

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 7, No. 28
SPRING SPECIAL
MARCH 25, 1946

EVERYBODY WILL SEE IT EVERYWHERE



AMERICA'S FAVORITE NICKEL'S WORTH OF FUN



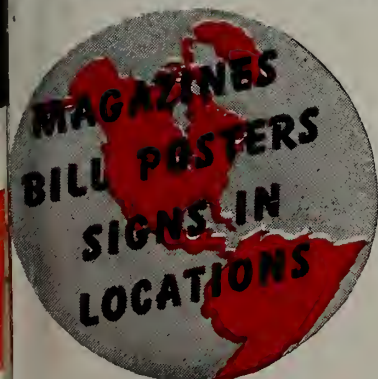
During 1946, Wurlitzer's national magazine and coast to coast billboard advertising will register close to *two billion impressions* on the American public.

Everybody everywhere will be told over and over again that Wurlitzer Music is "America's Favorite Nickel's Worth of Fun" . . . that you can enjoy Wurlitzer Phonograph Music wherever you see the *Sign of the Musical Note*.

Already there has been a tremendous response. Results will be intensified as time goes on. More and better locations for Wurlitzer Factory-Approved Music Merchants. More and better patronage and profits for Wurlitzer location owners. More and more location owners who will be satisfied with nothing but Wurlitzer Phonograph Music. The Rudolph Wurlitzer* Company, North Tonawanda, New York.

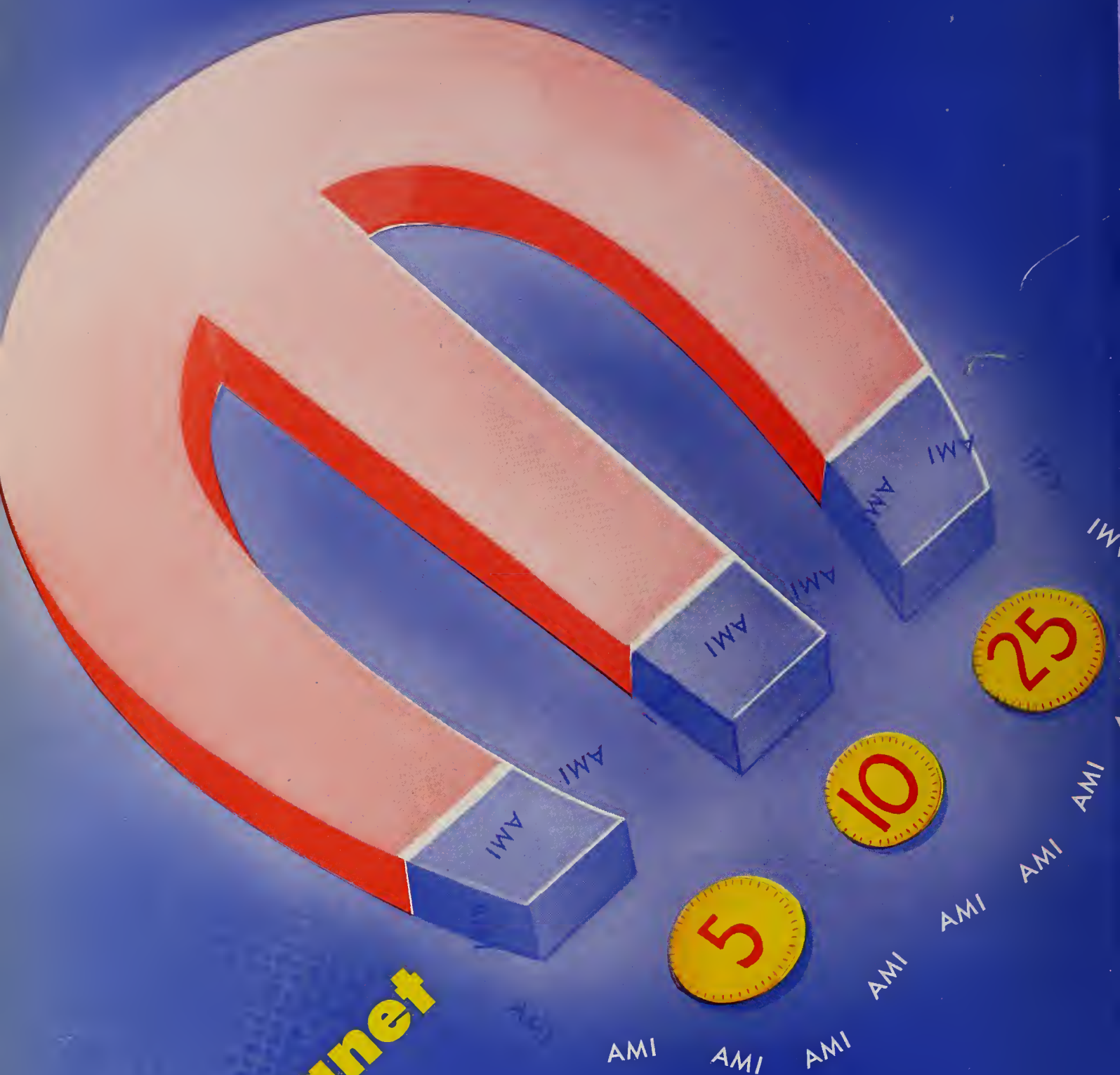
*The Name That Means *Music* to Millions

Wurlitzer's "Triple Action"
Advertising Campaign
will reach Everybody... Everywhere



WATCH WURLITZER EXTEND ITS LEADERSHIP

3-Pole Magnet



The new AMI phonograph is a music lover's picnic ground. A dazzling tableau of forty selections casts an hypnotic spell on every onlooker. Hands instantly reach into pockets and purses feeling for every available nickel, dime and quarter. Metal money was never magnetized quicker than by this irresistible 3-pole magnet! **AUTOMATIC INSTRUMENT COMPANY**

679 North Wells Street, Chicago 10, Illinois

LATINOS AMERICANOS

Publicación de interés para todos los comerciantes y suscriptores latinoamericanos es "THE CASH BOX" la única revista exclusivamente confidencial" de la industria de máquinas automáticas de entretenimiento que funcionan instertándose una moneda. — "THE CASH BOX" — 381 Fourth Avenue, New York (16) N. Y., U.S.A.—También tiene oficinas en 32 West Randolph St., Chicago (1) Ill., U.S.A., y en 422 West 11th St., Los Angeles (15) Cal., U.S.A.

Los primeros tres meses de 1946 hallaron a los manufactureros de toda clase de máquinas automáticas de entretenimiento de los Estados Unidos comenzando su primer capítulo de la reconversión de la producción de guerra a la de mercadería de época de paz.

Debido a las huelgas y dificultades del trabajo, así como también a la escasez de material, no se ha podido fabricar todavía una gran cantidad de máquinas automáticas. Pero, gradualmente, están comenzando los manufactureros a entrar en su itinerario y no hay duda de que, dentro de pocos meses, saldrá de las fábricas de producción en serie, un considerable número de máquinas de nuevos tipos.

Muy buena impresión ha causado la introducción de los nuevos fonógrafos automáticos. Los que se han exhibido hasta ahora son excepcionalmente hermosos. Todos ofrecen un servicio de mejor calidad y son, a la vez, de mecanismo más sencillo. Sus características más sobresalientes son las siguientes: Pueden tocar un promedio de 20 a 40 discos, de mejor calidad de tono y de fácil adaptación a toda clase de localidades. Se espera ahora que se inicie pronto una producción en gran escala en el ramo de fonógrafos automáticos.

La Rudolph Wurlitzer Company, No. Tonawanda, N. Y., fué la primera que lanzó al mercado el nuevo fonógrafo automático. Su nueva máquina es generalmente conocida por "Modelo No. 1015." Esta firma ha presentado al mismo tiempo un nuevo equipo de control remoto y también los altoparlantes auxiliares.

La J. P. Seeburg Corp. de Chicago, Ill., ha puesto en venta un nuevo modelo de fonógrafo que llaman "Modelo No. 1-46."

Un modelo nuevo y radicalmente diferente de fonógrafo automático fué presentado al comercio norteamericano por una firma nueva en el ramo. Este es el "Aireon Electronic Phonograph" de la Aireon Manufacturing Corp., Kansas City, Kansas. Este fonógrafo tiene muchas características novedosas. Esta firma ha presentado una nueva línea de equipos de control remoto y de altoparlantes juntamente con su nuevo fonógrafo. Está ofreciendo también un nuevo modelo de fonógrafo que se llamará "Fiesta."

La Rock-Ola Manufacturing Corp., Chicago, Ill., acaba de presentar un nuevo "fonógrafo del mañana," que es conocido oficialmente como "Modelo No. 1422, y ha sido cotizado a un precio excesivamente atractivo.

La semana pasada tuvo lugar una exhibición privada, presentada por una firma de Chicago, Ill., que nunca se había dedicado antes a este negocio, de un fonógrafo enteramente nuevo. Este es el "Challenge 47," de la Challenge Industries y, según se informa, es fonógrafo que toca 30 discos y tiene además otras novedades.

También se presentará este mes el fonógrafo de 40 selecciones, de la Automatic Instrument Co., Chicago, Ill., el que se espera despertará gran interés y atención, ya que esta es una de las firmas más antiguas fabricantes de fonógrafos automáticos de los Estados Unidos.

Otros fonógrafos nuevos serán presentados por la Packard Manufacturing Corp., Indianapolis, Ind., y la Mills Industries, Inc., Chicago, Ill. Todavía no se ha anunciado cuando aparecerán.

Serán de inmenso interés para nuestros amigos latinoamericanos los nuevos entretenimientos que han aparecido en el mercado hasta la fecha. Entre ellos figuran desde las máquinas automáticas del juego de palitros hasta los juegos de bolitas, traganiquel, juegos de mostrador y muchos otros tipos de máquinas para galerías. (Existe una tendencia definida en los Estados Unidos hacia los equipos más grandes y costosos.)

La Chicago Coin Machine Co., Chicago, Ill., ha introducido una máquina del juego de hockey con el cual pueden jugar dos personas a la vez. Se llama "Goalee" y se ha hecho muy popular.

La Bally Manufacturing Co., de Chicago, Ill., ha presentado un nuevo y diferente tipo de fusil rayo, llamado "Undersea Raider" y es una máquina muy interesante.

La Genco Manufacturing Co., Chicago, Ill., ha fabricado una máquina nueva de deslizamiento, llamada "Total Roll," la que ha llamado mucho la atención.

La firma Amusement Machine Co., de Chicago, Ill., ha creado un nuevo juego llamado "Lite League" que también ha demostrado ser muy interesante.

La Amusement Enterprises Co., de Nueva York tiene en el ramo de máquinas automáticas, el juego de palitros "Bank Ball." El "Super Skee Roll" de Mike Munves Corp., New York, N. Y. El "Roll-A-Ball" de Jafco, Inc., New York, N. Y. Todas estas máquinas automáticas del juego de palitros cuentan con las ideas más nuevas aplicadas en los juegos de movimiento.

En el campo de juegos de bolas, la William Mfg. Co., Chicago, Ill., ha introducido su nuevo juego llamado "Suspense" el cual ha atraído gran atención.

La Bally Manufacturing Co., Chicago, Ill., ha presentado un nuevo juego de bolas que se llama "Surf Queens." (Esta firma ha lanzado también dos nuevos y atractivos juegos de bolas llamados "Victory Derby" y "Victory Special." Ambos juegos ocupan por sí solos un lugar prominente.)

La firma Exhibit Supply Co., Chicago, Ill., ha presentado recientemente un nuevo juego de bolas que se llama "Big Hit."

La United Manufacturing Co., Chicago, Ill., también ha lanzado al mercado una nueva y perfeccionada máquina automática de bolas a la que llaman "Riviera."

Una nueva y completa línea de máquinas traganiquel, de O. D. Jennings & Co., Chicago, Ill. ha aparecido en el mercado. Esta incluye "Bronze Chief," "Club Chief" y "Super DeLuxe Club Chief."

La Pace Manufacturing Co., Chicago, Ill., ha lanzado también una nueva y completa línea de máquinas traganiquel, entre las cuales hay una para monedas de 50 centavos y otra para un dólar, que han llamado mucho la atención.

La Groetchen Tool Co., Chicago, Ill. ha presentado también su máquina automática traganiquel a la que llaman "Columbia" en un nuevo y atractivo modelo.

En cuanto a las máquinas del tipo para galerías, la International Mutoscope Corp. N. Y., ha introducido una línea completa y se está preparando para presentarla con su máquina automática de películas parlantes "Photomatic" que es también la característica principal.

La Exhibit Supply Co., Chicago, Ill., ha anunciado una línea completa de máquinas para galerías y ya ha distribuido una circular referente a algunas de ellas.

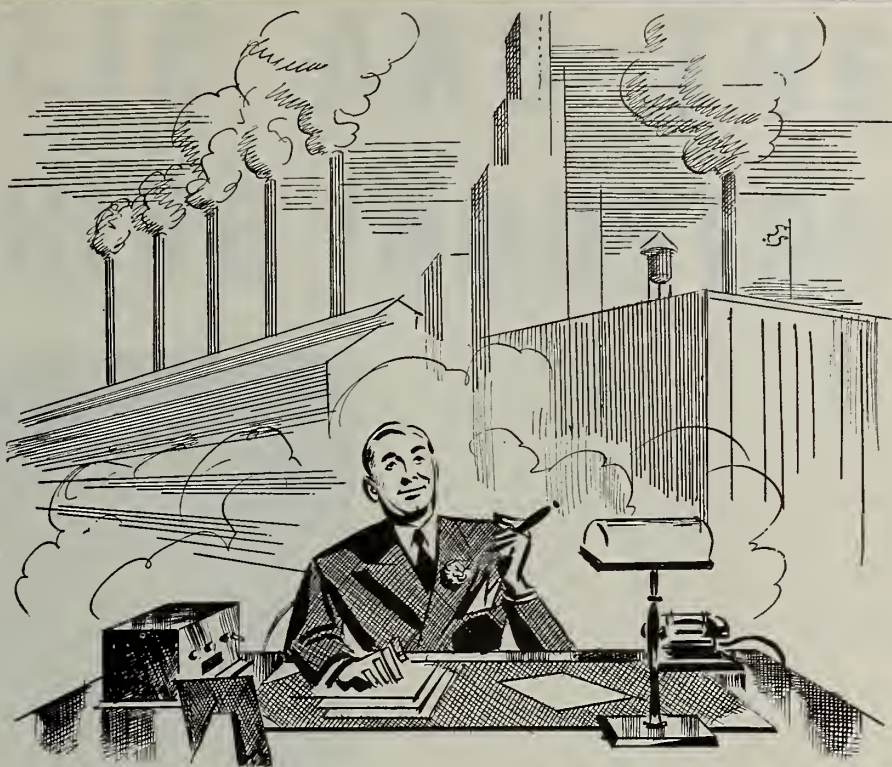
Vale la pena informar ahora, a nuestros numerosos amigos latinoamericanos, que la industria norteamericana de máquinas automáticas tiene gran interés por restablecer su comercio de exportación con los países de la América Latina. Aconsejamos a todos los comerciantes, que deseen adquirir máquinas de entretenimiento y fonógrafos automáticos, se dirijan a los manufactureros de los Estados Unidos quienes necesitan distribuidores en la América Latina para enviarles sus productos. México, Panamá, Cuba y Puerto Rico figuran ya en la lista de nuestros importadores.

Esta es "la única revista semanal exclusivamente confidencial" de la industria de máquinas automáticas que funcionan con una moneda, la que esperamos sea de gran utilidad para los comerciantes latinoamericanos. La suscripción de "THE CASH BOX" aparecerá cada semana y será remitida por Correo de Primera Clase, a fin de que llegue rápidamente a la América Latina. Contiene las últimas y más completas informaciones, así como también avisos de todos los principales manufactureros y distribuidores.

(Esta página, impresa en español, y que más tarde aumentaremos con otra en portugués, aparecerá a intervalos regulares y dará una información completa de todos los nuevos productos, conforme éstos vayan apareciendo en el mercado.)

This Industry Hasn't Yet Started

By Bill Gersh



"COINTOONS"

Keen business men who have had the opportunity to become even slightly acquainted with the coin machine trade, especially during the war period, are adamant in their belief that "this industry hasn't yet started."

During the war, when it was necessary for the members of this field to come in contact with officials of the OPA, WPB, WMC and various other federal agencies, the heads of these government agencies were very much surprised at the extent and the tremendous possibilities of the coin machine industry.

Both George P. Toomey, former Head, Consumers Durable Goods Division, Office of Price Administration and Ellis G. Bishop, who followed him into this position stated, after coming in close contact with this industry; that in their estimation, "this business hasn't even yet started."

The majority engaged in this industry have their noses pressed too closely to the trees to be able to see the great forest beyond. This is plausible. Each man in this field is busy with his own little part in it. But as a whole, the field is greatly expanding. It is winning a greater following. Men with great business vision and foresight are entering into it.

Most publicized, so far in this post-war period, has been the automatic merchandising field. Almost every newspaper in the nation has featured the fact that beverage dispensers, frozen food venders, automatic laundries, frankfurter broilers, etc., etc., will soon become a common part of the American scene.

Today automatic music is accepted as a very definite part of the American way of life. The juke box industry, in its many expanding branches, expects to capitalize

on a million locations by 1948. Such tremendous growth is beyond the imagination of the members of any other industry.

In California and Idaho there are now moves afoot to legalize and license slots. In many closed territories there is a belief among coinmen that the public favor the return of coingames, and that a poll taken in these areas will prove this to be the case.

All this is but pointing to the great growth which is bound to come about in this field. It challenges the imagination as to what this industry will look like ten years from today. And this, therefore, makes more than ever plausible the belief that this industry "hasn't yet really started."

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THE
INDUSTRIAL
REVOLUTION
BY
HARRISON

AND OTHERS

The Industrial Revolution was a period of rapid change in the way that people worked and lived. It began in the late 1700s and continued through the 19th century. This period was characterized by the development of new technologies and the growth of factories and cities.

One of the most important developments of the Industrial Revolution was the invention of the steam engine. This machine allowed for the production of power in a factory, which led to the development of the factory system. This system allowed for the mass production of goods, which led to the growth of cities and the development of a new social class.

The Industrial Revolution also led to the development of new technologies in transportation and communication. The invention of the steam locomotive and the telegraph allowed for faster travel and communication, which led to the growth of trade and the development of a global economy.

While the Industrial Revolution brought many benefits, it also had some negative effects. One of the most significant was the environmental impact of the revolution. The burning of coal for power led to air pollution and the depletion of natural resources. Additionally, the growth of cities led to overcrowding and poor living conditions.

Despite these challenges, the Industrial Revolution was a period of great progress and innovation. It laid the foundation for the modern world and led to the development of many of the technologies and industries that we use today.

The Industrial Revolution was a period of great change and progress. It led to the development of many of the technologies and industries that we use today. While it had some negative effects, the benefits of the revolution were far greater than the costs.



THE PUBLIC AND THE COIN MACHINE INDUSTRY



By **GORDON B. MILLS**

Vice President in Charge of Sales, Mills Industries, Inc.

Every enterprise dealing with the public — or any portion of the public — needs good public relations. It needs the understanding, the cooperation, the friendship of the people who provide its income and represent the market to which it sells its merchandise or its services.

Probably no other business group requires an improvement in its public relations more than the coin machine industry. There are two reasons why thoughtful, intelligent, aggressive action is necessary.

In the first place, the coin-machine operator, distributor, and manufacturer for years has been exposed to constant attacks from many directions.

And secondly, the industry itself has thus far done little or nothing to win the friendship of individual groups or the general public.

It has done little, that is, in the direction of a planned campaign to build good will. The pleasure and entertainment our industry provides is certainly its own best advocate. But not enough has been done to capitalize upon the initial good impression created by the amusement devices supplied to the public by coin machine men . . . and that good impression cannot be expected to

stand alone against the onslaught of political and professional busybodies.

How can the goal of better public relations for the coin-machine industry be achieved? I do not profess to know all the answers, and I certainly do not believe there is any short-cut formula or quick panacea for a problem of such longstanding as ours. Nevertheless, three things that can be done seem very obvious.

1. Manufacturers must constantly seek new and higher standards of performance for their products. None of us can rest on past laurels, on obsolete designs and principles. The public has been educated to expect revolutionary ideas from industry, and our branch must keep pace with the developments in other fields. Every coin dropped into a coin chute must deliver the ultimate in entertainment and service of which our individual efforts are capable.
2. Each of — operator, distributor, and manufacturer alike — must conduct his business and himself in a manner beyond criticism. Integrity, sanity, and good manners are sound business habits which all of us owe to the in-

dustry and to ourselves.

3. A concerted effort should be made to tell the public of the benefits coin-operated devices provide to them. Whether this effort is an individual one conducted by each company with a stake in the growth and progress of the coin-machine industry, or a collective one by the field as a whole, it must be conducted *on a professional basis and directed by experts in public relations*. Advertising and publicity are powerful and effective only if pointed in the right direction and guided to the mark by men whose experience and skill qualify them to make the most of every opportunity.

Every branch of American business today stands at the crossroads.

The American public has had five years to gain a new perspective and make new evaluations of the contributions bestowed in the past by each manufacturer and service organization in the country.

The right of survival and the opportunity to progress is theirs to determine.

If we want them on our side, we must take the proper steps to deserve and win their friendship.

PUBLIC RELATIONS PROGRAM CAN STOP INDUSTRY ABUSES

Congratulations to all the distributors, jobbers and operators in 45 states who have responded to the call for unity, by joining C.M.I. as associate members.

But what's the delay with the coinmen in the other three states?

While genial Jim Gilmore, Secretary of C.M.I. is swamped with applications from all parts of the country and the response of coinmen generally has been genuinely gratifying, there are nevertheless, a considerable number of operators who either have not heard nor read about the invitation to join C.M.I. or are otherwise indifferent.

To these men, this message is addressed. C.M.I. has great and progressive plans, which it is desirous of putting into effect at the earliest possible moment.

The very first step in these carefully laid plans, is the setting up of a capable and efficient Public Relations Department, whose business it will be to create and carry out a program, calculated to obtain and hold favorable public opinion of our industry.

It will be a Big Job, national in scope, and will ultimately reach into the smallest villages in the country. It will affect YOU, as an operator, very favorably and accordingly warrants and must have, your faithful support.

The forces of intelligently planned publicity will make itself felt and generally serve as a barrier against ill considered and unjust taxation. In many communities, operators of coin machines have been made targets of those whose aim it is to tax them out of business.

A case in point is a certain town in New Jersey, whose officials put a license fee of \$1000.00 to be paid by operators and \$100.00 per location. A total of \$1100.00 tax on each pin game. Other cities are planning to tax equipment to an extent of 10% to 25% of the gross take.

If this sort of thing is permitted to go on without planned resistance, it will be picked up by other cities and sweep the country like a conflagration. All signs point to the urgent and immediate need of unification of the entire industry at full strength.

No useful purpose will be served by circumventing an issue which must inevitably be faced. The power of awakened and informed public opinion is irresistible, a definite fact and of which the Public Relations Dept. will take the fullest advantage.

Many operators have inquired as to the specific function of a Public Relations Dept. First and foremost, a full and complete educational campaign of public enlightenment will be instituted. It will be the job of Public Relations Counsel to foster favorable public opinion and make a coin machine as "American as a hot dog at a big league ball park." Records disclose the overwhelming favor in which coin machines were held by our soldiers and sailors in every theatre of operation, where equipment was available.

Hospitalized servicemen, convales-



By AL. A. SILBERMAN
Executive Vice President
Williams Mfg. Co.

cing from their wounds and illnesses, forgot their pain in a few happy moments of relaxation around a pin game or juke box. The buzzing bumpers and flashing lights of a pin game brought a touch of home. A juke box with Bing Crosby's voice or Harry James' trumpet gave them a short moment of welcome respite.

The morale value of coin machines during the war is an indisputable and therefore proven fact.

Coin machines have been definitely accepted as a form of pleasurable American entertainment by millions of Americans.

Public Relations Counsel will have an abundant supply of rich, juicy and favorable material for public consumption. For example — a nation wide survey could be made for the purpose of listing "typical American habits" in numerical sequence, in the order of their popularity. You wouldn't need a crystal ball to see that the habit of patronage of coin machines of all types would be high on the list.

Our habits are a part of our everyday lives — the little things from which we derive a little harmless pleasure and enjoyment are part of our very existence. The habits of the average American, constitute those things which one likes to do and are largely personal.

Why then, should any one person or group, whether elected or appointed to public office, force upon the majority of citizens such obnoxious ordinances as are calculated to legislate personal habits?

Thousands of returned veterans are employed in the coin machine industry. Thousands more are setting up operations of their own. Where then, is the man who would openly deny them this right? Who, indeed, would wrap himself in such virtue as to set himself up as the sole repository in which rests all that, which is righteous and holy?

And yet, we have a breed of public officials in certain communities who

believe they can enforce regulatory restrictions upon harmless personal habits of others. They live in a narrow sphere of hypocrisy. They wear tight pants and carry umbrellas tied in the middle and want others to think and live according to their mentally cramped standards. They shout from the housetops that coin machines are an instrumentality of the Devil. Somehow, someway, they manage to get into public office and with characteristic arrogance, try to force their intolerantly narrow way of life upon the citizenry by law.

NO ONE can legislate personal habits in America! Prohibitionists tried it for a while and the world now knows that the "Noble Experiment" brought the most disgraceful and tragic period in our country's history.

High taxes and excessive license fees, levied by spiteful officials, prejudiced against coin machines, are the termites that will gnaw at your profits with their vicious tax teeth until your business structure crumbles and falls.

Wake up operators and enlist your support by helping to furnish the ammunition to C.M.I. and the Public Relations Dept. will go into combat against the intolerant influence, who would deny us one of our basic right — the fundamental right of free enterprise.

How can you afford to miss the opportunity of being a part of this great work? You are certainly interested in the protection and growth of your business and the profits derived therefrom. Unconscionable license fees and taxes certainly affect your business — do they not? Well, then, **THIS IS YOUR BUSINESS, TOO!**

Remember — you cannot push anyone up a ladder, unless he is willing to climb a little. Public relations will have a terrific job with many complex problems. There should be no need to "sell" anyone in the business the idea of joining C.M.I. as an associate member. The response to the initial invitation should have been prompt and immediate by EVERYBODY in the industry.

Don't sit smugly by on the sidelines, with that confident feeling that your particular territory is immune to adverse legislation. The fallacy of that attitude of false complacency, "It can't happen here" has brought sad disillusionment to many on more than one occasion. Don't be like the guy who goes thru a revolving door on the other fellow's push. Stand up and be publicly counted as a supporter of a Public Relations plan, calculated to make a great industry, greater.

Send your check for \$25.00 attached to your letterhead or business card — TODAY — NOW, to James Gilmore, Sec., C.M.I., 134 No. La Salle St., Chicago, Ill. The time is not far distant when the full realization will be brought directly home to you that your affiliation with C.M.I. as an associate member will be the best investment you have ever made.

1946

YEAR OF OPPORTUNITY



By RAY MOLONEY

President, Bally Manufacturing Company

This present year of 1946 will be remembered in the coin-operated equipment industry as the year of tremendous opportunity. If we fail to grasp our opportunity, the industry will continue to struggle for years against adverse forces. If we seize the opportunities presented to us in 1946, our industry can gain a strong and stable position in the American industrial community.

Our greatest opportunity is the opportunity to win a secure place in the esteem of the American public. The remarkable record of the industry during the war, a record of quick conversion to war production and honor-winning achievements, gives us a dramatic background on which to develop a public relations program which can end forever the petty sniping which has so long hurt our industry. Equally important is the aggressive, self-reliant way in which the industry has re-converted to civilian

production, thus doing our full share to ease the economic shock of the war's end.

We at Bally have unquestioning confidence in the industry's ability to grasp our opportunity and grow great. Our confidence is indicated by our program. Although still struggling with problems of material procurement, we are expanding our facilities and pushing forward an enlarged line of products. We know that eventually all the bottle-necks will be broken. We are not waiting until they are broken to proceed with our program. We are going ahead now and, when greater production is possible, we will be ready to bring to our customers a balanced line of products which in turn offer to operators the greatest opportunity for profitable operations in the history of the industry. We are grasping our opportunity because we do not question for a moment that the industry as a whole will grasp its opportunity.

THE DATE?

DECEMBER 31, 1950 A. D.



By **JOHN NEISE**

Salesmanager, Western Division, O. D. Jennings & Co.

Four golden years of prosperity had passed — years of great achievement in all fields.

In a quiet club celebrating their best of many New Year's Eves were three coin machine men. As was natural with these boys, they started shooting the breeze about business.

Eddie was the first to start reminiscing. "You know," he said, "I've really made a lot of that moola these last four years. It got so good I was able to let some of my salesmen go and take orders by phone. Boy, oh boy, I remember in '46 and '47 I was telling my customers just what they could buy, and if they didn't like it — well, I always had plenty of customers. My business has hardly cost me a cent over outright operating expenses."

"I don't know, Eddie," said Maxie shaking his head, "You're going to pay for not milking that territory of yours better. Personally," continued Max, "I went all out. Every club, location or operator that got to me first with that green stuff got his machines. Then my boys went out and really pushed our line. We didn't sell service or take the time to get each spot set up right, but I can pick

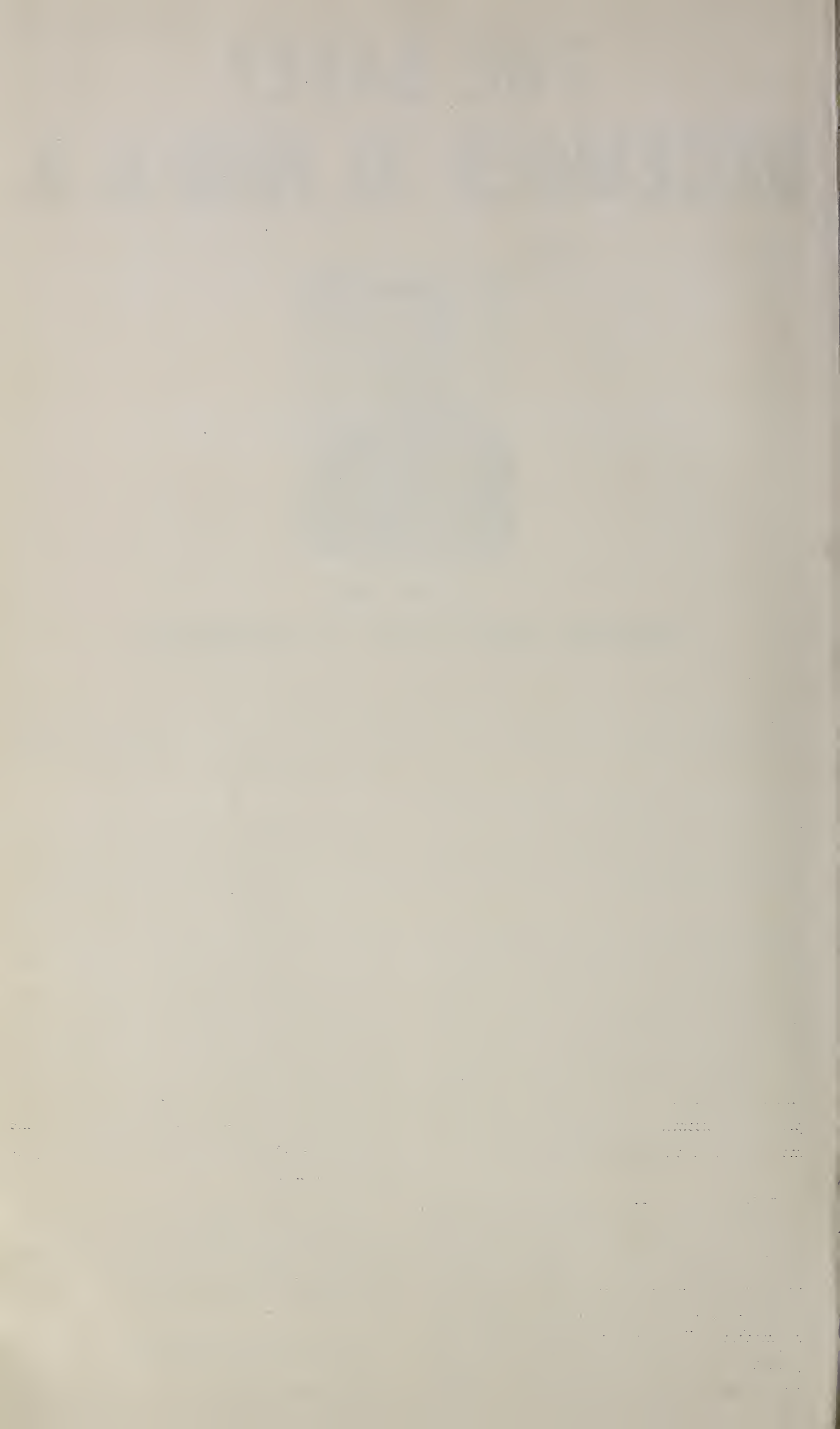
that up after the rush. You know the operators were crying a little, but what the heck, I couldn't police my whole layout."

Jack was looking from one to the other. He shook his head sadly. "You boys really did all right, but my kid could have done all right these last four years. But now what? I've done the best business of my life, and yet there isn't one customer of mine that hasn't had personal service. I stocked repair parts, advertised, circularized and called in person on every town and hamlet in my territory. Why," he asked, "do you think I did this? Because I'm looking ahead to these next ten years. This thing won't last forever and I'm ready to reap the reward of giving customers, whether they bought one or two hundred pieces of equipment, every possible consideration."

All three of the boys fell silent. Thoughts and ideas were flitting through each of their minds. To Eddie and Max, a slight feeling of annoyance and foreboding was taking hold.

Had they killed the golden goose?

What do you think?



TAVERNS CLOSING FORCES NEED FOR 70%-30% COMMISH BASIS NOW

**Brewers Predict Beer Shortage Will Close Taverns
Most of Week. Juke Box Ops Urged to Adopt More
Lucrative Commission Basis Immediately to Off-
set Loss. Leaders Ask that Juke Box Ops Assns
Act Now to Get New Commish Basis Started.**

NEW YORK—With tremendous financial loss facing the juke box industry due to closing of taverns everywhere in the country the major portion of each week, as predicted by the nation's leading brewers, leaders in the trade have appealed to *The Cash Box* to urge juke box ops and their associations to adopt the urgent suggestion which *The Cash Box* has been making for more than three years now and instantly arrange for a 70%-30% commission basis.

One noted juke box leader writes, "If ever the juke box trade should adopt the suggestion which your publication has been hammering home at it for so long — it should do so now. There is no doubt that the loss to this industry will be terrific. We are already faced with many taverns running short of beer by Tuesday and Wednesday of each week, even tho the owners are trying their best to hold sales down to their own customers.

"This has been reflected in collections from our juke boxes this past week. We found a drop of better than 15 per cent, and from all indications, we expect that this will go down much lower for some of the tavern locations we have already advised us that they are actually going to close up the balance of the week as soon as they have sold their beer quota.

It is also well for all to remember that these aren't yet the hot months when beer is at a premium.

"We feel certain that we can get 70 per cent commission from our locations if all the other operators in our area will agree to do the same. The tavern owners realize that our expenses continue on regardless of whether they are closed or open. We have discussed this with them. In fact, some of the spots we've approached did not hesitate to go along with us and admitted that under these conditions we should get 70 per cent of the gross intake."

This letter speaks for itself. It is clean. It is fluent. It tells a story which no juke box operator in the country will deny — nor can he argue against, especially under prevailing conditions.

Tho the juke box trade went thru a few bad summers when beer was hard to obtain. *The Cash Box* did not appeal for a 70%-30% commission basis to come into effect because of this reason. Instead, this publication definitely pointed out that the industry was faced with a tremendously increased overhead and that the price of the new phonos had also gone up to a point where, instead of the usual 12 months to 18 months amortization period formerly required, there was now a 24 months or longer

period for amortizing necessary.

Furthermore, with all indications that there is already an inflationary cost era under way it was most necessary for all juke box operators to get into action at this time to bring about a higher collection income to offset the loss which was sure to become their lot, unless they acted fast. And *The Cash Box* suggested that the juke box trade immediately adopt a 70%-30% commission basis to offset any possible loss due to increased cost of materials, supplies, parts and general overhead as well as the higher price of the phonos themselves.

There are now some juke box ops who are recommending that the phono get 10c per play, 3 tunes for 25c, against the former 5c per play and thereby the trade will be able to continue on without "disturbing the location owners" and asking them to cut the 50%-50% commission basis now in use thruout the nation.

It is up to the juke box ops and their associations to act quick in this beer emergency. They must adopt a better commission basis for the operator to survive. They must start off with the 70% to the operators, 30% to the location owner commission basis right now. And continue it so that the trade will enjoy prosperity and be assured of a sound financial future.

EXCLUSIVE TO "THE CASH BOX"

RECORD REVIEWS

By **DAVE QUIRK**

RECORD REVIEW EDITOR

OF

"THE CASH BOX"

Atlanta, G.A.

Aren't You Glad You're You?**Shep Fields and His Ork.****(Vogue 712)**

● The "picture record" Vogue has been talking about for months finally has made its appearance and it's a perfect job in looks and technical accomplishment. Vogue picked a good crew in the Shep Fields aggregation to introduce the trick disk of plastic and then doubly insured it with a coupling of two sock numbers, "Atlanta G.A." and "Aren't You Glad." The Fields boys do a splendid musical job on both and the disk itself is noticeable for the improvement in tone it gives recordings. Vogue didn't have to put that Retty Girl, or whatever she is, in the colored picture layout, although we'll admit she adds gaiety to the gay looks of the disk.

Nobody's Sweetheart**Body and Soul****Johnny Guarneri, Cosy Cole,****Bob Haggart****(Majestic 1032)**

● A trio of hot jazz artists, Johnny Guarneri, Cosy Cole and Bob Haggart, are featured on this waxing of two all-time hits, "Nobody's Sweetheart" and "Body and Soul." The boys go to town on "Sweetheart" in typical fast jazz tempo in spots but switch to draggy improvisations on the flipover, "Body and Soul" to complete a job that will do double business wherever jazz lovers gather. Their subdued handling of both sides is a great ad for hot jazz.

Give Me A Little Kiss**Where Did You Learn To Love?****Louis Prima****(Majestic 7172)**

● Here's one of the top bands of the country in a display of versatility that should pay off in the cash boxes. Louis Prima and his boys do a nice bit of playing of "Give Me a Little Kiss," with Prima handling the vocal in his own peculiar style. On "Where Did You Learn to Love," Jack Powers does the singing. Both sides are good Prima and sure-shots for the Prima fans all over the country.

Groovy**Drifting Blues****Johnny Moore's Three Blazers****(Philo 112)**

● A good instrumental trio does a nice job of a fast number, "Groovy," and then slows down in pleasing fashion to give a good rendition of a slow tune, "Drifting Blues." This

**SLEEPER
OF THE WEEK**

★ ★ ★ ★

Drink Hearty**Henry "Red" Allen
and His Ork.****(Victor 20-1813)**

● Two weeks after this waxing of "Drink Hearty" hits the nation's juke boxes, that's all you'll be hearing no matter where you go—either the record itself or reference to it in greetings between people. It's that kind of thing, a catch-word phrase and everybody'll be using it. To spur it on, this recording by Henry "Red" Allen will play a big part for "Red" has done a swell job with it. Aided by a vocal group, Allen gets all the zip out of it. The lyrics are its big selling point. It's all about table hoppers or drink moochers with a bit of advice thrown to them to stay with their own party and stop mugging into other gatherings. Such a universally topical and humorous subject should get plenty of play in the boxes everywhere. The backing is a hot jazz number, "The Crawl."

second side has an added feature in a vocal by Charles Brown, whose voice and style remind you of King Cole. It's a good disk for most all spots.

Stardust**My Love Comes Tumbling****McGhee and Feather****(Philo 115)**

● Howard McGhee and his band, with McGhee's trumpet featured, do a satisfactory job on this old Hoagy Carmichael monument, "Stardust." As we are of the school that believes that any, almost any, waxing of this wonderful number, will go over no matter how it's played — straight, trickily arranged or jazzily improvised—we will go along with this record, for the McGhee boys do alright by it. The flipover is "My Love Comes Tumbling," played by Leonard Feather and his crew of jazz artists. It's a fair to middlin' recording, but "Stardust" will do the business.

What's Inis?**Wondering and Thinking of You****Illinois Jacquet and His All Stars****(Apollo 758)**

● You've heard of tunes that are good to drink to, dance to, make love to and walk to, but now we'll give you one that's good to—bowl to. It's "What's This?" and the little gal next door tells us that it's a good waxing but especially good to bowl to. She should know as she's quite a bowler. Illinois Jacquet and his boys give the number all they've got, which is plenty. The other side, "Wondering," is a slow blues with tricky, very tricky instrumental background. Russell Jacquet does the vocal well, but it's the tricky arrangement that catches our fancy.

Here Am I, Do Lord Send Me**Shady Green Pastures****Georgia Peach****and the Harmonaires****(Apollo 103)**

● What the play of spirituals in the juke boxes is we have no idea, but we do know that over the radio it's quite a feature. For that reason, and on the possibility that many box operators go in for this type of number, we're tipping off a disk of "Here Am I" and "Shady Green Pastures." A good vocal group, the Harmonaires, does these two numbers in typical spiritual style and there isn't much to find fault with. The voices are fine and the soloist, billed as Georgia Peach, doesn't have to bow to many singers of this category.

It's All Over**Amateur Night in Harlem****Tab Smith Ork.****(Apollo 369)**

● "It's All Over" is done in nice style by Tab Smith's crew, with Willie Bryant, one of Harlem's favorite sons, and Taft Jordan, doing right smart with the vocal. But the other side, as far as we're concerned, is just an ad for the Apollo Theatre, with names of stars galore tossed into the lyrics without much rhyme or reason. And musically, it's just average. However, it may go in Harlem because of the local appeal.

RECORD MANUFACTURERS!**Send Your New Releases****For Review to:****DAVE QUIRK****c/o THE CASH BOX****381 FOURTH AVENUE****NEW YORK 16, N. Y.**

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

BB—BLUEBIRD DE—DECCA
CA—CAPITAL MA—MAJESTIC
CO—COLUMBIA VI—VICTOR

RECORDING COMPANIES LISTED ALPHABETICALLY

Mar. 18 Mar. 11 Mar. 4

	Mar. 18	Mar. 11	Mar. 4
1—Oh! What It Seemed To Be	140.0	126.3	91.7
CO-36892—FRANKIE CARLE ORCH. <i>As Long as I Live</i>			
CO-36905—FRANK SINATRA <i>Day by Day</i>			
MA-7164—PAXTON ORCH.—ALAN DALE <i>I'm Glad I Waited for You</i>			
VI-20-1806—CHARLIE SPIVAK <i>Take Care When You Say</i>			
DE-23481—D. HAYMES—H. FORREST <i>Give Me a Little Kiss, etc.</i>			
2—Doctor, Lawyer, Indian Chief	103.0	109.6	104.4
CA-220—B. HUTTON — WESTON ORCH. <i>A Square in the Social Circle</i>			
CO-36945—LES BROWN ORCH. <i>Doy By Doy</i>			
3—Personality	101.2	89.8	94.4
CA-230—JOHNNY MERCER <i>If I Knew Then</i>			
VI-20-1781—D. SHORE — CASE ORCH. <i>Welcome to My Dream</i>			
CO-36930—PEARL BAILEY <i>Don't Like 'Em</i>			
VI-20-1807—H. CARROLL—R. CASE ORCH. <i>Mama Never Told Me</i>			
DE-18790—BING CROSBY <i>Would You</i>			
4—Symphony	75.2	97.5	101.1
CO-36874—BENNY GOODMAN ORCH. <i>My Guy's Come Back</i>			
DE-23456—MARLENE DIETRICH <i>Lili Marlene</i>			
VI-20-1747—FREDDY MARTIN ORCH. <i>In the Middle of May</i>			
DE-18735—BING CROSBY — YOUNG ORCH. <i>Beautiful Love</i>			
DE-18737—GUY LOMBARDO ORCH. <i>Seems Like Old Times</i>			
CA-227—CHAPPELL MUSIC CO. <i>Day 8y Day</i>			
MA-7162—D. O'NEIL — R. NEWMAN ORCH. <i>Let It Snow! Let It Snow!</i>			
CA-227—JO STAFFORD <i>Day by Day</i>			
DE-40002—JEAN SAB'ON <i>It Might as Well Do Spring</i>			

	Mar. 18	Mar. 11	Mar. 4
5—You Won't Be Satisfied (Until You Break My Heart)	73.3	61.1	64.6
CO-36884—LES BROWN ORCH. <i>Come To Baby, Do</i>			
MA-1029—LOUIS PRIMA ORCH. <i>Brooklyn Boogie</i>			
MA-7144—LOUIS PRIMA ORCH. <i>There's a Broken Heart, etc.</i>			
VI-20-1788—PERRY COMO—CASE ORCH. <i>I'm Always Casing Rainbows</i>			
DE-23496—FITZGERALD—ARMSTRONG <i>The Frim From Sauce</i>			
6—Let It Snow! Let It Snow!	61.8	81.8	103.3
VI-20-1759—VAUGHN MONROE ORCH. <i>When the Sandman Rides the Trail</i>			
DE-18741—CONNIE BOSWELL—R. MORGAN <i>Walkin' With My Honey</i>			
CO-36909—WOODY HERMAN ORCH. <i>Everybody Knew But Me</i>			
MA-7162—D. O'NEIL—R. NEWMAN ORCH. <i>Symphony</i>			
7—Doy 8y Doy	53.9	37.9	27.1
CA-227—JO STAFFORD <i>Symphony</i>			
CO-36950—FRANK SINATRA <i>Oh! What It Seemed to Be</i>			
CO-36945—LES BROWN ORCH. <i>Doctor, Lawyer, Indian Chief</i>			
DE-18746—BING CROSBY—M. TORME <i>Prove It By the Things You Do</i>			
VI-20-1828—MARTHA STEWART <i>Tomorrow Is Forever</i>			
8—I'm Always Chasing Rainbows	52.7	61.0	52.6
CO-36899—HARRY JAMES ORCH. <i>Baby, What You Do to Me</i>			
DE-23472—H. FORREST — D. HAYMES <i>Tomorrow Is Forever</i>			
VI-20-1788—PERRY COMO — CASE ORCH. <i>You Won't Be Satisfied, etc.</i>			
VI-28-0402—AL GOODMAN ORCH. <i>If I Loved You</i>			
DE-18789—GUY LOMBARDO ORCH. <i>Make Believe</i>			
9—Shoo Fly Pie and Apple Pon Dawdy	39.4	35.9	45.3
CA-235—STAN KENTON O. <i>I Been Down in Texas</i>			
CO-36943—DINAH SHORE <i>Here I Go Again</i>			
10—One-Zy, Two-Zy (I Love You-Zy)	36.4	3.1	
MA-7174—THE DE MARCO SISTERS <i>I Fall in Love with You, etc.</i>			
VI-20-1826—FREDDY MARTIN <i>Sleepy Baby</i>			
11—Same Sunday Morning	36.3	15.7	11.0
CO-36839—KATE SMITH <i>Dearest Darling</i>			
DE-23434—HAYMES-FORREST <i>I'll Buy That Dream</i>			
20-1711—HAL McINTYRE ORCH. <i>Autumn Serenade</i>			
MA-7163—LOUIS PRIMA <i>Everyone Knew But Me</i>			
12—Slowly	28.5	21.7	32.0
CO-36900—KAY KYSER ORCH. <i>I Don't Wanna Do It Alone</i>			
DE-18747—PICK HAYMES <i>I Wish I Could Tell You</i>			
13—I Can't Begin To Tell You	23.0	56.6	52.5
CA-221—A. RUSSELL—WESTON ORCH. <i>Love Me</i>			
CO-36867—HARRY JAMES ORCH. <i>Waitin' for the Train to Come In</i>			
DE-23457—BING CROSBY <i>I Can't Believe That You're in Love with Me</i>			
VI-20-1720—SAMMY KAYE ORCH. <i>What Makes the Sunset?</i>			
14—Everybody Knew But Me	19.4	10.1	2.2
DE-18778—HELEN FORREST <i>Baby, What You Do to Me</i>			
MA-7163—LOUIS PRIMA <i>Some Sunday Morning</i>			
15—Dig You Later	16.4	18.2	35.9
VI-20-1750—PERRY COMO <i>Here Comes Heaven Again</i>			
16—McNamoro's Band	15.1	8.1	16.6
VI-20-1827—JOHN RYAN <i>It's the Same Old Shillelagh</i>			
DE-23495—BING CROSBY—JESTERS <i>Dear Old Danegal</i>			
17—Hey, So-Ba-Re-Bap	14.6	4.6	7.7
DE-18754—LIONEL HAMPTON O. <i>Slide, Memp, Slide</i>			
18—I'm a Big Girl Now	14.5	3.4	
VI-20-1812—SAMMY KAYE ORCH. <i>Put Your Little Foot Right Out</i>			

	Mar. 18	Mar. 11	Mar. 4
19—Aren't You Glad You're You	13.3	15.2	34.2
DE-18720—BING CROSBY <i>In the Land of Beginning Again</i>			
MA-7158—GEORGE OLSEN <i>Good Time Polka</i>			
VI-20-1728—TOMMY DORSEY <i>A Door Will Open</i>			
CO-36875—LES BROWN ORCH. <i>The Last Time I Saw You</i>			
CA-225—P. PIPERS—WESTON ORCH. <i>In the Middle of May</i>			
20—Atlanta, G.A.	12.1	3.0	6.6
CO-36949—WOODY HERMAN O. <i>Wild Root</i>			
VI-20-1795—SAMMY KAYE O. <i>I Didn't Mean o' Word I Said</i>			
21—I'm Glad I Waited for You	9.1	2.1	6.1
CA-218—PEGGY LEE <i>Waitin' for the Train, etc.</i>			
CO-36906—FRANKIE CARLE ORCH. <i>No Baby, Nobody But You</i>			
DE-18723—HELEN FORREST <i>My Guy's Come Back</i>			
MA-7164—PAXTON ORCH.—ALAN DALE <i>Oh! What It Seemed to Be</i>			
VI-20-1749—FREDDYMARTIN ORCH. <i>Rachmaninoff Concerto No. 2</i>			
22—Bells of St. Mary's	6.7	6.6	6.5
DE-18721—BING CROSBY—TROTTER ORCH. <i>I'll Take You Home Again Kathleen</i>			
DE-18302 (31S) FRED WARING ORCH. <i>AND GLEE CLUB</i>			
VI-20-1791—CHARLESPIVAK ORCH. <i>You Can Cry on Somebody Else's Shoulder</i>			
DE-18302 (31S) FRED WARING O. AND GLEE CLUB <i>In a Monastery Garden</i>			
VI-11-9155—VICTOR CHORALE <i>The Lord's Prayer</i>			
23—Don't You Remember Me	6.6	3.1	1.0
LO 36888—FRANKIE CARLE O. <i>Prove It By the Things You Do</i>			
VI-20-1796—J. DESMOND—CASE O. <i>In the Eyes of My Irish Colleen</i>			
24—Money Is the Root of All Evil	6.0	11.1	4.9
DE-23474—ANDREWS—LOMBARDO ORCH. <i>Johnny Fedoro</i>			
25—Worsaw Concerto	4.8	3.6	3.3
DE-18742—CARMEN CAVALLARO <i>A Love Like This</i>			
DE-29150—LOS ANGELES PHILHARMONIC <i>DE-18484—ALEC TEMPLETON (2 PARTS)</i>			
DE-18417—VICTOR YOUNG ORCH. (2 PARTS) <i>VI-11-8863—BOSTON POPS ORCH. (PARTS)</i>			
VI-20-1535—FREDDY MARTIN ORCH.			
26—It Might as Well Be Spring	4.2	17.2	24.3
DE-18706—DICK HAYMES—YOUNG <i>That's for Me</i>			
VI-20-1725—VAUGHN MONROE ORCH. <i>Talkin' to Myself About You</i>			
CA-214—PAUL WESTON ORCH. <i>How Deep Is the Ocean</i>			
VI-20-1738—SAMMY KAYE <i>Give Me the Simple Life</i>			
CO-36893—RAY NOBLE ORCH. <i>Full Moon and Empty Arms</i>			
DE-40002—JEAN SAB'ON <i>Symphony</i>			
27—Here I Go Again	3.6		
28—Nancy	2.6	3.0	-1.0
CO-36868—FRANK SINATRA <i>Cradle Song</i>			
29—Give Me a Little Kiss, Will You Huh?	2.5	2.0	2.9
DE-23481—D. HAYMES—H. FORREST			
30—Buzz Me	2.4	1.0	1.5
CA-226—ELLA MAE MORSE <i>Rip Von Winkle</i>			
DE-18734—LOUIS JORDAN <i>Don't Worry 'bout That Mule</i>			
VI-20-1808—HENRY "RED" ALLEN <i>Get the Map</i>			
DE-18734—LOUIS JORDAN			
31—As Long as I Live	2.3	1.0	-1.0
CA-228—JOHNNY JOHNSTON <i>One More Dream</i>			
CO-36892—FRANKIE CARLE ORCH. <i>Oh! What It Seemed to Be</i>			
CO-36723 (C-102) B. GOODMAN ORCH. <i>The Weng, Wang Blues</i>			
DE-18729—808 EBERLY <i>Goin' Home</i>			
VI-20-1732—DINAH SHORE <i>But I Did</i>			
VI-20-1626—LENA HORNE <i>I Ain't Got Nothin' But the Blues</i>			

	Mar. 18	Mar. 11	Mar. 4
32—I Didn't Mean o' Word I Said	1.9	3.2	8.8
CA-238—JO STAFFORD—WESTON ORCH. <i>You May Not Love Me</i>			
MA-7171—DONNY O'NEIL <i>One More Tomorrow</i>			
VI-20-1795—SAMMY KAYE ORCH. <i>Atlanta, G. A.</i>			
33—One More Dream	1.8	1.4	4.3
CA-228—JOHNNY JOHNSTON <i>As Long as I Live</i>			
CO-36903—THE CHARLOTTEERS <i>No Soap</i>			
MA-7153—JACK SMITH <i>Come to Baby, Do</i>			
34—Prisoner of Love	1.8		
35—Don't Be a Baby, Baby	1.7	1.0	-1.0
DE-18753—MILLS BROTHERS <i>Never Make a Promise, etc.</i>			
36—Seems Like Old Times	1.5	11.7	2.7
DE-18737—GUY LOMBARDO ORCH. <i>Symphony</i>			
MA-1030—THELMA CARPENTER <i>A Jug of Wine</i>			
VI-20-1811—VAUGHN MONROE ORCH. <i>Geel I Wish</i>			
37—If I Had o' Wishing Ring	1.4	14.1	6.7
CA-234—A. RUSSELL—P. WESTON ORCH. <i>Without You</i>			
VI-20-1809—TOMMY DORSEY ORCH. <i>We'll Gather Lilacs</i>			
38—Take Care When You Soy "Te Quiero"	1.3	2.5	3.4
CO-36916—TOMMY TUCKER <i>When the One You Love</i>			
DE-18730—GUY LOMBARDO ORCH. <i>Dearest Darling</i>			
VI-20-1806—CHARLIE SPIVAK ORCH. <i>Oh! What It Seemed to Be</i>			
39—Patience and Fortitude	1.2	7.7	
CO-36946—COUNT BASIE ORCH. <i>The Mad Boogie</i>			
DE-18780—ANDREWS SISTERS <i>Red River Valley</i>			
MA-7169—RAY MCKINLEY ORCH. <i>You've Got Me Crying Again</i>			
40—Just o-Sittin' and o-Rockin'	1.2	6.1	5.0
CA-229—STAN KENTON ORCH. <i>Artistry Jumps</i>			
DE-18739—DELTA RHYTHM BOYS <i>Don't Knock It</i>			
MA-1023—T. CARPENTER—FREEMAN ORCH. <i>Hurry Home</i>			
41—All Through the Doy	1.1		
42—Where Did You Learn to Love	1.1		
43—In the Moon Mist	-1.0		
44—Waitin' for the Train To Come In	-1.0	2.0	1.1
DE-18718—JOHNNY ROBERTSON <i>Fishin' for the Moon</i>			
MA-7156—LOUIS PRIMA <i>Just a Little Fond Affection</i>			
CA-218—PEGGY LEE WITH ORCH. <i>I'm Glad I Waited for You</i>			
CO-36867—HARRY JAMES ORCH. <i>I Can't Begin to Tell You</i>			
45—Give Me the Simple Life	-1.0	1.0	1.7
CO-36908—BENNY GOODMAN O. <i>I Wish I Could Tell You</i>			
VI-20-1738—SAMMY KAYE <i>It Might as Well Be Spring</i>			
DE-23469—BING CROSBY—DORSEY O. <i>It's the Talk of the Town</i>			
46—Come to Baby, Da	-1.0	6.7	4.5
CO-36884—LES BROWN ORCH. <i>You Won't Be Satisfied</i>			
DE-18716—JIMMY DORSEY <i>Autumn Serenade</i>			
MA-7153—JACK SMITH <i>One More Dream</i>			
CA-224—KING COLE TRIO <i>Tell Ye What I'm Gonna Do</i>			
VI-20-1748—DUKE ELLINGTON ORCH. <i>Frim From Sauce</i>			
47—Chickery Chick	-1.0	3.5	2.3
VI-20-1726—SAMMY KAYE ORCH. <i>I Last My Job Again</i>			
CO-36877—GENE KRUPA AND ORCH. <i>Just a Little Fond Affection</i>			
DE-18725—EVELYN KNIGHT—JESTERS <i>Let Him Go — Let Him Tarry</i>			
MA-7155—GEORGE OLSEN <i>Kentucky Babe</i>			

C.M.I. BLUE BOOK

FOREWORD Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

METHOD The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.

IMPORTANT Machines underlined mean these were most active in trading the past week.

CODE Check this code carefully. Become acquainted with each one of the code numbers and what they signify. These code numbers appear in front of the name of each machine.

1

MEANS PRICE
WENT UP.

2

MEANS PRICE
WENT DOWN.

3

MEANS MACHINE JUST ADDED
TO LIST.

4

MEANS PRICES WENT UP AND DOWN
DURING THE PAST WEEK.

5

MEANS PRICES REMAINED SAME AS
IN LAST PRICE LISTS.

6

MEANS NO PRICES QUOTED FOR PAST
TWO WEEKS.

7

MEANS NO PRICES QUOTED FOR PAST
THREE WEEKS.

XX

MEANS NO PRICES QUOTED FOR
MANY WEEKS — PRICE SHOWN IS
LAST KNOWN QUOTATION.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF
THE COIN MACHINE INDUSTRY"

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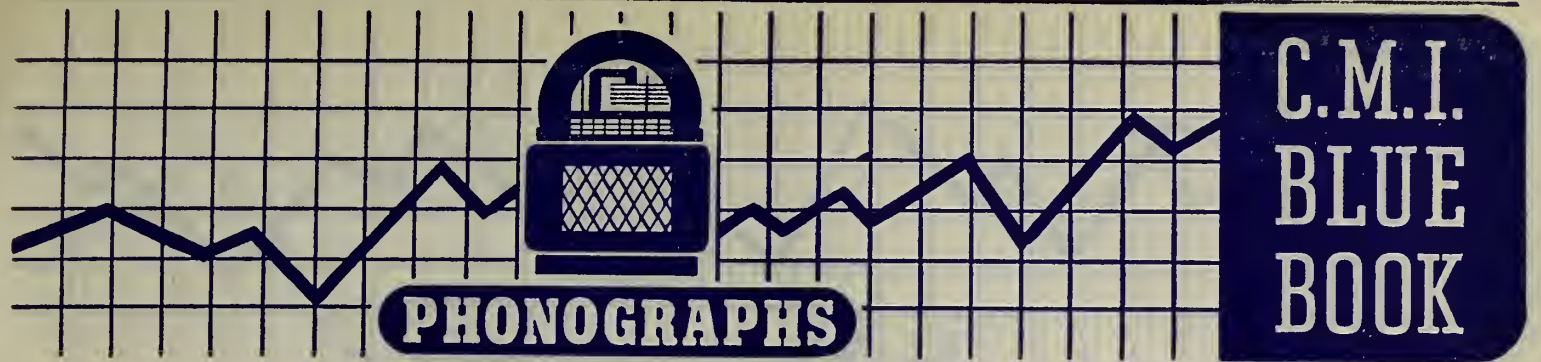


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WURLITZER

xx. P-10	\$49.50	\$75.00
xx. P-10, III.	65.00	69.50
5. P-12	75.00	135.00
xx. P-12, III.	109.50	139.00
1. 312	85.00	150.00
xx. P-400	59.50	99.50
5. 412	125.00	179.00
xx. 412 DC Cr.	32.50	
xx. 412, III.	100.00	159.50
xx. 316	100.00	125.00
xx. 416	105.00	135.00
5. 616	200.00	269.00
1. 616, III.	249.50	275.00
xx. 616 A	145.00	225.00
xx. 716	175.00	225.00
1. 24	285.00	335.00
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xx. Revamp (24)	275.00	295.00
2. 600R	400.00	450.00
2. 600K	425.00	475.00
5. 500	435.00	500.00
xx. 500K	425.00	475.00
xx. 500A	395.00	425.00
7. 41 (Counter)	125.00	165.00
5. 51 (Counter)	110.00	150.00
2. 61 (Counter)	139.50	160.00
xx. 71 (Counter)	175.00	209.00
xx. 81 (Counter)	150.00	225.00
xx. 50	75.00	129.50
5. 700	610.00	675.00
5. 750M	650.00	700.00
2. 750E	695.00	750.00
xx. 780M Colonial	550.00	675.00
1. 780E	610.00	795.00
5. 800	675.00	750.00
2. 850	725.00	800.00
2. 950	725.00	795.00
1. 42-24 (Rev)	459.50	495.00
1. 42-500 (Rev)	499.50	575.00
5. 42-600 (Rev)	450.00	495.00
2. 300 Adaptor	19.50	32.50
xx. 320 Wireless Wall Box	17.00	22.95
xx. 310 Wall Box, 30 Wire	2.00	12.00
1. 320-2 Wire Wall Box	20.00	22.95
xx. 332-2 Wire Bar Box	9.50	10.00
5. 331-2 Wire Bar Box	9.50	14.00
5. 304-2 Wire Stepper	17.50	19.50
xx. Wireless Strollers	25.00	
5. 430 Speaker Cab. with 5-10-25 Box	79.95	150.00
xx. 420 Speaker Cabinet	50.00	
xx. Twin 616 Steel Cabinet Adp. Amp. Stp. Speaker	150.00	295.00
5. Twin 12 Steel Cabinet Adp. Amp. Stp.	175.00	210.00
xx. Selector Speaker	95.00	100.00
2. 100 Wall Box 5c 30 Wire....	10.50	17.50
xx. 100 Wall Box 10c	17.50	
1. 111 Bar Box	8.50	15.00
1. 125 Wall Box, 5, 10, 25	22.50	37.50
1. 120 Wall Box	19.50	25.00
1. Bar Brackets	2.00	3.50
xx. 305 Impulse Rec.	2.50	19.50
xx. 350 Wls. Speaker	20.00	
xx. 115 Wall Box Wire	15.00	
5. 135 Step Receiver	17.50	35.00
5. 145 Imp. Step. Fast	40.00	45.00
xx. 150 Impulse Rec.	20.00	
xx. 337 Bar Box	32.50	
5. 306 Music Transmit	10.00	19.50
xx. 39A Speaker	25.00	
5. 130 Adaptor	24.50	37.95
xx. 24 Steel Cab. Speaker	140.00	175.00
5. 580 Speaker	149.00	

ROCKOLA

2. 12 Record	\$119.50	\$125.00
6. 16 Record	125.00	175.00
1. Rhythm King 12	69.50	125.00
1. Rhythm King 16	135.00	175.00
xx. Imperial 16	125.00	169.50
1. Imperial 20	250.00	295.00
xx. Windsor	237.50	310.00
2. Monarch	215.00	250.00
xx. Windsor, III.	250.00	300.00
1. Std. Dial-A-Tone	325.00	475.00
5. '40 Super Rockolite	450.00	495.00
xx. Counter '39	125.00	165.00
5. '39 Standard	300.00	400.00
5. '38 DeLuxe	350.00	450.00
xx. '40 Super Walnut	340.00	365.00
2. '40 Super Marble	450.00	475.00
xx. '40 Master Walnut	335.00	365.00
5. '40 Master Rockolite	425.00	475.00
xx. '40 Counter	165.00	195.00
xx. '40 Counter with Std.	139.50	
xx. '41 Premier	525.00	550.00
2. Wall Box	7.50	12.50
6. Bar Box	10.00	17.50
xx. '41 Bar Box	20.00	
xx. Spectravox '41	65.00	115.00
xx. Glamour Tone Column	95.00	
xx. Modern Tone Column	50.00	69.50
xx. Playmaster & Spectravox ...	350.00	425.00
xx. Twin 12 Cab. Speak	175.00	
xx. 20 Rec. Steel Cab ASA	109.50	
xx. Playboy	30.00	
2. Commando	545.00	650.00
7. 1501 Wall Box	5.00	10.00
xx. 1502 Bar Box	3.50	6.00
xx. 1503 Wall Box	19.50	20.00
5. 1504 Bar Box	24.50	27.50
xx. 1510 Bar Box	25.00	
xx. 1525 Wall Box	27.50	45.00
6. 1526 Bar Box	30.00	42.50
5. Dial-A-Tone B&W Box	15.00	17.50
xx. 1805 Organ Speaker	37.50	50.00
xx. Tone-A-Lier	54.50	
xx. DeLuxe Jr. Console Rock....	150.00	
xx. Playmaster	295.00	375.00

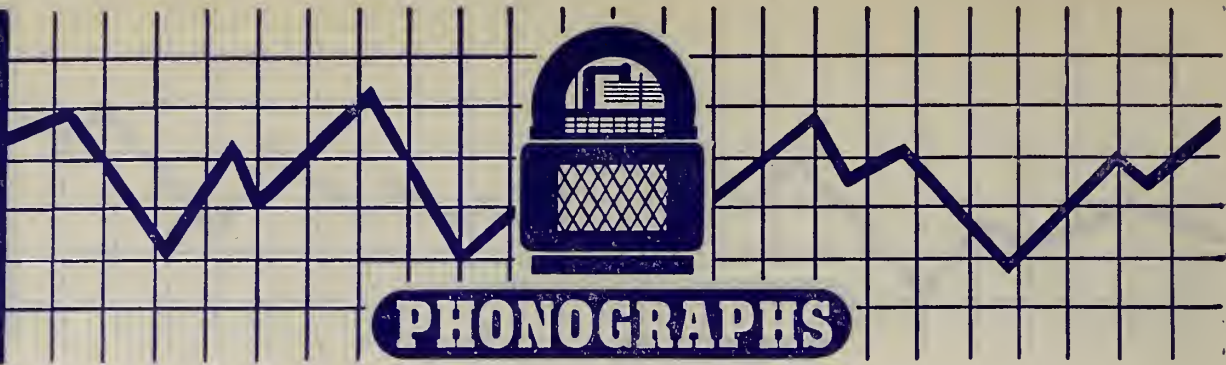
A. M. I.

1. Hi-Boy 302	395.00	649.50
5. Singing Towers 201	450.00	475.00
xx. Streamliner 5-10-25	275.00	595.00
xx. Top Flight	275.00	
xx. Model V-5 Phono	60.00	
xx. Singing Towers Speak	15.00	
7. Singing Towers (301)	275.00	325.00

BUCKLEY

7. New Wall Box	10.00	23.00
7. New Bar Box	15.00	23.00
xx. Wall & Bar Box Old Style....	3.50	4.50
5. III. Wall & Bar Box	24.50	27.50
xx. 32 Record Adaptor	14.95	17.50
xx. 24 Record Adaptor	15.00	
xx. 16 Record Adaptor	15.00	
xx. Steel Cabinet	10.00	20.00
xx. Zephyr Speak Cab.	11.25	
xx. 20 Rec. Seeburg Adaptor....	25.00	39.50
5. Bar Brackets95	2.50

C.M.I. BLUE BOOK



SEEBURG

xx. Selectomatic 10	\$35.00	\$75.00
7. Symphonola	110.00	169.50
xx. Model A III	85.00	115.00
xx. Model B	62.50	100.00
xx. Model C	37.50	
xx. Model H	100.00	
5. Rex	150.00	205.00
xx. Rex, with adaptor	239.50	
xx. Model K-15	95.00	149.50
5. Model K-20	160.00	325.00
7. Royale	150.00	225.00
5. Plaza	289.50	375.00
xx. Regal	325.00	400.00
xx. Regal, RC	300.00	385.00
xx. Model A	125.00	
1. Gem	200.00	375.00
xx. Classic	400.00	450.00
xx. Classic, RC	425.00	525.00
xx. Mayfair	295.00	370.00
xx. Melody King	125.00	135.00
1. Crown	299.50	399.50
xx. Crown, RC	345.00	
xx. Concert Grand	285.00	325.00
xx. Colonel	300.00	425.00
7. Colonel, RC	450.00	550.00
xx. Concert Master, RC	575.00	
xx. Cadet	350.00	425.00
xx. Cadet, RC	425.00	475.00
5. Major	375.00	395.00
xx. Major, RC	385.00	395.00
xx. Envoy	395.00	439.50
5. Envoy, RC	450.00	495.00
6. Vogue	350.00	435.00
xx. Vogue, RC	450.00	500.00
7. Casino	265.00	295.00
xx. Casino, RC	239.50	389.50
xx. Commander	335.00	485.00
6. Commander, RC	395.00	495.00
5. Hi-Tone 9800	550.00	625.00
5. Hi-Tone 9800 RC	650.00	675.00
5. Hi-Tone 8800	550.00	625.00
5. Hi-Tone 8800 RC	575.00	675.00
5. Hi-Tone 8200	425.00	625.00
5. Hi-Tone 8200 RC	595.00	745.00
xx. 20 Record '43 Cabt	459.50	475.00
xx. Playboy	10.00	18.00
xx. Selectomatic 16	4.50	6.50
xx. Selectomatic 20	5.00	7.50
xx. Selectomatic 24	8.00	8.50
1. Remote Speak Organ	22.50	35.00
xx. Multi-Selector 12 Rec	69.50	
xx. Melody Parade Bar	4.50	
1. 5c Wall-O-Matic Wireless	35.00	39.50
xx. 5c Bar-O-Matic Wireless	29.00	37.00
5. 5c Wall-O-Matic 3 Wire	22.50	35.00
xx. 30 Wire Wall Box	5.00	10.00
xx. Power Supply	15.00	
xx. 5, 10, 25c Bar-O-Matic 3-Wire	32.50	47.50
xx. 5, 10, 25c Wall-O-Matic 3-Wire	32.50	47.50
7. 5c, 10, 25c Wall-O-Matic Wireless	45.00	52.50
xx. 5, 10, 25c Bar-O-Matic Wireless	42.50	49.50
xx. Electric Speaker	30.00	
xx. Wireless Stroller	17.50	27.50
5. Wall Brackets	2.50	
2. Wired Speak Organ	24.50	25.00

KEENEY

1. Wall Boxes	\$2.00	\$5.00
xx. Adaptor for Seeburg	25.00	
xx. Adaptor for Rockola	27.50	
xx. Adaptor for 616 Wurlitzer..	15.00	
xx. Twin 12 Adaptor	25.00	37.50
xx. Wurlitzer 24 Adaptor	15.00	
xx. Adaptor for Mills Empress..	25.00	
xx. Organ Speaker	35.00	
xx. Sun Ray Speaker	25.00	
xx. Bar Brackets	2.50	3.50

MILLS

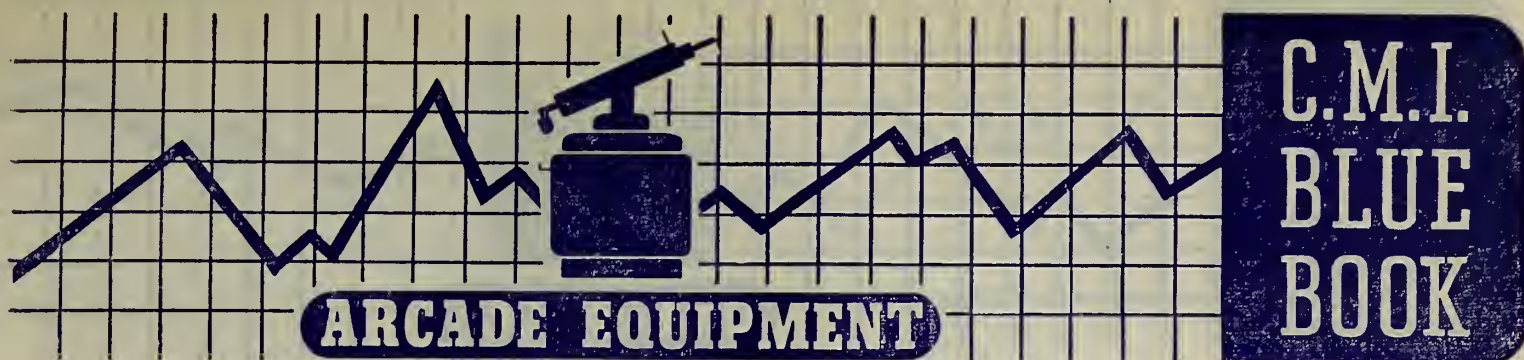
6. Zephyr	89.00	160.00
xx. Studio	70.00	100.00
6. Dance Master	70.00	135.00
xx. DeLuxe Dance Master	50.00	52.50
xx. Do-Re-Mi	50.00	125.00
4. Panoram	295.00	395.00
4. Throne of Music	295.00	350.00
xx. Throne with Adaptor	275.00	285.00
6. Empress	350.00	395.00
xx. Panoram Adaptor	8.50	
xx. Panoram 10 Wall Box	8.50	
xx. Speaker	10.00	
xx. Panoram Peek (Con)	275.00	375.00
xx. Conv. for Panoram Peek	12.50	

GABEL

xx. 12 Record, Jr.	42.50	75.00
xx. 12 Record with Adaptor	58.50	
xx. 12-12 Adaptor	94.00	
xx. 18 Rec. Ill. Grill	20.00	52.50
xx. 18 with Adaptor	99.50	125.00
xx. 20 Record Lite Up	225.00	265.00
xx. 24 Record Last Mdl	75.00	95.00

PACKARD

1. Play Mor Wall and Box	25.00	36.95
xx. Bar Bracket	2.50	5.00
xx. Willow Adaptor	18.00	
xx. Chestnut Adaptor	25.00	36.50
xx. Cedar Adaptor	30.00	39.50
xx. Poplar Adaptor	25.00	46.50
xx. Maple Adaptor	30.50	
xx. Juniper Adaptor	29.00	31.00
xx. Elm Adaptor	25.00	
xx. Pine Adaptor	25.00	
xx. Beech Adaptor	20.00	43.50
xx. Spruce Adaptor	35.00	45.00
xx. Ash Adaptor	25.00	35.00
xx. Walnut Adaptor	25.00	36.50
xx. Lilly Speaker	17.00	20.00
xx. Violet Speaker	21.00	24.50
xx. Orchid Speaker	50.00	63.00
xx. Iris Speaker	55.00	59.50



ARCADE EQUIPMENT

**C.M.I.
BLUE
BOOK**

5. Atlas Baseball	\$75.00	\$85.00
2. A.B.T. 6 Gun Rifle Rg.	895.00	1750.00
2. Bally Alley	29.50	55.00
1. Bally Basketball	75.00	125.00
1. Bally Convoy	95.00	200.00
4. Bally Defender	149.50	275.00
xx. Bally Eagle Eye	49.50	
1. Bally King Pin	175.00	210.00
5. Bally Lucky Strike	79.50	125.00
1. Bally Rapid Fire	60.00	200.00
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5. Bally Bull Jap Con	25.00	79.50
1. Bally Shoot-the-Bull	49.50	95.00
4. Bally Sky Battle	140.00	200.00
5. Bally Racer	50.00	80.00
1. Bally Torpedo	137.50	175.00
5. Bally Undersea Raider	299.50	399.50
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xx. Bang-A-Deer	35.00	57.50
5. Bank Ball	375.00	
xx. Bell-O-Ball	35.00	150.00
xx. Blister Gunner Con	10.00	
5. Bowl-A-Bomb	125.00	175.00
5. Bowling League	125.00	175.00
5. Buckley DeLuxe Dig	99.50	150.00
5. Buckley Treas. Is. Dig	59.50	75.00
xx. Casino Golf	15.00	45.00
5. Chicoin Goalee	525.00	
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2. Chicoin Hockey	189.50	229.50
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1. Chicoin Rola Score	95.00	125.00
2. Chester Pollard Golf	34.50	75.00
1. Circus Romance	195.00	249.50
5. Cupid Wheel	90.00	100.00
1. Daval Bumper Bowling	75.00	125.00
xx. Daval-U-Roll-It	44.50	
5. Evans Duck Pin Alley	189.50	
xx. Evans In-the-Barrel	75.00	125.00
2. Evans Super Bomber	235.00	245.00
2. Evans Play Ball	150.00	155.00
2. Evans Ski Ball	50.00	69.50
2. Evans Ten Strike, LD	30.00	39.50
1. Evans Ten Strike, HD	69.50	89.50
1. Evans Tommy Gun	95.00	225.00
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1. Exhibit Bicycle	85.00	125.00
xx. Exhibit Basketball	75.00	
5. Exhibit Bowling Alley	59.50	89.50
1. Exhibit Hi-Ball	65.00	125.00
5. Exhibit Merchantman		
Roll Ch. Digger	79.50	80.00
5. Exhibit Rotary Mdsr	250.00	349.50
1. Exhibit Vitalizer	69.50	99.50
5. Genco Bank Roll	195.00	220.00
xx. Genco Magic Roll	39.50	125.00
4. Genco Play Ball	100.00	165.00
5. Genco Total Roll	425.00	525.00
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5. Groetchen Mtn. Climb	65.00	115.00
5. Groetchen Metal Typer	324.50	375.00
1. Gottlieb Skee Ballette	49.50	69.50
5. Jenn. Roll-in-the-Bar	125.00	145.00
2. Keeney Air Raider	100.00	200.00
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2. Keeney Anti-Aircrft. Br.	40.00	69.50
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5. Keeney Anti-Aircrft. Bl.	30.00	35.00
xx. Keeney Bowlette	150.00	200.00
xx. Keeney Navy Bomber	175.00	195.00
1. Keeney Sub Gun	85.00	169.50
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2. Keeney Texas League	37.50	59.50
xx. Kirk Air Defense	115.00	145.00
5. Kirk Night Bomber	250.00	259.50
5. Keep Punching	89.50	110.00
xx. Klip-A-Nip Con	16.50	16.75
6. Kue Ball	25.00	30.00
1. Liberator	149.50	215.00

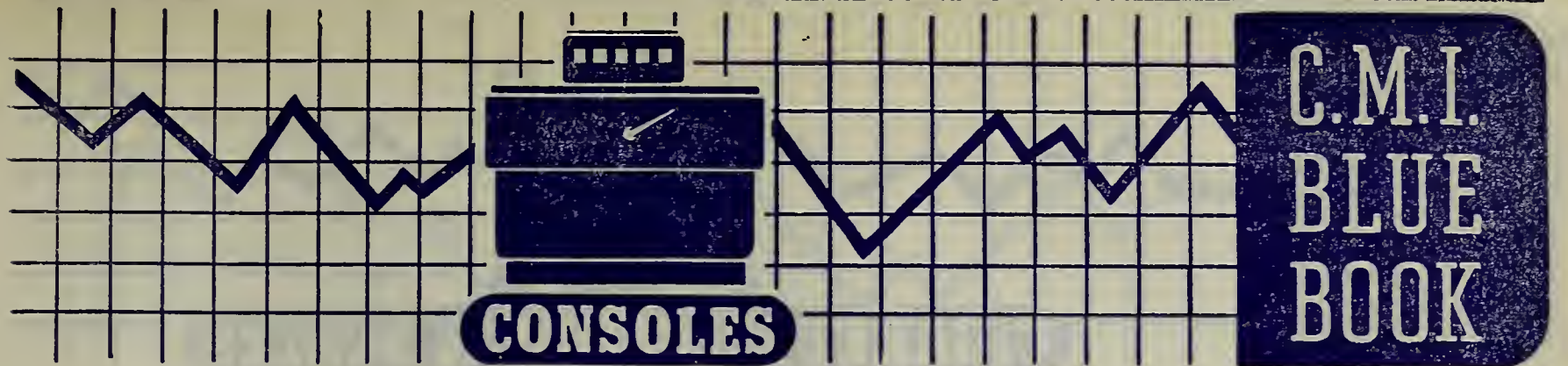
5. Midget Skee Ball	\$75.00	\$95.00
xx. Midget Skee Ball DeL.	75.00	90.00
xx. Mills Rotary Digger	29.50	49.50
2. Mutoscope Ace Bomber	219.50	275.00
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xx. Mutoscope Bowl. Alley	110.00	
4. Mutoscope Dr. Mobile	250.00	300.00
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xx. Mutoscope Dr. Mobile w. tk	260.00	325.00
5. Mutoscope Elec. Trav. Crane	50.00	69.50
xx. Mutoscope Fan Ft. Dig	40.00	54.50
4. Mutoscope Photomatic	395.00	895.00
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5. Mutoscope Roll Frt. Cr.	50.00	69.50
2. Mutoscope Sky Fighter	160.00	275.00
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7. Mutoscope Sky Fighter		
w. con.	200.00	229.50
xx. Mutoscope Hockey	37.50	65.00
xx. Mutoscope Magic Fing	85.00	125.00
5. Mutoscope Pokerino	75.00	119.50
5. Munves Super Skee Roll	349.50	
xx. Munves Trap-the-Jap	150.00	
xx. Pennant	35.00	49.50
1. Periscope	149.50	215.00
5. Pilot Trainer	850.00	
4. Pitchem & Catchem	100.00	169.50
1. Poker & Joker	55.00	89.50
5. Radio Rifle	20.00	79.50
xx. Rockola Ten Pins LD	35.00	39.00
5. Rockola Ten Pins HD	40.00	69.50
6. Rockola Tom Mix Rifle	25.00	39.50
2. Rockola World Series	45.00	69.00
xx. Rockola Talkie Hrsp.	100.00	125.00
xx. Rock-O-Ball	75.00	125.00
xx. Roll-A-Ball (Jafco)	379.50	
1. Scientific Baseball	86.00	99.50
2. Scientific Batting Pr.	60.00	149.50
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xx. Scientific Basketball	30.00	60.00
xx. Scientific Battle Royal	149.50	
xx. Scientific X-Ray Pkr	90.00	110.00
5. See-A-Freak	49.50	89.50
2. Seeburg Chicken Sam	64.50	150.00
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1. Seeburg Jap Con	95.00	150.00
1. Seeburg Jail Bird	99.50	150.00
4. Seeburg Shoot-the-Chute	74.50	150.00
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xx. Seeburg Hitler Con	69.50	89.50
4. Seeburg Hockey	59.50	69.50
1. Seeburg Par. Gun	79.50	145.00
1. Seeburg Rayolite	25.00	95.00
1. Selectorscope	169.50	195.00
xx. Shoot-A-Bazooka (Con)	10.00	
1. Skee-Barrel Roll	295.00	349.50
xx. Star Elec. Hoist Dig	25.00	35.00
6. Super Torpedo	225.00	275.00
6. Supreme Bolascor	210.00	225.00
4. Supreme Gun (Rev)	125.00	179.50
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4. Supreme Skee Roll	175.00	329.50
2. Supreme Rocket Buster	149.50	175.00
2. Tail Gunner	47.50	99.50
4. Test Pilot	129.50	195.00
xx. Target Roll, 14 Ft.	79.50	
2. Thunderbolt	175.00	195.00
xx. Tokio Raider (Con)	16.50	16.75
7. Victory Pool (Play Pool)	79.50	100.00
7. Victory Roll	175.00	225.00
5. Warner Voice Recorder	199.50	350.00
5. Western Baseball '39	35.00	95.00
1. Western Baseball '40	115.00	125.00
1. Western Major League	125.00	129.50
1. Western Super Strength	32.00	45.00
xx. Western Recordit	325.00	399.50
5. Wurlitzer SkeeBall	195.00	235.00
1. Whee-Gee Mystic	109.50	169.50
2. Zingo	119.50	175.00

C.M.I. BLUE BOOK

ONE-BALLS

1. All American Derby Con....	\$49.50	\$85.00
xx. All American	25.00	39.50
xx. Arlington	15.00	20.00
xx. Aksaraben, PO	35.00	49.50
xx. Arrowhead	35.00	
xx. Big Game, PO	94.50	95.00
5. Big Prize, FP	39.50	75.00
xx. Big Prize, PO	39.50	
1. Blue Grass, FP	159.50	195.00
xx. Blue Ribbon, PO	40.00	
5. Challenger	80.00	94.50
5. Club Trophy, FP	225.00	325.00
xx. Congo	32.50	
5. Contest, FP	94.50	99.50
2. Dark Horse, FP	159.50	185.00
xx. Derby King	65.00	70.00
xx. Derby Clock, PO	69.50	75.00
xx. Derby Heat, PO	32.50	
xx. Derby Time, PO	65.00	150.00
xx. Derby Winner, PO	100.00	125.00
1. '41 Derby, FP	225.00	349.50
xx. Dust Whirls	275.00	300.00
2. Eureka	25.00	30.00
xx. Feed Bag, PO	50.00	
xx. Flasher, PO	35.00	
xx. Fleetwood	24.50	35.00
xx. Flying Champ	65.00	100.00
5. Fairmount	375.00	425.00
5. Fair Grounds, PO	22.50	49.50
xx. Fast Track	29.50	
7. Five-in-One, FP	25.00	49.50
5. Fortune, FP	149.50	189.50
xx. Gold Cup, FP	34.50	59.50
2. Grand National, PO	49.50	55.00
1. Grand Stand, PO	47.50	60.00
xx. Gold Medal, PO	25.00	45.00
xx. Hawthorne, PO	50.00	79.50
xx. Hi-Boy, PO	10.00	
xx. Horseshoes, PO	39.50	
5. Jockey Club	300.00	325.00

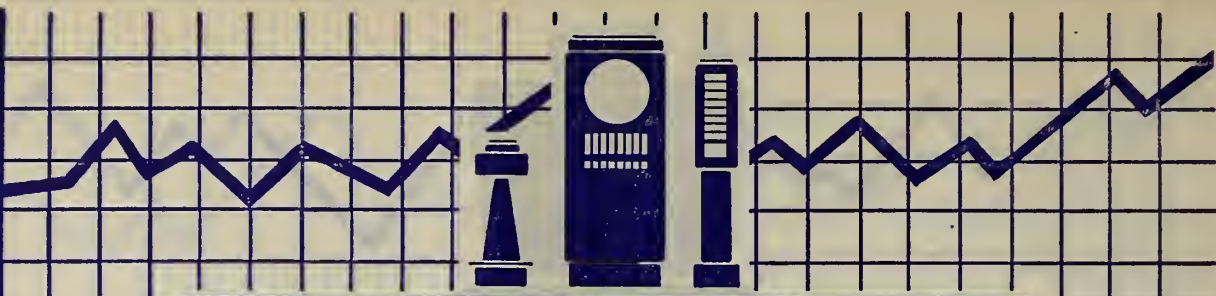
xx. Jumbo '44	\$79.50	\$90.00
5. Kentucky	129.50	275.00
1. Long Acre	369.50	465.00
5. Long Shot, PO	129.50	250.00
6. One-Two-Three '39, FP	29.50	35.00
2. One-Two-Three '40	60.00	69.50
5. One-Two-Three '41	75.00	79.50
2. Owl, FP	50.00	79.50
xx. Pastime (Rev)	175.00	293.50
5. Preakness, PO	12.50	14.50
5. Pacemaker, PO	50.00	55.00
1. Pimlico, FP	289.50	375.00
xx. Pot Shot	39.50	
5. Race King (Rev)	94.50	125.00
2. Record Time, FP	127.50	174.50
5. Rockingham	179.50	225.00
1. Santa Anita	69.50	110.00
xx. 7 Flasher, FP	79.50	
xx. Sport Event, FP	135.00	
5. Sky Lark, FP & PO	139.50	175.00
2. Sport Special, FP	127.50	169.50
5. Sport Page, PO	29.50	37.50
7. Spinning Reels, PO	100.00	110.00
2. Sport King, PO	150.00	239.50
xx. Stepper Upper, PO	65.00	
2. Sportsmen (Rev)	195.00	225.00
1. Track Record	55.00	75.00
5. Thistledown	25.00	55.00
1. Thoroughbred	369.50	395.00
7. Turf Champ, FP	49.50	52.50
xx. Turf Special	15.00	
1. Turf King	325.00	375.00
5. Victorious 1943 (Rev)	74.50	79.50
xx. Victorious 1944 (Rev)	65.00	84.50
5. Victorious 1945 (Rev)	99.50	109.50
xx. Victory, FP	39.50	47.50
5. Whirlaway (Rev)	249.50	275.00
5. Winning Ticket	65.00	69.50
6. War Admiral (Rev)	125.00	265.00
xx. Zipper	29.50	



1. 5c Baker's Pacer DD	\$250.00	\$299.50
xx. C.S. Baker's Pacer DD	225.00	375.00
5. 25c Baker's Pacer DD	325.00	450.00
6. 5c Baker's Pacer Std	250.00	279.50
xx. 25c Baker's Pacer Std	350.00	365.00
6. C.S. Baker's Pacer (Standard)	475.00	487.50
xx. Bally Entry	22.50	
1. Bangtails '39	115.00	150.00
xx. Bangtails '40	149.50	199.50
5. Bangtails '41	225.00	295.00
1. Big Game, PO	99.50	189.50
1. Big Game, FP	109.50	119.50
1. Big Top, FP	95.00	125.00
1. Big Top, PO	95.00	109.50
6. Bob Tail, PO	89.50	149.50
5. Bob Tail, FP	99.50	125.00
xx. Buckley, 7 Bells	175.00	289.50
xx. Buckley, Long Shot Par	700.00	
7. Buckley, Sol. Slt. Head	65.00	
xx. Buckley Col. New Top	75.00	
xx. Beulah Park	95.00	110.00
xx. Charley Horse	100.00	
xx. China Boy	59.50	
xx. Chucklette	20.00	45.00
1. Club Bells	219.50	250.00
xx. Club Bells 25c	300.00	350.00
xx. Club Chief	89.50	
xx. Club House	50.00	90.00
xx. Derby Day Slant	45.00	75.00
xx. Derby Day Flat	17.20	25.00
xx. Derby Winner	274.50	
xx. Dixie	59.50	
xx. Dominola	35.00	
xx. Double Bells	159.50	199.50
6. Duo Twin Bells 5-25	400.00	450.00
6. Evans Pacers	295.00	319.50
xx. El Dorado	75.00	
6. Exhibit Races	25.00	35.00
xx. Fast Time, FP	50.00	69.50
2. Fast Time, PO	75.00	79.50
xx. Favorite	25.00	
xx. Flashing Thru	95.00	
xx. Flashing Ivories	245.00	
xx. Fleetwood	30.00	
1. Four-Way Super Bell	449.50	495.00
1. Four-Way Bell 3-5 1-25	495.00	955.00
5. Four Horsemen	79.50	149.50
xx. Galloping Domino (38)	45.00	74.50
5. Galloping Domino (39)	110.00	150.00
7. Galloping Domino (40)	49.50	175.00
5. Galloping Domino (41)	225.00	499.50
5. Galloping Domino (42)	275.00	295.00
1. Good Luck	25.00	65.00
1. High Hand	155.00	220.00
xx. Hold & Draw	90.00	
6. Jungle Camp, FP	75.00	99.50
xx. Jungle Camp, PO	69.50	
xx. Jungle Camp, Comb	119.50	125.00
2. Jumbo Parade, Comb	189.50	213.75
5. Jumbo Parade, FP	79.50	129.50
2. Jumbo Parade, PO	89.50	149.50
5. Jumbo Parade, 25c	195.00	200.00
5. Kentucky Club	89.50	125.00
xx. Keen Kubes	129.50	
xx. Kennette	89.50	
xx. Keno	40.00	
1. Liberty Bell	19.50	50.00
5. Long Champs	35.00	79.50
xx. Lucky Lucre	99.50	105.00
5. Lucky Lucre '41	125.00	295.00
5. Lucky Lucre 5-25	295.00	
5. Lucky Lucre 5-5	150.00	195.00
5. Lucky Star	100.00	139.50
xx. Lucky Star '41	295.00	
xx. Lincoln Field	95.00	149.50
1. May Bells 5-5-5-25e	295.00	395.00
xx. Multiple Cubes, PO	30.00	47.50
5. Multiple Racer	35.00	95.00

4. Mills 4 Bells	\$300.00	\$750.00
1. Mills 3 Bells	795.00	875.00
5. Mills Auto Dice 25c	39.50	150.00
xx. Pace Century	300.00	350.00
xx. Pace Marathon	99.50	
1. Paces Races Bl. Cab.	59.50	115.00
1. Paces Races Br. Cab.	175.00	265.00
xx. Paces Races Red Arrow	124.50	150.00
xx. Paces '39 Saratoga	47.50	79.50
5. Paces '40 Saratoga	129.50	169.50
5. Paces Saratoga w. rails	89.50	110.00
1. Paces Saratoga, no rails	75.00	79.50
4. Paces Saratoga Comb	119.00	239.50
1. Paces Saratoga Jr. PO	85.00	99.50
6. Paces Saratoga, Sr.	169.50	189.50
2. Paces Reels Comb	150.00	164.50
5. Paces Reels, Jr. PO	75.00	90.00
5. Paces Reels, Sr. PO	95.00	196.50
1. Paces Reels, with rails	89.50	125.00
5. Paces Reels, no rails	69.50	79.50
2. Paces Twin 5-10	195.00	250.00
2. Paces Twin Console 5-25	225.00	395.00
5. Pastime	195.00	219.50
xx. Paddock Club	50.00	
xx. Pamco DeLuxe Bell	17.50	45.00
xx. Parlay Races	35.00	49.50
xx. Pay Day	149.50	225.00
xx. Pheasant	6.00	
xx. Pickem	22.50	
xx. Ray's Track	40.00	75.00
5. Rio	25.00	
5. Riviera	150.00	279.50
xx. Rollette, Jr.	40.00	60.00
xx. Rollette, Jr. (41)	125.00	
xx. Rollette, Sr.	490.00	499.50
xx. Rosemont	25.00	
xx. Royal Draw	60.00	105.00
xx. Royal Flush	50.00	69.50
xx. Royal Lucre '41	275.00	290.00
5. Roll 'em	89.50	139.50
xx. Roulette 25c Caille	250.00	275.00
xx. Seeburg Races	35.00	
xx. Saddle Club	35.00	47.50
xx. Silver Bell	29.50	32.50
xx. Silver Moon, Comb	140.00	155.00
5. Silver Moon, PO	119.50	129.50
5. Silver Moon, FP	99.50	120.00
xx. Silver Moon, 10c	159.50	269.50
2. Silver Moon, 25c	219.50	225.00
5. Skill Field	89.50	
xx. Skillo	180.00	
xx. Skill Time '37	39.50	
7. Skill Time '38	50.00	59.50
xx. Skill Time '41	65.00	110.00
5. Square Bell	50.00	85.00
xx. Stanco Bell Double	119.50	
xx. Stanco Bell Single	110.00	
xx. Sugar King	25.00	50.00
2. Sun Ray	139.50	145.00
1. Super Bell 5c Comb	249.50	325.00
1. Super Bell 25c Comb	345.00	375.00
6. Super Track Time	225.00	249.50
xx. Super Track Time TKT	260.50	
xx. Suzie Q	75.00	
xx. Tanforan	25.00	44.50
xx. Track King	25.00	
xx. Track Meet	159.50	
xx. Track Odds, West	100.00	
7. Track Odds, Buckley	150.00	175.00
5. Track Odds, Daily Dbl.	475.00	479.50
1. Track Odds, DD, JP, Buckley	625.00	795.00
xx. Track Odds, DD, JP, Buckley (New)	995.00	
6. Track Time '39	100.00	200.00
1. Track Time '38	75.00	125.00
xx. Track Time '37	39.50	79.50
xx. Track Time '38 TKT	75.00	
xx. Track Time '37 TKT	35.00	49.50
5. Triple Entry	69.50	159.50
2. Two-Way Super Bell 5-5	325.00	595.00
2. Two-Way Super Bell 5-25	375.00	575.00

C.M.I. BLUE BOOK



CIGARETTE, CANDY & SCALES

CIGARETTE

DU GRENIER

1. Model S 7 Column	\$45.00	\$49.50
7. Model VD 7 Column	25.00	64.50
xx. Model W 9 Column	30.00	69.50
xx. Model WD 9 Column	70.00	74.50
6. Champion, 11 Column King Size	95.00	104.50
xx. Champion, 9 Column	89.50	97.50
2. Champion, 7 Column	60.00	95.00

NATIONAL

xx. Model 9-50	50.00	59.50
xx. Model 7-50, Regular	42.50	
xx. Model 7-50, King Size	42.50	47.50
xx. Model 9-30	30.00	40.00
xx. Model 9A	65.00	79.50
xx. Model 6-30	22.50	29.50
xx. Model 6-26	15.00	

ROWE

xx. Aristocrat, 6 Column	7.50	
xx. Imperial, 6 Col.	15.00	50.00
xx. Imperial, 8 Col.	25.00	60.00
xx. Royal, 6 Col.	35.00	45.00
xx. Royal, 8 Col.	45.00	65.00
xx. Royal, 10 Col.	45.00	57.50
xx. President, 6 Col.	45.00	
xx. President, 8 Col.	55.00	
xx. President, 10 Col.	65.00	85.00

U-NEED-A-PAK

xx. Model E, 6 Col.	10.00	
xx. Model E, 8 Col.	10.00	20.00
xx. Model E, 9 Col.	25.00	
xx. Model E, 12 Col.	35.00	
xx. Model E, 15 Col.	45.00	
xx. Model A, 8 Col.	30.00	45.00
xx. Model A, 9 Col.	35.00	50.00
6. Model 500, 7 Col.	60.00	92.50
5. Model 500, 9 Col.	59.50	100.00
6. Model 500, 15 Col.	75.00	112.50

CANDY

DU GRENIER

xx. Candy Man	\$39.50	\$45.00
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NATIONAL

xx. Model 618, 6 Column	50.00	
xx. Model 918, 9 Column Regular	60.00	
xx. Model 918, 9 Column Special	85.00	100.00

ROWE

xx. 8 Column Standard	45.00	
xx. 8 Column DeLuxe	85.00	
xx. 8 Column 1c Gum & Mint..	12.50	
xx. 8 Column 5c Gum & Mint..	16.50	

U-NEED-A-PAK

xx. 5 Column	40.00	69.50
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U-SELECT-IT

xx. 54 Bars	15.00	22.50
xx. 72 Bars	20.00	

STONER

xx. 6 Column	55.00	
xx. 8 Column	65.00	

SCALES

WATLING

xx. Tom Thumb, Plain	47.50	60.00
5. Tom Thumb, Fortune	75.00	89.50
xx. 500 Fortune	90.00	100.00
5. Hi-Boy Guesser	69.50	100.00

JENNINGS

xx. Junior	25.00	
xx. Lo Boy	49.50	

PEERLESS

xx. Lo Boy	37.50	50.00
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MILLS

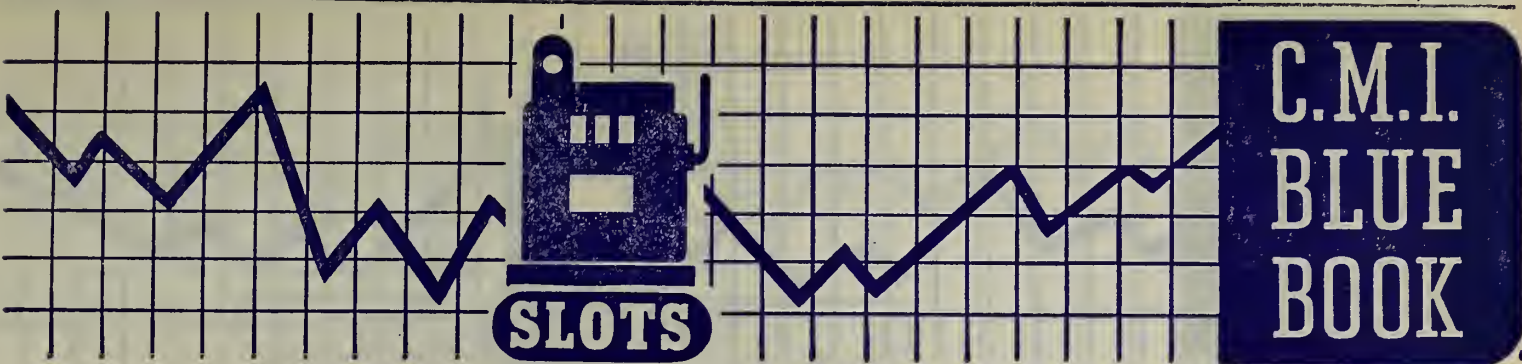
6. Lo Boy	40.00	50.00
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PACE

6. Lo Boy	40.00	49.50
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IDEAL

xx. Lo Boy	42.50	
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MILLS

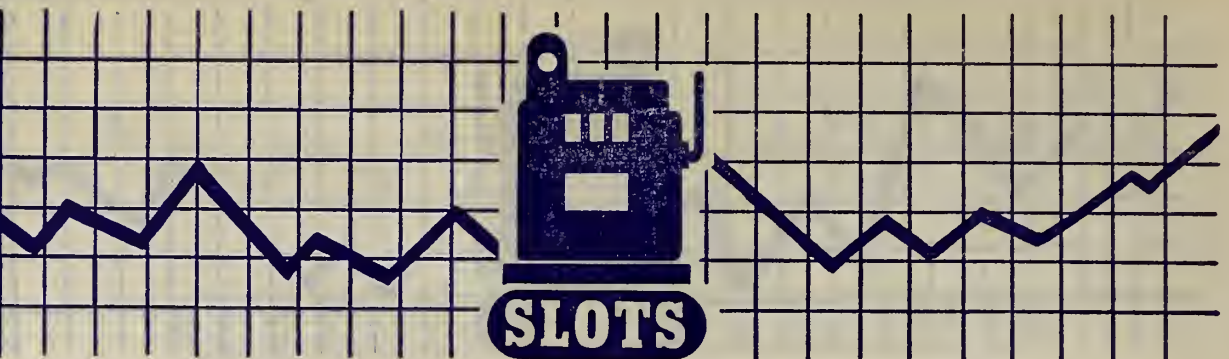
5. 5c Black, HL	\$165.00	\$190.00
xx. 10c Black	250.00	
xx. 25c Black, HL	275.00	
xx. 5c Emerald Chrome, HL	225.00	299.50
xx. 10c Emerald Chrome, HL	275.00	
xx. 25c Emerald Chrome, HL	450.00	
xx. 50c Emerald Chrome, HL	625.00	675.00
xx. 5c Gold Chrome, HL	345.00	450.00
xx. 10c Gold Chrome, HL	495.00	
xx. 25c Gold Chrome, HL	575.00	
xx. 50c Gold Chrome, HL	375.00	625.00
2. 5c Gold Chrome	150.00	180.00
2. 10c Gold Chrome	175.00	185.00
1. 25c Gold Chrome	225.00	250.00
xx. 50c Gold Chrome	450.00	475.00
6. 5c Copper Chrome	205.00	
6. 10c Copper Chrome	210.00	
5. 25c Copper Chrome	225.00	
6. 5c Club Bell	225.00	300.00
6. 10c Club Bell	250.00	325.00
6. 25c Club Bell	275.00	350.00
6. 50c Club Bell	800.00	900.00
xx. 1c Blue Front	100.00	150.00
2. 5c Blue Front	110.00	135.00
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4. 10c Blue Front	135.00	169.50
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2. 25c Blue Front	150.00	250.00
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6. 50c Blue Front	395.00	400.00
xx. 1c Brown Front	180.00	195.00
5. 5c Brown Front	125.00	179.50
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2. 10c Brown Front	150.00	179.50
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4. 25c Brown Front	160.00	245.00
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6. 50c Brown Front	395.00	400.00
xx. 1c Cherry Bell	90.00	165.00
1. 5c Cherry Bell	139.50	200.00
5. 10c Cherry Bell	150.00	165.00
5. 25c Cherry Bell	175.00	195.00
xx. 1c Bonus Bell	289.50	
6. 5c Bonus Bell	150.00	225.00
6. 10c Bonus Bell	245.00	250.00
6. 25c Bonus Bell	250.00	275.00
4. 5c Original Chrome	175.00	225.00
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2. 10c Original Chrome	175.00	225.00
5. 25c Original Chrome	209.50	250.00
xx. 50c Original Chrome	395.00	445.00
6. 1c Q.T. Blue	42.50	50.00
6. 5c Q.T. Blue	75.00	79.50
6. 10c Q.T. Blue	65.00	100.00
6. 25c Q.T. Blue	100.00	125.00
xx. 1c Q.T. Green	25.00	35.00
xx. 5c Q.T. Green	39.50	60.00
xx. 10c Q.T. Green	65.00	69.50
xx. 5c Q.T., F.P.	49.50	
6. 1c Q.T. Glitter Gold	50.00	75.00
2. 5c Q.T. Glitter Gold	85.00	89.50
6. 10c Q.T. Glitter Gold	79.50	125.00
xx. 1c V.P. Bell	29.50	
xx. 1c V.P. Bell, JP	37.50	
xx. 1c Bell, Green	22.50	
5. 5c V.P. Bell, Green	32.50	39.50
xx. 1c V.P. Chrome	40.00	
6. 5c V.P. Chrome	49.50	59.50
xx. 5c V.P. Chrome, Plus	55.00	65.00
xx. 1c V.P. Bell, B&G	32.50	
1. 5c V.P. Bell, B&G	45.00	54.50
5. 5c Futurity	99.50	125.00
xx. 10c Futurity	110.00	189.50
xx. 25c Futurity	110.00	200.00
xx. 50c Futurity	194.50	
xx. 5c Yellow Front	69.50	72.50
xx. 5c Black Cherry Bell	200.00	250.00
xx. 10c Black Cherry Bell	210.00	275.00

xx. 25c Black Cherry Bell	\$215.00	\$285.00
xx. 10c Yellow Front	135.00	
xx. 25c Yellow Front	150.00	
xx. 1c Smoker Bell	35.00	
5. 5c Smoker Bell	39.50	50.00
5. 5c F.P. Mint Vendor	35.00	85.00
6. 25c Golf Ball Vendor	140.00	375.00
5. 5c War Eagle	69.50	150.00
xx. 10c War Eagle	85.00	149.50
xx. 25c War Eagle	109.50	160.50
5. 50c War Eagle	365.00	395.00
xx. 5c Red Front	90.00	125.00
xx. 10c Red Front	150.00	
xx. 25c Red Front	145.00	275.00
xx. 5c F.O.K.	15.00	17.50
5. 5c Roman Head	95.00	125.00
xx. 10c Roman Head	100.00	175.00
xx. 25c Roman Head	124.50	200.00
5. 50c Roman Head	250.00	345.00
xx. 1c Skyscraper	40.00	
1. 5c Skyscraper	59.50	85.00
xx. 10c Skyscraper	64.50	85.00
xx. 25c Skyscraper	69.50	89.50
xx. 50c Skyscraper	250.00	
xx. 1c Lion Head	30.00	
xx. 5c Lion Head	40.00	54.50
5. 5c Extraordinary	99.50	125.00
5. 10c Extraordinary	115.00	150.00
5. 25c Extraordinary	145.00	175.00
xx. 50c Extraordinary	400.00	449.50
1. 5c Melon Bell	125.00	150.00
5. 10c Melon Bell	150.00	
5. 25c Melon Bell	135.00	175.00
xx. 5c Wolf Head	34.50	49.50
xx. 10c Wolf Head	49.50	57.50
xx. 25c Wolf Head	50.00	70.00
xx. 1c Shamrock Bell	27.50	
xx. 5c Slugproof 3-5	124.50	

WATLING

5. 1c Rolatop	10.00	15.00
4. 5c Rolatop	65.00	95.00
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2. 10c Rolatop	60.00	100.00
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5. 25c Rolatop	85.00	150.00
5. 50c Rolatop	190.00	195.00
xx. 5c Club Bell	110.00	175.00
xx. 10c Club Bell	75.00	175.00
xx. 25c Club Bell	215.00	275.00
7. 1c Twin JP	25.00	39.50
xx. 5c Twin JP	25.00	49.50
xx. 25c Twin JP	55.00	69.50
xx. 1c Blue Seal	22.50	
xx. 5c Blue Seal	25.00	30.00
xx. 10c Blue Seal	52.50	60.00
xx. 25c Blue Seal	29.50	39.50
xx. 1c Treasury	10.00	20.00
6. 5c Treasury	32.50	40.00
6. 10c Treasury	32.50	50.00
xx. 25c Treasury	80.00	109.50
xx. 5c Wonder Vendor	64.50	
xx. 5-25 Rolatop	49.50	
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xx. 5c Columbia Chrome	94.50	95.00
xx. 1c Columbia	69.50	
xx. 5c Columbia JPV Bell	35.00	44.50
xx. 5c Columbia Fruit	39.50	
xx. 5c Columbia Cig RJ	59.50	69.50
5. 5c Columbia DJP	35.00	85.00
xx. 10c Columbia DJP	45.00	79.50
xx. 10c Columbia Club DJ	75.00	
xx. 5c Columbia Club Cig GA	44.50	65.00
xx. 10c Columbia Club Cig GA	59.60	69.50
5. 5c Columbia Cig GA	45.00	54.50
5. 5c Columbia Fruit GA	69.50	89.50
2. Columbia Orig. GA	72.50	79.50
6. Conv. Columbia Chrome	79.50	82.50

C.M.I. BLUE BOOK



P A C E

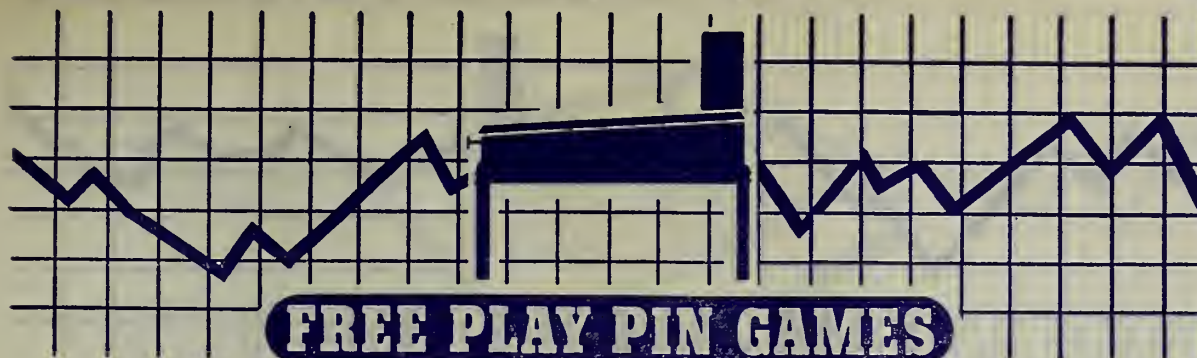
xx. 1c Bantam	\$20.00	\$27.50
xx. 5c Bantam	19.50	24.50
xx. 10c Bantam	34.50	
5. 25c Bantam	39.50	50.00
xx. 5c Comet, FV	49.50	69.50
7. 10c Comet, FV	65.00	69.50
xx. 25c Comet, FV	79.50	109.50
7. 50c Comet, FV	98.50	125.00
xx. 5c Comet, DJP	40.00	75.00
xx. 10c Comet, DJP	50.00	79.50
xx. 1c Comet, Blue	45.00	
7. 5c Comet, Blue	50.00	60.00
xx. 10c Comet, Blue Front	50.00	75.00
xx. 25c Comet, Blue Front	90.00	94.50
xx. 50c Comet	295.00	300.00
5. 5c All Star Comet	65.00	79.50
5. 10c All Star Comet	69.50	89.50
5. 25c All Star Comet	90.00	125.00
5. 50c All Star Comet	275.00	350.00
xx. 1c All Star 2-4	35.00	39.00
xx. 1c Rocket	149.50	
5. 5c Rocket	94.50	95.00
5. 10c Rocket	110.00	119.50
7. 25c Rocket	125.00	139.50
xx. 5c T.J. Comet	47.50	
6. 5c Club Bell	75.00	95.00
xx. 25c Club Bell	125.00	150.00
6. 50c Club Bell	295.00	300.00
5. 1c DeLuxe	55.00	
5. 5c DeLuxe	94.50	95.00
5. 10c DeLuxe	110.00	119.50
xx. 25c DeLuxe	120.00	140.00
xx. Double Slot 5c-25c	395.00	
xx. 5c Comet Console	125.00	139.50
xx. 10c Comet Console	159.50	
xx. 25c Comet Console	169.50	
6. 5 & 25c Comet Con. Comb..	195.00	225.00
xx. 5c Kitty	70.00	75.00
xx. 10c Kitty	35.00	85.00
xx. 25c Kitty	210.00	
xx. 5c Comet Red	90.00	125.00
xx. 10c Comet Red	120.00	
xx. 5c Slugproof	97.50	100.00
xx. 10c Slugproof	100.00	115.00
xx. 25c Slugproof	125.00	165.00

C A I L L E

xx. 1c	39.00	39.50
5. 5c	35.00	50.00
1. 10c	35.00	60.00
5. 25c	89.50	99.50
xx. 5c & 25c	275.00	
2. 5c Cadet	37.50	50.00
xx. 10c Cadet	95.00	125.00
xx. 25c Cadet	89.50	105.00
xx. 5c Playboy	49.50	75.00
xx. 10c Playboy	49.50	85.00
xx. 25c Playboy	60.00	
xx. 5c Commander	35.00	55.00
xx. 10c Commander	50.00	65.00
xx. 25c Commander	65.00	74.50
xx. 7-Way Slot 5c	49.50	65.00
xx. 7-Way Slot 25c	98.00	250.00
xx. 5c Doughboy	49.50	
7. 5c Club Bell	40.00	75.00
7. 10c Club Bell	75.00	85.00
7. 25c Club Bell	100.00	125.00

J E N N I N G S

1. 5c Chief	\$125.00	\$140.00
2. 10c Chief	90.00	125.00
7. 25c Chief	129.50	175.00
6. 50c Chief	295.00	450.00
2. 5c Silver Moon Chief	125.00	149.50
5. 10c Silver Moon Chief	135.00	200.00
xx. 25c Silver Moon Chief	195.00	250.00
4. 5c Silver Chief	139.50	175.00
2. 10c Silver Chief	139.50	159.50
1. 25c Silver Chief	175.00	225.00
xx. 50c Silver Chief	550.00	650.00
6. 5c Club Bell	129.50	175.00
6. 10c Club Bell	149.50	179.50
5. 25c Club Bell	189.50	249.50
xx. 50c Club Bell	350.00	
5. 5c Sky Chief	110.00	139.00
5. 10c Sky Chief	159.50	189.50
xx. 25c Sky Chief	200.00	
xx. Triplex Chief 5-10-25	100.00	
xx. 1c Little Duke	12.50	17.50
xx. 5c Little Duke	125.00	
xx. 10c Little Duke	20.00	65.00
xx. 5c Century	35.00	55.00
xx. 10c Century	49.50	69.50
xx. 25c Century	50.00	
5. 50c Century	295.00	
2. 5c Gooseneck	29.50	35.00
xx. 10c Gooseneck	35.00	59.50
5. 25c Gooseneck	55.00	60.00
xx. 50c Gooseneck	150.00	
xx. 1c Little Duchess	20.00	29.50
xx. 5c Little Duchess	25.00	30.00
xx. 10c Golf Ball Vndr	75.00	99.50
xx. 25c Golf Ball Vndr	69.50	
xx. 5c Chrome Sup Chief	175.00	
xx. 10c Chrome Chief SP	152.00	
xx. 5c Red Skin	125.00	145.00
xx. 10c Red Skin	135.00	149.50
xx. 25c Red Skin	150.00	
5. 5c Big Chief	90.00	115.00
xx. 10c Big Chief	165.00	
xx. 25c Big Chief	199.50	
5. \$1.00 Bell	595.00	695.00
6. Cigarolla	59.50	60.00
6. Cigarolla XXV	89.50	129.50
xx. Cigarolla XV	75.00	79.50
2. 5c Victory Chief	119.50	124.50
xx. 10c Victory Chief	155.00	195.00
xx. 25c Victory Chief	200.00	385.00
xx. 1c 4 Star Chief	79.50	110.00
1. 5c 4 Star Chief	98.50	100.00
5. 10c 4 Star Chief	100.00	125.00
1. 25c 4 Star Chief	150.00	175.00
xx. 1c Dixie Bell	35.00	
7. 5c Dixie Bell	75.00	100.00
6. 10c Dixie Bell	60.00	75.00
xx. 25c Dixie Bell	295.00	
6. 50c Dixie Bell	385.00	404.50
xx. 5c Victory 4 Star Ch	350.00	
xx. 10c Victory 4 Star Ch	225.00	
xx. 25c Victory 4 Star Ch	350.00	

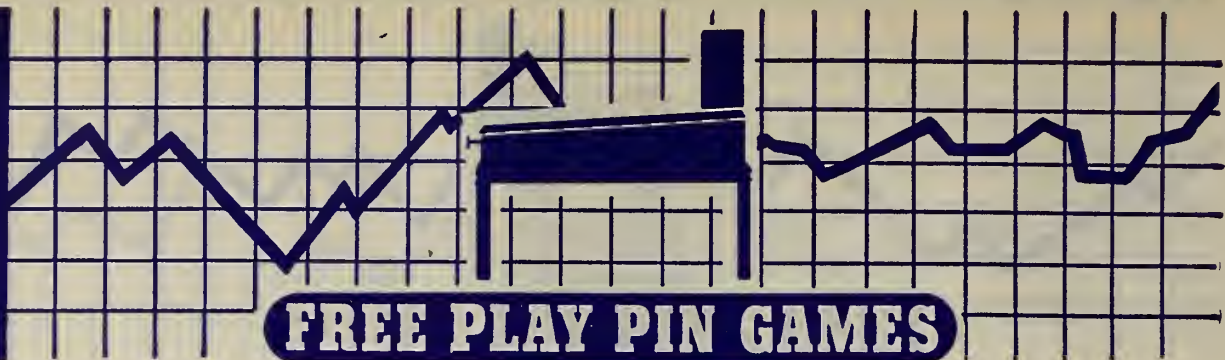


**C.M.I.
BLUE
BOOK**

FREE PLAY PIN GAMES

5. A. B. C. Bowler	\$49.50	\$67.50	1. Cross Line	65.00	69.50
1. Action (Rev)	99.50	149.50	5. Crystal	\$34.50	\$45.00
1. Air Circus	110.00	135.00	xx. Crystal Gazer	26.50	
2. Air Force	74.50	85.00	xx. Dandy	19.00	27.50
xx. Airliner	15.00	27.50	xx. Daily Dozen	10.00	15.00
2. Airport	17.50	25.00	5. Davy Jones	15.00	20.00
xx. Alert (Rev)	59.50	75.00	6. Defense (Baker)	32.50	35.00
xx. Ali Baba	29.50		2. Defense (Genco)	80.00	99.50
1. All American	64.50	65.00	xx. De-Icer (Rev)	79.50	
xx. All Out (Rev)	59.50		7. Destroyer (Rev)	69.50	79.50
6. American Beauty (Rev)	99.50	129.50	xx. Dive Bomber (Rev)	39.50	
2. Anabel	27.50	35.00	2. Dixie	35.00	45.00
2. Arizona (Rev)	199.50	249.50	2. Do-Re-Mi	50.00	72.50
7. Armada	19.50	30.00	7. Double Feature	25.00	
1. Argentine	65.00	82.50	xx. Double Play	55.00	70.00
8—CASH BOX			1. Doughboy	25.00	44.50
xx. Arrowhead	19.50	50.00	5. Drum Major	20.00	35.00
2. Attention	50.00	60.00	1. Dude Ranch	42.50	54.50
xx. Avalon	15.00	27.50	xx. Duplex	50.00	59.00
xx. Ariway	22.50		2. Eagle Squadron (Rev)	59.50	145.00
2. Bally Beauty	15.00	22.50	7. Entry	39.50	40.00
xx. Banner	17.50		2. Eureka	25.00	34.50
1. Bandwagon	30.00	49.50	xx. Falling Sun (Rev)	59.50	
1. Bang	12.50	30.00	xx. Fantasy	30.00	45.00
2. Barrage	37.50	45.00	1. Fifth Inning	29.50	44.50
xx. Battle	87.50	100.00	xx. Fifty Grand	29.50	
4. Belle Hop	40.00	85.00	6. Fishin' (Rev)	55.00	74.50
1. Big Chief	42.50	65.00	6. Five-in-One	25.00	45.00
7. Big League	22.50	40.00	5. Five & Ten & Twenty	100.00	145.00
1. Big Parade	109.50	139.50	5. Flagship	16.95	30.00
xx. Big Show	19.00	30.00	1. Flat Top (Rev)	205.00	269.50
xx. Big Ten	27.50		1. Fleet	45.00	49.50
6. Big Six	19.00	27.50	2. Flicker	55.00	65.00
6. Big Three (Rev)	100.00	179.50	2. Flying Tiger	99.50	110.00
2. Big Time	40.00	44.50	5. Follies '40	20.00	30.00
2. Big Top	104.50	249.50	2. Follow Up	17.50	20.00
xx. Big Town	21.50	40.00	1. Foreign Colors	109.50	169.50
xx. Blackout	15.00	35.00	7. Formation	20.00	25.00
6. Blondie	20.00	25.00	1. Four Aces	105.00	139.50
4. Bombardier (Rev)	69.50	119.50	1. Four Diamonds	65.00	70.00
4. Bola Way	69.50	89.50	xx. Four-Five-Six	15.00	22.50
7. Bomb-the-Axis	50.00	64.50	5. Four Roses	49.50	69.50
4. Boomtown	29.50	30.00	1. Fox Hunt	44.50	49.50
xx. Bordertown	24.50	40.00	xx. Flash	18.50	23.50
4. Bosco	69.50	92.50	1. G. I. Joe (Conv)	60.00	89.50
xx. Bounty	12.00	25.00	1. Girls Ahoy (Rev)	42.50	69.50
xx. Bowling Alley	20.00	35.00	4. Glamour	32.50	65.00
xx. Box Score	12.50		1. Gobs	95.00	129.50
2. Brazil (Rev)	194.50	249.50	1. Gold Star	35.00	54.50
xx. Brite Spot	22.50	59.50	2. Golden Gate	15.00	17.50
2. Broadcast	39.50	69.50	1. Grand Canyon (Rev)	194.50	249.50
xx. Buckeroo	15.00	19.50	1. Gun Club	69.50	85.00
4. Capt. Kidd	69.50	89.50	xx. Headliner	20.00	39.50
2. Cadillac	25.00	29.50	xx. Hi-Boy (Rev)	45.00	60.00
xx. Canteen	149.50	190.00	1. Hi-Dive	89.50	95.00
xx. Casablanca (Rev)	179.50	225.00	5. Hi-Hat	72.50	80.00
3. Catalina	249.50		xx. High Light	18.95	
2. Champ	39.50	69.50	6. High Stepper	32.50	39.50
xx. Champion	12.50	39.50	2. Hit-the-Jap (Rev)	34.50	50.00
xx. Charm	39.50		7. Hold Over	29.50	39.50
5. Chevron	19.50	24.50	5. Hollywood	249.50	
xx. Chief	15.00		1. Home Run '40	27.50	44.50
xx. Chubbie	17.50	49.50	5. Home Run '41	49.50	69.50
xx. Circus	25.00		2. Home Run '42	69.50	74.50
5. Click	74.50	79.50	4. Horoscope	65.00	75.00
xx. Clipper	25.00		1. Idaho	225.00	249.50
6. Clover	49.50	74.50	2. Invasion (Rev)	92.50	129.50
xx. C. O. D.	15.00	22.50	xx. Jolly	15.00	29.50
xx. Commander (Rev)	50.00	55.00	2. Jeep (Rev)	99.50	119.50
xx. Commodore	24.50		xx. Jumper	25.00	29.50
7. Congo	24.50	29.50	4. Jungle	59.50	85.00
1. Conquest	17.50	25.00	2. Keep 'em Flying	124.50	154.50
2. Contact	15.00	17.50	xx. Keen-A-Ball	24.50	35.00
6. Contest	94.50	99.50	2. Kismet	179.50	249.50
xx. Convention	20.00	32.50	xx. Klick	15.00	22.50
1. Cowboy	19.00	32.50			
6. Cover Girl	125.00	179.50			

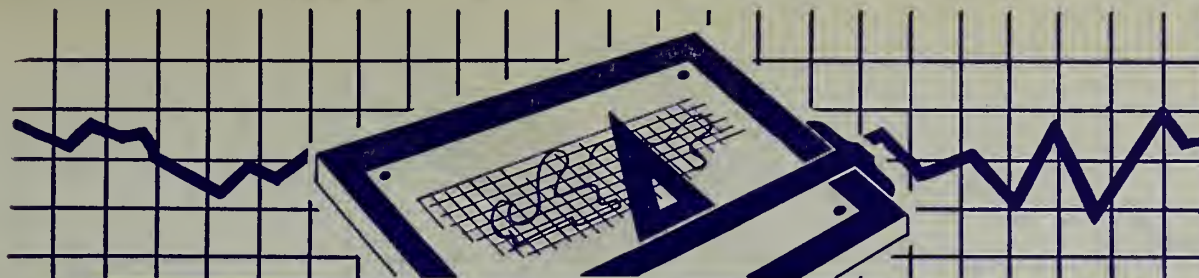
C.M.I. BLUE BOOK



FREE PLAY PIN GAMES

5. Knock-Out	\$100.00	\$129.50
xx. Knock-Out-the-Jap	75.00	105.00
xx. Lancer	25.00	39.50
1. Landslide	25.00	49.50
5. Laura	249.50	
7. Lead Off	25.00	49.50
xx. Leader	60.00	69.50
1. League Leader	30.00	49.50
1. Legionnaire	69.50	79.50
4. Liberty	130.00	175.00
xx. Liberty (Rev)	55.00	87.50
6. Limelight	29.50	35.00
xx. Line Up	20.00	49.50
5. Lite-A-Card	25.00	50.00
1. Lone Star	27.50	50.00
xx. Lot-O-Smoke	25.00	
xx. Lot-O-Fun	15.00	20.00
6. Lucky	15.00	25.00
7. Majors '40	12.50	17.50
2. Majors '41	40.00	70.00
xx. Mardi Gras	40.00	
4. Marines-at-Play	84.50	139.50
4. Marvels Baseball	90.00	139.50
1. Mascot	30.00	44.50
1. Merry-Go-Round	27.50	44.50
1. Metro	45.00	60.00
xx. Miami	15.00	
2. Miami Beach	72.50	80.00
xx. Midway (Genco)	12.50	15.00
2. Midway (Rev)	135.00	149.50
xx. Miss America (Rev)	35.00	42.50
6. Mr. Chips	19.00	25.00
2. Monicker	72.50	105.00
5. Mystic	45.00	59.50
5. New Champ	59.50	79.50
xx. Nippy	19.50	39.50
6. Nite Club (Rev)	79.50	84.50
xx. Ocean Park	12.00	24.50
xx. Oh Boy	16.50	19.50
xx. Oh Johnny	25.00	35.00
2. On Deck	15.00	22.50
1. Oklahoma	239.50	249.50
6. One-Two-Three '39	29.50	32.50
1. One-Two-Three '40	59.50	79.50
7. One-Two-Three '41	69.50	75.00
4. Owl	42.50	89.50
xx. Pals	21.50	
5. Paratroop (Rev)	89.50	105.00
1. Pan American	45.00	69.50
2. Paradise	39.00	69.50
xx. Parade Leader (Rev)	34.50	39.50
xx. Pep (Rev)	29.50	
1. Pick 'Em	15.00	44.50
1. Play Ball	52.50	69.50
5. Pin Up Girl	90.00	139.50
7. Playmate	29.50	39.50
2. Playtime (Rev)	51.50	52.50
xx. Polo	15.00	22.50
xx. Pot Shot	25.00	39.50
xx. Pursuit	37.50	49.50
7. Powerhouse	30.00	40.00
2. Production (Rev)	59.50	109.50
7. Progress	22.50	29.50
xx. Punch	16.50	22.50
5. Pylon	22.50	29.50
xx. Pyramid	12.50	
xx. Ragtime	15.00	29.50
xx. Rats (Rev)	47.50	
xx. Rebound	15.00	22.50
xx. Record Breaker	150.00	
5. Red Hot	15.00	19.00
7. Red, White & Blue	21.00	34.50
6. Repeater	29.50	39.50
xx. Reserve	10.00	20.00
xx. Rink	15.00	19.00
7. Roll Call (Rev)	45.00	69.50
7. Roller Derby	39.50	44.50
4. Rotation	22.50	32.50
xx. Rotor Table	79.50	89.50
2. Roxy	20.00	29.50
1. Salute	29.50	49.50
4. Santa Fe (Rev)	199.50	269.50
1. Sara Suzy	27.50	45.00
xx. Scandals (Rev)	35.00	
1. School Days	59.00	69.50
2. Scoop	20.00	29.50
1. Score-A-Line	29.50	42.50
xx. Score Card	20.00	39.50
1. Score Champ	25.00	44.50
xx. Scout (Rev)	29.50	
xx. Sea Powers (Rev)	\$67.50	
1. Sea Hawk	50.00	\$69.50
1. Second Front (Rev)	65.00	135.00

1. Seven Up	55.00	70.00
1. Shangri La	69.50	185.00
1. Short Stop	29.50	44.50
1. Show Boat	72.50	79.50
xx. Side Kick	15.00	
2. Silver Skates	39.50	40.00
2. Silver Spray	32.50	34.50
4. Sink-the-Jap (Rev)	39.50	79.50
xx. Sixty Grand	17.50	
7. Sky Blazer	34.50	67.50
1. Sky Chief	159.50	185.00
1. Sky Line	39.50	55.00
xx. Sky Ray	27.50	35.00
2. Sky Raider (Rev)	109.50	129.50
4. Slap-the-Jap	35.00	39.50
1. Slugger	70.00	72.50
1. Smak-the-Jap (Rev)	40.00	79.50
2. Snappy '41	45.00	79.90
1. South Paw	79.50	89.50
1. South Seas	269.50	279.50
1. Sparky	24.50	44.50
1. Speed Ball	35.00	54.50
2. Speed Demon	17.50	22.50
2. Speedway	20.00	22.00
xx. Speedy	24.50	29.50
6. Sports	20.00	25.00
2. Sports Parade	50.00	54.50
xx. Stop & Go	29.50	35.00
7. Sporty	15.00	25.00
4. Spot-A-Card	59.50	95.00
6. Spot-Cha (Rev)	79.50	89.50
2. Spot Pool	59.50	79.50
1. Spottem	20.00	44.50
5. Stage Door Canteen	249.50	
5. Stars	59.50	74.50
1. Star Attraction	65.00	79.50
4. Stratoliner	37.50	60.00
1. Streamliner	189.50	249.50
2. Strip Tease (Con)	104.50	110.00
2. Summertime	20.00	25.00
7. Sun Beam	55.00	65.00
xx. Supercharger	17.50	27.50
1. Super Chubbie	39.50	79.50
6. Super Six	29.50	47.50
1. Sun Valley (Rev)	125.00	135.00
5. Tail Gunner (Con)	49.50	69.50
2. Target Skill	10.00	22.50
2. Ten Spot	49.50	69.50
1. Texas Mustang	62.50	89.50
2. Three Score	32.50	35.00
2. Three Up	24.50	34.50
1. Thriller	19.50	20.00
5. Thumbs Up (Rev)	60.00	69.50
2. Topic	79.50	90.00
6. Top Notcher	15.00	24.50
xx. Topper	25.00	35.00
1. Torpedo Patrol (Rev)	69.50	119.50
1. Towers	74.50	99.50
2. Trade Wind (Rev)	225.00	249.50
1. Trailways	70.00	79.50
6. Trapeze	17.50	24.50
7. Triumph	15.00	35.00
xx. Triple Play	17.50	
1. Twinkles	15.00	44.50
6. Twin Six	45.00	50.00
2. Ump	25.00	27.50
xx. Up & Up	34.50	
7. Vacation	24.50	35.00
xx. Variety	12.50	15.00
1. Velvet	39.50	69.50
4. Venus	67.50	95.00
2. Victory	87.50	95.00
xx. Vogue	15.00	27.50
1. Wagon Wheels	249.50	269.50
5. West Wind	45.00	75.00
7. White Sails	15.00	29.50
1. Wild Fire	52.50	59.50
5. Wings	11.50	49.50
1. Wow	27.50	52.50
xx. Yacht Club	15.00	17.50
1. Yankee Doodle	150.00	195.00
1. Yanks	89.50	125.00
xx. Zenith	95.00	
6. Zeta	19.50	25.00
5. Zig Zag	59.50	80.00
xx. Zip	15.00	25.00
1. Zombie	60.00	79.50



**C.M.I.
BLUE
BOOK**

MANUFACTURERS' NEW EQUIPMENT

MUSIC

CHALLENGE INDUSTRIES

Challenger '47

AIREON

Fiesta
 Artisan
 Electronic Phono
 Trio (Wall Box)
 Solo (Wall Box)
 Melodeon (Speaker)
 Impresario (Speaker)
 Carilleon (Speaker)

WURLITZER

#1015
 #3020—5-10-25c 3-wire Wall Box
 #3021—5c Wall Box
 #3031—5c 30-Wire Wall Box..
 #4000—Speaker
 #4002—Speaker

SEEBURG

#1—46M
 #1—46S

ROCKOLA

#1422—Phonograph\$595.00

PINS

GOTTLIEB

Stage Door Canteen\$249.50

MARVEL

Catalina\$249.50

UNITED

Riviera

WILLIAMS

Suspense\$279.50

P & S

Kismet\$249.50

EXHIBIT

Big Hit (Single Play)\$298.50
 Big Hit (Multiple Play) 396.50

BALLY

Surf Queens\$289.50

COUNTER GAMES

DAVAL

Marvel, Plain \$50.00
 With Ball Gum Vender 55.00
 Marvel, Non-Coin Operated 54.00
 With Ball Gum Vender 59.00
 American Eagle, Plain 50.00
 With Ball Gum Vender 55.00
 American Eagle, Non-Coin
 Operated 54.00
 With Ball Gum Vender 59.00

PIONEER

Smiley

ARCADE

CHICAGO COIN

Goatee\$525.00

GENCO

Total Roll

JAFCO

Roll-A-Ball\$379.50

MUNVES

Super Skee Roll\$349.50

AMUSEMENT ENTERPRISES CO.

Bank Ball\$375.00

BALLY

Undersea Raider\$399.50

AMUSEMATIC CORP.

Lite League

CONSOLES

KEENEY

Bonus Superbell

BAKER

5c Bakers Pacers Csh Std Mod..\$500.00
 25s Bakers Pacers Csh Std Mod.. 550.00
 5c Bakers Pacers Csh DD Mod.. 550.00
 25c Bakers Pacers Csh DD Mod.. 600.00
 5c Bakers Pacers Chk Sep Std
 Mod 525.00
 5c Bakers Pacers Chk Sep DD
 Mod 575.00

ONE-BALLS

BALLY

Victory Derby\$574.50
 Victory Special 589.50

SLOTS

MILLS

5c Black Cherry Bell\$238.00
 10c Black Cherry Bell 243.00
 25c Black Cherry Bell 248.00
 50c Black Cherry Bell 328.00
 New Vest Pocket Bell 74.50

O. D. JENNINGS

5c Bronze and Standard Chiefs..\$249.00
 10c Bronze and Standard Chiefs 259.00
 25c Bronze and Standard Chiefs 269.00
 5c DeLuxe Club Chiefs 259.00
 10c DeLuxe Club Chiefs 269.00
 25c DeLuxe Club Chiefs 279.00
 5c Super DeLuxe Club Chief ... 274.00
 10c Super DeLuxe Club Chief .. 284.00
 25c Super DeLuxe Club Chief .. 294.00
 Challenger 475.00

GROETCHEN

Columbia Twin JP\$132.50
 Lots of 5 or more 127.50

SENSATIONAL MONEY MAKER

For

Arcades — Carnivals — Shooting Galleries

THE NEW ELECTRIC MACHINE GUN

WITH COMPLETE MOVING TARGET

IS NOW HERE — AND SELLING FAST

\$3250⁰⁰ INCLUDING COMPLETE 12 FT. TARGET AND 4 ELECTRIC MACHINE GUNS
F.O.B. N.Y.C.

LIMITED QUANTITY!! WRITE IMMEDIATELY!!

RUNYON SALES CO. of NEW YORK, Inc.

593 TENTH AVENUE (PHONE: LONGACRE 3-4820) NEW YORK, N. Y.

SELL US YOUR MUSIC MACHINES OR YOUR A. M. I. TELEPHONE STUDIOS AND EQUIPMENT

TAKE ADVANTAGE OF TODAY'S PRICES!

Want Any Quantity — On Or Off Location Or Complete Routes — Anywhere In U.S.A. WILL PAY HIGHEST CASH PRICES! PHONE — WIRE — WRITE

MUSIC MACHINES READY FOR LOCATION

5 Wurlitzer 412..... \$179.00	1 Wurlitzer 24 Victory '42 435.00	5 Seeburg HiTone RCES. 675.00
5 Wurlitzer 616..... 269.00	1 Wurlitzer 580 Speaker 149.00	1 Seeburg 3-Wire Console 225.00
3 Wurlitzer 24..... 335.00	1 Seeburg 8200 RCES... 745.00	2 Seeburg Colonel..... 525.00
2 Wurlitzer 500..... 495.00	3 Seeburg HiTone ES... 625.00	3 Seeburg Regal..... 435.00

We can deliver all makes and models of phonographs. Write or phone your needs!

SPECIAL THIS WEEK

5 AMI HIGHBOYS 40 RECORDS, FACTORY CRATED.....	\$549.50
25 NEW 20 RECORD AMI BAR BOXES.....	23.00

MISCELLANEOUS

15 Wurlitzer #120 Boxes, 5c.....	\$24.50	2 Seeburg 5/10/25c Bar-O-Matic Wireless.....	49.50
10 Wurlitzer #125, 5/10/25c.....	22.50	50 Buckley Boxes 24 Record, lift door.....	9.50
10 Wurlitzer #145 Fast Stepper.....	40.00	25 Buckley Bar Brackets.....	.95
10 Wurlitzer #304 Stepper.....	19.50	50 Buckley Pedestals.....	2.50
5 Rock-Ola Wall Boxes.....	12.50	5 Wurlitzer 412 Amplifiers, less tubes.....	25.00
4 Seeburg 20 sel. wireless 5c.....	39.50	10 Keeney Speaker Baffles.....	17.50
10 Seeburg 24 Boxes — 3-wire, 5c.....	22.50	10 Adapters for Mills Empress.....	32.50

WANT 616 MECHANISMS COMPLETE IN STEEL CABINETS, OR SINGLE. WE PAY HIGHEST PRICES. WRITE IMMEDIATELY.

TERMS: 1/2 Certified Deposit Must Accompany All Orders, We Ship Balance C.O.D., F.O.B. Newark, N. J.

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(ALL PHONES: BIGELOW 3-8777)

NEW YORK
NEW JERSEY
AND
CONNECTICUT
OPERATORS

You've Seen The Rest —
NOW — See The Best!

AT THE
PREMIERE SHOWING
OF THE
NEW

A. M. I.

40 SELECTION PHONOGRAPH

ON
DISPLAY
IN OUR
SHOWROOMS

MARCH
27
TO
APRIL 5

The New A.M.I. Phonograph is outstanding in style and design... tested and proven on location... and the mechanism is superb... only 8 moving parts.

Truly the finest of all phonographs

SEE IT WITHOUT DELAY!

RUNYON SALES CO.

OF NEW YORK, INC.

593 TENTH AVENUE, NEW YORK 19, N. Y.

(LONGACRE 5-4820)

NOW ON DISPLAY...
With a World of New Features



MODEL NO. 1422

OPERATORS
CASH PRICE

\$595⁰⁰

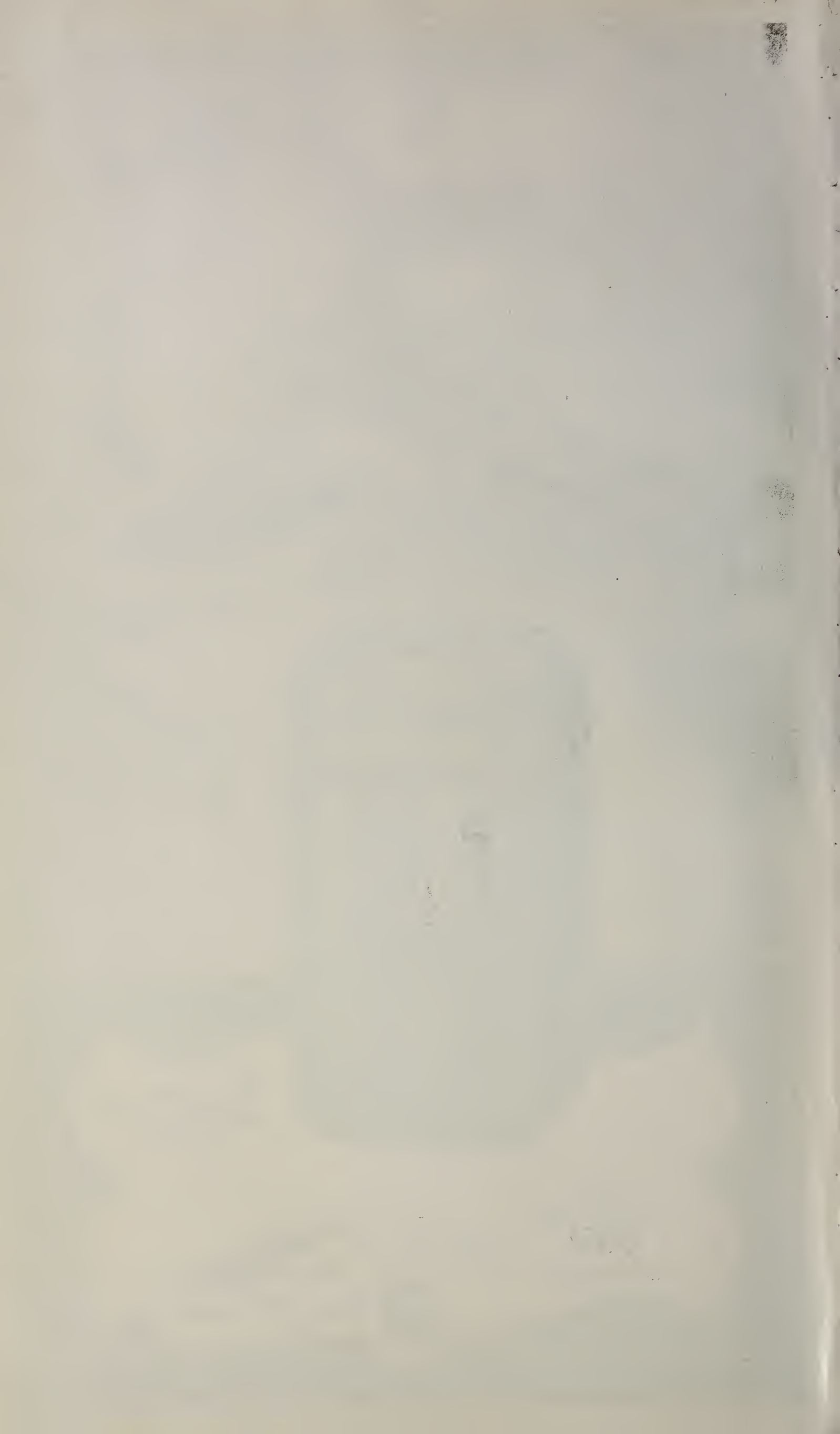
F.O.B. Chicago, Illinois
Federal Excise Tax Included

The
**PHONOGRAPH
OF TOMORROW**

ROCK-OLA Manufacturing Corporation



800 N. KEDZIE AVE., CHICAGO 51, ILL.





Only the people in this booth hear music with the new

Measured Music



Yes, that's right! This system is not a loud irritating type of operation that is heard by EVERYONE in the location when any ONE person inserts a coin.

Think of the many advantages of this system to a location owner who wants the revenue from a coin-operated system and yet wants to avoid endangering loss of trade by patrons who would be disturbed by loud music.

ACT QUICKLY

Shipments are now being made

ADVANTAGES TO YOU MR. OPERATOR

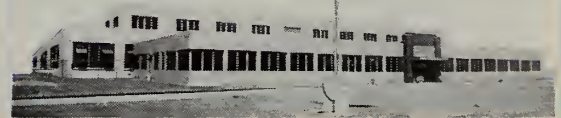
- # Each individual *Measured Music* box has a potential earning power of fifty cents per hour.
- # For example, a location with twenty *Measured Music* boxes has a potential earning power of \$10.00 PER HOUR!
- # Compare this with the best possible "TAKE" with your present system.

PERSONAL MUSIC CORPORATION

P. O. BOX 720, U. S. HIGHWAY No. 1 • NEWARK, NEW JERSEY

phone - - Blgelow 8-2200

THE HOME OF *MEASURED MUSIC*



RIVIERA

CONVERTED FROM
"BIG PARADE"

We Are Also Converting

- | | |
|-------------|----------|
| ZOMBIE | DO-RE-MI |
| SUN BEAM | STARS |
| DOUBLE PLAY | LEADER |
| WEST WIND | DUPLEX |
| SKY BLAZER | KNOCKOUT |

NOTE

We will buy at \$60.00 each,
f.o.b., our factory, any of the
above listed games.

See Your Distributor or Write Direct!

UNITED MANUFACTURING COMPANY 6125 N. WESTERN AVE.
CHICAGO 45, ILLINOIS



MILLS USES NAT'L BUSINESS MAGS FOR AD CAMPAIGN ON VENDERS

CHICAGO — Mills Industries, Inc., this city, are featuring an advertising campaign directed to the attention of the nation's leading industrialists thru the following noted business magazines: Nation's Business, United States News, Printer's Ink, Sales Management, Advertising & Selling and Industrial Marketing.

The advertisements themselves are unusually attractive and are printed in full colors. They feature the fact that this is the time for the average business man to arrange to sell his merchandise thru coin operated vending machines.

Gordon B. Mills, vice-president in charge of sales for Mills Industries, Inc., states in regard to this advertising campaign which his firm is conducting, "While this advertising series is designed primarily to promote the use of vending machines manufactured by Mills Industries, Inc., its tone and quality is such that the entire coin machine industry cannot help but benefit from it. We have already received a number of commendations on this campaign from leaders in the coin machine field.

"The publications being used," Mills stated, "were especially chosen to reach the most influential business men in the country."

BING CROSBY TO SEE AMI AT WOLF'S SHOW

LOS ANGELES, CAL. — Bill Wolf of M. S. Wolf Distributing Company, this city, reports that some of the biggest names in the radio, theatre and record worlds will attend his three premieres of the new AMI phonograph.

The one and only Bing Crosby is going to be there; he is a long time friend of Bill. Music operators will have a once-in-a-lifetime opportunity to meet and see this top ranking favorite among juke box players.

Those who have already signified their intention of being on hand for the big doings include movie star Ben Blue, Ella Logan, movie, radio and theatrical entertainer; Tex Atchison and His Santa Fe Boys, Victory Recording artists; Monte Hale, Republic's newest singing cowboy; Billy Austin, who wrote the famous song "Is You Is, Or Is You Ain't My Baby" and others.

NEW RELEASES
COIN MACHINE FILMS
FOR
PANORAM OR SOLOVUE
100
BEAUTIFUL
GIRLS
IN 18 DIFFERENT WHEELS
\$36 PER WHEEL
OF SIX SUBJECTS
SOUND OR SILENT

QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

FOR ALL OF THE
OUTSTANDING
MONEY MAKERS
OF 1946
IT
WILL
PAY
YOU
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SEE
C. A. ROBINSON CO.
2305 W. PICO BLVD.
LOS ANGELES 6, CALIF.
(TEL: FE 1810)



All eyes look to **ABT**



Since our country has been engaged in the strife to end all future battles, we at ABT have been doing our utmost to aid our armed forces. ABT has long been recognized as a leader in the coin machine industry. Our distributors and customers, and even our competitors, have kept a constant eye on what the future will bring from ABT. You may rest assured that our new products will strengthen our position as a leader in this our chosen field.



A.B.T. Manufacturing Corporation
715-723 North Kedzie Avenue, Chicago 12, Illinois

**JOIN THE BEST —
AND GET THE MOST**

FOR THE GOOD OF THE INDUSTRY AND YOURSELF

JOIN CMI NOW!!

CONTACT CMI HEADQUARTERS NOW!

SEATTLE PAPER BLASTS VET VENDER DEALS

Better Business Bureau Warns Vets to Beware of All Vending Machine Deals. Many Investors Complained.

SEATTLE, WASH. — This city's Seattle Times broke loose with a headline story which is rocking the foundations of all legitimate vending machine firms here.

The item, written by Alice Staples, is one of the worst which has ever been directed at the vending machine industry and unless the NAMA and all others in this division of the field take immediate action, there is no doubt that venders will lose much prestige thruout this area.

The article reads in part, "Vending machines, those automatic salesmen which hand out cigareetes, gum, candy or peanuts at a twist of the wrist, are causing plenty of headaches nowadays for both veterans and non-vterans here who have invested money in machines.

"Many men have invested their savings in machines," the article continues, "after listen ing to flowery sales talks. But, in numerous cases reported to the Better Business Bureau, the veteran finally reads the fine print in the contract and finds it falls far short of the oral promises.

"Usually there is no recourse. The buyer has signed a legal contract.

The salesman who painted a bright picture of prospective profits is not involved. The signature the contract carries is that of the regional or local manager ,who promised nothing."

The article then goes on to tell of one man who gave an \$850 deposit on the understanding that he was to get 100 machines. Instead, after reading his contract, he found he was to get only 50 machines.

He also thought that he had invested in an "established vending machine route which would net \$65 a week and require 12 hours to service." The result was that there was no such route and he was to set the machines.

The article then goes on to tell of other veterans and non-veterans who were also milked by these high

pressure vending machine salesmen.

In general, it is one of the hardest hitting articles against investing in coin operated vending machines which has ever yet appeared in any newspaper.

This is definitely a job for the NAMA and every vending machine manufacturer to once and for all time acquaint all the nation's Better Business Bureaus that these Bureaus can check with them when any salesman starts such sales.

PHONO OPERATORS'

We Repair — Rebuilt and Recone all types
of Speakers.
PROMPT SERVICE — REASONABLE RATES
Out of State Jobs Solicited

DEE'S SERVICE SHOP

1119 Venice Blvd. Los Angeles 15, Calif.

WATCH FOR GRAND OPENING

GOLD COAST COIN MACH. EX.

LOS ANGELES, CALIF.

DISTRIBUTOR FOR

GOTTLIEB QUALITY PRODUCTS

Ready For Delivery Soon —

KEENEY'S BONUS SUPER BELL

5 COIN MULTIPLE — COMBINATION FREE PLAY OR PAYOUT

AVAILABLE IN 5c, 10c OR 25c PLAY

It's The Hottest Machine of the Year

TRIMOUNT COIN MACHINE COMPANY

40 WALTHAM STREET Tel: LIBerty 9480 BOSTON 18, MASS.

NOW DELIVERING

3 PROFIT PRODUCERS by BALLY

"VICTORY DERBY" "VICTORY SPECIAL"

"SURF QUEENS" "UNDERSEA RAIDER"

WATCH FOR OTHER NEW BALLY PROFIT-PRODUCERS

PAUL A. LAYMON

1503 W. PICO BLVD.
LOS ANGELES 15, CAL.

(WIRE — WRITE — PHONE) • DIRECT LINE DISTRIBUTORS • (TEL: DR 3209)

BANK BALL is "QUICK to CLICK"

IT HAS ALL THESE ESSENTIAL FEATURES:

QUALITY *of materials*

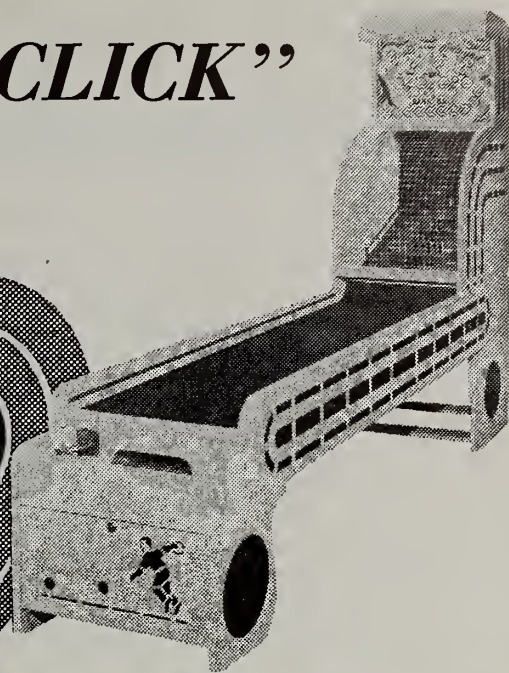
SIMPLICITY *in operation*

BEAUTY *in design*

TROUBLE FREE *mechanism*

TESTED *on location*

OPERATOR *approval*



And these features always will be
incorporated in
AMUSEMENT ENTERPRISES CO.
products to make them

"QUICK TO CLICK"

9 FOOT SIZE
\$375⁰⁰

F.O.B., N.Y.

12 & 14 FT. SIZES
Prices on Request

Order From Your
Nearest Distributor

Distributed in Eastern Pennsylvania
and Southern New Jersey by

DAVID ROSEN

855 N. Broad St. Phila. 23, Pa.

Distributed in

Northern New Jersey by
HERCULES SALES

& DISTRIBUTING CO.

415 Frelinghuysen Avenue
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Distributed in

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**AMERICAN
COIN-A-MATIC
MACHINES CO.**

1437 Fifth Ave. Pittsburgh 19, Pa.

Distributed in

Texas and New Mexico by

WALBOX SALES CO.

1503 Young Street Dallas, Texas

Distributed in

District of Columbia, Maryland,
No. Virginia and Delaware by

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SALES CORP.**

306 N. Gay St. Baltimore 2, Md.

Distributed in Oklahoma by

**CLIFF WILSON
DISTRIBUTING CO.**

1121 S. Main St. Tulsa, Okla.
119 S. Walker St., Okla. City, Okla.

Distributed in Ohio, Michigan,

West Virginia and Kentucky by

**NICKEL AMUSEMENT
COMPANY**
1648 St. Clair Avenue
Cleveland 14, Ohio

Distributed in Illinois, Iowa,
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PELL PRODUCTS CO.
2000 N. Oakley Chicago, Ill.

AMUSEMENT ENTERPRISES CO.

GEORGE PONSER • IRVING KAYE 2 COLUMBUS CIRCLE, NEW YORK, N. Y. • PHONE: Circle 6-6651





PEACHES *from* GEORGIA

YES SIR

THESE PEACHES ARE READY FOR GEORGIA'S OPERATORS . . . COME AND GET 'EM FROM DIXIE'S MOST PROGRESSIVE DISTRIBUTORS.

EXCLUSIVE DISTRIBUTORS FOR

O. D. JENNINGS & CO.

★ ★

H. C. EVANS CO.

★ ★

MIKE MUNVES

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EXHIBIT SUPPLY CO.

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BALLY MFG. CO.

HEATH DISTRIBUTING CO.

217 THIRD STREET

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MACON, GEORGIA

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

NOTE: All of our Film for use in Panorams and Solo-Vues is specially treated and prepared to assure smooth running and maximum service.

DISTRIBUTOR FOR PHONOFILM PRODUCTIONS AND QUALITY PICTURES

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NORTH KROLL
DRIVE

PHONOFILM

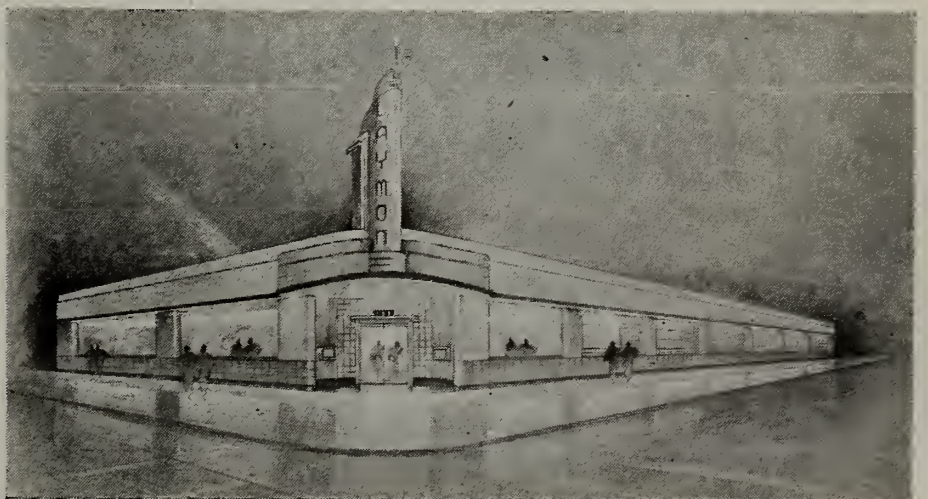
HOLLYWOOD
28
CALIFORNIA



LAYMONS SHOW FUTURE QUARTERS

LOS ANGELES, CAL. — Paul and Lucille Laymon, of the Paul A. Laymon Company, coin machine distributors, are preparing to break ground for their new building to be located at the corner of Pico and Berendo, in the heart of this city's Coin Row.

The interior of the new building will be furnished in a modernistic vein, and will include unusual layouts of equipment and fixtures. Both Paul and Lucille are well known here for their skill with interior decoration and design, and their future quarters are expected to reflect these talents.



Artist's drawing of the Paul A. Laymon Building, soon to be erected.

45

Seconds of Magical Science!

— THAT GIVE THE PUBLIC GREATER VALUE AND SERVICE
— OFFER YOU UNUSUAL PROFIT POSSIBILITIES



REG. U. S. PAT. OFF.

INTERNATIONAL MUTOSCOPE CORPORATION
 44-01 Eleventh Street
 Long Island City 1, New York

Gentlemen:

Please send me information on *PHOTOMATIC and other PROFITABLE COIN MACHINES when available.

Name.....

Address.....

City.....State.....

5-4

INTERNATIONAL MUTOSCOPE CORPORATION

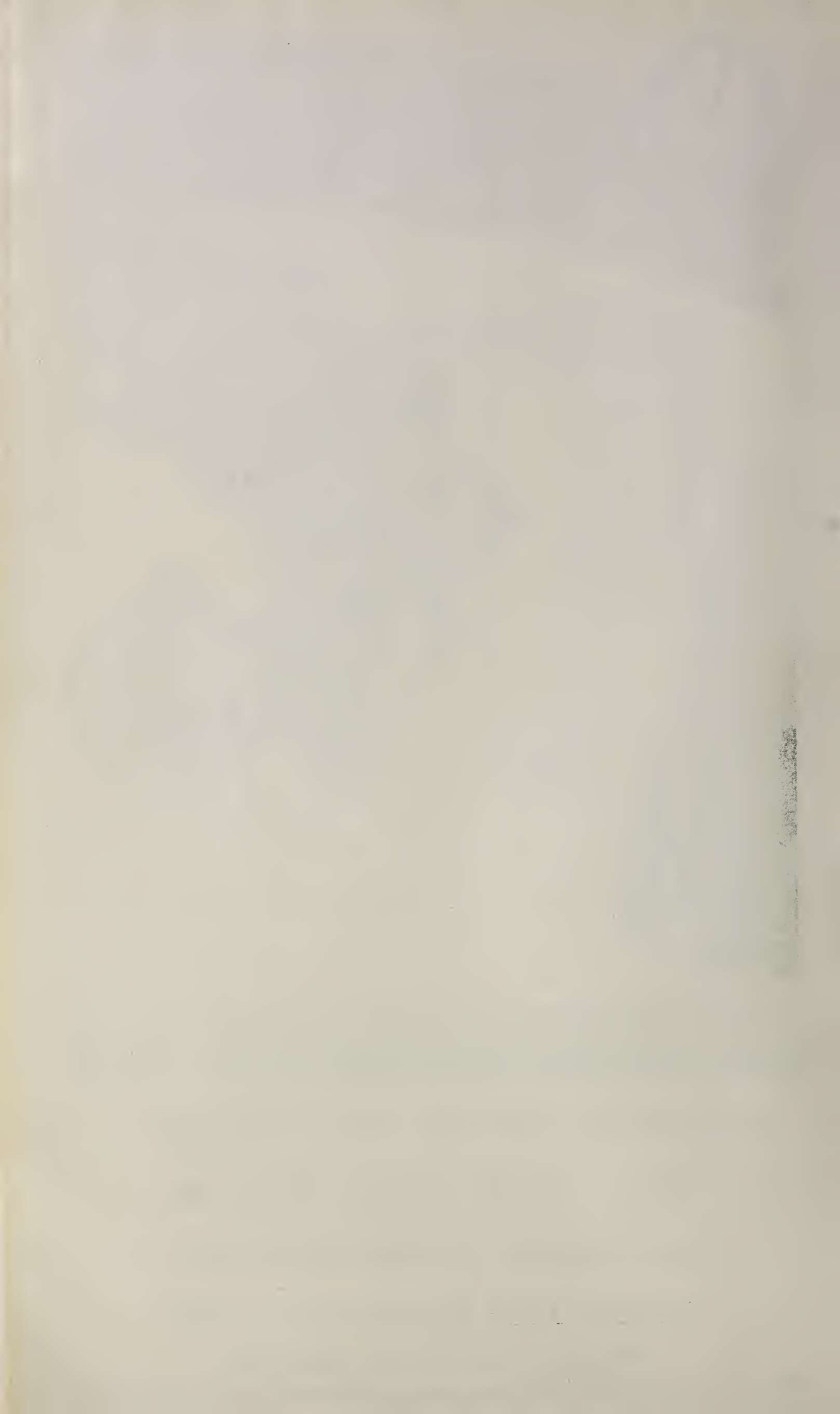
44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1 NEW YORK

**MEMBERSHIP IN CMI TODAY —
 WILL HELP KEEP YOU IN
 BUSINESS TOMORROW!**

*Contact Your Distributor or CMI
 Headquarters for Details*



IT MUST BE GOOD

GOALER

CHICAGO COIN'S

HAS SUCH A TREMENDOUS EARNING POWER OPERATORS CAN'T STOP PRAISING

The **ONE OR TWO NICKEL PLAY**
5¢ OR 10¢ EACH GAME

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

PRODUCTION IS LIMITED .. ORDER TODAY FOR EARLIEST DELIVERY

DISTRIBUTORS FOR

Bally

UNDERSEA RAIDER.....ONE PIECE ELECTRIC GUN
VICTORY DERBY.....1-BALL MULTIPLE CASH PAYOUT
VICTORY SPECIAL.....1-BALL MULTIPLE FREE PLAY
SURF QUEEN.....5-BALL FREE PLAY

WRITE US ON OUR TIME PAYMENT PLAN

MINTHORNE MUSIC CO.

2920 W. PICO BLVD.
LOS ANGELES, CAL.

512 W. WASHINGTON STREET
PHOENIX, ARIZONA
ROBERT S. ANDERSON, MGR.

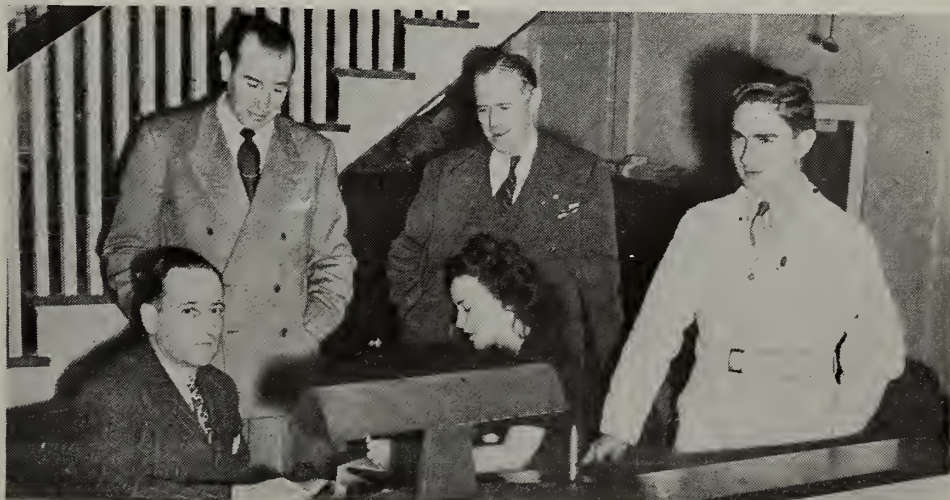
WALBOX SALES ADD TO SALES FORCE

DALLAS, TEX. — Two new department heads have been appointed to the Walbox Sales Co., this city, it was recently announced by George Wrenn, general sales manager for the firm.

The two are James L. Dorworth, who will serve as assistant to Wrenn, and Robert Tuthill, who will take over as foreman in charge of the entire shop and shipping department.

“Dorworth comes to the company with years of sales and managerial experience behind him,” an official for the firm said, “while Tuthill, though young in years, comes to Walbox thoroughly acquainted with all problems of the service end of the business.”

Collis P. Erby and George Wrenn extend an invitation to all operators and distributors to come in and meet both these new department heads.



With James L. Dorworth (seated left) as he dictates his first sales announcement, are Miss Ava Nell Priddy, sales manager, and Robert Tuthill, newly appointed foreman.

Bill Wolf announces

PREMIERE SHOWING

of

THE NEW AMI PHONOGRAPH

- San Francisco: April 3 and 4, 1946
- Seattle: April 10 and 11, 1946

————— AT OUR SHOWROOMS —————

- 1175 Folsom Street, San Francisco
- 2313 Third Avenue, Seattle



M. S. WOLF DISTRIBUTING CO.

(FORMERLY CALIFORNIA AMUSEMENT CO.)

MAIN OFFICE:
1348 VENICE BLVD., LOS ANGELES, CALIFORNIA

Bill Wolf announces

PREMIERE SHOWING

of

THE NEW

AMI

PHOTOGRAPH

• San Francisco: April 3 and 4, 1946

• Seattle: April 10 and 11, 1946

AT OUR SHOWROOMS

• 1175 Folsom Street, San Francisco

• 2313 Third Avenue, Seattle



M. S. WOLF DISTRIBUTING CO.

(CORPORATE HEADQUARTERS)

NEW YORK OFFICE

100 WEST 30th STREET, NEW YORK 1, N.Y.

"DUCKY"

1800 R. M. Holes . . . 5c Play
 Takes In . . . \$90.00
 Pays Out . . . 47.06
PROFIT . . . \$42.94

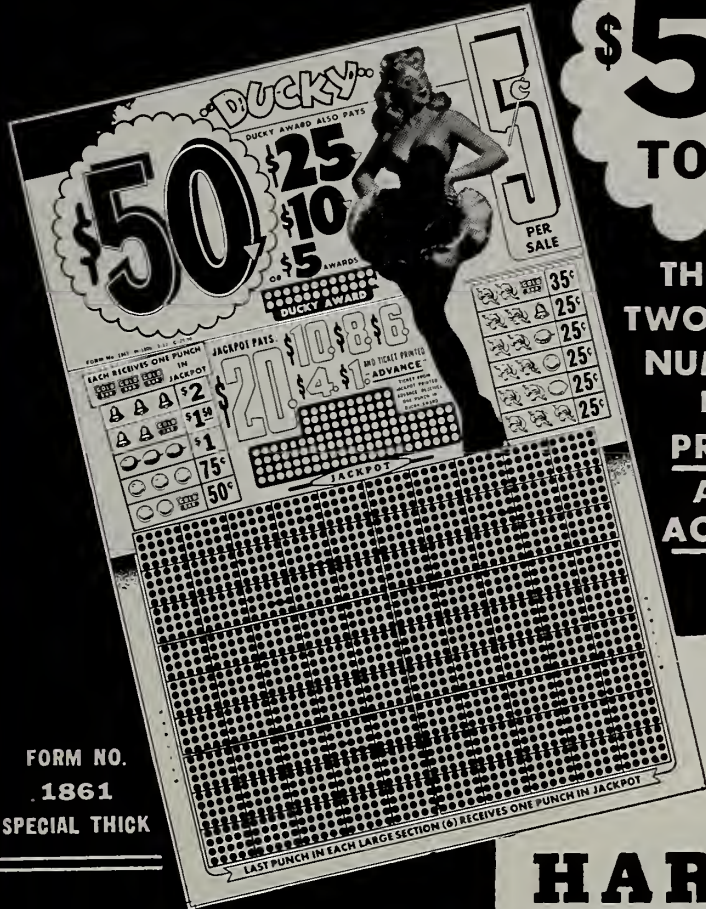
HARLICH'S
Newest

\$50
TOPS!

THEY'RE
 TWO SWEET
 NUMBERS
 FOR
PROFIT
 AND
ACTION
 !!!

"IN THE DARK"

960 G. L. Holes . . . 10c Play
 Takes In . . . \$96.00
 Pays Out . . . 46.48
PROFIT . . . \$49.52



HARLICH
MANUFACTURING CO.

1417 W. JACKSON BLVD.
 CHICAGO 7, ILLINOIS

**Navarro Officially
 Opens New Offices
 With Aireon Showing**

LOS ANGELES, CALIF. — Frank B. Navarro, one of the best known juke box coinmen in the country, officially opened his impressive new showrooms here with the showing of the new Aireon Electronic Phonograph, he reports.

One of the first deals to greet Frank on the opening of his showrooms was that with Louis Velasco of Sonora, Mexico.

He reports, "Not only did our new showrooms meet with great commendation from all who attended our official showing of the Aireon Electronic Phonograph but the way the juke box men went all out for this Aireon line was something which I have never, in all my years in the music machine business, yet experienced."

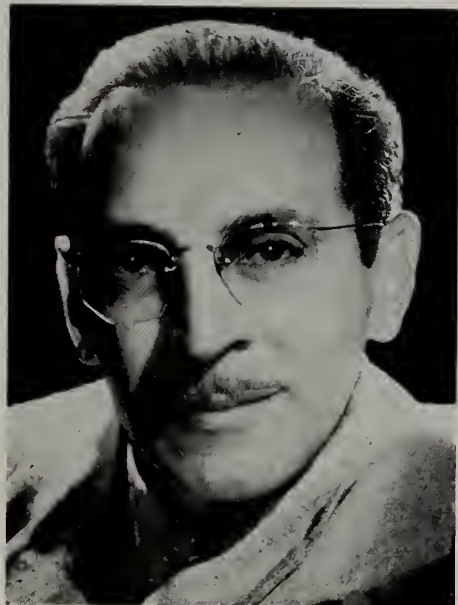
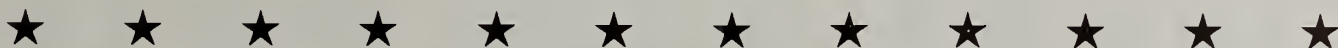
Frank also reported that the firm are planning many new innovations in service and sales features for the trade. He is now preparing an elaborate program to help all juke box ops thruout his territory.

He also said, "We are going to give everyone of the men who call on our firm the value of our many years experience in the music machine field. In addition we have factory trained mechanics who will work right with them, on location if necessary, to help them to greater profits."

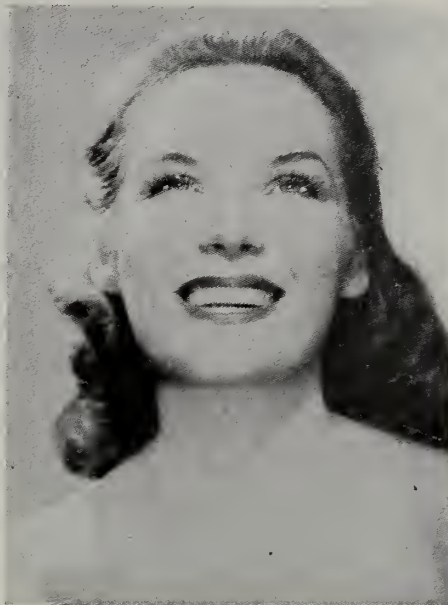


Top picture: Left to right: Frank B. Navarro closing deal with Louis Velasco of Sonora, Mexico. Velasco is reported to have made one of the best deals in his history. Bottom pic: Left to right: F. Ferra, Frank B. Navarro and A. Gill who will handle all business for the firm on Aireon line.

MUSIC OPERATORS



THOS. PELUSO



PAT KAY



HENRY RUSSELL



ART WEST and the SUNSET RIDERS



33c
INCLUDES TAX



PAUL PAGE
and his PARADISE MUSIC



QUALITY—QUANTITY—PRICE

PAT KAY

#107 { WAITING FOR THE TRAIN
I SEEM TO SEE MY LOUISIANA

#108 { EASY STREET
LOVE ME NOT

#109 { MY HEAD UPON YOUR SHOULDER
SEND ME A MAN AMEN

HENRY RUSSELL

#112 { PIN MARIN
HOW CAN I LOSE

#113 { I MISS THOSE LITTLE THINGS
ADAM TAKES A WIFE

#118 { A STORY BOOK ROMANCE
SINCE WHEN

#119 { SEEMS LIKE OLD TIMES
IT'S NO GO

THOS. PELUSO

#114 { ON THE BEAM WITH A DREAM
FEELING ZERO

#115 { I'M JUST THE WORRYING KIND
PIN MARIN

ART WEST

#110 { WHERE IS MY SOMBRERO
TOMORROW'S IN THE SKY

#111 { I SEEM TO SEE MY LOUISIANA
I'M GOIN' DOWN THE MOUNTAIN

#116 { I WON'T TELL ON YOU
SHE'S MINE

SIERRA DISTRIBUTING CO.

1506 N. SIERRA BONITA

HOLLYWOOD 46. CALIF.

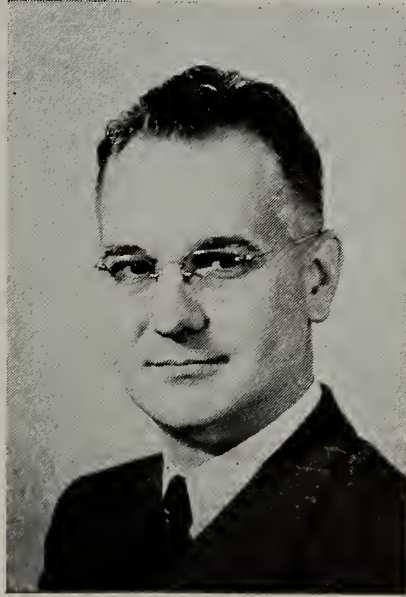
THE UNIVERSITY OF CHICAGO



THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

LONG PULL YEARS AHEAD WILL RESULT IN A BETTER INDUSTRY



By **GEORGE M. DICK**
Executive Vice President, Coin Machine Acceptance Corp.

As our nation looks forward to its first peaceful spring since 1941, the Coin Machine Industry may well look back with pardonable pride on its accomplishments during the dark war years.

The war production record of the manufacturers of this industry is second to none.

Entirely aside from that, however, is the record of the distributors and operators who provided entertainment for millions of G.I.'s and tens of millions on the home front.

This entertainment was provided at the same old price which prevailed for many years before the war and it is impossible to measure its morale-building value but it is a certainty that our form of entertainment reached more people than any other.

In this spring of 1946, the Coin Machine Industry looks ahead with renewed vigor and high hopes.

The labor situation has cleared to a great extent, materials are becoming more plentiful and the demand for equipment is unprecedented.

Predictions are being made that business will be good for anywhere from one to five years.

Great progress has been made in raising the standard of the industry and these efforts must continue.

All is not peaches and cream, however. The industry is faced with rising costs, shortages of labor and equipment and in some localities, senseless competitive practices.

The tax picture is not a bright one. Not many days pass in which we do not hear that some municipality or county is endeavoring to place a prohibitive tax on coin-operated equipment.

These problems are not insurmountable and I believe that the favorable features going ahead, far outweigh the unfavorable.

Never has there been such a demand for the products of this industry and new equipment will soon be available in increasing volume.

New blood has come into the industry in manufacturing, distributing and operating. Good, clean competition has made American industry the greatest in the world and insofar as our industry is concerned, it should be welcomed. Competition of the wrong kind will soon eliminate itself.

The days ahead will tax the ingenuity of every manufacturer, distributor and operator but for the long pull, that can result only in a better Coin Machine Industry for all.

PRE-WAR PRICES

PRECISION PARTS FOR BLUE FRONTS, BROWN FRONTS, GOLD CHROMES

New Payout Slides (Specify 5c-10c-25c 3/5 or 2/5) Per Set (6)	\$6.00
Individual Slides (Order by Part Number — 2/5 or 3/5) Each	1.00
Slide Cover Complete (Specify 5c-10c-25c)	1.50
Slide Posts (Set of 4)	1.00
Lower Lever Guide	1.00
Shim for Lower Lever Guide	.25
Payout Tube, Complete with Hopper (10c or 25c)	3.50
Escalator (Specify 10c or 25c) in Exchange for Old Escalator and	12.00
Clock Gear (Large — Complete with Dogs and Springs)	2.00
Clock Gear (Intermediate — Complete with Pinion)	1.50
Clock Rebuilt, Your Old Clock and	5.00

NEW ALUMINUM BROWN FRONT CASTINGS

Including: Bottom Front Casting with coin cup cover — Top Front Casting with Coin Denominator — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate — Chromed Cherry Jewel.

PER SET
\$27⁵⁰

NEW ALUMINUM GOLD CHROME CASTINGS

Beautiful Glitter Gold Enamel Finish with Gleaming Chrome Ornaments.

Including: Bottom Front Castings with Coin Cup Cover — One Piece Payout Cup Casting — Diamond Ornaments — Top Front Casting with Coin Denominator and Intake Casting — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate and Rivets.

PER SET
\$37⁵⁰

Club Handle, Beautifully Designed & Plated (Specify Brown, Gold Chrome or Blue)	\$3.50
Standard Handle, Stamping	1.50
Plate Insert for Reserve Jackpot Opening	1.00
Cherry Jewel for Brown Front or Cherry Bell	3.00
Etched Metal Reward Plate (Specify 2/5, 3/5, Brown Front or Blue Front)	1.50
Etched Metal Reward Plate (Specify 2/5 or 3/5 for Gold Chrome)	4.00
Reel Strips, Per Set	.45
Complete Set Slot Springs, Plus Spares (50)	5.00
Assorted Nuts, Bolts, Lock Washers, Cotter Pins, Rivets	3.00
Coin Denominators (5c-10c-25c for Blue or Brown Front)	.75
Coin Denominators and Intake Casting (New Style) 5c-10c-25c for Gold Chrome	1.50
Knee Action Stop Levers, Per Set	3.00
Star Wheels for Reels (20 Stop)	.75
Reel Discs, Each \$2.00, Set of 3 (Standard 3/5, Club or 2/5 Single Cherry P.O.)	6.00
Tin Reel Assembly	1.25
Complete Set Reels and Discs (3/5, Club or 2/5 P.O.)	17.50
Hardened Steel Drill Proof Plates for Side of Cabinet, Set of 2	4.00

WRITE FOR COMPLETE LIST OF PRECISION PARTS FOR BLUE FRONTS — BROWN FRONTS — GOLD CHROMES

BUCKLEY TRACK ODDS PARTS PRE-WAR PRICES
BUCKLEY MUSIC SYSTEM PARTS PRE-WAR PRICES

National Slug Rejectors:

N-101, 5c	\$4.00
200-A — 201A (5c-10c-25c)	10.00

BUY FROM BUCKLEY WITH CONFIDENCE
ANY PURCHASE MADE IS BACKED BY OUR GUARANTEE OF SATISFACTION — OR YOUR MONEY REFUNDED WITHIN 30 DAYS OF SHIPMENT.

BUCKLEY TRADING POST

4223 WEST LAKE STREET

CHICAGO 24, ILLINOIS

(ALL PHONES: VAN BUREN 6636-6637-6638-6533)

WAR PRICES

... ..
... ..
... ..

... ..

57

... ..

57

WRITE FOR COMPLETE LIST OF REVISIONS MADE FOR
THIS FORM - AT YOUR RISK - GOLD CHANGE

...

...

... FROM SUBJECT WITH THIS PRICE
... ..
... ..
... ..

BUCKLEY TRADING POST

... ..
... ..
... ..

**MILLS SALES CO., LTD.
EXCLUSIVE DISTRIBUTOR**

FOR

MILLS NOVELTY CO.

IN

CALIFORNIA - OREGON - NEVADA - ARIZONA

AND FOR

INTERNATIONAL MUTOSCOPE CORP.

IN

CALIFORNIA - OREGON - WASHINGTON - NEVADA

ORDERS ARE BEING
ACCEPTED FOR PRIORITY
DELIVERY ON MUTOSCOPE'S

- PHOTOMATICS •
- ATOMIC BOMBER •
- VOICE-O-GRAPH •



WE ALSO HAVE FOR
IMMEDIATE DELIVERY
MILLS BLACK CHERRY
BELLS
MILLS VEST POCKET
BELLS

WRITE — WIRE — OR PHONE

MILLS SALES COMPANY, LTD.

1640-18th STREET (All Phones: HIGATE 0230-1-2-3-4) OAKLAND 7, CAL.

**FROM PLANE TO SHOW
IN NEW RECORD TIME
PERES CLAIMS**

NEW ORLEANS, LA. — Jules H. Peres of the J. H. Peres Distributing Co., this city, claims that the firm set a new record for showing of the Aireon Electronic Phonograph.

Peres states, "We received the first sample by plane at 4:30 A.M. Saturday morning and before you could count the hours away we had one of the biggest crowds in all New Orleans' history in our showrooms looking over the machine."

As the top picture at the right shows: Pete Rigdon, Aireon Regional Manager with N. Charles Wicker and Frederick Fischer, serviceman, and J. H. Peres (himself) on the right.

The bottom picture shows what the firm's showrooms looked like when the phonograph was unveiled before a large crowd and all wanted to get into this picture.

Reading from left to right in this bottom picture are: N. Charles Wicker, Marion Puchot, George Brennan, Webb Robinson, Julie P. Wicker, J. H. Peres, Mrs. J. H. Peres, Fabien Puchot, Mrs. Rudy Greenbaum, Ralph Rigdon, Mrs. Art Welch, Mrs. Webb Robinson and Pete Rigdon.

According to Peres, "This was one of the most hectic times of my life in this business to get the Aireon Electronic Phonograph on the floor and ready for one of the grandest showings we have ever held. All we want now is to promise every operator in our territory the finest ser-



vice and cooperation they have ever yet received."

O. C. Marshall and Henry Fox,

other members of the firm, were also present at this showing and report it to be the "best we've ever yet seen."

WANTED TO BUY IMMEDIATELY MILLS ESCALATOR TYPE SLOTS

WIRE — PHONE — WRITE

BILL WOLF

M. S. WOLF DIST. CO.

1348 VENICE BLVD.

LOS ANGELES 6, CALIF.

(PHONE: PROSPECT 4131)

OPERATORS — RECORD DISTRIBUTORS

MAKE MONEY WITH THESE LABELS

ATOMIC ★ ★ ★ MEMO ★ ★ ★ SUNSHINE

WE GUARANTEE QUALITY AND QUANTITY
ORDER FROM YOUR NEAREST DISTRIBUTOR

CARDINAL SALES & SERVICE
711 WEST OAK ST.
LOUISVILLE, KY.

SO. COAST AMUSEMENT CO.
314 E. ELEVENTH ST.
HOUSTON, TEXAS

W. M. AMANN DISTRIB. CO.
115 OLIVE STREET
SHREVEPORT, LA.

CLIFF WILSON DISTRIB. CO.
CANIPE DIST. CO.

1121 S. MAIN ST.

TULSA, OKLAHOMA

1049 UNION AVE., MEMPHIS, TENN.

K & M DISTRIBUTORS

1913 W. PICO BLVD.
LOS ANGELES 6, CAL.

RUNS 800 PHONO ROUTE

STOCKTON, CALIF. — Jack Daly, district manager for E. T. Mape, is reported to be one of the best music machine operators in the business.

Daly is running over 800 machines in his territory and uses 16 men to help him with this route.

In view of the fact that operations are continuing to grow larger everywhere in the nation it is interesting to note at this time that Jack Daly is continuing to give just as fine service to everyone of his locations as he did pre-war and does it with an absolute minimum of manpower.

"That's what efficiency of operation can do," Daly reported, "and we believe that every music operator knows that today efficiency is the most important thing he can learn."



JACK DALY

Conducts 800 Music Machine Route

FULL WEEK SHOWING OF AMI BY RUNYON

NEW YORK—A full week's showing of the new AMI phonograph will be held for all New York, New Jersey, and Connecticut music operators, it was announced by Barney (Shugy) Sugeran of Runyon Sales Company, AMI distributors in this city.

Beginning on March 27 and continuing to April 5, the Runyon company will be host to ops from the above mentioned states with a display of the new machines at their showrooms, 593 Tenth Avenue.

Barney (Shugy) Sugeran, Abe Green and Mike Munves, firm heads, and their managers, Bernie Wolfson, Jack Mitnick and Herman Perin will be on hand to greet all their friends from the three states.

Happel Names New Parts Dept. Head

LOS ANGELES—Wm. R. Happel, Jr. has announced the appointment of Jack Leonard as General Manager of the Parts Division for the Badger Sales Co. of this city.

"This business is growing by leaps and bounds," commented Happel, "and I look for a tremendous boom in the entire industry with manufacturing reconversion problems out of the way. This growth demands that those of us directing the sales activities of an enlarged and greatly expanded industry surround ourselves with departmental specialists — men who, by virtue of their own initiative and administrative talents, can formulate and direct the activities of their own particular department."

"In this way," continued Happel, "those operators who have come to depend upon us for assistance and advice can be assured of receiving even more help in the future from experts in every phase of the business."

Leonard is well known to operators and distributors throughout the country by his former association as Service Manager for the Rock-Ola Manufacturing Corporation — a position which he held for many years — and, more recently, Assistant Sales Manager for Superior Products.

Badger's greatly expanded Parts Department, which will include many new lines, will be housed in the recently completed new building located at 1800 West Pico Blvd., in the heart of "Coin Machine Row."

SCHLICHT SAYS MUSIC BIZ GOING AHEAD



CHARLES SCHLICHT

CHICAGO — Charley Schlicht, well known to all coinmen and who now heads the Music Division of Mills Industries, Inc., reports that "The music business has nothing to fear in the future."

In a speech which Charley made at the Detroit phonograph owners association, he said, "Tho some branches of the coin machine business have deteriorated, the music machine business has nothing to fear. Much credit for this is due to the associations in the music field which have helped continue the business to a high plane."

Schlicht also reported that tho he was a "newcomer to the music business" he was not "a newcomer to the coin machine business."

He has been connected with Mills

Novelty Company for many years and is well known to all coinmen.

He has traveled far and wide throughout the nation contacting coinmen and knows their problems.

Please — REMEMBER THE RED CROSS



A LONELY, FRIGHTENED French child is reassured by a Red Cross relief worker with a cup of milk. She was one of 12,000 to receive a daily Red Cross milk ration.

NOW ON DISPLAY

NEW — OUT OF THIS WORLD

PACKARD SPEAKER

IT'S COLLOSAL . . . IT'S GORGEOUS . . .

COME IN AND SEE IT — NOW!

NEW — 1946 H. C. EVANS & CO. CUSTOM BUILT BANGTAIL

J.P. — A.C. MODEL — FREE PLAY — AUTOMATIC — CONVERTIBLE

Bally — VICTORY DERBY — VICTORY SPECIAL — SURF QUEENS

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD. (TEL: RICHMOND 5527) LOS ANGELES 7, CAL.



OPERATORS IN NEW YORK and CONNECTICUT
WILLIAMS

"SUSPENSE"

SENSATION OF THE NATION!

IS NOW ON DISPLAY AT YOUR FAVORITE DISTRIBUTOR
SEE "SUSPENSE" AND ORDER IMMEDIATELY!

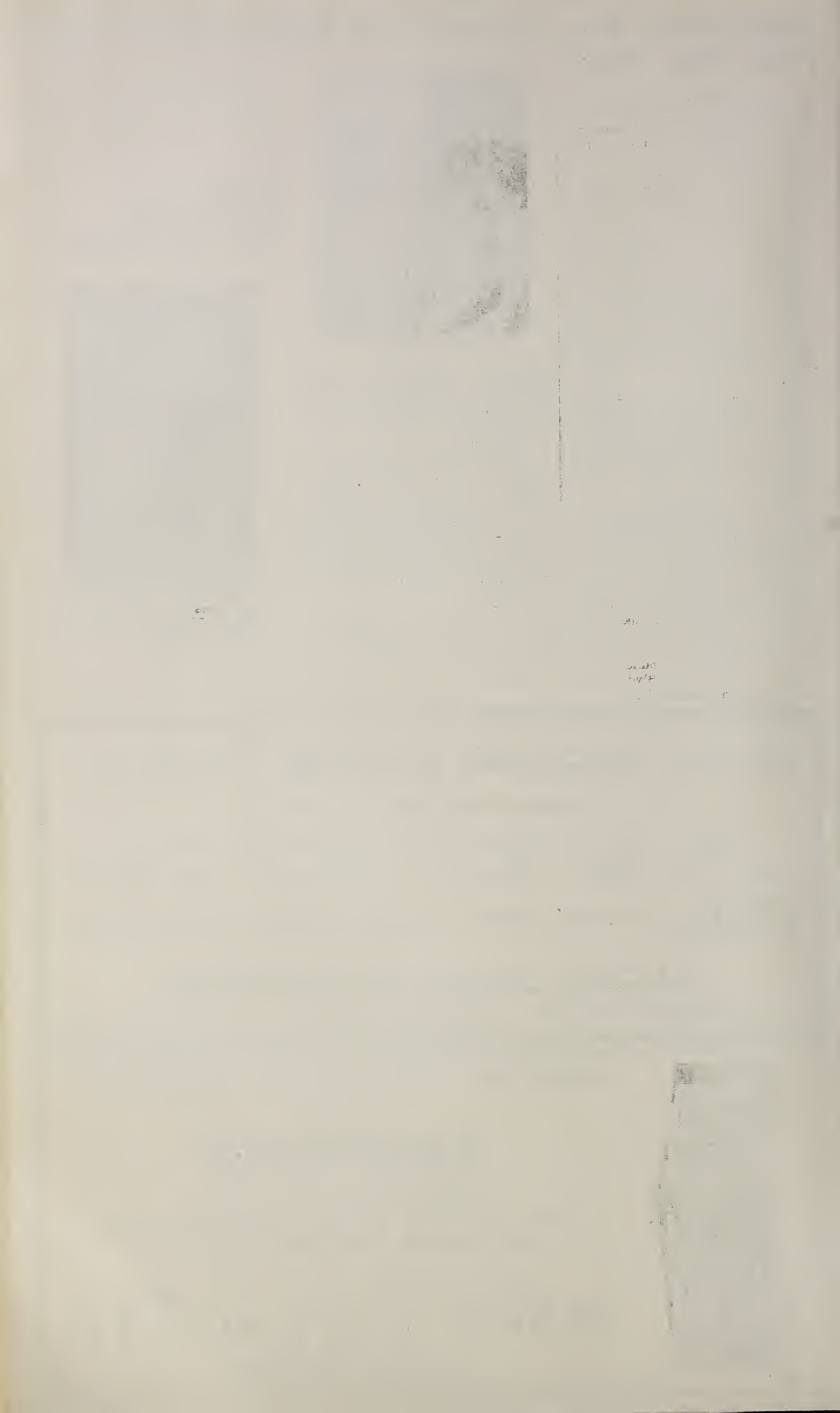
If your favorite distributor does not have "Suspense" on display
WRITE - WIRE - PHONE and we will see to it that he is supplied.

WORLD DISTRIBUTORS

JOHN A. FITZGIBBONS

WILLIAMS DISTRIBUTOR IN NEW YORK AND CONNECTICUT

P. O. BOX 136 — RIDGEFIELD, NEW JERSEY — OR PHONE COLUMBUS 5-7996 IN NEW YORK CITY



LIQUOR MAG WRITES AGAINST CHICAGO'S \$50 JUKE BOX TAX

CHICAGO—Devoting a full page to an article entitled, "The Tuneful Juke Box," the "National Liquor Review," well known liquor industry magazine, in its February, 1946 issue, took contest with Chicago's city hall and the \$50 license fee placed on juke boxes by Chicago's politicians. The article follows.

"Automatic vending machines have gained a secure place in our domestic economy in the last dozen years. Their scope has continually been expanded. Now we have the Automatic Canteen and the Automat, although these have not yet to a large extent, invaded the mid-western territory.

"Over 19,000 retail licensees in Illinois make a living out of the retailing of liquor. If the figures for Chicago hold good throughout the state, about eighty percent are taverns. Almost every tavern has a juke box. They range in cost from two hundred and fifty to twelve hundred dollars.

"The Chicago City Council, looking with greedy eyes upon so large a potential source of revenue, passed an ordinance requiring a license fee of fifty dollars for every juke box. Theoretically at least this was to be paid by the owners of the machines. This far exceeds the impost upon juke boxes in other places, which runs from five to fifteen dollars. A court fight followed. Case finally went to the Supreme Court. That august body threw the license system out of the window. It gave as its opinion that the fee was exces-

sive and the ordinance mixed up the exercise of police power with the licensing function.

"The city did not give up. It passed another ordinance, taxing each juke box \$50. Again this is to be paid by the owners of the machines who will, of course, pass on the cost to the tavern operator. Juke boxes are also in thousands of restaurants and other business places.

"This proposal has not found favor with the restaurant owners, the bartenders, or the tavern licensees. There is also a strong union in the picture. However, thus far no attempt has been made to invalidate the tax. It probably will hold. Another fruitful source of revenue has been added to the insatiable demand of municipal government for money to carry on its manifold activities.

"This is all in line with the times. The cabaret tax was amended downward when it was seen that it was more than the traffic would bear. There have been no signs that the nickel will hereafter be insufficient to call forth a tune in the average juke.

"The liquor retailer has done well, and will continue to do so, from present indications. OPA helped greatly in stabilizing prices and also stabilizing profits. It is natural for all of us to kick about taxes now that the war is over but "the show must go on" and the tremendous increase in government services has justified the cost."

S. CAROLINA PRESS URGES PUBLIC TO WATCH NEW COIN MACHINE TAX BILL

LAURENS, S. C.—This town's newspaper, the "Advertiser," is urging the public to watch a new state tax bill introduced, "By the ways and means committee, to turn over to counties and municipalities revenue from coin operated machine license fees which has yielded the state, thru tax commission collection, about \$95,000 a year."

In this editorial the Advertiser points out that, "how prohibitionists put themselves at a disadvantage by allowing the proceeds from liquor taxes to be earmarked for special purpose rather than being turned into the general fund."

The Advertiser claims, "The above bill might have a similar effect tho in reverse form. This would take money out of the general fund rather than put money into it, but it could have an important effect on the increase of gambling slot machines."

The Advertiser is willing to admit tho that, "All coin operated machines are not slot machines, but some of them are."

What seems to be uppermost in importance to the Advertiser is, "So long as money from such machines go 'out of town' or 'out of the county,' as the case may be, public sentiment will be strongly behind peace

officers in the enforcement of the law. But, where the money 'stays at home' and is frequently needed to avoid 'raising the levy' that sentiment is not likely to be as strong. The moral is obvious."

The Advertiser also editorializes as a wind-up to its item, "This evidence of generosity on the part of the ways and means committee is no doubt appreciated by the hard-pressed counties and municipalities, but our judgment is that it might be better if they would give us something else."

NO LICENSES SO COPS GRAB FOUR SCALES

FREDERICKSBURG, VA.—Because four scales did not have the 1946 licenses attached to them, local police grabbed them on the request of Commissioner of Revenue Chester B. Goolrick who said that the owner of the scales was "an out of town slot machine operator." Goolrick also claimed the owner had not replied to notices reminding about licenses.

Scales are now stored in the basement of the city hall here and will only be released when license fees, storage and hauling costs are paid.



HIT PARADE OF WESTERNS

LARRY WILLIAMS — and his "Cowhands"
Western songs with rhythm and pep to wake the slumbering souls.

#101-W
A' RIDIN' TOWARD THE SUNSET
LITTLE DARLIN'

#103-W
I CAN READ BETWEEN THE LINES
I'M LOST WITHOUT YOU MY LOVE
BUDDY WEBBER — and his "Stubble Jumpers"
Largest little Western Band in Hollywood.

#113-B
SLIP ME MY SLIPPERS SUSIE DARLIN
I'M A' RIDIN' THE RAILS

#115-B
I'M A' ROUNDIN' UP MY LOVE MY LOVE FOR YOU
FIDDLIN' DAN FROM OLD CHEYENNE
LOIS POWELL — and the "Stubble Jumpers"
That sweet and lovely voiced Western Gal we have waited so long for.

#117-P
IS IT WRONG
SOME MOTHER'S DARLIN'

#119-P
YIPPEE AYE
I WANT JUST ONE LITTLE DARLIN'
MELDON DALE — and the "Stubble Jumpers"
(THE MELANCHOLY COWBOY)
So easy on your ears, but pulls at your heart with his plaintive melodies.

#121-D
TONIGHT THE STARS ARE PLAYING PEEK-A-BOO
A NEW STAR IN HEAVEN TONIGHT

#123-D
WHEN THE MOUNTAINS KISS THE SKY
IN MY STABLE THERE'S AN EMPTY STALL
KEN PATTON — and the "Stubble Jumpers"
A soft home-spun voiced Western Lad direct from the Plains.

#129-K
THERE'S A DREAM RANCH IN THE SKY
GIVE ME AN OKLAHOMA GAL

#131-K
SILVER DEW ON THE BLUE GRASS TONIGHT
TRAIL TO SAN ANTOINE
RUSS PIKE — and his "Prairie Knights"
Eighteen years on the radio and at last on records, a treat for his thousands of friends!

#133-R
I HAVEN'T GOT A NICKEL (OR A DIME)
ALONG THE NAVAJO TRAIL

#135-R
FORGIVE ME LITTLE DARLIN'
I WON'T HANG AROUND YOU ANY MORE
SCOTTY HARRELL
and HIS TEXANS

#157-H
I WONDER WHERE YOU ARE TONIGHT
I'M BUILDIN' A PALACE FOR ALICE
FROM DALLAS

#159-H
I'LL BLAME IT ON YOU
TOO BAD LITTLE GIRL, TOO BAD

ALL RECORDS RETAIL 55c

DEALERS REGULAR DISCOUNT
THIS IS YOUR ORDER BLANK
QUALITY AND QUANTITY GUARANTEED
TERRITORIES OPEN
DISTRIBUTORS WANTED
BERGER ENTERPRISE
Producers and Manufacturers of
Enterprise Records

8111 Santa Monica Blvd.
Hollywood 46, Calif.

FATHER & SON TEAM CLICK IN COIN BIZ



HARRY JACOBS

Senior & Junior

MILWAUKEE, WIS.—Harry Jacobs, senior and junior, of the United Coin Machine Company, this city, one of the few father and son distributorship combinations in the industry, are reported to be enlarging their steadily booming business.

Both father and son are expected to make some important announcements to the trade very soon in connection with the new equipment the firm will handle.

What makes this combination more unusual than others is the fact that Harry, Jr. has been with the coin machine industry for a longer period of time than his Dad, giving a modern twist to the proverb, "Like father like son."

● ATTENTION - - -

OPERATORS IN

- ★ WESTERN PENNSYLVANIA
- ★ NORTHERN WEST VIRGINIA
- ★ SOUTHEASTERN OHIO

The New Mills Black Cherry Bells now available5c - 10c - 25c

IMMEDIATE DELIVERY

Mills Brand New Vest Pockets, Fruit Reels — 5c Play.....\$74.50

— WANTED —

- Super Bells Saratogas, F.P. Comb.
- Pace Reels, F.P. Comb. Pin Games

WIRE — PHONE — WRITE NOW

COIN MACHINE DISTRIBUTING CO.

500 N. Craig St. Pittsburgh 13, Pa.
(Museum 0303-04)

U. S. STAMP VEND. OPERATION GETS SLAM BY PRESS

HAWTHORNE, N. J. — The News Record, leading newspaper here, took a verbal poke at the United States Post Office Department recently, when their editorial columns spoke out with the statement that although a public official had announced that the government is planning on installing stamp vending machines in post offices, "the customers should not be disappointed if they do not appear overnight."

Then the editorial went on to crack: "The post office department is a government monopoly rendering a vital service. It is efficient, but unprogressive. It has no competitor—or stamp vending machines would have been installed twenty years ago."

In a recent issue of *The Cash Box* (Week of March 11, 1946), it was reported that the federal government proposes to spend \$1,500,000 during the next fiscal year on coin operated equipment. This would be used to purchase 2,000 stamp vend-

ing units and 350 coin-operated postage meter machines (Mailomats). Installation of the equipment, it was stated, is scheduled to begin on July 1, 1946.

SLOT BARGAINS

MILLS ORIGINALS

1— 5c Roman Head 3/5 Ref.....	\$ 95.00
1— 5c Gooseneck 2/4	40.00
1— 5c Mint Vendor 3/5	85.00
8— 5c Blue Front 3/5	125.00
1—10c Blue Front Ch	165.00
3—25c Blue Front KA CH 3/5.....	225.00
11—5c Brown Front 3/5 Cherry Bell.....	150.00
1—25c Brown Front KA CH 3/5.....	245.00
1—25c Brown Front Ref Gold CH 3/5.....	250.00
2— 5c Blue Front Ref Gold CH 3/5.....	160.00
1— 5c Melon Bell 3/5.....	150.00
2—5c Gold Chrome 2/5 Original.....	225.00
3 Double Cabinets 2 Door.....	60.00
1 Double Cabinet 1 Door.....	50.00

JENNINGS

1— 5c Gooseneck 2/4	\$ 35.00
1—25c Gooseneck 2/4	60.00
3— 5c Chief Fac Reb & Ref 2/5.....	140.00
1— 5c Mast Silver Chief S.P. 3/5.....	175.00
1—25c Mast Silver Chief S.P. 3/5.....	225.00
1—10c Silver Moon Chief.....	200.00
1—10c Chief Ref 3/5.....	125.00

MISCELLANEOUS

2— 1c Watling 2/4	\$ 30.00
2— 5c Caille 2/4	35.00
1—25c Pace Comet 3/5	150.00
1— 5c Pace Comet 3/5	60.00

P. O. GAMES

2 Longshots, P.O.	\$150.00
------------------------	----------

TERMS: 1/3 Deposit with Orders. Balance C.O.D. or S.D.

MITCHELL NOVELTY CO.

1629 West Mitchell St. Milwaukee 4, Wisc.

ATTENTION

GREATER CINCINNATI OPERATORS ON DISPLAY AND NOW DELIVERING

JENNINGS — BRONZE CHIEFS SUPER DELUXE CHIEFS

GOTTLIEB'S.....	Stage Door Canteen
BALLY'S — Victory Special F.P.	\$589.50
BALLY'S — Victory Derby P.O.....	574.50
BALLY'S — Undersea Raider	399.50
EXHIBIT'S — Big Hit F.P.	298.50

USED MACHINES THOROUGHLY CHECKED READY FOR LOCATION

3 American Beauties.....	\$99.50 to \$129.50	8 Foreign Colors, each	\$149.50
1 Velvet	44.50	5 Big Three's	\$149.50 to 179.50
1 1941 Majors	65.00	2 5-10-20, each	145.00
2 Spot 'Em, each	29.50	1 Snappy '41	70.00
2 Victory's, each	125.00	1 Yankee Doodle	125.00
1 Midway	169.50	2 Invasions, each	109.50
2 Marines At Play, each	119.50	2 Ten Spot	54.50
2 Keep 'Em Flying	139.50	2 Power House	39.50

CONSOLES

4 Jumbo Parade, comb., each.....	\$225.00	1 4 Bells, like new, 4-5c.....	\$419.50
1 Jumbo Parade, C.P.....	150.00	1 Bally Club Bell, F.P.....	295.00
1 Bally High Hand, F.P.....	139.50	1 Paces Races	75.00
2 Bally Dark Horse, each.....	\$175.00		

TERMS: 1/3 Deposit, Balance C.O.D.

ESQUIRE DISTRIBUTING CO., Inc.

3418 HARRISON AVENUE CINCINNATI 11, OHIO
(PHONE: MONTANA 6418)

Bowl - A - Way SKEEBALL

IMMEDIATE DELIVERY

ONLY SKEEBALL AVAILABLE SIMILAR TO PRE-WAR TYPE —
5,000 FREE BALL RETURN — FOOL PROOF BALL RELEASE
— SILENT SPONGE RUBBER PLAYING FIELD — 11 1/2 FT.
LONG.

\$375⁰⁰

F.O.B.
MILWAUKEE
WIS.



OPERATORS!!

WRITE — WIRE — PHONE TODAY!
HERE IS A REAL MONEY MAKING GAME.
BE THE FIRST IN YOUR TERRITORY

WISCONSIN NOVELTY CO.

3734 NO. GREEN BAY AVE.

MILWAUKEE 6, WIS.

LATIN AMERICA AWAKENS TO COIN MACHINES

This Issue Going to Coinmen in 23 Latin American Countries

NEW YORK — Featuring a complete review of the first three months of 1946 printed entirely in Spanish, this issue of *The Cash Box* is now on its way to 23 Latin America countries to tell them all about the new, post-war coin machine industry.

Many of these Latin American coinmen are already subscribers to *The Cash Box* and have urged that this publication arrange for full coverage of all the Latin American coin machine markets by printing special reports in Spanish and in Portuguese.

Coinmen in the following Latin American countries will receive this issue of *The Cash Box*:

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- Guatemala
- Haiti
- Honduras
- Jamaica
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Salvador
- Uruguay
- Venezuela
- West Indies

The Cash Box is firmly convinced that the Latin American countries will become one of the most outstanding export markets for coin operated machines of all types. Businessmen in these countries have already indicated more interest in coin machines since the end of the war, than ever before in their history.

SPRINGFIELD CHIEF OKAYS PIN GAMES

SPRINGFIELD, MASS. — Regardless of the fact that Mayor Charles F. Sullivan of Worcester, Mass. has refused to license pin games and Police Chief Thomas F. Foley of the same city, therefore, put a ban on all the pinballs, Police Chief Raymond P. Gallagher of this city reported there will be no ban on the machines which are licensed here.

Mayor Sullivan of Worcester claimed that the machines offered inducement to gambling among the younger set.

Chief Gallagher stated that police only interfere with the owners of pin games when there is a "pay off" on the scores made on the machines.

YARAS OPENS OFFICE IN MINERAL WELLS

MINERAL WELLS, TEX. — Sam Yaras of Southwest Amusement Co., Dallas, has just opened an office here with Allen Wallace as manager.

The local newspaper in this town immediately picked up the story and reported, "Mineral Wells has been designated as the location for a branch office for the Southwest Amusement Co. and this is being announced in a series of page advertisements being carried in some

of the largest sporting magazines of the nation."

This paper also reported, "Branch offices and warehouses in Mineral Wells, Fort Worth, Houston and San Antonio are serving the states of Texas, Louisiana, Oklahoma, Kansas, Arkansas and New Mexico.

MOTORS REPAIRED

WURLITZER - SEEBURG - ROCKOLA - MILLS - AMI
 Rewound to Factory Specifications. Rapid service—
 repaired or exchanged within 24 hours after arrival.
 Complete \$7.00
 No Extras.....

M. LUBER

503 W. 41st St. (Longacre 3-5939) New York

FIBER GEARS

PARTS FOR WURLITZERS

Main Fiber Gears \$4.00 - Star Wheels 30c Each
 Selector Pins or Dumbbells; 1 Doz. \$3.00
 Ball Shooters or Plungers for all Pin Ball
 Machines — 1 Dozen \$5.00.

For Quantity Prices, Write To:

JAMES CLEMENT - Mfg. of Coin Mach. Parts
 948 W. Russell Street Philadelphia 40, Pa.



NEW MASTER VENDERS

available for immediate delivery, write.

To buy or sell Coin Machines in Columbus, Ohio

SEE

G. N. VENDING COMPANY

663 W. Broad St. Columbus 8, Ohio

20 years experience

We Have For Immediate Delivery

Mills New Postwar Bell
 BLACK CHERRY

It is the most attractive bell machine ever offered to the operator. Important improvements have been incorporated in the mechanism which will prove beneficial to all coin machine users for a long period of time.

5c - 10c - 25c - 50c PLAY

Place Your Order Today to Insure Preferred Delivery.

We have all repair parts for Mills Slot machines. Write for complete price list.

Established 1895 50 years of service

SICKING, INC.

1401 Central Parkway Cincinnati, Ohio

WIRE — CABLE
 2 Conductor underwriters approved
 No. 18 Zip Cord.....per 1,000 ft. \$18.00
 2 Conductor underwriters approved No. 18
 Silk & Rubber Covered Wire.....per 1,000 ft. 18.00
 5 Conductor heavy duty rubber covered gun
 cable for Seeburg guns.....per ft. .18
ATLAS VENDING COMPANY
 410 No. Broad St. Elizabeth, N. J.

CENTRAL OHIO COIN MACHINE EXCHANGE
WILL PURCHASE FOR CASH
WILL PAY HIGHEST PRICES
FOR
PINBALLS — CONSOLES — PHONOGRAPHS
SLOTS — ARCADE EQUIPMENT
NO DEAL TOO LARGE OR TOO SMALL
CENTRAL OHIO COIN MACHINE EXCHANGE
 NEW ADDRESS
 185 Town Street Columbus, Ohio (Phone: Adams 7949-7993)

Ready for Delivery

BALLY'S "VICTORY SPECIAL"
1 BALL MULTIPLE F. P.



BALLY'S Surf Queen
SENSATIONAL 5 BALL F. P.



★ ★

Also Delivering!
BALLY'S "VICTORY DERBY"
1-BALL CASH PAYOUT

WATCH FOR BALLY'S MUSIC

TRI-STATE SALES CO., Inc. • PIONEER DISTRIBUTING CO., Inc.
 585 TENTH AVENUE CHELSEA 2-4648 • LONGACRE 5-9664 NEW YORK 18, N. Y.
EXCLUSIVE BALLY DISTRIBUTORS
 NEW YORK — NEW JERSEY — CONN. • STATE OF MASSACHUSETTS

CIGGIE MACHINES STAR AT TOBACCO CONVENTION

NEW YORK — Coin operated cigarette machines were in the limelight as the National Association of Tobacco Distributors held a four day Eastern convention this past week at the Hotel Pennsylvania, this city.

Capturing widest attention among all the array of attractive products displayed were the shiny new 1946 models of the cigarette machine manufacturing organizations of the country. The equipment and drawings of equipment still to reach the market were exhibited from display booths continually surrounded by people.

The exhibiting firms and their convention representatives follow.

Rowe Manufacturing Company, George Seedman. U-Need-A Vendors, J. Breidt, Les Paul, Al Price, Ben Becker, Eddie Corrison and Bill Blumenthal. Eastern Electric Vending Machine Corporation, Hal Meeks. Arthur H. DuGrenier, Burnhard "Bip" Glassgold and Julius A. Levy. National Vendors, Inc., Lou Cantor and Al Horth.

PREDICTS RISE IN CIG PRICE

NEW YORK — Jeffrey Baker, Deputy Price Administrator, speaking before the Eastern Convention, National Association of Tobacco Distributors, predicted that a rise in the ceiling price of cigarettes might be granted the industry within the next two or three weeks.

STERLING POPS INTO THE POP MARKET

WITH TWO RECORD BREAKERS

STERLING No. 7001 ONE-ZY, TWO-ZY WE'LL GATHER LILACS WITH TOMMY JONES & HIS ORCH. vocals by LOUISE TOBIN	STERLING No. 7002 WHERE DID YOU LEARN TO LOVE? ALL THROUGH THE DAY WITH TOMMY JONES & HIS ORCH. vocals by LOUISE TOBIN
---	---

STERLING RECORD, Inc. LIST PRICE 75c plus tax
 7 W. 46th ST., New York

Brother! Brother! Brother! Now a \$50 Phono Needle

NEW YORK — Here's an interesting item for an operator with fifty bucks. But it's interesting also because it shows there are people in this industry with the moxie to try and make something better, even though they've got to fight like hell to get it across.

Anyway, here's the yarn.

A diamond-tipped — yep, diamond-tipped — phonograph needle costing fifty pieces of green is now on the market.

The announcement of the fifty-dollar job was made by Stephen Nestor, president of Duotone, Inc., this city. The precious bit of equipment has been on test for five years without showing any signs of wear at the tip, Mr. Nestor was credited with saying.

That's an amazing thing for any needle to perform, as any op will readily admit, and the way it's done, says Mr. Nestor, is that by using professional polishers it has been pos-

sible to hold to a tolerance of 1-10,000th of an inch at the needle's tip, adding that a needle shank has been designed that will contain a diamond and give true reproduction.

Well, everyone in this business is interested in "true reproduction," so, on behalf of the guys with the price, *The Cash Box* called the Duotone Co., Inc., to learn more about the needle.

But Mr. Steve Nestor was out-of-town, we were told, so we spoke to a Miss Daniels.

Miss Daniels told us the needle was "guaranteed indefinitely."

We wanted to know how the needle would be marketed to the juke box trade.

"Our needle was really designed for the connoisseur," Miss Daniels stated, "that is the record addict."

But win, lose or draw, Steve Nestor's gang had vision and they're trving. And remember, so did a guy named Tom Edison.

CINCI'S MAYOR AT DIXON'S AIREON SHOW



LEO DIXON AND CINCINNATI'S
MAYOR JAMES GARFIELD STEWART

CINCINNATI, O. — Leo Dixon, president of the Triangle Distributing Company, 212 E. 8th St., this city unveiled the new Aireon Electronic Phonograph this past week.

During the two day showing, 112 music operators from Cincinnati and surrounding cities viewed the new Aireon. Among those present was Mayor James Garfield Stewart who showed great interest in the mechanical operation of the instrument. Cincinnati's three daily newspapers sent their radio and amusement editors to look the new machine over.

"Don Fosgate will be the manager of the local branch and will give operators the good service they are entitled to. He brings a wealth of experience into the business and I know this branch is in good hands," stated Dixon.

Bill Roberts, assistant to Vice-President Rudy Greenbaum, Myron G. Erb, General Sales Manager, Fred Mann, Regional Sales Manager for Aireon, Dan Brennan, district sales manager, Leonard Branson regional district service manager and Bob Burnett of the advertising and public relation staff represented Aireon

at the showing.

Among the operators present were the following: C. W. Ploch, B. F. Reinmund, H. R. Hott, R. C. Boystel, Paul Joseph, Hohman Music, Luke Nicholas, John Nicholas, Mel Carter, Mike Bankemper, Bob Fogle, L. Pegg, Harry Bartel, Bob Hayes, Doug Roberts, Al Lieberman, Sidney Hillman, Frank Julio, George Ellis, Sam Chester, Chas. Kanter, R. C. Walters, Harry Hazel, Elmer Meyer, Mike Charie, O. McFarland, F. H. King, Finas Melvin, M. E. Steven, Mr. Votaw-Automatic Music, Frank Shroth, Richard Stillmaker, Charles Butler, J. Hornsby, R. L. Davidson, Robert Cooper, W. H. Conners, Tom Bridges, Calvin Nethers, M. G. Plummer, Jos. Mistler, Dave Tavell, Harry A. Spiegel, A. S. Levy, Mutual Service, H. P. Seale, Wm. Shroth,

J. R. Stein, Jos. C. Nienaber, Herm. Mueller, Phil Austin, So. Austin, C. Stump, Wm. Kreidler, Morris Kleinman, Walker Roland, C. H. Minor, Tom Hastings, M. Kuhlman, Arnold Harp, Lou Foltzer, Art. Enslein, Litsseys Equip., Lou Levine, Bob Samuels, Wm. Simonton, H. McNeal, Harold De Marr, Sam Butler, Ray Bigner, Vic DeSchryver, Mike O'Conner, Adam Ehmann, C. T. Crosby, H. M. Egherman, Alex Chasson, Wm. Marmer, Henry Kuhn, A. A. Vandergriff, G. B. Vandergriff, Walter J. Foster, Bill Harris, L. C. Lackey, John & Mary Weisenberger, Louis Sunier, David King, Bill Bigner, J. C. Jolley, David Beall, Ed Tutas, T. C. Westfall, Fred Schlichte, Worman Music, H. F. Carter, C. H. Hoffman, Paul Goldstein, Mr. Murphy, Central Ohio Sales,

RECORDS!

**BEL-TONE! JUKE BOX! MERCURY!
MUSICRAFT! REGIS! STERLING!**

In Stock and Shipped Out of Atlanta Same Day Order Received

FRIEDMAN AMUSEMENT CO.

441 Edgewood Ave., S. E., Atlanta, Ga.

WANT TO BUY!

SUPER BELLS, COMB.	SILVER MOONS, F.P.
SUPER BELLS TWIN,	'41 DERBY
5/25 COMB.	PIMLICO
HI HANDS	CLUB TROPHY
THREE BELLS	LONGACRES
JUMBO PARADES, F.P.	THOROBREDS

Write — Wire — Phone Today!

Advise Condition, Quantity & Best Price!

H. ROSENBERG CO.

625 10th Ave. (LO. 3-2479) N. Y. 19

ATTENTION!

2 Wurlitzer Victory 24's, each.....	\$395.00
1 Wurlitzer P-12.....	100.00
10 Wurlitzer Model 100 Boxes, each.....	12.00
2 Wurlitzer 24 mechanisms, each.....	99.50

Miscellaneous

1 Bally Rapid Fire, as is.....	\$49.50
2 Grand National 1-ball, each.....	35.00
1 Western Dead Heat, 1-ball.....	25.00
1 Exhibit Races console.....	25.00
Chico Hockey.....	165.00

SPECIAL

Floor Sample Chico Goalee—Wire Now!

JULES OLSHEIN & CO.

1100-02 Broadway Albany 4, N. Y.

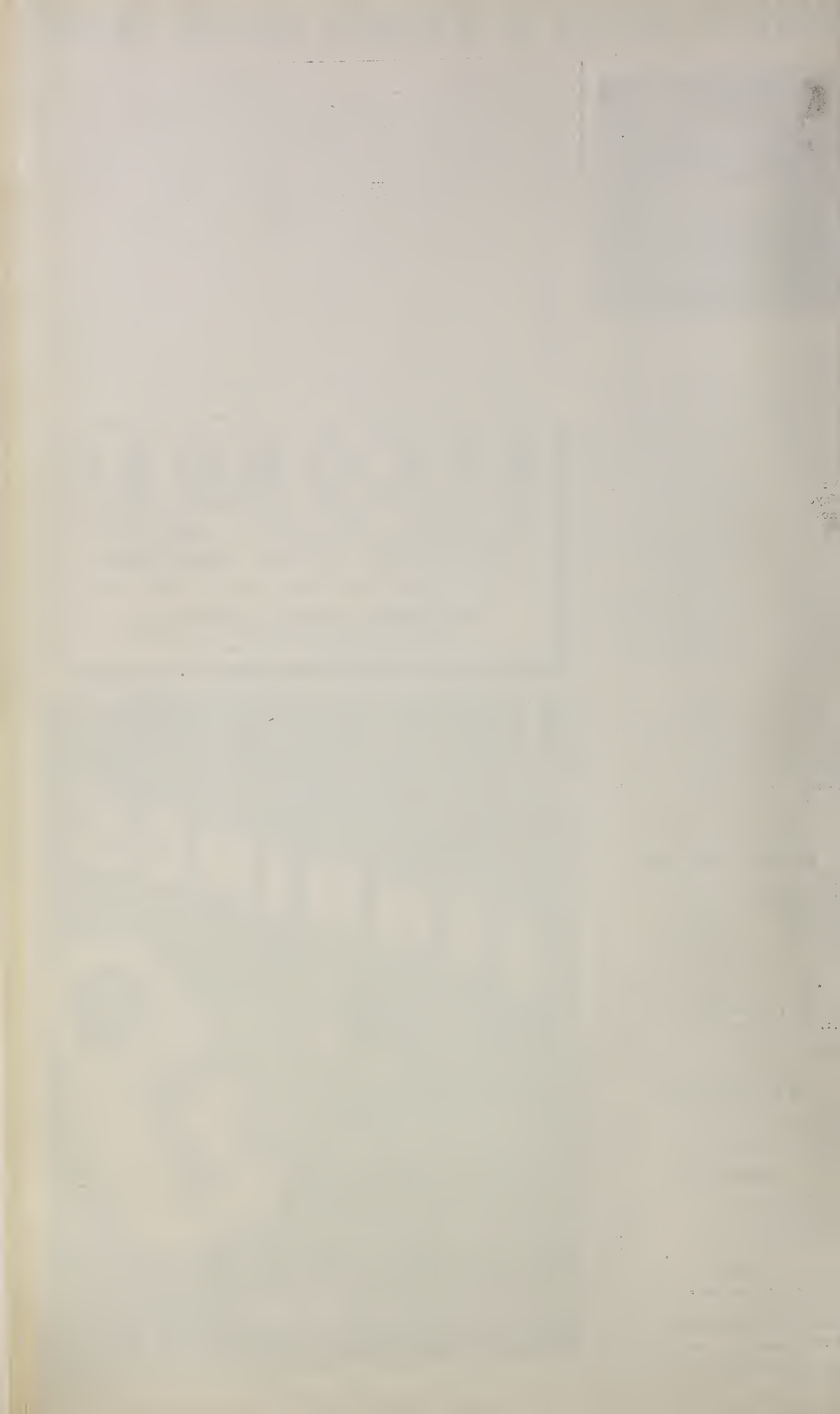
JENNING'S

HAS THE KEY

TO EVERY

LOCATIONS WISH!

FIFTY CENT PLAY



BADGER'S BARGAINS

"OFTEN A FEW DOLLARS LESS — SELDOM A PENNY MORE"

MILWAUKEE
See CARL HAPPEL

LOS ANGELES
See BILL HAPPEL

KEENEY RECONDITIONED SUPER BELLS

Completely Rebuilt and Refinished Like New

Keeney Super, 5c, F.P., P.O.....\$325.00	Keeney 4-Way, 5c-5c-25c-25c, P.O..... 595.00	Keeney Twin, 5c-25c, F.P., P.O..... 595.00
Keeney Super, 25c, F.P., P.O..... 375.00	Keeney 4-Way, 25c-25c-25c-25c, P.O..... 625.00	Keeney Twin, 25c-25c, F.P., P.O..... 625.00
Keeney 4-Way, 5c-5c-5c-5c, P.O... 495.00	Keeney Twin, 5c-5c, F.P., P.O..... 595.00	Keeney Twin, 5c-5c, P.O..... 375.00
Keeney 4-Way, 5c-5c-5c-25c, P.O. 595.00		Keeney Twin, 5c-25c, P.O..... 395.00
		Keeney Twin, 25c-25c, P.O..... 450.00

RECONDITIONED CONSOLES

Mills Late Head 4 Bells, 5c-5c-5c-25c\$695.00	Mills Original 4 Bells, 5c-5c-5c-25c 595.00	Bally Club Bells, F.P., P.O., 5c..... 239.50
Evans Bang Tails, Late D.D., J.J. 295.00	Pace Saratoga, Late P.O., 25c..... 189.50	Jennings Silver Moon, P.O..... 129.50
Evans Dominoes, Late D.D., J.P. 295.00	Mills Original Head, Four Bells..... 375.00	Mills Jumbo, Late High Head, P.O..... 149.50
Evans Lucky Lucre, 3-5c, 2-25c..... 295.00	Mills Three Bells, 5c-10c-25c..... 795.00	Mills Jumbo, Late High Head, F.P..... 129.50
Evans Lucky Lucre, 5-5c..... 195.00	Pace Reels Twin, 5c & 25c, P.O.... 395.00	Baker Pacers, Daily Double, 5c..... 299.50
Bally Roll 'Em..... 139.50	Bally Hi Hands, F.P., P.O..... 199.50	Pace Saratogas, Late, P.O., 10c... 169.50
Evans Lucky Stars..... 139.50	Mills Late Head 4 Bell, 5c-5c-5c-5c 595.00	Mills Jumbo (Comb.), F.P., P.O... 213.75
Pace Saratogas, Late P.O., 5c..... 99.50		

ONE-BALL MULTIPLE FREE PLAY TABLE

Rebuilt and Refinished

Keeney Sky Lark\$139.50	Bally Dark Horse 159.50	Bally '41 Derby 225.00
Bally Pimlico 295.00	Bally Thoroughbred 374.50	Bally Blue Grass 159.50
Bally Trophy 225.00	Bally Longacre 374.50	Mills '41 1-2-3 79.50
Bally Sport Special 139.50		

PHONOGRAPHS AND WALL BOXES

Rock-Ola Commando\$650.00	Buckley 24 Ill. Boxes..... 24.50	Wurlitzer Model 616, Ill..... 249.50
Rock-Ola Super Rock-O-Lite..... 495.00	Rock-Ola Premier 595.00	Wurlitzer Victory Model 500..... 595.00
Rock-Ola Master, Rock-O-Lite..... 475.00	Wurlitzer Model 780E..... 795.00	Packard Pla-Mor, Like New..... 32.50
Rock-Ola Imperial Rock-O-Lite..... 295.00		

BADGER SALES COMPANY

Exclusive Distributors for

J. H. KEENEY & COMPANY
ROCK-OLA MFG. CORPORATION

Southern California, State of Arizona and Southern Nevada
1612 WEST PICO BLVD., LOS ANGELES 15, CALIF.
All Phones: DR. 4326

BADGER NOVELTY COMPANY

Exclusive Distributors for

J. H. KEENEY & COMPANY
ROCK-OLA MFG. CORPORATION

State of Wisconsin and Northern Michigan
2546 NORTH 30th STREET, MILWAUKEE 10, WIS.
All Phones: KIL. 3030

Happel Shows New Rockola Phono



CARL HAPPEL

MILWAUKEE, WIS. — Carl Happel of Badger Novelty Co., this city, reports that his showing of the new Rock-Ola "phonograph of tomorrow" this past Saturday, March 15, was one of the most outstanding successes in all the firm's history.

Happel says that operators from all over Wisconsin and Michigan continued to flood the firm's offices all day long and that, "The enthusiasm shown by the music operators was something I've never before seen in all my life. Everyone of these men were thrilled with the new Rockola Model Number 1422 and especially pleased with the price of this marvelous machine."

Happel also stated, "Orders already taken far exceeded even our fondest expectations. We set a new sales record for our firm."

GERETT TO SHOW NEW PARTS LINE

MILWAUKEE, WIS. — D. Rettke, president of the M. A. Gerett Company, this city, well known for their juke box needle, reports that his firm will soon present an entirely new line of coin machine parts to the trade.

"We believe", Rettke stated, "that every coinman in the nation is going to be very much interested in these parts for they are especially created to fill his wants and will keep him in business by keeping his equipment in perfect condition."

RISCHMAN PRESENTS NEW SKEE BALL

MILWAUKEE, WIS. — R. H. Rischman of Wisconsin Novelty Co. (formerly Novelty Service Co.) introduced a brand new skee ball alley this week called, "Bowl-A-Way".

"This game", Rischman reports, "is similar to pre-war bowling alleys. It features the 5000 free ball return, a fool-proof ball release, silent sponge rubber playing field and is 11½ feet long."

KLEIN TELLS HIS GANG ALL ABOUT AIREON



MILWAUKEE, WIS. — Harold Klein (lower left) of Klein Novelty Co., gathers the firm's employees around him to tell them all about the new Aireon before over 600 coinmen jammed his new showrooms to see the new phono. Left to right: Harold Klein, Ray Jordan, salesman; Chas. Weber, serviceman; Bob Barnett, factory rep.; Martin Parker, district mgr.; Luke Zetting, serviceman; Hi DeBaufer, salesman; Jack Price, serviceman; Miss A. Kayser, Klein's secretary.

Beauty!



Appeal!

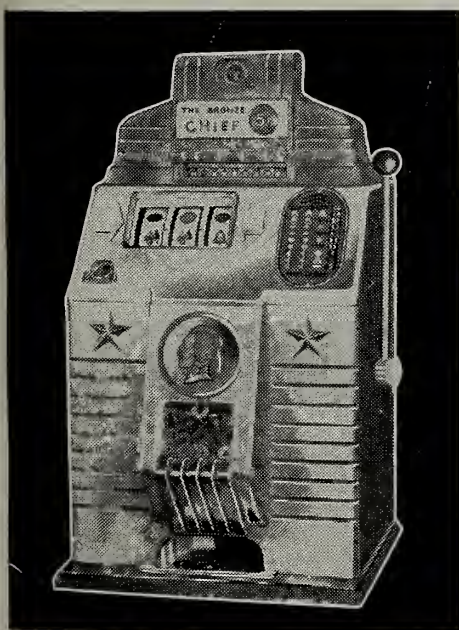


Sparkle!



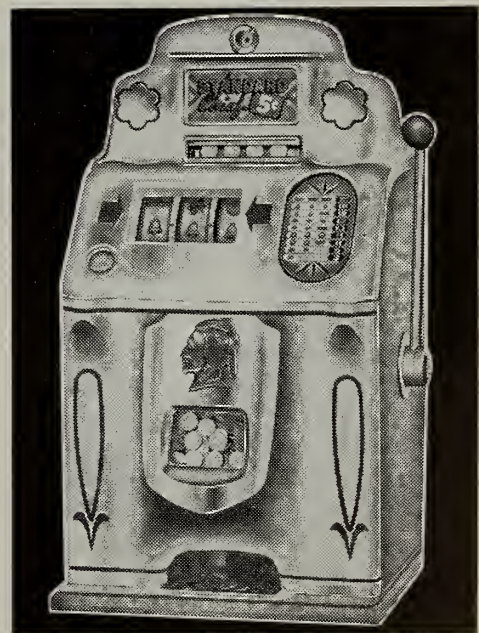
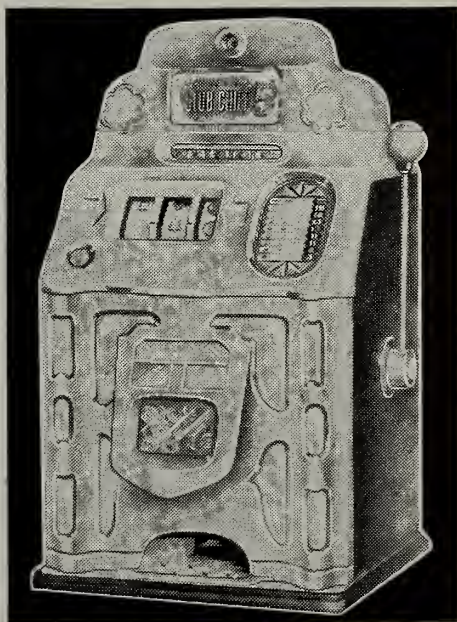
WHEN 3 IS NOT A CROWD

Jennings three sensational "honeys" don't care to crowd one another out of the picture... each having its own ample abundance of beauty to offer operators as to fit his taste. These "three musketeers" can be seen at your distributor or dealer, or write to factory for further particulars.



BRONZE CHIEF

Super De Luxe
CLUB CHIEF



STANDARD CHIEF

O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET CHICAGO 24, ILL.





Sensational **ROLL-A-BALL** Barrel Roll

THE SKEE BALL ALLEY

WITH THE PLUS



FEATURE

Thrill Skill

REVOLVING BARREL

not just another skee ball alley . . .
It's the greatest income producing
LEGAL GAME ever manufactured.
And that has been proven where the
proving means most . . . an location.
Hundreds of **BARREL ROLLS** are now
in operation throughout the nation
nabbing nickles . . . fast. Get Your
Share of This Gravy. **ORDER YOUR
BARREL ROLLS TODAY!**



FEATURES

Thrill Skill Revolving Barrel
Legal Everywhere • Location
Tested • Solidly Constructed
Absolutely Foolproof • Noise-
less • Giant Cash Box • Simple
Assembly • Flashy Colored
Backboard Lite-Up • 9½ Ft. Long
Guaranteed Workmanship

F O B P O U G H K E E P S I E , N . Y .

\$379.50

NOW BEING SHOWN AT YOUR NEAREST DISTRIBUTOR
OR WRITE - WIRE - PHONE

Jafco Inc.

**JOHN A. FITZGIBBONS }
AL SCHLESINGER }**

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NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-7996

STRAHL TO SHOW AMI PHONO APR. 14



SAM STRAHL

music for the evening will be supplied by his band leader son "Skip" Strahl, who at the age of 16 had one of the largest bands in the country. Since being released from the Army, Skip has reorganized and now has a snappy 15-man unit.

"The AMI phonograph is truly de luxe. I consider it one of the best machines I have ever handled," states Strahl. "I am proud to have been appointed a distributor of this superior phonograph and am sure operators in this section of the country will be as thrilled with it as I when they see it at my showing on April 14."

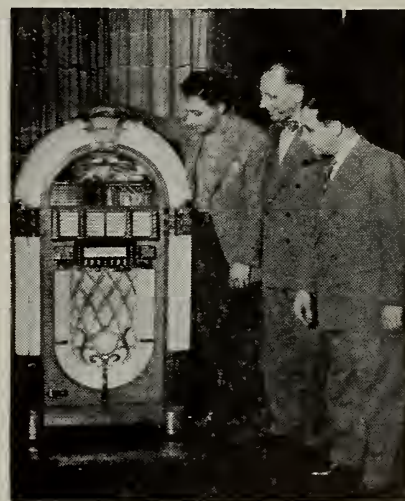


NEW YORK—Bernie Wolfson, General Manager of Runyon Sales Co. of New York, reports that the firm are completing preparations for full week's showing of new AMI phono. "It's going to be the biggest showing in town," Bernie reports.

CHICAGO — "The AMI Model A phonograph will be shown in the Pittsburgh area by Sam Strahl, of American Coin-A-Matic Machine Company," announces DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Company. "Sam is having a very elegant affair with a long list of celebrities and show people in attendance. The party will take place in the Urban Room of the William Penn Hotel, Pittsburgh. Dinner will be served at 6:30 and at ten o'clock Sam will unveil the AMI phonograph."

Strahl, practically a member of the show and theatrical entertainment world himself, advises that

NELSON'S NEEDLE CLICKS ON LOCATION

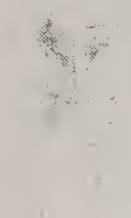


FRANK PADULA, JACK NELSON AND VIC PIRO listening to the "double-point"

needle in a new Wurlitzer 1015 CHICAGO — Jack Nelson reported this past week, "Our 'Double-Point' Needle has proved itself one of the greatest phono needles of all time on actual location tests."

In the above picture, Frank Padula, owner of the Melody Music Co., Chicago, Jack Nelson and Vic Piro, owner of the 1424 Club, where the new Wurlitzer Model 1015 is located, are listening to the "Double-Point" Needle in action.

Nelson reports, "Both Frank Padula and Vic Piro admitted that our 'Double-Point' Needle picked the tone right up and made records sound better than ever before."



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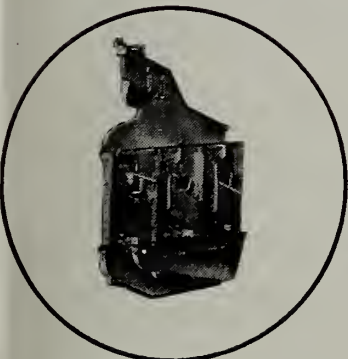
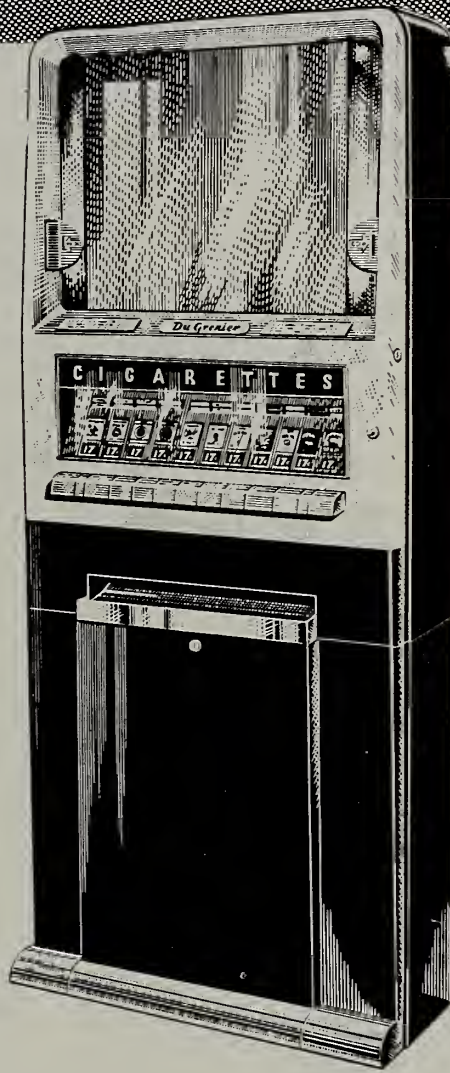
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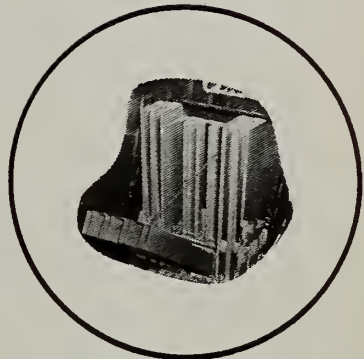
These Features Make The

DuGRENIER Challenger

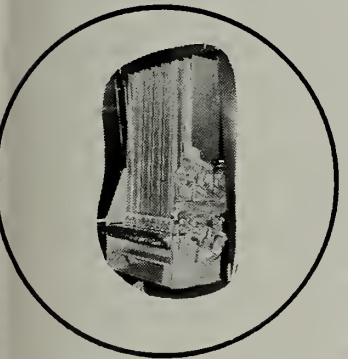
AMERICA'S FOREMOST CIGARETTE MERCHANDISER



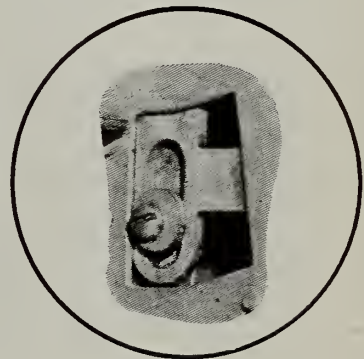
Single Coin Insert. Speedy Coin Drop.



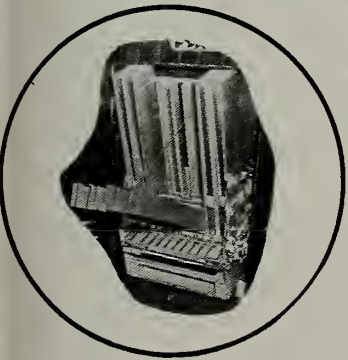
Centrally located match delivery unit. Every regular and auxiliary column will accommodate king-size packages.



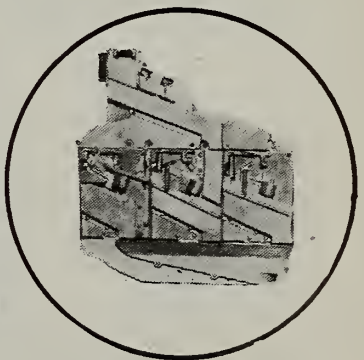
Entire unit and mechanism readily accessible. Operating unit moves forward in cabinet in two positions by use of operating handle.



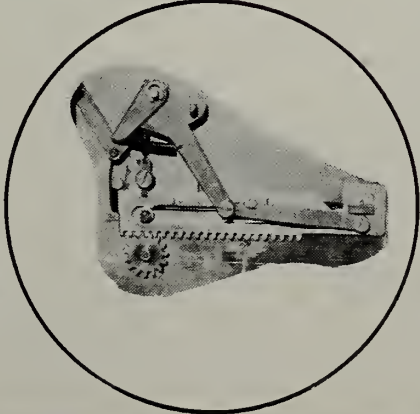
Simple, compact lower coin mechanism; only one adjustment.



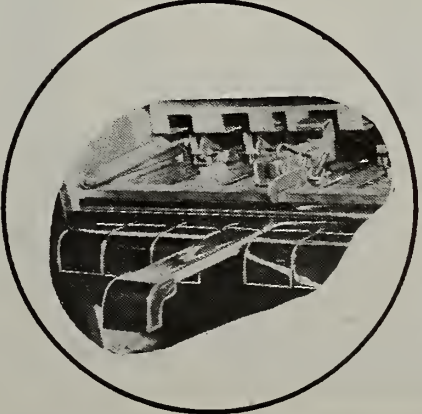
Mechanism operates on nickels, dimes and (quarters — optional). Separate slug rejectors for nickel, dime (and quarter—optional).



Ejector handles are formed steel sections. Revolutionary-type ejector eliminates all package load on delivery mechanism. Positive empty column lockout device.



Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings.



ARTHUR H. DuGRENIER, INC.
America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.

DU GRENIER SET FOR MASS PRODUCTION



BARNHART (BIP) GLASSGOLD

HAVERHILL, MASS. — Barnhart (Bip) Glassgold, Vice-President and General Manager of A. H. DuGrenier, Inc., this city, reports, "Our reconversion period is almost at an end and our engineers are at present re-converting the facilities of our Haverhill plant to manufacture automatic merchandising equipment on a mass production basis.

"DuGrenier's war job is well known. The Army & Navy 'E' awarded to us on two separate occasions is an accurate barometer by which to judge DuGrenier's potentiality for achieving the future it has planned in the manufacture of automatic merchandising equipment.

"The recent purchase of the entire capital stock of Arthur H. DuGrenier, Inc. by the Automatic Instrument Company is added assurance that DuGrenier will reach the goal it has set for itself.

"As a result of this affiliation with AMI, DuGrenier, in addition to the top personnel it already has, is now also able to take advantage of all the scientific gains, experiments and new developments achieved by AMI engineers.

"The value and importance of this combination is obvious for it gives the operator the benefit of DuGrenier's fund of engineering know-how plus the latest in electronic war-born innovations.

"DuGrenier plans to continue to manufacture automatic merchandising equipment to meet the full requirements of one of the most progressive markets in the world and will continue to expand its top personnel to insure that purpose.

"Machines, of which DuGrenier's 1946 models are typical examples, will incorporate every sound feature necessary to the running of a smooth, profitable and expanding operation."

MORE CITIES APPROVE PARKING METERS

NEW YORK — With auto parking becoming one of the greatest problems in this post-war period, more and still more cities thruout the country are beginning to approve use of parking meters.

A bill just passed by the legislature in Albany, N. Y. and sent on to Governor Dewey will allow the use of parking meters in New York City.

Niagara Falls, N. Y. is now studying use of parking meters in its business section to help defeat the auto parking problem.

Indianapolis, Ind. is arranging to purchase 2,000 parking meters as a starter and the city councilmen here faced six different salesmen selling parking meters and is giving them all an opportunity to prove which is best.

THE NEW

A M I

P H O N O G R A P H

I S O N T H E W A Y !

**WATCH FOR OUR
ANNOUNCEMENT!**

DAVID ROSEN

855 N. BROAD ST. PHILADELPHIA 23, PA.
STEVENSON 2258

Calling All **OPERATORS**

EXHIBIT CARDS

PLACE ANYWHERE • LEGAL EVERYWHERE

Hundreds of spots in your territory to make extra big money. Collect the Pennies with the Nickels with this hustling

EXHIBIT IDEAL CARD VENDER

Takes little counter space. Vends cards (post card size) of fine reproductions of popular MOVIE, RADIO and Sports Folk wanted by most everybody. Big selection of 44 series to keep each location a live money maker for you.

OPERATORS—WRITE FOR OUR SPECIAL CIRCULAR AND PROPOSITION FOR YOU!

EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO 24, ILL.

**THIS OFFER GOOD FOR 30 DAYS
WILL PAY FOR FOLLOWING IN
GOOD CONDITION**

\$385.00 for 600 Keyboard
\$575.00 for Model 700 Wurlitzer
\$665.00 for Model 800 Wurlitzer

**WRITE FOR PRICES ON ALL
OTHER EQUIPMENT**

We Pay Freight Within 500 Miles

AMERICAN COIN MACHINE CO.
437 Elizabeth Ave. Newark 8, N. J.
Phone: WAverly 3-1500

AMI INVITES ENTIRE INDUSTRY TO GET TOGETHER IN CHICAGO

Firm Asks Trade to Meet at Hotel Continental April 10 and 11. Call it "Convention for Everybody."



DE WITT (DOC) EATON

CHICAGO — DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co., this city, sent the following to *The Cash Box* by special wire this past week.

"Everybody together" That's my idea of a slogan for the whole coin machine industry' Too often in the past all of us have been very self-conscious about the particular division of the industry that concerns our own products and we have often closed our eyes to the basic fact that there is probably no such thing as one operator who runs only one kind of equipment.

"The vending machine man, the music man, the game man, the arcade man, the bell and console man, the scale man inevitably tie in with other equipment. Seldom, if ever, does one man limit himself to a single machine. The money that buys a phonograph is good old American money, the best in the world, and the operator who lays it on the line may have earned it by operating equipment of a nature far removed from music.

"Such is the magic of the coin machine, of any coin machine, that its influence permeates the nature of every other coin machine. In spite of the desires of some groups to separate themselves from other groups, I firmly believe that all groups in this industry are every day getting closer and closer together. "Everybody to-

gether!" Everybody is helped by such an ideal, everybody benefits!

"In line with this theme of 'Everybody Together!' the Automatic Instrument Company, of Chicago, pioneer developer of automatic music will hold a unique and sensational get-together in the Tropical Room of the Hotel Continental, 505 North Michigan Ave., Chicago, on the two days, Wednesday, April 10th, 1946, and Thursday, April 11th. On this occasion we will preview our new phonograph for the whole nation but in a bigger sense will we be previewing the whole coin machine industry of the post-war era.

"The AMI get-together will have all the features of an old time coin machine convention and it will be attended by everybody in the business who wants a good look at coin machine opportunities today. This isn't a convention merely for our own distributors and their operator customers, it is a convention for every coin machine individual, whether or not he is a competitive manufacturer, salesman, serviceman, distributor or operator. It is a convention for everybody — everybody together — everybody welcome!

"The great majority of coin machine operators haven't been in Chicago in four years. This is the time to come. The Hotel Continental has generous accommodations and it is beautifully situated just North of the Chicago River, on famous Michigan Boulevard, a stone's throw from the loop! Make the Tropical Room your headquarters during these days, meet your old friends here, for the attendance will be a perfect cross section of all the manufacturers, distributors, and operators in the business. Let's start the new money-making era together — EVERYBODY TOGETHER at the Tropical Room, Hotel Continental, Chicago, April 10th and 11th."

Sat. Eve. Post Features Vendo Coin Changer

KANSAS CITY — The Vendo Company, this city, manufacturers of the long sought friend of every coin machine operator, an automatic coin changer, were given an enviable publicity break last week when the Saturday Evening Post featured the unit in an illustrated article.

"The Vendo Company has had a working model of such a gadget operating experimentally in a bomber plant since shortly after the war began," the writer stated. "Standing beside a soft-drink-vending machine, it has been doubly successful, neither short-changing nor long-changing its customers and increasing the soft-drink sales by thirty per cent."

The inventors are four Pierson brothers — Elmer, John, Fred and Carl; they deny the idea started with them, but say that the idea has been in the heads of men ever since coins were first used as a method of exchange.

"In any case," the writer went on to say, the brothers "along with three or four other mechanical craftsmen, had a practical changing device well under way just as the war forced the Piersons to turn to making radar equipment. They kept perfecting the gadget in their spare time."

With twenty models now on hand, the new coin changers are expected to start pouring out of the factory soon.

THE RED CROSS ASKS—



WANTED: 66,000,000 WEARERS—The Red Cross hopes that, by March 31, 66,000,000 Americans will be wearing this lapel tab, symbol of a generous heart. How about it?

THE NEW **AMI** MODEL "A"
PHONOGRAPH

**Will Be Shown for the First Time
at These Four Gigantic Premieres**

LOS ANGELES, March 27 and 28

M. S. Wolf Distributing Company
1348 Venice Boulevard, Los Angeles, California

NEW YORK, March 27 and 28

Runyon Sales Company of New York
593 Tenth Avenue, New York, New York

CHICAGO, April 10 and 11

Automatic Instrument Company
Tropical Room, Hotel Continental
505 North Michigan Avenue, Chicago, Illinois

PITTSBURGH, April 14

American Coin-A-Matic Machine Co.
William Penn Hotel, Pittsburgh, Pennsylvania

*Everybody Invited! Operators! Distributors!
All manufacturers in the coin machine industry!*

AUTOMATIC INSTRUMENT COMPANY
679 NORTH WELLS STREET, CHICAGO 10, ILLINOIS

A Tribute to the Distributor



By JAMES T. MANGAN
Mangan & Eckland, Chicago

The distributor, miracle man of the coin machine industry! He conducts a continuous coin machine convention in his territory the whole year 'round, exhibiting a dazzling display of the latest equipment, interpreting money-making features for his clientele, advising operators on their investments, keeping them up-to-date on the lightning changes taking place in the fastest moving of all businesses.

He brings the factory to the town, brings its products, its inspiration, its ideas, its resources and the brain-wealth of its myriad inventors, developers, engineers, mechanics. He finds the market for the manufacturer and contrives to sell that manufacturer's wares faster than the fastest factory can produce them.

He acts as the factory's alter ego, holds fast to its policies, protects its reputation, increases its momentum. From the firing line of his operators' locations he carries back to the factory the precious findings of daily experience which tell the producer what to make, what to add, what to eliminate, what to change. He is the indispensable liaison between the making of the product, its operation in location, and its final use by the public.

He, perhaps more than any individual, has made the coin machine business the greatest business on earth, a vortex of human interest, driving psychology, rocket speed and immediacy, profit for everybody and the brightest future man has ever envisioned!

THE HISTORY OF THE CITY OF NEW YORK

The history of the city of New York is a story of growth and change. From a small settlement of Dutch traders to a major center of commerce and industry, the city has evolved over centuries. The Dutch, who first established a permanent settlement in 1624, laid the foundation for the city's future. Their policies of tolerance and trade attracted immigrants from various parts of the world, including the English, French, and Spanish. The city's strategic location on the Hudson River and its access to the sea made it a natural hub for trade and commerce. Over time, the city's population grew rapidly, and its influence expanded across the continent. The American Revolution, which began in the city in 1765, marked a turning point in its history. The city became a center of political activity and a symbol of the struggle for independence. The British occupation of the city from 1776 to 1783 further shaped its character and led to the adoption of the city's current name, New York City. In the 19th century, the city experienced a period of rapid industrialization and urbanization. The construction of the Erie Canal and the opening of the Erie Railroad in 1825 transformed the city into a major center of commerce and industry. The city's population continued to grow, and its influence expanded across the continent. The city's role in the American Civil War and the Reconstruction era further solidified its position as a major center of power and influence. Today, New York City remains one of the most important cities in the world, a testament to its rich history and enduring legacy.

BIG ATTENDANCE MARKS 3 DAY SHOWING OF NEW "CHALLENGER '47" PHONO

CHICAGO — Challenge Industries, Suite 330, Field Bldg., this city, held the premiere showing of their new "Challenger '47" phono this past week, March 15 to 19 and reported a greater attendance of coin machine distributors from all over the nation as well as from Mexico and Canada than the firm had ever expected. In view of this record crowd the firm were forced to continue the showings beyond the dates originally set.

The firm also displayed their new Challenger Drink Dispenser at the same time. Coinmen were registered as they entered and were taken in groups of 40 to the display rooms. It is reported that many of these men returned time and time again to view the new equipment. The showings were conducted with complete efficiency and personal appointments were made after each display with those who desired further discussion.

Handling the presentation were Dan Subarsky and Glen Spathe. Also present was Dr. Henry M. Garsson, president of the parent organization, U. S. Challenge Company. Challenge Industries officials who were on hand were: Albert Cole, Sam Kressberg, Murrey W. Garsson and Bert Davidson. Other members of the staff who handled the crowds were: Richard L. Cole and Aaron J. Gross.

The following were some of the firms who registered for this premiere showing: Alamat Co., Birmingham, Ala.; Grapette Co., Camden, Ark.; Coinmatic Distributors, Los Angeles; Belmont J. Sanchez, Los Angeles; Bay Automatic Sales, Oakland, Cal.; Panoram Soundies, Inc., Miami, Fla.; Heath Distributing Co., Macon, Ga.; Bee & Dee, Berwyn, Ill.; Dockhus Bros., Rockford, Ill.; R. E. Booth, Anderson, Ind.

Dickinson Music Co., Hammond, Ind.; John P. Kramer, Gary, Ind.; Carl Zimmer, South Bend, Ind.; Mac's Machines, Mishawaka, Ind.; Iowa Phonograph Co., Cedar Rapids, Ia.; Albert's Music Co., Cedar Rapids, Ia.; Allbritten Automatic Music, Murray, Ky.; Pelican Amusement Co., Alexandria, La.; Robinson Sales Co., New Orleans, La.; Bay State Music Co., Boston, Mass.; Trimount Coin Machine Co., Boston, Mass.; White Novelty Co., Detroit, Mich.; American Novelty Co., Detroit, Mich.; Automatic Games Supply Co., Minneapolis, Minn.; Melody Lane Music Co., Kansas City, Mo.; Automatic Phonograph Co., St. Louis, Mo.; Central Distributors, St. Louis, Mo.; Ray's Electric Co., St. Louis, Mo.

World Wide Dist., Kansas City, Mo.; Charlotte Music Co., Charlotte, N. C.; A. R. Kiser Co., Charlotte, N. C.; The A & N Wholesale Co., Fayetteville, N. C.; John A. Carter, Salisbury, N. C.; Program Service Co., Lincoln Neb.; Edwin L. Radin & Assoc., Lincoln, Neb.; East Coast Phono Dist., Elizabeth, N. J.; Active Amusement Co., Newark, N. J.; Universal Vendors, Albany, N. Y.; Boro Automatic Music Co., Brooklyn, N. Y.; Solomon Gruebel, Brooklyn, N. Y.; Dave Lowy, New York; Mahler Trading Corp., New York; Eastern Sales Co., Rochester, N. Y.; West

Side Dist. Co., New York; H. Rosenberg, New York; Uneeda Vendors, New York; Amherst Amusement Co., Buffalo, N. Y.; Ed. George Music Co., Akron, O.; Ohio Specialty Co., Cincinnati, O.; Sicking, Inc., Cincinnati, O.; Wesco Novelty Co., Cincinnati, O.; Food Dispensing Co., Cincinnati, O.; Frost Music Co., Fremont, O.; American Distrib., Johnstown, Pa.

Emanuel Amuse. Co., Mahandy City, Pa.; George Ashe, Philadelphia, Pa.; Automatic Sales Co., Phila-

delphia, Pa.; Roth Novelty Co., Wilkes-Barre, Pa.; Acme Novelty Co., Pittsburgh, Pa.; Canipe Dist. Co., Memphis, Tenn.; Music Sales Co., Memphis, Tenn.; Rock City Amuse. Co., Nashville, Tenn.; Ace Coin Mach. Co., Dallas, Tex.; Amusement Enterprises, Dallas, Tex.; Barney's Music Shop, Dallas, Tex.; General Distrib. Co., Houston, Tex.; Houston Amuse. Co., Houston, Tex.; Island Dist. Co., Galveston, Tex.;

DELIVERING NEW MACHINES BY

BALLY • EVANS • PACKARD • JENNINGS • CHICOIN • WILLIAMS • GENCO

<p style="text-align: center;">PAYOUTS</p> <p>Mills 4 Bells, Perfect\$345.00</p> <p>Mills Jumbo, Late Head 119.50</p> <p>Walling Big Game, 10c 119.00</p> <p>Pace Saratoga, Comb. PO FP..... 119.00</p> <p>Jennings Silver Moon Console..... 119.00</p> <p>Mills 1-2-3 Paytable.. 99.50</p>	<p style="text-align: center;">FREE PLAY</p> <p>Idaho\$245.00</p> <p>Hollywood 245.00</p> <p>Sky Chief..... 175.00</p> <p>Yanks 125.00</p> <p>Invasion (Rev.)... 125.00</p> <p>Bolaway 89.50</p> <p>Capt. Kidd..... 89.50</p> <p>Towers 89.50</p> <p>G I Joe (Rev.).... 89.50</p> <p>Defense (Genco) 89.50</p> <p>Duplex 79.50</p> <p>Showboat 79.50</p> <p>Zombie 79.50</p> <p>Metro 59.50</p> <p>Zig Zag 59.50</p> <p>School Days..... 59.50</p> <p>Paradise 49.50</p> <p>Salute 49.50</p>	<p style="text-align: center;">ARCADE</p> <p>Keeney Texas Leaquer, Jr.....\$ 55.00</p> <p>Keeney Submarine 125.00</p> <p>Bally Rapid Fire..... 125.00</p> <p>Seeburg Chicken Sam with Rifle Range Conversion.. 95.00</p>
--	---	--

FRANKEL DISTRIBUTING CO.

1209 DOUGLAS ST. ● 2532 FIFTH AVE. ROCK ISLAND, ILL.



**WURLITZER DISTRIBS
FORM EXPORT ORG.
CALL IT "AMPCO"**



CARL A. JOHNSON

NO. TONAWANDA, N. Y. — A very interesting story appeared recently in the Buffalo press concerning the formation of an export firm by Wurlitzer distributors.

Spokesman for this news was Carl A. Johnson, Vice-President and General Manager of the North Tonawanda Division, Rudolph Wurlitzer Company.

Johnson reported, with the foreign demand for coin-operated equipment at fever pitch, as a result of the "missionary" work done when the armed forces carried coin machines with them thruout the world, Wurlitzer distributors formed the export organization to handle what has now developed into a great boom export market.

Known as the American Phonograph Co-operative, Ltd., or AMPCO for short, the new firm has no official connection with the Rudolph Wurlitzer Company; however, it does have Wurlitzer's blessing.

AMPCO, it is said, will collect, rebuild, and export these used machines, adapting them with suitable coin mechanisms and power systems for the countries to which they are to be sent. Wurlitzer trained mechanics will do this job, according to this newspaper account.

NOW DELIVERING

BRAND NEW FACTORY RELEASES

Victory Special	\$589.50
Victory Derby	574.50
Goalee — Total Roll	525.00
Amusematic Lite League	425.00
Evans Bangtails 5c comb. 7 coin	674.50
Evans Bangtails 25c comb. 7 coin	764.50
Evans Ten Strike	372.50
Groetchen Columbia Tw. J.P.	132.50
New Mills 5c Vest Pockets	74.50

JENNINGS SLOTS

BRONZE CHIEF	Super DeLuxe	Chief
5c	\$249.00	5c
10c	259.00	10c
25c	269.00	25c

Paces DeLuxe Cherry Bells 50c & 1.00 play Write

IMMEDIATE SHIPMENT

Terms: 1/3 Deposit, Bal. C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave. Chicago 22, Ill.

Phone: ARMitage 1434

New  **APOLLO**
RELEASES
FIRST WITH HITS BY POPULAR COLORED ARTISTS

RELEASE NO.11


104
"In the Storm Too Long"
"Every Knee Surely Must Bow"
THE DIXIE HUMMING BIRDS



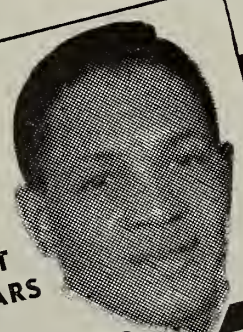
105
"Keep Your Lovelight Burning"
"I'm on My Way Back to Oklahoma"
CURT BARRETT AND THE TRAILSMEN



369
"It's Over Because We're Through"
"Amateur Night in Harlem"
WILLIE BRYANT with TAB SMITH SEPTETTE



758
"Wondering and Thinking of You"
"What's This?"
ILLINOIS JACQUET AND HIS ALL STARS



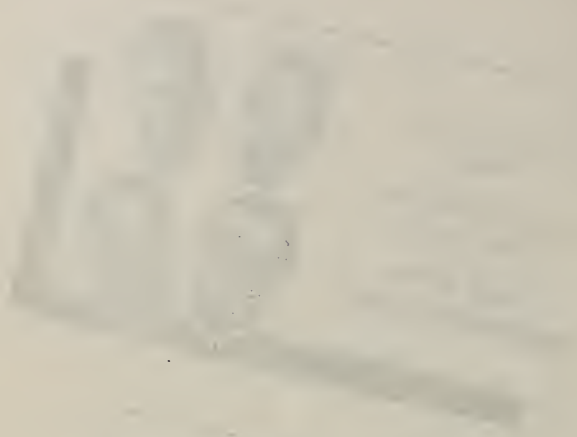
100 SERIES—LIST PRICE 75c, PLUS TAX.
300 & 700 SERIES—LIST PRICE \$1.00, PLUS TAX.

SEND FOR COMPLETE CATALOG OF RECENT SMASH HITS!

APOLLO RECORDS DIST. CO.

615 TENTH AVENUE, NEW YORK 19, N. Y. • LOngacre 3-1758
2705 WEST PICO BOULEVARD, LOS ANGELES, CALIF. • REPUBLIC 0229
1450 BROADWAY, DETROIT 26, MICH. • RANOLPH 2824

IDENTIFICATION



IDENTIFICATION

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D. C. 20535

IDENTIFICATION

"There is No Substitute for Quality"...

STAGE DOOR CANTEEN

**PROVES IT
WITH PROFITS!**

ORDER FROM YOUR DISTRIBUTOR NOW

D. GOTTLIEB & CO.

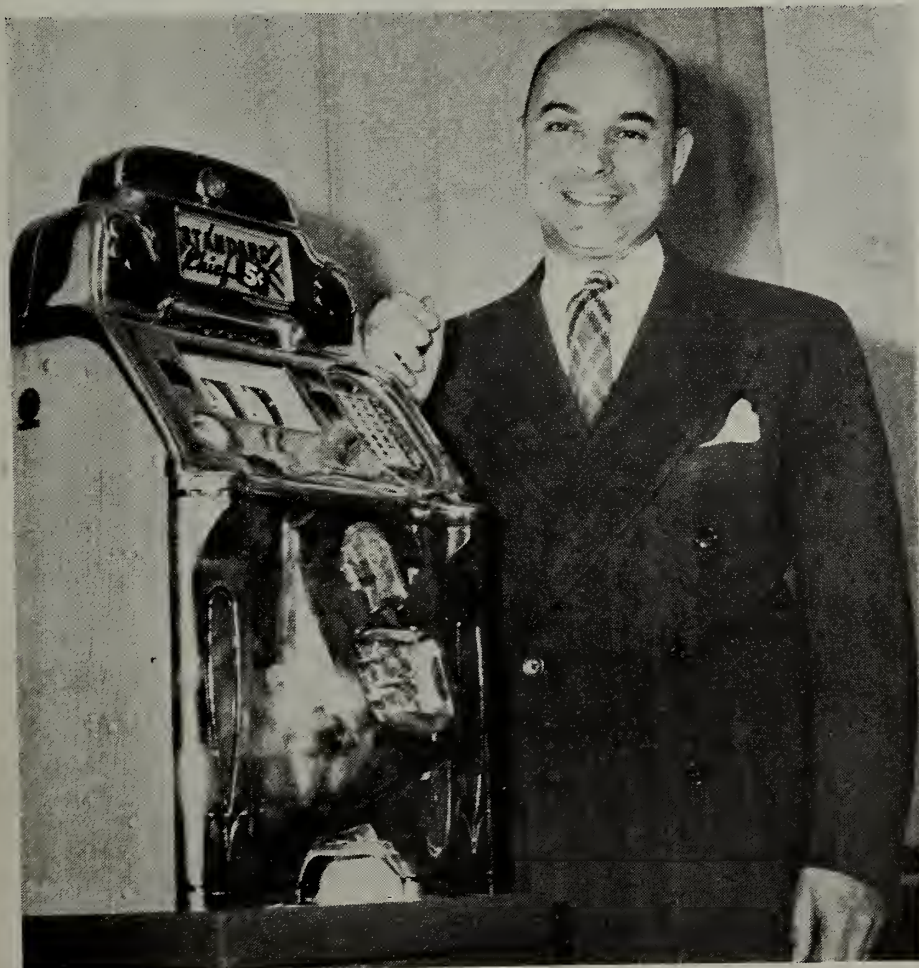
"First with the Finest"

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



• JOIN **CMI** NOW •

"STANDARD CHIEF" BRINGS IN BACON



CHICAGO — "Believe me", reported D. B. Lovitz, admanager for O. D. Jennings & Co., this city, "it takes quite a bit of persuading to get Mr. J. Raymond Bacon our Vice-President to pose for any sort of a picture."

"But", continued Lovitz, "when our new Standard Chief was set up for display in our showrooms — in

came Mr. Bacon — and that's what gave us the headline — 'Standard Chief Brings In Bacon'—and we mean that in more ways than one."

O. D. Jennings & Company, Lovitz also stated, are arranging for one of the most extensive advertising campaigns in their history on the new Standard Chief.

SPECIAL CLEARANCE

All Rebuilt A-1 Condition

1 Mutoscope Digger, rebuilt	\$125.00
1 Photomatic, late model.....	795.00
1 Undersea Raider, floor sample.....	Write for Price
1 Submarine, rebuilt.....	100.00
1 Western Baseball, Deluxe	115.00
2 Skeeballettes, rebuilt	each 75.00
1 Exhibit Fist Fighter.....	100.00
6 Love Meters on Bases.....	each 25.00
1 Pitchem & Catchem.....	65.00
1 Kirk Horoscope & Ticket Scale, rebuilt.....	100.00
4 Ten Strikes, rebuilt.....	each 65.00

R. C. ROEHL & CO.

613 W. Wisconsin Ave. Milwaukee 3, Wisc.
Tel: Broadway 8236

COIN OPERATED DEVICES, ARCADES & DIRECT
POSITIVE PHOTO STUDIOS

WANT ANY QUANTITY

Buckley 24 Record Chrome Boxes - 13 Buckley 20
Rec. Chrome Boxes - Mills Three Bells - Keeney
Combination Super Bell.

Quote Best Price, Immediate Cash.

M. A. POLLARD COMPANY
725 Larkin St., San Francisco 9, Calif.

PARTS — SUPPLIES

PHONO TITLE STRIPS

55c PER 100

WRITE FOR QUANTITY PRICES

ROCK-OLA CRYSTAL

Pick-Ups, B-2 Cartridge, \$3.00 ea.

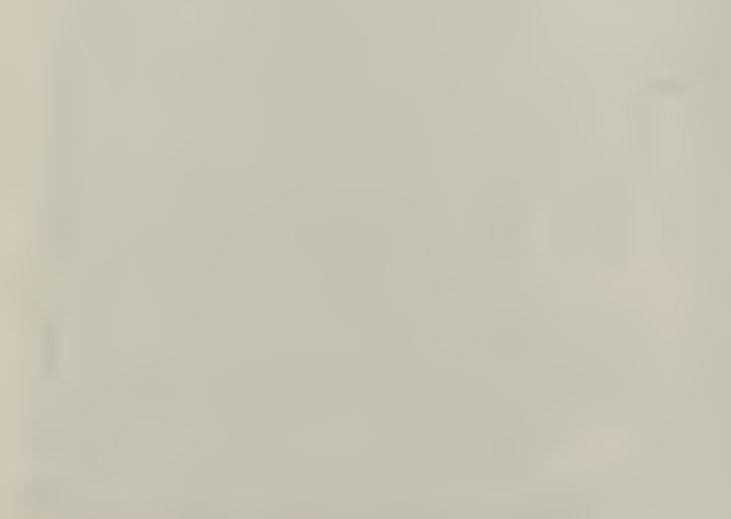
ECONOMY SUPPLY CO.

615 TENTH AVENUE, NEW YORK, N. Y.

(Phone: BRyant 9-3295)

STATE BOARD

OF EDUCATION



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GOLD CHROME CABINETS

Complete Only **\$29⁵⁰**
Specify 5c, 10c or 25c play; 2/5 or 3/5 pay

SILVER CHROME CABINETS

Complete Only **\$39⁵⁰**
Specify 5c, 10c or 25c play; 2/5 or 3/5 pay

These Brand New Features Included:

- Light, Durable Wood Cabinet
- Drill Proof Lining
- Metal Reward Plate
- Denominator
- Knee Action
- Unbreakable Jackpot Glass
- Club Handle
- Castings (gold or silver)



REBUILDING

of any

Mills Escalator-Type Machines

and placed in a

BRAND NEW CHROME CABINET

Choice of Silver, Gold, Black Chrome

COMPLETE ONLY
\$ 69⁵⁰
Plus Parts

Completely REBUILT • REFINISHED REJUVENATED TO LOOK AND OPERATE LIKE NEW!

Here is the opportunity you've been looking for to make your MILLS ESCALATOR TYPE MACHINES look and operate as good as NEW. We will completely rebuild your machines under the supervision of factory trained mechanics. The cabinet furnished includes the above new features.

All Work Guaranteed • Send your Machines at Once • Very Prompt Delivery

WE WILL NOT BE UNDERSOLD!

American Amusement Co.

4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"

FORM 100-1000
CLASSIC

23

23

23

23

REBUILDING

THIS REBUILD-TYPE FACILITY



23

23

23

23

acclaimed the best!

"SUSPENSE"

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

**ORDER FROM YOUR JOBBER OR A
WILLIAMS REGIONAL DISTRIBUTOR**

Williams
MANUFACTURING
COMPANY



161 W. HURON ST. CHICAGO 10, ILLINOIS

JOIN CMI NOW

GUTSHALL-CARTER AIREON SHOWINGS CLICK BIG

LOS ANGELES, CAL. — Jack Gutshall's showing of the new Aireon Electronic Phonograph is reported to have been one of the biggest crowd getters in automatic music history of this area.

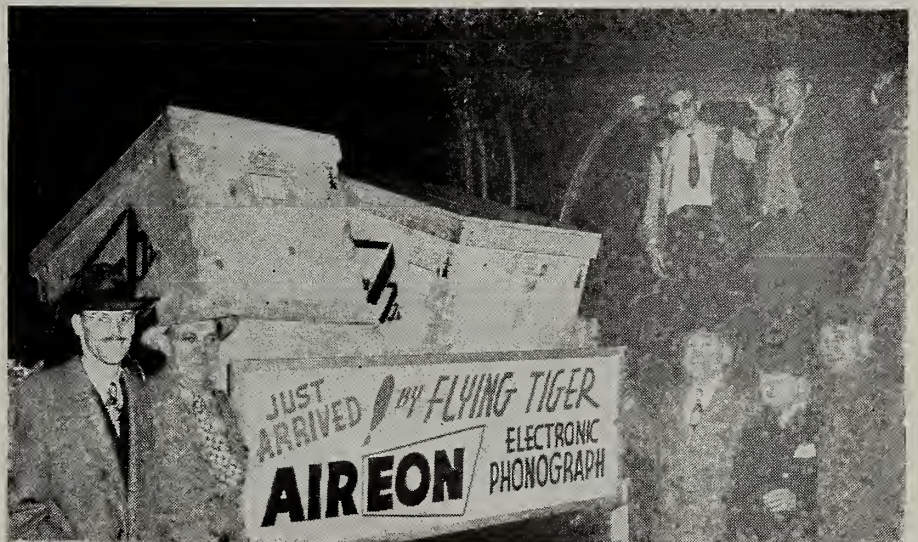
Nick Carter also attracted much attention with the showing he held. In the upper photo are seen: Nick Carter, Jack Gutshall, Frank Navarro, Bill Simmons and Mike Dutton of Aireon Mfg. Corp.

Lower picture gives some idea of how the showrooms were crowded with visitors from all over southern California to view the new Aireon line.

Gutshall stated, "This was the grandest and biggest showing of a new automatic phono in southern California's history. The crowds were tremendous and they were all thrilled by what they saw and heard."

Gutshall also explained that all the Aireon officials and the distribs here waited at the airport for the "Flying Tigers" airfreight line to fly in the first Aireon samples for the big showings here.

"From the moment they arrived," Gutshall said, "the men were hard at work arranging for their showings and there was no rest until the doors opened to officially welcome the crowd opened to officially welcome the crowds."



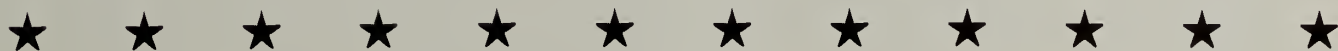
JACK GUTSHALL



JACK GUTSHALL

OFFERS YOU QUALITY RECORDS

with **PLAY APPEAL**



EXCLUSIVE — GAVE YOU 13 SMASH HITS!

WATCH FOR 6 NEW SENSATIONAL RELEASES SOON!

EXCELSIOR — THE KING OF THE BLUES.

4 NEW TOP SELLING TUNES ON THE WAY.
"THE FATHER OF KING COLE'S TWO BEST SELLERS"

MODERN — MODERN TUNES IN MODERN STYLE.

ONE OF THE FASTEST INDEPENDENT SELLERS.

G & G — JOE GREEN, WRITER OF "HER TEARS FLOWED LIKE WINE"

NOW RELEASING HIS NEW RECORDS AT 75c RETAIL!



ORDER FROM YOUR NEAREST DISTRIBUTOR

AMERICAN COIN-A-MATIC
1437 5th Avenue
Pittsburgh, Pa.

Covers Western Penn., Virginia, West Virginia

COMMERCIAL MUSIC
510 N. Sarah
St. Louis, Mo.

Covers St. Louis and Suburbs

RECORD SALES, INC.
2117 3rd Avenue North
Birmingham, Ala.

Covers Alabama and Georgia

MUSIC SALES
680 Union Avenue
Memphis, Tenn.

Covers Tenn. and Ark.

**STANDARD
MUSIC DISTRIBUTORS**
1913 Leeland
Houston, Texas

Covers Lone Star State

**PREMIER
AUTOMATIC MUSIC CO.**
640-42 South Street
Philadelphia 47, Pa.

Covers Eastern Penna.

MUSIC SALES
303 N. Peter Street
New Orleans, La.

Covers Louisiana and Mississippi

C & C DISTRIBUTING CO.
714 Fourth Avenue
Seattle, Wash.

Covers Oregon, Wash., Alaska, Montana, Idaho

ORIOLE DISTRIBUTING CO.
512 Pennsylvania Baltimore, Md

Covers Maryland, Washington, D.C.,
No. Carolina, So. Carolina, Florida

Territories Not Covered Above Still Available

JACK GUTSHALL DISTRIBUTING CO.

1870 W. WASHINGTON BLVD., LOS ANGELES 7, CAL.

JANET W. SAL

1911

W. J. A. U. O

20 8 0 3 3 5

1911

1911

1911

1911

1911

1911

1911

SEBRING FORMS NEW RECORD CO.



AL SEBRING

CHICAGO — Al Sebring of Bell Products Co., this city, reported this past week that he was forming a new record manufacturing firm and that, "This company will be entirely devoted to the manufacture of a new and better phonograph recording. We will devote ourselves 10 0per cent to the juke box trade."

Sebring also reported, "We are of the same belief as the leaders in the juke box industry and intend, if at all possible, to have appear on the label of our records, 'For use in coin operated musical instruments'. We believe that if this can be worked out to the complete satisfaction of the artists, recorders, legal agents and so forth, that this statement will be first to appear on our records."

Associated with Sebring in this firm will be M. K. Styne who is the brother of the noted Jules Styne, composer of such songs as, "It's Been A Long, Long Time", "Love Me", "Let It Snow", "I'll Walk Alone", "I Don't Want To Walk Without You", and many others.

"There will also be associated with me in this firm", Sebring stated, "many noted musical leaders who have for years given the music industry the finest songs and recordings. We are planning to bring the juke box trade the very greatest records ever produced."

"Our company is practically ready for operation and within a week or so we shall make announcements which, we believe, will tremendously thrill and elate everyone of the music machine coinmen in the nation."

PARKING METERS

NEW YORK — Miller Meter, manually operated, mfd by Duncan Meter Co., Chicago, \$78; Mark Time Perfection, manually operated, mfd by M. H. Rhodes, Inc., Hartford, Conn., \$58; Mi-Co Manual, mfd by Michael Art Bronze Co., Covington, Ky., \$48 for straight 5c and \$50.50 for all other types; Dual Automatic, mfd by Dual

Parking Meter Co., Canton, O., straight meter \$64.50, multiple meter \$68; Kar-Park Automatic, mfd by Kar Park Corp., Cincinnati, O., \$66.73; Park-O-Meter Automatic, mfd by Magee-Hale Park-O-Meter Co., Oklahoma City and Macnick Co., Tulsa, Okla., \$57.

WATCH FOR BALLY'S MUSIC! NOW DELIVERING

VICTORY DERBY \$574.50	FOR BALLY SURF QUEENS \$289.50	VICTORY SPECIAL \$589.50
BANGTAILS J.P. OR F.P. AND P.O.	For H. C. Evans 1946 MODELS	GALLOPING DOMINOES
BIG HIT 5 BALL F.P.	For Exhibit THEIR LATEST AND BEST	BIG HIT 5 BALL F.P. MULTIPLE

COLUMBIA TWIN JACKPOT BELL 1-5-10-25c PLAY
MILLS BLACK CHERRY AND VEST POCKET BELLS
GENCO TOTAL ROLL.....\$525.00 CHICAGO COIN GOALEE.....\$525.00

Palisades Specialties Co.

498 ANDERSON AVENUE
CLIFFSIDE PARK, N. J.
Phone: CLiffside 6 - 2892

APOLOGIES, MOE FINE!

Through an oversight the name of

MAFCO CORPORATION, Ltd.

703 NOTRE DAME ST., WEST
MONTREAL 3, QUEBEC, CAN.

was omitted from the list of
Aireon Distributors announced
recently in Cash Box.



MANUFACTURING CORPORATION
1401 Fairfax Trafficway
Kansas City, Kansas

Look To The GENERAL For Leadership

WE ARE EXCLUSIVE FACTORY DISTRIBUTORS FOR THE LEADING MANUFACTURERS
— PRESENTING THE GREATEST ARRAY OF HITS IN THE INDUSTRY —

- AIREON ELECTRONIC PHONOGRAPHS
- GOTTLIEB'S STAGE DOOR CANTEN
- EXHIBIT'S BIG HIT
- JENNINGS' BRONZE CHIEF AND SUPER DELUXE CHIEF
- AMUSEMENT ENTERPRISES' BANKBALL
- PFANSTIEHL COIN MACHINE NEEDLES — EAGLE PLASTICS

COMING :

Gottlieb's Triple Grip Tester
Daval's Gusher
Jennings' Challenger

"THE BEST OF THE NEWEST AT GENERAL"



Smile—

while
waiting
for

"SMILEY"

Manufactured by

PIONEER COIN MACHINE COMPANY

2634 N. Laramie Ave. Chicago 39, Ill.

NATional 2727

"Pioneer" will Pioneer



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\$349⁵⁰

F.O.B., N.Y.

SUPER SKEEROLL

All the necessary qualities for good, money-making equipment are combined in this tried and tested skee ball game. If you want a winner . . . if you want to be sure of the best . . . you want the "King of Alleys" . . . Munves' "Super Skeeroll".

NATIONAL DISTRIBUTORS

RUNYON SALES CO.

OF NEW YORK, INC.

593 - 10th AVE. (PHONES: LONG 3-4820 - 4836) N. Y. 18

ORDER NOW FROM THE COUNTRY'S FOREMOST DISTRIBUTORS

RUNYON SALES CO.
123 W. RUNYON STREET
NEWARK, N. J.

RUNYON SALES CO. of N. Y.
593 TENTH AVENUE
NEW YORK CITY

BADGER NOVELTY CO.
2546 NORTH 30th STREET
MILWAUKEE, WISC.

AMERICAN COIN-A-MATIC MACHINE CO.
1435 FIFTH AVENUE
PITTSBURGH, PA.

ATLAS VENDING CO.
410 NO. BROAD STREET
ELIZABETH, N. J.

RUNYON SALES CO.
1290 DELAWARE AVENUE
BUFFALO, N. Y.

CLARENCE BAGGETT
915 NORTH 21st STREET
OKLAHOMA CITY, OKLA.

CALIFORNIA AMUSEMENT CO.
1348 VENICE BOULEVARD
LOS ANGELES, CALIF.

1175 FOLSOM ST., SAN FRANCISCO, CALIF.

ROTH NOVELTY CO.
54 PENNSYLVANIA AVENUE
WILKES-BARRE, PA.

J. J. GOLUMBO & CO.
116 NEWBURY STREET
BOSTON, MASS.

MARLIN EQUIPMENT CO.
412 NINTH STREET, N. W.
WASHINGTON, D. C.

SILENT SALES CO.
200 ELEVENTH AVE., SO.
MINNEAPOLIS, MINN.

THE MARKEPP COMPANY
4310 CARNEGIE AVE., CLEVELAND 3, OHIO

EMPIRE COIN MACHINE EX.
2812 W. NORTH AVENUE
CHICAGO, ILL.

HEATH DISTRIBUTING CO.
217 THIRD STREET
MACON, GEORGIA

SOUTHWEST AMUSEMENT CO.
2916 MAIN STREET
DALLAS, TEX.

LOUISIANA COIN MACHINE SERVICE CO.
931 POYDRAS STREET
NEW ORLEANS, LA.

JULES OLSHEIN CO.
1100 BROADWAY
ALBANY, N. Y.

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NO.
BIRMINGHAM, ALA.

MODERN SOUTHERN DIST. CO.
459 RIVERSIDE AVE.
JACKSONVILLE, FLA.

MODERN VENDING COMPANY
286 N. W. 29th STREET
MIAMI, FLA.

LAZAR REPORTS NEW SALES RECORD



B. D. LAZAR

PITTSBURGH, PA. — Ben D. Lazar of B. D. Lazar Company, this city, reports, "Our firm has just established a new sales record which we believe will ever again be hard to equal for three day's selling."

According to Lazar, "This sales record was set the three days of our showing the new Rock-Ola 'phonograph of tomorrow'. Operators from all over our territory flooded into our showrooms here. We don't believe that we took one sample order. All orders placed were for from ten to more machines."

Lazar also reported, "We are happy to announce at this time that we are also now able to make deliveries to all coinmen in our territory of Gottlieb's 'Stage Door Canteen'. We do suggest, tho, that every operator who is seeking more 'Stage Door Canteens' call our offices immediately so that we can make quick shipment."

WANTED

(WILL PAY TOP DOLLAR)

FIVE BALLS • ONE BALLS • ARCADE EQUIPMENT
PHONOGRAPHS • SLOTS AND CONSOLES

BELL PRODUCTS CO.

2000 N. OAKLEY • CHICAGO 47, ILL. • HUMBOLDT 3027

SCIENTIFIC'S ORIGINAL X-RAY POKER

LIMITED QUANTITIES — ACT FAST
DISTRIBUTED BY

Joe Ash
in Pennsylvania

OR

Irv Morris
in New Jersey

ACTIVE AMUSEMENT MACHINES COMPANY

900 N. FRANKLIN STREET
417 FRELINGHUYSEN AVE.

PHILA. 23, PA.
NEWARK 5, N. J.

MARKET 2656
BIGELOW 8-1195

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

CLASSIFIES PINBALL GAMES AS "TOYS"

MANCHESTER, KY. — The local newspaper here, "Manchester Enterprise" reported the following this past week.

"In fairness to the business places of this community that operated the so-called 'pin-ball' machine we have this to say.

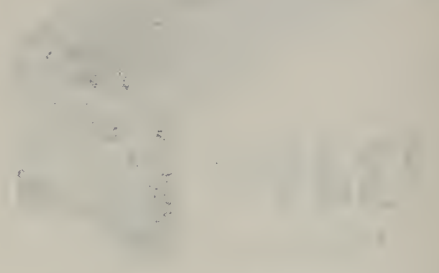
"The machines were not gambling devices as some people were led to believe. There were no 'pay-offs' of

any form except a free game, and are not to be classified with the more elaborate devices now being used in some sections of Kentucky.

"The type of these so-called machines can be purchased in the larger cities as a toy for the home. In other words, we would call the apparatus a toy which to play with for a while and then throw it aside as a kid would do a new toy."

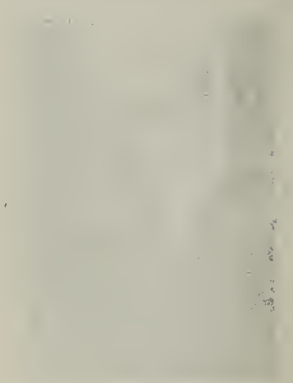
WANTED

WANTED



WANTED

WANTED



SPECIALS

ONE BALLS at SPECIAL LOW PRICES! FOR THIS WEEK ONLY — —

WE NEED ROOM FOR NEW MERCHANDISE ARRIVING DAILY

17 Kentucky	\$129.50	8 Grand National	\$49.50
10 Long Shot	129.50	1 American Derby	49.50
8 Santa Anita	69.50	1 Sport Page	29.50

3 Winning Ticket 69.50

These One-Ball cash payout multiple games all carefully overhauled and reconditioned.

SLOTS

We still have on hand the following slots from the list of completely refinished and reconditioned machines we advertised last week.

1 1c Pace Deluxe	\$ 55.00	1 25c Mills Original Silver Chrome....	209.50
2 5c Mills Original Gold Chrome....	179.50	1 25c Mills Original Cherry Bell	175.00
3 5c Mills Original Silver Chrome....	179.50	2 25c Watling Rolatop Front Venders	85.00
1 5c Mills Rebuilt Gold Chrome.....	150.00	1 25c Pace Bantam	39.50
1 5c Mills Original Black H. L. JP....	190.00	1 50c Mills Roman Head (Original)..	345.00
1 10c Mills Original Brown Front.....	179.50	1 50c Mills War Eagle Hand Load JP	
2 10c Watling Rolatop	79.50	.. with late Mechanism-Glitter Gold	365.00
1 10c Jennings 3 Star Chief.....	99.50	1 50c Jennings Century	295.00
1 25c Mills Original Gold Chrome....	209.50	2 50c Watling Rolatop	195.00
2 Columbia Bells — Cig. Reels-GA....	45.00		

MUSIC

1 Wurlitzer Twin 12 steel cabinet unit complete with Buckley adapter and amplifier..... **\$175.00**

CONSOLES

1 Buckley Daily Double Jackpot Track Odds..... **\$650.00**

UNIVERSAL AMPLIFIERS

(BRAND NEW)

For all Wurlitzer, Rock-Ola, Seeburg Phonos except Hitone RC models..... **\$54.50**

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED.

REGARDLESS OF PRICE

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MULLINIX AMUSEMENT CO.

1514-16 BULL STREET

(ALL PHONES: 3-6601)

SAVANNAH, GA.

JUDGE POSTPONES RULING ON W. VA. SUNDAY JUKE BOX PLAY

CHARLESTON, W. VA. — Juke box ops from many parts of this area listened this past week to Municipal Court Judge Harold B. Neff postpone until March 25 a decision on whether Roy K. Morris, owner of a beer tavern here, had violated a 1945 act by playing a juke box on Sunday "on the house" as Morris contended he had done by providing the nickels himself.

Morris claimed that by putting his own nickels into the juke boxes he was merely furnishing music for the patrons of his place.

Previously Morris had appealed to the State Supreme Court following his conviction on a similar offense. Morris claimed that the section of the beer law regulating the operation of music machines was unconstitutional. This case is now pending.

In this new case, Morris appealed from a Kanawha circuit decree denying him a writ to stay criminal action by a justice of the peace on charges that he violated the statute by permitting the juke box to be played on the sabbath.

The Appellate Court first denied him a hearing, but later reversed the ruling on a second application.

Morris cited a section of the state constitution in support of his contention that the operation of a coin operated music machine does not legally belong in legislation dealing with the regulation of beer.

Juke box ops thruout the state are tremendously interested in this case and eagerly look forward to March 25 for Judge Neff's decision.

It is the hope of many of these coinmen that leaders in the juke box industry will interest themselves in this ruling and that if it is unfavorable will work with them to help get the coin operated music machines in taverns off the beer regulation laws which these men claim have absolutely nothing to do with juke boxes.

CLEVELAND PHONO OPS MEET

CLEVELAND, O. — The regular monthly meeting of the Phonograph Merchants' Assn., was held on March 7 at the Hotel Statler in this city.

Jack Cohen, president of the assn., who has just returned from an extended visit to Miami, was back presiding at the meeting which was one of the most interesting ever held here.

Discussion regarding the fact that the music ops entertained Vaughn Monroe at the Belmont Hotel won much comment. A new member was also introduced to the organization at this meeting, he is Richard Head who purchased Frank Bennett's route.

Other news from this organization

PHONOGRAPHS WANTED

We Will Pay Cash for WURLITZER

61 — 71 — 81 — 616 — 24
— 500 — 700 — 800 — 850.

SEEBURG

Rex — Gem — Regal —
Vogue — Classic — Colonel
— Envoy — 8800 — 9800.

ROCK-OLA

Counter Models — Standard
— DeLuxe — Super — Masters.

State Price Desired.
Write or Wire

BYRON NOVELTY CO.

2045 Irving Park Road, Chicago 18

was to the effect that Richard M. Erb, son of Myron Erb of Triangle Distributing Co. is now home after spending much time in the southwest Pacific with the Army Air Forces.

George Zollos is also back again after three years in the Army and reported that he was happy to be called "Mr." again instead of "Corporal."

A complete report was given to the organization by the Cleveland phono ops who attended the Detroit meeting and dinner at the Latin Quarter in that city. Among those who attended were: Leo Dixon, Jack Cohen, James Ross, Robert Pinn, Hyman Silverstein, Sid Amder, Sanford Levine, Sid Clary, Gary Weber, Burt Dean, Leon Green, Jimmy Burke and Harry Friedman.

SPECIALS

ONE DOLLAR SPECIAL FOR THREE

FOR TWO MORE DOLLARS

... FROM THE ...

ALL EQUIPMENT AND MATERIALS GUARANTEED

REBUILT BY OUR OWNERS

... FROM THE ...

... FROM THE ...

MULLINIX AMUSEMENT CO.

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... FROM THE ...

WASH. D. C. BETTER BIZ BUREAU WARNS VETS ON VENDING MACHINES

WASHINGTON, D. C. — The Better Business Bureau, this city, has just issued a warning that high pressure salesmen are exaggerating returns on investments in vending machines.

This warning is especially being directed to returned veterans with Mrs. Sally Muchmore of the bureau reporting that several complaints on this score had been received recently.

The last complaint received, she reported, was from a young veteran who put his last \$890 into the purchase of 20 machines for vending nuts on bars or store counters.

The veteran, she said, responded to an advertisement in a newspaper headed, "Route man wanted — \$50 a week".

Mrs. Muchmore stated that this veteran signed a contract he had not read and paid out his money after listening to a sales talk in a hotel room.

The veteran expected immediate delivery of the machines, but recently received a letter from the sales company stating that "the manufacturer hoped to catch up with orders by April 15th."

Mrs. Muchmore also said that the veteran expected the machines to earn him enough money by this time to buy an automobile to make his rounds in servicing them.

La. Assess Slots For \$1.15 Yearly

BATON ROUGE, LA. — This state gets \$1.15 yearly per machine assessed under such headings as "personal property", "business fixtures", or "miscellaneous". The parishes get about \$6 more a year.

The interesting legal point of power of the state to assess property illegally owned hasn't yet been raised.

Louisiana's Tax Commission Chairman, J. H. Cain reports, "Most operators don't seem to mind paying the tax. We take the position they are property like anything else and ought to be assessed. They are not listed as exempt property in the constitution."

For the most part, Cain said, assessments are levied against the actual owners of the machines rather than against owners of establishments in which they are found. The machines are assessed at \$200 each whether they are old or new.

P & S FREE PLAYS ARE PROVEN WINNERS

Eagle Squadron From — Big League Shangrila From — Mr. Chips Torpedo Patrol From — Formation Paratroops From — Powerhouse	Production From — Blondie Eagle Squadron From — Big Town → KISMET Our Latest Bombardier ← From — Follies
---	---

WANTED AT ONCE —
Punch, Tops, Formation and Powerhouse
See Your Distributor or Write To —

P & S MACHINE CO.
3017-19 N. Sheffield Ave., Chicago 14, Ill.

TERRIFIC! SENSATIONAL!

TRIPLE CASH BOX RECEIPTS
Let Us Convert Your Hockeys From Single Play to SINGLE AND DOUBLE PLAY



HOCKEY ONLY \$69.50
WRITE — WIRE PHONE FOR DETAILS

NOTE: WE ARE NOW DELIVERING CATALINA'S LEWIS COIN MACHINE SERVICE

3924 W. CHICAGO AVE. CHICAGO, ILL. (BELMONT 7005)

WATCH FOR OUR ANNOUNCEMENT

THE NEW AMI PHONOGRAPH

SOON ON DISPLAY IN OUR SHOWROOMS

AMERICAN COIN-A-MATIC MACHINE CO.

Exclusive Distributors in Western Pa., W. Va. and Va.

1435-37 FIFTH AVENUE PITTSBURG 19, PA.
PHONE: ATLANTIC 0977

WANTED PHONOGRAPHS

WILL PAY CASH FOR

WURLITZER	SEEBURG	ROCK-OLA
71 600 800	GEM CADET	STADARD MASTER
81 700 850	ENVOY 9800	SUPER COUNTER
500 750	REGAL 8800	DELUXE MODEL '39
	CLASSIC	

ALSO WANT 5-BALL FREE PLAY PIN TABLES

WRITE OR WIRE AT ONCE. LIST AND SEND US YOUR PRICES.

ALLIED MUSIC DISTRIBUTORS

5143 S. ASHLAND AVENUE CHICAGO 9, ILLINOIS

WATER RIGHTS

TO: [Illegible]

FROM: [Illegible]

DATE: [Illegible]

RE: [Illegible]

[Illegible text block containing details of the water right application, including location and quantity.]

APPROVED: [Illegible Signature]

SPECIAL AGENT IN CHARGE

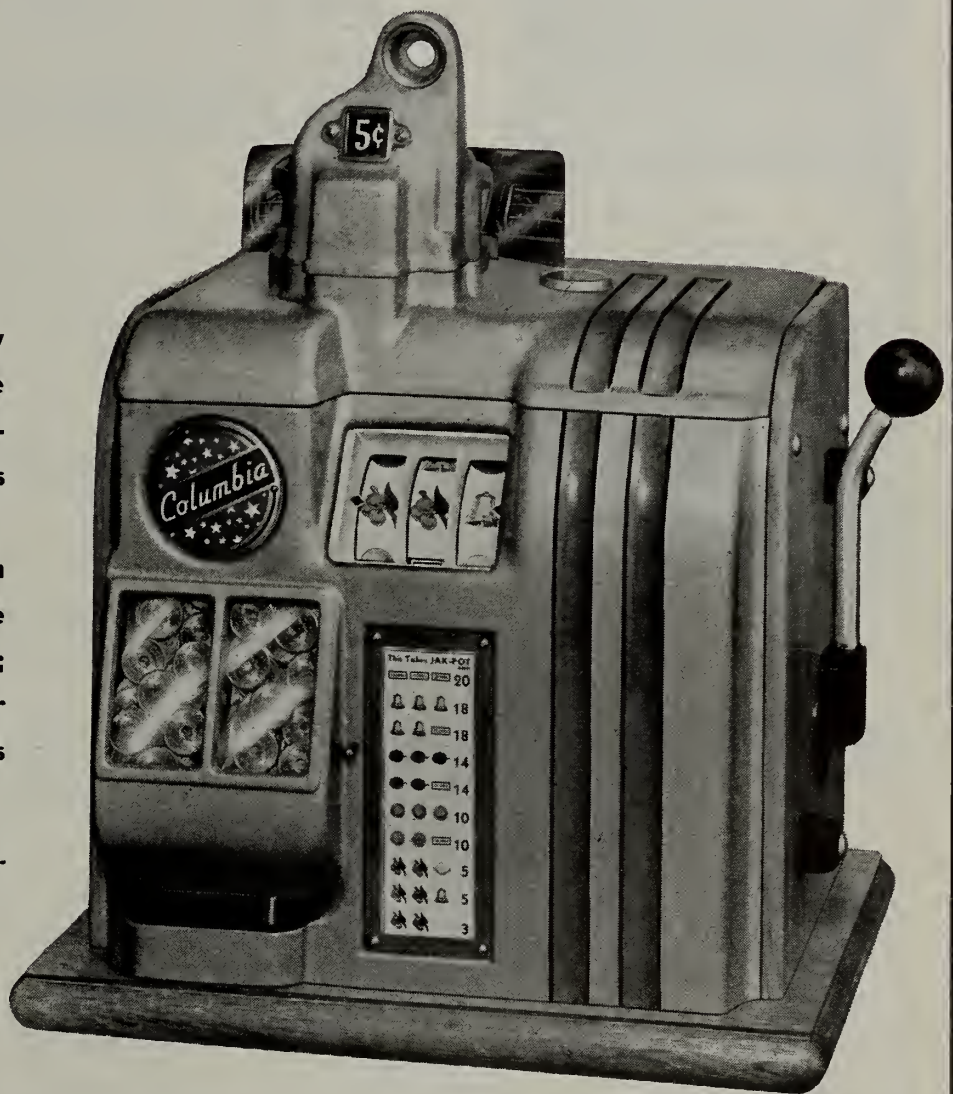
OFFICE OF THE SPECIAL AGENT IN CHARGE

[Illegible Address]

☆ *Hail* THE MONEY MAKING **KING**
COLUMBIA
BELLS ☆

Long a leader, now comes the new improved 1946 models. Fresh off the production lines — with new mechanical improvements — it's the famous COLUMBIA TWIN JACKPOT BELL!

These new, improved 1946 models in dazzling, durable finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one... plus double slug protection!



COLUMBIA makes more money f-a-s-t-e-r — costs less money to own. It's the money making KING.

*Immediate
 Delivery*

OPERATOR'S PRICE

\$132⁵⁰ F. O. B.
 CHICAGO, ILL.

All orders must be accompanied by one-third deposit, postal money order or certified check, balance C.O.D.

GROETCHEN TOOL COMPANY

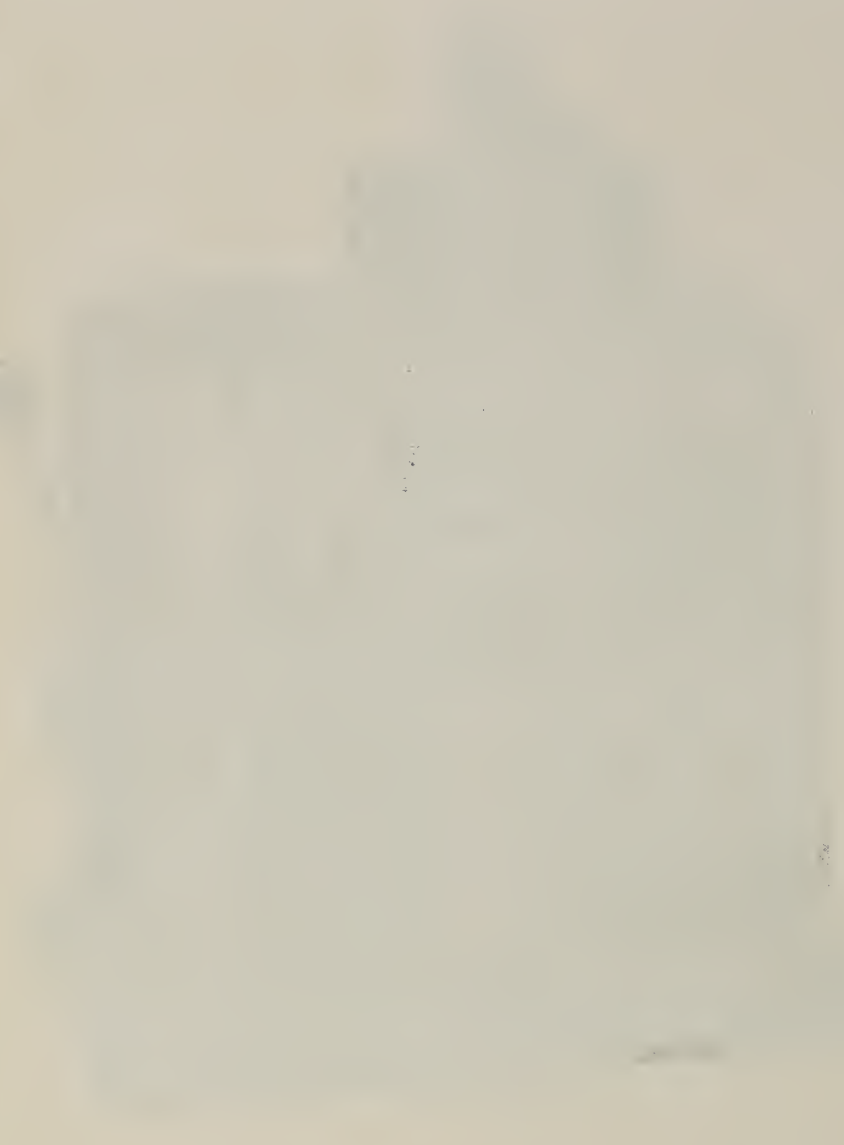
126 NORTH UNION AVENUE

RANdolph 2807

CHICAGO 6, ILLINOIS

1916

ALUMINA BELLS



Faint, illegible text, possibly a list or description of items.

ALUMINA BELLS
1916

FREE PLAY SLOTS HELD NOT ILLEGAL IN CALIF. RULING

SACRAMENTO, CALIF. — Justice of the Peace J. L. Missall of the American Township acquitted Charlie E. Kirk, owner of the YaVeda Club and D. C. Dodrill, owner of the Gardenland Club of gaming charges placed against them when free play slot machines were seized in their places of business.

The machines, it is reported here, were confiscated in connection with a sheriff's office drive against gambling devices. Both merchants, however, claimed the machines were not illegal since the player only received free plays instead of automatic pay-offs.

Justice Missall upheld this contention this past week. He overruled the arguments of the District Attorney's office that free plays are things of value and were therefore illegal.

Missall stated in his decision, "The slot machines seized from the defendants were not used as gambling devices within the meaning of Section 330A of the Penal Code and the defendants are therefore not guilty of the offense with which they are charged."

The District Attorney's office has

not yet decided whether to appeal the decision, according to reports received this past week.

Many coinmen here are now wondering whether this decision interpreting the 330A section of the penal code to mean that free play slots are not to be construed in the same category as automatic payout slots may not open the way for general placement of such equipment in this territory.

As yet no efforts have been made by coinmen to place any large numbers of free play slots. Most are waiting to see whether the district attorney will appeal from this decision and what the results of that appeal may be.

DON'T COME TO N. Y. CHI. OR L.A. WITHOUT HOTEL RESERVATIONS

NEW YORK — All three offices of *The Cash Box*, New York, Chicago and Los Angeles, suggest that coinmen make sure they have hotel reservations before they come to any of these cities. Hotels are absolutely jammed.



"LOOK FOR THE EAGLE... YOU'LL FIND THE BEST!"

REPLACEMENT PLASTICS

for all makes and models of AUTOMATIC PHONOGRAPHS (the oldest and newest)

NOW AVAILABLE RIGHT PRICES

SEND FOR COMPLETE PRICE LIST

EAGLE

COIN MACHINE CO.

1514 N. FREMONT AVE.

MICHigan 1247

CHICAGO 22, ILL.

WANTED FREE PLAY CONSOLES

JUMBO PARADES, SILVER MOONS, BOBTAILS, SUN RAYS, LATE BIG GAMES, HI HANDS COMB. & BIG TOPS. ALSO ALL FREE PLAY FIVE BALL GAMES & MUSIC. SEND YOUR LIST!

EMPIRE

COIN MACHINE EXCHANGE

2512 W. NORTH AVE.

CHICAGO 47, ILL.

HUMBOLDT 6288-89

Tubular COIN WRAPPERS

1 Case65c per M
3 Cases.....60c per M
6 Cases.....53c per M

Less Than Case Lots. Assorted Denominations. 70c per M.

50c PENNIES19 M to CASE
\$2.00 NICKELS17 M to CASE
\$5.00 DIMES20 M to CASE
\$10.00 QUARTERS15 M to CASE
\$10.00 HALVES15 M to CASE

Case lots shipped. One denomination to case. Order in quantity conforming to packing if possible.

1/3 Deposit with Order, Bal. C.O.D.

CHARLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 N. California Ave. Chicago 47
(Phone: ARMITAGE 0780)

A NEW REVAMP!

CATALINA

MARVELS LATEST 5 BALL FREE PLAY

YOU LIKED HOLLYWOOD — EVERYBODY DID! WAIT 'TILL YOU SEE CATALINA! GET YOUR ORDER IN WITHOUT DELAY. DON'T BE DISAPPOINTED!

\$249.50
F.O.B. CHICAGO

MARVEL MANUFACTURING CO.

2122 MILWAUKEE AVE., CHICAGO 47

PHONE: EVERGLADE 0230

See your Distributor. Phone, Wire or Write to Us Direct.

OPERATORS!! HERE ARE 2 PROVEN WINNERS OF 1946

1. GOTTLIEB'S STAGE DOOR CANTEEN

THE GAME THAT EVERY OPERATOR AND LOCATION WANTS

2. THE ROCK-OLA PHONOGRAPH OF 1946

THE PHONOGRAPH THAT IS THE LAST WORD IN MUSIC TODAY

WE HAVE THEM BOTH!

COME IN AND SEE THEM — AND PLACE YOUR ORDER

B. D. LAZAR COMPANY

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PITTSBURGH, PENNA.

U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

OFFICE OF THE ASSISTANT
SECRETARY FOR LAND
MANAGEMENT

STATE OF CALIFORNIA
COUNTY OF SAN DIEGO

BY: _____
SPECIAL AGENT IN CHARGE

RECORDED
INDEXED
MAY 19 1964

THIS CERTIFICATE IS VALID FOR THE PURPOSES OF THE
LAND MANAGEMENT ACT OF 1956
AND THE NATIONAL SYSTEM OF PUBLIC LANDS
ACT OF 1906
AS AMENDED

BIG 4 RECORD MFRS SQUEAL AS OPS BUY OTHERS

NEW YORK — Word began to reach *The Cash Box* this past week from noted juke box coinmen that the "big four" record manufacturers, Decca, Columbia, Victor and Capitol, were beginning to squeal now that many of the juke box ops are buying records from the smaller firms all over the country and finding that they can get along very well with the recordings they are getting.

One noted southern juke box coinman reported that when one of the "big four" in his city heard that he had arranged to buy and distribute the records of some of the smaller record makers, they phoned and advised him that they wouldn't give him any more records for his phono route. He also learned that this distributor had phoned the other of the "big four" distribs in his town and suggested they all do the same.

Such reports have now begun to come in with regularity from other parts of the nation where juke box ops are learning that they can get

records in good quantity from the smaller manufacturers and that these latter are more than willing to cooperate with them as to price and delivery schedules and all other matters relative to their needs.

One coinman told *The Cash Box*, "We've waited for this for a long time. I am giving almost 100 per cent of my business to the new and smaller manufacturer and will continue to do so. These men are now beginning to get shellac and they are also getting more pressing machines. The only thing I hope is that other juke box operators thruout the country won't forget what headaches and heartaches

they had with the big record makers and will now go all out to make these new men just as big and powerful so that in the future we will again have a real record market and the opportunity to get our merchandise at reasonable prices."

In the meantime the smaller recording firms are going right ahead producing hit records and bringing one innovation after another into the field with prices tumbling and all are trying to help coinmen to the best of their ability. Some of the new tunes being presented are winning much good comment from juke box ops nationally.

WANT 500 GAMES

CAN USE 500 FREE PLAY GAMES
(Parts must be complete)

SPORTY — PARADISE — JOLLY —
SCHOOL DAYS — POLO — HORO-
SCOPE — CHAMP — MIAMI BEACH
— SEA HAWK — MAJORS '41 —
SNAPPY '41 — STRATOLINER — SPORT
PARADE — SHOW BOAT — SEVEN UP
— SPOT POOL — ARGENTINE —
LITA CARD

Send Your List Stating Quantity,
Price and Condition.

MID-STATE CO.

2850 W. ROOSEVELT RD. CHICAGO 12, ILL.
TELEPHONE: SACRAMENTO 2691

A Dependable Maintenance Tool for Every Operator

Magic Wand WELDER

We Have Available for Immediate Delivery Any Type of Coin Machine Part. Get Our List at Once. **\$34.50**

F. O. B. CHICAGO
1/3 DEPOSIT WITH

AMMCO DISTRIBUTORS

2513 MILWAUKEE AVE. • CAPITOL 1111 • CHICAGO 47

ORDER TODAY!

DISTRIBUTORS!
SOME TERRITORY
STILL OPEN — WRITE

NEW RELEASES UNITED — FOR BETTER BUYS NOW DELIVERING

Evans Ten Strike Evans Custom Consoles Bally Surf Queens	Bally Undersea Raider Chicago Coin Goalee Bally Victory Derby	Amusematic Life League Genco Total Roll Bally Victory Special
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— PACKARD BOXES, SPEAKERS, AUXILIARY EQUIPMENT —
ALSO THESE RECONDITIONED BUYS IN USED MACHINES

MILLS BLUE FRONTS COMPLETELY REFINISHED LIKE NEW WITH CLUB HANDLES		NEW BLACK CHERRY BELLS 5c - 10c - 25c PLAY.....WRITE	
5c PLAY.....	\$129.50	5c Melon Bell.....	\$125.00
10c PLAY.....	139.50	5c Brown Front.....	140.00
25c PLAY.....	189.50	10c Brown Front.....	175.00

DOLLAR JENNINGS CHIEFS, Refinished Like New \$695.00

Bowl A Ball\$195.00 Bowl A Bomb..... 175.00 Drivemobile..... 250.00 Pacific Express, A-1 225.00	ARCADE EQUIPMENT Rapid Fire\$125.00 Tommy Gun 130.00 Air Raider 175.00 Zingo 125.00	Skyfighter\$200.00 Bank A Ball 195.00 Bowling League 175.00 Lucky Strike 125.00
--	--	--

PHONOS — SPECIALS

Capehart 20 selector Phono.....\$120.00 Santa Anita 1-Ball P.O..... 110.00 Single Box Stands 12.50 Buckley Track Odds, D.D. 475.00 Evans Lucky Lucre '41 195.00	Jumbo Parade, P.O.....\$ 89.50 Singing Towers — 40 Selector 450.00 Race King — 1-Ball P.O. 125.00 Packard Boxes — Used, A-1 29.50 Five Balls — Write for list.
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Want — Phonos — 5-Balls — All Models — Genco Playballs — Evans Ten Strikes

TERMS: 1/3 CERTIFIED DEPOSIT

UNITED COIN MACHINE COMPANY

"WISCONSIN'S LEADING DISTRIBUTOR"

6304 WEST GREENFIELD AVE. (PHONE: GREENFIELD 6772) MILWAUKEE 14, WIS.

FOR SALE!! FOR SALE!!

A REAL BUSINESS OPPORTUNITY

NATIONAL DISTRIBUTOR OF TOP SELLING PHONOGRAPH RECORDS DESIRES TO
SELL HIS RECORD DISTRIBUTION BUSINESS WITH A NATIONAL DISTRIBUTING
ORGANIZATION FULLY SET UP AND OPERATING.

STOCK ON HAND APPROXIMATELY \$150,000.00

ALL CORRESPONDENCE CONFIDENTIALLY TREATED. ADDRESS ALL INQUIRIES TO

HERMAN STONE

2126 VETERAN AVENUE
LOS ANGELES 25, CALIF.

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WELDER
 3450
 AMERICAN DISTRIBUTORS

UNITED COIN MACHINE COMPANY
 UNITED COIN MACHINE COMPANY
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WANT
 500
 GAMES
 MID-STATE CO.

FOR SALE!
 A REAL BUSINESS OPPORTUNITY
 HERMAN STONE

ALABAMA COINMEN FORM ASSN

First Meeting Held at Thomas Jefferson Hotel, Birmingham, March 18. Purpose is to Adopt 70%-30% Commish Basis

BIRMINGHAM, ALA. — On Sunday, March 18 at 12 noon, this state's leading coinmen met in the Gold Room of the Thomas Jefferson Hotel, this city, for the purpose of organizing all the bonafide coin machine men in this state into an organization whose main purpose will be to adopt the 70%-30% commission basis as suggested by *The Cash Box*.

According to the letter just received from D. C. London of Huntsville, Ala., who has been appointed as "acting secretary", this was one of several meetings already held in other cities such as Montgomery, Selma, etc., thruout the state.

The following men were present at this meeting in Birmingham: T. E. Farned of Farned Music Company, Russellville, Ala.; S. H. Barnett of the Cullman Automatic Music Co., Cullman, Ala.; Sam A. Stewart of Tuscaloosa, Ala.; Jim Thompson of Tuscaloosa, Ala.; Harmon Looney of Tuscaloosa, Ala.; Barnes Music Company, Selma, Ala.; Popwell Music Company of Clanton, Ala.; F. H. and B. M. Scott of the Cheacha Amusement Co., Talledga, Ala.; Walter Bros. Music Company, Selma, Ala.; Hall Bros. Sales Company, Jasper, Ala.; Lindsey Music Company, Haleyville, Ala.; N. M. Burns Music Co., Tuscumbia, Ala.; Bucacick Music Co., Riverside, Ala.; D. C. London, Huntsville, Ala.; B. L. Baucom, Huntsville, Ala.; John R. Lilly, Huntsville, Ala.; Weeks Automatic Music Co., Scottsboro, Ala. and Jimmy James Music Co., Gadsden, Ala.

Claud Hall of Hall Brothers Sales Company, Jasper, Ala., has been acting as spokesman for the group. As yet the name of the new organization is indefinite but in the meantime they are calling themselves, the "Alabama Coin Machine Operators Association." The organization can be reached thru their acting secretary, D. C. London, 203½ Green Street, Huntsville, Ala.

London writes *The Cash Box*, "We heartily endorse all the things you have been publishing in your magazine, and would greatly appreciate you sending all of the members your publication so that they can become

subscribers."

This new association would like to hear from already well established groups of coinmen thruout the country as to what moves they should make to arrange for this to be a strong and efficient organization.

The next general meeting of this new organization will be held at 12 noon, April 28 at the Thomas Jefferson Hotel in Birmingham, Ala.

CELEBRATES 19th YEAR IN COINBIZ



CHARLEY ROBINSON

LOS ANGELES, CALIF. — Charley Robinson of C. A. Robinson Co., this city, is this month celebrating his nineteenth year in the coin machine business.

Robinson reported that it is a great thrill for him to look back over the years and note what tremendous progress has been made by the coin machine industry.

He can remember long before anyone even thought about a pin game or even a juke box of the modern type. He also remembers when the old time slot machines were among the most popular items on the market.

Friends of Robinson expect that he will go all out with one of the biggest parties ever yet seen at McGovern's.

WILL EXHIBIT NEW COIN OPERATED RADIO AT BOSTON HOTEL SHOW

DEAL, N. J. — George and Victor Trad of Tradio, Inc., 106 Norwood Ave., this city, will exhibit their new all metal encased coin operated radio April 24 to 26 at the 21st Annual New England Hotel and Restaurant Show to be held at the Hotel Statler in Boston, Mass. In addition to the coin operated radio for hotels they will also display the "Victradio" which is especially constructed for use in hotels and tourist camps.

The brothers claim that already 15 hotels in New York, New Jersey and Long Island have signed up to install their new radios. These are arranged in groups of 100 or more.

The set is operated by a concealed coin drop which permits the hotel guest to choose any desired radio program and enjoy it for three hours for 25 cents.

The set is reported to be acoustically modulated so that other guests will not be disturbed by late use of the radio.

New Gadget Shuts Off Juke With A Dime

BRONX, N. Y. — Neal O'Hara in his column, "Pull Up A Chair" which appears in the Home News of this community reported the following.

"We like the invention of a Yankee genius consisting of a gadget to install on juke boxes in eating places and to receive dimes thru its slot. 'The other fellow's nickel starts the music', he explains. 'The dime stops it. The appliance is a moneymaker'."

(As yet this "gadget" hasn't made its appearance and juke box ops would be happy to hear more about it. Anyone knowing anything of such a "gadget" should immediately contact *The Cash Box*.)

SALE! RECONDITIONED CONSOLES & 1-BALLS

Keeney 4 Way 5/5/5/25c P.O.	\$495.00	Keeney 2 Way 5/5c, P.O.	\$295.00	Paces Reels with Rails, 5c P.O.	\$ 99.50
Spinning Reels, 5c P.O.	79.50	Jennings Silver Moon, 5c P.O.	74.50	Jennings Fast Time, 5c P.O.	69.50
Mills Jumbo Parade, 5c P.O.	129.50	Bally Club Trophy, F.P.	219.50	Bally Santa Anita, P.O.	109.50
Bally Kentucky, P.O.	159.50	Bally Long Shot, P.O.	189.50	Keeney Skylark, Comb.	139.50

See. Wall-O-Matic Wireless Boxes (Rec.)	\$28.50	Genuine Fibre Main Gears for Seeburg and Wurlitzer (Less Hub).....	Sample, each \$4.00—Lots of 10.....	Each \$3.50
See. Wall-O-Matic 3-wire Boxes (Rec.)	24.50	Quantity Price, Each	3.00	
Volume Control Keys for Seeburg and Wurlitzer—		Pick-up Coils for all Seeburgs, except 8800 and 9800.....	Each 1.50	
Package of 24.....	\$1.00 — Package of 100.....	3.00		
Casters Heavy Duty Replacement, set of 4.....	1.60			

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS

TERMS: 1/3 Deposit, Balance C.O.D., F.O.B. Los Angeles, Cal.

FACTORY GUARANTEED AGAINST DEFECTIVE WORKMANSHIP AND MATERIAL

E. T. MAPE MUSIC CO.

(Manufacturing Division)

1701 W. PICO BLVD., LOS ANGELES 15, CAL.

(Phone: Drexel 2341)

E. T. MAPE

284 TURK ST., SAN FRANCISCO 2, CAL.

(Phone: Prospect 2700)



WARNS MUSIC OPS NOT TO PLAY CUSTOMER'S RECORD

Sued After His Studio Plays Customer's Own Record By Request

PASSAIC, N. J. — Telemusic Service, Inc., operators of a large telephone music studio here report that they believe a new angle has arisen which will cause many music operators thruout the nation lawsuits unless they stop playing a customer's own records by special request of the customer himself.

This firm report that they are now being sued by one of these customers who brought a record to their studio to be played for him.

The record was played into the location specified and the next thing the firm knew they had received a summons suing them for playing a "copyrighted record."

Music ops all over the nation, especially operators of telephone music, have been complying graciously with the requests of customers who call at their studios with a musical recording of their daughter's or son's piano playing or singing or some other such record and playing these usually direct into some location where the proud parents are dining or having a party for the amateur recorder.

This new angle, as Telemusic Service, Inc. report, hit them like a thunderbolt. They simply cannot understand the thoughts of any man to ask them to play his own record into a special location for them and then sue them for playing a "copyrighted record."

This warning should be immediately heeded by every music machine operator in the country. Many times juke box ops are also asked to open their machines and place therein a record of some customer of the location. Telephone music ops have been getting such requests for a long time.

Music machine operators are warned — DO NOT PLAY ANY CUSTOMER'S RECORD UNLESS YOU HAVE A LEGAL RELEASE FROM HIM REGARDING THE PLAYING OF THIS RECORD.

DAVAL TO PRESENT NEW GAMES

CHICAGO — Al. S. Douglis, president of the Daval Products Corp., this city, reports that the firm will soon be entering into production on "some startling new games".

As yet the firm have not announced exactly what type of machines they intend to produce.

The secretiveness noticeable about the Daval factory regarding these new products has caused a great deal of mystery and wonderment to arise in the trade as to just what type of machines Al Douglis and Dave Helefenbein are planning to present.

Douglis stated, "It doesn't pay to

guess. But, we will say this, when you see what we have you'll be pleasantly and completely surprised. We believe that the games we are going to show the trade are just what the operators have been waiting for. And, you can also tell the boys that we'll be in full scale production very, very soon."

PENN. — N. J. DISTRIBUTORS FOR AMUSEMATIC "LITE-LEAGUE"

Newest Baseball Sensation

CHICAGO COIN "GOALEE"
ONE or TWO nickel play

Jobbers and Operators, write for special quotations

DISTRIBUTORS FOR PERFECT GAMES CO.,
POKER GAME TABLE.

ALL NEW. EACH \$125.00 F.O.B. FACTORY
SAMPLES ON DISPLAY

K. C. NOVELTY CO.

419 Market St. (Market 4641) Phila. 6, Pa.

TUBE SALE!

6SC7 69c

6V6GT 41c

R.C.A. Tubes, brand new, carry a 90-day O.P.A. guarantee. Order at once while they last. Other numbers in stock.

70L7 SUB

(For Seeburg Wall-o-Matic and Bar-o-Matic.
Sold on money-back guarantee.)

Complete Unit with Adapter.....\$1.30

12" P. M. SPEAKER

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NEW BOX CLICKS



WM. (BUD) PAAR

LOS ANGELES — "Bud" Paar of Solutone Corp., this city, reports that the firm's new non-selective wall box is bringing the firm orders from everywhere in the nation.

"It's the most sensational product", Paar reports, "that we have ever yet introduced to the trade. We are working day and night to get them out just as fast as we can to fill all orders received."

ARCADE EQUIPMENT — LIKE NEW

Rock-Ola World Series	\$ 99.50	Exhibit Foot Ease Vitalizer	69.50
Kirk Blow-Ball	99.50	Scientific Batting Practice	129.50
Evans Ten Strike	49.50	Chicken Sam Converted to Hitler Gun.....	79.50
Gottlieb Skeeballete	59.50	Chicken Sam Converted to Jap Gun.....	99.50
Mutoscope Drivemobile	279.50	Exhibit Punching Bag	59.50
Scientific Upright Basketball.....	59.50	Exhibit Post Card Machines	19.50
Supreme Rocket Buster	209.50	Mutoscope Sky Fighters	229.50
Williams Periscope	149.50	Bally Submarine	179.50
Seeburg Chicken Sam	109.50	Shoot Your Way to Tokyo.....	159.50
Bally Rapid Fire	119.50	View Machines	19.50
Keeney's Air Raider	149.50	Love Meters, per set of 3.....	75.00
Keeney's Texas Leaguer	49.50	World's Fair Popcorn Machine	75.00
Thunderbolt	225.00	Radio Rifles	59.50
Western Baseball, late	119.50	Texas Ranger	52.50
Keeney's Submarine	129.50	Chicago Coin Goalee, like new.....	write

PINS

A B C Bowler	\$ 65.00	Progress	27.50
Stratoliner	49.00	Sport Parade	57.50
Landslide	42.50	Baker's Defense	35.00
Lucky	20.00	Red, White and Blue	29.50
Cadillac	30.00	Big Chief	59.50

NOW DELIVERING NEW EQUIPMENT

Bank Ball 9' Size	\$375.00	Gottlieb's Stage Door Canteen.....	249.50
Bank Ball 12' Size	445.00	William's Suspense	279.50
Bank Ball 14' Size	495.00	Bally's Surf Queen	289.50

Bubbles, Pioneer new revamp..... 249.50

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CHICAGO (22) ILLINOIS

All Phones: MICHIGAN 1247





1880

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THRU THE COIN CHUTE



CHICAGO
CHATTER

CHICAGO CHATTER

The town was jammed with visitors from all over the country this past week. Never before saw such crowds. It seems that the premiere showing of the new "Challenger '47" automatic phono was one reason and the fact that Rockola had presented their new Model 1422 was another one. Coinmen came in and rushed to one factory and another all day long and everyone was crying for immediate delivery of carloads of equipment of all types. The manufacturers tell me that this was one of the most hectic weeks in all their history.

(By the way, it will pay every coinman to make sure that he has hotel reservations before he comes to town. We have written about this time and again and yet many will simply fly in or train in and then suddenly call everyone they know in desperation to get a room. Unless reservations are acknowledged coin machine men should be very, very sure that they will be able to bunk with someone before they come to Chicago. This city is getting more and still more conventions every day.)

Well, the news is out—Al Sebring is setting up to manufacture records and has already signed in with some very noted music people. Looks like Al will be making much history in this new firm very, very soon . . . One of the most outstanding and startling announcements to come from any Chi mfr was that which was released by AMI this past week on the fact that they are opening the Hotel Continental on the near north side wide open, April 11 and 12, for all the coin machine trade. "Just an old time convention with plenty of good convention flavor", is the way "Doc" Eaton, salesmanager for AMI put it.

Lou Wolcher of Advance Automatic Sales Co., San Francisco, Cal. in town this past week and looking, very, very good. Lou was busier than a bee and spent all day and part of the nights with other coinmen visitors discussing thisa and thatta . . . Art Flake of the Arthur Flake Distrib. Co., Dallas, Tex. in town, too, this past week and rushing about to see what merchandise he could gobble up in a hurry and carry right down to the Lone Star State with him . . . Bill (The Sphynx) Cohen of Silent Sales Co., Minneapolis, Minn. also in town this past week—for more than one reason they tell me.

Harry Jacobs, Jr. of United Coin Machine Co., Milwaukee, was in town and had a lot to do so couldn't get anything more than a hurry phone call with Harry. He reports that he will soon be ready with a real surprise announcement . . . Joe Beck of Mitchell Novelty Co., Milwaukee, was also around the Windy City and seeing that new Challenger phono. But, with the baseball season ready to get under way, looks like Joe will be busy with his team in Milwaukee soon . . . Sam Stern of Scott-Crosse, Philadelphia, was in town over at the Rock-Ola factory and trying to convince all the execs over there why they should ship him a complete trainload of the new 1422.

Ben Axelrod of Olive Novelty Co., St. Louis, Mo.

was in town this past week and just zoomed in and zoomed out . . . Barney Dostershill of Barney's Music Shop, Dallas, J. C. Childers of Ft. Madison, Ia., Sam Bella of Kankakee, Ill. and a host of others seen around here and there in the town and many of them meeting evenings in the good old Celtic Room of the Sherman to talk over the day's events . . . Saw Joe Ash of Active Amusement Machines Co., Philadelphia, and from the way Joe was traveling about—looking and listening and saying very little—he's just about ready to pop with some news for the trade.

Dan Cohen of Crescent City Cigarette Service, New Orleans, in town and seemed to be plenty happy about something he accomplished while here. Dan picked himself early in the week and went on to New York from where he intends to fly back to Nola . . . George Ohlendorf of Freeport, Ill., Sam Horwitz of Acme Novelty Co., Pittsburgh, Pa., Max Roth of Roth Novelty Co., Wilkes-Barre, Pa., Bill Hautzer of Auburn, Ind., Lew London from Dallas, Nate Robinson of Madison Coin Machine Co., Madison, Wis. and many, many others seen here, there and everywhere in town this past week.

Bumped into Benny Robinson of Robinson Sales Co. and learned that he was moving his headquarters from Detroit to New Orleans which is certainly a bit of a sleeper jump. Ben has some neat lines already and believes that he will soon announce many more. He's all enthused over his move . . . Clarence Camp of Southern Amusement Co., Memphis, Tenn., Coe Stone of Musical Sales Co., Memphis, Tenn., gave their fair city nice representation this past week . . . Hymie Rosenberg of New York around and talking with some of the boys from Brooklyn as well as from the Big Town and making plan on plan.

Ed Heath of Heath Distributing Co., Macon, Ga., that southern gentleman, also in our town last week and was seen covering everyone of the factories he represents in his part of the world. Ed has some good plans and is about ready to pop with some of them soon . . . Donald Fielding came down from Toronto, Canada and added some Canadian flavor to the many visitors who were here. Fielding is getting set to take on some of the big lines he had before the war and do another big job in the dominion with these.

Bill Wrigney of W & L Phonograph Service, Peoria, Ill. was around looking some of the deals over and talking with some of the boys around town about what was what . . . Jack Lovelady of Ball Ground, Ga. came to town and many of the boys were glad to see him. Jack isn't a frequent visitor here and has many friends regardless—so all are happy to get together with him and discuss thisa and thata about this and thata . . . Ben Lazar of the B. D. Lazar Company, Pittsburgh, Pa. in town this past week and just sat himself down in Art Weinand's offices at the Rock-Ola plant looking to get as many of the 1422's as he could for Ben told us he set a new sales record for his firm with his three day Rockola showing.

George Ashe of Philadelphia was around our Windy City this past week but couldn't get to see him and do wish he would have phoned .

THRU THE COIN CHUTE



EASTERN FLASHES

The National Association of Tobacco Dealers convention at the Pennsylvania Hotel brought quite a few cigarette vending machine operators to the City. Ken Brown came the farthest, flying in from the West Coast to see J. Breidt of U-Need-A Vendors, Inc., for whom he distributes . . . Aaron Gosch, Supreme Cigarette Service, New Rochelle, N. Y. just in from a month's vacation in Florida, and livelier than ever . . . Of all the displays on the convention floor, cigarette machines drew the most attention . . . Lou Cantor, factory representative for National Vendors, Inc., greeted like a king after an absence of four years. Lou is now set up in Cleveland, O. and will cover the mid-west and eastern territories. Al Horth, who, prior to serving in the army for four years, was Cantor's assistant, was on the floor helping out.

In addition to the large group of representatives attending the U-Need-A Vendors booth, Abe Feinberg came in from Boston, where he and Hymie Leiter opened a temporary office at 1209 Washington St. to display the cigarette machine . . . Burnhart "Bip" Glassgold of Arthur H. DuGrenier and Julius A. Levy, manager of the New York offices kept busy greeting many customers . . . With Robert Z. Greene of Rowe Mfg. Corp. out of town, George Seedman and his salesmen were at the Rowe booth . . . Harold Meeks, well-known coinman, and Sales Manager for the new electric cigarette machine, entertained a number of coinmen who saw the electric vendor for the first time . . . National Vendors, Inc. showed artists drawings of their electric machines.

Al Schlesinger, manufacturer of the "Roll-A-Ball Barrel Roll" skee alley, invites Jack Fitzgibbons of Jafco, Inc., his associate, to visit him in a week, when the shad fishing season opens. "All I have to do" states Al "is to walk two blocks from my office to the most well-stocked waters in the United States. I'll catch them, and Jack, a great fish eater, will eat them" . . . Charlies and Gilbert Engelman, popular music ops, buy a Dude Ranch, and plan on calling it Manore Rancho . . . Hymie Rosenberg, H. Rosenberg Co., returns from a trip to Chicago

If you want to sleep up against a curbstone, come to New York City without hotel reservations. The city is so crowded at this time, with the UNO delegates, that the hotels haven't got room for a stray termite. . . Lou Unterberger, Rex Amusement Co., Wilkes-Barre, Pa., had to rush into the city and then discovered that he couldn't get sleeping accommodations. We still don't know how Lou made out . . . Bob Slifer, General Manager for East Coast Sales & Distributing Co., continuously on the floor showing the new Rock-Ola phono, while Dave Stern hustles back and forth between Elizabeth and the city. Everett Masterson and Tom Burke handle the rush at the Elizabeth office. All await the return of Harry Pearl from Florida.

The crew of Runyon Sales Company of New York preparing for the showing of the new AMI phono at their Tenth Avenue showrooms from March 28 to April 5. Barney (Shugy) Sugerman, Abe Green and Mike Munves, and their assistants, Jack Mitnick, General Sales Manager, and Bernie Wolfson, Gen-

eral Manager, who will act as a reception committee, will all be ready to meet with all the music ops. DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co., announced that his assistant in the Sales Department, Lyndon C. Force, will act as his representative at the premiere showing . . . Morris Hankin and Jack Lovelady, H & L Distributing Co., Atlanta, Ga., spend a few days in the big city . . . Georgie Holzman and Willie Levy, Brooklyn operators, drive down to Miami . . .

Joe Darwin, Eastern Regional Sales Manager for Packard Manufacturing Corp., recuperating from a recent illness in Miami, writes he is coming along fine . . . Dave Margolin and Leo Knebel, Manhattan Phonograph Co., distributors for the Aireon phono here, settling down to some real order taking, now that the excitement of his showing is over . . . Harold Lieberman, Acme Novelty Co., Minneapolis, Minn. in New York City on his way home from a three week vacation in Miami . . . Charlie Polgaar, Tri State Sales, of this city and Newark, N. J., writes Bill Blumenthal, his New York office manager, that he is having a most marvelous time fishing off the shores of Florida. Warren Ryan, manager of the Newark office reads the letter and comments "Write him a note, Bill, and ask him to catch a few Bally 1-balls and some 'Surf Queens' for us here".

Charlie Wertheimer and Mike Bond, Boston coinmen, bring their wives into the city for a short visit . . . Jake Friedman, Mills' distributor in Atlanta, Ga. in the city. Friedman is doing a big job distributing records in his territory . . . Charlie Steinberg, Mayfair Music Co., owner of the Topps restaurant here, opens another restaurant on W. 51st St., and calls it the St. Claire . . . Sal Trella, Elkay Music Co., takes his wife and heads for Miami . . . Jimmie Sherry, Muse Music Co., would have liked to go to Miami, but couldn't make it, so he sent his wife and family . . . Newark, N. J. headquarters for the Rock-Ola phono, East Coast Sales, under the management of Irv Orenstein and Dave Engels, is rushed to death taking care of the operators . . . Art Nyberg, Bally regional sales manager from Baltimore, Md. spends some time in the city . . . Sammy Stern, Scott-Crosse Co., Philadelphia, Pa., in Chicago visiting the Rock-Ola factory . . . Dave Rosen, AMI distrib in Philadelphia, Pa., drives into Newark to see Barney (Shugy) Sugerman.

Mike Munves, with his many interests today, becomes more busy now that demand for arcade equipment grows heavier . . . Hirsh De la Viez, Hirsh Coin Machine Co., Washington, D. C. gets loads of inquiries from distributors throughout the country, who are interested in tying up a territory for his new game "Red Ball" . . . Charlie Aronson and Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y. return from a visit to Chicago, and will soon be ready to make an important announcement . . . Dave Engels of Hercules Sales, Newark, N. J., returns from a buying trip, but by the time he gets back to his office, the equipment is all sold. Dave is now on his way to Indiana to buy more machines . . . Irv Morris and Joe Ash, Active Amusement Machines Co., Newark, N. J. and Phila. return from a visit to Chicago, where they saw the manufacturers.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Bill Wolf, M. S. Wolf Distributing Co., is a very busy man these days getting his display rooms ready for the big showing of the new AMI Phonograph. Bill promises the boys one of the biggest, swellest parties ever held. "Just wait until they see the new AMI phono," says Bill. "It has everything the boys have been waiting for." The premiere showing is set for March 27th and 28th at his showrooms at 1348 Venice Blvd. in Los Angeles, with others scheduled for San Diego, San Francisco, Portland and Seattle.

Jack Gutshall reports that the orders are pouring in for the new Aireon phono. Jack, who is national distributor for some of the nation's outstanding record hits, says that he plans on an announcement soon of several outstanding recordings. Jack says he handles nothing but proven hits.

C. A. Robinson, one of the best known of the distributors in this part of the country, celebrates his 19th year in the coin biz. Congrats, Charlie. Here's hoping there'll be many, many more . . . Add one to Jimmie Rutter's family. The new addition is a little lass named Sandra Jean . . . Bud Parr's report after ops viewed the new Solotone non-selective music box is: "Nothing short of sensational, with orders pouring in from all over the country."

Frank Navarro, Navarro Distributing Company, handling the new Aireon in Southern Cal. and Mexico, is visiting his offices south of the border and is due back in town in about ten days . . . Two new service men working for Paul Laymon are Orville Sorenson and Ben Shupp . . . Elky Ray, Gold Coast Coin Machine Exchange, sweating out the hope that his new building on Pico Blvd. will be ready for occupancy within the next 45 days.

William "Bill" Happel, Jr., Badger Sales, happy over the response of music ops to the new Rock-Ola. Practically every op who came in to see it left an order, Bill reports. "Oh for that new building to be finished soon," he sighs . . . Ops seen strollin' along coin row the past week included: M. C. Stewart, Big Bear; Ivan Wilcox, Visalia; Guy Evans and Ray Garrison, Phoenix; Charles Bonney, Flagstaff; Stanley Tracy, Kingman, George Young, Selma; T. B. Rogers, Temple City; L. A. Barnes, John Keterside, Homer Gillespie and George Landier, all of Long Beach; Jack Arnold, Barstow; W. K. Vollmer, El Centro; and Jack Mehegan, Modesto.

Len Kelly, K & M Distributors, handling Memo, Sunshine and Atomic record labels, is now on his way to New York and setting an all-time sales record en route. Fred Myers, covering the midwest, reports a swell reception for the firm's platters all along the way. This is keeping H. A. Lucas very busy filling the orders the boys are sending in . . . Quality Pictures going into production shortly to produce a new series of 16 MM shorts for Panorams, accord-

ing to W. Merle Connell, production manager. He says the new series will be, "Tremendous."

Len Micon, Pacific Coast Distributors, wants all ops to stop in and see the new Packard speaker. "It's a honey," says Len . . . Frank Berger, Berger Enterprises is bed ridden again. He may need a serious operation. Frank, one of the best-liked employers in the business, has all his employees and friends rooting for him. Howard Utter, general manager, is looking after things very capably.

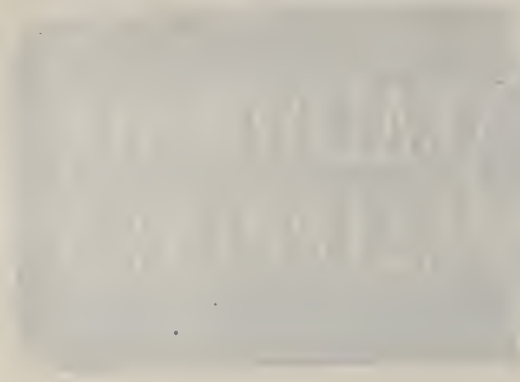
Oh where, oh where has Leo Mesner of Aladdin Records gone? He must have rubbed that Aladdin lamp and disappeared. Lucky for Leo he has a very capable secretary in Helen Brahinsky . . . Ed Urban, Urban Records, is going after business with a bang. Ed has just announced a new low price for his very swell records, and this should bring his platters into even greater demand . . . Sam Ricklin, California Music, has been very busy these past few weeks explaining to the many music ops who have called on him for info on his 70-30 operating percentage . . . Fred Gaunt, General Music, talking things over with a number of new ops in the field. Fred can always be counted on to give the new lads in the coin biz a helpful word.

Al Sleight, the Bally representative, says that the demand for Bally games is nothing short of phenomenal, with the current demand for the new Surf Queens growing right along . . . John Rough of Phonofilm productions was one of the first and original coin machine film men in the biz. John presented one of the first 16MM films ever produced for panorams to the Mills firm in Chicago. John has a very extensive library and is now distributing Phonofilm as well as Quality Picture Films . . . Otis Rene, Excelsior Records, reports that his firm has just completed waxing several new platters for phono ops. Otis says that his policy is and always will be, "Excelsior will put two hits on every record."

Aubrey Stemler, organizing director of the Music Operators Association of Southern California, has done a bang up job of getting ops into the association . . . Ray Powers, E. T. Mape Music Company, has us in quite a dither waiting for the expected announcement. We'll hold out as long as you do, Ray . . . Chuck Hastings, Spotlight Records, is reorganizing his firm and expects to turn out some top recordings for music ops at an attractive price

. . . Williams Distributing Company, located in the heart of coin row, completed decorating and furnishing their offices and showrooms. It would do Harry's heart good if he were to run down here from Chicago and view the swell job his father has done.

A late tip: Paul Bleck, AMI factory representative, and the well-known Jim Mangan, of Mangan and Eckland, will attend Bill Wolf's premiere showing and blowout when the new AMI is unveiled.



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THRU THE COIN CHUTE



MINNEAPOLIS

Tony Trucano of Deadwood, S. D., flew into Minneapolis to visit some of the distributors and had a little difficulty in getting plane reservations to go back; however, he made it . . . John Manolis and his new son-in-law were in town for several days visiting some of the distribs in the Twin Cities . . . Jonas Bessler of the Hy-G Amusement Co. spent several days at home with a bad cold. He's feeling better now and back on the job again.

J. Smith, known to the trade as "Smitty," was seen in Minneapolis recently. Smitty, former ace mechanic for the Mayflower Distributing Co., is now residing in Aberdeen, S. D. Mrs. Smith accompanied him on the Minneapolis trip . . . Mr. and Mrs. Shea of Wessington, S. D., stopped in Minneapolis to visit some of the distribs. They recently returned from a month-long vacation in Texas . . . Al Scheiner, one of our Minneapolis ops, has returned after vacationing at Grand Rapids, Mich., and Chicago . . . Doug Widstrom, top mechanic for Leo Bearth before the war, is now back on the job again. Doug spent three and a half years in the Army . . . Archie LaBeau, of LaBeau Novelty Company, St. Paul, was full of smiles recently. The reaction of ops after seeing his new Rock-Ola was terrific.

Silent Sales Company is anticipating the new model of the Mills phono to arrive in the latter part of this month . . . Bill Hunter, successful op of Wheaton, Minn., has bought himself another two-seater airplane. He loves flying and it's getting to be more than just a hobby with Bill . . . Harry Harrison of Brainard is getting his fishing reel and lines oiled up and put in order—says it won't be long now . . . Bob Aherin is back in the music business again after being out of it for just a few months . . . I. F. LaFleur and his son, I. F. LaFleur, Jr., were seen in the Twin Cities recently. Junior has been out of the Army for two weeks and is making the rounds with his Dad, getting acquainted with the distribs. Senior's headaches will be over as Junior intends to handle most of the business.

Harry Greenstein of the Hy-G Amusement Company and Dave Gottlieb, Chicago, are both in Miami and seeing a lot of each other . . . Dave Ziskin, of Silent Sales Company, is smiling big smiles these days. He's the father of a new bouncing baby girl . . . Herman Paster is back on the job after a Miami vacation. He looks fit as a fiddle and very tan too . . . Van Middlemas of the Van Specialty Company decided to retire and his entire business is being taken care of by Bob Westrum, Van's son-in-law. Robert More of Willmar, Minn., is opening a new record store. He says the town needs one badly . . . Fred Gates, owner and operator of the Playland Arcade here, is expanding his business, anticipating the grand opening of an electrical appliance and phono record store . . . R. A. Smith, of Little Falls, Minn., looking really fit after a vacation trip with wife through Florida and Louisiana. Next month he goes to West Virginia for the Apple Festival.

Ted Bush, of Bush Distributing Company, is out-of-town on vacation. Mrs. Bush is with Ted at Hot Springs . . . Kenny Willis just back from a trip into

Eau Claire, Wis. He's now preparing for another trip to Milwaukee . . . Harold Harder and Oscar Trupmen, both with Bush Distributing Company, are showing the Aireon phono at Green Bay, Wis., this week . . . Lowrie Nelson, of St. Cloud, Minn., is back in business . . . Jess Waddell is busier than a bumble bee. Claims business is bubbling over around Charles City, Iowa.

H O U S T O N

The new Rock-Ola Phonograph was put on display March 13th, at Southern Distributing Co. Announced price was \$595. Orders aplenty and then some were recorded. Southern Distributing has nearly completed an extensive program and have dressed up the place with brand new furniture to sorta go along with the new machines . . . Star Record Stores, a long established outfit in Texas, just opened a store on Leeland Avenue. Being as they have two stores in San Antonio already, we predict they will raise the ante to anyhow three in Houston shortly . . . Another record market place opened not too long ago, North Main Record Shop, top man being E. F. Rusk, a local music operator . . . Standard Music Distributors recently added several record lines, including Exclusive, Excelsior, Giltedge, Modern, G & G, and Rhythm.

Tom Williams and George Prock, share and share alike holders in General Music Distributors, spent several days in Chicago looking over new stuff and planning on some new lines for Texas ops. Tom didn't bring any stuff back with him, coin machine stuff, that is, probably on account of transportation being what she is today. Two trains broke down under Tom on his way up, and a third had to be towed past the outskirts of the Windy City . . . Mrs. Buna Barron, attractive secretary at Commercial Music, all a-twitter because her husband is soon due home from the Army and all a-worry because she can't find an apartment . . . Wink Williams passing out the cigars. Yep, it's a boy, a bouncing eight pounds and four ounce and getting along splendidly as is his mother . . . Early in March, H. A. Franz took on the job of assistant manager at Houston branch of S. H. Lynch & Co. . . . C. M. Robertson right proud of the new abode for his Automatic Music Co. \$20,000 plus remodeling it set him back, and that's a few nickels to get thru a coin chute.

Some foreigner from Dallas or Fort Worth or maybe it was San Antonio once said it did beat all how the coin machine business locations were scattered all over Houston. Seems now as if Leeland Avenue bids fair to become what some towns refer to as "coin machine row." Three distributing firms, two major operating firms and two record stores are now bunched within a ten block area on Leeland . . . Names don't run at all true to form amongst local coinmen hereabouts. For instance Williams and not Smith or Jones is the most common name. Fact is we do not know of a single Jones in the business and only one Smith. On the other hand, we have J. W. (Wink) Williams, Tom Williams, R. B. Williams, John E. Williams, and an operator Williams whose initials slip our mind, all well known coinmen and not related.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE

50c PER LINE — COUNT SIX AVERAGE WORDS TO THE LINE. COUNT NUMBERS IN YOUR ADDRESS AS ONE WORD. MINIMUM CLASSIFIED AD ACCEPTED \$2.00.

WANT

WANT—"Bang-A-Deer" Machines complete with Guns. Write stating price, quantity and condition. MYCO AUTOMATIC SALES CO., 347 S. HIGH ST., COLUMBUS 15, OHIO. Tel. MAin 1600.

WANT—Seeburg Vogues, Seeburg Envoys, Wurlitzer 700's. Highest cash prices paid. Write, wire or phone. JAY MUSIC CO., 41 S. MAIN STREET, HAVERHILL, MASS. Tel. 3636.

WANT—All kinds 5c Selective Candy Bar Vendors; 1c LoBoy weighing scales; coin counters; changemakers; 1c gum vending machines. Send full details and price in first letter. R. H. ADAIR CO., 6925 W. ROOSEVELT RD., OAK PARK, ILL.

WANT — Relay Box, R.B.1.Z. It is used with a S.A.3.Z. Electric Selector. Can use two of each Relay Boxes and Electric Selectors. APPEL VENDING CO., 5015 N. GRANSBACK ST., PHILADELPHIA 20, PA.

WANT — Seeburg, Wurlitzer, Rock-Ola, Mills, all models. Highest cash prices paid. Write, wire or phone and we'll give our highest offer within 24 hours. DAVE LOWY & COMPANY, 594 TENTH AVE., NEW YORK CITY, N. Y. BRyant 9-0817.

WANT—Bally Hi-Hand Machines, combination free play and payout console models. Kindly contact us at once. Cash waiting! QUEBEC COIN MACHINE EXCHANGE, 1247 GUY ST., MONTREAL 25, QUE., CAN., Tel.: Fitzroy 7404.

WANT—Phonographs wanted. We pay cash for all models. State model and price desired. BYRON NOVELTY CO., 2045 IRVING PK., CHICAGO, ILL.

WANT—Chester Pollard Football at \$75. IDEAL NOVELTY COMPANY, 2823 LOCUST STREET, ST. LOUIS, MO.

WANT—Any quantity of Genco's Boscos, Capt. Kidds and Argentines. State condition and price. R & Y NOVELTIES, 131 CLINTON AVENUE, NEWARK 2, N. J. Tel. Market 3-6105.

WANT—Rock-Ola 1938 Monarchs and 1939 Standards. These must be in good condition and complete. Write giving best price at once. Hurry before price drops any lower. LIBBEY MUSIC CO., 66 PHOENIX ROW, HAVERHILL, MASS. Tel. 3798.

WANT—Jennings Free Play Slots; Free Play Games and Consoles; Scales; Arcade and Counter Games. Canadian Operators. Write for our price list on all Coin Operated Equipment. ST. THOMAS COIN SALES LIMITED, ST. THOMAS, ONTARIO CAN.

WANT—We will buy Western Baseballs, all models except Majors. Write stating quantity, models, condition and price. If they are not complete or parts are damaged, please explain. RUSSELL N. GOSSELIN, 81 WASHINGTON STREET, LYNN, MASS. Tel. LYnn 2-1993.

WANT — Seeburg 30-wire boxes and used records. DAVIS DISTRIBUTING CORP., 625 ERIE BLVD. EAST, SYRACUSE 2, N. Y.

WANT—All model Keeney Super Bells combination Free Play and Pay-Out; Mills Three Bells; Mills Four Bells; Mills Jumbo Free Play, late Blue and Red; Mills Jumbo Combination F.P. & P.O.; Bally Hi Hands; Bally Club Bells. Will pay top cash prices. Write today. BADGER SALES CO., 1612 WEST PICO BLVD., LOS ANGELES 15, CALIF.

WANT—Buckley Twin 12 or 24 mechanisms. Advise quantity, price and condition. M. LUBER, 503 W. 41st STREET, NEW YORK, N. Y.

WANT—Bankrolls, Wurlitzer Skee Ball Alleys and Music Boxes. S & W COIN MACHINE EXCHANGE, 2416-20 GRAND RIVER AVE., DETROIT, MICH. Tel. CLifford 1956.

WANT—Phonographs, any make any quantity. Advise fully what you have. AMERICAN DISTRIBUTING COMPANY, 2034 COMMERCE STREET, DALLAS, TEXAS. Tel. Riverside 1526.

WANT—CASH WAITING! For any quantity Bally Hi-Hand convertibles, must be in good condition. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT—Distributorship wanted for pin ball machines. Business reference, bank and character references furnished upon request. 20 yrs. experience in this business. Write or phone. RELIABLE COIN MACHINE COMPANY, 192 WINDSOR ST., HARTFORD 5, CONN. Tel. 6-3583.

WANT—Will pay top cash prize for 750 Wurlitzers and Rock-Ola counter models for my route. Also want electric selector for 750 Wurlitzer. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA. Tel.: 25-413.

WANT—We want to buy phonographs and pin games. Will pay top cash price for Rock-Ola Standard, Wurlitzer 600 and 750E. Can use any kind late pin games. Wire, phone, write to HIRSH COIN MACHINE CO., 1309 NEW JERSEY AVE. N.W., WASHINGTON 1, D.C.

WANT—Popular current used juke box records, not over 1 year. Will pay 9¢ each if you pay freight or 8¢ each and we will pay freight. Jack Rubin, TELAUDIO CORP., 106 SOUTH OXFORD ST., BROOKLYN, N.Y. Tel. NEvins 8-2236.

WANT—22 calibre shells; Seeburg or Wurlitzer ESRC phonographs; Club and Super Bells National or Rowe cigarette machines. Write best price, condition and quantity. W. H. LEUENHAGEN & COMPANY, 1813 W. PICO BLVD., LOS ANGELES 6, CAL.

WANT—We will buy any kind or make of slot machine in any condition. Write full particulars of type, price and condition. NOTE: We repair, refinish and service all types of slots. Over 20 years of shop experience. G. B. SAM, 541 EAST 32nd ST., LOS ANGELES 11, CAL. Tel. ADams 7688.

WANT—Late Model phonos. pin games, consoles, slots and old 12, 16 or 20 record Rock-Olas. Write stating prices, etc. NOBRO NOVELTY COMPANY, 369 ELLIS STREET, SAN FRANCISCO, CALIF.

WANT—Safes for slot machines. Any kind. Give description and price wanted in first letter. H. M. BRANSON DISTRIBUTING CO., 516 SOUTH 2nd ST., LOUISVILLE 1 KY. Tel.: WAbash 1501.

WANT—30-wire Wall Boxes, Adapters, etc.; old model phonographs in good order. WINNIPEG COIN MACHINE EXCHANGE, 277 DONALD ST., WINNIPEG, MAN., CANADA.

WANT—Slot cabinets, Jack-in-the-Box, Revolve-a-round, etc. Also Mills escalator slots in any condition. Quote lowest prices in first letter. FRANK AMENDOLA, 3043 FERRY AVE., NIAGARA FALLS, N. Y.

WANT — We need 100 No. 70L7 Tubes. Please advise price. REDD DISTRIBUTING CO., 26 BRIGHTON AVE., ALLSTON, MASS. Tel: Stadium 3320

WANT—Mills Three Bells; Keeney Super Bells F.P.-P.O.; High Hands; Jumbo Parade late F.P.; Mills Four Bells, late heads only; Keeney Four Way Super Bells 3/5 and 1/25c play. NO JUNK. Must be good. State quantity, price and guaranteed condition in first letter. Write NOW. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CAL.

WANT—5# Peerless Grandma Horoscope Machine; 10¢ Astro-Scope Machines where the little man's arm moves up and down in front of the machine; 5¢ Doralinda Grandma Prediction Machines; 5¢ Grandma Prediction machines of the Wm. Ghent Manufacturing Company make of Cleveland, Ohio. Quote lowest prices. Machines must be in good condition. C. J. FENDRICK, 2671 EUDORA ST., DENVER 7, COLO.

FOR SALE

FOR SALE — Big and small bulbs for coin operated machines; Wall Boxes; Games. Westinghouse Mazda or G.E. Mazda. Write. Lumilines. 12 and 18" long, clear, frosted or white. Fusetats; Fusetrans 12c ea. (100 to Pack); clearsite Plug fuses—3 amp. (approved) \$4.25 per 100. Send us your Tube, Bulb, Cable Wire needs. ARCADE BULB CO., 56 W. 25th ST., NEW YORK 10, N. Y. Tel: WATkins 9-7490

FOR SALE—1 Turf Flash new \$25.; 1 Midget Skee Ball like new \$95.; 5 Anti-Aircrafts \$49.50. FRANK SAGER CO., 25 SENTER ST., AHMEEK, MICHIGAN.

FOR SALE—5 Wurlitzer Boxes No. 320; 3 Wurlitzer Counter Boxes; 5 Buckley Steel Cabinets; 5 Wurlitzer empty 412 Cabinets; 50 Packard Boxes \$32.50 ea.; 5 Jennings 1c Peanut Machines \$7.50 ea. 1/3 deposit. BIRMINGHAM VENDING CO., 2117 THIRD AVE. NO., BIRMINGHAM, ALA.

FOR SALE — Original Jar O'Do Dangling Duckets Bingo Tickets 1000 on stick \$1. ea. in lots of 12; Grab A Pin Deals \$24. per dozen; Poker Bok Deals 2160 comb in bags \$27. per dozen; all types of Jar Deals (WRITE). A. E. CONDON SALES CO., 1424 MAIN ST., LEWISTON, IDA.

FOR SALE—Solovue Lamps \$2. ea.; #6SC7 Metal Tubes 90¢ ea., minimum order 15 tubes. 1/3 Deposit, balance C.O.D. GEORGE PONSER COMPANY, 713 SPRINGFIELD AVE., NEWARK, N. J.

FOR SALE—Now delivering new 1c A.B.T. Challenger \$50. Write for complete list of other new releases and used machines. AUTOMATIC COIN MACHINES & SUPPLY CO., 4135-43 ARMITAGE AVE., CHICAGO 39, ILL.

FOR SALE—We can make immediate shipment of our famous exclusive new Plaskite casters for your phonos. Treat each phono on your route to a new set of these fine casters. Will not scratch hardwood floors. Price only \$1.50 per set of 4 casters complete with steel sockets. L. BERMAN & COMPANY, 112-114 N. W. FIRST STREET, EVANSVILLE 8, IND., Tel. 3-2734.

FOR SALE—2 Mills Dance Masters; 2 DC motors for Wurl. and 1 complete DC conversion kit consisting of DC motor, amp., speaker and motor speed controls with junction box; 1 Rock-Ola remote box. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILADELPHIA 41, PA. Tel. MIC 2624.

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—1 25c Jennings Silvermoon CP \$225.; 1 5c Jennings Silvermoon CP \$125.; 3 5c Mills Jumbo Parade CP, Late Heads \$125. ea.; 1 5c Paces Reels Jr., Chrome Rails \$125.; 1 1940 Galloping Domino \$195.; 1 5c Watling Big Game CP \$85. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE—Wurlitzer 800 with No. 130 Adaptor and 5 No. 100 Wall Boxes \$750.; Chicken Sam and Jail Bird \$100. ea.; Pitch Em and Catch Em \$125.; Mills 6 column Cigarette Machine \$50. 1/3 Deposit. MARTIN AND LYNWOOD SHIREY, 131 VALLEY ST., LEWISTOWN, PA.

FOR SALE—Flat Coin Wrappers. A different color paper for each denomination minimizes error. Made in only one grade—the best—genuine Kraft paper. Packed 1,000 of a denomination in a box. All denominations printed in black ink. Write for price and complete catalogue. Bank and Cashiering Supplies. ABBOTT COIN COUNTER CO., 143rd & WALES AVE., NEW YORK 54, N.Y.

FOR SALE—Arcade Equipment. Lost Lease and must sell. Make offer all or any part. Bally Defender; Chicken Sam Con.; Keeney Submarine; Bally Torpedo; Exhibit Ride-A-Bike; Shoot Your Way to Tokio. All perfect condition. GENTRY MUSIC & SALES CO., ALAMOGORDO, N. MEX.

FOR SALE—Postage Stamp Vending Machine Folders 39¢ per 1000, when ordered in multiples of 25,000. New low price. THE TRANSWESTERN CO., 742 MARKET ST., SAN FRANCISCO, CAL. Tel. EXbrook 4351.

FOR SALE — Panoram A-1 Condition; 50c GOLD CHROME \$425.; SPECIAL LOT 15 Mills Original Hand Load, 2-5 pay, consisting five quarters, three dimes, five nickels. REQUEST LIST. WANT — 75 Wurlitzer No. 100 Boxes; 300 Adapters; Twin 12 Hide-aways complete; 616; 600 Coin Chutes. COLEMAN NOVELTY CO., 1023-25 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

THE CASH BOX

COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

(Continued)

FOR SALE — 1 Genco Skee Roll, 9½ Ft. \$175.; 2 Victory Skee Ball, 9½ Ft. \$169.50 ea.; 1 Goofy Golf \$75.; 1 Supreme Poker Table \$85.50; 2 Chicken Sam, Jap Conv. \$85. ea.; 1 Bally Bull, Tank Conv. \$69.50; 6 Supreme Skee Roll, 7½ Ft. \$185.; 2 Sky Fighters \$225. ea. MARCUS KLEIN, 577 TENTH AVE., NEW YORK CITY

FOR SALE—Rock-Ola Commando \$625.; 3 Standard \$400. ea.; 4 De Luxe \$425. ea.; 2 Seeburg 8800 \$625. ea.; 1 Model K-20 record \$325.; 1 Mills Throne \$325.; 1 Wurlitzer 42/24 \$495.; 1 Wurlitzer 42/600 \$495.; 3 Wurlitzer 42/616 \$450. ea.; 1 Wurlitzer Counter 51 \$150. BLACKWELL MUSIC CO., 123 ELK AVE., ROCK HILL, S. C. Tel. 238.

FOR SALE—Universal Amplifiers, Standard model fits Wurlitzer, Rock-Ola Seeburg, Mills \$54.50; DeLuxe Model Fits Wurlitzer, Rock-Ola Mills and Seeburg Remote. Extra volume, superb tone \$69.50. HASTINGS DISTRIBUTING COMPANY, 2014 WEST VLIET STREET, MILWAUKEE 5, WISC.

FOR SALE—Wurlitzer P12 \$135.; 412 \$165.; 616 \$249.; Seeburg Major \$425.; Envoy RC \$525.; 8800 \$595.; Boxes: Seeburg 5c Wireless \$32.50; Buckley (late model) \$15.; Skee Barrel Roll P.P. & K. like new \$229.; Scientific Batting Practice \$59.; Mutoscope 5 reel Selector \$179.; complete A.B.T. 6 Gun Shooting Gallery \$1900.; Gall. Dominos, br. cab. \$64. AMERICAN VENDING CO., 810 5th ST., MIAMI BEACH, FLA. Tel 58-1619.

FOR SALE—We have available Fruit Reel Top Glasses for Bally Big Top, 2-4 and 3-5 payout \$10.00 each or \$84.00 in dozen lots. MECHANIC'S SERVICE, 2124 FIFTH AVE., PITTSBURGH 19, PA. Tel. ATLantic 0662.

FOR SALE — Vacation \$25.; Sara Suzy \$25.; O'Boy \$25.; Annabel \$25.; Rotation \$25.; Score Card \$25.; Cowboy \$25.; Armada \$25.; Congo \$25.; Daily Dozen \$25.; Defense, Baker \$35.; Smack the Japs \$35.; Kentucky P.O. \$200.; Sport King P.O. \$150.; 2 9 ft. Bowl A Bomb \$150.; 2 9 ft. Bowling League \$150.; 1 Midget Skee-Ball \$75. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER, N. Y. Tel: Main 5973

FOR SALE—All Steel Frame Hand Trucks, solid rubber large balloon tires, 2.75 by 10 inch roller bearings. All models and sizes. Pamphlets free. After 10 days trial if not satisfied, all money refunded. CHARLES PITTLE & COMPANY, 79 BEETLE ST., NEW BEDFORD, MASS. Tel. 2-3474.

FOR SALE — A-1 condition. 4 Keeney Bowlettes, factory rebuilt \$200. ea.; Claw Machines Model E \$50.; Model G \$75.; Radio Rifles 5c play \$95.; Chicken Sam and Parachutes \$85.; Keeney Anti-Aircraft Guns 2c slot, brown cabinet \$47.50. Crating not included. MEYER WOLF, 539 BOARDWALK, ATLANTIC CITY, N. J.

FOR SALE—Phonographs; Pin Tables Arcade Equipment. DONALD FIELDING & COMPANY (Lloyd Flaubert, Manager), 4356 ST LAWRENCE ST., MONTREAL, P. Q., CAN.

FOR SALE—The most complete parts stock on the West Coast for games and phonos. Visit our "See-At-A-Glance" parts department. JACK R. MOORE COMPANY, 100 ELLIOTT AVENUE, WEST SEATTLE 99, WASH.

FOR SALE—Here is a real buy. Steel hand trucks, rubber wheels, limited supply \$9.95 each. BAUM DISTRIBUTING COMPANY, 2718 GRAVOIS AVENUE, ST. LOUIS 18, MO. Tel. Prospect 3900.

FOR SALE—\$25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panorams \$325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel. Mitchell 3254.

FOR SALE—1000 hole Jack Pot Charlie money boards; 30 hole jack pot 25¢ play \$1.25 ea.; Universals, Red, White & Blue Jar deals 2040 count, six \$3.00 winners each deal. \$20. per dozen bags. ANTHONY HIRT, 2333 NO. 11th STREET, SHEBOYGAN, WISC.

FOR SALE — 2 Evans Super Bombers \$240. ea.; 1 Horoscope \$90.; 1 Pitchem & Catchem (Floor model) \$75.; 1 Air Raider \$120.; 2 Photomats (4 x 25) \$500. ea.; 1 Photomat (3 x 50) \$500.; 1 Cupid Wheel \$90.; 25 lbs. Roovers Name Plate Tape \$1.50 per lb.; 10 rolls 1½" x 1000' Direx Positive Paper Nov. 1945 dating \$10. per roll. PEERLESS VENDING MACHINE CO., 220 W. 42nd ST., NEW YORK 18, N. Y. Tel: WI 7-6173

FOR SALE — Used Goalee (make offer); Genco Playball \$100.; late models \$125.; World Series, miniature players missing, otherwise okay \$25.; Pokerino \$50.; World Series, perfect, \$65.; Chicken Sam \$75. ½ deposit. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE—Crystal Pickups. Immediate delivery of Astatic Crystal Pickups. No. L-22 A or B-2 \$3.00 each, \$33.00 per dozen. HARRY MARCUS COMPANY, 816 WEST EHIE STREET, CHICAGO 22, ILL.

FOR SALE — Jennings Cigarolla \$60.; Rock-Ola Wall Box S. B1037 \$10.; Watling 1c Slot \$10.; Watling 10c Rol-A-Tops \$60.; Paces Reels Payout Console \$25.; Mills 25c Blue Fronts \$175.; Mills 5c Glitter Gold \$175.; Mills 5c Chrome, like new, \$200.; 1c A.B.T. Gun \$25. BELMONT VENDING CO., 703 MAIN, BRIDGEPORT, OHIO. Tel. Bpt. 750.

FOR SALE—Brown Cherry Front Castings \$19.50; Universal Amplifiers A & B Models, Model A \$49.50, Model B fits all incl. Hi Tone \$69.50; Hand trucks, rubber tires \$9.95; Phonograph casters, set of 4 \$1.45; Record Carrying Cases \$5.95; Coin Wrapper 65c per box, 10 boxes or more 60c ea. Case of 28 boxes 55c ea. BADGER NOVELTY CO., 2346 N. 30th ST., MILWAUKEE 10, WIS.

FOR SALE — Barrage \$39.50; Boomtown \$29.50; P-S Bombardier \$89.50; Big Parade \$109.50; Congo \$24.50; Gold Star \$39.50; Home Run '42 \$69.50; Hit The Jap \$34.50; Jeep \$109.50; Kismet \$169.50; Legionnaire \$59.50; Majors '41 \$59.50; Marines \$99.50; Midway \$109.50; Pylon \$29.50; Playball \$39.50; P-S Shangri-La \$79.50; Silver Spray \$34.50; Sea Hawk \$49.50; Torpedo Patrol \$79.50; Streamliner \$179.50; Ump \$27.50; Wow \$34.50; Armada \$19.50. KING-PIN EQUIPMENT CO. (J. R. "Pete" Pieters), 826 MILLS ST., KALAMAZOO 21, MICHIGAN

FOR SALE—Coin Machine movies: 16 MM Sound film for use in Panorams and other makes of coin operated machines or any ordinary 16 MM sound projector. Special reels in 6 and 8 subjects for use in Panorams or Panorams Solo-Vues, outright sale, reasonable prices. Write us immediately for complete information. PHONOFILM, 3331 NORTH KNOLL DRIVE, HOLLYWOOD 28, CALIF.

FOR SALE — LIVE - LIVE - LIVE - LIVE! BUMPER RINGS — SMALL, MEDIUM and LARGE. Send for our latest price list TODAY. Just off the press! COIN MACHINE SERVICE CO., 2307 N. WESTERN AVE., CHICAGO, ILL.

FOR SALE — PANORAM OWNERS AND OPERATORS — ATTENTION!! The complete line of Quality Picture Co.'s. Film for Panoram, Peek and Solo-vue Movie Machines. Now in Stock — Immediate Delivery. Subjects No. 1 thru No. 18. Subject No. 18 just released: "From Burlesque to You". Only \$36. per wheel of 6 subjects. "Eastern Distributors of Quality Film". SILENT SALES SYSTEM, 635 "D" ST. N.W., WASHINGTON 4, D. C. Tel: Di. 0500

FOR SALE—ABT Rifle Range: Brand new 6' moving targets, 4 reconditioned rifles, 1 refinished like new counter, 1 large compressor, BB cart, ready to set up, all you need to top and sides. Will sell or trade. What have you? PLAYLAND AMUSEMENTS CO., 220 N. WASHINGTON, LANSING, MICH.

FOR SALE—Twin Twelve and Twenty-Four Buckley accessories or adaptors; Buckley Wall Boxes 1942 Lightups and cable for same. AMERICAN NOVELTY COMPANY, 3155-61 GRAND RIVER AVENUE, DETROIT, MICHIGAN.

FOR SALE—Make offer on the following. No reasonable offer refused. 1 balls; Big Prize and Keeney Contest; 5 balls; Jolly with plastic bumpers; P&S's Bombardier and Paratroops; Landslide; Jungle; O'Boy; Snappy; Paratroops; Landslide; Junge; O'Boy; Snappy; 7 Up; School Days. All perfect condition. WOLVERINE SALES CO., 154-56 INDIANA AVE., N.W., GRAND RAPIDS, MICHIGAN. Tel.: 66005.

FOR SALE — "BATTER UP", 8 months old, complete and ready to go, \$1500. Can be seen operating at Playland, 186 Sumners St., Charleston, W. Va. If you have the location, this is a buy.

FOR SALE—Mutoscope Lightup Card Vendors in excellent condition \$27.50 each. FUNLAND, INC., 740 GRANBY STREET, NORFOLK, VA.

FOR SALE—Wurlitzer Pick-up Coils, all models, guaranteed perfect. Supply limited. Exclusive Rock-Ola distributors for Florida and South Georgia. SOUTHERN MUSIC COMPANY, 503 W. CENTRAL AVENUE, ORLANDO, FLA.

FOR SALE — Ready for Delivery. Smiley, sensational 5-ball counter game, price \$39.50. Order today. LEON TAKSEN, 2035 GERMANTOWN AVE., PHILADELPHIA, PA. Tel: Poplar 3638

FOR SALE — "Flat Top" \$200.; "Hi Dive" \$75. Guaranteed good condition. FAIRWAY AMUSEMENT CO., COLUMBUS, MISS. Tel: 604

FOR SALE — Brand new Chicago Coin GOALEE games available for immediate delivery. Wire — Phone. R & S SALES CO., 3rd & BUTLER ST., MARIETTA, OHIO

FOR SALE—For best prices on all types of salesboards, both money salesboards and plain heading boards in all sizes. Write: A. N. S. COMPANY, 312 CARROLL ST., ELMIRA, N. Y.

FOR SALE—Postage Stamp Machine Folders: 10M \$4.85; 25M \$11.75; 100M \$43.50; 500M \$200.; Shipman duplex model postage stamp machines \$24.50 each. WANT — We buy postage machines. State make, Price. PARKWAY MACHINE COMPANY, 3046-V TIOGA PARKWAY, BALTIMORE 15, MD.

FOR SALE — Jennings Roll In The Barrel \$125.; Kicker & Catcher \$19.50; A.B.T. Targets \$12.; Bally Basketball \$89.50; 10 Mills Cigarette Machines \$22.50 ea.; Lot \$175.; Poker & Joker \$69.50; Seeburg Target Conv. \$95.; Keeney Air Raider \$139.50; Bally Rapid Fire \$145.; Tail Gunner \$95.; Buckley Electric Hoist \$59.50; Scientific Batting Practice \$105. THE MARKEPP CO., 4810 CARNEGIE AVE., CLEVELAND, OHIO. Tel: Henderson 1043

FOR SALE—2 Victorious, conversion from Turf Champ; 2 Galloping Dominoes \$110. ea.; 2 Rapid Fires \$110. ea.; 1 Sport King, ready for location \$150.; 2 Multiple Racers \$35. ea.; parts for Mills Phonos; Panorams; pin tables and arcade equipment. OWL MINT MACHINE CO., 245 COLUMBUS AVE., BOSTON 16, MASS. Tel.: KENmore 2640.

FOR SALE—Consoles, Bally one-balls F.P. jackpot models; original Jennings Slots 50c and \$1.; Mills Original Gold Chromes 5c, 10c, 25c. All types of equipment. Write H. ROSENBERG CO., 625 TENTH AVE., NEW YORK 19, N. Y. Tel.: Longacre 3-2479.

MISCELLANEOUS

NOTICE—Record discs for 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 per set of 12 or \$6.00 a set in lots of 5. HUGO JOERIS, 3208 JACKSON STREET, AMARILLO, TEXAS.

NOTICE—Protect and hold that location! We'll rebuild your old scales and make 'em look like new. (Est. 1889) WATLING MANUFACTURING COMPANY, 4650 WEST FULTON STREET, CHICAGO, ILL. Tel. COLUMBUS 2779.

NOTICE—Speed that's us. 1 hour Amplifier service; 1 hour tone arm service. We re-cone speakers. Reasonable prices. All work fully guaranteed. DEE'S SERVICE SHOP, 1119 VENICE BOULEVARD, LOS ANGELES 15, CALIF. Tel. FE 7875.

NOTICE — New England operators, when next in Boston visit our new showrooms. Excellent repair department. NEW AND USED EQUIPMENT FOR SALE. NEW ENGLAND EXHIBIT COMPANY, 1289 WASHINGTON STREET, BOSTON 18, MASS. Tel. Dev. 8381.

NOTICE—I will buy and sell Music. Arcade, Candy Machines. What have you? What do you need? STATE VENDING COMPANY, 300 HARRISON AVE., BOSTON 18, MASS.

NOTICE—Canadian Operators! We are now distributors in Eastern Canada for the famous Packard Pla-Mor Phonographs and complete line of accessories featuring featuring for immediate delivery Pla-Mor 30-wire Wal Boxes and cable. Get on our mailing list now. LAWRENCE NOVELTY, 1436 NOTRE DAME ST., W. MONTREAL, QUE.

NOTICE—Write for our list of True Value Buys, Slots, Pins, Consoles, Music, Arcade. LEADER SALES COMPANY, 131-133 FIFTH STREET, READING, PA.

NOTICE — Attention Operators! Sell us your used equipment and remember, if it's controlled with a coin we have it. Always first with the latest. Contact us for the better deal. C. M. McDANIEL DISTRIBUTING CO., 301 S. MAIN AVE., SAN ANTONIO 5, TEXAS. Tel: F-1335

THE CASH BOX**COIN MACHINE
MART****CLASSIFIED ADVERTISING SECTION****MISCELLANEOUS**

(Continued)

NOTICE—Complete phonograph repair service, amplifiers, motors, pickups and counter boxes. Used equipment bought and sold. Write or phone. NELS NELSON, 2329 WEST PICO BLVD., LOS ANGELES, CAL. Tel. FITzroy 0545.

NOTICE—The most complete stock on the West Coast—parts for phonos and games. Visit our "See-At-A-Glance" parts department. JACK R. MOORE COMPANY, 1615 S.W. 14th AVENUE, PORTLAND 1, ORE.

NOTICE—Want to get in touch with coin machine manufacturers for wholesale distributorship of coin machines, any type, for Eastern Canada, the Maritime Provinces. Send information to L. A. Reid, REID AMUSEMENT MACHINES, 280 BOTSFORD STREET, MONCTON, N. B., CAN.

NOTICE—Your old rectifiers rebuilt like new. Keep your games and phonos in A-1 operating condition. Rebuilt to give new unit performance and longevity. All makes, types and sizes rebuilt at \$2.50 each. Detach rectifiers from transformers. Transportation to us must be prepaid. All rebuilt units are returned COD plus transportation. BATES LABORATORIES, 571 HILL AVE., GLEN ELLYN, ILL.

NOTICE—You'll like to do business with Jack Rosenfeld. Exclusive Bally Distributor for Eastern Missouri, Southern Illinois, Western Kentucky. J. ROSENFELD CO., 3218 OLIVE STREET, ST. LOUIS 3, MO. Tel. NEWstead 1583.

NOTICE — JUKE BOX NEEDLES RE-SHARPENED. A good Clean Service that is DEPENDABLE — ECONOMICAL — GUARANTEED — HONEST. Wise music operators are all using it. Write for free shipping containers and details. RE-SHARP NEEDLE SERVICE, P.O. BOX 770, FORT DODGE, IOWA

NOTICE—"A" Day has arrived in Wisconsin and all the coin machine activity is concentrated right here in Milwaukee because AIREON . . . the ELECTRONIC phonograph is NOW ON DISPLAY at KLEIN DISTRIBUTING CO., 2606 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.

NOTICE—Rock-Ola, Seeburg, Wurlitzer Motors rewound to factory specifications. Starter Windings \$5.; complete rewind \$10.; Mills Motors, Starter Windings \$6.50; complete rewind \$13. One day service. All work guaranteed. S & M SALES, 1074 UNION AVE., MEMPHIS, TENN. Tel.: 2-1133.

PASS THIS SUBSCRIPTION ON TO A FRIEND!!**"THE CASH BOX"***"The Confidential Weekly of The Coin Machine Industry"***381 FOURTH AVENUE, NEW YORK 16, N. Y.**

PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED FIND CHECK FOR

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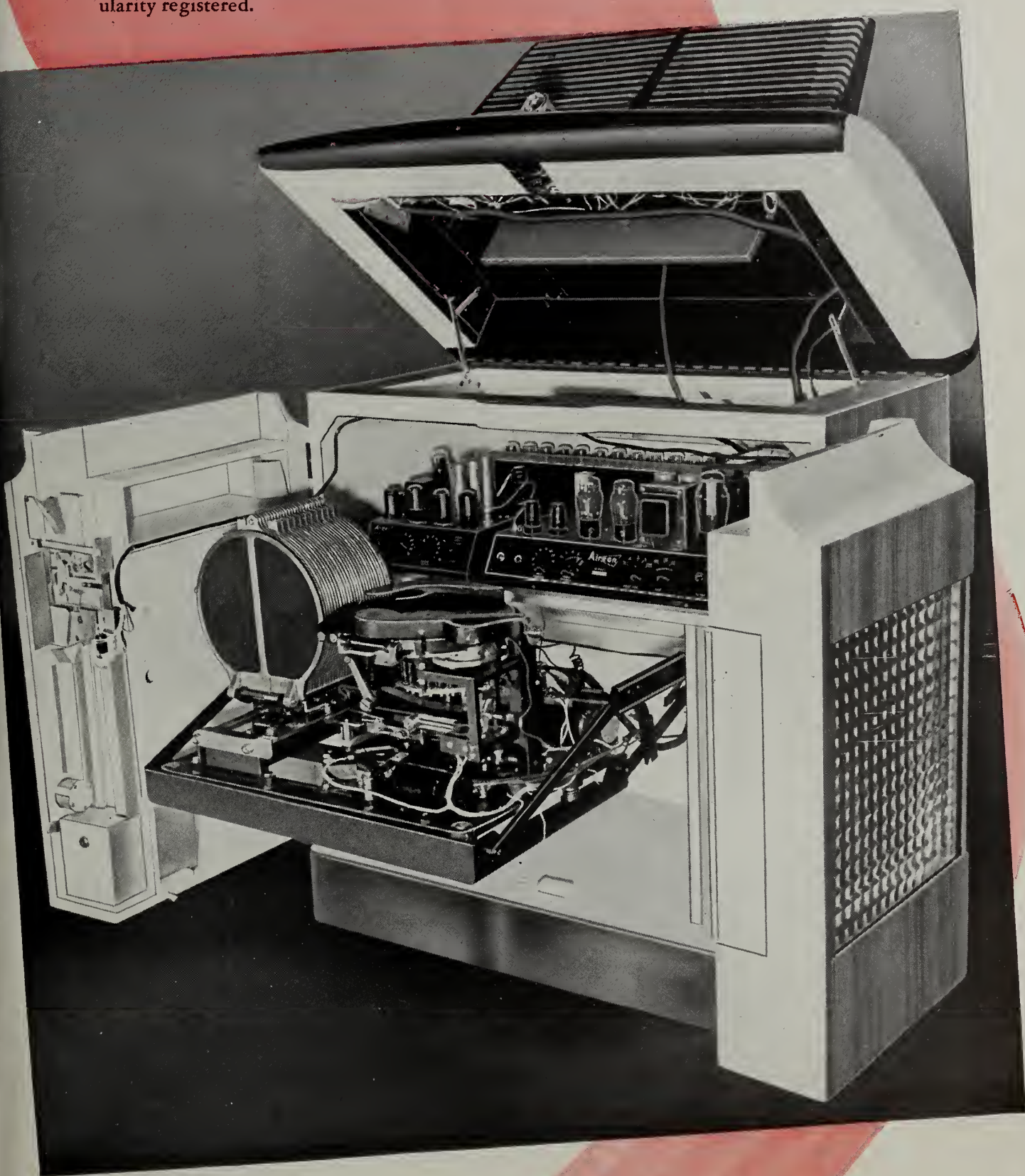
Has TWICE the "Service-ability" with HALF the Usual Moving Parts

Aireon's faster, easier servicing and freedom from breakdowns mean as much to profitable music operation as the brilliant lighting and tone quality which bring in the cash.

There has never, in the history of automatic music, been a phonograph designed and built which is as quick and easy to service as Aireon. Open the doors, swing up and out the "swing-free" mechanism — and everything is right at hand. Record rack can be cleared and refilled in a few seconds, all money from the machine and wallboxes is totalled, individual record popularity registered.

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A feather-light magnesium tone arm which saves record wear, a smooth-acting brand new record changing method which eliminates sagging record trays and record grabbing, a pick-up cartridge which can be changed without soldering or wires—all these mean more plays per record, less service time per phonograph, *more profits for music operators.*



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General Office:

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FOR TOP EARNINGS
IN NOVELTY SPOTS



Make a date with Bally's new sparkling SURF QUEENS—fastest five-ball novelty game ever built. Designed by a practical operator known for his ability to pick winners, SURF QUEENS is packed with all the elements of a money-making game combined with new angles that will bring the slowest novelty spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper. Get your share of the first SURF QUEENS off the assembly line. Order from your Bally distributor today.



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**IMPROVED
SIMPLIFIED
MECHANISM**

**FAST ACTION
—
HIGH SCORES
—
"LAST-MINUTE"
SUSPENSE**

Designed by a successful operator, SURF QUEENS is packed with the "come-close, try-again" thrills which guarantee continuous repeat play and long life on location.

Every bumper, every roll-over builds up score when hit. Value of center-lane pockets boosted by lighting bumpers in groups—a profit-proved play-stimulating feature. Side roll-overs return out-balls when lit.

**FLASHY
BACKGLASS
AND
PLAYFIELD
—
COLORFUL CABINET**



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