THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 8, No. 31
WEEK OF
APRIL 28, 1947

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List Price vs. Collections

"COINTOONS"

By Bill Gersh

Just prior to World War II the average phono was listed at approximately $500 to the trade. It will also be recalled by the music machine ops of that period that collections from these phonos averaged around $5 and $6 per week.

Now, after World War II, automatic phonos are price listed around the $800 to $900 mark. But, present averages are anywhere from $10 to $20 per week.

Tho the price of the machines is almost double, collections are better than double former averages.

Of course, there are those who proclaim that in pre-war days the average music machine operator was well on his way to bankruptcy. Yet, the music field continued to grow. In fact, it outstripped every other division of the trade.

It is also well to remember, as another music op puts forth, that pre-war overhead was nothing like it is today. Comparatively speaking—it might be somewhat less than it is today, but not enough less to make a very marked difference.

The answer then, as well as the answer now, is that those men who applied themselves to the business of selling the public automatic music were successful.

The others, who dabbled about in it, because their competitors were in it, or because they believed that it might prove profitable when mixed with the rest of their equipment, or for whatever other reason they may have had for entering into the automatic music industry, found it unprofitable.

In short, then, the answer to the problem of music today as against the problems engendered in the music business during pre-war days, are almost similar in every respect.

Overhead is higher today — but collections are higher.

Machines cost more today — but earn more.

In fact, today operators have learned that automatic music is necessary to retail locations and these ops have also made it their business to obtain a greater share of the commission percentage split between themselves and the location owners.

From every standpoint, the automatic music op has developed into a better business man. This cannot be said (on as large a scale) for the operators of pre-war days. Most of the boys then held onto music for whatever commission they could get at that time.

Studying the problem from all angles, the music operator of today is much better off than the pre-war operator. Tho his machines have increased almost 100% in cost, his collections have increased far more and, due to more businesslike operating methods, he has been able to increase his profits far, far above pre-war times.

Therefore, it is no longer a question of list price vs. collections, but, more a problem of greater effort, harder work and better business methods.

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PUBLICATION OFFICES
381 FOURTH AVENUE, NEW YORK 16, NEW YORK
ALL PHONES: MUrray Hill 4-7797

CHICAGO OFFICE
32 W RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: DEarborn 0045

LOS ANGELES OFFICE
422 W. 11th ST., LOS ANGELES 15, CALIFORNIA
MARSHALL MICON, Mgr ALL PHONES PRospect 2687

ROADSIDE SPOTS LOOK FOR BIGGEST BUSINESS BOOM

Travelers Aid Society Reports It Will Increase Present Force Four Times to Meet Biggest Summer Vacation Travel in History. Banks Report Vacation Savings Biggest in Their History. Ops Urged to Set Roadside Spots.

CHICAGO — With the news report just released by the Travelers Aid Society that it will increase its present force four times greater than it is in preparation for what this agency believes will be the biggest traveling season the vacation months have ever known in all American history, the coin machine trade once again comes in for some of the most profitable locations.

Not only has the Travelers Aid Society optimistically issued what it believes is a report that will probably cause much surprise in the nation, but the banks where "vacation savings funds" are gathered together during the winter months report that they have more money on deposit in vacation funds than ever before in their history.

Combining these two reports there is every reason to believe that this will be one of the travelingest vacation periods in the history of the nation. Not only are the train and plane people expecting to accommodate unusually large crowds of vacationers this year, but the roadways of the country are being prepared for what is believed to be one of the big post-war travel years which has been predicted for some many months.

This means, to the coin machine business, that the roadside spots will probably be among the most profitable this summer vacation season of 1947 than ever before in the history of this field. It also means that every operator in the nation should now begin to make arrangements for roadside locations so that he will be prepared when this traveling gets under way.

Executives of the Travelers Aid Society expect that a great deal of the vacation travel, which is expected to take place during the summer months, will be by automobile. These people predict more crowded highways than any time in the history of the country. They also believe that this will be a test of what traffic the highways of the nation can handle, and that the years to come will find even more cars on national highways than what is expected to take place during the summer season of 1947.

For many years coin machine ops have found the roadside stands among the most profitable spots in their territories. These were always good moneymakers and now with the reported travel boom sure to get under way there is no doubt that they will prove better than ever.

In former years some ops pulled machines off city locations to place them in the country and in roadside stands. This year, it is believed, most coinmen will let their machines remain in city spots and will add to these with new equipment in the roadside locations. This should help tremendously to boost income for the operators and will, probably, bring about the beginning of what the coin machine industry has been calling, "the boom period".

Most important is the fact that the average roadside spot has turned into more or less an eating "palace" and this has allowed for placement of better equipment than was used in former years on the old sort of stands that popped up on national highways everywhere in the country. With these larger and more elaborate spots the ops are in position to place the finest sort of equipment. This means that phonos, pin games, consoles, counter machines and almost every type of vending machine along with much other equipment which is suitable to certain areas should be used.

Ops report that the eating spots are the most profitable on the road. These are the places, they explain, where the traveler will stop long enough to get a bite or a complete meal and rest up before continuing his trip. "This means," one noted op stated, "that the average place on the road can accommodate much more than one type of machine and, usually, the place earns as much from its coin machines as it does from any other part of its merchandise sales set-up."

Operators are urged by coin machine leaders to prepare themselves for this great summer vacation travel which the Travelers Aid Society predicts will come into being and also which the bankers of the nation believe will see more spending than during any other vacation season.

From every standpoint this looks like one of the greatest years in history for the roadside location. Those ops who already have these spots tied up should arrange for the finest type of equipment. Other ops who are planning on such locations to open very soon should arrange to get equipment suitable to the places and also arrange for the finest machines possible to attract the greatest volume of patronage.

ROADSIDE SPOTS LOOK FOR BIGGEST BUSINESS BOOM

Travelers Aid Society Reports It Will Increase Present Force Four Times to Meet Biggest Summer Vacation Travel in History. Banks Report Vacation Savings Biggest in Their History. Ops Urged to Set Roadside Spots.

SCHOOLS FOR MECHANICS

Associations Plan to Set Up Schools for Mechanics to Help Ops. Ask Mfrs to Help by Sending Engineers to Teach Instructors. Report Vets Eager to Enter

"Schools for Mechanics" were suggested by The Cash Box four years ago.

CHICAGO — Manufacturers here report that they have been receiving notification from various leading operators' associations regarding the creation of "Schools for Mechanics".

This suggestion was first offered to the trade by *The Cash Box* over four years ago. At that time there was a dearth of mechanics in the field and the operators, as well as the jobbers and distributors urged that *The Cash Box* suggestion be immediately adopted so that "Schools for Mechanics" would come into being to help the operators to progress.

If the average operator wants to purchase more machines he must have mechanics to take care of them for him. The one and only way in which he can be sure to obtain good mechanics is either to offer greater salaries than anyone else in his area or to teach new men how to take care of his coin operated equipment.

The average operator just hasn't the time anymore to teach newcomers to the field how to take care of machines. He would much rather pay someone else to do the job. Also, many leading organizations have been approached by veterans' representatives to teach former soldiers and sailors the art of taking care of coin operated equipment.

Some leading jobbers and distributors as well as such associations as the Music Guild of America in Newark, N. J. have arranged for programs whereby vets have been trained to be mechanics. Among the very first of the distributors to start such a plan was Hirsh Coin Machine Co. in Washington, D. C.

The ops' associations are asking the manufacturers to send them their engineers to teach instructors they have chosen the various technical details of the different types of equipment on the market so that these instructors, in turn, can pass this information on to those newcomers whom they are teaching the intricacies of mechanics of the industry.

Certain manufacturers have stated that any man well equipped with an electrical education can quickly and easily pick up the various intricate details of coin operated equipment. His experience and knowledge, plus what he can learn from the average coin machine mechanic, will assure him being a proved and outstanding mechanic himself in a short time, they believe.

It is also interesting to note here that many ops have given up the idea of extending or enlarging their routes because of the fact that they did not have the mechanical personnel with which to add more machines to their present operations. This is greatly due to the fact that good mechanics are, as yet, extremely scarce and the average coin machine operator is forced to teach whatever men he can obtain as much of the rudiments he can give them in quick time to help his present mechanical force.

From all over the country there has come word that veterans would very much like to enter into the industry as mechanics. Some of the manufacturers have vets working for them at this time learning various trades such as apprentice tool and die makers, electronic experts, etc. But the average distributor, jobber and operator hasn't had the time nor the help to go into such a program, even tho this was suggested to him in the past.

There is no doubt of the value of "Schools for Mechanics" for this industry from more than one standpoint, as has been written many times in the past by *The Cash Box*. A central school should be located in Chicago where the manufacturers could send their engineers to teach students. The manufacturer is more than willing to defray the cost to have his engineers spend an evening or two per week to help with such schooling for he realizes what this means to his future equipment as well as the present machines he has on the market.

In addition to this central "School for Mechanics" there should also be schools located in various strategic centers such as New York, Dallas, Los Angeles, Seattle, Detroit, New Orleans, Boston, Baltimore, etc.

The phono manufacturers have been among the most progressive in this regard. They have always conducted schools for their distributors and operators and have urged that all mechanics be sent to them for a complete course in their equipment.

The vending machine manufacturers have also made it their business to teach their new operators all about their equipment.

Now the amusement machine manufacturers are turning to this sort of teaching. But, this does not mean that the average new man, who wants to enter this field as a mechanic, can do so by attending individual classes here and there thruout the nation. It is, therefore, better to have schools located in central and strategic cities so that he can get to them for complete teaching regarding the mechanics of all the equipment in the field.

SCHOOLS FOR MECHANICS

Association Plan to Get 40 Schools for Mechanics to Help Qhs. Can Mtrs to Help by Sending Engineers to Teach Inspectors' Report Acts Earest to Empm.

MORE OPS AGREE "BUST 'EM UP" IS BEST PLAN

Admit Old Equipment Not Bringing Good Returns Nor Gaining Favor for Industry. Ask that Broad, National Program be Started to Rid Trade of Ten Year Old Machines.

CHICAGO — As the idea to bust up ten year old equipment spreads thruout the field, more and more ops have been writing in to *The Cash Box* to report that they, too, agree with this plan wholeheartedly.

It is surprising to note that the average op realizes what a detriment such old equipment is to the entire industry generally. Not only have certain leading magazines and newspapers begun to call juke boxes in this category, "screech boxes", but the operators themselves now agree that as far as tonal quality and attractiveness these machines are no longer of any comparative value to them as against the new machines.

Regardless of how hard an operator works to keep a ten year old machine in repair and looking as attractive as possible, it will never equal the quality, the attractiveness nor the interesting appeal of the new and modern machines which are being presented to the market.

In the pinball field the new machines are, of themselves, eliminating these ten year old games. They have proved that they can earn anywhere from 100% to 300% more than the old machines and, therefore, the ops are replacing them, for it more than pays to get such old equipment off location. The worst thing that can happen to an operator of pinball machines is to have such old games which absolutely lose the interest of the players and thereby lose the players to the games.

In the phono field, for some reason or other, ops have been hanging on to the old P-10's, 412's, 616's, 716's, 24's, 600's, 500's, Windsors, Monarchs, Rex, Royales, Dance Masters, Zephyrs and others in the ten year old category. Not one of these has the fine tonal quality of the new type phonos. Not one of these the attractiveness, the appearance, the interest nor the earning power.

It is, the ops who have been writing *The Cash Box* claim, a definite fact that the new machines will outearn the old equipment everytime. Furthermore, from the standpoint of depreciation alone it doesn't pay the operator to continue on with these old machines. He can no longer remove depreciation like he can from new equipment and this, in itself, is part of his profit factor which he should consider from a financial standpoint to arrange that only new machines cover his route.

Not only do more and more ops agree with the suggestion of *The Cash Box* that ten year old machines be bust up and removed entirely from the market, even from the possibility of export, but they hope that the leaders in the field will enter into a broad, national program to make this possible so that trade-ins will be arranged making it worthwhile to pull these old machines off locations and turn them in against new equipment.

Some of the country's leading distributors, both in the amusement and music fields, have been conducting a program along these lines for sometime now. One noted distrib advises that pinballs he has been taking in trade are bust up right in his place and never again re-sold. A noted music distrib makes the same report.

Therefore, it seems that many in the field have adopted this plan on their own account, regardless of whether their competitors or others also take it up. This means that eventually the field will be rid of old machines. But, to assure this happening with greater speed for the benefit of the entire industry, a national plan should be arranged so that all distribs would follow thru and get this sort of equipment off the market just as speedily as possible.

Those operators who have made arrangements to get rid of these ten year old machines have found that, on the average, their earnings have perked up and they have proved to themselves that the location owners as well as the general public favor the better new equipment and appreciate the change which the new machines make in the location.

To continue to hold the location owner's favor, respect and admiration, it is up to the operator to rid himself of equipment which is only holding him back in the location's estimation.

As more and more ops agree with the suggestion which *The Cash Box* has made that ten year old machines be traded in and bust up just as fast as possible the leaders in the field are reported to be following thru with ideas to help this plan get into the speediest possible action.

THE CASH BOX POLL OF THE NATION'S TOP 10 JUKE BOX TUNES

AL—ALLADIN	EX—EXCELSIOR	NA—NATIONAL
AP—APOLLO	HO—HOLLYWOOD INT'L	QU—QUEEN
BW—BLACK & WHITE	JB—JUKE BOX	RA—RAINBOW
CA—CAPITOL	KE—KEYNOTE	RH—RHAPSODY
CN—CONTINENTAL	KI—KING	SI—SIGNATURE
CO—COLUMBIA	MA—MAJESTIC	SO—SONORA
DE—DECCA	ME—MERCURY	ST—STERLING
EC—EXCLUSIVE	MGM—METRO-GOLDWYN-MAYER	SW—SWANK
EM—EMERALD	MO—MODERN MUSIC	TO—TOP
EN—ENTERPRISE	MR—MANOR	VI—VICTOR
	MU—MUSICRAFT	VO—VOGUE

1. HEARTACHES

AP-1045—Gordon Macrae
CA-372—Joe Alexander
CO-37305—Harry James Orch.
DE-25017—Ted Weems Orch.
KI-598—Cowboy Copas
ME-3057—Bobby True Trio
MGM-10001—Jimmy Dorsey Orch.
NA-9026—Red McKenzie
SI-15065—Ray Bloch Orch.
SO-2005—Ted Straeter
VI-20-2175—Ted Weems Orch.

2. ANNIVERSARY SONG

CA-368—Andy Russell
DE-23714—Al Jolson
DE-23799—Guy Lombardo Orch.
MA-1107—Louis Prima Orch.
ME-3036—Anita Ellis
MGM-10003—Kate Smith
MU-428—Artie Shaw Orch.
SI-15075—Larry Douglas
SO-2004—George Towne Orch.
VI-20-2126—Tex Beneke-Miller Orch.

3. LINDA

CA-362—Paul Weston Orch.
CO-37215—Buddy Clark—Ray Noble Orch.
ME-3058—Chuck Foster Orch.
SI-15106—Larry Douglas
SO-2006—Bob Chester Orch.
VI-20-2047—Charlie Spivak Orch.

4. MY ADOBE HACIENDA

CA-389—The Dinning Sisters
CO-37332—Louise Massey
CT-8001—Jack McLean
DE-23846—Kenny Baker
EN-147—The Cossman Sisters
KI-609—Billy Hughes
MA-1117—Eddy Howard
ME-3057—Bobby True Trio
RH-101—The Esquire Trio
VI-20-2150—Billy Williams

5. HOW ARE THINGS IN GLOCCA MORRA?

CA-345—Martha Tilton
CO-3722-3—Buddy Clark
DE-23830—Dick Haymes
MA-12009—Georgia Gibbs
ME-3056—Harry Babbitt
SI-15064—Johnny Long Orch.
SO-3043—Bob Houston
VI-20-2121—Tommy Dorsey Orch.

6. GUILTY

BW-821—Nick Delano
CA-324—Margaret Whiting
MA-1106—Tony Mottola Four
ME-3042—Tony Martin
MU-428—Artie Shaw-Mel Torme
SI-15090—Monica Lewis
VI-20-2109—Johnny Desmond

7. MANAGUA NICARAGUA

CO-37214—Kay Kayser
DE-23782—Guy Lombardo
ME-5016—Two Ton Baker
SI-15086—Julie Conway
SO-3032—The Gordon Trio
VI-20-2026—Freddy Martin

8. I'LL CLOSE MY EYES

CA-342—Andy Russell
CO-37213—Dinah Shore
DE-23756—Hildegarde
MA-1093—Mildred Bailey
ME-3046—Jack Fina Orch.
MU-15097—Teddy Walters
SI-15066—Johnny Bothwell Orch.
VI-20-2109—Johnny Desmond

9. IF I HAD MY LIFE TO LIVE OVER

CA-389—The Dinning Sisters
CO-37302—Buddy Clark
DE-23855—Bob Eberly
MA-7218—Bob Johnston
TW-1001—Larry Vincent

10. MAM'SELLE

CA-396—The Pied Pipers
DE-23861—Dick Haymes
EN-257—Derry Falligant
MA-7217—Ray Dorey
ME-5048—Frankie Laine
MGM-10011—Art Lund
RA-10014—Marshall Young Orch.
SI-15093—Ray Bloch Orch.

THE CASH BOX Record Reviews

"April Showers"
"If I Had My Way"
GUY LOMBARDO ORCHESTRA
(Decca 23845)

● That the Guy Lombardo ork is a great money-maker on the phonos just so long as it has a worthy song to play is an established fact. Well, the boys have come up this time with not one but two such ditties. Top side for the trade at the moment is "April Showers," which Al Jolson sang back to national popularity in the flicker "The Jolson Story." With Jimmy Brown handling the vocal on this one, Guy and his lads combine to make danceable, listenable music in the warm style they've become famed for. The flip, "If I Had My Way," is another oldie that'll ring up memories and coinage among the strong Lombardo territories. Jimmy again handles the vocal stint on this side and help wrap up the platter as a good package for the legion of phonomen who have been getting top results with Lombardo recordings.

"Sentimental Journey"
"Guilty"
ELLA FITZGERALD
(Decca 23844)

● An item certainly worthy of top attention from the trade is this re-issue of Ella Fitzgerald's famed "Sentimental Journey," which was a top item with servicemen overseas during the war. That hers is one of the best interpretations of the haunting memory stirrer is an established fact. And ops can do no wrong by giving it a whirl. Musicmen with routes running in the larger cities of the nation are especially encouraged to place it in spots that cater to a more transient audience. Backing the side is "Guilty," already established among the nation's top hits, and certainly able to snatch plenty of action on its own before or after the top deck is introduced.

"I'm Gonna Write A Letter To My Baby"
"Josefine"
BASIN STREET BOYS
(Exclusive 293)

● Lookin' for combo kicks, you'll find it with this crew! The Basin Street Boys render nostalgic, lilting music with "I'm Gonna Write A Letter To By Baby". You'll like the way the crew handles this rhythmic blues tale, with that deep throated chanting dominating all thru. Ditty has class for that mass of race spots waiting for coin play. It's slow stuff with the story weaving around the title, and add the picked up beat in the second chorus—you've got something. On the flip with "Josefine," crew knocks out melody bout their baby "Josefine." It's in that somber mood that sets the kids down a bit. We peg the topside tune, and so will you.

"Meet Me At No Special Place"
"Ivy"
RAY McKINLEY ORCH.
(Majestic 7223)

● Ditty headed way up high is this current plug tune titled, "Meet Me At No Special Place," by the Ray McKinley ork. Ray chants the vocal on this one, in light mean manner, to rate this an extra special place in your phonos. It's slow rhythmic music done up brown by the maestro, of the brand that dancers love. Ray's boys blend well in the background to fill out this piece. On the other side with "Ivy," from the forthcoming flicker of the same name, choir-boy Teddy Norman steps out to offer effective balading, while the maestro throws in a touch of Latin. "Meet Me At No Special Place" is the one you're gonna hear about.

DISK O'THE WEEK
"Peg O' My Heart"
THE HARMONICATS
(Vitacoustic 1)

THE HARMONICATS

● In case you didn't know (and the further you are away from Chicago the less chance there is that you do), grab hold of a batch of wax labeled "Peg O' My Heart" by the Harmonicats. It was not until this past week that this reviewer could put his hands on a copy, but now we know why it has already taken Chicago (where it was born) by storm. That it is the best interpretation of the tune goes without saying. It is unique. Three harmonicas, and a rhythm section make the melody one hears, and genuine greatness is the word for it. The way this platter threatens to catch the entire nation by storm, one should have little concern as to the locations where it should be placed. Probably every one of yours will demand it. Just in case you feel you've placed the tune before, and, as a result, there'll be little call for it, stop such thinking. This is different. And if you wonder why an all instrumental of little more than three harmonicas could get such action, be advised that so did we. But now we've heard it. You do the same. The flip, "Fantasy Impromptu" is of minor importance when compared to the top deck.

"Toorie On His Bonnet"
"Saloon"
EVELYN KNIGHT
(Decca 23854)

● Here's one that will match the pace with any of 'em. Chirp Evelyn Knight steps out here to do a pair that will definitely drag the boys' hands out of their pockets. It's "Toorie On His Bonnet" and "Saloon," pair of sides that will fit like a glove in any—saloon. Plug tune, is as the title indicates, a light Irish melody which Evelyn pipes pretty for the brass-rail boys. Backside, with "Saloon," has been a favorite for oh so long; and the way our chanteuse does it makes it one that can't miss. You're losing out on coin-play if you don't grab this pair.

"Willie"
"Speaking Of Angels"
ELLIOT LAWRENCE
(Columbia 37320)

● Bright platter on the wax horizon looms big with "Willie," as the Elliot Lawrence ork show pipe-lass Rosalind Patton to good advantage. Gal has that teasing quality in her tonsils which makes you wanna "set-a-while". Ditty is topped off by some unique orchestration out of the Lawrence hit-bag, altho the chanteuse takes top honors. "Speaking of Angels" showers balladeer Jack Hunter with orchids for some fine first rate work with this romantic bit. Ditty won't stop traffic, but nevertheless deserves your listening time. You'll like "Willie."

"Midnight Masquerade"
"It's Dreamtime"
CARMEN CAVALLARO ORCH.
(Decca 28852)

● Melody made by Carmen Cavallaro appears to be gaining wider and more enthusiastiv audiences, according to all reports, and this wax product should help out not little bit. Offering "Midnight Masquerade," a click ballad keyed to score best wherever romancers gather, Carmen's piano sets a sweet mood for the vocal, capably delivered by Bob Allen. The flip, "It's Dreamtime," is by now well known both to the trade and to the public. Another lush ballad, it owes much of what popularity it enjoys to its inclusion in the flicker "I'll Be Yours," and, as such, serves as an effective second to the top deck. Thanks to Carmen's music makers, the disk is suitable for both dancers and listeners.

"Gotta Get Me Somebody To Love"
"What Am I Gonna Do About You"
BING CROSBY
(Decca 23850)

● Many months ago, this department pegged Bing Crosby's "Gotta Get Me Somebody To Love" as a "Disk O' The Week," and urged that ops place it wherever Western-type melody ranked high in phono favor. Well, it has just been released again, this time with a new backing—and a much better one at that. And once again we urge the trade to get next to the side, and not only for your Western music customers. The ditty is being featured in the click flicker "Duel In The Sun," and, as a result, there should be much plugging and much demand created for it. Bing does a top notch job on the vocal, and the Les Paul Trio are great on the instrumental support. The flip features the same combo delivering "What Am I Gonna Do About You," a click romantic ballad, and the whole platter comes up as something worthy of heavy praise for all concerned. You won't go wrong by giving this disk a ride.

"Hi De Ho Man"
"Necessity"
CAB CALLOWAY
(Columbia 37312)

● Long missing from the phonos, Cab Calloway comes up with one that might turn the tide and put the beam on the boy again. "Hi De Ho Man," with that Cab howling away while his boys chant the refrain, shows the maestro up to good advantage with this ditty. Jump beat that the kids will go crazy over makes this one for the ice-cream parlor trade a natural. In that familiar Cotton Club warbling style, Cab's many fans are bound to play this. "Necessity" on the backside turns up right for the baton-twirler, with the boss piping all thru in splendid pitch. Ditty is from the hit-show "Finian's Rainbow," which of course, will add to its possibilities. Latch on to the topside tune!

"Solitude"
"There Is No Greater Love"
BILLIE HOLIDAY
(Decca 23853)

● It's Billie Holiday here with a pair music ops throughout the nation know about. "Solitude," never was better — and what with the oldie style leading the parade, we don't see how this tune can miss. Lady Day still has that same tone and quality that rates this waxing as top drawer material. The chirp still has that high pitch that blends so well with the rhythmic pattern this thing sets. On the backing we find "There Is No Greater Love," ditty currently enjoying peak success in the phonos. Billie's vocal will match up with the best of them and where music lovers gather, this one is bound to get heavy attention. Both sides can be used as terrific filler material, with "Solitude" taking the spotlight.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

THE CASH BOX Record Reviews

"The Man Who Paints The Rainbow In The Sky"
"Unless It Can Happen With You"
FRANKIE CARLE ORCHESTRA
(Columbia 37311)

● "The Man Who Paints The Rainbow In The Sky" can well be compared to "The Old Lamplighter," insofar as style is concerned. It's another memory stirrer and, as such, is bound to get better than adequate action. What's more the way Frankie Carle and his lads interpret the melody helps out more than a little bit. Marjorie Hughes, who warbles the ballad, provides a very workmanlike lyric, all helping out to produce a better than adequate waxing. The flip, "Unless It Can Happen With You," is another pleasant romantic ballad capably performed by Frankie and the men. With Marjorie Hughes on the lyrics, the whole package comes up completed as something you can take or leave. We'd call it a strong filler.

"Mam'selle"
"Mah-Zel"
MARSHALL YOUNG
(Rainbow 10014)

● One the better versions of "Mam'selle" to be heard around is done here by Marshall Young, a promising new vocalist. Already established among the nation's top romantic ballads, Marshall does it with the free and easy style the tune demands. In this he is well assisted by the house ork behind him. The flip, "Mah-Zel," is the new novelty (a recent "Sleeper Of The Week" that is now getting very heavy plugging in the East by its publisher. As done here by Marshall and a vocal combo in the person of the Dennis Sisters, the ditty starts slow to wind up with plenty of zip and enthusiasm. Peg this as one of the better "Money's-worth" to be bought today.

"His Feet Too Big For De Bed"
"Jack, Jack, Jack"
ANDREWS SISTERS
(Decca 23860)

● The Andrews Sisters put in a strong bid to win big phono favor via the waxing of this great little pair of novelties tabbed "His Feet Too Big For De Bed" and "Jack, Jack, Jack." Supported by a really hep arrangement, the girls go enthusiastically calypso to give "His Feet . . . " the kind of treatment that wins plenty of play wherever good novelties score. The flip, "Jack, Jack, Jack (Cu-Tu-Ru-Gu)" has a Latin beat, but the way the Andrews do it, the ditty emerges as a first class vehicle for action as a strictly American pop. If you've been seeking a good Andrews Sisters platter, this one should do better than merely fill the bill.

"Whiffenpoof Song"
"Streamliner"
GEORGE PAXTON ORCH.
(Majestic 7224)

● Tune headed high on our list this week rates orchids to the George Paxton ork for knocking out some terrific orchestration besides this comer "Whiffenpoof Song". Grabbing the lime, balladeer Dick Merrick vocals deep and fair to make the ditty a coin-culler in your boxes. It's an oldie and revivals being the theme today, this is one that should be heard. On the flip with an all instrumental jog, George renders melodic timing to knock out stuff that the kids might go for. Brass takes a ride here with a piano riff in the middle. Topside tune is the one they'll play.

SLEEPER OF THE WEEK
"I Wish I Didn't Love You So"
DICK FARNEY
(Majestic 7225)

DICK FARNEY

● Here's a tune we pick to score in the big time once it gets around. Labeled "I Wish I Didn't Love You So," it's from the forthcoming flicker "The Peri's Of Pauline," and, as a result, should get plenty of hearing in time to come. As it is, it's a crackerjack romantic ballad that's loaded up with an excellent melody and excellent lyrics, and the way it's offered here by Dick Farney on the vocal, it all adds up to a click disk. As for Farney, he shows plenty of talent and sings this with the free and easy style that appears to be gaining big in public favor. By all means get out and give this platter a ride. It's the first cutting we've heard of the tune, and it has all the earmarks of growing into a great big thing. Let the customers take it from there, and we're sure they'll prove us right. The flip, "My Young And Foolish Heart" is a pleasant romantic ballad, and, as done here, should fit well as a filler after the top deck has had its guts played out.

"The Whiffenpoof Song"
"The Sweetheart Of Sigma Chi"
ROBERT MERRILL
(RCA 10-1313)

● For a long time we've been waiting for a great "Whiffenpoof Song," and, for a very heavy proportion of phonos, this one may well be it. Featuring the voice of Robert Merrill, assisted by a first class male choir, the side emerges as a you-don't-want-to-be-without-it item for any operator who has spots that cater to the high school and college trade, as well as customers who gather in taverns to reminisce and compare memory notes. Because this ballad is certainly a great vehicle for the more nostalgic, and because commencement time with its "old school tie" attitude is approaching, the side certainly should have a place among the locations named. The flip, "The Sweetheart Of Sigma Chi" is a well known ballad well suited for the same spots as the top deck and should prove an effective backing when the top side has been worn white. By all means give this disk careful consideration.

"Cu-Tu-Ru-Gu"
"Illusion"
XAVIER CUGAT ORCHESTRA
(Columbia 37319)

● Xavier Cugat, probably the best known of those who provide music with a Latin accent, comes up on his latest wax offering with a top ditty in "Cu-Tu-Ru-Gu (Jack, Jack, Jack)". That you are bound to hear plenty of call for this tune is definite. It is being heavily plugged via practically all mediums, and successfully. On this version, Cugat's men offer a pleasing arrangement, but not up to the standard set by Enric Madriguera. Nonetheless, the side should do very well thanks to Cugat's reputation. The vocal, contributed by the Boyd Triplets is strictly American, and that should help to give the interpretation wider acceptance. The flip "Illusion," is a very pleasing romantic ballad in Latin tempo and style. Done vocally by Dorothy Porter, it shows up as a promising item if adequately plugged.

"That's My Desire"
"Humoresque Boogie"
HADDA BROOKS
(Modern 147)

● Singing low and pretty in a blue theme, chirp Hadda Brooks offers ops current songsation riding the wave for a harrel of coin-play. "That's My Desire," now familiar to so many ops, shows our gal Hadda in top form as she tilts the scales with this melodic ballad. You'll have to pick your spots with this one, altho the lass shows as well as the other cookies kicking the gong around. On the backing, with an all instru, Hadda tickles a mean piano with "Humoresque Boogie." If you have spots that go for this stuff, give it a whirl. We like Hadda with the topside tune.

"Water Faucet"
"Call The Police"
JIMMIE LUNCEFORD
(Majestic 1122)

● Novelty cookie offered ops this week shows Jimmie Lunceford and his boys in high style with the platter titled "Water Faucet." Chanting the lyrics all thru the side is Jack Carruthers aided by a vocal four, who make pleasant listening. Jack does a dialogue sketch here a la "Richard," which might set the pace. With the refrain echoing "Drip - Drip - Drip," the ditty is one that race record fiends might like. On the backside with more novelty stuff, "Call The Police" shapes up fair. Aimed at race spots, ops that cater to this brand might find it to their liking. The pair is there for the asking, so go to it.

"These Things Are Love"
"I've Been Around"
TINY BRADSHAW
(Savoy 650)

● Stuff aimed at the race spots is this latest pair by the Tiny Bradshaw crew, which seems destined for big things. Well loaded with possibilities is the pair labeled "These Things Are Love" and "I've Been Around," with maestro Tiny taking the pitch on both cookies. Topside tune hogs the lime—with Tiny pitching woo on some real low down blues. Tenor sax wails away in the background to give the ditty flavor. Jazzophiles will eat this stuff—it's that good. On the backing with "I've Been Around," Tiny sets the tempo low and slow again, while his boys chip in to round out the side. "These Things Are Love" echoes coin—so lend an ear.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

What's Hot ON THE RECORDS

THE TOP TEN JUKE BOX TUNES THRUOUT THE NATION

For the Week of April 28, 1947

New York

1. HEARTACHES (Ted Weems)
2. THE FRECKLE SONG (Larry Vincent)
3. MAM'SELLE (Art Lund)
4. A SUNDAY KIND OF LOVE (Claude Thornhill)
5. LINDA (Buddy Clark-Ray Noble)
6. MANAGUA NICARAGUA (Freddy Martin)
7. IVY (Jo Stafford)
8. MY ADOBE HACIENDA (Eddy Howard)
9. ALL JOLSON RECORDINGS
10. IF I HAD MY LIFE TO LIVE OVER (Larry Vincent)

Johnstown, Pa.

1. MY ADOBE HACIENDA (Eddy Howard)
2. HEARTACHES (Ted Weems)
3. LINDA (Buddy Clark-Ray Noble)
4. MIDNIGHT MASQUERADE (Sammy Kaye)
5. THAT'S MY DESIRE (Frankie Laine)
6. ANNIVERSARY SONG (Guy Lombardo)
7. GLOCCA MORRA (Buddy Clark)
8. SANTA CATALINA (Freddy Martin)
9. MOON FACED, STARRY EYED (Freddy Martin)
10. MANAGUA NICARAGUA (Guy Lombardo)

Woodburn, Ore.

1. MY ADOBE HACIENDA (Eddie Howard)
2. LINDA (Mat Dennis)
3. ANNIVERSARY SONG (Al Jolson)
4. FOR SENTIMENTAL REASONS (Ella Fitzgerald)
5. LIGHT OF THE SILVERY MOON (Ray Noble)
6. POLONAISE BOOGIE (Hadda Brooks)
7. MANAGUA NICARAGUA (Freddy Martin)
8. GUILTY (Johnny Desmond)
9. IT'S A GOOD DAY (Phil Harris)
10. THE PREACHER & THE BEAR (Phil Harris)

Detroit, Mich.

1. HEARTACHES (Ted Weems)
2. MY ADOBE HACIENDA (Eddy Howard)
3. FOR SENTIMENTAL REASONS (Eddy Howard)
4. LINDA (Ray Noble)
5. GUILTY (Tony Martin)
6. I'LL CLOSE MY EYES (Andy Russell)
7. OH, BUT I DO (Harry James)
8. SUGAR BLUES (Clyde McCoy)
9. BLACKFOOT BOOGIE (Freddy Slack)
10. ANNIVERSARY SONG (Tex Beneke)

Chicago

1. PEG O' MY HEART (The Harmonicats)
2. HEARTACHES (Ted Weems)
3. LINDA (Ray Noble)
4. ANNIVERSARY SONG (Al Jolson)
5. MY ADOBE HACIENDA (Eddy Howard)
6. TOO MANY TIMES (Eddy Howard)
7. MANAGUA NICARAGUA (Guy Lombardo)
8. GLOCCA MORRA (Dick Haymes)
9. GUILTY (Tony Martin)
10. SANTA CATALINA (Eddy Howard)

Minneapolis, Minn.

1. MAM'SELLE (Ray Dorey)
2. ANNIVERSARY SONG (Al Jolson)
3. HEARTACHES (Ted Weems)
4. GUILTY (Margaret Whiting)
5. GLOCCA MORRA (Martha Tilton)
6. MY ADOBE HACIENDA (Eddy Howard)
7. LINDA (Buddy Clark-Ray Noble)
8. BLESS YOU (Eddy Howard)
9. SONATA (Three Suns)
10. I'LL CLOSE MY EYES (Mildred Bailey)

Miami, Fla.

1. ANNIVERSARY SONG (Kate Smith)
2. LINDA (Ray Noble)
3. MANAGUA NICARAGUA (Guy Lombardo)
4. GLOCCA MORRA (Sammy Kaye)
5. HEARTACHES (Ted Weems)
6. GUILTY (Ella Fitzgerald)
7. MY ADOBE HACIENDA (Eddy Howard)
8. IT'S A GOOD DAY (Phil Harris)
9. YOU CAN'T SEE THE SUN (The Charioteers)
10. I'LL CLOSE MY EYES (Andy Russell)

Washington, D. C.

1. HEARTACHES (Ted Weems)
2. LINDA (Buddy Clark-Ray Noble)
3. MAM'SELLE (Art Lund)
4. ANNIVERSARY SONG (Al Jolson)
5. MY ADOBE HACIENDA (Eddy Howard)
6. GLOCCA MORRA (Dick Haymes)
7. GUILTY (Tony Martin)
8. MIDNIGHT MASQUERADE (Eddy Howard)
9. APRIL SHOWERS (Al Jolson)
10. MANAGUA NICARAGUA (Freddy Martin)

Los Angeles

1. MAM'SELLE (Art Lund)
2. HEARTACHES (Ted Weems)
3. LINDA (Buddy Clark-Ray Noble)
4. SANTA CATALINA (Freddy Martin)
5. THAT'S MY DESIRE (Frankie Laine)
6. THAT'S HOW MUCH I LOVE YOU (Frank Sinatra)
7. ANNIVERSARY SONG (Tex Beneke)
8. MOON FACED, STARRY EYED (Freddy Martin)
9. HIS FEET TOO BIG FOR DE BED (Stan Kenton)
10. ACROSS THE ALLEY FROM THE ALAMO (Mills Bros.)

Hartford, Conn.

1. ANNIVERSARY SONG (Al Jolson)
2. HEARTACHES (Ted Weems)
3. GUILTY (Ella Fitzgerald)
4. GLOCCA MORRA (Buddy Clark-Ray Noble)
5. I'LL CLOSE MY EYES (Dinah Shore)
6. IF I HAD MY LIFE TO LIVE OVER (Bob Eberle)
7. LINDA (Buddy Clark-Ray Noble)
8. MY ADOBE HACIENDA (Eddy Howard)
9. JALOUSIE (Three Suns)
10. LAZY RIVER (The Mills Bros.)

Montgomery, Ala.

1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Andy Russell)
3. I WANT TO BE LOVED (Savannah Churchill)
4. WOODCHOPPER'S BALL (Woody Herman)
5. GLOCCA MORRA (Dick Haymes)
6. MANAGUA NICARAGUA (Kay Kyser)
7. THAT'S HOW MUCH I LOVE YOU (Frank Sinatra)
8. LINDA (Charlie Spivak)
9. FOR SENTIMENTAL REASONS (Eddy Howard)
10. GUILTY (Margaret Whiting)

Rochester, N. Y.

1. HEARTACHES (Harry James)
2. ANNIVERSARY SONG (Louis Prima)
3. LINDA (Buddy Clark-Ray Noble)
4. GUILTY (Tony Martin)
5. MAM'SELLE (Art Lund)
6. MY ADOBE HACIENDA (Eddy Howard)
7. I'LL CLOSE MY EYES (Page Cavanaugh Trio)
8. GLOCCA MORRA (Dick Haymes)
9. IT'S A GOOD DAY (Gene Krupa)
10. MANAGUA NICARAGUA (Guy Lombardo)

Lindy's, on 51st Street and Broadway, can properly be termed the midnight Command Post of the entire music business. Everybody goes there, to eat cheesecake, drink coffee and talk—especially talk. So one midnight during this past week we went there, took up a position in a forward area of the tremendous room, and, fortified with a bourbon and soda rather than the inevitable cheese cake and coffee, began our own little action to gather the stuff from which these columns are made.

In no time at all we had company. Irving Katz, an Apollo Records sales chief, sat down and began to spill news. He told us that Connee Boswell, recently added to the label's talent roster, had cut a thing called "Chi Baba Chi Baba," and everybody up there is hailing it as one of the best things ever cut under the Apollo imprint. Incidentally, Hy Siegel, Apollo prexy, has returned from the West Coast where he closed the final aspects of the pact with Charlie Barnet . . . Next to show where Mr. and Mrs. Frank Obendorfer (he's the local MGM sales promotion chief) and we talked about Van Johnson's recording of "Good Night, Sweetheart." which MGM released this week. There was much difference of opinion as to the worth of the record, Frank, of course, boosting it. Having heard the platter, we realize why there might well be that difference of opinion. Lots better vocalists than Johnson are running around hungry, but, then again, Van's name as a drawing card can't be discounted.

Catching a late bite after his last show at this city's Hotel Commodore was Louis Prima, and with Louis was his manager, Max Schall. Of course we talked about records, and especially about a single record that Louis made recently for release sometime in July or August. The tune was written by capable Sunny Skylar, who will feature it as his first song when he opens his own publishing firm in the near future. We heard Louis' disking of it, and all we can say is that the trade is due for a big surprise

Gathered at another table we spotted Ben Bart and Harry Lenetska, who manage The Ink Spots. Brushing off our query as to what happened to the Spots on records, Ben advises us that he pacted The Ravens with the National label. The combo is now appearing in a Broadway theatre. In addition, Ben tells me he is seeking to enlarge distribution of his Hub Records, and would especially like to get more coverage in the South for his "race" line . . . Over at the bar, where the man in the white coat, obligingly insured us against discomfort from thirst, we were joined by Johnny Green, of the Stept, Inc. music pubbery. He handed us a copy of "Smoke Dreams," from which the firm expects big things.

And speaking of pubberies, we're told that one of the biggest in the Alley is about to go under . . . Which brings up the fact that the music publishers are moaning about the tremendous drop in sheet music sales, and the record manufacturers are doing likewise over what their own sales figures have been adding up to . . . We hear that Ted (Heartaches) Weems will offer "Violets" as his first release under the Mercury label . . . Capitol execs are excited about Sam Donahue's forthcoming "I Never Knew," the oldie that's being featured as the background musical theme in the flicker "Johnny O'Clock."

Seen along coinrow this past week was Al Middleman, head man of the Sterling and Juke Box labels . . . Johnny Halonka and Gloria Friedman, of Runyon Sales Co. of New York, are impatiently awaiting the first shipment of the Harmonicats' disking of the "Peg O' My Heart" clickeroo . . . and we did our good turn of the week by getting a number of disk jock friends to ride it over local air waves, including Ted Husing and Barry Gray . . . While at Lindy's, Barry told us he'd spot it on his Saturday afternoon show

Cleveland Ops Honor Cavallero

CLEVELAND, O. — Honored at a luncheon tendered by The Cleveland Phonograph Merchant's Association this past week was Carmen Cavallero, popular Decca recording artist. Standing beside Carmen is Gary Weber, president of E & W Distributing Co., this city.

Columbia To Open Mexico City Plant

NEW YORK — Mounting record demands in the Latin-American market have led Columbia Records, Inc., to set up its first foreign plant, in Mexico City it was disclosed late this past week.

Edward J. Wallerstein, president of Columbia has returned from an inspection tour of the new factory, and reported brisk progress. Expecting to have the plant in operation with approximately 15 to 20 presses working late this summer, Wallerstein pointed out that the new plant will use masters from this country, until such time that Latin-American artists can do on the spot waxing in Mexico City.

Prompting the diskery to set up its new facility was the request of Jose Salazer, Columbia distributor in Mexico City. Unable to meet the growing demand to adequately supply the booming market, it is believed the distributor conferred with Columbia officials regarding a new factory operation in Mexico.

The Mexican plant will be under the direction of Michael S. Kestler

Howard Hits Royalty Jackpot With Majestic

CHICAGO — Indicative of the popularity of band leader and Majestic recording artist Eddy Howard is the announcement made here this past week by E. A. Tracey, president of Majestic Records, Inc., revealing that royalties paid to Howard on the basis of sales of his Majestic Records for the month of March, 1947 amounted to $26,681.55.

Eddy Howard has long been a favorite in the middle west, but his sensational rise to national fame began a year ago with the release of his first Majestic recording—"To Each His Own."

His orchestra was voted the "Best Orchestra of 1946," by the Automatic Music Industry of America, in a music poll sponsored by *The Cash Box*.

Vox Records In Novel Disk Set-Up

NEW YORK — Marking a new development in the poular platter field, Vox Records announced to the trade their signing of an exclusive agreement with Radio Station WNEW, this city, for the recording and packaging of the station's Saturday night "Swing Session".

The agreement signed last week between George Mendelsohn and WNEW manager Bernice Judis, calls for the printing of at least four albums per year.

The first album, cut last week, featured many noted jazzmen. Featured are Buddy Rich, Chubby Jackson, Bill Harris, Charlie Ventura, Fats Navarro and many others.

The record company, under the supervision of Bob Bach, musical director of the radio show, will edit the program for best numbers as judged by audience reaction.

9 Great Recordings

FOR YOUR MACHINES ON THE NATION'S NEWEST SONG HIT!

"I WANT TO THANK YOUR FOLKS"

by BENNIE BENJAMIN & GEORGE WEISS

who gave you OH, WHAT IT SEEMED TO BE

SURRENDER • RUMORS ARE FLYING

KING COLE TRIO
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356

PERRY COMO
Victor
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INK SPOTS
Decca
23851

FRANK SINATRA
Columbia
37251

EDDY HOWARD
Majestic
1105

LARRY DOUGLAS
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GEORGE JOY, Pres.

NEW YORK: Eddie Joy, Artie Valando · HOLLYWOOD: Billy Coty · CHICAGO: Ted Travers · BOSTON: Jack Fay

Burning the Jukes in HARLEM

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

1—A SUNDAY KIND OF LOVE
FRANKIE LAINE
(Mercury 5018)

2—I WANT TO BE LOVED
SAVANNAH CHURCHILL
(Manor 1046)

3—THAT'S MY DESIRE
FRANKIE LAINE
(Mercury 5007)

4—THEM THERE EYES
ROY MILTON
(Roy Milton 201)

5—HAWK'S BOOGIE
ERSKINE HAWKINS
(Victor 20-2169)

6—OLD MAID BOOGIE
EDDIE VINCENT
(Mercury 8028)

7—FOOLISHLY YOURS
SAVANNAH CHURCHILL
(Manor 1046)

8—SOMEDAY SWEETHEARAT
JOE LIGGINS
(Exclusive 238)

9—THAT'S GOOD ENOUGH FOR ME
PEARL BAILEY
(Columbia 37280)

10—GLORIA
JOHNNY MOORE'S THREE BLAZERS
(Exclusive)

Ops Call For Vinyl Disks

Claim It Is Only Answer To Problem Of Poor Record Wear

NEW YORK — That music operators are a long way from general satisfaction over the amount of play currently being rendered by the majority of records now being produced is well known both to cointrade leaders and the heads of the record industry.

That some effort to improve the quality and play-giving properties of their platters is being made by many of the labels is also well known, with many recording companies going all out to plug the increased shellac content of their product.

Nonetheless, one suggestion that has been offered the cointrade for improving the situation appears to be gaining wider and heavier support from all directions, and a great many of the leading ops quizzed in recent weeks by *The Cash Box* have come to agreement that there is only one answer to end the entire problem: *That is for the record manufacturers to provide the music op trade with vinylite pressings.*

It should be explained at this point that the term "vinylite" is actually a trade-mark for a plastic product produced by the Bakelite corporation, that is frequently used to describe all unbreakable records. There are a number of plastic compositions which have qualities similar to those of vinylite, but few of them are known by name.

Few music ops have had occasion to use these "unbreakables." Apart from those manufactured as classical or children's recordings, they have been circulated largely among record reviewers, disk jockeys, etc. However, those operators who have obtained them report amazingly successful wear when compared to the shellac product. In addition, those who have used another type of "unbreakable," namely vinyl records with aluminum cores, such as those which have been produced by a Detroit manufacturer. These, too, have registered astounding wear.

At the present time a number of leading manufacturers are toying with the idea of releasing "unbreakables" to the phono trade. Most of the larger manufacturers have the facilities and are producing such disks for sale to the public. However, what has blocked their use on phonos to any important extent has been the price factor; in addition, few such records have been offered for sale to them which would warrant the increased cost.

Countering the complaint of the price factor, manufacturers point out that the material that goes into the manufacture of an "unbreakable" is too high to even consider cutting current prices they must now charge for it. For this situation, they point out that there is a critical shortage of the material required and the prices they must pay to even press an "unbreakable" are almost as high as what ops are paying for shellac platters. Most claim they would have to charge double their current prices for an "unbreakable" if they were to put it out in place of shellac disks.

On the other hand, there is a feeling among some manufacturers that it could be done, and at a cost whereby the music operator would be required to pay but a few cents more per record than they are now. These manufacturers are bending every effort toward that accomplishment, and they are of the feeling that they will have favorable news for the trade soon.

(continued next week)

RECORDS on the way up

THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

(Listed Alphabetically)

I WONDER, I WONDER I WONDER

EDDY HOWARD ORCH.

(Majestic)

THE MAN WHO PAINTS THE RAINBOW

RAY DOREY

(Majestic 7217)

MIDNIGHT MASQUERADE

EDDY HOWARD ORCH.

(Majestic 1117)

ROSES IN THE RAIN

FRANKIE CARLE ORCH.

(Columbia 37252)

STELLA BY STARLIGHT

BILLY BUTTERFIELD

(Capitol 397)

Briefs —

Jack Leonard, Majestic Records balladeer has renewed his contract . . . Tony Martin's initial waxing for RCA Victor was made at the recording company's studios in Hollywood this past April 10, sez Jim Murray, big boss at the plattery, and can be expected on the market shortly . . . Murray also announced the signing of Beryl Davis, British singing import, and Bill Johnson and His Musical Notes.

* * *

Eric Bernay, formerly president of Keynote Records, this past week returned from a lengthy Florida vacation. Eric has been seen talking with numerous figures in the music biz of late . . . Joe Gerl, president of Sonora Radio & Television, into New York to confer with union officials regarding the impending strike at Sonora's plant in Meriden, Conn.

* * *

Donald Gabor, president of Continental Records off on an extended trip to Detroit, Chicago and Cleveland. Gabor will supervise the opening of the plattery's new branch distributing office in Detroit, and plans on attending the gala Cleveland Phono Ops Convention May 5th . . . DeLuxe Records, Linden, N. J., in big expansion plans aimed at music ops the nation round.

* * *

Name artists flocking to the forthcoming big event over at Atlantic New York Corp. . . . Billy Eckstine to cut a couple of sides for both MGM and National, filling out his commitments with the latter diskery . . . Eli Oberstein, RCA Victor recording chief, back in New York after flip to the filmland . . . Credit Irving Fink, Brooklyn Amusement Machine Co. much of the success of "If I Had My Life To Live Over."

WESTERN RECORD REVIEWS
A NEW WEEKLY FEATURE SEE PAGE 20

Decca Traffic Chief Leads Fight To Gain Lower Freight Rates On Disks

NEW YORK — Aiming at reducing the freight rates on records now being borne by manufacturers, distributors, music operators and retailers in practically all sections of the country, S. M. Gasster, general traffic manager of Decca Records, headquartered here, has communicated with representatives of a number of leading record manufacturers, suggesting that they meet for a discussion of the freight rate problem with the purpose of working together to obtain what he believes are warranted rate reductions.

Principal target for the manufacturers would be to reduce the shipping classification now being used in the movement of records from Class 2 to Class 3, for both truck and rail carriers. This, in turn, would reduce the freight rates now being carried by both the manufacturers and music operators to a very appreciable extent when examined over an entire year's total.

Gasster holds the belief that this freight reduction is more than warranted when it is considered that from the time the classifications were first fixed on phonograph records, the amount of tonnage shipped by the platteries has increased many times over; at the same time, he points out, the amount of claims entered against the carriers (an important item in considering rate reductions) have come to a very small percentage.

A leader in traffic rate adjustments, Gasster was instrumental in obtaining a reduction of freight rates for phonograph records shipped within the New England states, and he is now seeking to bring about comparable reductions for freight rates on records thruout the country.

To best accomplish this purpose, Gasster believes that a solid front among the record manufacturers would be an utmost advantage in negotiations with the railroad and trucking groups concerned.

"Folk" and "Western" RECORD REVIEWS

"Death By The Roadside"

"Scars Upon My Heart"

TOMMY SOSEBEE

(Apollo 140)

● A genuine tear jerker is this offering tabbed "Death By The Roadside," as done by Tommy Sosebee. Reciting the tale of the drunk driver who runs down his own child, Tommy warbles it with no holds barred, and if such a tune will go in your locations, it's possible that the deck will prove a big click. The flip, "Scars Upon My Heart," is another ditty aimed at leaving not a dry eye within earshot, tho this one has the less limited aspects of life to draw its message from. Considering the content of this disk, ops should choose their spots carefully in considering it for placement. It's certain that Tommy's performance will create good action wherever the tunes are acceptable.

"New Milk Cows Blues"

"Moonshine Polka"

MOON MULLICAN

(King 607)

● One of the better things heard this week is this latest Moon Mullican waxing tabbed "New Milk Cow Blues." Mixing a folk and blues rhythm, Moon warbles the ditty in wholly agreeable style, while the Showboys, on the instruments, add neat support to his efforts. The flip, "Moonshine Polka," is a gay and lively ditty that'll go well wherever folk type polkas are in demand. By all means peg this as a disk you should hear, and it's very probable you'll find it one you'll want to place.

"The Wreck Of The Old 97"

"Deep In The Bottom Of The Sea"

FRED KIRBY

(Sonora 3038)

● Well known and among the greats of folk musicdom is "The Wreck Of The Old 97." Done here by Fred Kirby, accompanied by the Mountaineers, the side comes up as an item with plenty of zip and go. Kirby's performance on the ditty is right on the track all the way thru and he does it up right to score well with all the folks who know the tune and for all the youngsters who don't. The flip, "Deep In The Bottom Of The Sea," serves well as a vehicle for Kirby and should serve well as a secondary side to feature when the top deck is thru.

"Look In The Looking Glass"

"Oklahoma City"

LOUIE AND THE INNIS CLAN

(Sterling 207)

● Louie Innis plays the part of the bashful lover on the side of this platter tabbed "Look In The Looking Glass," and he scores well enough in a very folksy, but very passionless, style. Supplying the melody on the string instrument background is the Innis Clan, and, tho the music they make is no serenade, their performance is adequate and workmanlike. The flip "Oklahoma City," has a pleasant bounce, and Louie warbles his tribute to that locality to the advantage of all concerned. Especially an item for Oklahoma areas, ops in other territories should find it an adequate filler.

Sonora Execs Negotiate; Strike Deadline Extended

NEW YORK — Latest developments in the impending strike at Sonora Records indicate that an agreement will be entered into early this week.

Monroe Postrel, press chief at Sonora, announced that Joe Gerl, president of the firm, has arrived in New York to confer with union officials in this city, and at the firm's plant in Meriden, Conn.

The impending strike, involving approximately 250 employees, would, if called, immediately curtail the production of the plattery's disks. Demands of the employees, ranging from increases in wages to health and insurance benefits, might also affect the firm's low price policy.

"Negotiations will run through April 29th, and we feel that a definite settlement will be made by Wednesday," Postrel said.

Union officials, when contacted by *The Cash Box*, would not disclose just what the demands of the Sonora employees are. The plant is organized by the United Construction Workers (AFL), Local 50, affiliated with the United Mine Workers Union. The union has extended its strike notice deadline until April 30th.

Signature Inks New Talent

NEW YORK — Alan Dale, balladeer, and a new band unit headed by Warren Covington were signed to recording contracts late this past week, it was announced by Signature Records, this city.

Dale, formerly with the George Paxton ork, has already waxed his first side, titled "My Heart Is An Open Window," to be released shortly.

Covington was plucked out of the Ray Bloch crew, when the latter maestro "found" him.

Continental Issues New Series—List At 60c

NEW YORK—Continental Records, this city, announced to the trade late this past week the issuance of a new series of records to retail at a 60c list.

"We feel that the demand for a lower-priced label is strong enough to warrant our putting out this new line," said Donald H. Gabor, president of the firm. "We plan on using the best talent on our roster, and will continue to give the buying public, music operators and our dealers, records of the same high quality as is used in our higher priced line," he continued.

Joe Dosh, plug singer for the label, will cut the first side in the new series, Gabor disclosed, with a tune titled "As Long As I'm Dreaming."

"Continental will continue to put out our 75c line, both for domestic and foreign consumption," Gabor added. "At present our production facilities will be able to cope with the increased demand for our records, which should be the result of our decrease in prices," said the prexy.

THIS DOUBLE PAGE IS PERFORATED FOR YOUR CONVENIENCE — REMOVE AND PUT ON YOUR BULLETIN BOARD

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

AP—APOLLO	EX—EXCELSIOR	NA—NATIONAL
BB—BLUEBIRD	JB—JUKE BOX	RA—RAINBOW
BW—BLACK & WHITE	KE—KEYNOTE	SI—SIGNATURE
CA—CAPITOL	MA—MAJESTIC	SO—SONORA
CO—COLUMBIA	ME—MERCURY	ST—STERLING
DE—DECCA	MG—M-G-M	VI—VICTOR
EC—EXCLUSIVE	MU—MUSICRAFT	VO—VOGUE

April 21 | April 14 | April 7

1—Heartaches 148.6 156.2 151.3
- AP-1045—GORDON MacRAE — *If I Had My Life To Live Over*
- CA-372—JOE ALEXANDER — *If I Had A Chance With You*
- CO-37234—DINAH SHORE — *Anniversary Song*
- CO-37305—HARRY JAMES ORCH. — *I Tipped My Hat*
- DE-23071—TED WEEMS O.—ELMO TANNER — *Oh' Manah*
- MA-1111—EDDY HOWARD O. — *Don't Tell Her What's Happened to Me*
- MG-10001—JIMMY DORSEY ORCH. — *There Is No Greater Love*
- NA-9026—RED McKENZIE — *If I Had My Life to Live Over*
- SI-15065—RAY BLOCH ORCH. — *What Am I Gonna Do About You?*
- SO-2005—TED STRAETER ORCH. — *That's Where I Come In*
- VI-20-2175—TED WEEMS ORCH. — *Piccolo Pete*

2—Lindo 128.8 120.8 88.8
- CA-362—PAUL WESTON ORCH. — *Roses In the Rain*
- CO-37215—RAY NOBLE ORCH. (FT) — *Love Is a Random Thing*
- DE-23864—GORDON JENKINS O. — *Maybe You'll Be There*
- ME-3058—CHUCK FOSTER ORCH. — *Roses In The Rain*
- MU-428—ARTIE SHAW ORCH. — *Anniversary Song*
- SI-15106—LARRY DOUGLAS — *Beware My Heart*
- SI-15090—MONICA LEWIS — *Exactly Like You*
- SO-2006—BOB CHESTER ORCH. — *Roses In The Rain*
- VI-20-2047—CHARLIE SPIVAK ORCH. — *So They Tell Me*
- VI-20-2109—JOHNNY DESMOND — *I'll Close My Eyes*

3—Anniversary Song 128.1 154.2 155.7
- CA-368—ANDY RUSSELL (WITH PAUL WESTON ORCH.) — *My Best to You*
- CO-37289—WOODY HERMAN O. — *No Time*
- CO-37234—DINAH SHORE — *Heartaches, Sadness and Tears*
- DE-23799—GUY LOMBARDO O. — *Uncle Remus Said*
- DE-23714—AL JOLSON — *Avalon*
- MA-1107—LOUIS PRIMA O. — *That's How Much I Love You*
- ME-3036—ANITA ELLIS — *I'm Yours*
- MU-428—ARTIE SHAW ORCH. — *Guilty*
- SI-15075—LARRY DOUGLAS — *The Girl That I Marry*
- SO-2004—GEORGE TOWNE ORCH. — *Sonata*
- VI-20-2126—TEX BENEKE O. — *Hoodle Addle*

4—Managua, Nicaragua 71.3 97.9 108.0
- CO-37214—KAY KYSER O. — *That's the Beginning of the End*
- DE-23782—GUY LOMBARDO O. — *What More Can I Ask For?*
- ME-5016—TWO TON BAKER
- SI-15086—JULIE CONWAY & CHICKERING FOUR — *If I Had My Life To Live Over*
- SO-3032—THE GORDON TRIO — *Jealous*
- VI-26-9015—JOSE CURBELO O. — *The Breeze and I*
- VI-20-2026—FREDDY MARTIN O. — *Heaven Knows When*

5—Mam'selle 70.6 18.8 —
- CA-396—PIED PIPERS — *It's the Same Old Dream*
- CO-37343—FRANK SINATRA — *Mam'selle*
- DE-23861—DICK HAYMES — *Stella By Starlight*
- MA-7217—RAY DOREY — *Man Who Paints The Rainbow*
- MGM-10011—ART LUND — *Sleepy Time Gal*
- SI-15093—RAY BLOCH ORCH. — *It's So Nice To Be Nice*
- VI-20-2211—DENNIS DAY — *Stella By Starlight*

6—Guilty 69.2 114.6 107.5
- BW-821—NICK DeLANO
- CA-324—MARGARET WHITING — *Oh, But I Do*
- DE-23844—EDDIE HEYWOOD ORCH. — *Sentimental Journey*
- MA-1106—TONY MOTTOLA FOUR — *Trigger Fantasy*
- ME-3042—TONY MARTIN — *Dreamland Rendezvous*
- MU-429—ARTIE SHAW ORCH. — *Anniversary Song*
- SI-15090—MONICA LEWIS — *Exactly Like You*
- VI-20-2109—JOHNNY DESMOND — *I'll Close My Eyes*

7—How Are Things in Glocca Morra? 68.5 82.3 88.1
- CA-345—MARTHA TILTON — *Connecticut*
- CO-37223—BUDDY CLARK — *If This Isn't Love*
- DE-23830—DICK HAYMES — *'Twas Only An Irishman's Dream*
- MA-12009—GEORGIA GIBBS — *Necessity*
- ME-3056—HARRY BABBITT — *Oshkosh, Wisc.*
- SI-15064—JOHNNY LONG ORCH. — *Last Night On The Back Porch*
- SO-3043—BOB HOUSTON WITH ORCH. — *Dream, Dream, Dream*
- VI-20-2121—TOMMY DORSEY O. — *When I'm Not Near the Girl I Love*
- VI-45-0011 (P-167) RUSS CASE O. — *That Great Come and Get It Day*

8—I'll Close My Eyes 51.4 40.6 31.3
- CA-342—ANDY RUSSELL — *It's Dreamtime*
- CO-37213—DINAH SHORE — *My Bel Ami*
- DE-23756—HILDEGARDE — *There's No Holding Me*
- MA-1093—MILDRED BAILEY — *Me and the Blues*
- ME-3046—JACK FINA — *Save Me A Dream*
- MU-15097—TEDDY WALTERS — *The More I Go Out With Somebody Else*
- SI-15066—JOHNNY BOTHWELL ORCH. — *I Won't Promise*
- SO-3034—RAY ANTHONY ORCH. — *Margie*
- VI-20-2109—JOHNNY DESMOND — *Guilty*

9—My Adobe Hacienda 24.9 9.0 13.4
- CA-389—DINNING SISTERS — *If I Had My Life to Live Over*
- CO-37332—LOUISE MASSEY — *Starlight Schottische*
- DE-23846—RUSS BAKER ORCH. — *This Is The Night*
- MA-1117—EDDY HOWARD ORCH. — *Midnight Masquerade*
- ME-3054—BOBBY TRUE TRIO — *Heartaches*
- VI-20-2150—BILLY WILLIAMS — *Ain't Gonna Leave My Love No More*
- VO-785—ART KASSEL ORCH. — *The Echo Said No*

10—Santa Catalina 24.7 13.6 24.6
- CO-37328—MODERNAIRES—PAULA KELLY
- MA-1114—EDDY HOWARD ORCH. — *Don't Tell Me That Story*
- VI-20-2136—FREDDY MARTIN ORCH. — *Say So*

11—I Want to Thank Your Folks 18.5 22.9 14.2
- CA-356—KING COLE TRIO — *You Should Have Told Me*
- CO-37251—FRANK SINATRA — *Why Shouldn't It Happen to Us*
- DE-23851—INK SPOTS — *I Wasn't Meant for Love*
- MA-1105—EDDY HOWARD & ORCH. — *Too Many Times*
- SI-15084—LARRY DOUGLAS — *Why Did It Have To End So Soon*
- SO-2007—SAXIE DOWELL ORCH. — *Sh-h, The Old Man's Sleepin'*
- VI-20-2117—PERRY COMO — *That's Where I Come In*

12—Moon-Faced, Starry-Eyed 18.4 20.7 11.8
- CA-376—BENNY GOODMAN ORCH. — *It Takes Time*
- VI-20-2176—FREDDY MARTIN ORCH. — *What Good Would The Moon Be?*
- MU-462—TEDDY WILSON QUARTET — *Time After Time*

13—Jalousie 17.8 10.3 29.8
- CA-335—BILLY BUTTERFIELD ORCH. — *Steamroller*
- CO-37218—HARRY JAMES ORCH. — *The Man With the Horn*
- CO-36475 (C-80) SELINSKY & SALON — *Ay, Ay, Ay*
- CO-36571—MAREK WEBER ORCH. — *A Media Luz*
- CS-510—TONY PASTOR ORCH. — *Margie*
- DE-23311—FRED WARING ORCH. — *Holiday for Strings*
- DE-23480—LOS ANGELES PHILHARMONIC ORCH.
- DE-23542—KITTY CARLISLE — *Beat Out That Rhythm on a Drum*
- MA-20002 (M-201) A. NEWMAN ORCH. — *Hora Staccatta*
- MA-1090—THE THREE SUNS — *Sonata*
- ME-2057—BUDDY MORROW ORCH. — *Lullaby*
- SI-15015—RAY BLOCH ORCH. — *Espanharlem*
- VI-12160—BOSTON "POPS" ORCH. — *Ritual Dance of Fire*
- VI-20-1961—HERBIE FIELDS ORCH. — *Among My Souvenirs*
- VI-25-0059—HENRI RENE ORCH. — *Hora Staccatta*

14—That's Where I Came In 17.1 8.4 5.9
- CA-355—JO STAFFORD—P. WESTON O. — *Give Me Something to Dream About*
- CO-37290—DICK JURGENS O. — *It's Dreamtime*
- DE-23809—INK SPOTS — *You Can't See the Sun When You're Crying*
- MA-7211—RAY McKINLEY O. — *Howdy Friends*
- ME-5021—JACK FINE — *Maybe You'll Be There*
- SI-15108—LARRY DOUGLAS — *I Can't Get Up The Nerve To Kiss You*
- VI-20-2117—PERRY COMO — *I Want to Thank Your Folks*

15—A Sunday Kind of Love 17.0 2.1 —
- CA-388—JO STAFFORD (WITH PAUL WESTON ORCH.) — *Ivy*
- CO-37219—CLAUDE THORNHILL O. — *Sonata*
- MA-1113—LOUIS PRIMA O. — *Nickel for a Memory, A*
- ME-5018—FRANKIE LAINE — *Who Cares What People Say*

16—That's How Much I Love You 12.3 13.5 4.4
- CA-363—ALVINO REY ORCH. — *Why Don't We Say We're Sorry*
- CO-37231—FRANK SINATRA — *I Got a Gal I Love*
- DE-46028—RED FOLEY — *Rye Whiskey*
- MA-1107—LOUIS PRIMA ORCH. — *Anniversary Song*
- ME-6031—WALLY FOWLER ORCH. — *Brown Eyes a Cryin' in the Rain*
- VI-20-1948—EDDY ARNOLD ORCH. — *Chained to a Memory*

17—Sonata 11.7 20.8 31.2
- CA-337—JO STAFFORD — *Through A Thousand Dreams*
- CO-37219—CLAUDE THORNHILL ORCH. — *A Sunday Kind of Love*
- DE-23747—CARMEN CAVALLARO ORCH. — *Through A Thousand Years*
- MA-1090—THE THREE SUNS — *Jealousy*
- ME-3045—TONY MARTIN — *Years and Years Ago*
- SO-2004—GEORGE TOWNE — *Anniversary Song*
- VI-20-2033—PERRY COMO — *That's The Beginning of the End*
- VI-20-2010—L. GREEN ORCH. — *I Haven't Got A Worry In the World*

18—Song of Songs 8.9 5.2 11.9
- VI-20-2142—PERRY COMO — *Easter Parade*

19—Sunrise Serenade 8.2 2.2n 1.1
- CO-37269—FRANKIE CARLE — *Carle Boogie*
- VI-20-1753—G. MILLER O. — *In the Mood*

20—For Sentimental Reasons 7.5 23.9 30.6
- CA-304—KING COLE TRIO — *The Best Man*
- CO-37188—DINAH SHORE — *You'll Always Be the One I Love*
- DE-23670—ELLA FITZGERALD—DELTA RHYTHM BOYS — *Rhythm Boys*
- DE-18895 (A-467) FRED WARING O. — *You'd Be So Nice to, etc.*
- MA-1071—EDDY HOWARD ORCH. — *Why Does It Get So Late So Early?*
- *Count Meets The Duke*
- VI-20-1891—CHARLIE SPIVAK O. — *It's All Over Now*
- VO-781—ART KASSEL ORCH. — *Sooner Or Later*

21—Bless You 6.2 10.4 11.7
- CA-346—CLARK DENNIS — *Peg O My Heart*
- CO-37210—DICK JURGENS ORCH. — *Wyoming*
- DE-23757—THE INK SPOTS — *Address Unknown*
- MA-1089—EDDY HOWARD — *There Is No Breeze*
- MA-5011—THE RED CAPS — *You Can't See The Sun When You're Crying*
- MU-15098—PHIL BRITO — *If You're Somebody Else's Sweetheart*
- SI-15062—HARRY COOL ORCH. — *Either It's Love Or It Isn't*
- VI-20-2043—BETTY RHODES — *You'll Always Be The One I Love*

22—Peg O' My Heart 6.1 — —
- CA-346—CLARK DENNIS — *Bless You*
- VT-1—THE HARMONICATS — *Fantasy Impromptu*

23—You Can't See the Sun When You're Crying 6.0 1.7 1.7
- CA-344—PIED PIPERS — *Make Me Know It*
- CO-37240—THE CHARIOTEERS — *Open the Door, Richard*
- DE-23809—INK SPOTS — *That's Where I Came In*
- ME-5011—STEVE GIBSON & RED CAPS — *Bless You*
- VI-20-2053—VAUGHN MONROE O. — *And So to Bed*

24—(There is) No Greater Love 5.5 — —
- CA-387—STAN KENTON ORCH. — *Across The Alley From The Alamo*
- CO-37289—WOODY HERMAN — *Across The Alley From The Alamo*
- DE-23853—BILLIE HOLLIDAY — *Solitude*
- VI-20-2202—CHARLIE SPIVAK ORCH. — *Born To Be Blue*

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- 50c DeLuxe Chrome Bell .....
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- "Hot Coffee Vendor" 540.00

DAVAL PRODUCTS CO.
- Stamp Vendor .....

HOSPITAL SPECIALTY CO.
- Sanitary Napkin Vendor .....

MALKIN-ILLION CO.
- "Cigar Vendor" .....

NORTHWESTERN CORP.
- "Bulk Vendor" .....

REVCO, INC.
- Ice Cream Vendor .....

SHIPMAN MFG. CO.
- Stamp Vendor .....

U. S. VENDING CORP.
- Drink and Merchandise Vendor .....

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

VIKING TOOL & MACH. CORP.
- Popcorn Vendor .....

Weinand Visits East

J. A. (ART) WEINAND

CHICAGO — Art Weinand, sales manager of Rock-Ola, left this city on Monday, April 21st and was present at the opening of the new display rooms of J. J. Golumbo and Co., 1119 Commonwealth Ave., Boston, Mass.

While in the East, Art will visit Mortimer Schwartz, of Mortimer Sales Company, Montreal, Quebec. Mortimer Sales Company is the Rock-Ola distributor for the Canadian territory.

Prior to his departure, Art and David C. Rockola, president of the firm, were hosts to two distributors who visited the Rock-Ola plant here. They were A. J. LaBeau of LaBeau Novelty Sales Co., St. Paul, Minn., and H. Zorinsky, of H. Z. Vending & Sales Co., Omaha, Neb.

Allite Names Graf Production Chief

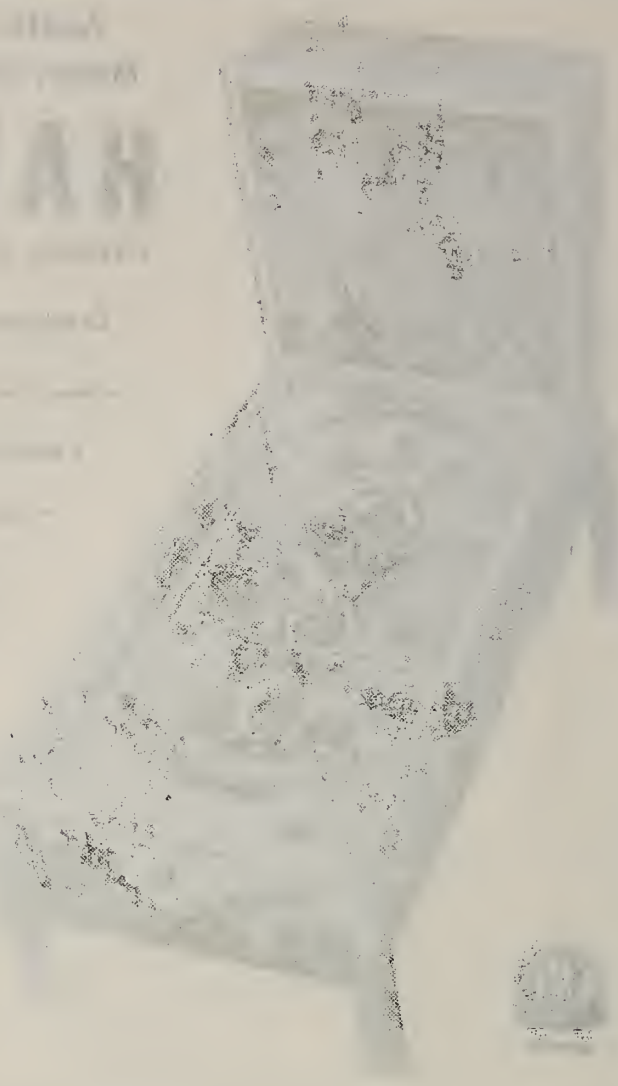
CHICAGO — Announcement was made this week by Jack Nelson, Sales Director for Allite Mfg. Corp. of Los Angeles, that George Graf, ace production man, has joined Allite as Director of Production to speed delivery of Strikes 'N' Spares Bowling Alley.

Graf comes to Allite with an excellent background of production achievements. For several years he had charge of production at Majestic Radio Company as Works Manager, where he held the record of manufacturing 6,500 complete console radios a day. He also was connected with Gulbranson Piano Company for several years as Works Manager and also held the position of Works Manager for Rockola Mfg. Corp. for several years.

During the war he served for almost three years with the War Department as a senior engineer, supervising production in many manufacturing plants producing vital war equipment. Graf is one of the very few men to be awarded a citation by the War Department for production accomplishment. This award was bestowed upon him for achieving the record of never missing a schedule in any job under his supervision.

With the addition of George Graf as Production Manager, new production lines of the most modern manufacturing equipment have been set up to increase production that has already started.

"We are glad to have Mr. Graf in our organization," said Bill Schrader, President of Allite, "as we know we have the best man obtainable for our particular job. His past record of combining quality with quantity is an asset that any concern can be well proud of. Working together in harmony with Duane Price, Chief Engineer, and Jack Nelson, Sales Director, we feel that our organization is now complete with the best talent an organization could possibly have. Production plans are going ahead of schedule and with the addition of Mr. Graf we expect to go even faster and produce more Strikes 'N' Spares in a shorter length of time."



Phono Music For Catholic Settlement House

NEW YORK—Taking honorable and very popular place in this city's Madonna House Settlement, located on the lower east side, is the juke box which provides the local teen agers with music for their nightly dances. An affiliate of New York Catholic Charities, the Madonna House Settlement has been in existence for 37 years. The photograph reproduced above helped acquaint the public with the importance of the juke box to teen agers, when it appeared here recently in "The New York Post."

Tradio Names Six More Distributors

ASBURY PARK, N. J. — Harry J. Rockafeller, Tradio Sales Coordinator, has announced the appointment of six additional distributors for the firm's coin operated radio, "Tradioette," said to be the first coin operated intimate music restaurant radio, and "Tradiovision," a coin operated television set.

The recently named firms are: Arizona Tradio Sales, Phoenix, Ariz.; Northwest Distributing Co., Grand Island, Neb.; Hotel Radio Service Co., Memphis, Tenn.; New England Sales Distributors, Inc., Boston, Mass.; Greenberg-Bonsteel Dist. Co., Greensboro, N. C.; Pacific Sales Factors, Honolulu, T.H.

Paster With 'Havana'

CHICAGO — Herman Paster, of Mayflower Distributing Co., Minneapolis, poses with "Havana," United Manufacturing Company's new game, which he viewed while in this city.

Monty Becker Earns Favorable Press For Biz

SPRINGFIELD, MASS. — Contributing his bit to develop better public relations for the coin machine industry in this territory, Maurice (Monty) Becker, well known coinman headquartered here, was the recent subject of a lengthy feature story in "The Springfield Union," leading newspaper here.

Operating one of the largest routes in New England, Becker's name is also well known on local sport pages as manager of crack YMHA basketball teams in the past.

In its discussion of Becker's part in the coin machine business, the story was most favorable, describing details of its operation as to both pin balls and music, and pointing to the business as "flourishing", due in no small part to Becker's foresight and business planning.

CMI Asks Public Relations Cooperation From Radio & Movies

CHICAGO — Coin Machine Industries, Inc., through its Public Relations Bureau, this past week took an important step in efforts to create a more favorable reflection for the entire industry via the powerful mediums of motion pictures and radio.

In a letter signed by James T. Mangan, director of the CMI Public Relations Bureau, it was pointed out to leaders in both fields that they must be aware of the full power they controlled and the responsibility they have to the tremendous audiences they address.

In addition, Mangan asked that these leaders consider, too, their responsibility to the material or subject matter they communicate to these audiences.

Forwarded to the heads of 1,000 radio stations and to all the leading motion picture studios, the letter included the following salient remarks:

"When you issue a moving picture or a radio program, with a title having words in it like 'Gangster,' 'Outlaw,' 'Murder,' 'Gambler,' or other words with a forbidden allure to them, you always have a good moral point to make, a point like 'Crime doesn't pay' or 'The regular guy always wins out.' But in the making of this point, you may employ ways and means that involve a great deal of harmful propaganda for a large group of Americans who never did anything to hurt you, and who are in exactly the same kind of business activity as yourself.

"For example:

"The normally gifted movie or radio writer thinks nothing at all about employing devices such as coin machines in such pictures to carry the suggestion of criminality, badness per se, or outlawry.

"It seems that to these writers a pin game or a juke box or a coin operated machine of any kind is the universal symbol of gangdom. So the play goes on—making its good point, no doubt—but using the coin machine industry as the sacrificial goat, without its ever having been given a chance to defend or explain itself.

"In addition to this direct insult to the people whose entire livelihood is secured from coin machines, there is also that vast segment of the American public which uses and likes the service of coin machines. There are 75,000,000 Americans who patronize coin machines every week, consider the machines an essential part of the American economy, like their time-saving features, their democratic nature. These 75,000,000 coin machine users are also your customers. What muse be their feelings when they hear or see you using machines in a bad or forbidden context? SIMPLY THAT THERE MUST BE SOMETHING THE MATTER WITH THE AMERICAN PEOPLE THEMSELVES BECAUSE THEY ALWAYS THOUGHT THAT THE MACHINES WERE INNOCUOUS DEVICES OF RECREATION OR SERVICE AND NOTHING ELSE.

"Considering these factors, won't you agree that it would be more polite to take a more tolerant attitude towards the machines, and at least half the time TREAT THEM AS GOOD AND NATURAL AMERICAN PRODUCTS serving a good and not a nasty purpose?

"All we ask is consideration, a good "looking-at", so that you may be sure that our medium is essentially the same as your own, and that a blow below the belt to us is ultimately nothing more than a self-inflicted wound.

"We have over 50,000 individually operated businesses, and the owners of many of these businesses are also interested in movie theatres and occasionally sponsor radio programs. We are more closely related to you than you know."

Mangan closed his letter with the statement that every member of the coin machine industry would appreciate a reply to the statements expressed above from the radio and motion picture heads to whom they had been addressed.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

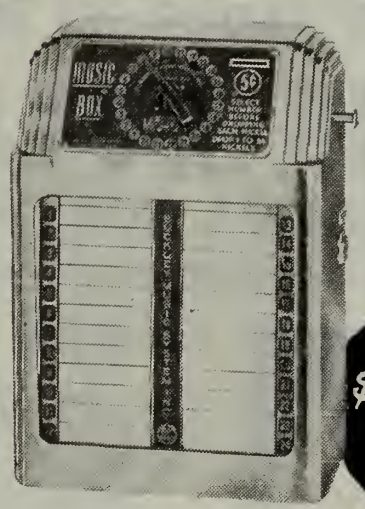
YOUR CHOICE OF:

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

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

$50.00

THE NEW Music Box



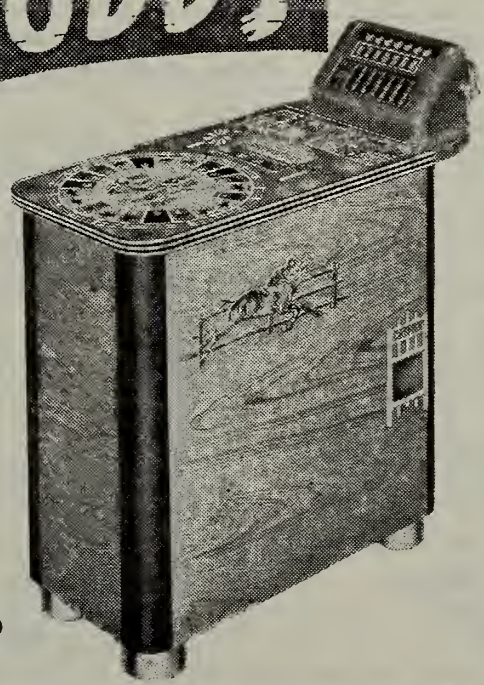
Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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

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

$25.00

TRACK ODDS



BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and outearn all other coin machines.

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

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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

New Bally Game Features Action

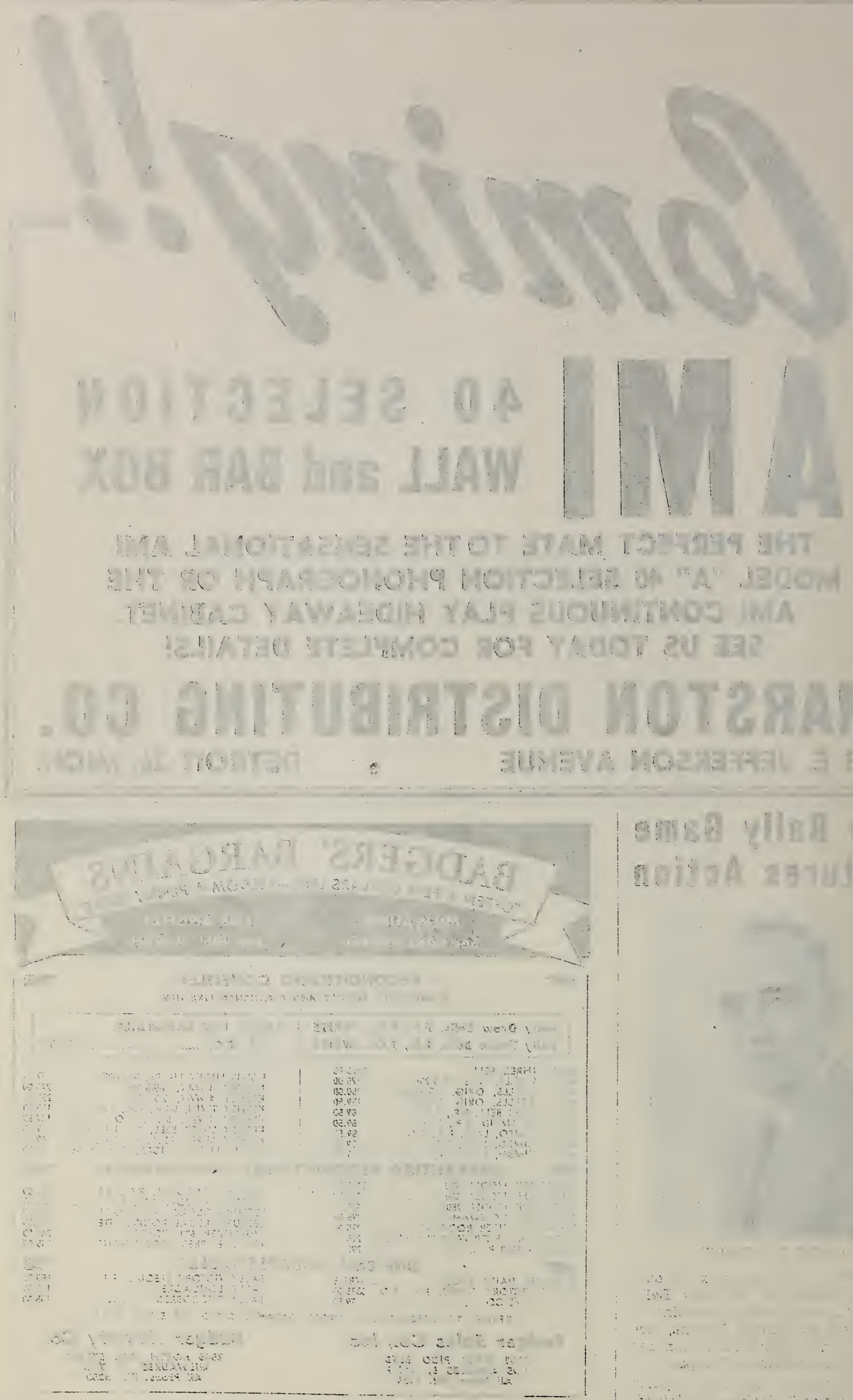
GEORGE W. JENKINS

CHICAGO — Fast action is the outstanding feature of the new Bally "Rocket" novelty game, according to a statement by George Jenkins, vice president and general sales manager of Bally Manufacturing Company.

"In addition to the ever popular bumper action," Jenkins explained. "the new 'Rocket' has five kick-out pockets on the play-field. Four of the pockets are arranged in the form of a diamond, and it is possible for the ball to be kicked from one pocket to another, going round and round until finally the ball misses one of the pockets and rolls on down the board.

"Every pocket scores 5,000. This feature plus the high value of the bumpers insures extremely high scores, which is what players want today. 'Rocket' is a straight high-score game with the extra feature of 'special-when-lit' bumpers. The simplicity of the score system is attracting players who are fed up with complicated games. As a result of the simple, easy-to-understood score system and fast action, 'Rocket' earnings are the highest ever known in the novelty field."

"Rocket" is described as convertible for novelty or free play operation, also convertible for five or three ball play.



New Rally Game Features Action

Wurlitzer Launches Third Great Step In Its National Ad Campaign

Complete 'Point of Purchase' Campaign Introduced to Music Merchants at Nationwide Dinner Meetings

NO. TONAWANDA, N. Y. — Hard on the heels of its expanded national consumer magazine campaign and its enlearged outdoor billboard program, Wurlitzer has launched Step 3 in its drive to increase phonograph play and profits for Wurlitzer Factory Approved Music Merchants.

This latest step is a complete Point-of-Purchase program available to Wurlitzer Music Merchants at cost and launched in spectacular style at a series of 40 dinner meetings from coast to coast.

As explained by Wurlitzer's Vice-President and Director of Sales, M. G. Hammergren, "The purpose of this program is the same as the aim of our full-color, full-page campaign in Life, Look, The Saturday Evening Post, Redbook, Farm Journal, American Weekly, True Confessions and True Romance. And its purpose is identical to that of our nationwide billboard effort. That aim is to educate people to appreciate that Wurlitzer Music offers Musical Fun for Everyone and to stimulate them to go

Gold Lacquered Permanent Wall Frame with 4 changes of 4 colored play-promoting cards per year furnished free to Wurlitzer Music Merchants.

where they can enjoy it whenever they are in the mood for entertainment.

"But," continues Mr. Hammergren, "There is a minor difference. While our national magazine and billboard advertising is designed to get people to go to Wurlitzer locations, our Point-of-Purchase advertising is to encourage them to play the phonograph more after they get there."

'How well Wurlitzer conceived and introduced its Point-of-Purchase program is evidenced by the landslide of orders for the material now pouring into the factory from Wurlitzer Music Merchants all over the country," he declared.

Each dinner meeting was presided over by a Wurlitzer Distributor. Each group was addressed by the Distributor, a Factory Sales Representative and a representative of Wurlitzer's Advertising Agency.

Pictured on a giant display board was all the material composing the new Point-of-Purchase program. Speakers outlined the material, its uses, its low cost to the Music Merchant and its proved effectiveness in stimulating play on and profits from Wurlitzer Phonographs. Then followed a 35-minute, full-color, sound movie depicting the material in action.

It is doubtful if this business has ever seen so well-integrated, so fast-moving, so interesting or thoroughly convincing a set-up as Wurlitzer presented in those 40 meetings to its Music Merchants.

Orders for Point-of-Purchase materials were taken on the spot, with most ship-

Cheerful, colorful play-promoting table cards and tents, part of a vast array of Point-o-Purchase advertising provided Wurlitzer Music Merchants at Cost.

ments moving out of central warehouses assuring speedy delivery and immediate use of the many units involved.

Those units, available individually or in package deals, consisted of Musical Note Mixer Sticks, Musical Note Beer Coasters, Single and Four-page Menus featuring Wurlitzer's *Sign of the Musical Note* and slogan, handsome electric Flasher Signs for windows, counters or back bars, attractive Table Cards and Table Tents, Direct Mail Pieces for Music Merchant to prospective location mailing, Nectkies featuring the Sign of the Musical Note for presentation to bartenders, waiters and location owners.

Also offered at cost are three-inch and eight-inch woven cloth Musical Note in-

Flasher Sign displaying Wurlitzer's Sign of the Musical Note for back bars, counters, windows and walls.

signias for servicemen's jackets, shop coats, athletic team shirts, location drapes and valances.

A new line of Music Merchant business cards, letterheads and phonograph identification cards are also presented as well as fourteen nine-inch and three-inch decals for widespread display of the Wurlitzer emblem—all furnished without cost to Wurlitzer Music Merchants.

One of the newly introduced items that created considerable attention, and it is also provided without cost, is a large gold lacquered Wall Frame to be installed in locations. Into this frame go a series of beautifull full-color cards designed to stimulate play on the Wurlitzer and these, too, are furnished Wurlitzer Music Merchants without cost.

Each Music Merchant attending the meeting was presented with a copy of Wurlitzer's new Sales Manual. First half of the Manual is a graphic and pictorial presentation of the entire Wurlitzer Music story to be used in influencing location owners to install Wurlitzer Music.

Second half of the Manual consists of a catalog of the Point-of-Purchase material. Each unit is illustrated and described. The pages also include four series of newspaper advertisements and a series of telephone book ads all set for Wurlitzer Music Merchants to run in their own communities.

"All in all, the Plan is sound, complete and beyond any doubt should show itself in action as a real moneymaker for Wurlitzer Music Merchants," a spokesman for the firm declared.

Menus, Coasters and Mixer Sticks comprise part of a complete line of Point-of-Purchase advertising that will remind location goers that Wurlitzer Music is available for their pleasure.

Following the meeting series, four field representatives will cover the country working with Wurlitzer Distributors, their own salesmen and the Music Merchants they service, in a continuing effort to see to it that Point-of-Purchas program material is put into use, kept in use, and replaced when used up.

Coupled with and dovetailed into Wurlitzer's national magazine and billboard campaigns, there is no question of the power of this program, "Wurlitzer officials emphasized."It compares favorably with any similar effort by the nation's leading advertisers in all fields. It is, by far, the most complete promotional program ever undertaken by any commercial phonograph manufacturer for the benefit of the men who buy and operate his machines."

Its success, for all concerned, is assured.

Bally Sales Rep Served 8 Presidents

Thomas J. Callaghan of Bally Mfg. Co., points out to Pat Krueger, Chicago beauty, the inscription and details of the third inauguration seal presented to him by the late Franklin D. Roosevelt.

CHICAGO — Thomas J. Callaghan joined the Bally Staff as Special Sales Representative a year and a half ago, and he brought with him, to line the walls of his spacious office, many of the mementoes from his career as former Head of the Chicago office of the U. S. Secret Service.

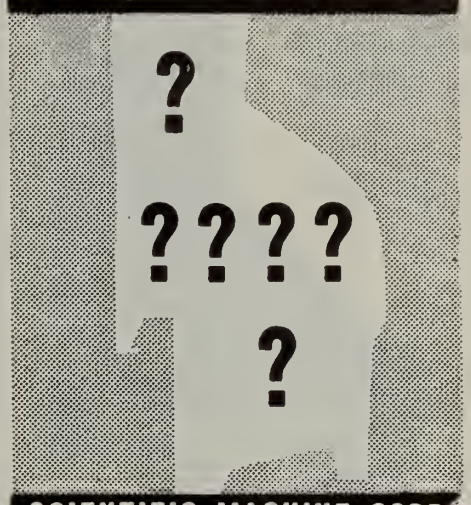
The ex-Secret Service Chief is a genial, friendly man with a manner that puts everyone immediately at ease. He believes that as the industry has grown, the character of the men associated with it, has grown—and he has noticed over the last five years the power and authority manifested by members of the industry.

A personal friend of Ray Maloney for many years, Callaghan modestly felt, when first approached, that his training was unsuitable for a job in private industry, but Maloney considered him a natural. The President of the Bally Manufacturing Co., had the vision to see how a man with Callaghan's insight into people and ability to judge character, as well as his years of training in handling all kinds of personalities, would make him a top-notch salesman.

Callaghan will soon start on a series of trips for Bally which will take him all over the country. Travelling on these special trips will seem like old times. For many years he served in the capacity of special bodyguard to eight different Presidents.

ACTIVE
Reconditioned
GAMES
'NUFF SAID!
For A Complete List of Specials
Drop a Line to Any One of Our 3 Offices
JOE ASH
Active Amusement Machines Co.
666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
1060 BROAD STREET, NEWARK, 2, N. J.
Phone: Mitchell 2-7646
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

TOPS IN TAVERNS



SCIENTIFIC MACHINE CORP.
229 WEST 28TH STREET NEW YORK 1, N.Y.

—TALKING GOLD—TALKING GOLD—TALKING GOLD

Waggener Joins Vendors Distributors

MIAMI, FLA.—Robert M. Waggener, former president of the Coin Machine Acceptance Corporation, has become associated with Vendors Distributors, Inc., as vice president in charge of sales, it was announced this past week by Frank Q. Doyle, president of the coin machine firm, headquartered here.

In announcing the appointment, Doyle said: "We are proud to have Mr. Waggener with us. He is well known as an able coin machine leader, and I know he will have much to contribute to the good advantage of our customers and our firm."

Vendors Distributors, Inc., includes among its lines Aireon Manufacturing Corp., "Pop" Corn Sez Vendors, Coin-O-Matic Cashiers, Bert Mills Coffee Machines, and various other types of merchandising machines.

Cointax Bill Introduced In Pa.

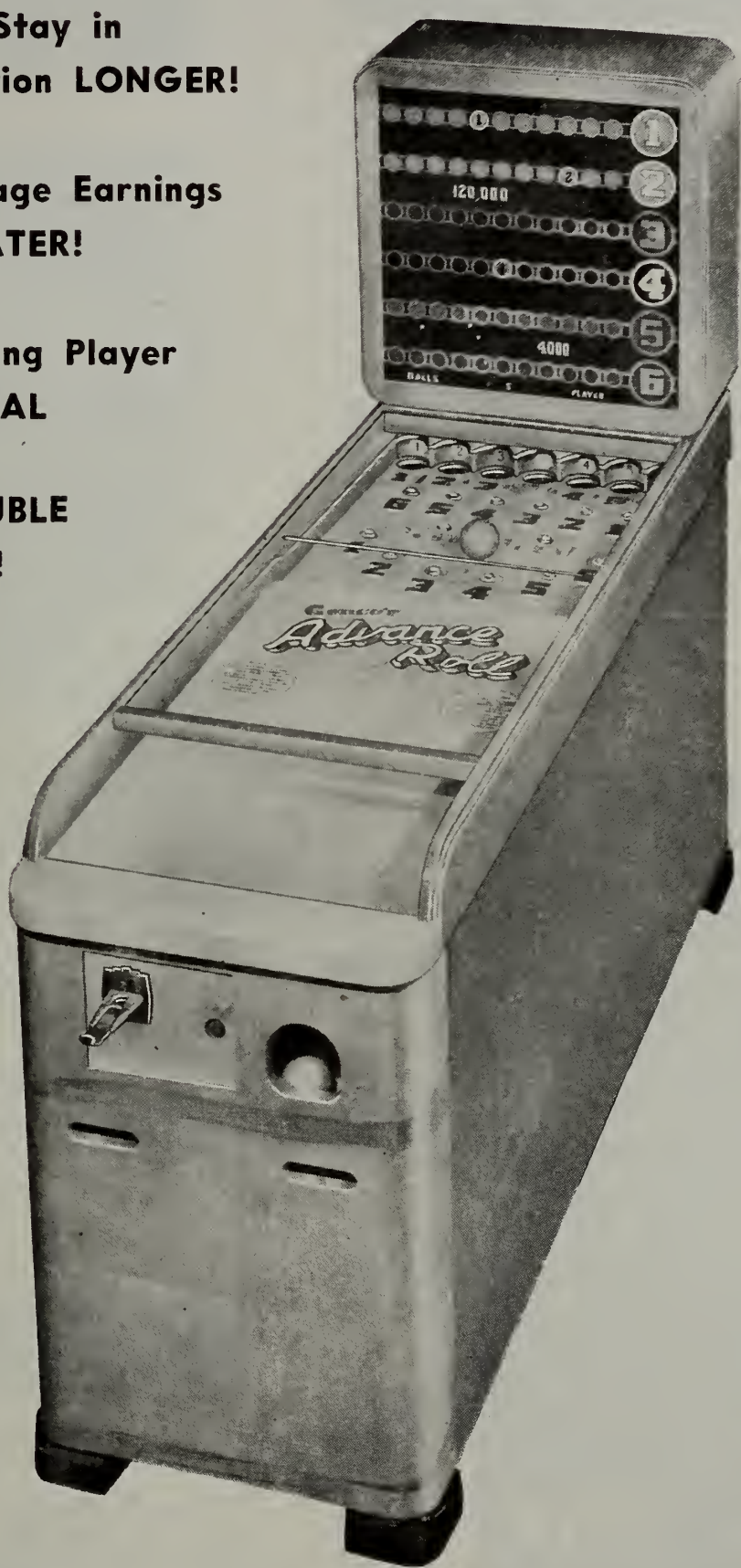
HARRISBURG, PA.—A bill has been introduced in the House here by Rep. J. Edward Waldron seeking an anual tax of $10 on pins and $15 on phonos.

ADVANCE ROLL

WITH THE NEW EXCLUSIVE FEATURE —*F-R-B

GENCO'S NEW SENSATIONAL ROLL DOWN GAME

- Will Stay in Location LONGER!
- Average Earnings GREATER!
- Exciting Player APPEAL
- TROUBLE FREE!



NEW FEATURES

•

NEW SCORING FEATURES

•

PLAYER CONTROLS BALL

•

STURDY

•

BEAUTIFUL

•

★ FLOATING ROLLOVER BUTTON

★ Floating Roll-Over Button — A new innovation that automatically registers balls passing over it.

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

COIN MACHINE INDUSTRIES, INC. CMI "In Your Protection"

MEMBER

Celebrated Birthday

JACK MITNICK

JOE ASH

NEW YORK and PHILADELPHIA — Two old pals celebrated birthdays this past week on the same day, April 23. Jack Mitnick (top) salesmanager of Runyon Sales Company hits the half century mark; and Joe Ash, Active Amusement Machines Co., Philadelphia won't tell.

Rocket Train Rolls Rockets

BEN COVEN

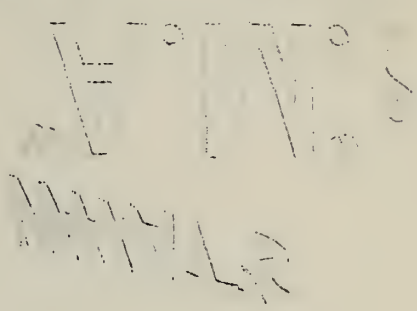
CHICAGO—One of the most interesting stories to come out of this area in sometime is that related by Ben I. Coven of Coven Distributing Co., this city, distributors for Bally Manufacturing Co.

Coven stated, "Since my return to the office here from our big showing in Milwaukee at the Wisconsin Phonograph Operators Association convention, we have been deluged with wires, letters and phone calls for Bally Rocket games which we were the first to show in our suite at the Hotel Pfister on Monday, April 14.

"Everyone of these ops", Coven continues, "wanted Rockets in a hurry. That simply jammed us up and we didn't know how we were going to get them into Wisconsin as speedily as they wanted them. But", Coven continued, "our shipping department here reminded us that we can use the speediest train passing thru the Wisconsin country, the Rocket, and so we made our first shipments of Bally Rockets on the Rocket into Wisconsin.

Immediately after the first shipments were made, Coven reports, the firm sent wires to all the Wisconsin ops along these lines, "Rocket Rolls Rockets".

This clicked so well that the firm has been using this wire with all the Wisconsin ops. "From now on," Ben Coven reports, "we are going to ship all Bally Rockets via the famous Rocket train into Wisconsin."



Stein Reports To M G A On His Recent Mid-West Tour

NEWARK, N. J. — At a General Meeting of the Music Guild of America held here on April 24th, LeRoy Stein, executive director of the powerful New Jersey music operators' trade group, delivered a complete report on music association activities and problems he encountered during his recent mid-Western tour which took him to Indianapolis, Bloomington (Ill.), Chicago, Milwaukee and Cleveland.

Highlight of Stein's address was the call for more effective cooperation from phonograph manufacturers and distributors with the music operator in aiding him to merchandise the musical entertainment he sells to the public.

Declaring that the manufacturers and distributors as a group have "practically shirked" their responsibility to the music operator once the machine was sold and delivered to him, Stein pointed out that he knows of no other industry in which there is "such an appalling lack of effort demonstrated by the manufacturers and distributors as a group" to assist with the problems of their customers, the operators, as a group.

"Too often," Stein declared, "members of the automatic music industry have regarded the juke box as so much wood, plastic and machinery, created merely to be placed somewhere, to collect income automatically and, in turn, dispense entertainment automatically. All well and good. But," he remarked caustically, "we have yet to create a customer who will buy that entertainment as automatically as it is sold."

Stein then went on to touch upon the competiton facing the automatic phonograph in the person of radio and television.

"The time is already well under way when we must recognize that the type of automatic entertainment we sell must actually be sold," Stein said.

He then called upon the MGA membership to support a move that would create a public relations service exclusively for the music division of CMI thru which manufacturers and distributors could participate in building up the demand for automatic music among the public.

Modern Shows Mills Phono In New York

With Charlie Schlicht, chief of the Music Division for Mills Industries, Inc., looking on, Nat Cohn explains to ork leader and M-G-M recording artist Blue Barron some of the outstanding features of the new Mills "Constellation" phonograph.

In the lower cut at left, Nat is flanked by a pair of outstanding cointrade figures in this area. Al Denver, president of the Automatic Music Operators Association. this city, and (right) Sidney Levine, attorney for the well known trade group.

NEW YORK — Nat Cohn and Earl Winters, Modern Music Sales Corp., this city, played host to hundreds of guests who turned out to view the first showing of Mills' "Constellation" phonograph in this territory.

Starting at 11:00 A.M. on Wednesday, April 23, music operators, record manufacturers and recording artists began to flow into Modern's showrooms, and kept on coming until late in the day. The party was up to the usual "Modern Style" with plenty of refreshments and entertainment to keep all the guests happy.

Charley Schlict, Manager of the Music Division of Mills Industries. was on hand to greet the New York operators.

"The operators showed great enthusiasm about the 'Constellation' and placed orders for quite some machines," reported Nat Cohn.

Assisting Cohn and Winters at the affair were Dick Goodspeed, factory technician, Jack Cooper, Eddie Kornfield, Frank Fellor, and Henry Segars.

Gottlieb Re-Elected CMI President

Jones, Williams & Wolberg Are Named Directors At Annual Meeting; Hood, Chrest, Gensburg & Gilmore Re-Elected

D. GOTTLIEB

CHICAGO — At the annual meeting of Coin Machine Industries, Inc., for the election of Directors held here on April 22, Mr. Herb Jones of Bally Manufacturing Co., and Mr. Harry Williams of the Williams Manufacturing Company were elected Directors for three-year terms to succeed Mr. F. H. Parsons of Buckley Music System, Inc., and Mr. Wm. Rabkin of the International Mutoscope Corp., whose terms had expired. Mr. Lou Gensburg of Genco Manufacturing & Sales Co., was elected for a three-year term to succeed himself. Mr. Sam Wolberg of Chicago Coin Machine Co., was elected for a two-year term to succeed DeWitt Eaton of AMI, Inc., who had resigned.

At the Director's Meeting which followed, the present officers were re-elected for the ensuing year as follows: Mr. Dave Gottlieb, D. Gottlieb and Company, President; Mr. R. W. Hood, H. C. Evans & Co., Vice President; Mr. John Chrest, Exhibit Supply Co., Treasurer; and Mr. James A. Gilmore, Secretary-Manager.

Other Directors of CMI are Messrs. R. W. Hood, John Chrest, Walter Tratsch, Dave Gottlieb and Jas. A. Gilmore.

The by-laws of the Association were changed to provide for holding the annual meeting hereafter, on the second day of the Annual Coin Machine Convention. The next Convention will be held January 19-20-21-22, 1948, at the Sherman Hotel. The annual meeting will, therefore, be held January 20, 1948.

Complete financial audit on Coin Machine Industries, Inc., and also on Coin Machine Industries Public Relations Bureau, was read to the Association members and unanimously endorsed. Dave Gottlieb and James T. Mangan spoke on Public Relations, Mangan giving a detailed report of the operation of the CMI Public Relations Bureau for the past six months.

NAAMO Mechanic School Starts May 5

NEW YORK — The School for Mechanics, sponsored by the National Association of Amusement Machine Owners, will start May 5th at the Manhattan Trade Center, located here. This school, sanctioned by the Veterans Administration, under the G.I. Bill of Rights and conducted by the New York City Board of Education, is for veterans only, who have finished a fifty week course in radio repairs and maintenance.

At a NAAMO Executive meeting, held in the Roosevelt Hotel, Wm. Rabkin, Al Rodstein, Al Meyers, Herb Weaver, Max Schaffer, Mike Munves and F. McKim Smith outlined the course. Final details were arranged on April 22nd at a meeting between Wm. Krangel, John F. Nowak and A. P. Henry of the Board of Education and F. McKim Smith and Al Blendow of NAAMO.

One major change has been made in previously announced plans. In order to assure more thorough training, the course has been extended to twenty-four weeks. As the school is being sponsored by NAAMO, for its members, selection of students will be made by a NAAMO Committee consisting of Smith of Atlantic City, Blendow of New York and Al Rodstein of Philadelphia on April 29th at the Manhattan Trade Center.

NAAMO's first vice-president, Al Rodstein, is also scheduled to make an early trip to Chicago to enlist the support of the manufacturers in this project.

'Advance Roll' Clicks

CHICAGO — "Genco is clicking with one of the finest rolldown games in the country", according to reports from coinmen from all over the nation who have visited here these past few weeks.

The Genco factory is one of the busiest spots in this city at this time turning the games out just as speedily as they can to get them to the operators who have been ordering them in unprecedented volume.

Officials at the Genco factory report, "We believe that one of the reasons why 'Advance Roll' has gone over with such a bang wherever it has appeared is due to the floating rollover button which is one of the outstanding features of the game.

"Every operator who has seen this feature and the many others on 'Advance Roll' have all acclaimed it the greatest rolldown game in history."

The firm reports that shipments are going forward just as speedily, and many coinmen believe that "Advance Roll" is opening a new era for the trade in rolldown game action.

Philadelphia Ops Assn. Name New Officers

PHILADELPHIA, PA. — The Philadelphia Phonograph Operators Association announced the reorganization of their group at a meeting held this past week.

The following men were elected to office, effective April 17th: William L. King, President Jack Sheppard, Vice-President, M. Harry Stern, Secretary, Louis Klein, Treasurer.

Elected to the Board of Directors were: Raymond C. Bernhardt, Philip Frank, Aaron Cooper, Herman Scott, Ben Fireman, Harold Reese, and Eugene Leavey.

Mr. King formerly was president of the organization in 1942, and replaces Ray Bernhardt who resigned after five years, due to business demands.

"Mr. Bernhardt's work in the past five years has been of sterling quality, and we are indeed grateful to him for his untiring efforts", said James O'Brien, manager of the association. "As a member of the board of directors, Bill King's efforts were always recognized, and it is generally felt that Bill will rise to greater heights as president of this organization", O'Brien continued.

Cleveland Ops Announce Program For Convention

JACK COHEN

CLEVELAND, O. — Jack Cohen, Chairman of the Banquet Committee for the Ohio State Phonograph Operators Association, announced the program for the forthcoming convention this past week.

The signing of bandleaders Eddy Howard, Gene Krupa and the Murphy Sisters, to provide the entertainment portion of the show was also disclosed.

Highlighting the convention will be panel discussions with phonograph and record manufacturers, a Hit-Tune Party co-sponsored with the Cleveland Press with Howard, Krupa, etc. appearing, and a gala dinner with floor shows by all the appearing artists.

"We are practically sold out at this time", said Cohen, "and are left with only a handful of tickets which are being held for out of town guests who may decide to come at the last minute". "There will be operators from Wisconsin, Philadelphia, Pittsburgh and other parts of Pennsylvania, along with the host of people expected from Ohio", he continued.

Minn. Anti-Slot Bill Passed

MINNEAPOLIS, MINN. — The Minnesota senate, this past week adopted by a 48 to 18 vote, a measure banning bell machines. In conjunction with the anti-slot machine bill, another measure assuring action in the event of violation of the new bill, was also passed. The senate rejected an amendment to the bill, proposing to forbid the manufacture or storage of gambling devices in Minnesota.

Backers of Scott Bill Push For Public Hearing Now

NEW YORK — It was learned here this past week that proponents of the Scott Bill (H.R. 1269) are making every effort to have the House of Representatives' Committee on the Judiciary schedule a public hearing on the measure.

The bill, which would amend the present copyright laws so as to strike out the section which now protects music operators from paying royalties to performance rights groups such as ASCAP, BMI, etc., poses a direct threat to the very livelihood of every coinman concerned with the operation of a phonograph route. That this is so is unaimously agreed upon by all leaders in the industry who have been asked for an interpretation of the measure.

Late this past week, Maurice J. Speiser, general counsel for the National Association of Performing Artists, disclosed that he has communicated with Representative Scott, requesting that the congressman inform him of the date to be set for the hearing. This was interpreted by several observers as a method of "putting on the heat" to bring the bill out of committee before a Congressional adjournment could put an end to it for this session. Should the present session of Congress end prior to the bill passing the committee, proponents of the measure would have to draw up a new one and have it introduced in Congress again.

Speiser pointed out that he intends to notify all who are concerned with the bill as soon as a public hearing is scheduled, and he invites any representative of the coin machine industry who would like to be heard to communicate with him at 630 Fifth Avenue, New York City.

"We intend to win this fight," Speiser declared, "but we want to win it fairly; and that means hearing all sides that should be heard."

Meanwhile, cointrade leaders here asked that music op groups communicate with the members of the Committee On The Judiciary who are from their territories. It is this committee that holds the present fate of the Scott Bill in the balance.

The members of the committee include: Earl C. Michener (R. Mich.), chairman. The Republicans are: J. M. Robsion (Ky.), C. W. Reed (Ill.), J. W. Gwynne (Ia.), L. E. Graham (Pa.), R. S. Springer (Ind.), Frank Fellows (Me.), E. R. Lewis (O.), A. L. Goodwin (Mass.), Clifford Case (N.J.), E. W. Chadwick (Pa.), A. L. Reeves (Mo.), K. B. Keating (N.Y.), E. J. Devitt (Minn.). The following are Democrat members: Emanuel Celler (N.Y.), F. E. Walter (Pa.), Sam Hobbs, (Ala.), Wm. Byrne (N.Y.), Estes Refauver (Tenn.), J. R. Bryson (S.C.), F. Cravens (Ark.), T. J. Lane (Mass.), Martin Gorsky (Ill.), M. A. Feighan (O.), F. L. Chelf (Ky.), Ed Gosset (Tex.).

ADVERTISERS IN THIS ISSUE

Factory Sales Reps To Visit Rock-Ola Distribs In East

CHICAGO — Jack Cox, Special Sales Representative, and Jack Barabash, Sales Staff, of Rock-Ola headquarters in this city, will leave on a two week trip to the larger Eastern cities.

Rock-Ola distributors to be visited, are Hub Enterprises, Baltimore, Maryland, Seacoast Distributors, New York City and Elizabeth, New Jersey, B. D. Lazar Company, Pittsburgh, Pennsylvania, and Scott-Crosse Company, Philadelphia, Pennsylvania.

THRU THE COIN CHUTE

CHICAGO CHATTER

Most impressive to every visitor here in town is the way the pinball field has zoomed to a new high mark. "The manufacturers," as leading coinmen themselves report, "are turning out hit after hit. They are producing the finest machines that have as yet come out of this area in many, many years." And the result is that they are reviving the entire amusement machine field. A great many ops, who never before operated pins, are now in the field with them. And others are coming in, too, as the news spreads that the pin games are bringing back bigger and better collections. It is also interesting to note that the manufacturers are driving on ahead and are planning their new games far in advance. This means that coinmen can be assured one of the best years that they've ever enjoyed.

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We received a great many phone calls this past week from coinmen all over this this area and also from Gwen Desplenter of CMI Public Relations Bureau asking us more about the Rev. Father Gordon Gehring's article which appeared in the Bloomington, Ill. papers wherein the Rev. Father criticized the city's raids on slots in 15 clubs from his pulpit. Many reprints of this article were called for by interested coinmen and Miss Desplenter of CMI public relations tells me that they will make prints of it. The article originally appeared in the April 14 issue of *The Cash Box* on Page 26.

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Irv Blumenfeld of the "3 Generals" of General Vending, Baltimore, Md., popped into town this past week and seemed to pop out just as fast . . . Hymie Zorinsky of Omaha, Neb. was also in town attending the NATD convention at the Palmer House and called around to say "hello" to the coin machine factories here. As per usual, Hymie was dressed in the very height of sartorial splendor—and he still had that cigar sticking out of his face . . . Gary Weber of E & W Distribs, Cleveland, O. was in town and enjoyed a long talk with Barnet (Shugy) Sugerman of Runyon Sales Co., N. Y. and Newark, as well as with John Haddock of AMI, Inc. He was all pepped up after this little conference and reported that the firm were planning many new plans on greater Model "A" sales.

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Harold Midyett of Tennessee Music Distribs., Union City, Nashville and Memphis, Tenn. also came to town this past week and reported that things were going great down below the Mason Dixon line. Harold was full of pep, vim and vigor and said thae it looked like a great year for all hard working distributors . . . Over at D. Gottlieb & Co. they now have a "Doctor" in the house. None other than "Dr." Nate Gottlieb. It seems that this past week a zillion phone calls came in to "Dr." Nate Gottlieb from coinmen all around the country asking him to make a quicker date with "Maisie" for them. Nate claims that the demand for new equipment is exceeding even their rosiest dreams. "Just can't be halted anymore, so it seems", Nate reports.

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Grant Shay of Bell-O-Matic is mighty proud of that new, full color circular on their "Jewel Bell" and all those who have seen it agree he should be very, very proud of this job. "We've got a zillion more colorful ideas like this one", Grant claims . . . One of the larger advtsg agencies here in town is preparing four color ads to pop with a new juke box. They won't as yet give the name of the machine nor of the firm making it but just ask the trade to wait and see . . . Art Weinand of Rock-Ola, who just got back from a long and hard trip thruout the West, rushed out again this past week to be present at Jerry Golumbo's big opening in Boston, Mass. on Monday (April 21). Art also stated that he would continue on up to Montreal from Boston to see how things were going in Canada.

Tommy (Ting-Ling) Callaghan of Bally Mfg. Co. "always has his meter running" at least that's what Mrs. Callaghan remarked the other week in Milwaukee. Now the boys who have been asking him what the "T" is for in his monicker have learned that it means "taxicab". "The kind I don't get for those guys who come out here and bother me to death", or some such excuse he uses . . . One of the funniest events of this past week was the rush of Harry Williams and Tony Gasparro who seem to take their CMI duties so seriously that the cyclone they created in the lobby of the Bismarck Hotel had everyone half scared to death. They were on their way to the CMI meeting—BUT—they were one week AHEAD OF TIME . . . Sam Stern of Scott-Crosse, Phila., Pa., our regularest Chi commuter popped into town this past week wearing yellow gloves. Real sartorial elegance.

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Don Kintzel of Cointrol tells me that they have their Zodi horoscope machine on a test location in Texas where it is taking in from $15 to $20 per day. He also advises that Michigan territory went to a real "swami" from India. One of those fortune telling guys who is absolutely nuts over the machine. He's placing production models around on locations very soon to get complete reaction . . . Haven't heard from Al Sebring of Beacon Coin Changer in sometime now and am wondering whether Al is all set to pop with some production surprises . . . Howard (Curley) Pretzel of CMAC must be getting older and older, from what the boys tell me. Now when Curley pulls into town at 3 in the dawning he quickly seeks out the softest bed he can find and sleeps and sleeps and sleeps. No more last drinks with the gang.

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The boys over at Coven are talking nothing else but "Rocket." Art Cady, Ed Wikoff, Bob Schaeffer along with the boss, Ben Coven make a very interesting quartet. Someone should write lyrics and music for the boys so that Ben can lead them off in one of those old Bally tunes like "What'll we do in '32?—play Ballyhoo". It's about time someone brought some singing sales back into the field once again . . . Music ops here are going wild over that "Peg O' My Heart" tune as done by the "Harmonicats" three boys who graduated from Borrah Minevich's Harmonica Rascals and clicked big at Helsing's here in Chicago before the Vitacoustic people discovered them and put them on records . . . Bud Breitenstein of Bally seems to be putting on even more weight. "I love to eat", or something like that is what the boys tell me he's saying these days.

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Georgie Jenkins over at Bally is also one of the busiest of the busy guys around this man's town. Georgie is all hot and bothered about those phones being shut down just when Bally comes out with "Rocket". It's terrific", he hollers at everyone within hearing distane. Why? Because he wants to make himself heard about the noise of those Western Union boys rushing in wires to him, — he claims, with more and more orders.

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Ken (Wilky) Wilkinson of San Antonio expected in town . . . Billy DeSelm of United Mfg. Co. talks about the wonderful reception the firm has received on their new "Havana" game and that many distribs are wiring for more even before completely sold out of their first lot . . . Gene Bates of Pace Mfg. Co. back on the job and receiving visitors every day. Gene is in speedy action again . . . Harry Brown of American Amusement who just returned from visiting in Idaho and Nevada started right to New York City where Harry awaits some very important news.

THRU THE COIN CHUTE

EASTERN FLASHES

The board of directors of the New York Music Operators Association spent an entire session in discussion about the Scott Bill, H. R. 1269 recently introduced into the House of Representatives. (This bill, reported in detail appeared in *The Cash Box,* issues of April 14 and 21—and the current issue, would amend the copyright act of 1909, thus making it possible for numerous groups to extract fees for playing recorded music on coin operated machines). The New York organization is taking action, and hope all other music associations and everyone connected with the music machine division will also take similiar action.

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"*THE CASH BOX*" IS THE ONLY MAGAZINE IN THE COIN MACHINE INDUSTRY TO BRING THIS VERY DANGEROUS PIECE OF LEGISLATION TO THE ATTENTION OF THE TRADE.

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Nat Cohn and Earl Winters, Modern Music Sales Corp., ran one of their typical parties on Wednesday, April 23, introducing the Mills' "Constellation" phono to local operators. The showing started early and kept on going until late at night. Plenty of refreshments and entertainment for the visitors. Charley Schlicht, manager of the music division for Mills Industries, came in from Chicago to attend. Schlicht will be a busy man from now on—flying thruout the country to attend other showings. Harry Fromkes, Eddie Heller and Herb Hendler of Rainbow Records were on hand with some of their recording artists. Larry Clinton, Vogue artist, Blue Barron, M-G-M records, and other recording stars put in an appearance.

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Dave Stern and Tom Burke, Seacoast Distributors (Rock-Ola distributors) played host to L. LeSturgeon, Southern Music Corp., Durham and Charlotte, N. C., also distributor for Rock-Ola. Stern and LeSturgeon spent quite some time talking about mutual friends from the South . . . Ben Becker, Jack Semel, Jack Rubin and Barney Kahn seen in a huddle on the corner of Tenth Avenue and 42nd Street . . . Sam Stern, Scott-Crosse Co., Philadelphia, returns from his Chicago trip . . . Another coinman who spent some time in Chicago was Jack Fitzgibbons of Jafco, Inc. . . . Jack Mitnick of Runyon Sales Company and Joe Ash, Active Amusement Machines Co., Philadelphia, two old cronies, celebrated birthdays the same day, April 23. Mitnick hit the half-century mark, but looks and acts like he did twenty years ago.

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Ben Becker, Tri-State Sales Company and Pioneer Distributing Company (Bally distributors) telling his customers about the wonderful reaction received on Bally's new novelty game "Rocket" . . . George Young, Norfok, Va. distributor cames in to visit with us. George had just arrived from Syracuse, N. Y., where he and Cliff Bailie of Rex Amusement Co., had an old fashioned get-together . . . Dave Lowy and Phil Mason, Dave Lowy Company, traveled out to Hirsh Coin Machine Corp., Washington, D. C. (Packard distributors) one day this week and we understand completed a deal, purchasing a number of used phonos, running into quite a cash figure. We saw Lowy and Mason after their reurtn, and from every outward appearance evidently got out of Washington safe and sound . . . Joe Eisen and Sid Mittleman, Joe Eisen & Sons (Packard distributors) take advantage of the nice sunshiny weather and pay the 10th Avenue coinmen a visit.

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LeRoy Stein, manager of the MGA (Music Guild of America) New Jersey phono ops assn. returned from his visits thru the middle west. It's reported Stein made a terrific speech at the Milwaukee meet of Wisconsin operators. The Scott Bill also came up for discussion at the regular membership meeting of MGA on Thursday, April 24 . . . Barney (Shugy) Sugerman, Runyon Sales Co., can usually be found in the New York office every afternoon. Shugy tells us that music ops are buying considerable AMI equipment, and he is able to accomplish a great deal by being in the city helping out the sales staff.

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The Washington Coin Machine Corporation (Washington coin machine association) will hold its Second Annual Dinner on April 29 at the Hamilton Hotel, Washington, D. C. Festivities begin at 7:30 P.M., and in addition to the membership, Ben Rodins, banquet chairman, reports that a great many outstanding visitors will attend. The meet held in 1946 was addressed by Homer E. Capehart and Bill Gersh.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Bill Schrader, of the Allite Manufacturing Company, has his factory really going in high gear, and from what we hear these new "Strikes N' Spares" are really rolling on the assembly lines, and samples and sizable shipments should be on the way to the various distribs throughout the country. Bill plans an announcement very soon in which the complete list of national distribs will be published.

Bill Happel Jr., of Badger Sales, plans on a trip up to Big Bear Lake this weekend to combine a bit of fishing and visiting with the ops in that territory. He hopes to stir up a bit of action to get the ops to replace their old worn out equipment with new and fresh games. Jack Leonard, of the Badger parts department, is one very happy hombre these days; after hunting for more than 13 months, he found an apartment. "Ah, life is wonderful," says Leonard.

Dropped in to take a look see at the new factory and offices of the Pantages Wired Music, and saw how the cabinets are assembled and tested. A really amazing sight, it looked very much like an automobile assembly line in Detroit. "Hum" Brokamp conducted the tour of the plant and stressed the production facilities. The plant is capable of turning out a very large number of these cabinets daily, according to Brokamp.

Paul Laymon is all set to move into his nice new offices and shops but is being held up by the telephone strike. The new place is across the street (about 150 feet away) from his present showrooms. "If it isn't one thing it's twenty others," moans Paul. Laymon has a sample of the new Bally "Rocket," a swell new five ball which is getting lots of nice comments from the ops calling around the Laymon place.

Bill Williams, of the Williams Distributing Company, has been selling lots and lots of the new Williams "Tornado." Bill tells us that he wishes the factory could supply the volume of games he has orders for. He keeps himself very busy calling on the jobbers and distribs and is keeping them in a happy frame of mind until the games can get here . . . Frank Navarro just back from a visit to his offices and showrooms in Mexico City, Frank is distributing the new Aireon phono and "Bang-A-Fitty" bowling game . . . David Klor, of the Ray-o-Matic Corp., reports that the sales of the firm's coin operated radio has been on the increase from week to week . . . Bill Wolf, of the M. S. Wolf Dist. Co., has taken off for his Seattle offices and will be gone for the next ten days. Al Silberman, just back from a trip through the midwest, is looking after things in the local offices. We hear that Golden Williams, now looking after things for the firm in San Diego, is due back in town after the first, when she will take charge of the office here.

Ray Powers of E. T. Mape has been displaying some really swell used phonos and games which have been completely reconditioned and refinished and are being offered at very attractive prices. Ray tells us that the demand for the firm's new conversion cabinet is very great with new orders pouring in right along. Len Baskfield, vice pres. of the firm, spent a few days in town on a visit from the Bay City . . .

Among the ops shopping along coin row this past week were: Jack Teal, Long Beach; Harold Sharkey, Los Angeles; R. G. Patterson, San Bernandino; E. H. Butler, Los Angeles; T. S. Broadbert, Fresno; J. M. Dyer, Los Angeles; S. J. Burris, Montebello; B. N. Hart, Los Angeles; S. R. Hopkins, Banning; Ben Korte, Glendale; Claude Sharpensteen, Yuma, Arizona; Art Weiss, Arcadia.

C. W. Coleman, of Crystallete Radio of Long Beach, has the firm's plant going at full blast turning out the new and improved coin operated radio and plans an important announcement soon . . . Jack Gutshall has been doing lots of visiting out in the territory, calling on the boys and talking over their problems and making suggestions to improve the business at their locations. Jack tells me that he has convinced many of the ops that one answer to improving collections at their locations is to change equipment, replace the old worn out pieces with new. Many of the ops have called at Jack's place and have reported that the collections have increased as much as 100% where new equipment replaced old. *The Cash Box* strongly advocates this point of view to all ops everywhere . . . Merle Connell, of Quality Pictures is having the firm's studios remodeled and enlarged for a number of "super colossal" musical numbers, which he plans on producing for 16 M.M. coin films. Connell plans on shooting within the next two or three weeks, when the carpenters have finished . . . Len Micon, of Pacific Coast Distributing Co., is rapidly on the mend and plans on returning to his offices within the next ten days to two weeks . . . Al Bettleman, of C. A. Robinson, is rapidly becoming champ high scorer on the new Genco "Advance Rolls." Al has been practicing quite regularly and is about ready to issue a few challenges . . . According to rumors hereabouts, Dick Gallagher, Sam Ricklin, I. B. Gayer and a number of other music ops are planning on withdrawing from the present M.O.A.S.C. and forming a new association. There are at present three music op associations, all pulling in opposite directions, which in the final analysis doesn't do too much good for any of the groups. A friendly merger of all groups for their common good would, I believe, be the sensible thing to do . . . Lou Chudd, of Holiday Distributors, plans on an extended three months trip to the east coast to plug the firm's line of records. Chudd plans on flying to Cuba and Puerto Rico while on his trip . . . Nels Nelson expects some goods news on the Aireon phono any day now and expects to take lots of orders. He has seen a preview of the new machine and believes it will be in great demand . . . Charles Fulcher, manager of the local Mills Sales offices, plans on calling on many of the local ops to take over the firm's swell line of games, Fulcher expects to sell lots and lots of the new Mills phonograph.

William "Bud" Parr, of Solotone, reports increased production of the firm's new Mirror-Tone now that they have substituted a wooden cabinet for the steel. Bud believes that this new change will increase and improve the tone quality.

THRU THE COIN CHUTE

ST. LOUIS

One thing which everybody notices these days is the lack of smiles on ops' faces when "shortages" come up. Most of the boys, sweating out badly needed equipment for more than a year, can't see anything funny about non-delivery . . . Dale Riemer, doughty head of Missouri Tavern Supply down in Springfield, has bought in with Carl Trippe on Carl's largest phonograph route in central South Missouri. This will consolidate two big interests, according to the new partners.

* * * *

The Missouri Amusement Machine Association got together in the middle of the week for a much delayed meeting which had hung fire for a few weeks. A tensely interesting program was on the roster, centering around the recent edict that all one-balls must be removed from University City; suburb to the northwest of St. Louis. They're gambling machines, the city fathers have ruled, and have advised pinball ops that the one balls must go or the whole shebang will be ostracized. So there is a parade of pickup trucks coming in St. Louis with profitable one-balls scheduled for city locations instead . . . No. 2 topic as the ops gathered was location troubles—location jumping, and the recently uncovered trend toward selling location owners various types of coin operated equipment. The association went on record against this practice, pointing out that when the location owner runs his own equipment the spot is gone for good. "We believe a lot of these machines are sold by mechanics who have access to used equipment, and see a chance to earn $50 or so on the side," one sage op declaimed. "Fortunately, not too many location owners are willing to absorb the maintenance and replacement risks of their own equipment."

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Maynard Todd, Rockola field goodwill merchant, was in the 49th State over last week, visiting prominent ops such as Andy McCall, of McCall Novelty Company, Barney Neal, Lou and Joe Morris. Todd's gladhanding, we hear, helps to offset much of the ire aroused in the boys who have empty spots staring them in the face . . . The CMI Show film, which was due two weeks ago, didn't show. It's promised for the next conclave, however, according to Del Veatch, when a few CMI speakers will be on hand to lend spice to the movie.

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Bill Hollenbeck, of Cape Girardeau, buzzed a few distributors showrooms this past week in his big new plane. Bill still holds the title as the only flying operator in the midwest, and claims he saves money darting in and out of St. Louis. Bad weather kept him clamped on the ground most of the winter, however.

MINNEAPOLIS

Cecil Adams former ace mechanic of the H. J. Gulck Co. just got himself hitched. Good luck Cecil . . . Snooks Harrison of the Howard Sales Co. is sporting a new nose, and it's plenty cute. A little plastic surgery and presto a new personality. On him it looks good . . . Henry Klein of Sioux Falls, So. Dakota, is no longer in the business, having sold his route to Ray Sturgeon of the same city. Henry plans to keep busy with his carnival. Good Luck, Henry!

* * * *

Clayton Norberg of the C & N Sales Company, Mankato, Minn., in town with his hand in a sling. Started with a scratch which was neglected and then blood poisoning. He's getting along fine and that's the important thing . . . We just heard that Art Johnson, Glenwood, Minn., sold his route to Bob More of Willmar, Minn., last month. Art is spending all his time at his tavern and it looks as if Bob is going to work a little harder.

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Con Kaluza of Browerville, Minn. in town for just the day calling on a few jobbers . . . Art Hawks and his wife of Yankton, So. Dakota, in town for a few days' shopping, etc. Art just started in the business and with a big bang . . . Mr. J. Couilhan, who runs the Excelsior Amusement Park at Excelsior Minn., is praying for warm weather and plenty of sunshine when he officially opens the park.

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J. H. Bessler of the Hy-G Music Co. home ill with a bad cold . . . Frank Davidson of Spooner, Wisc., in town for the day calling on a few distributors . . . Dick Cabot from Dakota, Minn., in town for the day . . . J. Koers of the Rushmore Amusement Co., Rapid City, So. Dakota, in town for a few days calling on a few distributors . . . Harry Harrison critically ill of pneumonia at Brainard, Minn. Doctors are giving him an even chance of pulling through.

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Don Bruington, of Onamia, in town and ready to have his launch put on the lake for cruising and fishing . . . Van Specialty Co., Bismarck, No. Dak., is now known as the Westrum Bros. Music Co. . . . J. E. McNiece, of the Mpls. Rifle Sport on his feet again after spending two months in bed. Mac suffered a heart attack about two months ago, and it didn't look too good. Nice going, Mac . . . L. Linz, of Linz-Scheer, Hayward, Wisc. in town for a few hours.

THE CASH BOX COIN MACHINE MART

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WANT – Genco Lucky Strike Pinball Games. Also Seeburg Wireless Hideaways. Give Serial Nos. Advise condition. GENERAL AMUSEMENT CO., 915 N. SAGINAW ST., FLINT 4, MICH.

WANT – Liberty F.R. $8.; Cigarette $5.; Sparks Champion F.R. $8.; Sparks Mercury, American Eagle and Marvels $5.; Aces, Imps, Cubs and Daval 21 $3.; Vest Pockets $25.; Columbias $15.; Col. Vest Pockets, Yankees, Wings, Pokereno. Send list and details. ABCO NOVELTY CO., 823 WEST RANDOLPH ST., CHICAGO, Tel: Hay. 3695

WANT – 1 Rock-Ola Scale; 1 Mills Moderne Scale; 5 of 6B5 Tubes; 1 Motor for an exhibit pusher type rotary. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS, MO.

WANT – All Model cigarette and candy bar vendors. Send complete list and Prices wanted. RAKE COIN MACHINE EXCHANGE CO., 609 SPRING GARDEN ST., PHILADELPHIA, PA. Tel. Lombard 3-2676

WANT – Mint Vendors of the type that have been attached to Consoles such as Paces Reels. A full description, price and condition must be stated in letter. GEORGE SOPIRA, 3537 BEECHWOOD BLVD., PITTSBURGH 17, PA.

WANT – Counter Amusement Machines, new or used. Also Cigarette, Candy & Gum Vendors. We need Ball & Bubble Gum. We pay better prices as we are operators. All must be ready for location. Send List and Details. Will Job New Vendors. JOE F. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – Salesman with experience to sell routes of the famous Asco All Purpose Machine. Also Asco Coin-Operated Radio. Earnings $500. per month up. When writing give all information. ASCO VENDING MACHINE EXCHANGE CORP., 55 BRANFORD ST., NEWARK 5, N. J.

WANT – Old Slots: Goosenecks, Cailles, etc. Nickels only. Buy one to one hundred. B. T. SHEFFLER, c/o SHEFFLER BROS., 1106 SO. WESTERN AVE., LOS ANGELES 6, CALIF. Tel: Re 6845.

WANT – 5 Ball Free Play Games. Williams: Amber, Dynamite, Suspense. Chicago Coin: Super Score, Spellbound. Gottlieb: Stage Door Canteen, Baffle Card, Superliner. Bally: Turf Queen, Big League, Midget Racer. Games must be in A-1 condition. For Resale. State quantity & lowest prices in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 4976

WANT – Used Records. Not over 5% Race Records. No records over 1½ years old. Will accept any quantities. We will pay the highest prices. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 3, N. Y. Tel: Cleveland 0065

WANT – Keeney Bonus Super Bells, Victory Specials, Red Top & Fan Front Diggers, late, used Pin Games, Wurl. 750-E, 850 & 950 Phonos. Must be in good condition. Quote best prices and quantity in first letter. Cash Waiting! M. A. POLLARD, 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT – All Model phonographs for Export Trade. Rock-Olas, Seeburgs, Wurlitzers. State your very lowest prices. Will send certified deposit. We can also use Seeburgs remote equip. State model no. T & T NOVELTY CO., 2641 E. 87th ST., CHICAGO, ILL.

WANT – Blue Fronts and Brown Fronts all denominations. Send us your list. COIN-A-MATIC DISTRIBUTORS, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7005

WANT – Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's and 750-E's; Seeb. 1-46S, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckley 30 wire adaptors for Wurl., Seeb., Mills & R.O.; Mills, Jenn. & Pace F.P. Mint Vendors; Late 5 & 1 Ball F.P. Games; used Evans Ten Strikes; used Genco Whizz; Bally Line-A-Line; Metal Typers; Scales, etc.; Converters, 110 DC to 110 AC, 110 V. 25 cycle to 110 V. 60 cycle. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA.

WANT – Genco Total Rolls in any quantity. State condition and price in first letter. CENTRAL AMUSEMENT CO., 1560 E. 18th ST., BROOKLYN 30, N. Y.

WANT – Seeburg WA-1Z adaptors. Will pay $5. ea. New or used. HY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN. Tel: At. 8587

WANT – All types and models of coin-operated equipment. Send complete list with following information: type, year, condition, quantity, price. AUTOMATIC VENDING MACHINE EXCHANGE, 20 W. JACKSON BLVD., CHICAGO 4, ILL.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

WANT

WANT – Used Popular Records. Not over a year old. Any quantity. 9¢ freight prepaid, 8¢ we pay freight. TELAUDIO CORP., 106 SOUTH OXFORD ST., BROOKLYN, N. Y.

WANT – All late model phonographs for Export Trade. 1946 Wurlitzers, 1946 Seeburgs, 1946 AMI and 1946 Rock-Olas. State quantity and lowest cash price. Will send deposit. Balance Sight Draft through our bank. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Drexel 4326.

FOR SALE

FOR SALE – 1946 Phonographs: Wurlitzer, Aireon, Rock-Ola, Seeburg (write). New Low Prices on Reconditioned, Used Phonographs. Check these points. 1. Refinished. 2. Mechanism washed in tank. 3. Amplifier motor, speaker checked. 4. Tone head removed. 5. Worn parts replaced. 6. Carefully crated. 7. Immediate delivery. 8. Cloths replaced with Talking Gold. AMI: 50 Hiboys, Singing Towers X.S., highest offer takes them. Seeburg: Hi-Tone R.C. $299.50; Hi-Tone E.S. $269.50; Colonel, Major, etc. $249.50; 8200 conversion $149.50; Casino $139.50; Royal $119.50. Wurlitzer: 850 adaptor, stepper $375.; 500 $179.50; 600-K $169.50; 600-R $159.50; Victory $149.50; 24 $124.50; cellar job 30-wire $124.50; 616 $89.50; 412 $59.50. Rock-Ola: Commando $225.; Super $195.; Deluxe $165.; Standard $155.; cellar job 30-wire $99.50. Mills: Throne $119.50.; Seeburg 30-wire boxes $7.50; Buckley Chrome $6.75.; Wurlitzer 120 $10.; 10,000 title strips $3.75; Needles (write). All tubes and miniature bulbs - 40% discount. Terms: 1/3 cash with order, balance C.O.D. 12 Years of Operators' Confidence. Seeburg Factory Distributors. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD. E., SYRACUSE, N. Y. 875 MAIN ST., BUFFALO, N. Y.

FOR SALE – Attention Georgia & Florida Operators! All good, clean, refinished Marble glow Phonographs, right off location. Wurlitzers: 850, 750-E, 750-M. 800, 600, 500, 616, 412. Seeburgs: 9800, 8800, Majors, Vogues, Mills: Empress. Priced right. Wire or write. PAL MUSIC CO., PALATKA, FLA.

FOR SALE – Wurlitzer 412 $85.; 61 $95.; 71 $145.; 42-600 $195.; 500 with adapter $195.; 780-E $350.; 850 $395.; 950 $445.; Rock-Ola Std. Dial-A-Tone $225.; Deluxe Dial-A-Tone $225.; Dial-A-Tone Boxes $3.; Evans Lucky Lucre 5-5¢ $74.50. EDWARDS MUSIC CO., BOX 400, DOUGLAS, WYO.

FOR SALE – 6 Genco Playballs, overhauled, clean, $135. ea.; 2 Tri Score roll down like new $279.50 ea.; 2 Premier Skee Balls with barrel, 7½ ft., $279.50 ea.; 2 Skee Balls with barrel 10½ ft. $289.50 ea.; 1 Atomic Bomber, write; 2 Air Raiders $99.50 ea.; 2 Sky Fighters $219.50 ea. MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE – Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's, 850's, beautiful shape (Write); Bank Balls, like new. 10' long $185. ea.; or will trade for late pinballs; Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CO., 733 MAIN ST., OSAGE, IOWA.

FOR SALE – Seeburg Wall-O-Matic Boxes $22.50 ea.; Rock-Ola 5-10-25 Wall & Bar Boxes $29.50 ea.; Buckley Chrome Boxes (new tops) $15. ea.; Wurl. 580 Speaker & Adapter (like new) $145.; Wurl. 332 Bar Boxes $5. ea. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

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 Panoram $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: MItchell 3254.

FOR SALE – New Packard Boxes (write); Two conductor stranded speaker wire 1¢ ft.; '41 Derby $125.; Record Time $95.; Chicoin Goalee $200.; Bally Undersea Raider $200.; Collection Books $5.50 per 100.; Service Kits $7.50; Wurl. 61 Counter model $100. CENTRAL COIN MACHINE CO., 482-488 CENTRAL AVE., ROCHESTER 5, N. Y.

FOR SALE – Bally Triple Bell (write); Keeney Bonus Super Bell 5-5¢ $495.; New Kicker and Catcher $49.50; New Bouncer $47.50; New Whirl-A-Ball $47.50; New Amer. Eagle - Fruit Reel - Non-Coin Oper. $39.50; New Columbus Peanut Machines $10.50. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 4, D. C.

FOR SALE – Keeney Super Bells 3-5¢ & 1-25¢ Or 4-5¢ $250. ea.; Genco Total Rolls, excellent cond. $275. ea.; Bally Undersea Raider, like new $195. ea.; Wurl. 500 Keyboard $245. ea.; Wurl. Hideaway with adapter $195. ea. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: Ordway 3070

FOR SALE – 45 Bally Victory Specials with Chrome End Rails, in perfect condition $300, ea.; 40 Mills 3 Bells, rebuilt and refinished in leatherette $300. ea.; 60 Bally Cash One Balls; Grand Nationals, Sport Pages, Grand Stands, etc. $600. for the entire lot. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: Santa Rosa 1498

FOR SALE – Write in and get on our Mailing List! Genco Total Rolls (like new) $275.; Rock-Ola Deluxe (repainted) $225.; Amusematic Lite League $169.50; Bol-O-Score (repainted) $145. Foreign Orders A Specialty - 5% Discount, full cash with order. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, N. Y.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 1 Super Deluxe 36 inch wall or ceiling Speaker, used only 3 weeks $25.; 4 Organ Type Speaker cabinets $16.; 6 A.M.I. telephone cabinets $25.; Seeburg Hi Tones $300.; 3 wire Bar-O-Matics $25.; Glass blocks for Seeburg Hi-Tones $23. per set.; A.M.I., Seeburg, Wurlitzer & Rock-Ola Amplifiers $25.; A-1 condition coin slots (used) any model $15. P.K. NOVELTY CO., 8701 SO. SAGINAW AVE., CHICAGO 17, ILL.

FOR SALE – Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE – Score-A-Line $34.50; Short Stop $24.50; School Days $34.50; Silver Skates $34.50; Snappy $34.50; Stars $34.50; Stratoliner $37.50; Sport Parade $32.50; Target Skill $24.50; Ten Spot $32.50; Texas Mustang $49.50; Vacation $29.50; Yanks $69.50; Victory Roll $109.50; Western Baseball $37.50; Buckley 30-wire Wall Boxes $3.95; Super Skeeroll $109.50. BOYLE AMUSEMENT CO., 522 N.W. THIRD ST., OKLAHOMA CITY 3, OKLAHOMA.

FOR SALE – Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE – The BEST MILLS BLUE FRONTS in the South. Any Denomination. Mills Slot Parts. I can put your Mills Slots in Tip-Top Shape. They will be Refinished in Baked-on Crackle Finish Paints, and will be completely Overhauled, all worn parts replaced, at low prices. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANNAH, GEORGIA.

FOR SALE – 5 Jennings Junior Low Boy Scales 46 inches high, clean, good working condition, $40. ea. or $185. for lot. Crated F.O.B. Savannah. PENNY WEIGHERS, 1003 EAST 34th ST., SAVANNAH, GA.

FOR SALE – 10 Shipman Triplex; 20 Victory Duplex. Machines are brand new and still in crates. Also 4 used Victory. $700. takes all. M. MESARIK, 922 LINCOLN WAY EAST, SOUTH BEND 18, IND. Tel: 3-1548

FOR SALE–DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. WANT–Will buy anything. Send us your list. MACK H. POSTEL. 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE – Look! Lot Three Dime & One Nickel Watling Rol-A-Tops 3/5 pay $200.; Jennings 4 Star Dime Chief 3/5, elegant condition $64.50; Jack Pot Slots $27.50 and up; Save Money with "Coleman's Rebulits". Rebuilt Mills Clocks $5.50; Large stock Slot Parts. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – Best Mills Blue Fronts in the South. 5¢ Play $100.; 10¢ play $125.; 25¢ play $150.; 50¢ play $275. All refinished and overhauled, all worn parts replaced. 5 new ABT Challengers (write). Mills Slots Refinished, Overhauled and Rebuilt. Escalators & Clocks for Mills Rebuilt. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANNAH, GA.

FOR SALE – The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE – Big Hit, like new $99.50; Yanks $39.50; Stars $29.50. New and used Wurlitzer and Seeburg music boxes. Write for prices. RUGINIS NOVELTY CO., MT. CARMEL, PENNA.

FOR SALE – Jumbo Parade C.P. $65.; F.P. $55.; comb. $75. All refinished. Hi-Hand $95; Royal Draw 5¢ $20; 25¢ $75.; Pace's Reels 10¢ $50.; Thorobred $165.; Sportsman $50.; Dark Horse $50.; Jennings F.P. Slot 35.; Keeney Super Bell 5-25c C.P. $100.; Mills Q.T. Glitter Gold $65.; Blue Front $50.; Wurlitzer 145 Steppers $15.; Victory Mod. Cabts. $25.; Mod. 100 Boxes $10.; Mod. 320 $7.50; Evan's Bangtail C.P., used 1 week (write). STEMLER DISTRIBUTING CO., 2323 W. PICO BLVD.. LOS ANGELES, CALIF. Tel. Fe. 5169.

FOR SALE – We have on hand a complete stock of arcade, photo and recording machines and skee-balls. We will accept trades on any type of coin operated equipment. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 18, N. Y.

FOR SALE – New Packard Speakers, all models; Adaptors for Twin 12 Wurlitzers; Single 20 Seeburg; Single 20 Rock-Ola; For all Curved Fronts Seeburg, Request Prices; Special Pedestals to mount Packard or other Wall Boxes, can be used in a hundred different places. Also new Phono Casters that fit all models. Sample Set $1. COLEMAN NOVELTY CO., 1025 – 5th AVE., ROCKford, ILL. Tel: Main 1323

FOR SALE – Super Liner $125.; Baffle Card $150.; Suspense $100.; Surf Queens $100. The following games at $25. ea.:–Slugger, Bosco, Bombardier, Riviera, Home Run '42, Sun Valley, Gun Club, Venus, Spot Cha, Yanks, Argentine, Opportunity, Midway, Big Parade, Invasion, Marines At Play, Big Chief, G. I. Joe, Army & Navy, Gobs, On Deck, Do-Re-Mi, 5-10-20. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., N.W., WASHINGTON 1, D. C.

FOR SALE – Make offer on all or any part. 10 Jockey Clubs; 5 Turf Kings; 2 Club Trophys; 10 Sport Kings; 5 Kentuckys; 10 Track Records. All in working order from locations. J. H. MONCOVICH, 244 MAIN ST., WATSONVILLE, CALIF.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Operators! One of the largest phonograph record suppliers for Juke Box operation in the country offers you the cream of all companies record releases in a weekly sample service. Special Operators Prices. Write. ACME MUSIC CO., 1124 HENNEPIN AVE., MINNEAPOLIS 3, MINN.

FOR SALE – We have the new deluxe "Revolv-A-Round" weighted safes and stands with the new, exclusive concealed gripper lock and clamping device, fit all slot machines. Protect your equipment and blend with the appointments in the most ritzy locations. Wire for quotations and descriptive literature. COLEMAN NOVELTY CO., 1025 - 5th AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – 14 Baffle Cards, 2 Sea Breeze, 2 Fast Balls, 2 Super Liners & 1 Step Up. Used only 8 weeks. Reason for sale - territory closed. Lot $6300. Write or wire. STARNES MUSIC MACHINE CO., ROUTE 1, BOX 14, HICKORY, N. C. Tel: 1293-J

FOR SALE – We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE – Total Rolls, like new in original crates, ready for immediate shipment $265.; 3 Keeney Super Bells 5¢ comb. $100. ea. 1/3 deposit. PICO SALES CO., 5426 W. WASHINGTON BLVD., LOS ANGELES 16, CALIF.

FOR SALE – Blue & Grey Vest Pockets $37.50; Blue & Gold Vest Pockets $33.; Green Vest Pockets $25.; Suspense $125.; Canteens $130. JACK SPROTT AMUSEMENT CO., 114 SO. 1st ST., TEMPLE, TEXAS.

FOR SALE – Best offer takes the following reconditioned equipment, ready for location; Wurlitzer 950, 850, 750E, 700; 42-500; 412. Also send for list of reconditioned pingames, slots, consoles, etc. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd STREET, LOUISVILLE 1, KY. Tel: WAbash 1501

FOR SALE – Make an offer for all of them, uncrated F.O.B. Brattleboro, Vt. 2 Exhibit Short Stops, 1 each of the following: Sport Parade, Keen-A-Ball, Line Up, Dude Ranch, Frisco, Landslide, Pursuit, Grand Canyon, Bombardier, Marines At Play, Big Parade, Monicker. Every machine guaranteed ready to operate and look good. Also some more if you want them. HAL L. MARCH, BRATTLEBORO, VT.

FOR SALE – Two Bally King Pin Skee Ball machines $59.50 ea.; One Roll-A-Ball Skee Ball machine with barrel, used five weeks $119.50. BRYAN BROTHERS MUSIC CO., 422 SOUTH EAST ST., BOYNE CITY, MICH.

FOR SALE – Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – Attention $34.50; Big Six $29.50; Big Time $24.50; Broadcast $34.50; Buckeroo $24.50; Entry $24.50; Flicker $29.50; Invasion $49.50; Kismet $54.50; Merry Go Round $24.50; Midway $59.50; Mr. Chips $24.50; Mystic $27.50; Paradise $34.50; Pin Up Girl $49.50; Punch $24.50; New Champ $34.50; Sea Hawk $37.50. BOYLE AMUSEMENT CO., 522 N. W. THIRD ST., OKLAHOMA CITY 3, OKLAHOMA.

FOR SALE – Make Offer. 25 Mills Slots, rebuilt in new cabinets. Also Blue Fronts. VALLEY VENDING, 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel: Valley 3705

FOR SALE – 1 Mills Throne of Music and 1 Seeburg Classic, cabinet refinished. Just off location. First $325. takes the two music boxes. Wm. Blum, DUBUQUE COIN MACHINE CO., 927 W. FIFTH ST., DUBUQUE, IOWA. Tel: 7227

FOR SALE – 2, like new, 1¢ Grip Scale $20. ea.; 1 Test Your Strength Grip Machine $13.; Rock-Ola Floor Model Speaker $20. FRANK GUERRINI, BURNHAM, PA. Tel: 5726

FOR SALE – Laura, Arizona, Olkahoma, Cover Girl, Catalina, Gottlieb's Shangri-La, Liberty, Brazil, Streamliner $75. ea. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE – Coleman Novelty Co. has the largest stock of original factory new Slot Machine Parts of any distributor. It will pay you to contact us on your future wants, regardless of quantity. Also new Phonographs, Slot Machines, Consoles, Pin Games, etc. and our Custom Rebuilts. Request bargain list Consoles & Slots. COLEMAN NOVELTY CO., 1025 - 5th AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – Specials on famous New Orleans Novelty Company used games: Chicago Coin Spellbounds $155. ea.; Genco Step Ups $155. ea.; Genco State Fairs (write); Chicago Coin Super-Scores $165. ea.; Genco Total Rolls $270. ea.; International Mutoscope Photomatics $240. ea. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS 12, LA. Tel: CAnal 5306

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Pin Games, all thoroughly reconditioned, rails refinished better than new appearance: A B C Bowler $32.50; Air Circus $65.; All American $30.; Arizona $110.; Attention $40.; Big Hit (Single) $140.; Big League $140.; Big Parade $75.; Bolaway $35.; Bosco $45.; Casablanca $75.; Catalina $85.; Contest $45.; Double Feature $25.; Fast Ball $145.; Five Ten & Twenty $65.; Flying Tiger $40.; Four Roses $30.; Fox Hunt $35.; Frisco $85.; Grand Canyon $110.; Gun Club $50.; Hi Dive $70.; Invasion $35.; Keep 'Em Flying $75.; Knockout $65.; Laura $90.; Legionnaire $40.; Majors '41 $35.; Marines At Play $50.; Miami Beach $50.; Midget Racer $140.; Monicker $40.; New Champ $30.; Oklahoma $110.; One Two Three $30.; Roller Derby $20.; Rotation $20.; Sea Breeze $150.; Seven Up $30.; Shangri La $65.; Sky Chief $90.; Snappy '41 $35.; Spellbound $180.; Sports Parade $35.; Spot-A-Card $35.; Spot Pool $45.; Step Up $195.; Stratoliner $40.; Streamliner $100.; Stage Door Canteen $145.; Summertime $25.; Super Score $190.; Surf Queens $125.; Suspense $120.; Victory $45.; West Wind $40. Consoles: Buckley '46 Track Odds D.D. J.P., used less than thirty days, very clean, perfect condition (write); Keeney 5¢ Super Bells $125.; Keeney Tracktime $50.; Mills Jumbo Parade C.P. $75.; F.P. $65.; Bally Club Bell F.P. $95.; Evans Bangtails '46 (write). Phonographs: Wurlitzer P-12 $65.; 412 $95.; 616 $150.; 24 Victory $125.; 600 R Victory $140.; 500-A $225.; 500 $200.; 600-R $225.; 850 $395.; 950 $425.; Rock-Ola 12 Record $50.; '39 Std. $250.; '40 Master Walnut $265.; '46 Model 1422 (write); Seeburg Model A, original finish $60.; Model A new finish $85.; Model B $85.; Commander $250.; 9800 $300.; 8800 $325.; 146-M (write); 146-W (write); Mills Empress $175.; Throne $150.; Zephyr $35.; Packard Wall Boxes, like new $25.; Seeburg & Wurlitzer 30-wire Boxes $7.50 ea.; Wurlitzer No. 120 & No. 115 Boxes $7. ea. Arcade: Chicoin Goalee $225.; All Star Hockey $75.; Champion Hockey $40.; Scientific Batting Practice $85.; All Current New Games Now In Stock. CENTRAL AMUSEMENT CO., 1144 UNION AVE., MEMPHIS 3, TENN. Tel: 2-6294

FOR SALE – Mills Rebuilt Slots: Black Cherry, Silver or Copper Chromes. 5¢ $150.; 10¢ $160.; 25¢ $170. Cash or $100. and your old escalator model in trade. Rebuilt Brown Fronts: 5¢ $125.; 10¢ $135.; 25¢ $145. Cash or $75. and your old escalator model in trade. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL.

FOR SALE – Seeburg Colonel, newly painted $195.; 2 Wurlitzer Model 412 $115. for two; Pin Games $25. ea. FRANK GUERRINI, BURNHAM, PA. Tel: 5726

FOR SALE – Ready for instant delivery. 25 Gottlieb's Superliners $100. ea. Wire, call or write with 50% deposit. First come, first served. The best buy in our twenty-six years in the coin machine industry. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE. N.W., WASHINGTON, D. C. Tel: HObart 3170

FOR SALE – Arcade: 1 Bally Bull $47.; 1 Bally Rainbow Pencil Vendor $41.; 1 Bally Rapid Fire $31.; 1 Bally Torpedo $52.; 4 Muto. 5¢ Card Vendors '44 $39.; 1 Muto. X-Ray Poker $29.; 2 Muto. Sky Fighters $122. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH. Tel: Dial 3-5055

FOR SALE – 1 Bally Hi Hand $90.; 2 Galloping Dominos $110. ea.; 3 Silver Moon F.P. $75. ea.; 3 Bally Surf Queens $125. ea.; 2 Soft Ball Queens $125.; 1 Snappy $35.; 1 Play Ball $35.; 1 Horoscope $40.; 1 Spot a Card $40.; 1 Paradise $40.; 1 Wurlitzer 71, counter, $135. HUTZLER VENDING MACHINE CO., 900 WINCHESTER AVE., MARTINSBURG, W. VA.

FOR SALE – Mills Club Bells: 3 - 5¢ $95. ea.; 1 - 10¢ $139.50; 1 - 25¢ $149.50; 1 - 50¢ new cabinet $365. Mills Cherry Bells: 5 - 5¢ $75. ea.; 1 - 10¢ $89.50; 1 - 25¢ $95.50; 3 Jennings Club Bells 5¢, 10¢, 25¢. All for $350. Good condition. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TACOMA 2, WASH.

FOR SALE–50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE – Kilroy, Maisie, Havana, Tornado, Mystery, Basketball Champ, Black Cherries, Columbias, Skill Thrill, Daval F.P. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

FOR SALE–Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738½ CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – Have 5 Baker's Pacers latest 5¢ Daily Double Model. Will sell CHEAP or trade for Bally Fairmount Payout or Turf King. TOLEDO MUSIC & NOVELTY CO., 1801 ADAMS ST., TOLEDO, OHIO Tel: GA. 8531

FOR SALE – BELL RECORDS. Jewish and English Comedy, distributed throughout the United States exclusively by us. Dealers and operators price 49¢. Send for your free catalogue. Some distributors territory still available. EMPIRE RECORD SALES, 799 CONEY ISLAND AVE., BROOKLYN 18, NEW YORK. Tel: Bu 7-7300.

FOR SALE – Special! Solotone – the new, individual Timed Music System. Brand new Solotone Boxes, original cartons $25. New Location Amplifiers, original cartons $75. Only As Long As They Last. GENERAL DISTRIBUTING CO., 2812 MAIN ST., DALLAS, TEXAS.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Arcade Equipment: 1 Wurlitzer Skee Ball (14 ft.) $175.; Genco "Skill Roll" (9 ft.) $150.; 1 Super Roll (like new) $300.; 1 Test Pilot $95.; 1 Rapid Fire $75.; 5 Ten Strike $50. ea.; New Rol-A-Score Sportsmans, "One World" (write). Pin Games: 1 Cadillac $25.; 1 Big Chief $32.; 1 Chevron $25.; 1 Flicker $30.; 1 Hi Dive $40.; 1 Blondie $22.; 1 Zombie $40.; 1 Captain Kidd $30.; 1 Show Boat $40.; 1 Duplex $40.; 1 Leader $29.50; 1 Stratoliner $45.; 1 Jungle $50.; 1 Monicker $45.; 1 Lone Star $45.; 1 Owl $40.; 1 Idaho $125.; New Kilroy, Double Barrel, Bally "Rocket" (write). One Balls: 1 Keeney Big Parlay (new) write; 1 Preakness (used) $35.; 1 Pacemaker (used) $35. Bells: New Black Cherrys, New Jennings, Mills Safe Stands (new or used), Chicago Metal Safes (new) write. Consoles: 3 Mills 4 Bells (very clean) $200. ea.; 2 Keeney 5¢ Super Bonus Bells (write); 2 Keeney 5¢ & 25¢ Super Bonus Bells (write); 15 Jumbo Parade P.O. $50. ea.; 4 1946 Bakers Racers, like new (write); 2 Jennings "Challenger" (write). Music: 1 - 12 Record Rock-Ola $75.; 2 Seeburg Classic R.C. $250. ea.; 1 Seeburg Envoy E.S.R.C. $280.; 2 Wurlitzer 616 liteup $100. ea.; 1 Wurlitzer 713 $125.; 1 Wurlitzer Twin 12 steel cab. with Seeburg Steppers $150.; 10 Seeburg 5¢ Wall-O-Matic Wireless $22.50 ea.; New Packard Bar Brackets $4.; 10 Speak Organs P M Speakers $10. ea.; 3 Buckley Wall Boxes $10. ea. MONROE COIN MACHINE DISTRIBUTORS INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO Tel: SUperior 4600

FOR SALE – Total Rolls $300.; Free Play Total Roll $350.; New Goalee $295.; Tally Roll $245.; Genco Bankroll $145.; Lite League $145.; Undersea Raider $145.; Super Triangle $250.; Surf Queen $110.; Stage Door Canteen $115.; Laura $95.; Bally Rapid Fire $50.; Chicoin Hockey $95. 1/3 deposit, F.O.B. Schenectady. Certified check in full with order – Freight Prepaid. MOHAWK SKILL GAMES, 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE – Act now – All Machines Clean and in excellent Condition - Used. Keeney 5¢ Bonus Super Bell, Bally Drawbell, Evans Bangtails 7 coin F.P.-P.O. J.P., Keeney 5¢ Super Bell Comb., Keeney 25¢ Super Bell Comb., Jumbo Parades 5¢ Comb., Jumbo Parades 5¢ Comb. F.P., Hi-Hand 5¢ Comb., Victory Specials, Longacres, Pimlicos, Club Trophys, '41 Derbies, Dark Horses. Five Balls: '41 Majors, South Paw, Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. All machines crated and ready to ship. 1/3 deposit with allorders, balance C.O.D. ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel: Atwater 73511.

FOR SALE – Mills Four Bells $150.; Wurlitzer Model 500 $150.; Rock-Ola Commando $250.; Seeburg Envoy R.C. $300.; Model 9800 or 8800 $250.; Grip Machines $10. WANT – Mills Jumbo Parades P.O. 5¢. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: Bridgeport 750

FOR SALE – 2 Eureka, 1 Contest, 1 High Hat. All in working condition $30. ea. Or will trade on used Phonographs. 1/3 down, balance C.O.D. VICTOR NOVELTY CO., BOX 383, LAKE ARTHUR, LA.

FOR SALE – Keeney 4 Way Super Bells (3-5¢/1-25¢) $250.; Keeney 4 Way Super Bells (4-5¢) $225.; Mills Three Bells $375.; Mills Four Bells (4-5¢) $250. All machines clean as a whistle. 1/3 deposit with order, balance C.O.D. Order Now. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – Bally Hi Hand Comb. F.P. & P.O. $125. ea.; Chicoin Roll-A-Scores $100. ea. Guaranteed appearance and mechanism. PARAMOUNT DISTRIBUTORS, 546 MAIN ST., BEACON, N. Y. Tel: 900.

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FOR SALE – 10 Mills Four Bells $150. ea. Early Heads. Or will trade for Victory Derbies. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Ga. 3585

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

PARTS AND SUPPLIES

FOR SALE – New 30 Wire Alpha Cable $275. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., $50. per 100; 2-3/4" 48¢ ea., $46. per 100; 2-1/2" 48¢ ea., $46. per 100; 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

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