loss of play comes about in time with the over use of machines.

From every standpoint, then the average coin machine operator is faced with same decision which the average retail merchant was forced to make. Retail merchants did not like to raise the price of the merchandise to their customers. Operators don't like to, either. But today it's a 'must'. There is no other alternative. Many have once again switched over to 10¢ play and have found that in certain locations..this is profitable.

Others have adopted tactics which have proved that they

can obtain more money from the equipment they have on location. These men, who made such decisions will continue in the operating business on a profitable basis. Those who haven't will simply be forced to drop out of the picture. There is no other answer.

The average amusement machine operator has been in a better position to continue on a profit basis in view of the fact that his initial.. buy is usually his last buy since purchase of parts and supplies for amusement equipment is at a minimum. The music machine ops is faced with continuous purchase of all types of supplies and parts.

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# GAME FIELD IS FIRST TO THAW OUT

**Enjoy Big Spring Biz Pickup. Now Fore-  
see Great Year Ahead for Entire Amuse-  
ment Games Field.**

NEW YORK — Current reports from across the country indicate that the game field has been the first to thaw out of the winter ice and snow which blanketed the nation and was, in great measure, responsible for a severe dip in sales of all types of coin operated equipment.

Coinmen now report that the games business is now going ahead for them faster than any other division of the field.

They claim that this division of the industry not only recovered first, but, it also proved better able to withstand the poor business month which has just passed.

Now with the game field in good action once again....and the action growing speedier each week, there is a general belief that game sales will enjoy one of the best years.

Manufacturers of amusement

machines have gone right ahead. Some interesting developments are in store for the trade. There is also a belief which, of course, isn't verified and is also reported to be rather far fetched....that prices, too, may come down as manufacturing efficiency goes up with volume production.

Distributors have been covering their territories with greater zeal than ever before. They report that averages are continuing to go up steadily, with the future sure to bring bigger play than ever before enjoyed.

This is interesting to all in the trade. It proves that the manufacturers are building equipment which is meeting with public approval and acceptance.

Operators are satisfied with the way machines have been taking hold. They are putting forth even greater effort to make sure that every one of their locations is well covered with equipment, and that they can be assured maximum play action.

The first noticeable indication of the return of better business to the game field was the rise in prices of all used equipment. This has always been the best barometer.

As used machines reach and maintain a higher price level the trade-in valuation goes up and new machines start going out faster than ever.

Of all the amusement machines, pinball remains "king" in per unit and dollar volume

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# DISTRIBS YELP HELP BOOTLEGGERS ARE AT IT AGAIN

**Claim Sales Being Made at Only a Few Dollars Above Cost. Ask for Better Protection to Assure Solid Business.**

CHICAGO - From leading distributors everywhere in the nation complaints are being received regarding the fact that the bootleggers are on a rampage again. This time they seem to be going all out — neglecting no territory whatever.

One leading distributor advises, "I'm just about all ready to throw in the sponge

"When the bootleggers first started down here we could still go ahead. But, this time", he reports, they have absolutely gone ahead on a rampage. They are selling equipment at just a few dollars above cost. There's no use trying to continue on in business at this rate.

"And, what's more," he says "they seem to be able to get the machines they want even before we do."

Not only in the amusement machine field, but, also in the music field, the same complaints are being heard from leading distributors thruout the nation.

One distrib says, "I don't know where they are getting our phonos, but, they are offering them here at varied prices."

Distrib, 'way back last Fall, when they first felt the effect of bootleggers sales, were eager to get together into a national organization, with this point the big reason for the get-together.

Now, they are again eager to do something which will, once and for all time, remove the bootlegger from the national sales scene.

They believe that unless something drastic is done about him, they might as well forget about the distributing business.

One noted distrib stated, "Unless there is some means of stopping all these people from bootlegging machines thruout the country, the entire base on which distributing is built may as well fold up. We can't", he claims "build a solid distributing business, carry stock, parts and supplies and service our customers, if we have no margin of profit to work with... the bootleggers", he continues, "just don't give a damn

Their first sale is as good as their last sale and, from then on, they have nothing more to do with the operator with the machine he bought or with anything else in the territory they invaded.

Many manufacturers have taken stern and stringent steps to halt bootlegging of their products. Distrib were even cast aside by some of the manufacturers in an effort to halt this poor business practise.

Operators need distrib who are not only willing to carry stock and sell equipment, but, who will also maintain a parts and supplies department....and give them the proper service when necessary.

Operators realize that a local distrib will not service equipment which has been bootlegged into the territory. This hurts all concerned with the machines. Therefore, the industry must drive for some cue to halt these pests who will not listen to reason.

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# THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY  
DEVOTED TO THE JUKE BOX INDUSTRY.

# Music Section



## Art Mooney

Currently kicking up a storm in juke boxes throughout the nation, Art Mooney continues to mean money to music ops. Riding high with "Four Leaf Clover" and "Baby Face", Art set the stage for the current string-band music craze. Exclusively featured on MGM Records. Direction: Associated Booking Corp. Personal Manager: Joe Galkin. Record Exploitation: Henry Okun.

## FEATURES

- ★ *The Nation's Top Ten Juke Box Tunes*
- ★ *The Cash Box Record Reviews*
- ★ *Juke Box Regional Record Report*
- ★ *'Round The Wax Circle*
- ★ *Hot In Harlem*
- ★ *The Broadway Beat*
- ★ *Rollin' 'Round Randolph*
- ★ *Folk and Western Record Reviews*
- ★ *The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes*
- ★ *Hot On Chicago's South Side*
- ★ *The Cash Box Disc-Hits Box Score*





"Here's a nickel-nabber  
IF THERE EVER WAS ONE!  
... rates like a spade flush!"  
- FROM THE CASH BOX - MARCH 27<sup>th</sup>

# SHEP FIELDS

AND HIS RIPPLING RHYTHM ORCHESTRA'S  
sparkling recording of

## 'LAROO, LAROO, LILLI BOLERO'

backed by

## 'HOLD IT JOE'

on

**MUSICRAFT No. 546**

**THE CASH BOX  
DISK O' THE WEEK**

**ORDER NOW from your nearest  
MUSICRAFT Distributor**



### DISK O' THE WEEK

"Laroo Laroo Lilli Bolero" (2:41)  
"Hold It Joe" (2:50)  
SHEP FIELDS ORCH.  
(Musicraft 546)



SHEP FIELDS

Here's a nickel-nabber if there ever was one! Long missing from the phonos as a name attraction, maestro Shep Fields is a cinch to score heavily with this Neapolitan ode. Titled "Laroo Laroo Lilli Bolero", Shep offers a ton of sparkling rhythm to set the stage for an avalanche of coin play. Balladeer Bob Johnstone to the mike to warble the enchanting wordage which tells the tale of a magic phrase. The pipers soft blending resounds throughout the wax in exquisite tones that satisfy, while Shep and the boys provide some excellent background. Stuff is a natural for the quiet spots and should grab a slew of coin. On the flip with a bit of a novelty piece tagged "Hold It Joe", chirp Toni Arden joins with Bob Johnstone to render some favorable musical moments. Wax has a Latin kick to it and should meet with wide favor. "Laroo Laroo Lilli Bolero" rates like a spade flush—hop on the bandwagon.



# 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.

CODE		
AL—Alladin	KI—King	RE—Regent
AP—Apollo	MI—Miracle	SA—Savoy
AR—Aristocrat	MA—Majestic	SD—Super Disc
BU—Bullet	ME—Mercury	SI—Signature
CA—Capitol	MG—M-G-M	SP—Specialty
DA—Davis	LO—London	ST—Sterling
CN—Continental	MN—Manor	TO—Top
CO—Columbia	MO—Modern	TC—Twentieth Century
CS—Coast	MU—Musicraft	UN—Universal
CE—Celebrity	NA—National	VI—Victor
DE—Decca	RA—Rainbow	VT—Vitacoustic
DEL—Deluxe		
EX—Exclusive		

**1** NOW IS THE HOUR  
 CA-15024—Margaret Whiting  
 CO-38061—Horace Heidt O.  
 CO-38115—Buddy Clark  
 DE-24279—Bing Crosby  
 LO-110—Gracie Fields  
 MA-1191—Eddy Howard O.  
 ME-5103—Les Paul Trio  
 MG-10125—Kate Smith  
 MU-532—Shep Fields O.  
 SI-15178—Ray Bloch O.  
 VI-20-2704—Charlie Spivak O.

**2** I'M LOOKING OVER A FOUR LEAF CLOVER  
 CA-491—Alvino Rey O.  
 CO-38100—Tony Hill O.  
 CO-38081—Arthur Godfrey  
 ME-5105—Frankie Laine  
 ME-5100—Uptown String Band  
 MG-10119—Art Mooney O.  
 MU-543—Polka Dots  
 RA-10043—Jimmy Saunders  
 SI-15117—Ray Bloch O.  
 TR-220—Alexander O.  
 VI-20-2668—Three Suns

**3** SHINE  
 DE-25354—Ella Fitzgerald  
 DE-25353—Guy Lombardo O.  
 DE-24382—The Mills Bros.  
 ME-5091—Frankie Laine  
 VI-20-2760—Hot Quintette

**4** BUT BEAUTIFUL  
 CA-15024—Margaret Whiting  
 CO-38053—Frank Sinatra  
 DE-24283—Bing Crosby  
 DE-24294—Bing Crosby  
 ME-5096—Frankie Laine  
 MG-10126—Art Lund  
 MU-538—Mel Torme  
 SI-15117—Ray Bloch O.  
 VI-20-2616—Tex Beneke O.

**5** MANANA  
 CA-15022—Peggy Lee  
 DE-24333—Mills Bros.  
 LO-187—Edmundo Ross

**6** BEG YOUR PARDON  
 BU-1012—Francis Craig  
 CA-490—The Dinning Sisters  
 CO-38036—Frankie Carlo O.  
 MG-10140—Art Mooney O.  
 VI-20-2647—Larry Green O.

**7** SABRE DANCE  
 CO 28102 - Woody Herman  
 DE 24338 - Victor Young O.  
 MG 30048 - Macklin Marrow O.  
 RE 111 - Don Henry Trio  
 SI 15180 - Ray Bloch O.  
 VI 20-2721 - Freddy Martin O.

**8** BABY FACE  
 AP 1112 - Phillie All Stars  
 DE 25356 - Henry King O.  
 MO 20-570 - Butch Stone O.  
 MG 10156 - Art Mooney O.  
 TO 1255 - Benny Strong O.

**9** BECAUSE  
 VI 20-2655 - Perry Como

**10** GOLDEN EARRINGS  
 CA-15009—Peggy Lee  
 CO-37932—Dinah Shore  
 DE-24270—Guy Lombardo O.  
 DE-24278—Bing Crosby  
 ME-3072—Anita Ellis  
 MG-10085—Jack Fina O.  
 VI-20-2585—Charlie Spivak O.



THIS WEEK'S

RCA VICTOR

RELEASE

NEW DISNEY HITS!

4 Top Songs from "Melody Time"

**TEX BENEKE**

**Encore, Cherie**

Another romantic ballad with the French flavor of "You're Too Dangerous, Cherie." Beneke's smooth reeds and brass back Garry Stevens on the vocal.

**Saturday Date**

Reminds you of "Juke Box Saturday Night"! Tex chants the catchy vocal as the whale band goes to town in bright bounce tempo.

RCA Victor 20-2770



**SPIKE JONES**

and his City Slickers

**Down in Jungle Town**

That typical Jonesmaath intra . . . followed by crazy rhythm . . . then, Paul Judson, Freddy Margan and the "Head Hunters" slap "Peg o' My Heart" around!

**Ugga Ugga Boo Ugga Boo Boo Ugga**

Spike's wild callout about a magic password. It's caught on big in California!

RCA Victor 20-2820



**SAMMY KAYE**

**Little Toot and Pecos Bill**

RCA Victor 20-2786

**VAUGHN MONROE**

**Melody Time and**

**Blue Shadows On the Trail**

RCA Victor 20-2785

**ROY ROGERS and**

**THE SONS OF THE PIONEERS**

**Blue Shadows On the Trail**

**and Pecos Bill**

RCA Victor 20-2780

WATCH THESE "CLIMBERS"!

**PERRY COMO**

**Laroo Laroo Lilli Bolero**

RCA Victor 20-2734

**ARTHUR "BIG BOY" CRUDUP**

**Dirt Road Blues**

RCA Victor 20-2757

**TOMMY DORSEY**

**My Gal Is Mine Once More**

RCA Victor 20-2724

**RAY McKINLEY**

**Arizay**

RCA Victor 20-2736

**HENRI RENÉ**

**Helen—Polka**

RCA Victor 25-1109

**TEXAS JIM ROBERTSON**

**Deep In the Bottom of the Sea**

RCA Victor 20-2651

ALL-TIME HITS RE-ISSUED!

**TOMMY DORSEY**

**Boogie Woogie**

RCA Victor 20-2005

**VAUGHN MONROE**

**There I Go**

RCA Victor 20-2644

SURE HITS!

VAUGHN MONROE

Matinee RCA Victor 20-2671

LOUIS PRIMA

Oh Florence

(The Thousand Islands Song)  
RCA Victor 20-2619

**THE THREE SUNS**

**"Busy Fingers"**

Album P-206

**Dancing Tambourine and Stumbling**

RCA Victor 20-2815

**Dizzy Fingers and Eccentric**

RCA Victor 20-2816

**The Doll Dance and Nola**

RCA Victor 20-2817

**Canadian Capers and**

**The Wedding of the Painted Doll**

RCA Victor 20-2818



**FREDDY MARTIN**

**The New Look**

Here's a bright bounce that pokes fun at women's fashions. The Martin Men do some close harmony on the amusing lyrics.

**Jungle Rumba**

(Rumba Jungla)

Barclay Allen's fancy piano-work in another Martin novelty hit.

RCA Victor 20-2769



**TEXAS JIM ROBERTSON**

and The Panhandle Punchers

**Mountain Rosalie**

and

**The Letter I'm Mailing To You**

Topside ditty is the type that Texas Jim really puts over . . . about a gal who lives up in "them tar hills." On the flip is a straight hillbilly tune flavored with rustic romance. Swell combo for country locs!

RCA Victor 20-2764



**LONZO AND OSCAR**

with The Winston County Pea Pickers

**Poppin' Bubble Gum**

and

**Ole Mother Nature**

"I'm My Own Grandpa" has boosted them to the hillbilly tap rank. Here's a zany packed with lyrical twists and complications. "B" is in jump tempo, with appealing hayseed flavor.

RCA Victor 20-2765



**RAY McKINLEY**

**Arizay**

RCA Victor 20-2736

**HENRI RENÉ**

**Helen—Polka**

RCA Victor 25-1109

**TEXAS JIM ROBERTSON**

**Deep In the Bottom of the Sea**

RCA Victor 20-2651

ALL-TIME HITS RE-ISSUED!

**TOMMY DORSEY**

**Boogie Woogie**

RCA Victor 20-2005

**VAUGHN MONROE**

**There I Go**

RCA Victor 20-2644

**JOE LOSS**

and his Orchestra

**Mañana and Teresa**

RCA Victor 20-2819

**ARBEE STIDHAM**

(Blues) with accompaniment

**I Don't Know How to Cry**

and

**In Love With You**

RCA Victor 20-2767

**MONTANA SLIM**

and The Big Hole Bronco Busters

**It Is Later Than You Think and**

**There's A Love Knot in My Lariat**

RCA Victor 20-2766

**JESSE STONE**

and his Orchestra

**Who Killed 'Er**

(Who Killed the Black Widder)

It's the promising hit Hoagy Carmichael sings in the pic "Night Song." Jesse does the vocal in his famous rugged style.

**Mister Jelly Fingers**

An effective "riff" song that'll have Jesse's fans burning up the juke. "Mr. Fingers" himself is at the piano while a group vocal keeps his fingers flyin'.

RCA Victor 20-2788



THE STARS WHO MAKE THE HITS

ARE ON

RCA VICTOR RECORDS



# THE CASH BOX

# Record Reviews

"MY BUDDY"

"ANGEL CHILD"

Sammy Kaye Orch.  
(Celebrity 2014)

Pair of playful oldies by maestro Sammy Kaye spring up here on this disk dating back a number of odd years. Both sides should be familiar to ops since they scored heavily then. Both sides spill in slow fashion, with the refrain echoing smoothly thruout. Top side features Tommy Ryan in soft soothing strains. Flip shows as an adequate hunk of wax, with the Three Kaydets purring. Both sides deserve a spot in your machine.

"SWEET LORRAINE"

"I COVER THE WATERFRONT"

Martha Raye with  
Charlie Barnet Orch.  
(Apollo 1110)

Bowing into the disk spotlight via this cookie, our gal Martha Raye purrs soft and sweet to come up with a pair of potential coin winners. Both sides show as effective material, with the top deck grabbing the glory. The gal's pipes in nostalgic tones all the way make for pleasant listening while maestro Barnet rounds out the side in top fashion. The pair are well known and should meet with wide favor.

"LAROO LAROO LILLI BOLERO"

"I STILL LOVE YOU"

Bob Houston  
(MGM 10166)

The impressive and well-balanced singing of piper Bob Houston sets the stage for some heavy coin play here. Offering the strong meaningful refrain to the top deck, Bob comes thru for the ops. Setting is plush and intimate, while the ork fills the air with light strains. Ditty will kick up a storm in the not too distant future. Flip shows as an adequate piece of romancé material as the balladeer pitches pipes to come up with another grade A cookie. Top deck is hot!

## DISK O'THE WEEK

"SPRING IN DECEMBER"

"I WANNA"

Beryl Davis  
(Victor 20-2762)



BERYL DAVIS

Music ops are bound to make whoopee with this platter! By fare one of her best disks to date, chirp Beryl Davis sets the stage for a slew of coin play with "Spring In December", a torrid hunk of wax if there ever was one. Beryl chirps soft and elegantly thruout as the wax weaves in toned down setting. A plush carpet of velvet spikes the cookie, while loads of charming wordage make for rapurous moments of listening pleasure. Song has that extra measure of punch behind it, with Beryl's pipes matching the brilliance of the wax like a glove. Flip is a bit of a novelty piece showing as adequate wax for the phonos. Orchestral backing by maestro Tootie Camarata adds to the disks winning ways. "Spring In December" for coin in the phonos!

"LET'S LOVE AGAIN"

"THE MOJO"

Sax Mallar Orch.  
(Aristocrat 2001)

Pair of playful sides to which ops can latch onto are these offered in top manner by the Sax Mallad crew. Top side, with a vocal spot by Jimmy Bowman grabs the lead, with the wax flowery all thru. Pace is slow, and aimed at ops with race spots. Flip, an instrumental bit is flavored with a Latin beat, while the boys give with a ton of sparkling rhythm. We like the top deck.

"WORRY, WORRY, WORRY"

"THE FEATHERY FEELING"

Vic Damone  
(Mercury 5107)

Top notch ballading of piper Vic Damone on two top notch sides should meet with fair approval by music ops. Top deck is currently kicking up a storm in many a spot and as offered by young Da Moan, should come in for some nice coin play. Wax has a cute bounce to it, with the lyrics blending throughout. On the backside, Vic keeps the metro gay and happy to serve up another potential winner. His wide popularity will add to disks potential—nab it.

"POMPTON TURNPIKE"

"CHARLESTON ALLEY"

Charley Barnet O.  
(Apollo 1105)

Excellent flavor furnished by maestro Barnet and a pair of favorites that should catch on. Both sides are bound to be remembered by ops as they went like wildfire several moons ago. Top side offers more, with Charlie knocking off a ton of licks and tricks to satisfy. Wax aimed at the mellow crowd, is sure to boost your juke take. Climb on the band wagon - but pronto!

"ISLE OF CAPRI"

"MY GUITAR"

Alan Dale  
(Signature 15183)

Here's one that will go like a ton of bricks. Crowding the ranks of the swoon and croon men Alan Dale sets with an oldie that spells phono play. It's the famed "Isle Of Capri", sung in smooth, fancy styling all thru. Unique instrumental backing by Ray Bloch should cause many sighs and whys. Alan's piping is rich and warm and puts the listener in a receptive mood.





America's No. 1  
Juke Box  
Attraction!

**1**

# Eddy HOWARD

and his Orchestra

**BIG** in the  
**BOXES** with

## SLEEPER OF THE WEEK

**"NOW IS THE HOUR"**

**"TRUE"**

MAJESTIC No. 1190

**"BEG YOUR PARDON"**

**"AN OLD SOMBRERO"**

MAJESTIC No. 1220

**"BUT BEAUTIFUL"**

**"MY COUSIN  
LOUELLA"**

MAJESTIC No. 1214

Be sure to listen to our new Radio  
Show — "Sheaffer Parade" for  
Sheaffer Pen Co.

Sundays, 3-3:30 P.M., E.D.T. over  
NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—

Spot these HIT *Majestic* RECORDS in your machines.



## ROUND THE WAX CIRCLE

by Byrde Gore

The annual release of trade reports covering the 1947 business year....by a host of record manufacturers certainly looked good to many - before the score had been added...Interesting note that was most in the record biz showed excellent gross figures...at the same time showing net decreases than the former year. Record execs explain this by pointing to...the disk ban.....Many went to tremendous expense just to establish a large backlog of masters.....Nevertheless...most diskers did not start to stock up until the first of December, as these reports show. With everyone and his cousin...cashing in on "million hit disks"....we can't account for the supposed bad year.

\* \* \*

Note to our many friends: please bear with us during the current typographers' strike.....Conditions beyond our control prevent us from presenting.....The Cash Box in its usual format. Thanxx a zillion.

\* \* \*

Sammy Kaye is the latest to set off on a nationwide concert junket...Tentative jumping off spot...for the tour is...Birmingham, Ala. ...Format of the orkster's one night sessions....will incorporate his...."Sunday Serenade" air show and his "So You Want To Lead A Band" stunt.

\* \* \*

Don Henry of "Sabre Dance" fame goes into the Hipp in Baltimore.....Philly is really getting ready for..maestro Benny Goodman's Click Club date....."My Happiness" on Damon disks kicking up a storm.....Ben Linn....major domo at Regal Music, proud papa..of twins.....Illinois Jaquet group grossed a hep \$122,000....in 17 concert dates.....Butch Stone rejoins the Les Brown ork, this week.....Is Mr. Petrillo's intended jaunt to Arizona indicative?



# THE CASH BOX

# Record Reviews

"TEACH ME, TEACH ME, BABY"  
"WHY DOES IT HAVE TO RAIN  
ON SUNDAY"  
Beale Street Boys  
(MGM 10141)

Pair of sides by this top notch combo are served up here in light manner, with soft sparkling tones that satisfy seeping thru. Both sides are flavored with a ton of excellent harmony, with the material offered serving adequately. It's the top side that grabs glory with the cute wordage bounding throughout the wax. Ops that need wonderful filler material can do well with this pair.

"YELL FOR YOUR MAMA"  
"HO HO HA! HA! HA!"  
Beatrice Kay  
(Columbia 38143)

A heavy coin culler in a slew of boxes, Beatrice Kay shows her versatile styling here with this merry pair of sides. On the top deck for the refrain of "Yell For Your Mama", Bea gives with a hatful of voice to come thru for ops. Ditty has loads of charm, and as such should go over. Flip is a repeat of the top deck, with the metro in the same happy atmosphere throughout. The pair definitely rate a spot in your machine.

"NINA"  
"YOU CAN'T RUN AWAY FROM  
LOVE"  
Harry James Orch.  
(Columbia 38152)

Pair of nostalgic sides by maestro Harry James with the pacing of "Nina" and "You Can't Run Away From Love" seeping thru. Top deck is a fast instrumental bit, with James and his horn shining brightly. You'll likewise go for the flip with chirp Marion Morgan topside for the vocal spot. Ditty is from a flicker, and as such may get a hypo. Where the fans flock for James, they will go for this.

## SLEEPER OF THE WEEK

"THE LOVELINESS OF YOU"  
"I'VE ONLY MYSELF TO BLAME"  
George Paxton Orch.  
(MGM 10169)



GEORGE PAXTON

Long missing from the phonos as a name attraction, maestro George Paxton sets a pair here to start the ball rolling. Bound to thrill the cupid set, and thrill them in a big way at that is this bit labeled "The Loveliness of You". Balladeer Dick Merrick offers the reason for excitement. His pipes trill a fond and soothing refrain in meaningful tones that go a long way towards boosting coin play. Mood is sweet and strong and sure to meet with wide approval from the moon-in-june kids. Flip is an oldie that is currently making headway on the phonos. Dick back again for more top notch piping, with the Paxton boys rounding out the wax. Topside for the heavy play.

"I'VE GOT A CRUSH ON YOU"  
"EVER HOMEWARD"  
Frank Sinatra  
(Columbia 38151)

Soft dulcet purring of Frank Sinatra and some wax that should add to the ops take. Top deck is the Gershwin winner with Frank spooning the magic wordage in fond tones that satisfy. On the backing with a pic tune, the Verce offers "Ever Homeward", with a chorus of Polish thrown in. Ditty is powerful in both the lyrical and orchestral expression. Both sides are hot!

"SPRING IN DECEMBER"  
"TALKING TO MYSELF ABOUT  
YOU"  
Buddy Clark  
(Columbia 38153)

More fragrant melody by Buddy Clark, with a top ballad in the offing on this bit of wax. It's "Spring In December", a sure fire winner in the phonos. Buddy's vocal offering is pleasing all thru, with light strings flashing under the baton of Dick Jones. Stuff is tailor made for the soda spots and is also suited for the dance and listener crowd. Flip is more velvet material, with a ton of cute wordage all thru the waxing. Where they go for Buddy Clark, they'll hold still for this.

"LARGO LARGO LILLI POLERO"  
"WHEN YOUR HAIR HAS TURNED  
TO SILVER"  
Perry Como  
(Victor 20-2754)

Rapidly rising on phonos throughout the nation is this bit offered here by piper Perry Como. Sure to win favor with the large bevy of fans he has Perry purrs like a cat in soft romantic voice, while the Russ Case ork fill the air with loads of sweet. Ditty is a Neapolitan ode, replete with intimacy and warm thruout. On the backing with an oldie, Gomo the King comes thru again. Ditty is widely known - it always drew raves and should do so now.

"BIG LEGGED MAMA"  
"I'M A DOCTOR FOR WOMEN"  
Jack Dupree  
(Celebrity 2012)

Pair of sides for ops with race spots are these done up brown by Jack Dupree. Both sides are offered in stock race tempo, with a ton of howling throughout. Tempo is slow, with the vocal spot effective as it stands. Ops that need fillers - take note.



### Modern Expands In Fol & Western Field

HOLLYWOOD, CAL. - Modern Records will expand their record catalog to include a complete new folk and western series, the diskery disclosed this past week.

The line will consist of authentic hillbilly music recorded prior to the ban in the southern states of Texas, Louisiana Kentucky and Tennessee.

Aside from Modern's top Western star, Jimmy Dolan, a complete lineup of new western and folk stars are on the roster. At least five new numbers will be released each month on a regular release schedule.

Also delving deep into the race market and coming up with some original recording of what is termed "Down Home Blues", Modern will likewise concentrate in this field. The wide popularity for this type of music accounts for the plattery's decision.

### "Shine" Hits Top Thru Promotion To Ops

NEW YORK-"The proof of the pudding is in the pie". That was the case with the click recording of the oldie "Shine" this past week.

Re-issuance of the oldie boomed tremendously the past few weeks, and the songs popularity has grown to such an extent, that it is currently included in the best-selling lists of all platteries with a disk.

Disk execs and promotion men were stymied recently when the bulk of the disk jockeys of the nation refused to play the record, claiming that some of the lyrics were intolerant.

Meanwhile, music operators were featuring the tune and constantly receiving heavy calls for it. Pluggers on the song, started concentrating on music operators and some expressed amazement at what the phonos did. Juke box promotion certainly seems to have paid off, since the heavy winner on the recording, Frankie Laine on Mercury, has already passed 300,000 sales.



**1 ANYTIME**  
Eddy Arnold  
(Victor 20-2700)

**2 CLOSED FOR REPAIRS**  
Bob Wills  
(MGM 10139)

**3 PEEPIN' THRU THE KEYHOLE**  
Johnny Tyler  
(Victor 20-2620)

**4 WALTZ OF THE WIND**  
Roy Acuff  
(Columbia 38042)

**5 SLAP 'ER DOWN AGIN, PAW**  
Esmereldy  
(Musicraft 524)

#### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

DECK OF CARDS  
"T" Texas Tyler  
(4-Star 1228)

BUBBLES IN MY BEER  
Bob Wills  
(MGM 10116)

HUMPTY DUMPTY HEART  
Hank Thompson  
(Capitol 40065)

PRETTY MARY  
Gene Autry  
(Columbia 37963)

SIGNED, SEALED AND DELIVERED  
Cowboy Copas  
(King 658)

*There's PROFIT, PROFIT, PROFIT...*

*with the Nations New Novelty Sensation*

# "WORRY, WORRY, WORRY"

*Recorded by*

LARRY CLINTON	.....	DECCA
VIC DAMONE	.....	MERCURY
HAL DERWIN	.....	CAPITOL
KAY KYSER	.....	COLUMBIA
THE SOUTHWINDS	.....	MAJESTIC
3 SUNS	.....	RCA VICTOR

\*LISTED ALPHABETICALLY

WATCH FOR  
Lady in Love  
That's Gratitude

OPS: Forget your money Worries, by featuring WORRY, WORRY, WORRY by your favorite recording artist.

**ROBERT MUSIC CORP.**  
1650 BROADWAY • NEW YORK, N. Y.





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 ALL MY LOVE BELONGS TO YOU**  
Bull Moose Jackson  
(King 4189)

**2 FINE BROWN FRAME**  
Nellie Lutcher  
(Capitol 15032)

**3 TOMORROW NIGHT**  
Lonnie Johnson  
(King 4201)

**4 35-30**  
Paul Williams Sextet  
(Savoy)

**5 BUBBLES**  
Bill Moore  
(Savoy 662)

**6 WHEN I GROW TOO OLD TO DREAM**  
Arnett Cobb  
(Apollo 775)

**7 I LOVE YOU YES I DO**  
Bull Moose Jackson  
(King 4181)

**8 INFLATION BLUES**  
Louis Jordan  
(Decca 2438L)

**9 GOOD ROCKING TONIGHT**  
Wynonie Harris  
(King 4210)

**10 KING SIZE PAPA**  
Julia Lee  
(Capitol 40082)

**Philly Ops Select "Toolie Oolie Doolie" As Click Tune**

PHILADELPHIA, PA. - The Click Tune Party of the Eastern Pa. music operators assn. here, was one of the most enjoyable ever yet held.

Not only did Frank Palumbo of the Click Theatre Cafe entertain all the kids who attended this affair in royal fashion, but, the disk jockeys, the operators and the association's execs reported that the party was one of the greatest successes in all of their history.

Surprisingly, the kids all voted unanimously for the new tune sensation, "Toolie Oolie Doolie" and this tune now leads off in the No. 1 position in all the automatic music machines in this area.

Jack Sheppard, prexy of the operators' assn. here stated, "The kids picked one of the greatest moneymaking tunes in our history."

**Apollo Records Buy Hot String-Band Wax**

NEW YORK - Ralph Berson, general salesmanager of Apollo Records, announced that the diskery had taken over the manufacture and distribution of 3 masters of songs that are climbing in the market at the present time.

Apollo purchased the disk "Raisens And Almonds" backed by "Ol Poppa Zudick" featuring Hal Kipling with the Bell-Aires, from the Scott Record Co., this city, with production for the Apollo label already underway.

In a deal consummated last week, Apollo bought 2 masters from the Parade Record Co. of Philadelphia, specialists in banjo records, and will take over numbers currently skyrocketing on the market: "Baby Face", paired with "Down In Jungle Town" and "Heartbreaker" backed by "Bye Bye Blackbird".



**IF "OSCAR'S" WERE GIVEN FOR OUTSTANDING Needle PERFORMANCE**

Permo Point Round and Permo Point Elliptical would top the list for:

- EXTREMELY LONG NEEDLE LIFE
- UNEQUALLED KINDNESS TO RECORDS
- DEPENDABILITY ON LOCATIONS
- ECONOMY — still at the same low price!

More Permo needles sold than all other longlife needles combined.

**PERMO POINTS**

Made by the original and world's largest manufacturer of longlife phonograph needles.

**PERMO, Incorporated**  
Chicago 26



**Awarded for the Best Record of 1947**

**VITA** *coustic*

MEANS "LIVING SOUND"

**A SMASH JUKE BOX HIT!**

**"MY HAPPINESS"**

featuring **JON & SONDR A STEELE**

on **DAMON RECORD D-11133-B**  
#1 on Kansas City boxes and spreading rapidly!



**Damon Recording Studios Inc.**

1221 Baltimore  
Kansas City, Missouri





# Mooney Listens To "Baby" On New Wurlitzer Model 1100



NEW YORK - Art Mooney, now at the Roxy Theatre, took time out to call on Young Distributing Co., this city, Wurlitzer factory distrib, to listen to his latest sensation "Baby Face", as it sounds on the new Wurlitzer 1100.

From left to right: Dan Kipnis, Ben Epsy, Art Mooney,

Jim Healey and Joe Young. All told Art "Baby Face" would be biggest juke box hit of the year.

**WATCH OUT FOR  
"THE TWISTER"  
IT'S COMING YOUR WAY!**



## The RAVENS

The Quartet You'll Rave About

Exclusive NATIONAL Recording Artists

UNIVERSAL ATTRACTIONS  
347 Madison Ave.  
New York

DOUBLE-DECKER SMASH  
"TOGETHER"  
"THERE'S NO YOU"  
National 9042

The Records You Need!

Write, Wire or Phone  
For Complete List and Prices

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Milt Salstone

12—TWELVE—12  
Records Available!

YOU WERE MEANT FOR ME

From 20th Century-Fox's  
"You Were Meant For Me"



RECORDS, INC.

311 VENICE BLVD.  
LOS ANGELES 15  
CALIFORNIA  
PRospect 6229

## Roy Milton's

Latest

### "KEEP A DOLLAR IN YOUR POCKET"

backed by

### "MY BLUE HEAVEN"

SP522

# HOT

ON CENTRAL AVE.  
in  
LOS ANGELES

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

**1** ALL MY LOVE BELONGS TO YOU  
Bull Moose Jackson  
(King 4189)

**2** YOU DON'T LOVE ME  
Camille Howard  
(Specialty 307)

**3** FINE BROWN FRAME  
Nellie Lutcher  
(Capitol 15032)

**4** TEAR DROP BLUES  
Jimmy Liggins  
(Specialty 521)

**5** INFIATION BLUES  
Louis Jordan  
(Decca 24381)

**6** RECESS IN HEAVEN  
Dan Grissom  
(Jewel 2004)

**7** TOMORROW NIGHT  
Lonnie Johnson  
(King 4201)

**8** I LOVE YOU YES I DO  
Bull Moose Jackson  
(King 4181)

**9** I WANT A LITTLE GIRL  
T-Bone Walker  
(Black & White)

**10** WRITE ME A LETTER  
The Ravens  
(National 9042)





ON CHICAGO'S SOUTH SIDE!

## Majestic Newark Plant Continues Disk Operation; Ops Laud Biscuit

NEWARK, N. J. - Contrary to existing trade rumors that Majestic Records is not operating its Newark plant, The Cash Box learned this past week that the plattery was quite active. Factory representatives disclosed that the plant is continuing to press and is experiencing a heavy demand for several platters.

General distributor reaction to the diskery in its present position

was learned to be very enthusiastic. Meanwhile music operators contacted expressed very good reports concerning the Majestic platter—and its durability. Ops continue to buy their recordings.

WATCH OUT FOR  
"THE TWISTER"  
IT'S COMING YOUR WAY!

**1** BUBBLES  
Bill Moore  
(Savoy 6621)

**2** ALL MY LOVE BELONGS TO YOU  
Bull Moose Jackson  
(King)

**3** THERE'S NO YOU  
The Ravens  
(National 90421)

**4** FINE BROWN FRAME  
Nellie Lutcher  
(Capitol 150321)

**5** 35-30  
Paul Williams Sextet  
(Savoy 6611)

**6** HEY LITTLE GIRL  
Paul Cayten  
(DeLuxe 1138)

**7** IF I SHOULD LOSE YOU  
Emile Jones  
(Staff)

**8** UNION MAN BLUES  
Andrew Tibbs  
(Aristocrat 11011)

**9** CORN SHUCKS BLUES  
Little Miss Corn Shucks  
(Milton 243)

**10** LONG GONE  
Sonny Thompson  
(Miracle)

MUSIC OPERATORS!!!

APRIL

"Hit Parade"

POSTER

Now Ready!!

Only 30¢

PER JUKE BOX PER MONTH

YOUR LOCATIONS NEED THEM! BIGGEST PLAY PROMOTION IDEA IN ALL MUSIC MACHINE HISTORY!! HAVE INCREASED PLAY AS MUCH AS 40% ON JUST "AVERAGE LOCATIONS"...HAVE BOOSTED EARNINGS OF \$5 SPOTS TO AN AVERAGE OF \$13.50 PER WEEK....YOU NEED "Hit Parade" POSTERS ON ALL OF YOUR JUKE BOXES, THEY WILL HELP YOU EARN REAL PROFITS AGAIN..YET ALL THEY COST IS BUT 30¢ PER POSTER PER MONTH!!! YOU CAN'T MISS...YOU MUST EARN MORE MONEY!! DON'T WASTE ANOTHER MINUTE..WIRE..WRITE..PHONE..FOR "Hit Parade" POSTERS IMMEDIATELY TO:

HIT PARADE, Inc.

545 FIFTH AVE., NEW YORK (Tel: MU-2-1635)

TOP presents

All-Time Standards by  
DICK KUHN & ORK.

"HEART OF MY HEART" No. 1151  
"PUT YOUR ARMS AROUND ME HONEY" No. 1150  
"YOU TELL ME YOUR DREAM" No. 1148

Write for Catalogue  
Dist: Some Territories Available

TOP RECORDS, INC.

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CHERIO MUSIC says . . .  
Up Your Take With  
"ROSALINDA"

Recorded By  
DICK THOMAS.....Decca 46114  
RED BENSON .....Rainbow 10033  
AL STUART .....Embassy 1005-P  
RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By  
DICK 'Two-Ton' BAKER Mercury 5083  
Mercury 5083  
LAWRENCE WELK .....Decca 24197  
TOMMY TUCKER .....Columbia  
HARMONAIRES .....Embassy 1001  
THE HAPPY GANG  
Vic (Can.) 56-0022

Coming Up

"GIN RUMMY POLKA"

Recorded by AL STUART Emb. 1004  
1585 BROADWAY, NEW YORK, N. Y.



# KING DOES IT AGAIN!

We have acquired the ORIGINAL RECORDING OF GOSPEL BOOGIE.

There are many Gospel Boogie's on the market but this is the ORIGINAL, done only as the writer LEE ROY ABERNATHY can do it!

YES, THIS IS THE ORIGINAL RECORDING.

Lee Roy Abernathy's

KING 4223

"ORIGINAL JIVE SPIRITUAL!"

# "GOSPEL BOOGIE"

LEE ROY ABERNATHY and his  
HOMELAND HARMONY QUARTET

BACKED BY

another "Terrific" SPIRITUAL HIT

# "YOU CAN'T BELIEVE EVERYTHING YOU HEAR!"

**K** SENSATIONAL !!  
Your  
WCKY "Jamboree" Host  
NELSON KING'S  
"Deck of Cards"  
KING 712

**K** BACKED BY  
"GOODNIGHT  
WALTZ"  
by  
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CHICAGO, ILL. 2001 S. Halstead	Monroe 7748
DETROIT 19 Seldon	Temple 2-2560
LOS ANGELES, CALIF. 845 S. Grandview	Fairfax 7572
DALLAS, TEXAS 911 Camp Street	Riverside 2756
NEW YORK CITY (Cincy Records) 762 Tenth Ave.	Columbus 5-7758
ATLANTA 397 Edgewood Ave., S. E.	Alpine 4136
OKLAHOMA CITY 1317 N. Broadway	Phone 3-9913
WASHINGTON, D. C. 2600 Twelfth Street, N. E.	

## "Folk and Western" RECORD REVIEWS

### BULLSEYE of the WEEK

"WHEN MY BABY DOUBLE TALKS  
TO ME"  
"KENTUCKY MEANS PARADISE"  
Merle Travis  
(Capitol 40100)

Pair of click tunes by Merle Travis spill here and beckon coin play in a big way. Top deck is the one that will go all out to grab the coin, as it spins in lively mood with excellent orchestral backing throughout. . You'll likewise go for the bright vocal spot, with Merle pitching pipes in top notch manner. Flip is a relaxed piece of wax and as such should meet with wide approval. Take into account Merle's wide following and you've got a coin-culler.

"POPPIN' BUBBLE GUM"  
"OLE MOTHER NATURE"  
Lonzo & Oscar  
(Victor 20-2765)

Pair of lively novelty sides by the rapidly rising Lonzo & Oscar - and a pair of potential winners. Both sides are loaded with laughter with the duo's rendition sparkling all the way. Grab the titles offered here and you almost have the wax story. Ops will have to listen to it to fully appreciate it. Hop on the bandwagon - it's bound to prove worthy.

"TIRED LITTLE DOGIES"  
"COWGIRL POLKA"  
Bobby Gregory  
(MGM 10172)

Pair of fashionable sides spill here by the capable Bobby Gregory and show as good filler material for the phonos. Top deck is some folk jazz with adequate vocal by Bobby. On the flip we find a nice spot of muted horn, ably rounding out the polka wax. Lend an ear in this direction and whirl it.





The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

**1** ALL MY LOVE BELONGS TO YOU  
Bullmoose Jackson  
(King)

**2** TOMORROW NIGHT  
Lonnie Johnson  
(King 4201)

**3** KING SIZE PAPA  
Julia Lee  
(Capitol 40082)

**4** FINE BROWN FRAME  
Nellie Lutcher  
(Capital 15032)

**5** 35 - 30  
Paul Williams Sextet  
(Savoy 661)

**6** I LOVE YOU YES I DO  
Bull Moose Jackson  
(King 4181)

**7** HONEY, HONEY, HONEY  
Hadda Brooks  
(Modern 157)

**8** BARNYARD BOOGIE  
Louis Jordan  
(Decca 24300)

**9** KEEP A DOLLAR IN YOUR POCKET  
Roy Milton  
(Specialty)

**10** WRITE ME A LETTER  
The Ravens  
(National 9042)

## Philly Ops to Boom Jurgens' Disk

PHILA., PA.—Ops here are going to make a very special feature of the new Dick Jurgens' disk, "Mama's Gone Good-Bye" backed by "Side By Side".

Philly's ops caught Jurgens at the Cafe Rouge in New York and listened to the tune here for the first time. Since then they came together to feature it for Dick.



## Moe Lorre Dies

NEW YORK - Maurice Lorre, head of the Band and Orchestra Department of Edward B. Marks Music Corp., died on Tuesday, March 23, at the Rockaway Beach Hospital.

Lorre, affectionately known as "Moe" to thousands of people in and out of the music business, had been ill for only a short time. He was born in England 59 years ago, and from an early age was associated with music.

Lorre leaves a widow, an 88 year old mother, a sister, a son, a daughter, and a grandson.

BEST BET

**DANA**

"WINDSHIELD WIPER SONG"  
and  
"YOU'RE MINE"  
by JEFFREY CLAY  
Dana 2011

**DANA RECORDS**  
286 FIFTH AVE. NEW YORK

A JUKE BOX NATURAL!!  
"BUGLE POLKA"  
UNIQUE - SNAPPY - PEPPY  
BACKED BY  
"THE WEST IS MY HOME SWEET HOME"  
EDDIE McMULLEN R-501  
AND  
THE RAINBOW MOUNTAIN BOYS  
ALSO  
"WHISTLING IN THE CANYON" R-503  
"DON'T WAIT FOR ME" R-505  
"MISTER MOUSIE'S WEDDING"  
"I WANNA BE A COWBOY LIKE MY DADDY"  
TERRITORIES AVAILABLE TO  
RELIABLE DISTRIBUTORS  
**PENGUIN RECORDING CORP.**  
123 WILLIAM ST. NEW YORK 7, N.Y.  
(Tel: REctor 2-4550)

*Modern* RECORDS  
686 NORTH ROBERTSON BOULEVARD  
*hollywood*

Just Released  
"MARY LOU"  
backed with  
"CHINATOWN AND HINDUSTAN"  
by  
The Aqua String Band  
Modern 20-578

**MERCURY**

**RECORDS**

**BEST BET for the BOXES**

"TELL ME A STORY"  
recorded by  
**SAMMY KAYE**  
and his Orchestra on  
RCA Victor 20-2761  
Published by  
**LAUREL MUSIC CO.**  
1619 BROADWAY - NEW YORK



# BMI Pin-up Sheet

## HIT Tunes for April

On Records

### ALL DRESSED UP WITH A BROKEN HEART (Marks)

Peggy Lee—Cap. 15022 • Buddy Clark—Col. 37985  
 Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019  
 John Laurenz—Mercury 5093 • Alan Dale—Sig. 15174  
 The Five Bars—Bullet 1009 • Jack Owens—Tower 1263  
 The Vanguards—Universal 34 • Phil Reed—Dance-Tone 176  
 Russ Morgan—Dec. 24339 • Eddy Howard—Maj. 1236  
 Bill Johnson—Vic. 20-2749 • Jerry Cooper—Diamond 2090

### DREAM PEDDLER, THE (Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652  
 Hal Derwin—Cap. 481 • Snooky Lanson—Merc.\*  
 Del Courtney—Vitacoustic\*

### FOOL THAT I AM (Hill & Range—Mutual)

Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601  
 Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470  
 Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104  
 Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049  
 The Ravens—Nat. 9040

### I WANT TO CRY (Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129  
 Dinah Washington—Mercury\*

### IT'S EASY WHEN YOU KNOW HOW (Pemora)

Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027  
 Buddy Clark—Xavier Cugat—Col. 38135 • Blue Barron—MGM\*  
 Eddie Ballantine—Tower\*

### WOULDN'T BE SURPRISED (Republic)

Harry Cool—Merc. 5080 • Sammy Kaye—Vic. 20-2761

### LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)

Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269  
 Blue Barron—MGM 10121 • Shep Fields—Musicraft 525  
 Guy Lombardo—Monica Lewis—Dec. 24298 • Bill Johnson—Vic. 20-2591

### LOVE IS SO TERRIFIC (Mellin)

Les Brown—Col. 38060 • Art Lund—MGM 10126  
 Helen Carroll & Satisfiers—Vic. 20-2672  
 Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

### PASSING FANCY (BMI)

Vaughn Monroe—Vic. 20-2573 • Ray Dorey—Maj. 1186  
 Johnny Johnston—MGM 10127 • Frances Langford—Mercury 5095

### TERESA (Duchess)

Dick Haymes—Andrews Sisters—Dec. 24320 • Kay Kyser—Col. 38067  
 Jack Smith—Cap. 484 • Vic Damone—Mercury 5092  
 Do-Ray-Me Trio—Com. 7504 • Jan Garber—Tower 1435  
 Three Blazers—Exclusive 261 • Joe Loss—Vic. 20-2819

### WHO PUT THAT DREAM IN YOUR EYES

Mark Warnow—Coast 8026 • Ray Carter—Rep. 122 (Stuart)  
 Jack McLean—Coast 8015

### WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5082  
 Dennis Day—Vic. 20-2377 • Milt Herth Trio—Dec. 24388

### YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

Mary Osborne—Dec. 24308 • Guy Lombardo—Dec.\*  
 Adrian Rollini—Bullet 1023

### YOU'VE CHANGED (Melody Lane)

Harry James—Dick Haymes—Col. 36412  
 Anne Shelton—London 118 • Adele Clark—Dec. 24352  
 Frankie Laine—Atlas 236 • King Cole Trio—Cap.\*  
 Joan Edwards—Vita.\* • Mary Osborne—Aladdin 3010

\*Soon to be released.

## BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



CHICAGO - Nellie Lutchter at the Oriental slinging 'em at the crowd and gettin' big applause for her "Fine Brown Frame" which is clicking in the jukes everywhere in the country.....And Tito Guizar who's a terrific favorite of the ops in Mexico City with his disks tops in their juke boxes pleasing plenty at the Oriental, too.....Evelyn Aron of Aristocrat Records advises that they will soon become distribs of their own races disks....Lots of interest in the forthcoming Peggy Lee stay at the State-Lake.. with juke box ops all set to barge down on that grand Lee gal to say "thanks" for her great platters.

Leo Rabin of Tower advises that they'll be sellin' popcorn to the tune of his "Pop Corn Polka" at Wrigley Field this summer....Paul Williams who's clickin' and clickin' in the race spots round this town will open with his sextet at Savoy Ballroom soon.. Seymour Heller of Gabbe, Lutz & Heller, flew to town this past week..he's gonna travel with the Mercury Caravan for a few days, just to listen to Frankie Laine.....Big party this past Sattdy aft'noon at the Boulevard Rm to welcome Chuck Foster and his ork.... the entire Mercury gang was present.

Burl Adams around town with his vocal lovely Kay Starr who is now appearing at the College Inn.....Guy Lombardo & his Canadians will soon make an appearance at the Trianon .....Eddy Howard wowed 'em this Easter Sunday.....when he opened at the Aragon..his favorite stampin' grounds... what a welcome...what a welcome the Aragoners gave the Juke Box King....Little Miss Corn Shucks, who's clickin' but big on the south side... opens in the Beige Room of.. Pershing Hotel here.....Joe Sudy doin' a grand job at the Bismarck Walnut Room and lookin' forward to the time when his disks will click... Lee Monti of the Tu-Tones advises the boys are on the way to Noo Yawk to show the Broadway Beat how it's done.



WEEK AFTER WEEK...  
Coming up Strong!

IN THE CASH BOX  
TEN TOP RECORDS  
CITY BY CITY  
(JUKE BOX REGIONAL  
RECORD REPORT)

New York

1. FOUR LEAF CLOVER (Art Mooney)

3. BABY FACE (Art Mooney)

- 5. BUT BEAUTIFUL (Margaret Whiting)
- 6. THOUGHTLESS (Vic Damone)
- 7. THE THOUSAND ISLANDS SONG (Louis Prima)
- 8. TERESA (Vic Damone)
- 9. BEG YOUR PARDON (Francis Craig)
- 10. NOW IS THE HOUR (Bing Crosby)

Chicago

1. FOUR LEAF CLOVER (Art Mooney)

- 2. BEG YOUR PARDON (Francis Craig)
- 3. NOW IS THE HOUR (Eddy Howard)
- 4. MANANA (Peggy Lee)
- 5. BUT BEAUTIFUL (Margaret Whiting)
- 6. SHINE (Frankie Laine)
- 7. GOLDEN EARRINGS (Peggy Lee)

9. BABY FACE (Art Mooney)

Los Angeles

1. FOUR LEAF CLOVER (Art Mooney)

- 2. NOW IS THE HOUR (Eddy Howard)
- 3. SHINE (Frankie Laine)
- 4. BUT BEAUTIFUL (Margaret Whiting)
- 5. GOLDEN EARRINGS (Peggy Lee)
- 6. MANANA (Peggy Lee)
- 7. BECAUSE (Perry Como)
- 8. THOUGHTLESS (Buddy Kaye)

10. BABY FACE (Art Mooney)

Rochester, N. Y.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. NOW IS THE HOUR (Bing Crosby)
- 3. MANANA (Peggy Lee)
- 4. GOLDEN EARRINGS (Peggy Lee)
- 5. BALLERINA (Vaughn Monroe)
- 6. I'M MY OWN GRANDPAW (Guy Lombardo)



Phoenix, Ariz.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. HOW SOON (Jack Owens)
- 3. OOH LOOKA THERE AIN'T SHE PRETTY (Buddy Clark)
- 4. SERENADE OF THE BELLS (Guy Lombardo)

6. BABY FACE (Art Mooney)

- 8. NOW IS THE HOUR (Eddy Howard)
- 9. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
- 10. I WISH I KNEW THE NAME (Mills Bros.)

Omaha, Nebr.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. NOW IS THE HOUR (Eddy Howard)
- 3. BEG YOUR PARDON (Frankie Carle)

5. BABY FACE (Art Mooney)

- 7. BALLERINA (Vaughn Monroe)
- 8. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
- 9. TERESA (Vic Damone)
- 10. TWO LOVES HAVE I (Perry Como)

Charlotte, N. C.

1. FOUR LEAF CLOVER (Russ Morgan)

- 2. BYE, BYE, BLACKBIRD (Russ Morgan)
- 3. FOOL THAT I AM (Billy Eckstein)
- 4. THE BEST THINGS IN LIFE ARE FREE (The Ink Spots)
- 5. NOW IS THE HOUR (Gracie Fields)
- 6. IF I ONLY HAD A MATCH (Al Jolson)
- 7. SHINE (Frankie Laine)

9. BABY FACE (Art Mooney)

Butte, Mont.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. NOW IS THE HOUR (Eddy Howard)
- 3. I'LL HOLD YOU IN MY HEART (Eddy Arnold)

5. BABY FACE (Art Mooney)

- 7. I'M MY OWN GRANDMAW (Jo Stafford)
- 8. BALLERINA (Vaughn Monroe)
- 9. HOW SOON (Jack Owens)
- 10. SHINE (Frankie Laine)

Stamford, Conn.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. BEG YOUR PARDON (Francis Craig)
- 3. NOW IS THE HOUR (Bing Crosby)
- 4. SABRE DANCE BOOGIE (Freddie Martin)
- 5. BECAUSE (Perry Como)
- 6. ST. LOUIS BLUES MARCH (Tex Beneke)

8. BABY FACE (Art Mooney)

- 10. HOW SOON (Jack Owens)

Miami, Fla.

1. FOUR LEAF CLOVER (Art Mooney)

- 2. SHINE (Frankie Laine)
- 3. TERESA (Vic Damone)
- 4. BALLERINA (Vaughn Monroe)

6. BABY FACE (Art Mooney)

- 7. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
- 8. HOW SOON (Jack Owens)
- 9. SABRE DANCE (Don Henry)
- 10. SERENADE OF THE BELLS (Sammy Kaye)

ART MOONEY'S  
Super Smash Hit  
"BABY FACE"

M-G-M Record No. 10156

Going Strong "FOUR LEAF CLOVER" and "BIG BRASS BAND FROM BRAZIL" featuring THE GALLI SISTERS M-G-M 10119

Record Exploitation by: HENRY OKUN




















# REGENT Records

★ NEW RELEASES

	<b>DOLLY DAWN</b> TRIUMPHANT RETURN TO RECORDS "THE SAME OLD CRY" "SOMETHING I DREAMED LAST NIGHT"	Regent 112 
	<b>JACK BERCH</b> FAVORITE RADIO SINGER "I'M GONNA GALLOP TO GALLUP NEW MEXICO" "WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE"	Regent 114 
	<b>BEVERLY WHITE</b> SLEPIA SONG STYLIST "COUNTRY BOY BLUES" "IF YOU NEED ME"	Regent 113 
	<b>JOE DOSH</b> NEW SINGING DISCOVERY "HI THERE..HAVE YOU BEEN AWAY?" "EAST OF THE SUN"	Regent 115 
	<b>DON HENRY TRIO</b> HARMONICA SENSATIONS "WHISPERING" "FAREWELL BLUES"	Regent. 116 

## Going Strong

	<b>DON HENRY TRIO</b>	
	"SABRE DANCE"	
	"TURNPIKE POLKA"	
	Regent No. 111	
	<b>JOHNNY LANE</b>	
	"MY GUITAR IS MY SWEETHEART"	
	Regent No. 107	
	<b>JOHNNY THOMPSON</b>	
	"YOU'RE IN LOVE WITH EVERYONE"	
	Regent No. 110	

— ORDER FROM YOUR NEAREST DISTRIBUTORS —

- |   |  |  |
|---|--|--|
| All State Dist.<br>30 Warren Pl.<br>Newark, N. J.                   | Allen Distributors<br>17 West Main St.<br>Richmond, Va.            | Bargelt Supply Co.<br>1131 S. W. Washington St.<br>Portland, Oregon    |
| Vic Baddock<br>614 E. Lombard St.<br>Baltimore, Maryland            | Volunteer Music Co.<br>1 Southwestern Ave.<br>Oklahoma City, Okla. | Dunbar Distributing Co.<br>1900 Henderson Street<br>Dallas, Texas      |
| Dave Rosen Co.<br>855 N. Broad St.<br>Philadelphia, Pa.             | Vogue Western<br>528 State St.<br>Salt Lake City, Utah             | Northwestern Dist. Co.<br>714 North 34th Street<br>Seattle, Washington |
| Chord Distributors<br>2406 La Salle Ave.<br>Chicago, Ill.           | Frederick Lee & Co.<br>325 2nd Ave., South<br>Minneapolis, Minn.   | Ace Distributing Co.<br>2534 W. Pico Blvd.<br>Los Angeles, Cal.        |
| Morry Kaplan Music Sales<br>313 E. Jefferson Ave.<br>Detroit, Mich. | Major Distributors<br>583 West 42nd St.<br>New York, N. Y.         | Macy's Dist. Co.<br>1918 Leeland Ave.<br>Houston, Texas                |
| Millner Records Sales<br>110 West 18th St.<br>St. Louis, Mo.        | Mass. Music Distributors<br>1257 Tremont St.<br>Boston, Mass.      | Davis Sales Co.<br>1010 17th Street<br>Denver, Colorado                |
| Record Sales<br>231 East Trade St.<br>Charlotte, N. C.              | Sunland Supply Co.<br>120 Durango St.<br>El Paso, Texas            | Music Service Co.<br>204 South 4th St.<br>Great Falls, Montana         |

## REGENT RECORDS

1184 ELIZ. AVE., ELIZABETH, N. J., ELIZ. 3-0308

## MGM STUDYING PRICE HIKE

NEW YORK - MGM Records are expected to boost the list price of their recordings in the near future, from the current 60¢ price to the standard 75¢ list, now being charged by the other major recording companies. Decca, Capitol, Columbia, and RCA-Victor price their label at 75¢ in the popular field.

MGM execs were learned to be studying the price hike this past week, and altho no statement was issued by the plattery, many in the disk biz took the attitude that the increase in price would be forthcoming very shortly.

By keeping their list price at the present 60¢, MGM has more or less made established good will in the operator and distrib channels. Their distrib chains have increased in leaps and bounds in the past year, with the company learned to be spreading out more so. Music ops benefited vastly by the 60¢ label, with MGM certainly taking this very important factor in account during their present studies.

Meanwhile, the plattery continued to experience tremendous sales volume thru their click hits by orkster Art Mooney. "Four Leaf Clover" and "Baby Face" seemed certain to run into a total sales of more than one million.

*All Time Standard*  
**NICKEL NABBERS**  
*by*  
**AMERICA'S OUTSTANDING WHISTLING VIRTUOSO**  
**FRED LOWERY**  
*and Lovely*  
**DOROTHY RAE**  
THE GIRL WITH A SMILE  
IN HER VOICE

---

"STAR DUST"  
"SONG OF THE ISLANDS"  
Columbia 37862  
(C-148)

---

**on COLUMBIA RECORDS**



### Specialty Names Davis National Sales Mgr.

HOLLYWOOD, CAL.— Art Rupe, president of Specialty Records Co., this week announced the appointment of John W. Davis as National Sales & Promotion Manager.

Davis, who was with the Musicraft Record Co., prior to his heading the Central Record Dist. Co. in this city, will leave shortly on a national tour to coordinate Specialty activities and appoint new distributors wherever territories are open.

Rupe, who plans to meet his new sales chief in New Orleans in a few weeks, expressed great confidence in Davis' future with the firm and stated, "We are sure that Mr. Davis will prove himself to be very valuable to the firm. During ten years as an operator and a distributor and promotion expert, Davis has shown qualities which will prove him to be an asset for Specialty Records."

### Victor Issues "You Can't Be True" - Hit Tune

NEW YORK — Climbing on the bandwagon of the current click ditty "You Can't Be True, Dear", by Ken Griffin on Rondo Records, RCA-Victor this past week was learned to be readying the disk for early release. Victor will take their German version, recently found in their catalog, and dub in the vocal chorus. They plan on using a background of harmonicas for the instrumental chorus. The original disk, by Will Glahe, who scored on the RCA International disk of "Beer Barrel Polka" is titled, "Du Kenst Nicht Treu Sein".

### Standard Songs are MONEY MAKERS!

#### "BABY FACE"

Recorded by

- ART MOONEY ..... M-G-M
- UPTOWN STRING BAND ..... Krantz
- BENNY STRONG ..... Tower
- BUTCH STONE ..... Modern

Published by REMICK MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP.  
NEW YORK, N. Y.



**KATHRYN GRAYSON**  
M-G-M Studio Orchestra  
conducted by Georgie Stoll

**JEALOUSY "Jalousie"**  
**ALL OF A SUDDEN MY HEART SINGS**  
M-G-M 30073 75¢

**JACK FINA**  
and his Orchestra

**PIANO PORTRAITS BOOGIE**  
**SAMBA CARAMBA**  
M-G-M 10135 60¢

**JOSEPH FUCHS, Violinist**  
Accompanied by Mocklin Morrow  
and the M-G-M String Orchestra

**LOTUS LAND**  
**INTERMEZZO**  
"Souvenir de Vienne"  
M-G-M 30063 75¢

**ART LUND**  
Orchestra conducted by  
Johnny Thompson

**SOMEONE CARES**  
**FOR EVERY MAN THERE'S**  
**A WOMAN**  
(From the Universal-International picture "Casbah")  
M-G-M 10170 60¢

**BOB HOUSTON**

**LAROO, LAROO, LILLI BOLERO**  
Orchestra conducted by Jerry Sears  
**I STILL LOVE YOU**  
With the Quartones  
Orchestra conducted by Hugo Winterhalter  
M-G-M 10166 60¢

**GEORGE PAXTON**  
and his Orchestra

**I'VE ONLY MYSELF TO BLAME**  
**THE LOVELINESS OF YOU**  
Both vocals by Dick Merrick  
M-G-M 10169 60¢

**THE BEALE STREET BOYS**

**TEACH ME, TEACH ME, BABY**  
**WHY DOES IT HAVE TO RAIN**  
**ON SUNDAY**  
M-G-M 10141 60¢

**HANK WILLIAMS**  
With his Drifting Cowboys

**I'LL BE A BACHELOR 'TIL I DIE**  
**HONKY TONKIN**  
M-G-M 10171 60¢

**BOBBY GREGORY**  
With his Coctus Cowboys

**COWGIRL POLKA**  
**TIRED LITTLE DOGIES**  
M-G-M 10172 60¢

#### M-G-M COIN CATCHERS

- ART MOONEY'S *Baby Face* M-G-M 10156
- BILLY ECKSTINE'S *Intrigue* M-G-M 10154
- JERRY IRBY'S *Cryin' In My Beer* M-G-M 10151

**LIST PRICE 60¢**  
Exclusive of taxes

# M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT



# 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 REC-  
ORDS—LISTED IN ORDER OF POPULARITY, INCLUDING  
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-  
CORDING ON THE REVERSE SIDE.

### CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

April 3 Mar 27 Mar 20

1—**New Is the Hour** 148.4 171.6 163.6

- CA-15024—MARGARET WHITING  
*But Beautiful*
- CO-38061—HORACE HEIDT O.  
*I'll Never Say I Love You*
- CO-38115—BUDDY CLARK  
*Peculiar*
- DE-24279—BING CROSBY  
*Silver Threads Among The Gold*
- LO-110—GRACIE FIELDS  
*Come Back To Sorrento*
- ME-5103—LES PAUL TRIO  
*My Extraordinary Gal*
- MG-10125—KATE SMITH  
*I'll Never Say I Love You*
- MU-532—SHEP FIELDS O.  
*Lone Star Moon*
- MA-119J—EDDY HOWARD O.  
*True*
- SI-15178—RAY BLOCH O.  
*Nina-Nana*
- VI-20-2704—CHARLIE SPIVAK O.  
*Who Are We To Say*

2—**Manana** 125.8 124.4 92.2

- CA-15022—PEGGY LEE  
*All Dressed Up With A Broken Heart*
- DE-24333—THE MILLS BROS.  
*I Wish I Knew The Name*
- LO-187—EDMUNDO ROSS  
*The Coconut*
- VI 20-2819 JOE LOSS O.  
*Teresa*

3—**I'm Looking Over  
a Four Leaf Clover** 115.6 123.4 84.4

- CA-491—ALVINO REY ORCH.  
*Spanish Cavalier*
- CO-38100—JINNY HILL ORCH.  
*Show Me The Way To Go Home*
- CO-38082—CODY FOX  
*I Only Want A Buddy*

April 3 Mar 27 Mar 20

- CO-38081—ARTHUR GODFREY  
*The Thousand Islands Song*
- DE-24319—RUSS MORGAN ORCH.  
*Bye Bye Blackbird*
- ME-5100—UPTOWN STRING BAND
- ME-5105—FRANKIE LAINE
- MG-10119—ART MOONEY ORCH.  
*The Big Brass Band From Brazil*
- MU-543—THE POLKA DOTS
- RA-10043—JIMMY SAUNDERS  
*Heart Breaker*
- SI-15117—RAY BLOCH ORCH.  
*But Beautiful*
- TR-220—ALEXANDER ORCH.
- VI-20-2668—THE THREE SUNS  
*Eccentric*
- VI-20-2787—CURLY HICKS  
*Limehouse Blues*

4—**Beg Your Pardon** 96.9 100.4 87.0

- BU-1700—FRANCIS CRAIG O.
- CA-490—DINNING SISTERS  
*Melancholy*
- CO-38036—FRANKIE CARLE O.  
*The Dream Peddler*
- DE-24339—RUSS MORGAN O.  
*All Dressed Up With A Broken Heart*
- ME-5109—SNOOKY LANSON
- MG-10140—ART MOONEY ORCH.
- VI-20-2647—LARRY GREEN O.  
*Can It Ever Be The Same*

5—**Sabre Dance** 65.8 40.8 23.9

- CO-38102—WOODY HERMAN O.  
*Swing Low, Sweet Chariot*
- DE-24388—VICTOR YOUNG O.  
*For Whom The Bell Tolls*
- MG-30048—MACKLIN MARROW
- SI-15180—RAY BLOCH O.  
*Minuet In G*

RE 111 — Don Henry Trio  
*Turnpike Polka*

6—**Because** 32.9 41.8 19.5

- VI-20-2653—PERRY COMO  
*If You Had All The World And Its Gold*

7—**Thoughtless** 32.0 13.9 11.7

- CA-15027—GORDON MacRAE  
*You Were Meant For Me*
- CO-38079—DORIS DAY  
*I've Only Myself To Blame*
- CS-8039—CURT MASSEY
- DE-24318—GUY LOMBARDO O.  
*I'll Dance At Your Wedding*
- LO-143—THE SQUADRONAIRES  
*That Feathery Feelin'*
- MA-1234—GEORGE OLSON O.  
*The Dickey Bird Song*
- ME-5104—VIC DAMONE  
*Love Is So Terrific*

8—**Golden Earrings** 29.3 38.8 48.1

- CA-15009—PEGGY LEE  
*I'll Dance at Your Wedding*
- CO-37932—DINAH SHORE  
*The Gentleman Is a Dope*
- DE-24278—BING CROSBY  
*Ballerina*
- DE-24277—VICTOR YOUNG ORCH.  
*All Through the Night*
- DE-24270—GUY LOMBARDO ORCH.  
*You Are Never Away*
- ME-3072—ANITA ELLIS  
*Love for Love*
- MG-10085—JACK FINA ORCH.
- VI-20-2585—CHARLIE SPIVAK ORCH.  
*Tenderly*

9—**Haunted Heart** 26.7 13.1 15.6

- CA-15023—JO STAFFORD  
*I'm My Own Grandmaw*
- CO-38083—BUDDY CLARK  
*Matinee*
- DE-24362—GUY LOMBARDO O.  
*Saturday Night In Central Park*
- DE-24370—BING CROSBY  
*Moonlight On A White Picket Fence*
- VI-20-2713—PERRY COMO  
*Caroline Moon*



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NEW YORK, N. Y.

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**THE CASH BOX**

**381 FOURTH AVENUE**

**NEW YORK (16), N. Y.**





USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP  
TUNES FOR THIS WEEK

NAME OF RECORD HERE

ARTIST OR BAND HERE

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....

NAME

FIRM

ADDRESS

CITY

STATE

---

OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION  
TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES  
FOR THIS WEEK

NAME OF RECORD HERE

ARTIST OR BAND HERE

1. ....
2. ....
3. ....
4. ....
5. ....

WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING

UP

NAME

FIRM

ADDRESS



Apr 3 Mar 27 Mar 20

**10—I'm My Own Grandpa** 25.9 17.9 24.1  
 CO-38068—TONY PASTOR O.  
*The Secretary Song*  
 DE-24288—GUY LOMBARDO O.  
*Frankie & Johnny*  
 KI-694—GRANDPA JONES  
 ME-6087—TINY HILL O.  
*The Eyes of Texas*  
 MG-10136—THE KORN KOBBLERS  
 MU-536—ESMERELDY  
 TC-20-33—THE JESTERS  
 VI-20-2563—LONZO & OSCAR

**11—But Beautiful** 24.4 39.8 51.3  
 CA-15024—MARGARET WHITING  
*Now Is The Hour*  
 CO-38053—FRANK SINATRA  
*If I Only Had a Match*  
 DE-24283—BING CROSBY  
*The One I Love*  
 DE-24294—BING CROSBY  
*Experience*  
 LO-142—DENNY DENNIS  
*A Bed of Roses*  
 ME-5096—FRANKIE LAINE  
*I've Only Myself To Blame*  
 MG-10126—ART LUND  
*Love Is So Terrific*  
 MU-538—MEL TORME  
*Night and Day*  
 SI-15117—RAY BLOCH  
*Four Leaf Clover*  
 VI-20-2616—TEX BENEKE ORCH.  
*You Don't Have To Know The Language*

**12—Serenade of the Bells** 24.3 31.3 64.4  
 CA-75007—JO STAFFORD  
*The Gentleman Is A Dope*  
 CO-37956—KAY KYSER ORCH.  
*Pass That Peace Pipe*  
 CO 38076 — Gene Autry  
 DE-24258—GUY LOMBARDO ORCH.  
*Sipping Cider By The Zuyder Zee*  
 ME-5090—VIC DAMONE  
*I'll Dance at Your Wedding*  
 MG-10091—BOB HUSTON  
*A Tune For Humming*  
 VI-20-2372—SAMMY KAYE ORCH.  
*That's What Every Young Girl Should Know*

**13—Ballerina** 24.2 28.4 83.1  
 CO-38040—BUDDY CLARK  
*It Had To Be You*  
 DE-24265—ENRIC MADRIGUERA O.  
*Jungle Rhumba*  
 DE-24278—BING CROSBY  
*Golden Earrings*  
 ME-5075—JERRY SHELTON TRIO  
*The Stars Will Remember*  
 MG-10035—JIMMY DORSEY O.  
 MU-15116—MEL TORME  
*What Are You Doing New Years Eve?*  
 VI-20-2433—VAUGHN MONROE O.  
*The Stars Will Remember*

**14—Slap 'Er Down Agin, Paw** 24.0 18.4 12.4  
 CO-38006—ARTHUR GODFREY  
 ME-6095—REX ALLEN  
 MU-524—ESMERELDY  
 VI-20-2686—PATSY MONTANA

**15—SHINE** 17.8 19.4 19.3  
 DE 25354 — Ella Fitzgerald  
 DE 25353 — Guy Lombardo O.  
 DE 24382 — Mills Bros.  
 ME 5091 — Frankie Laine  
 VI 20-2760 — Hot Quintette

**16—Matinee** 17.4 13.4 17.6  
 CA-15041—GORDON MacRAE  
*Feathery Feelin'*  
 CO-38083—BUDDY CLARK  
*Haunted Heart*  
 DE-24375—BOB EBERLY  
*It's All Over But The Crying*  
 VI-20-2671—VAUGHN MONROE O.  
*If Someone Cares*

Apr 3 Mar 27 Mar 20

**17—TELL ME A STORY** 16.0 - -  
 CO 38050 — Frankie Carle O.  
 DE 24329 — Ames Bros.  
 ME 5120 — Vic Damone  
 MG 10144 — Bob Houston  
 VI 20-2761 — Sammy Kaye O.  
**18—LITTLE WHITE LIES** 15.1 15.9 2.5  
 CO 38114 — Dinah Shore  
 DE 24280 — Dick Haymes  
**19—The Thousand Islands Song** 14.7 13.3 16.3  
 CA-15028—JOHNNY MERCER  
*Hooray For Love*  
 CO-38081—ARTHUR GODFREY  
*Four Leaf Clover*  
 MG-10136—THE KORN KOBBLERS  
 VI-20-2619—LOUIS PRIMA O.  
*I'm Living A Lie*  
**20—ST. LOUIS BLUES MARCH** 13.4 10.9 10.4  
 VI 20-2722 — Tex Beneke O.

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21 — Sierra Madre 13.3 7.9 18.2  
 22 — Baby Face 10.7 12.9 -  
 23 — How Soon 9.8 9.9 27.3  
 24 — I'll Dance At Your Wedding 9.7 5.9 24.0  
 25 — The Best Things In Life Are Free 8.9 7.5 7.8  
 26 — Pianissimo 8.7 19.5 16.9  
 27 — Toolie Oolie Doolie 8.6 - -  
 28 — Too Fat Polka 8.5 7.4 12.3  
 29 — If I Only Had A Match 5.4 1.0 1.3  
 30 — All Dressed Up With A Broken Heart 5.3 1.0 1.4  
 31 — The Dickey Bird Song 4.9 1.0 6.3  
 32 — Lover 2.7 5.8 6.5  
 33 — Deck Of Cards 2.6 7.8 -  
 34 — Feathery Feeling 2.5 - -  
 35 — Cigarettes, Whiskey & Wild Women 2.4 - -  
 36 — Laroo Laroo Lilli Bolero 2.3 - -  
 37 — Ok'l Baby Dok'l 1.8 7.0 -  
 38 — Love Is So Terrific 1.7 1.7 5.2  
 39 — Worry, Worry, Worry 1.2 1.9 6.4  
 40 — There Ought To Be A Society 1.1 1.6 -



# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records - City by City

April 10, 1948

## NEW YORK

1. BECAUSE (Perry Como)
2. BUT BEAUTIFUL (Margaret Whiting)
3. BABY FACE (Art Mooney)
4. NOW IS THE HOUR (Bing Crosby)
5. TOOLIE OOLIE DOOLIE (V. Horton)
6. SHINE (Frankie Laine)
7. SABER DANCE (Don Henry Trio)
8. HELEN POLKA (Walt Dana)
9. FOUR LEAF CLOVER (Art Mooney)
10. BEG YOUR PARDON (Francis Craig)

## CHICAGO, ILL.

1. NOW IS THE HOUR (Bing Crosby)
2. BEG YOUR PARDON (Francis Craig)
3. FOUR LEAF CLOVER (Art Mooney)
4. TERESA (Vic Damone)
5. MANANA (Peggy Lee)
6. BUT BEAUTIFUL (Margaret Whiting)
7. SABER DANCE (Woody Herman)
8. TOOLIE OOLIE DOOLIE (V. Horton)
9. BABY FACE (Art Mooney)
10. THOUGHTLESS (Vic Damone)

## LOS ANGELES, CALIF.

1. SABER DANCE (Macklin Marrow)
2. BUT BEAUTIFUL (Margaret Whiting)
3. TERESA (Vic Damone)
4. BECAUSE (Perry Como)
5. NOW IS THE HOUR (Bing Crosby)
6. FOUR LEAF CLOVER (Art Mooney)
7. BEG YOUR PARDON (Francis Craig)
8. MATINEE (Vaughn Monroe)
9. MANANA (Peggy Lee)
10. SHINE (Frankie Laine)

## SOUTH HAVEN, MICH.

1. BEG YOUR PARDON (Francis Craig)
2. MANANA (Peggy Lee)
3. FOUR LEAF CLOVER (Art Mooney)
4. NOW IS THE HOUR (Bing Crosby)
5. TOOLIE OOLIE DOOLIE (V. Horton)
6. BABY FACE (Art Mooney)
7. BUT BEAUTIFUL (Bing Crosby)
8. SHINE (Frankie Laine)
9. YOU'RE TOO DANGEROUS (Buddy Clark)
10. BALLERINA (Vaughn Monroe)

## HONOLULU, HAWAII

1. NOW IS THE HOUR (Margaret Whiting)
2. FOUR LEAF CLOVER (Art Mooney)
3. MANANA (Peggy Lee)
4. BEG YOUR PARDON (Dinning Sisters)
5. SERENADE OF THE BELLS (Jo Stafford)
6. BALLERINA (Vaughn Monroe)
7. GOLDEN EARRINGS (Peggy Lee)
8. TERESA (Dick Haymes)
9. OH FLORENCE (Louis Prima)
10. BECAUSE (Perry Como)

## MANCHESTER, N. H.

1. MANANA (Peggy Lee)
2. SHINE (Frankie Laine)
3. BABY FACE (Art Mooney)
4. BECAUSE (Perry Como)
5. TERESA (Vic Damone)
6. SIERRA MADRE (Freddy Martin)
7. TOOLIE OOLIE DOOLIE (V. Horton)
8. SABRE DANCE (Woody Herman)
9. GOLDEN EARRINGS (Peggy Lee)
10. FOUR LEAF CLOVER (Art Mooney)

## STAMFORD, CONN.

1. TOOLIE OOLIE DOOLIE (V. Horton)
2. MANANA (Peggy Lee)
3. SHINE (Frankie Laine)
4. BEG YOUR PARDON (Frankie Carle)
5. OH FLORENCE (Louis Prima)
6. BECAUSE (Perry Como)
7. LITTLE WHITE LIES (Dick Haymes)
8. MATINEE (Vaughn Monroe)
9. BABY FACE (Art Mooney)
10. NOW IS THE HOUR (Gracie Fields)

## CHARLOTTE, N. C.

1. NOW IS THE HOUR (Bing Crosby)
2. BALLERINA (Vaughn Monroe)
3. BABY FACE (Art Mooney)
4. MANANA (Peggy Lee)
5. BECAUSE (Perry Como)
6. THOUGHTLESS (Vic Damone)
7. SIERRA MADRE (Freddy Martin)
8. SABER DANCE (Woody Herman)
9. BEG YOUR PARDON (Francis Craig)
10. BUT BEAUTIFUL (Bing Crosby)

## SIOUX FALLS, S. D.

1. NOW IS THE HOUR (Margaret Whiting)
2. FOUR LEAF CLOVER (Art Mooney)
3. MANANA (Peggy Lee)
4. BUT BEAUTIFUL (Tex Beneke)
5. I'M MY OWN GRANDPAW (Lonzo & Oscar)
6. HOW SOON (Jack Owens)
7. SIERRA MADRE (Freddy Martin)
8. BEG YOUR PARDON (Francis Craig)
9. OH FLORENCE (Louis Prima)
10. EASTER PARADE (Andy Russell)

## SALISBURY, N. C.

1. NOW IS THE HOUR (Bing Crosby)
2. MANANA (Peggy Lee)
3. SHINE (Frankie Laine)
4. LITTLE WHITE LIES (Dick Haymes)
5. BEG YOUR PARDON (Francis Craig)
6. FOUR LEAF CLOVER (Art Mooney)
7. SABRE DANCE (Woody Herman)
8. ST. LOUIS BLUES MARCH (Beneke)
9. I'LL HATE TO LOSE YOU (Andrews Sis.)
10. OH FLORENCE (Louis Prima)

## OMAHA, NEBR.

1. NOW IS THE HOUR (Eddy Howard)
2. FOUR LEAF CLOVER (Russ Morgan)
3. MANANA (Peggy Lee)
4. SHINE (Frankie Laine)
5. SIERRA MADRE (Dick Haymes)
6. BEG YOUR PARDON (Frankie Carle)
7. TERESA (Vic Damone)
8. OH FLORENCE (Louis Prima)
9. BUT BEAUTIFUL (Margaret Whiting)
10. BABY FACE (Art Mooney)

## MILWAUKEE, WISC.

1. MANANA (Peggy Lee)
2. NOW IS THE HOUR (Margaret Whiting)
3. SHINE (Frankie Laine)
4. LOVER (Les Paul)
5. BUT BEAUTIFUL (Bing Crosby)
6. FINE BROWN FRAME (Nellie Lutcher)
7. FOUR LEAF CLOVER (Art Mooney)
8. PIANISSIMO (Perry Como)
9. BECAUSE (Perry Como)
10. OH FLORENCE (Louis Prima)

## SAN ANTONIO, TEXAS

1. NOW IS THE HOUR (Bing Crosby)
2. MANANA (Peggy Lee)
3. BALLERINA (Vaughn Monroe)
4. FOUR LEAF CLOVER (Art Mooney)
5. HOW SOON (Vaughn Monroe)
6. BEG YOUR PARDON (Francis Craig)
7. TOOLIE OOLIE DOOLIE (V. Horton)
8. BECAUSE (Perry Como)
9. GOLDEN EARRINGS (Peggy Lee)
10. SABRE DANCE (Woody Herman)

## CLEVELAND, O.

1. MANANA (Peggy Lee)
2. YOU CAN'T BE TRUE DEAR (Ken Griffin)
3. NOW IS THE HOUR (Gracie Fields)
4. THOUGHTLESS (Vic Damone)
5. SHINE (Frankie Laine)
6. FOUR LEAF CLOVER (Art Mooney)
7. SABRE DANCE (Macklin Marrow)
8. BEG YOUR PARDON (Francis Craig)
9. BABY FACE (Art Mooney)
10. BALLERINA (Vaughn Monroe)

## DULUTH, MINN.

1. MANANA (Peggy Lee)
2. BEG YOUR PARDON (Dinning Sis.)
3. NOW IS THE HOUR (Bing Crosby)
4. HOW SOON (Jack Owens)
5. BALLERINA (Vaughn Monroe)
6. I'M MY OWN GRANDPAW (Guy Lombardo)
7. LOVE IS SO TERRIFIC (Vic Damone)
8. BUT BEAUTIFUL (Margaret Whiting)
9. GOLDEN EARRINGS (Peggy Lee)
10. GONNA GET A GIRL (Tony Pastor)

## BUFFALO, N. Y.

1. SHINE (Frankie Laine)
2. NOW IS THE HOUR (Bing Crosby)
3. LITTLE WHITE LIES (Dick Haymes)
4. SABRE DANCE (Don Henry Trio)
5. BECAUSE (Perry Como)
6. MATINEE (Vaughn Monroe)
7. MANANA (Peggy Lee)
8. BEG YOUR PARDON (Francis Craig)
9. MORE THAN EVER BEFORE (Don Reid)
10. PIANISSIMO (Perry Como)

## CUMBERLAND, MD.

1. NOW IS THE HOUR (Eddy Howard)
2. LITTLE WHITE LIES (Dick Haymes)
3. FOUR LEAF CLOVER (Art Mooney)
4. MANANA (Peggy Lee)
5. HEARTBREAKER (Phyllie All Stars)
6. LAROO LAROO LILLI BOLERO (Como)
7. BECAUSE (Perry Como)
8. SABRE DANCE (Woody Herman)
9. TERESA (Vic Damone)
10. THOUGHTLESS (Vic Damone)

## DES MOINES, IA.

1. BECAUSE (Perry Como)
2. SABRE DANCE (Woody Herman)
3. BUT BEAUTIFUL (Tex Beneke)
4. ST. LOUIS BLUES MARCH (Beneke)
5. NOW IS THE HOUR (Bing Crosby)
6. TERESA (Vic Damone)
7. THOUGHTLESS (Buddy Kaye)
8. MORE THAN EVER BEFORE (Don Reid)
9. BALLERINA (Vaughn Monroe)
10. BABY FACE (Art Mooney)





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

MUSIC

<b>A.M.I.</b>	
Model A w/play meter .....	897.50
Model A without play meter .....	887.50
Automatic Hostess Complete 20 Station Unit .....	14,800.00
<b>HIDEAWAY CAB. W/Selective Play Mech.:</b>	
W/Amplifier and Remote Volume Control.....	515.00
<b>HIDEAWAY CAB. W/Continuous Play Mech.:</b>	
W/Amplifier and Remote Volume Control.....	482.50
W/Amplifier—No Remote Volume Control.....	470.00
Complete—No Amp., No Volume Control.....	410.00
5c 3 wire 40 selection wall box .....	53.50
5-10-25c 3 wire 40 selection wall box .....	59.50
Stepper for 10 wall boxes .....	39.75
Stepper for 25 wall boxes .....	42.75
<b>AIREON</b>	
Coronet 400 .....	\$495.00
Blonde Bombshell .....	595.00
Fiesta DeLuxe .....	595.00
Super DeLuxe .....	595.00
48' Model Hideaway .....	299.50
48' Model "trio" wall and bar box.....	59.50
48' Model X — Rotomatic receiver.....	29.50
48' Model — Universal 30 wire adapter .....	29.50
48' Carillon Speaker .....	37.50
48' Melodeon Speaker .....	27.50
48' Impressario Speaker .....	19.50
<b>FILBEN</b>	
Miracle Cabinet .....	325.00
30 Selection Stowaway Mech. ....	398.00
<b>BUCKLEY</b>	
Music Box .....	25.00
<b>MILLS INDUSTRIES</b>	
Constellation .....	795.00
<b>PACKARD MFG. CORP.</b>	
Manhattan Phonograph .....	695.00
Hideaway Model 400 .....	383.00
Model 1000 Spkr. — Paradise.....	129.50
Butler Wall Box Hi-Chrome 5c .....	32.50
Butler Wall Box Hi-Chrome 10c .....	33.95
950 Speaker .....	35.00
650 Speaker .....	16.50
<b>ROCK-OLA</b>	
Magic-glo Phonograph .....	No Price Set
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
<b>SCOTTO MUSIC CO.</b>	
Music Master Cabinet .....	325.00
Melody Master Cabinet .....	285.00
Remote Master Cabinet .....	315.00
<b>SEEBURG</b>	
148-M Symphonola .....	965.00
148-S Symphonola .....	895.00
H-148-M RC Special .....	564.00
Wireless Wallomatic .....	58.50
Wired Wallomatic .....	49.75
5-10-25c Wireless Wallomatic .....	87.50
5-10-25c Wired Wallomatic .....	75.00
Teardrop Speaker .....	19.95
RS4-8 Recess Wall & Ceiling Speaker .....	18.00
1948 Door & Dome .....	102.50

MUSIC

<b>WURLITZER</b>	
Model 1100 Standard .....	\$999.50
Model 1080A Colonial .....	899.50
Model 1017A Concealed chngr. w/ stepper .....	529.50
Model 1015 Standard .....	914.50
Model 1080 Colonial .....	875.00
Model 1017 Concealed chngr. w/ stepper .....	499.50
Model 2140 5-10¢ Wireless .....	50.00
Model 3025 5¢ 3-wire .....	49.50
Model 3045 Wireless .....	59.50
Model 3020 5-10-25c 3-wire .....	69.50
Model 3031 5c 30-wire .....	39.50
Model 212 Master Unit .....	70.00
Model 215 Wireless Transmitter .....	17.50
Model 216 Wireless Impulse Receiver .....	22.50
Model 217 Auxiliary Amplifier .....	35.00
Model 218 30-wire Adapter Terminal Box....	15.00
Model 219 Stepper .....	46.50
Model 4000 8" Metal Star Speaker .....	45.00
Model 4002 8" Plastic Star Speaker .....	45.00
Model 4004A 8" Metal Musical Note Speaker..	30.00
Model 4005 8" Walnut Round Speaker .....	22.50
Model 4005A 8" Walnut Round Speaker .....	25.00
Model 4006A 8" Deluxe, Walnut Round Mirror.	35.00
Model 4007 12" Intermediate Deluxe Speaker..	135.00
Model 4008 15" Deluxe Speaker .....	185.50

PINS

<b>BALLY</b>	
Ballerina .....	289.50
<b>CHICAGO COIN</b>	
Catalina .....	275.00
<b>GENCO</b>	
Triple Action .....	289.50
<b>EXHIBIT</b>	
Banjo .....	No Price Set
<b>GOTTLIEB</b>	
Cinderella .....	No Price Set
<b>MARVEL</b>	
Gold Mine .....	289.50
Gold Mine w/4 play chute .....	299.50
<b>J. H. KEENEY CO.</b>	
Cover Girl .....	265.00
<b>P &amp; S MACH. CO.</b>	
Tom Tom .....	299.00
<b>UNITED MFG. CO.</b>	
Manhattan .....	275.00
<b>WILLIAMS MFG. CO.</b>	
Tennessee .....	299.50

COUNTER GAMES

<b>A.B.T. MFG. CORP.</b>	
Challenger .....	65.00
<b>BALLY MFG. CO.</b>	
Heavy Hitter .....	184.50
w/stand .....	196.50
<b>GOTTLIEB</b>	
DeLuxe Grip Scale .....	39.50
<b>GROETCHEN MFG. CO.</b>	
Camera Chief .....	19.95

ROLL DOWNS

<b>BALLY</b>	
Hy-Roll .....	499.50
<b>CHICAGO COIN</b>	
Roll Down .....	395.00
<b>EDELMAN AMUSE.</b>	
Tin Pan Alley .....	275.00
<b>GENCO</b>	
Bing-A-Roll .....	499.50
<b>GEO. PONSER CO.</b>	
Pro-Score .....	495.00
<b>UNITED MFG. CO.</b>	
Tropicana Roll Down .....	395.00
<b>WILLIAMS MFG. CO.</b>	
Box Score .....	375.50

ONE-BALLS

<b>BALLY</b>	
Jockey Special .....	645.00
Jockey Club .....	645.00
Gold Cup, F. P. ....	645.00
Trophy, P. O. ....	645.00





# MANUFACTURERS' NEW EQUIPMENT

**BUCKLEY**  
Griss Cross Belle

**BELLS**

**BELL-O-MATIC CORP.**

5c Jewel Bell .....	248.00
10c Jewel Bell .....	253.00
25c Jewel Bell .....	258.00
50c Jewel Bell .....	338.00
Spinning Reels .....	No Price Set
Black Gold Bell .....	No Price Set

**GROETCHEN**

Columbia Twin JP .....	145.00
Columbia DeLuxe Club .....	209.50

**MILLS SALES CO. LTD.**

Dollar Bell .....	No Price Set
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**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 DeLuxe Club Chiefs .....	299.00
10c DeLuxe Club Chiefs .....	309.00
25c DeLuxe Club Chiefs .....	319.00
25c DeLuxe Club Chief .....	429.00
5c Super DeLuxe Club Chief .....	324.00
10c Super DeLuxe Club Chief .....	334.00
25c Super DeLuxe Club Chief .....	344.00
50c Super DeLuxe Club Chief .....	454.00

**PACE**

5c DeLuxe Chrome Bell .....	245.00
10c DeLuxe Chrome Bell .....	255.00
25c DeLuxe Chrome Bell .....	265.00
50c DeLuxe Chrome Bell .....	375.00
\$1.00 DeLuxe Chrome Bell .....	550.00
5c Rocket Slug Proof .....	245.00
10c Rocket Slug Proof .....	255.00
25c Rocket Slug Proof .....	265.00

**CONSOLES**

**BALLY**

Wild Lemon .....	\$542.50
Double-Up .....	542.50
DeLuxe Draw Bell 5c .....	512.50
DeLuxe Draw Bell 25c .....	532.50
Hi-Boy .....	424.00
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
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**BUCKLEY**

Track Odds DD JP .....	1250.00
Parlay Long Shot .....	1250.00

**EVANS**

Bangtails 5c Comb 7 Coin .....	No Price Set
Bangtails 25c Comb 7 Coin .....	No Price Set
Bangtail JP .....	No Price Set
Bangtail FP PO JP .....	No Price Set
Evans Races .....	No Price Set
Casino Bell .....	No Price Set
1946 Galloping Dominoes JP .....	No Price Set
Winter Book JP .....	No Price Set

**GROETCHEN TOOL & MFG. CO.**

Columbia Twin Falls .....	485.00
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**O. D. JENNINGS**

Challenger 5-25 .....	595.00
Club Console .....	499.00
DeLuxe Club Console .....	529.00
Super DeLuxe Club Console .....	545.00

**J. H. KEENEY CO.**

Gold Nugget .....	800.00
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**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**

**BALLY MFG. CO.**

Big Inning .....	539.50
Bally Bowler .....	539.50

**H. C. EVANS CO.**

Bat-A-Score .....	No Price Set
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**EDELMAN AMUSEMENT DEVICES**

Flash Bowler	
13'-8" .....	475.00
11'-8" .....	450.00
10'-8" .....	450.00
Belgian Pool .....	319.50

**ARCADE TYPE (continued)**

**INTERNATIONAL MUTOSCOPE CORP.**

Deluxe Movie Console .....	150.00
Deluxe Movie Counter .....	140.00
Fishing Well .....	375.00
Silver Gloves .....	375.00

**PARTS AND SUPPLIES**

**GLASS SIZES — PIN GAMES**

Bally .....	21 x 41
Chicago Coin .....	21 x 41
Exhibit .....	21 x 41
Gottlieb .....	21 x 43
Keeney .....	21 x 41
Marvel .....	21 x 41
United .....	21 x 41
Williams .....	21 x 43

**COILS — PIN GAMES**

**WILLIAMS:**

10 Ohms	W-7
125 Ohms	W-10
200 Ohms	W-15
10-100 Ohms	W-20
W-5 w/bracket	W-28
	W-30

**GOTTLIEB:**

R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay

**BALLY:**

A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

**CHICAGO COIN:**

2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

**UNITED:**

6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

**EXHIBIT:**

827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

**GENCO:**

24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.



# Buckley BUILDS THE Best

## NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

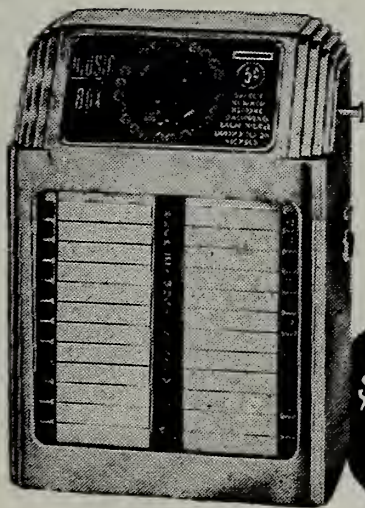
Cherry or Diamond Ornaments,  
Maroon, Copper, Gold, Green,  
Aluminum Gray, Chocolate, Surf  
Blue.

- 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.

\$50<sup>00</sup>



## THE NEW Music Box



\$25<sup>00</sup>

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.



\$1250<sup>00</sup>



## Buckley Manufacturing Co.

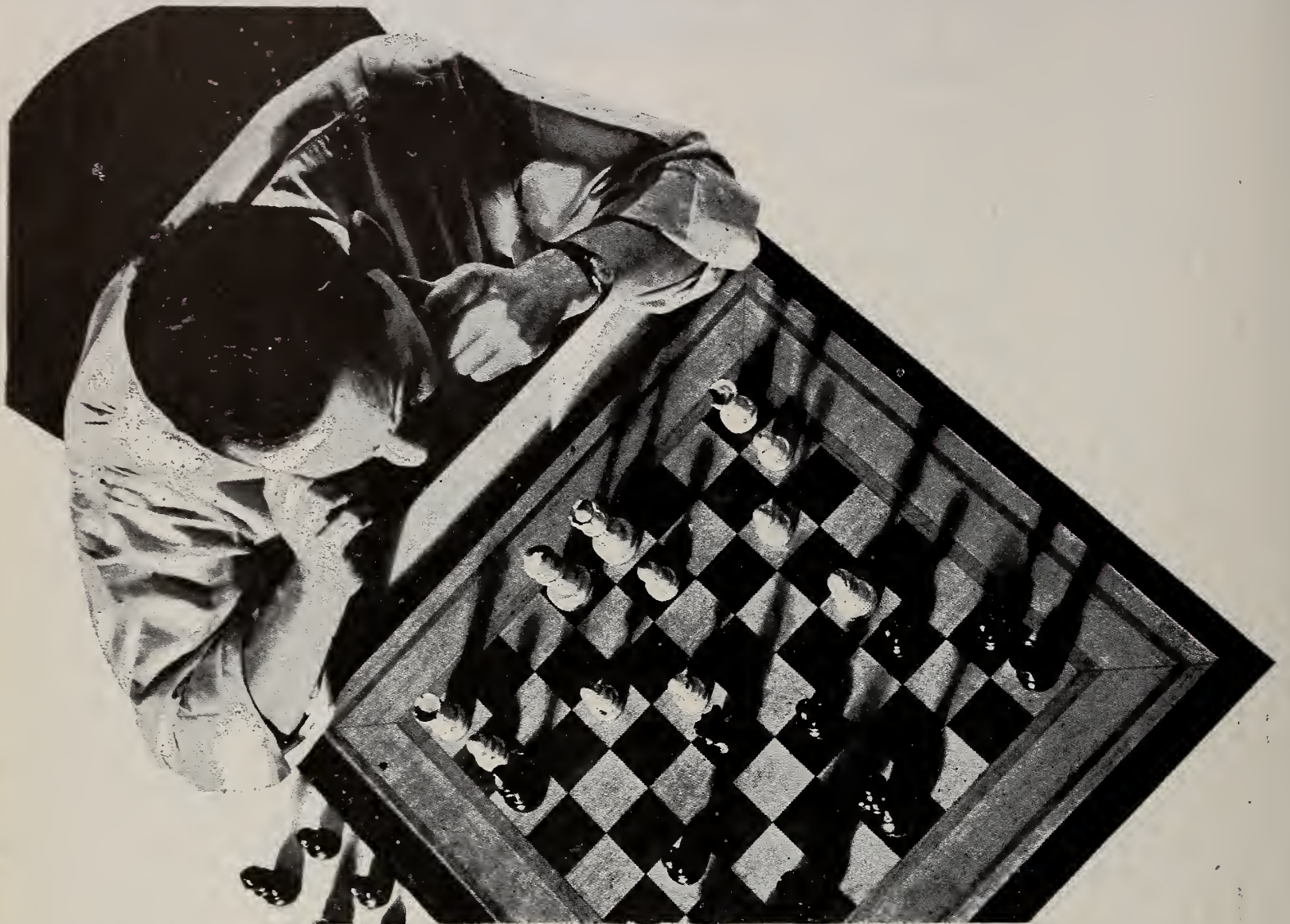
4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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



# OPERATORS ONLY...

it's **YOUR** move now!



## **Read These Important Rules!**

As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—IT IS NOT SOLD ON NEWSSTANDS) you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

**TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:**

**The Cash Box, 381 Fourth Ave., New York 16, N. Y.:**

**Please list the following in the next week's issue at absolutely no charge to me:**

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_



# EVERYBODY'S HEADIN' FOR TENNESSEE

## Williams

### TERRIFIC 5-BALL THRILLER with

- UNIQUE FLIPPER ACTION
- SEQUENCE • 3 SPOT ROLLOVERS
- PREMIUM SCORE • DOUBLE PREMIUM SCORE • RESERVE SCORE
- HIGHEST HIGH SCORE plus
- WILLIAMS NEW PYLON LIGHTS!

HEAD FOR YOUR DISTRIBUTOR NOW FOR IMMEDIATE DELIVERY!



*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON STREET  
CHICAGO 10, ILLINOIS



## VOLUME SHIPMENTS GET UNDER WAY



R. R. (RUDY) GREENBAUM

KANSAS CITY, KANS.- Returning from a short and much needed rest at Hot Springs, Ark., R. R. (Rudy) Greenbaum, vice president and executive salesmanager of Aireon Mfg. Corp., this city, was happy to report that volume shipments of their new Aireon "Coronet 400" phono were now getting under way.

Rudy also stated that the factory was working on a full time production shift and that orders were continuing to pour in with

ops thruout the nation taking to their time payment plan with great alacrity.

"It has been one of the happiest moments of my life to be able to give the nation's music operators the sort of finance payment deal which would help them to continue in business on a real profit basis", stated Rudy.

"This is the first time", he continued, "operators inform me, when they can actually pay for their new phonographs right from the income of the machine itself. We have been highly pleased with the many letters, wires and phone calls we have received from music operators and can only promise them that we intend to continue along the lines we are now pioneering to bring them a grand phono with a time payment plan which fits right in with present day operations."



JOE ASH

Active Amusement Machines Co.  
646 NORTH BROAD ST., PHILA. 30, PA.  
Phone: Fremont 7-4495  
98 CLINTON AVE., NEWARK 5, N. J.  
Phone: Mitchell 2-8527  
1120 WYOMING AVE., SCRANTON, PA.  
Phone: Scranton 4-6176

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

### IT'S HOT! Williams' New 5-BALL TENNESSEE

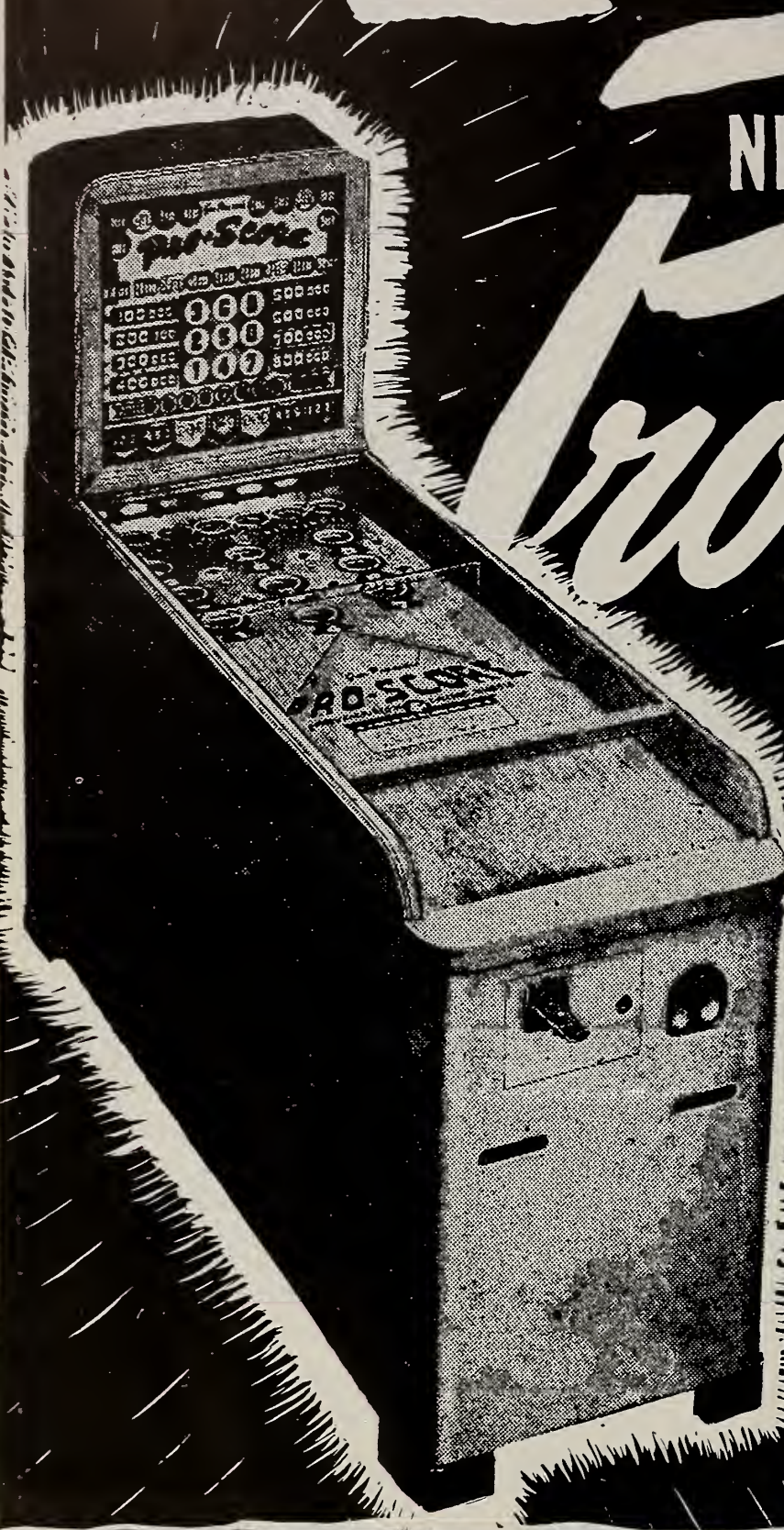
- HOLD BONUS SCORE • JACKPOT BONUS • FLIPPER ACTION • HIGHEST HIGH SCORE
- ORDER NOW!

# King-Tin

EQUIPMENT COMPANY  
KALAMAZOO 21, MICH.  
326 Mills Street Phone 2-C321  
DISTRIBUTING COMPANY  
DETROIT 1 MICH.  
3004 Grand River Ph. TEmple 2-5788



**YOU'VE TRIED THE REST...  
NOW BUY THE BEST!**



**NEW**  
**Pro-Score**  
**Now**  
**AT NEW**  
**LOW**  
**PRICE!**

**NOT JUST ANOTHER ROLLDOWN GAME - BUT THE GREATEST -  
STADIEST, BIGGEST MONEY-MAKER IN ALL ROLLDOWN GAMES'  
HISTORY - THE OTHERS ARE GONE - BUT "PRO-SCORE" IS STILL  
SELLING - AND SELLING BIGGER THAN EVER - THAT'S WHY, BE-  
CAUSE OF VOLUME PRODUCTION, WE ARE NOW IN A POSITION TO  
OFFER YOU - A NEW LOW PRICE - GET OVER ON "THE RIGHT  
SIDE OF THE FENCE" - WRITE FOR NEW, LOW PRICE TODAY!!!**

**GEORGE PONSER CO.**  
**158 EAST GRAND AVE., CHICAGO II, ILL.**  
**(ALL PHONES: SUPERIOR 4427)**



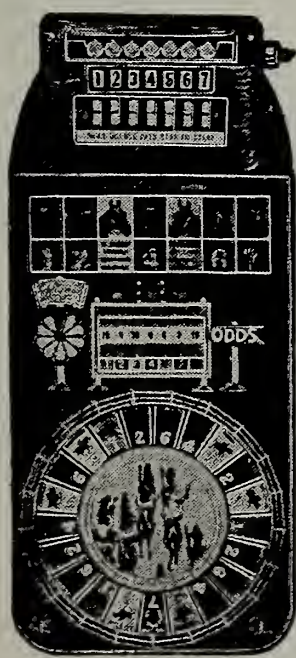
*Try it BEFORE  
You BUY IT!*

## BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.



### TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

### PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



### SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533





*... THIS IS FOR  
 JUST CALL FOR*

# THE CASH BOX

## 'SPRING SPECIAL'

*All ads go to press on  
 April 8* ...PHONE OR WIRE YOUR  
 AD IMMEDIATELY TO..

### THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y. (PHONE: MU 4-7797)

BRANCH OFFICES: CHICAGO — LOS ANGELES



# GENCO'S Trade Winds



WILL BLOW **GREATER PROFITS** YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- SIX Original FRB Features.  
(FLOATING ROLL-OVER BUTTONS)



MEMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR

**Genco** MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.





**AMI 40 SELECTION WALL BOX**

**AMI** Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

**"Camera Chief"  
Available In  
Battery Model**



EDDIE HANSON

CHICAGO - Eddie Hanson of Groetchen Tool & Mfg. Company, this city, announced that their popular "Camera Chief" is now available in battery model, in addition to the electric model.

"The battery model gives the operator a great opportunity to cash in on the money-making "Camera Chief" in locations where the electric model is not practical or possible", stated Ed.

Hanson also released the information that a new 5¢ model of the machine is being prepared and that the trade will be informed when it is ready.

**GENCO'S NEW  
FIVE-BALL**

CHICAGO - Genco Manufacturing and Sales Company, this city, announced the introduction of its new five-ball pin game, "Trade Winds".

The new game features many special money-making features which have proved out on location. In addition "Trade Winds" has incorporated many original features.

" 'Trade Winds' will bring operators greater profits", states Myer Gensburg. "The game has many action features, players won't be able to leave it once they start playing. The game has a special adjustable free game feature, more ways to advance bonus scores, speedier flipper action to the top of the board, and 6 original floating rollover buttons."

Gensburg also stated that all the distributors will have the game ready for the operators immediately.

**S A C R I F I C E !**

Must sell following equipment at way-below current market prices. This is an outstanding opportunity for you to buy at your own price!! Get in touch with us immediately.

All Equipment Guaranteed!

**NAME YOUR OWN PRICE**

**FOR  
SOLOTONE BOXES  
PERSONAL BOXES**

**WURLITZER — SEEBURG — ROCK-OLA  
UNIVERSAL AMPLIFIERS**

**PHONO PLASTICS — All Types For All  
Phonos — Tell Us What You Need**

**PIN GAMES AND ROLLDOWNS — BIG  
SELECTION — ALL KINDS ON HAND**

**WIRE — WRITE**

**BOX No. 123, % THE CASH BOX  
381 FOURTH AVENUE, NEW YORK 16, N. Y.**



# You Won't Need a Magic Wand When You Operate **CINDERELLA**

Scintillating  
**APPEAL!**

Fascinating  
**ACTION!**

Real Earning  
**POWER!**



Just put CINDERELLA on location. Watch the dependably bigger earnings. You'll say, "It's like magic!"

The Original  
**FLIPPER BUMPERS**

ROTATION SEQUENCE  
HIGH SCORE • KICKER POCKETS

plus

**DOUBLE BONUS  
and BONUS BUILD-UP**

"There is no substitute  
for Quality!"

SEE YOUR  
DISTRIBUTOR  
WITHOUT DELAY

*D. Gottlieb & Co.*

1140 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



## PONSER REDUCES PRICE



GEORGE PONSER

NEW YORK - George Ponser, of George Ponser Co., Chicago, Ill., arrived here this past week with very welcome news for ops of rolldown games in this area.

Ponser advised, "Because of the fact that our "Pro-Score" rolldown game has now past the mark which we set for it when we first arranged for production schedule, and further, in view of the fact that our sales are continuing right along without halt, we are now in a posi-

tion to bring down the cost price."

Ops here who have purchased at the new price from Ponser report that this makes the new "Pro-Score" rolldown one of the best buys in the amusement machines field.

Ponser also stated that this price will hold for all the areas thruout the nation

He said, "We are informing all operators of rolldown games that they can now buy our 'Pro-Score' at a new low price which was only made possible by the hit which the game made and further because of the fact our production schedule is going on right ahead without any halt."

**4**

SLIGHTLY USED  
**AMI**

1947 MODEL "A" PHONOS  
Only 6 months old. Am selling out. Make me your highest offer!

BOX #643  
c/o THE CASH BOX  
381 Fourth Ave. New York(16)

### "AS IS" SALE!

ALL PARTS INTACT

AMI Hi Boy, 40 Record	\$ 79.50	Wurlitzer 950	\$175.00
Singing Tower	90.00	Wurlitzer 12 Record	30.00
Wurlitzer 61		Seeburg Gem	75.00
C.M.	50.00	Seeburg Regal	75.00
Wurlitzer Twin 12	65.00	Seeburg Classic	125.00
Wurlitzer 71		Seeburg 12 Record	30.00
C.M.	65.00	Rock-Ola Boxes	3.00
Wurlitzer 616	35.00	Rock-Ola Bar Boxes	5.00
Wurlitzer 500	85.00	Pachard Boxes	22.50
Wurlitzer 850	175.00		
Wurlitzer 800	175.00		

WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—ALL TYPES, MAKES AND MODELS. WRITE TODAY FOR COMPLETE LIST.

1/3 Deposit With Order—Balance C.O.D.

**DAVID ROSEN, Inc.**

EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. | 855 N. BROAD ST.  
BALTIMORE 23, MD. | PHILA. 23, PA.  
Edmonson 5322 | Stevenson 2-2903

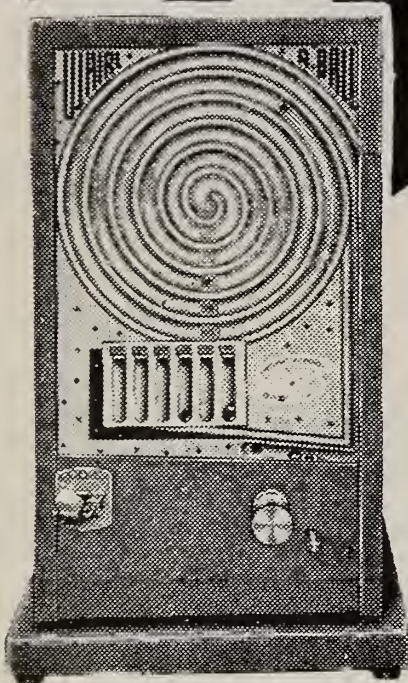
SENSATIONAL  
PRICES  
ON  
USED  
PHONOGRAPHS  
AND  
GAMES!  
WRITE  
FOR  
PRICE  
LIST!

**SCOTT-CROSSE CO.**

1423 SPRING GARDEN STREET  
PHILADELPHIA, PA.  
Rittenhouse 6-7712



**Whirl-A-Ball**  
**HAS EVERYTHING**  
**plus...**



**NEW**  
**LOW**  
**PRICE!**

**BRAND NEW IN CARTONS...**

**Only \$27<sup>50</sup>**  
**EACH**

**SPECIFY: 1¢ OR 5¢ COIN CHUTE**

**Order Quick**

**GEORGE PONSER CO.**

158 EAST GRAND AVE.

CHICAGO 11, ILLINOIS

Superior 4427

250 West 57th St.

New York City

Circle 6-6651

**CMI COUNSEL**  
**ADDRESSES OPS**  
**MEET**



DUDLEY C. RUTTENBERG

PORTLAND, ORE.—Dudley Ruttenberg, general counsel for Coin Machine Industries, Inc was the principal speaker at a meeting of the new Oregon Mechanical Amusement Association, here, on March 23.

Ruttenberg told the gathering of more than 60 operators of the need for cooperation among coinmen in the fight for public recognition of the coin machine industry.

Curtis Ferguson of Salem is the president of the Oregon association. Budge Wright of Western Distributors this city, acted as master of ceremonies, and introduced the speakers. Orin Campbell of Tavern Owners Association of Oregon, also addressed the ops.

Among the members of the Oregon group who joined the CMI during the meeting was the Mayor of Boardman, Ore. Royal B. Hands

**Freight Tie-Up**  
**Looms Ahead**

NEW YORK - The Association of American Railroads have advised that with their present freight haulage cut 25% by the ICC, and the warning that the coal strike may cut even more deeply into all railroad freight, all users should now begin to plan far in advance to have the railroads carry their equipment.

It would be wise on the part of dealers to look into the trucking end in the event it is necessary to use truck transport.



*Extra!*

# CAMERA CHIEF

NOW AVAILABLE IN  
BATTERY MODEL

2 Models to choose from—ELECTRIC OR BATTERY

PERMITS YOU TO OPERATE IN  
EVERY TYPE OF LOCATION

BATTERY  
MODEL  
**\$22.95**

ONE-HALF CERTIFIED DEPOSIT WITH ORDER, BALANCE C.O.D.

The new Camera Chief now supplied in the battery model for \$22.95 or the electric model at \$19.95 permits a wide range of operation. All Camera Chief models are equipped with new type Bell positive action timers.

Additional film can be secured at the operators' price of 45c per film. Over 100 subjects to choose from.

Watch for **THE NEW LOOK**  
5c PLAY MODEL

ELECTRIC  
MODEL  
**\$19.95**

ONE-HALF CERTIFIED DEPOSIT WITH ORDER, BALANCE C.O.D.



**GROETCHEN TOOL & MFG. CORPORATION**  
126 North Union Avenue, Chicago 6, Illinois • Phone RANdolph 2807

## ORIGINAL DuGRENIER OWNERS BUY IT BACK FROM AMI

HAVERHILL, MASS. - Francis C. DuGrenier and Blanche Bouchard, announced this week that they had purchased the physical assets of the cigarette machine manufacturing company, which had been purchased from the Arthur H. DuGrenier, Inc. by AMI a few years ago.

A new corporation is being set up, and will function under the original name of Arthur H. DuGrenier but production will not start for several months as a survey will be undertaken to determine the types of merchandise machines desired by the operators today.

"We will follow the policies and standards of production practiced by our original company from 1928 until we sold out to AMI" stated DuGrenier.

Officers of the new Arthur H. DuGrenier, Inc. are Francis C. DuGrenier, president; Blanche Bouchard, treasurer; and Huber C. Compton, secretary and director

The money received from the sale, it was announced will be set aside to go toward satisfying the claims of creditors. Under the terms of the sale, the new owners are not responsible for any obligations incurred by AMI during the operation DuGrenier, Inc.

**4**  
SLIGHTLY USED  
**AMI**  
1947 Model "A" Phonos  
ONLY 6 MONTHS OLD!  
AM SELLING OUT!!  
MAKE ME YOUR HIGHEST OFFER  
BOX #643  
c/o THE CASH BOX  
381 Fourth Ave. New York(16)

## SPRING IS IN THE AIR

*Scientific on Pokerino  
Is Like  
Sterling on Silver*

WRITE FOR DETAILS  
ABOUT A  
POKERINO CONCESSION

**SCIENTIFIC  
MACHINE CORP.**

79 CLIFTON PLACE, BROOKLYN 5, N. Y.  
Phones: NEvins 8-0566,-7,-8

Distributor in LOUISIANA  
TEXAS - ALA. - ARK. and MISS.  
for  
**THE NEW 1948  
BUCKLEY LINE  
CONSOLE DIST. CO.**  
1006 Poydras St., New Orleans, La.  
Phone: RA 3811  
SAM TRIDICO BOB BUCKLEY  
"CRISS-CROSS" BELL; DAILY DOUBLE  
TRACK ODDS; 1948 WALL & BAR BOX.

**MOTORS REPAIRED** WURLITZER - AMI  
- SEEBURG - ROCK-  
OLA - MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.  
**Complete No Extras \$6.00**  
M. LUBER  
503 W. 41st (LONgacre 3-5939) New York



# SPRING HOUSECLEANING SALE!

## WE WANT FAST ACTION!

We'll check them for you mechanically and see that they're perfect - you clean them yourself and **SAVE!** We don't sell junk - these machines are RIGHT! Don't wait - All equipment subject to prior sale.

<b>ROCK-OLA</b>		<b>WURLITZER</b>	
Masters.....	\$ 99.50	600 R.....	\$ 89.50
Supers.....	119.50	700.....	219.50
Commandos.....	99.50	616.....	49.50
12 Records.....	39.50	Twin 12.....	49.50
Spectravox.....	99.50	412.....	44.50
1426 (1947).....	389.50	950.....	219.50
Counter Model.....	49.50	850.....	219.50
		24 Victory.....	59.50
		24.....	59.50
		1015.....	519.50

### AIREON

1200 A.....\$199.50

WE HAVE LARGE QUANTITIES OF ALL ROLL DOWNS IN STOCK  
WRITE FOR OUR LOW PRICES!

1/3 Certified Dep., Bal. Sight Draft or C.O.D., F.O.B.  
Newark, N.J.

## Seacoast DISTRIBUTORS, Inc.

415 Frelinghuysen Ave. Newark, N.J.

# Selling Out!

Brand New And Used  
**STEEL BALL ROLLDOWNS**  
and  
**WOOD BALL ROLLDOWNS**

TELL US WHAT YOU NEED!

Make An Offer!

WIRE — WRITE

**BOX No. 133, % THE CASH BOX**  
**381 FOURTH AVENUE, NEW YORK 16, N. Y.**

**PALISADES IS NOW DELIVERING!**

**SENSATIONAL NEW BALLERINA**  
**BALLY 5 BALL GAME**

ALSO READY  
FOR DELIVERY

Chicago Coin - Catalina; Williams - Tennessee; Exhibit -  
Build Up; United - Carribean; Gottlieb - Cinderella;  
Bally-Eureka; Bally - Draw Bell; Genco - Trade Winds;  
Evans - Winterbook; and Evans - Races.

A complete list of pre-war and post-war used equipment for New York Operators.  
Service and parts for all Consoles and Bell Machines.

**PALISADE SPECIALTIES COMPANY**

498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.  
20 Minutes from New York City Via Lincoln Tunnel or Washington Bridge

## Ops' Free Listings Start Next Issue

NEW YORK - Beginning with the next, April 17, Spring Special issue of The Cash Box, operators' free ad listings will appear regularly in each week's issue.

The Cash Box offers all operators who are subscribers free ads listing whatever machines and merchandise they may have for sale or may want to buy.

Names of the operator advertisers are kept strictly confidential. Only a code number appears in each ad. No prices are allowed.

Those operator subscribers who haven't as yet sent their free ad in can do so immediately. Ad must reach The Cash Box, 381 Fourth Ave., New York 16, N.Y., by Wednesday noon of each and every week.



NOW  
IN PRODUCTION

Delivery SOON

# "LEAP YEAR"

By MARVEL

**MARVEL Mfg Co.**

2845 FULLERTON AVE.

CHICAGO 47, ILL.

Phone: Dickens 2424

### PRICED FOR QUICK SALE

RECONDITIONED FIVE BALLS

Clean—Mechanically A-1

BALLY: Ballyhoo \$85.; Nudgy \$115.; Silver Streak \$115.

GOTTLIEB: Baffle Card \$60.; Lucky Star \$100.

EXHIBIT: Cross Fire \$70.; Fiesta \$65.; Mystery \$65.; Smoky \$55.; Vanities \$65.

WILLIAMS: Cyclone \$70.; Show Girl \$75.; Sunny \$175.

CHICOIN: Gold Ball \$100.; Playboy \$90.

UNITED: Havana \$65.; Rio \$55.

1/3 Deposit required, Balance C.O.D.

**CROWN NOVELTY CO., INC.**

920 Howard Av., New Orleans 13, La.

(Phone: Canal 7137)

NICK CARBAJAL, Gen. Mgr.

### COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 Per Reel

**PHONOFILM**

3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

*NEXT ISSUE IS THE BIG, ANNUAL "SPRING SPECIAL"*



# CLEAR ACROSS THE LINE — ONLY \$1.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY \$1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

**ALL ADS — CASH WITH ORDER**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_

NAME.....

ADDRESS.....PHONE No.....

CITY.....ZONE.....STATE.....



FIRST CLASS  
PERMIT No. 43309  
(Sec. 510, P. L. & R.)  
NEW YORK, N. Y.

**BUSINESS REPLY CARD**

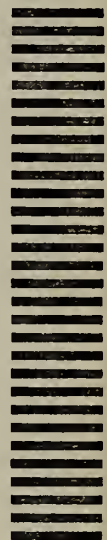
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

**THE CASH BOX**

**381 FOURTH AVENUE**

**NEW YORK (16), N. Y.**





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

OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7½ INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE. CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.

(ALL CLASSIFIED ADS — CASH WITH ORDER)

**USE ENCLOSED GIANT CARD FOR CONVENIENT MAILING**

**SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS**

**YOUR FREE WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM SPACE 3 LINES. ALL LINES, OR ANY FRACTION, OVER 3 LINES WILL BE CHARGED AT THE RATE OF \$1 PER LINE.**

**WANT**

WANT - To Purchase for export shipments - Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT - The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: Dickens 7060

WANT - New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT - Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNDERhill 3-5761

WANT - Seeburg Step Selectors No. SS20-1 and Seburg Consoles. JOY AUTOMATICS, 108 EAST CHURCH STREET. ELMIRA. N. Y. Tel: 2-7462

WANT - Bally Eurekas, clean and in A-1 condition. State lowest prices and quantity in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: TU 5-4976

WANT - Bally Triple Bells; Bally Draw Bells; DeLuxe Draw Bells; Bally Eurekas; Mutoscore Fan Front & Red Top Diggers; '47 Rock-Ola, Wurlitzer & Seeburg phonos; Packard & Aircrn Hideaways. Will buy over-stocks of late new or used Pin Games for re-sale. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel: ORdway 3-3069

WANT - New and used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Face, Jennings F.P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA.

WANT - Some Mills Puritan Bells Counter games. State lowest price in first letter. MILTON BRAUN, ROUTE 3, BOX 428, SAVANNAH, GA. Tel: 3-5432

WANT - Post-war Bally Jockey Clubs, Victory Derbys, Entries, Gottlieb Daily Races, all pay-out models. TWIN CITY NOVELTY CO., 1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

WANT - 219 Steppers. Will pay \$20. each if in working order. AUTOMATIC VENDING CORP., 525 PARKET ST., CHESTER, PENNA. Tel.: 3-9282.



# THE CASH BOX

# COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

## FOR SALE

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., LAKELAND, FLA.

FOR SALE - What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE - 5-Balls: Baffle Cards, Kilroys \$55. ea.; Play Boys \$70. ea.; Streamliners \$20. ea.; Sky Blazers \$15. ea. All above are in top condition. Terms: 1/3 deposit. C.&M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE - Operators! We have a large number of Pay Off Consoles - various makes - from \$20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

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 - Mills Four Bells, perfect \$50.; 1 Barrel Roll Skeeball \$50.; Jennings Cigarolla \$30.; Undersea Raider \$50.; Loudspeaker \$5.; Seeburg Envoy \$200.; Mills Empress \$200.; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE - Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense \$69.50; Surf Queens \$39.50; Step Up \$65.; Double Barrel \$44.50; Big League \$49.50; Undersea Raider \$75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

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 - DuGrenier W \$75., WD \$85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE - 10 - 616 Wurl. \$75. ea.; 2 - 600R Wurl. \$150. ea.; 1 - 1940 Rock-Ola C.M. \$90.; 3 Seeburg Mayfairs \$150. ea.; 2 Seeburg Regals \$175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE - William's All Stars \$275.; Ballyhoo's \$100.; Surf Queens \$35.; Big Leagues \$35.; Phonos: Seeburg Crown, Plaza, Gem \$125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

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 - Guaranteed Used Machines - Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Roll-down Games. Tell us what you need. Make offer. Box 133, % The Cash Box, 381 Fourth Avenue, New York 16, N.Y.

FOR SALE - Draw Bells. Territory closed. Sell at close-out prices: DeLuxe \$290.; Standard \$230. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO. Tel: HA 1043

FOR SALE - 1 Keeney Air Raider \$50.; 1 Mutoscope Striking Bag, complete in working order \$75.; 1 Scientific Batting Practice \$30.; 2 Bally Undersea Raiders (like new) \$50. ea. All Machines guaranteed in working order and complete. 1/2 Deposit, balance C.O.D. GEORGE NOVELTY COMPANY, 1716 WASHINGTON AVE., NORTHAMPTON, PA. Tel: Northampton 679

FOR SALE - Personal Music Boxes model "D". Also few location amplifiers model "F" location amplifier and a few model "F" Boxes. Just right for that location where loud music is objectionable. Priced right. INDIVIDUAL MUSIC CORP., 411 ODD FELLOWS BLDG., RALEIGH, N. C.



**THE CASH BOX****CLASSIFIED ADVERTISING SECTION****COIN MACHINE  
MART****FOR SALE**

**FOR SALE - 5 Ball Pin Games.** All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At \$30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45.: Arizona, Surf Queen, Midget Racer, Big League. At \$75. Superscore. One Balls F.P.: Sport Special \$45.; Dark Horse \$60.; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

**FOR SALE - The original change dispenser Nickle Nudger \$3.45 ea.** Write for quantity prices. Victory Specials \$110. ea.; Gottlieb Daily Races \$225.; Keeney Hot Tip \$250. **WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, OREGON. Tel: ATwater 7565**

**FOR SALE - Roll Downs:** Advance Rolls \$175.; 14 ft. Bang-A-Fitty \$150.; Sportsman Roll \$60.; Rol-A-Score \$50.; Bing-A-Roll \$300.; Hy-Roll \$275.; Hawaii \$200.; Singaport \$250.; Tropicana \$300. **MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N.Y.**

**FOR SALE - Carribean, Trade Winds, Banjo, Trinidad. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. (Tel: Pop. 3299)**

**FOR SALE - These machines have recently been taken off the route and guaranteed to be perfect working condition:** 30 Advance Rolls \$125.; 20 Total Rolls \$50.; 5 Sportsman Rolls \$50.; Used Hawaii and Singaport Rolldowns \$175. **WANT - Chicago Coin Basketballs; Hy-Rolls and Bing-A-Rolls. Write or call. AMUSEMENT SALES CO., 577 TENTH AVE., NEW YORK, N.Y. Tel: Longacre 5-8879)**

**FOR SALE - Make offer Filben 24 Unit Hideaway & Seeburg 24 Unit Boxes & Speaker. MILLARD BRUDER, 1518 EAST 7th STREET, ST. PAUL, MINN. (Tel: VI 3264)**

**FOR SALE - Five-Ball Pin Games:** Your choice \$19.50: Marines At Play; Yankee Doodle; Girls Ahoy; Yacht Club; Miami Beach; Sunbeam; Midway; Strip Tease. **ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO.**

**FOR SALE - Established distribution, also phono routes:** Special 20 new Columbia G-Award cigarette or fruit reels 1-5-10-25¢ play. Write. **COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 46512**

**FOR SALE - Used games, completely reconditioned, rails furnished:** Arizona, Hollywood; Santa Fe \$15.95; Big Hit, Stage Door, Surf Queens \$24.50; Big League \$34.50; Fast Ball, Step Up \$39.50; Carousel, Kilroy, Lightning, Sea Breeze, Smarty, Spellbound, State Fair, Suspense, Vanities \$49.50; Cross Fire, Fiesta, Mystery \$59.50; Ranger, Rio \$69.50; Havana (motor), Mam'Selle \$79.50; Broncho \$110.; Mexico \$125.; Hawaii \$135.; Dolly (flip-top) \$149.50; Nevada \$159.50; Singapore, Humpty-Dumpty \$169.50. **MID-STATE DISTRIBUTORS, 712 LOCUST AVENUE. FAIRMONT, W. VA. Tel: 1619**

**FOR SALE- Used pin games:** We have every machine in stock. You name it. We ship it same day. You can't beat our prices. We don't ship junk. Our 28th year in business. **HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.**

**FOR SALE - 2 brand new Chicago Coin Goalees, still in original crates \$250. ea.; 1 used Bally DeLuxe Draw Bell \$275.; 3 Bally Hi-Hand \$45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel.: 2-0021.**

**FOR SALE - Late pin games, new and used.** Get our list of used pin games at lowest prices. State your needs and we ship same day. **HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.**

**FOR SALE - New Black Cherry and Golden Falls Case Assemblies for \$40. ea.** Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. **WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312**



**THE CASH BOX****COIN MACHINE  
MART****CLASSIFIED ADVERTISING SECTION****FOR SALE**

FOR SALE - 10 5¢ and 9 10¢ Watling Big Games, best console built. Owing to closed territory, will take \$25. ea. First come, first served. 1/3 down, C.O.D. HY-G MUSIC COMPANY, 1415 WASHINGTON AVE, SOUTH, MINNEAPOLIS 4, MINN. Tel: ATLantic 8587

FOR SALE - Singapore roll downs \$175.; Hawaii roll downs \$175.; Chicago roll down \$100. These machines are as good as new. 1/3 deposit with order. WANT - Wurlitzer 1100 and AMI 1946 or later model. HERMAN DISTRIBUTING CO., 1505 CONEY ISLAND AVE., BROCKLYN, N.Y.

**MISCELLANEOUS**

NOTICE - Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: ENglewood 8192

NOTICE - Rent A Machine. Keep that location hot! Established Operators - save money by renting games and phonographs. 2/3 rental fee may be applied against purchase. Send us your name and address. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L.I., N.Y.

NOTICE - Mailing list. 8,239 coin machine operators in the U.S. \$80. Write for list by States. WHIPPLE NOVELTY CO., P.O. PCX 107, N. CHARLESTON, S.C.

NOTICE - Pin ball operators: Have your old model one-ball machines converted. Semi or fully automatic, with hold for favorite numbers. A.B.C.D. Unit and other new features. With complete new paint job. \$125. to \$175. Write or phone NORTHWEST COIN MACHINE EXCH., 6736 S.E. 52, PORTLAND, ORE. Tel.: TA 9955

NOTICE - Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

**PARTS AND SUPPLIES**

FOR SALE - Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6C4 45¢; M-46, M-47, M-48 Bulbs \$4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

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. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, \$24. Mazda bulbs, No. 47, \$40. per 1000. No. 40, 44, 46 & 47, \$4.50 per 100. No. 51 or 55, \$4. per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Guaranteed Brand new individually boxed Kenrad 2051 Tubes 59¢ ea., 100 for only \$49. H. J. LEWIS, 548 BROMPTON ST., CHICAGO 13, ILL.

FOR SALE - Skee Ball & Ray Gun Operators, Attention! #1489 Chilco Gun Lamps 45¢ ea.; #2A4G Tubes \$1.41 ea.; #928 All Directional - Photo Tubes - \$3.21 ea.; APT new Coin Chutes \$2.50; slides 73¢ ea.; Resistors for Wurlitzer Skee Ball \$1.20. Send for our new Skee Ball, Ten Strike, Ray Gun parts list. RELIABLE PARTS CO., 2512 IRVING PARK RD., CHICAGO 18, ILL. Tel: IRving 4600

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



# THRU THE COIN CHUTE



## CHICAGO CHATTER

Congrats, congrats and still more congratulations to the newest Papa of this past week - Art Weinand of Rock-Ola Mfg. Corp. - who became the Daddy of a 6 lbs. 14 oz. boy...mother's doin' swell....and we hear Papa's okay now, too.....and, by the by, we won a buck from Art having guessed correctly.....Dave Wallach of Marvel Mfg. Co. all hepped up over his first plane trip.....Dave flew east this past week.....and now says that "there's nothin' like this way of travelin'"...... he intends usin' planes from now on in.. ..Quite a gang of callers around the big Bally plant this past week.....saw Herman Paster of St. Paul..and heard him yowlin' away for more, and still more of those new Bally clickeroos....also bumped smack into Virgil (Chris) Christopher from Baltimoah who was smiling his smilingest (and winkin')....looks like Chris knocked off a honey of a deal.....Harry J. Miehle of Williamsport, Pa., was also there as well as the one man in these U. S. who loses regularly in gin to big Art Garvey....none other than our friend ...Ben Becker of Noo Yawk.....Ben Coven was absolutely thrilled to little teeney weeny pieces this past week by the sales which his grand salesman Paul Burke came in with...on Bally's Ballerina...and all over the entire state of Illinois.....so Ben said to Paul, "Take the week off"... so Paul said to Ben, "The hell I will... not when my luck's goin' so good".

Skeet Moore over at Williams Mfg. Co. was one of the most pleased salesman execs in the coinbiz this past week....a big rush of orders on Tennessee did it.. and now Skeet is rushin' in and out of the factory beggin' 'n pleadin' for more and still more games.."Brother, it's one grand feeling, take it from me, when you are over-ordered", Skeet claims (just as if we don't know it).....Ed Lavendar at the George Ponser Co. offices pleased to bits with the business his boss, Georgie, is sending in from the road....George is on his way East and has been sending orders in from every town he's visited.... with the firm now offering the trade a new low price because of the grand business they've done on "Pro-Score"and have been able to meet and beat production schedules originally planned for this machine.....Ray Riehl of United has become one of the super camera enthusiasts of our town...he's the guy who's responsible for all those pics taken over at the United factory...and some very, very good ones, too.....We hear that United's music critique...Herb Oettinger...visits all over the place singing his favorite tune..."Baby Face"...to the complete and absolute and murderous - - - - -of everyone in the place.....one of the guys in the plant says, "A hammer's gonna fall on him any day now."

Ed Levin of Chicago Coin all set for a big rush at the factory of all the many distribs now that the firm have announced their new five-ball "Trinidad" which, Ed claims, is the greatest of the bestest of all ever produced..it's a single flipper action high score game.....Jim and Mrs. Gilmore returned from that 11 day cruise and both reported to be lookin' absolutely swell and feelin' like a million, it's the life, Jim tells me.....as he assumes his duties at CMI once again.....Eddie Hanson over at Groetchen Tool all pepped up over his new battery model "Camera Chief"...so many requests received for a battery model that Eddie went right to work and created it...in speedy time.... take it from me.....Freddie Mann, that Aireon man, never home these days anymo' .....seems that Freddie is doin' a swell job with the new "Coronet 400" and just won't stop travelin' to get all informed about its money gettin' powers..... Myer Gensburg over at Genco, getting all set for general announcement of their new 5-ball game and, from what we hear.. it's a honey.....They tell me that everyone over at Bell-O-Matic was lugging home five pound chocolate easter eggs.....seems like Bill Marmer of Cincinnati sent them to one and all at this plant .....Lindy Force of AMI hurried himself on down to Grand Rapids this past week to see whether he couldn't hurry up the factory on those 40 selection wall boxes which Lindy reports are goin' over with a terrific bang.

What's happened to Billy DeSelm? Ain't seen him around the town lately.....from what the boys at United tell me he's so busy at the factory he just can't get away anymo'.....Pat Buckley and Jerry Haley continue to be among the very busiest in town these days...seems that the boys just can't complete the orders for their Criss Cross Belle and Track Odds before another batch bunch in on 'em.....Harry Brown of American Amusement still on the road and still goin' great guns with new trailers to drag the merchandise along.. it's an idea...door to door service..... Gordon Sutton of Illinois Simplex flyin' everywhere and in almost every weather.. he's that good a pilot, they tell me.... Looks like there'll be a surprise comin' soon for the music ops who want a system to combat television....coupla guys from the east in town showin' it around here and there...or at least talkin' about it anyway, as we get the news....Lotsa guys callin' round at the Evans' plant to get those "Bat-A-Score" machines..and plenty of interest in Evans' consoles, too, we hear....Jean Bates over at Pace has some thing of real interest for Belloperators who wanna see somethin' new..and Jean is one guys who knows what's needed by the Bellops t'day...see him.



# THRU THE COIN CHUTE



## EASTERN FLASHES

Ops busy this week due to the Easter vacation period, which brought in many visitors to the city. Amusement places filled to capacity with out-of-towners looking for some fun. With Lent gon, neighborhood locations also show a decided increase in collections. The pin game situation is status quo - with no newspaper publicity. Coinmen are hoping conditions will right themselves in a week or so. Plenty of action in the roll down field.

\* \* \*

Tenth Avenue saw plenty of out-of-town coinmen - some in for business, others taking a short vacation in the big city...Sol Gottlieb, D. Gottlieb & Company, visiting around. Sol is breaking in his new car, and putting miles on the clock, covering this area. He tells us that the factory is loaded down with orders on their new five-ball "Cinderella"...Sol Silverstein, Hub Enterprises, Baltimore, Md., in town for the day visiting his many friends, some of whom he hasn't seen in from five to eight years. He reports he's doing very well, jobbing, distributing and operating. His firm has just taken on the Aireon phono line..R.J. McGlynn the Australian coinman, back on the street after a week's visit to the coin center of Chicago...Dave Lowy, Dave Lowy & Co., due to return from Miami this week-end. Willie Blatt (Little Napoleon) writes us from "the Garden Spot Of The World" that Dave visited with him and remarked "Miami's climate and New York's business would be an ideal arrangement"...Wonder who phoned Phil Mason and tried to disturb his equilibrium with that fantastic story?

\* \* \*

Seen in front of Runyon Sales Co. one P.M. - Sol Gottlieb, Sol Silverstein, Harry Brown and Barney (Shugy) Sugerman. Discussion was mainly on distributor bootleggers who are creating such an unfortunate condition in the trade...Jack Mitnick's daughter ailing...Aaron Goldsmith, Hub Enterprises, Baltimore, recovering from a recent accident in which he broke his hip...Jack Cohen, president of the Cleveland Phono Owners Association, in town with his wife and kids - Jack's wife, a songwriter under the name of Gertrude Haber, listened to the initial rendition of her latest "The Tide Comes In" (with lyrics by Buddy Kaye) played for her by Larry Green and his orchestra at the Baltimore Hotel...Seen cutting up a jackpot at the Chatham Hotel - Charley Aronson, Bill Bye and Eddie Smith...Bennie Linn, handsome dynamic music of of Regal Music Co. handing out cigars in pairs this week. His missus presented him with twin boys. By the way, Bennie is one half of twins himself.

Ben Becker, Ben Becker Sales Company, (Bally regional representative) away from the office this week - we hear he's at the factory...All the coinmen passing by Hymie Rosenberg's office stop off to admire the new Oldsmobile convertible parked in front of his door. It's Hymie's new plaything.. Nat Cohn, Modern Music Sales Corp., busy shipping out those "Coronet 400's" to music ops as quickly as they arrive. Pete Leonard, newly appointed sales promotion for Gem Records (one of Cohn's enterprises) goes on the road for the firm and will hit Chicago, Pittsburgh, St. Louis, Detroit, and Buffalo....A. Blendow, well known coinman, is the latest to open distributing and jobbing offices on coinrow. Firm is Blendow & Myers, located on the corner of 48th Street & Tenth Avenue. Al is the active member of the firm, which will specialize in arcade equipment, altho handling all types of machines....Bert Lane, Mcyer Parkoff, Harry Rosen, and the entire staff of Atlantic New York Corporation, busy as the Savoy-Plaza Hotel, displaying the new Seeburg industrial music unit.

\* \* \*

George Ponser, George Ponser Co., of Chicago, in town for the week. George left at the end of the week, and will make stop-offs at Cleveland and Detroit before returning to the factory...Marvin Heisman, King Amusement Company, one of the new firms on coinrow, coming along in fine shape. Marvin originally was operating in Philadelphia....Steve Quinn, Seaboard New York Corporation, always happy and smiling. Which has a lot to do with the fine sales record being made by this firm...Which reminds us we miss the ever smiling kisser of Dave Stern of Seacoast Distributors. However, Dave is busy over at Newark, N.J. where with Irv Orenstein, they keep in action with the phonos of Rock-Ola.

\* \* \*

Mike Murves gets a chance to leave the office these days, now that Max is back from his Florida vacation. But not for too long, as they're all busy getting their arcade equipment into the hands of the coinmen for the opening of the season..... Joe Murves, over at Economy Supply Company, making great progress. As he explains, it is quite a job learning all about the thousands of parts demanded by operators...It was thrilling news to hear that Blanche Bouchard and Frank DuGrenier, original owners of Arthur H. DuGrenier, are returning to the business, having purchased the physical assets of DuGrenier, Inc.



# THRU THE COIN CHUTE



## CALIFORNIA CLIPPINGS

FLASH:- The Municipal Court ruled that a rolldown game is same as pinball machine...thereby illegal.....and reversing a three year old decision of a higher court ...ops here will appeal case in 35 days.. and that makes lots of the guys and gals out here feel verra, verra low..but let's all hope the appeal wins.....Bill Happel too happy about arrival of long awaited.. Keeney electric cig vendor to be talking or thinking about anything else.....And another newcomer to town was..Bally's new Ballerina...as beautiful as its name and a lot faster and more exciting than some ballet hoofers we've known.....tried our hand at several games in Paul Laymon's and turned out so good, decided to give United's Manhattan a test run.....won several "free ones" on this lively baby, too.....one of Paul's boys kibitized that we were just lucky, which moved us on to Bill Williams' Tennessee for a few rounds ....hitting high score on that beauty, we went out looking for a crap game.....and were we lucky.....lucky we couldn't find one.....Bill's son, and Williams Mfg. Co. headman, Harry Williams, left town this past week in his flying Bonanza for Chgo but not until Pop had told him to keep those Tennessees rollin' thisaway.

Charlie Robinson busy on phone.....so swapped hellos real naborly-like with Al Bettelman.....Charley Fulcher, that stout fellow (no offense, Mr.F.) compared a few wartime reminiscences with us and learned we'd both been fighting on the same side. ....Unanimous in agreement we'd like to see the guys whipping up the next one do some of the scrapping....all that conversation doesn't mean Mills man-to-the-core Charlie didn't say, "You ought to see the new Mills Melon and Bonus bells we just got in"..Aubrey Stemler back in town from San Francisco and points north...and busy as usual a'cratin' in a'shippin'..Finally learned why Elky Ray is never on coinrow: Elky's changed his center of operations to the Playland Arcade on Main St.and Mac Saunders has taken over Pico Blvd. spot as headquarters for his routes 'n distrib business.

Jack Simon of Sicking taking a turn at Vegas and Jack Ryan ready to tear off to Bakersfield...the Jack of Ryans pointed a proud finger for our benefit at Bally's Gold Cup...as handsome a one-ball as ever had a finger pointed at it.....The whole tribe was in at Automatic Games...Dannie, Sammie, Georgie and their very sharp secretary....who's better lookin' than all 3 of them combined...Got to hand it to Geo. Warner, tho..he had a customer in tow and when that boy is thru selling 'em....they wind up thanking him just like he'd donated to their favorite charity.

At General Music, Fred Gaunt was in and busy..Bud Parr was down to San Diego and probably busy, too..but not too busy for a fast skeet shoot with favorite skeet-shooting partner, Gus Fox...The Solotone people are still waiting patiently and planning soundly for release of their new combination radio and record selectorbox reports from its downtown test run assure a fine reception for this F.E.Wilsonproduct...Bill (M.S.) Wolf took to the road again...this time Seattle...while genial Nels Nelsen awaits "any day" delivery of the new AMI 40 selector box..Another expectant lad is Lyn Brown....on the watch for Scientific's "Pitch 'Em And Bat 'Em" ....Len Micon and family were on the job at Pacific Coast Distribs, taking orders for quick delivery of Genco Trade Winds.

Plenty of music notes this week with first call going to Bill McCall, 4..Star Records who got a real rise out of local music circles this week...Bill sought to have Musicians Local 47 do something to stop Victor's Phil Harris release on "Deck Of Cards"..charge was that Phil, a member of the union,and Dinning Sisters, Capitol, for selection..Another one they like is Artie Wayne's Majestic platter.. "Let's Spend A Quiet Evening At Home".

Capitol's fiscal year statement,issued by prexy Glenn Wallichs...attributes the \$422,621 reduction in earnings in '47 to extra recordings..to beat the ban,inventory markdown and cost of new electrical transcription equipment....but don't let that worry ya'.....Capitol's business is but verra verra good these days, what with Peggy Lee's "Manana" and the likes. Note to Philly music ops: Benny Goodman should have those coin chutes clicking like never before when he opens May 24 @ the Click Theatre Cafe in your town with his new hot combine...Have you heard Esy Morales' "Take It Easy" on the Rainbow label?...recommended here for either rumba or novelty spots...Another than promises to make with the nickels is a "Little Learnin' Is A Dangerous Thing".....a Columbia disk,it's a natural with Frank Sinatra and Pearl Bailey sharing the vocal..Interesting to note the rise of Tex Beneke's "St. Louis Blues March",in that number remake of V-disk by Glenn Miller, who heard it overseas, exclusively Victor and reintroduced on demand of ex-G.I.s.. ..Aladdin's Leo Messner due home from... last stop, Dallas, brother Eddie report is advance orders on 7 new releases this month makes it biggest in history of the magic, moneymakin' company...Tip No.2... and for free...to music ops: Try Jewel: "Recess In Heaven" on your general locations as well as your race spots..you'll find it terrif'.



# THRU THE COIN CHUTE



## MINNEAPOLIS

Signs of Spring.....the Sportsman's Show at the Minneapolis Auditorium..... starting March 27 thru April 3..and many ops thruout the entire Northwest territory are coming in with their families.. to spend a day or so to see it.....It's quite an event.

Here they are.....Ray and Don Thraen.. of Tracy, Minn., spent a day calling on distribs here and then went over to visit the Sportsman's Show.....Louis Kaiser of Crookston, Minn., also in town for a few days looking things over....Ed Kubes of New Prague, Minn., drove all down to Sportsman's Show..and went about to say hello to the coinmen here.....J. Allan Redding of Hoiston, Minn., drove all the way down here to get a look at the...big Sportsman's Show...and told us he liked it, but swell.

Mr. and Mrs. John Kalasardo of Ladysmith, Wis., drove here to spend Easter Sunday with relatives..Mr. and Mrs. Eddy Birkenmeyer of Litchfield, Minn., in town and doing some shopping.....Frank Krall of Chippewa Falls, also in town calling on various distribs here.....Noel Hefte of Grand Forks, N.D. in town for several days.....he's a member of the Grand Fork Bowling Team in Tournament here.

Ike Pearson of Bridgewater, S. D., in town for a few days.....Walt Schmidt who is a successful garage man...as well as an operator in Red Wing, Minn., has the inside track to be nominated for the Red Wing Council....Walt is giving odds he's going to win.....Joe Atol of Arrowhead.. spent a few days around town, bumped into Morris Berger and drove him home.

Art Berg of Fairmont, Minn. spent several days here.....sort of a vacation... Fred Kirschman of St. Cloud, Minn., who sold his route...and was out of the biz for one solid month.....bought it back again and is with us once more.....Don Ehman of Winona, Minn., taking time out to drive here on some very fast business ....Mr. and Mrs. C. T. Treveer, also of Winona around our town for a few days.

## NEW ORLEANS

Louis Boasberg advises that all pins now display a sticker...which tells the public that part of the proceeds...go to the Red Cross....Bernard Elias from New Iberia, La....still incapacitated..from that auto accident he had last summer.. but seems to be getting around pretty well on those crutches....also all Nola ops are pulling for Bernard to get well and visit around here once again....Ben Robinson....all dressed up in his brand new Spring attire.....doing some buying from Dave Martin....Dave Martin is sure keeping the roads hot..had to buy a new

set of tires for his Ford truck.....Saw Bob Buckley gazing with fond eyes....at that brand new Chevy truck..which the firm just bought....Bob visualizing how a fleet of about 50 would look in front of his place.

The coinmen here really enjoying Beatrice Kay at the Beverly....Saw Mr. and Mrs. Henry Fox...Louis Boasberg.....and lots of others one night this past week ...Alfred Scivicique of White Hall, La.. buying equipment....Console Distrib. Co have moved their large repairing....and overhauling work to Good Hope, La....10 minute ride from their present quarters ....Roy Monica around town buying parts ...drove in from Lutchter, La.....Larry Copelands expecting the stork...any day now...O. C. Marshall out again traveling thruout the territory.....Al Morgan of Rex Coin Mach. Co....getting plenty of nice compliments from visitors for their beautiful display....They tell me that Nick Carbajal's 4 mo. old daughter may one day be "Miss New Orleans" she's that gorgeous.

## ST. LOUIS

Maynard Todd, Rock-Ola's here-again, gone-again rep...has departed St. Louis for a last look at winter up in Minneapolis....Todd made lots of friends among the nickel gentry this past month and will be back in St. Louis ever and anon...he reports.

Bill Betz of W. B. surprised everybody with a call around some of the suburban routes....Bill's hard at work on plans to help ops cut their operating costs...but...so far hasn't made much headway...he says...."Closed competition, and identical offers to location owners is about the only solution to our problems", he opined..... It's noticeable that wherever Betz has been...business picked up.

Ben Axelrod and Al Haneklau of Olive Novelty report themselves flushed with joy over two new Gottlieb games which spent record sojourn in the warehouse last Friday..25 games came in at 11:30 and were all gone at 3 P.M.....as long patient ops snatched them up..."And we have 30 more games on the list", Haneklau beamed....After early March drop the quick sale was pleasant business.

The Missouri Amusement Machine Assn. has scheduled an important meeting for the first of April...The closed competition plans which have been operating in half-way style the past few weeks will probably be ironclad after this session...it is reported.

March 18th...fiscal year..brought no less than 8 auditors and bookkeepers in to Ideal Novelty to help wrangle the figures straight for the season.



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Automatic Shuffle

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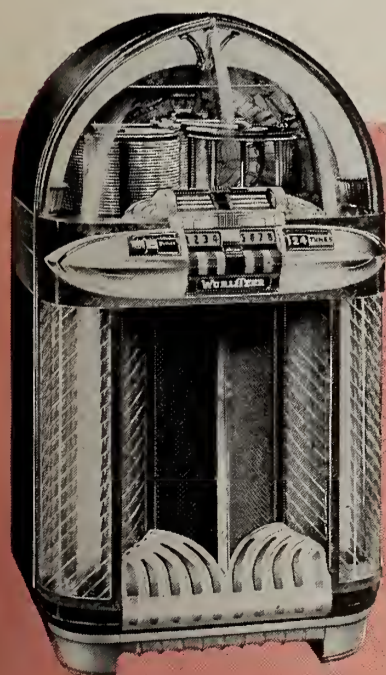


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# USED MARKET GETS BETTER ACTION

## Spring Season Booms Demand for Used Equipment. Entire Field Feels Action. Prices Start Going Up With Quotations for Later Model Used Equipment Hitting New Peaks.

NEW YORK—Just as the song goes, "Spring is busting out all over"—so it seems is the coin machine field—busting out all over with greater demand for used equipment than it has enjoyed in many, many months.

Of a sudden, practically with no notice whatsoever, operators started to call around for more late model used machines than they have in past months.

The result is that jobber after jobber and distributor after distributor has been searching 'round and about to obtain more of the later model used machines.

And, as long distance wires buzzed, the news spread that the used machine market was once again in action, with the result that prices started crawling upward—to new peaks, which haven't been seen for sometime.

There is no longer any doubt that the demand will far exceed the supply. Operators are intent on testing new spots, especially roadside stands and resorts, with used machines first.

"As one well known operator said, "I'm not going to invest heavy money in new equipment until I get some idea what these spots can do for me in the way of earning me some money."

This seems to be the universal plan and the demand continues to grow.

For example, late model pinball games are now in such demand that jobbers and distributors, who were formerly willing to give them away at whatever price they traded them in for, are now holding back to obtain a decent profit on the trade-in price.

In the phono field the same is also apparent. Formerly, even such outstanding machines as the Wurlitzer 750E, could almost be commanded at a price by the juke box ops. Now those who have these machines are holding off, and the price continues upward.

The curb stone brokers seem to have been curbed, because of the fact that the larger dealers are not any longer inter-

ested in offering the merchandise on a percentage sales basis.

The operators are, regardless of this rising market, still finding used machines their best bet for testing out the new resort and roadside spots.

One op put it this way, "We don't know whether there will be crowds in the resort spots as there were last year and the year before that. We also don't know, regardless of all the optimism, whether there will also be as much traveling, so that the roadside places will prove profitable locations. We want to wait and see. And used machines are our best bet in this case."

So as the ops hesitate—the prices continue to go up.

The trade feels the action and all realize that before long many good territories will be calling for equipment. These territories, as many have pointed out, have been quiet all during the past harsh winter months.

Whatever will happen within the next few weeks will be most noticeable to all in the field. By using the older equipment for test purposes and, thereby, cleaning out inventories, there is no doubt that new equipment will start moving faster than before and the entire field is bound to see better action in all categories, both new and used, than it has all during the past winter.

First to feel the effect of the rising tide in used equipment were the juke boxes. These jumped up some weeks ago and have held up and, according to experts, will continue to go even higher.

The games market has held to a price, but, with many selling new equipment on a small profit margin, there is some doubt as to whether the used games will hold the gains they have made.

In the merchandise machine field, the demand for used equipment continued steady, right thru the past, tough winter months and, according to all reports, has increased, since the manufacturers in this field seem to be stymied about getting into heavy production, as was promised for this time of the year. Therefore in this field the used machines will go up, rather than tend downward as production gets going.

Whatever other action is visible, there are also sales in very good quantity in the bells, consoles, one-balls and allied fields. These machines have taken the first place attention of many operators who are finding that there is a good demand from locations for them at this time.

In fact, it has been noted, and this is also apparent, that phone calls have been going the rounds asking for these machines. Tho this has been rather quietly done these past weeks, it is now coming into the open as offers to operators for trades become frequently greater.

The fact that prices are tending upwards has stimulated many coinmen to buy what they can as fast as they can to insure themselves sufficient equipment for the forthcoming Spring and Summer season which give promise of better profits.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE  
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# SPRING WAKES UP ENTIRE INDUSTRY

**Look for Boom Season. New Equipment  
Sure to Open Way to Greater Profits, is  
Leaders' Prediction. Entire Field Gets  
Set for Greatest Effort.**

NEW YORK—The entire industry awakened with the first signs of Spring weather.

It is now generally believed that a boom is bound to result if the members of the field will continue hitting as hard as they have started to and will also continue on with the proper exploitation which, as in former years, won such a great following for this business.

New equipment being presented by the manufacturers is clicking with all in the trade.

There is now a general belief that collection averages, which have already started to show a definite upswing, will go much higher and that this, in itself, will result in awakening the industry to its own great importance in the entertainment fields.

Almost every division of the business has caught this fighting fever—to get the trade over the top, beginning with the Spring season.

What is also very heartening is the fact that the ops are now concentrating all of their energies on building up their routes to the highest possible degree.

Tho there are as yet many of the nation's coinmen who are not

completely set up on their locations with better machines, as well as with a new commission basis, the average operator already has all these factors under control, and is getting himself into position to assure himself, the highest possible profits.

Leaders in the field look to the Spring season for big play. They all believed that the warm weather would once again bring people out of their homes and that this sort of circulation would result in a gain all around.

These past weeks have proved this true. As the weather grew warmer, more and more ops reported that they found play getting better.

Taverns and restaurants thru-out the country report that there's been a definite increase in their business these past weeks and that, as business gets better, they, too, look forth to one of the best Spring and Summer seasons.

Operators, therefore, are of the opinion that this Spring will start

the ball rolling and that, with the new products which are being presented, they are assured every opportunity of recapturing the big play which has always been the outstanding feature of the Spring and Summer seasons.

Reports from arcade owners are to the effect that they look to the forthcoming season with greater optimism than ever before.

They believe that should Congress vote a draft there will once again arise a large number of new arcades in the vicinity of camps and that the entire penny arcade field will get a "shot in the arm".

What is most thrilling to many in the field is that the entire industry is pushing forth its greatest effort to make this the beginning of a boom which will carry all thru to the end of 1948.

And, with the further fact, that the public is accepting only economical entertainment there's no earthly doubt that the field has every possible opportunity before it to boom on ahead.

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