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CHICAGO OFFICES 203 N. Wabash Ave. Chicago, III. Tel. DEArborn 0045 Helen Palmer, Mgr.

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OCTOBER 3, 1944

SERIAL NUMBER 158

"The Coin Machines Merry-Go-'Round" by Bill Gersh

POST-WAR PLANNING FOR CUSTOMERS

The following article is reprinted from the June 6, 1944 issue of The Cash Box by popular request of many leading coinmen who believe that this item will mean more to the average coinman than wondering when new equipment will again be produced.

A great many millions of words have been written about post-war planning. Most of these have largely centered about the type of equipment as well as what each and every industry in the nation could expect from the post-war period, as far as future growth, advancement, improved business practises, financial aid, etc., are concerned. But very few, if any, have thought about customers. That human relationship equation which makes all business possible for today as well as for post-war.

A great many coinmen are neglecting this closer human relationship in their postwar programs. A great many, at this time, are not only irritating good accounts, but actually antagonizing these accounts with curt statements and continued poor service all of which they so conveniently attribute to the war period. This can most definitely kill any business regardless of how strongly it is entrenched.

Every coinman and his employees, who are constantly contacting location owners, now have the opportunity to make lasting friends who will become imperishable assets for the future. This is the time to give extra effort to each location. This is the time to smile, smile, smile - and to explain quietly, intelligently and courteously why certain services or parts are so difficult to obtain.

This is not the time to growl over the phone and tell customers to "try somewhere else", as some are doing. This is, instead, the time when the service man and the collector, as well as the owner, should be out on the route, more closely cementing relationships with locations and developing a friendship that will mean the difference between profit and loss in the post-war era.

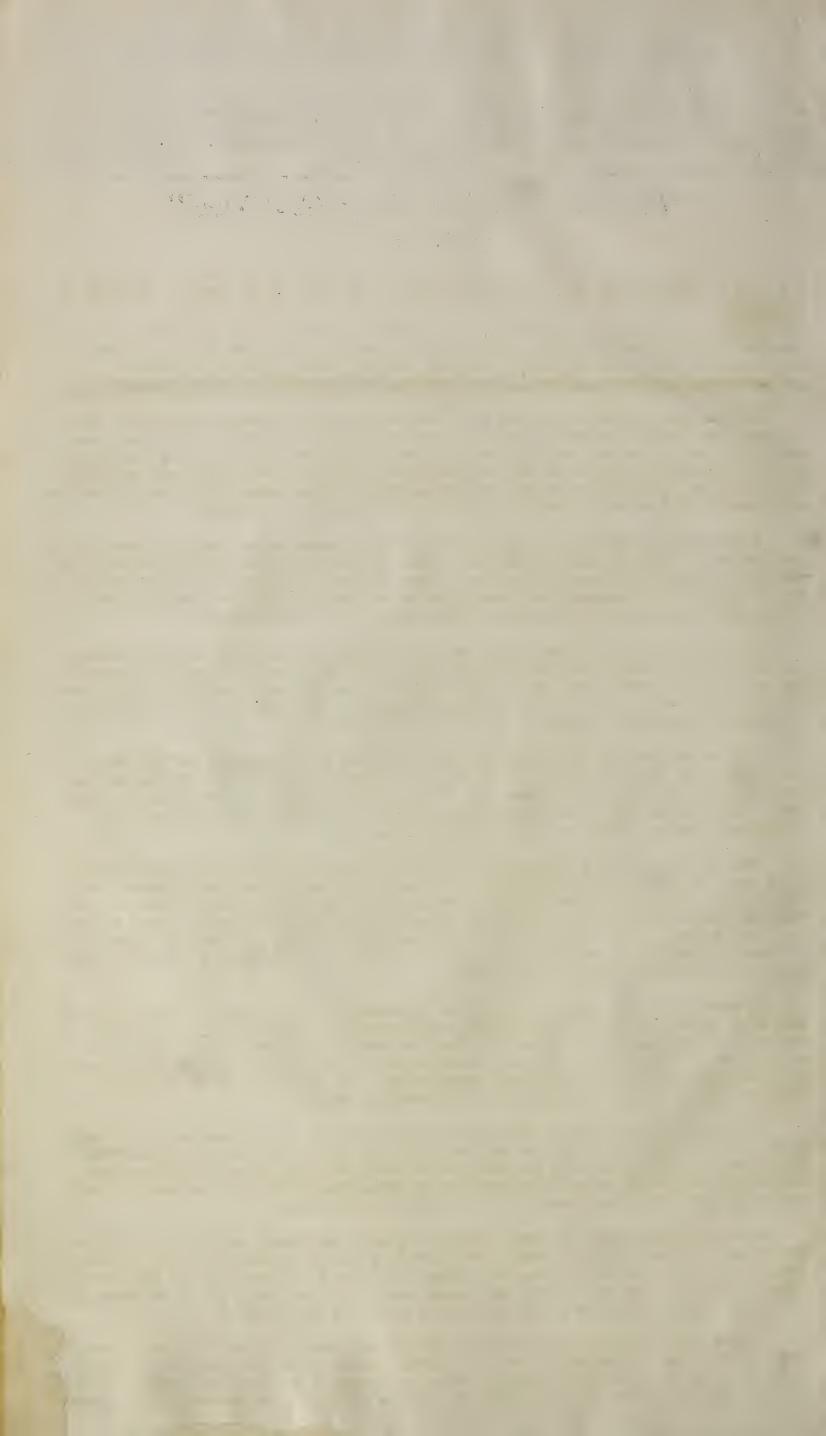
This industry is in a better and more solidified position thanmany other industries are. In many other industries rising taxes, due to the war, have driven away all thoughts of profit. This industry, because it is giving the public just what it needs and wants during these trying and nerve wracking days is gaining ground faster than ever before in its history. It should continue that gain by getting closer to the location owner. It should win his good will and his friendship and thereby gain greater respect and prestige in his eyes.

In years gone by coinmen realized the importance of having the retailers back of them when arguments, legal or otherwise, arose with the city's authorities or any others in the community. This backing from the retailers proved invaluable to the trade in many localities. This will again become one of the outstanding efforts on the post-war programs of every large organization. It is absolutely essential to gain the backing of the retailers for coin machines success.

To do that the trade must first have the good will of these merchants. It can build that good will now. It can gain the prestige and the necessary respect from its locations by serving those locations with that extra bit of better service and that additional smile, as well as with the gentlemanliness which is necessary to win over these locations, and cement them to itself for tomorrow.

Remember, you present coinmen, tomorrow is most definitely bringing in a floodtide of new blood. Not only coinmen who have left for the armed forces and for war production plants, but people who have never before been in this business and want to enter into it with the money they have saved during this wartime period. Mistreating locations today - simply means losing these locations - tomorrow.

To keep your locations, the one best and logical way is to use this trying wartime period to build good will. It isn't always necessary to just see how many dollars can be earned from each location. More important is the good will you build up with the location owner for the better products of which you are assured for tomorrow.



"The Coin Machines Merry-Go-Round"

There is no doubt that most coin machine firms are understaffed and are harried with a great many irritating problems these days. So are the retailers. So are all business men. Therefore little acts of courtesy and thoughtfulness to locations now mean more, because they are so many times more magnified today, than they will mean after the war is over.

While a lot of thoughtless coinmen are taking advantage of current shortages to kick their customers around, this is an opportune time for coinmen with foresight and imagination to establish long term competitive advantages.

Of course, if you intend to get out of this business right after the war is over, then just continue kicking your customers around. Keep shouting at them each time they phone, that you can't get them new records, that you haven't any nickels around, that they'll have to wait their turn to get their machines serviced until one of your repairmen is ready, etc., etc.

But, if you intend to remain in this business long after the war, you'll adopt a policy of thoughtfulness and politeness and you'll strictly enforce such a policy with your servicemen and collectors, too. You'll put your foot down to everyone in your offices who answers a telephone.

You'll take time out to carefully explain to each account, politely and thoughtfully, just why you or your service men can't get there in five or ten minutes. But you won't growl down at them and offend them with a short, curt reply.

Better than thinking about the post-war era as far as the type of machines that will be manufactured are concerned, even better than thinking about whether to increase the size of your offices and showrooms and throw overboard what you are doing now to start into a new division of this business, better than all this for post-war is a definite plan, carefully thought out, to build good will with your locations for a long term, competitive pull.

And see to it that from now on in you and your employees win the respect and the prestige as well as the close friendship of each and everyone of your accounts.

Don't growl - smile. Don't be short - be thoughtful. Don't yell - be polite. Do those little, extra courteous acts, regardless of how harried and busy you are. Just because at present you haven't the help, nor the time, nor the supplies, nor the machines, nor the materials - pause, think, build good will - that's worth more to you right now for the post-war era than the extra hundred bucks you can gross this week.

THE MANUFACTURING SITUATION The excitement sweeping all the trades at this time in regard to the fact that manu-

facturing of new equipment may start much sooner than expected is reported to be based on the statement of J.S. Krug, acting chairman of WPB, that as soon as the war in Europe is over all controls of this agency will be eliminated.

This may mean the beginning of a mad scramble for raw materials among manufacturers in all industries to be first to get into production of former equipment.

It means that coin machines manufacturers, at least those who are not completely engaged in the production of war materials, may be able to swing into the manufacture of former equipment almost immediately after the European war is over.

WMC has issued a statement to the effect that controls of this agency, too, would also be eliminated when the war in Eur pe is finished. This means that with the worries over the manpower situation el minated the manufacturer can take right up where he left off without fear of losj g skilled men.

In addition there are certain or anizations appealing to OPA to also somewhat relinquish its controls, especially on prices of all new products that will be manufactured, the moment the war in Europe is finished.

Should this come about there will be an entirely new pricing set-up by manufacturers in all industries. Prices will no doubt be much higher than what OPA controls would call for should this agency eliminate its present pricing system for new equipment.

Most active in this movement in Washington at this time is the American Retail Federation. In his appeal to Price Administrator Chester. Bowles, Walter Morrow, acting president of this federation, wrote the following.

"There is positive action that OPA must take speedily if the WPB policy is to be effective. We are sure that you are aware of it but take the liberty of stressing its and have been allowed and the second of the

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THE CASH BOX

"The Coin Machines Merry-Go-Round"

importance because from our position on the civilian supply firing line we feel that the impact of the problem must be met promptly. It is not a condition that merely exists today or will become acute at some time in the future. It has been with us for some time.

"We refer specifically to the problem of pricing new goods, which would be done immediately at the manufacturing level. If it is not done a great deal of production will be lost because of the uncertainty of the manufacturer on how to price or even his ability to get a price in the end that will reflect his cost and give him a profit".

These statements from the heads of important Federal agencies, as well as from business leaders such as Mr. Morrow who represents over 500,000 retailers thruout the nation, have brought about a great flood of optimism as to the possibility of earlier new equipment production. In fact - production right after the war in Europe ends.

In addition there seems to be a very definite certainty that this industry will hit right into an unusually prosperous era, and that for the first two years after the production of new equipment gets started, coinmen will ride the top of the boom.

After that period, leaders claim, the trade will settle down to a more normal existence, and many who will have started with the re-opening of manufacturing will be gone from the picture - leaving a more solid nucleus for continued future growth.

Yet, with all these turbulent and seemingly certain statements as to reconversion and the rapid approach of new production, many in this industry are still of the belief that no new equipment will be seen, in any quantity whatsoever, until late in the Spring of ¹45.

These leaders explain that the larger factories are entirely engaged in war work which is of such outstanding importance that it will continue on until the war with Japan is over.

In keeping with the above, one leader explains that the war with Japan may continue on for a much longer period than can now be foreseen. He also encloses a clipping from the editorial page of his newspaper which reads, "Pressure at the fighting front depends upon pressure all the way back to the mine, factory and transportation system at home. The Army is only the point of the flying wedge. The nation is the body of it."

Others are of the belief that the debate now in progress in Congress as to reconversion plans will bring about raw materials rationing because of the fact that without such rationing the larger industrialists will be in the most favored position to obtain what they need, long before the small manufacturer can even get around to his needs.

Others counter this statement with the fact that the nation's large industrialists are most completely engaged in the war effort and will remain so until the finish of the war with Japan. They claim that these manufacturers will naturally get whatever raw materials they will need first to continue their war production. But after they have had their share, they claim, the rest of the nation's manufacturers, whether large or small, will be able to get the balance, and will not in any fashion therefore effect the war effort.

In the meantime excitement continues at high pitch and seems to also be the rule of the day wherever the members of this industry foregather. The average coimman is of the belief that manufacture is practically already started. He is deafening his hearing to any and all arguments against such possibility.

UNITY

Continuing in the belief that only by unity can this industry assure reaching the highest possible peak of progress and growth is offered the statement of Generalissimo Chiang Kai-shek in his plea before the third plenary session of the People's Political Council in Chunking.

"If troops cannot faithfully follow a unified military command, we will lose in strength, while the enemy will gain. If the people cannot respect a unified political policy, the country cannot resist aggression, cannot become a modern state.

"To assure victory the entire people, whether individuals or groups, should be thoroly unified, both in name and deed."

The above is in the same vein as the statement of Secretary of State Cordell Hull at the opening of the conference at Dumbarton Oaks, which appeared in the September 12, 1944 issue of The Cash Box and which was featured in the "Cointoon" that appeared with that issue.

Surely, with the post-war period practically upon this industry, it should be the desire of everyone engaged in this business to unify "both in name and deed". And, "whether individuals or groups" bend all effort to assure such unification for the greater progress, the more certain growth and welfare of all concerned with this trade.

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Post-War Distribution Causes Concern Believe Fewer Distribs, Larger Territories to be Vogue. Alarm Over National Distrib Combines.

NEW YORK—Many of the nation's distribs are 'viewing with alarm' what they believe will prove to be a complete change in the present distribution set-up for post-war.

Some of these men explain that they have worked hard to maintain their distrib set-ups during this wartime period. They not only helped repair and maintain equipment of their customers, they report, but also rationed parts and even scoured the country to get supplies for customers so that these buyers of the machines they distributed prior to the war would be completely satisfied with the service they were able to give.

These men are now of the belief that from all present indications there will be less distributors appointed thruout the country. They claim that there are already appearing large combines who have their own plans for national coverage and that these will appoint their own sub-distribs and jobbers.

They also explain that large operating combines will have much to do with post-war distribution arrangements. They believe that those men who combined large routes of machines may be given first preference.

These men are bitter over what they believe will be these many changes for, as they state, they have endured the hardships of distributing in the wartime era and now when they could possibly enjoy the fruits of their labors, they will be left out in the cold.

It is the belief of The Cash Box that these men are becoming overly alarmed by rumors and hearsay and that when the post-war period enters in full force that distribution changes will not be as drastic as these reports seem to indicate.

Contrary to such alarm is the fact that the average manufacturer is of the belief that his distribution set-up should be such that it will be able to better and more rapidly service customers than in the pre-war era. It became evident, at the beginning of the war, that many manufacturers had not taken into consideration the need for servicing of their equipment directly by their distribs.

With the further fact that many new and intricate mechanisms may appear on the market, the need for better servicing both from a mechanical and sales standpoint will prove most definitely necessary.

To make this fact, many of the nation's leading consumer's goods manufacturers have already decided on smaller areas for distributors so that they can be assured of closer and better coverage of operating accounts.

Indicative of this trend is the fact that these manufacturers, in the consumer's durable goods division, such as autos and refrigerators, plan on small territories for their distributors for post-war so as to be more certain of intensive coverage and better servicing.

The electrical appliance and radio manufacturers are of this same opinion. They, too, are convinced that large territories, except in such states where these can be safely and efficiently handled, should become a thing of the past.

The Cash Box is of the belief that the amusement machines division will pick carefully and strategically as in the pre-war era. The music field may be the first to set up an entirely new distribution method. Merchandiser and service equipment will continue its direct factory sales methods from all present indications.

Alarm at this time on the part of any distribs that they may lose their territory is entirely premature. These rumors and hearsay traveling the country should be most carefully weighed and the chaff first extracted prior to giving them any credence.

BANK'S SCALE CREATES INTEREST

The industry is always interested in the public's reaction to its products. Ralph Grether, savings dept mgr of the City National Bank & Trust Co., this city, has added many an interesting page to the study of human nature because of the free scale in this bank's lobby which is right beside his window.

He has seen many men and women take off their shoes and weigh themselves in their stocking feet. He has seen women step on the scale with bundles and even a small dog in their arms not even thinking of the extra weight. He has observed instances of bets being paid off on testimony of the scale.

He heard one man declare proudly that he had gained 30 lbs. He has heard innumerable declarations of weight being lost, the record being

42 lbs. in a 5 week period. The scale has regular customers who visit it at least once per week.

Grether reports that women are more concerned over their weight than men. They also like their weight to remain secret. People who are underweight remain on the platform a longer time than overweight people. Overweight people, especially women, will wait until there is no one around and will then sneak onto the platform of the scale.

MACHINE OFFERS OPEN WAY

NEW YORK—Many coinmen have been much heartened by the larger volume of equipment now being offered; as was so noticeable in this past week's Fall Special issue of The Cash Box. They are continuing to buy in an effort to cover as many locations as they possibly can handle for post-war.

These men explain that they are not too much concerned with the possibility of an early return to new machines manufacture. They are of the belief that even when reconversion gets well under way that it will still be a great many months before the manufacturers will be able to produce in the sort of volume to help replace present equipment and to cover new locations.

These men are therefore taking advantage of present used machine offerings to rapidly cover as many locations as they can handle efficiently. These locations will be theirs for the post-war period when they believe the new equipment will make it possible to enjoy better profits. At the same time, they explain, this will give them control over a larger number of spots in their territories. Buying of used equipment is therefore expected to step up with the Fall-Winter season of '44-'45.

The idea of covering locations now with whatever used equipment is available, it is believed, will prove tremendously profitable in post-war. The average retailer realizes that new equipment will be some time in getting into his place. But as long as he has some sort of machine in his location holding the play he is assured of getting greater profits when the new equipment does arrive.

As one leader wrote The Cash Box this past week, "We're buying all the used equipment we can at this time and are placing most of these machines on locations which have been without equipment for sometime. We believe that we can handle these spots even if we service them only every other week.

"They may not prove too profitable at this time, but when the new equipment arrives there is no doubt that there will be something for these spots which will bring good profits all around."

BALLY ANNOUNCES FIRST POST-WAR GAME

CHICAGO—First post-war game to come off the Bally production line will be named "Victory Derby", according to an announcement just released by George Jenkins, Vice-President and General Sales Manager of Bally Manufacturing Company.

"Of course, I can't go into details," Jenkins stated, "but I can assure you that 'Victory Derby' will have plenty of new play-stimulating features, which will push earnings up even above the high figures currently reported on pre-war 'Bally' games."

OPA '42 PRICING BRINGS PROTEST

WASHINGTON — The fact that OPA will continue price controls for new products, which are expected to enter the market after reconversion gets under way, at the '42 levels, has caused a storm of protest from manufacturers and retailers thruout the nation.

Claim is that this will nullify the good intentions of WPB and WMC to eliminate controls immediately after V-E day. By insisting on pricing new products at the '42 levels, many claim, all industry will find itself strapped to continue progressively.

WPB's plan has been greatly simplified. First, materials will be released to those manufacturers still doing war work. Second, priority on materials will go to extremely necessary consumer items. What is left will be placed on the open market for all other manufacturers so that they can start building former products.

It is expected, leading economists report, that right after V-E day there will be about 4,000,000 workers without jobs and another 1,000,000 service men will be seeking work, these latter will be returned to civilian life. To insure these getting work, materials are to be released as speedily as possible so that the average factory will be able to get quickly into former products production.

The average merchandiser and manufacturer claim that the first new products will be anywhere from 50% to 75% more costly than pre-war, and from 25% to 40% higher than during this wartime period.

In an effort to appease manufacturers OPA reports that such items as autos and refrigerators will be priced in Washington. Smaller manufacturers, who will find the pricing policy not in keeping with their production costs, will be able to get relief at their local OPA boards. Local boards will therefore have much more power than formerly.

At present action is continuing to get OPA to change this pricing setup. Whatever the result it will be of great interest to this industry.

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THE CASH BOX

OCTOBER 3, 1944





LAST WEEK

THIS WEEK

For the first time in many weeks, the national collections average has at last shown a decided upward swing. Tho this increase is as yet very small, it at least indicates that the upward trend is on the way and that the trade can expect to see collections rising from now on in. The average rise in collections thruout the nation this past week is computed to be approximately 4%, that is, from the previous week's low point.

This recovery can be attributed, in the main, to the upward swing so definitely evidenced in the music and amusement machines fields. Music showed greater recovery than even amusements. Whereas in some territories music showed the greatest decrease this past summer, it has begun to rise in averages in such territories, too. In many other areas it has surprised with rapid recovery.

Amusement machines also indicated this past week that recovery was on the way in this field. Some areas report unusually good rises in collections this past week. Others report small increases but sufficient to indicate that the trend is now swinging upward. Some are even of the belief that this Fall-Winter season of 1944-45 will probably bring about best collections yet.

Merchandising equipment, on an average, continues to lag behind. This continues to be attributed to lack of merchandise. Many of the smaller merchandise machine operations especially in the cigarette field, have given up the ghost and will wait for return of more normal merchandise delivery. These men complain that average tobacco jobber is neglecting them entirely. Larger merchandise machine operations continue on due to fact, it is reported, that they are on the "direct list" with merchandise manufacturers. Even these latter report not being able to maintain their equipment as they would like to. A CARDINAL STATE AND A CARDINA

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By Joe Orleck A (1944) Copyrighted Feature of "The Cash Box", 381 Fourth Ave., New York

Considerably more action was noted this past week in buying and selling equipment. Due to the cooler weather no doubt and the demand for equipment for fall and winter locations. And perhaps the trade is getting to realize that many a coin chute will wear down before the manufacturers are in a position to turn out new equipment, even if the war in Europe does end soon.

JOE WESTERHAUS, Westerhaus Amusement Co., Cheviot, O. tells us on the phone that his new sensational 5-ball revamp "Marines At Play" is being delivered by all distributors...HIRSH de La Viez, Hirsh Coin Machine Co., Washington, D.C. wants music... HARRY and SAM WICHANSKY, Atlas Vonding Co., Elizabeth, N.J. offer slots, consoles, tubes and cable...SID STEWART, Stewart Novelty Sales Co., Colorado Springs, Colo. selling 1-balls...CARL TRIPFE, Ideal Novelty Co., St. Louis, Mo. offers pin parts.

OSCAR SCHULTZ and IRVING OVITZ, Automatic Coin Machines & Supply Co., Chicago, Ill. selling parts for slots...MAX ROTH, Roth Novelty Co., Wilkes Barre, Fa. offers music....CHARLES HOUSE, Kentucky Amusement Co., Louisville, Ky. selling arcade equip., consoles, slots and pins....NAT RAKE, Rake Coin Machine Exch., Phila., Pa. wants vending machines...AL KOONDEL, New England Sales, New London, Conn. offers slots and arcado equip....BERT LANE, World Wide Distributors, New York City, wants to buy all equipment....J. W. BRAWNER, Washington, D.C. offers slots and safes, and wants consoles and arcade equip.

DAVE ROSEN, Phila., Pa. wants counter models...IZ ALPORT, Twin Ports Sales Co., Duluth, Minn. selling slots, 1-balls, consoles and music....BARNEY SUGERMAN, ABE GREEN and HERMAN FERIN, Runyon Sales Co., Newark, N.J. offers a batch of latest music..... HOWARD PEO, Valley Specialty Co., Inc., Rochester, N.Y. selling slots and wants vest pockets...ABE MILLER, Confection Vending Co., Charlotte, N.C. offers slots and consoles...HERB EVERSCHOR, Columbus, O. selling slots...EDWIN E. JOHNSON, Wolverine Sales Co., Grand Rapids, Mich. wants consoles, slots, and a gun casting...J. R. "PETE" PIETERS, King Pin Games Co., Kalamazoo, Mich. offers slots.

GEORGE COLEMAN, Coleman Novelty Co., Rockford, Ill. offers a complete stock of slot parts and slots...JAMES NOONAN, Noonan Amusement Co., New York City wants musicART HEIMKE, St. Louis Novelty Co., St. Louis, Mo. selling arcade equip. and pins ...JOE BECK, Mitchell Novelty Co., Milwaukee, Wisc. offers a large selection of pins music, slots and 1-balls...BILL FREY, Bill Frey, Inc., Miami, Fla. wants music.... EARL BACKE, National Novelty Co., Merrick, N.Y. offers pins, arcade equip. and records.

JOE HANNA, Hanna Distributing Co., Utica, N.Y. visits New York City, and relates proudly how his brother Ed blew up three Japs with a hand grenade while on Saipan. Ed is now at Bainbridge in the Marine Hospital recovering from wounds received in that campaign...HARRY JACOBS, Jr., United Coin Machine Co., Milwaukee, Wisc. writes that two floors of his building occupying 8,000 square feet will be used for display and storage, and will enlarge the building onto an adjoining lot when the necessity arisesEDDIE STEELE, Mechanics Service, Pittsburgh, Pa. offers 1-balls....RALPH KALICKI, Operators Service, Milwaukee, Wisc. selling slides for slot conversions.

E. GEORGE BENNETT, M. A. Pollard & Co., San Francisco, Calif. runs a sale of consoles, 1-balls and pins...MIKE COHEN, Myco Automatic Sales Co., Columbus, Ohio selling arcade equip...JOHN M. STUART, Paris, Ky. offers slots...MEYER MARCUS, The Markepp Co., Cleveland, O. wants music...DAVE LOWY, New York City, offers music... A.E. CONDON, A.E.Condon Sales Co., Lewiston, Idaho, offers 1-balls, and wants Poker Jar tickets...REED MORGAN, Central Novelty Co., Louisville, Ky. offers music, slots, arcade equip., consoles and pins...BILL YANKS, X-Cel Novelty Co., Phila., Pa. Belling music...J. V. WALLACE, Viking Specialty Co., San Francisco, Calif. offers Key Rings that holds up to 150 keys.

C. E. BURNS, Grand Junction, Colo. wants music and pins....CHARLES MAROON, Belmont Vending Co., Bridgeport, O. selling slots, consoles and pins....HAROLD LIEBERMAN, Acme Novelty Co., Minneapolis, Minne wants Bally Multiples....DON HEGEMAN, Ace Music Co., Waukon, Iowa wants Hill Billy records and music....BENJ. GOTTLIEB, Majestic Operating Co., Brooklyn, N.Y. wants music....WILLIE BLATT Supreme Enterprises, Brooklyn, N.Y. vacationing in Miami, Fla. to lick his hay fever.

LOU WOLCHER, Advance Automatic Sales Co., San Francisco, Calif. wants consoles and music....FRANK CARTY, Davis Sales Co., Syracuse, N.Y. offers tubes, music and consoles...MACK POSTEL, Chicago, Ill. selling cigarette machines....A. SAIMAN, Globe Games Co., Cincinnati, Ohio offers pins and slots....CHARLEY EWING, Automatic Amusement Co., Evansville, Ind. selling pins....R. A. SAUNDERS, Saunders Music Co., Charlottesville, Va. offers pins, a piano, and panorams....L. L. ANDERSON, Automatic Distributing Co., Terre Haute, Ind. selling arcade equip., slots and music....GEORGE PONSER, George Ponser Co., Newark, N.J. selling tubes.



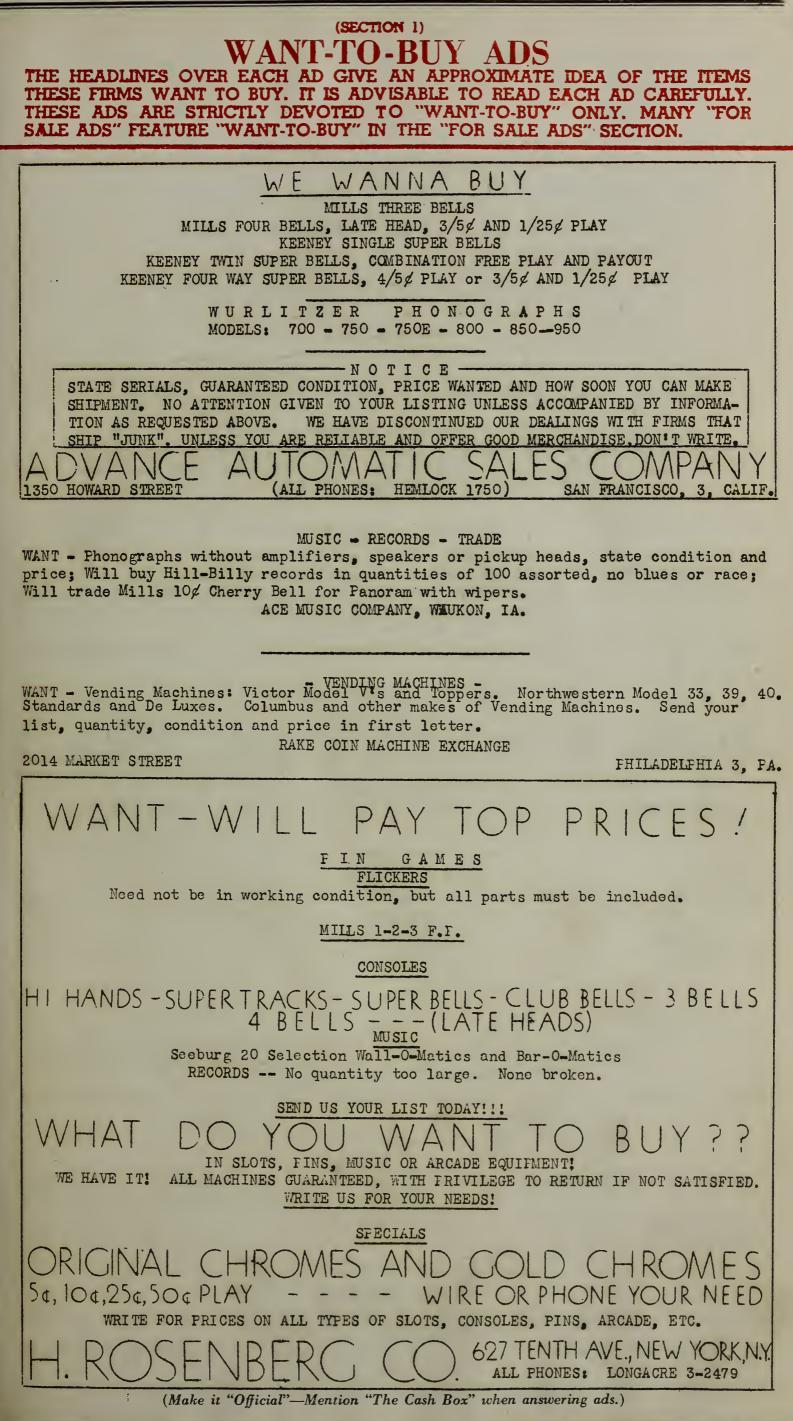
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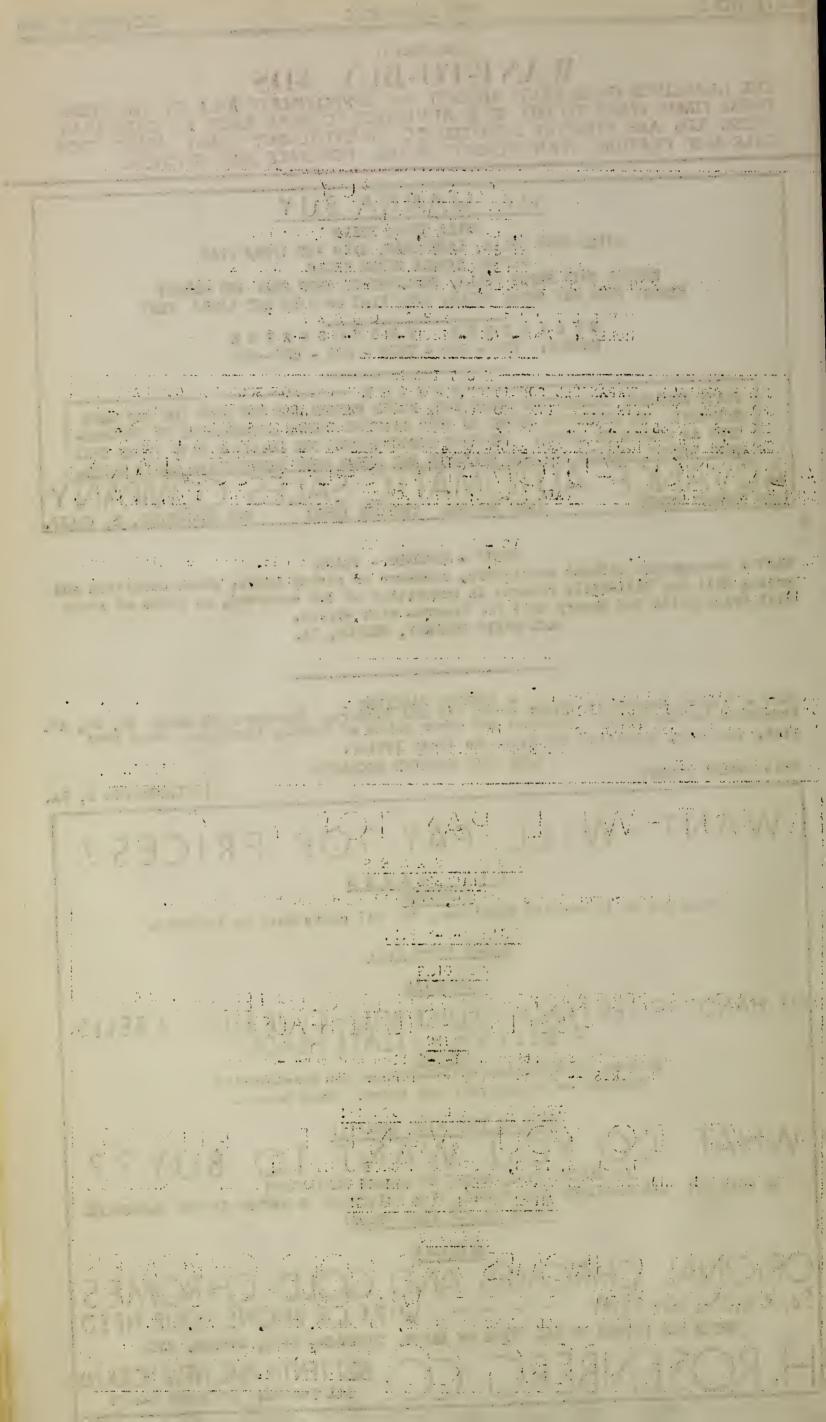
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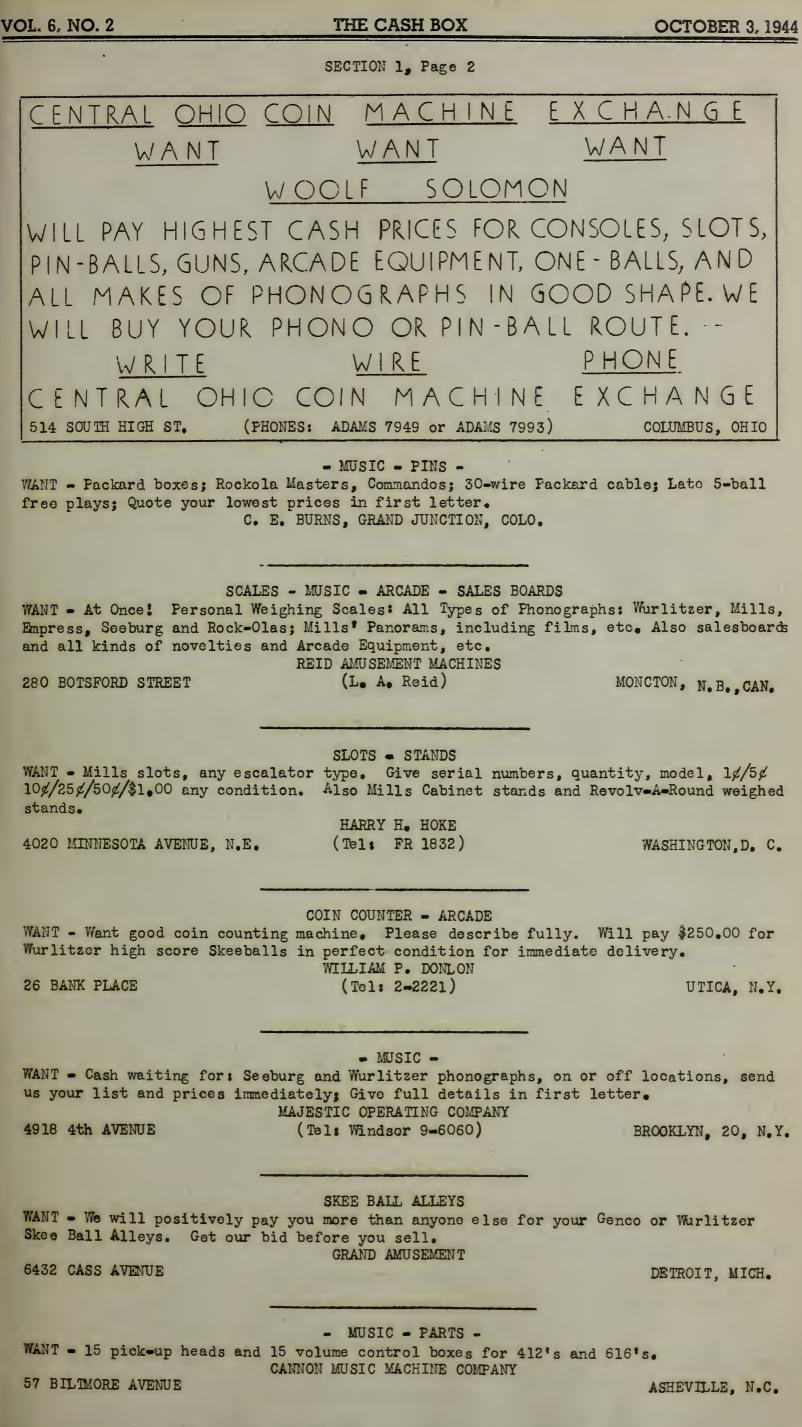
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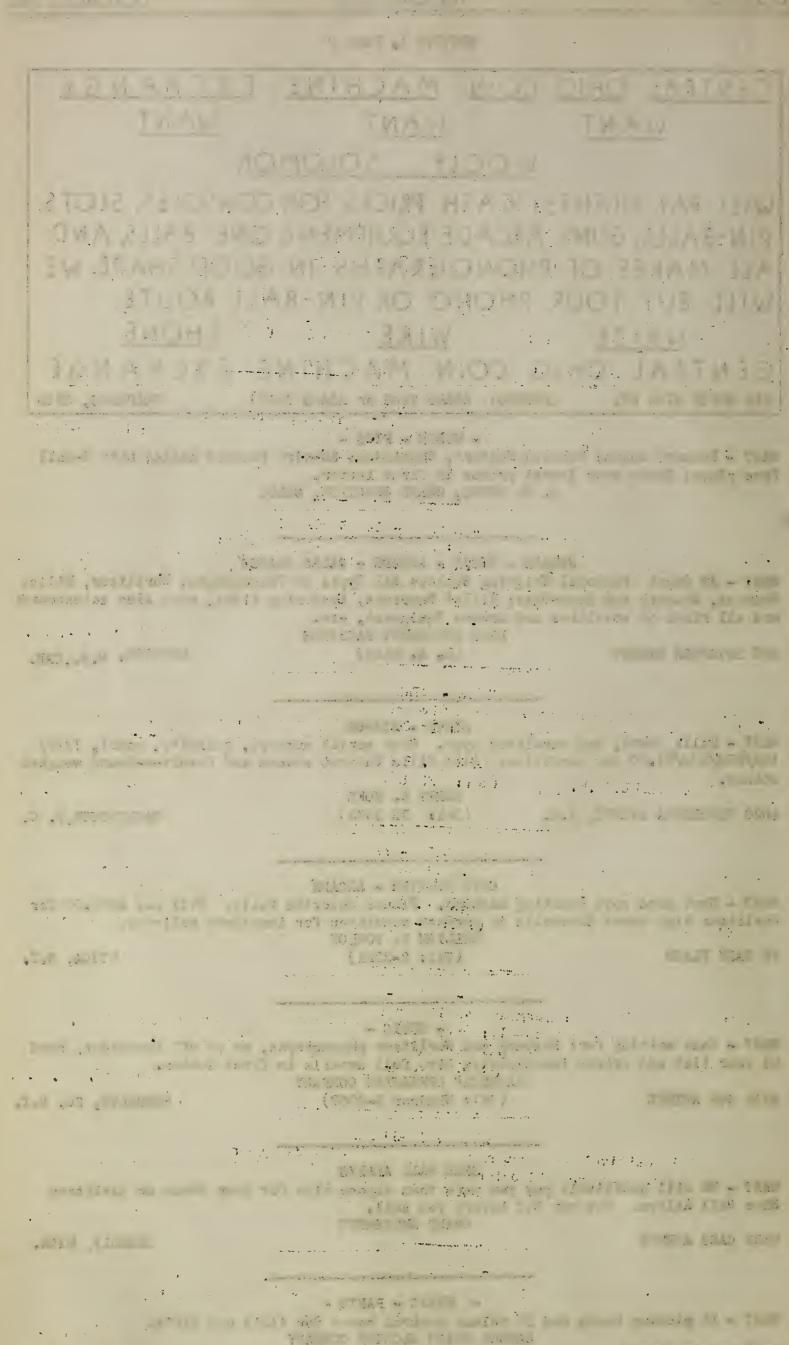
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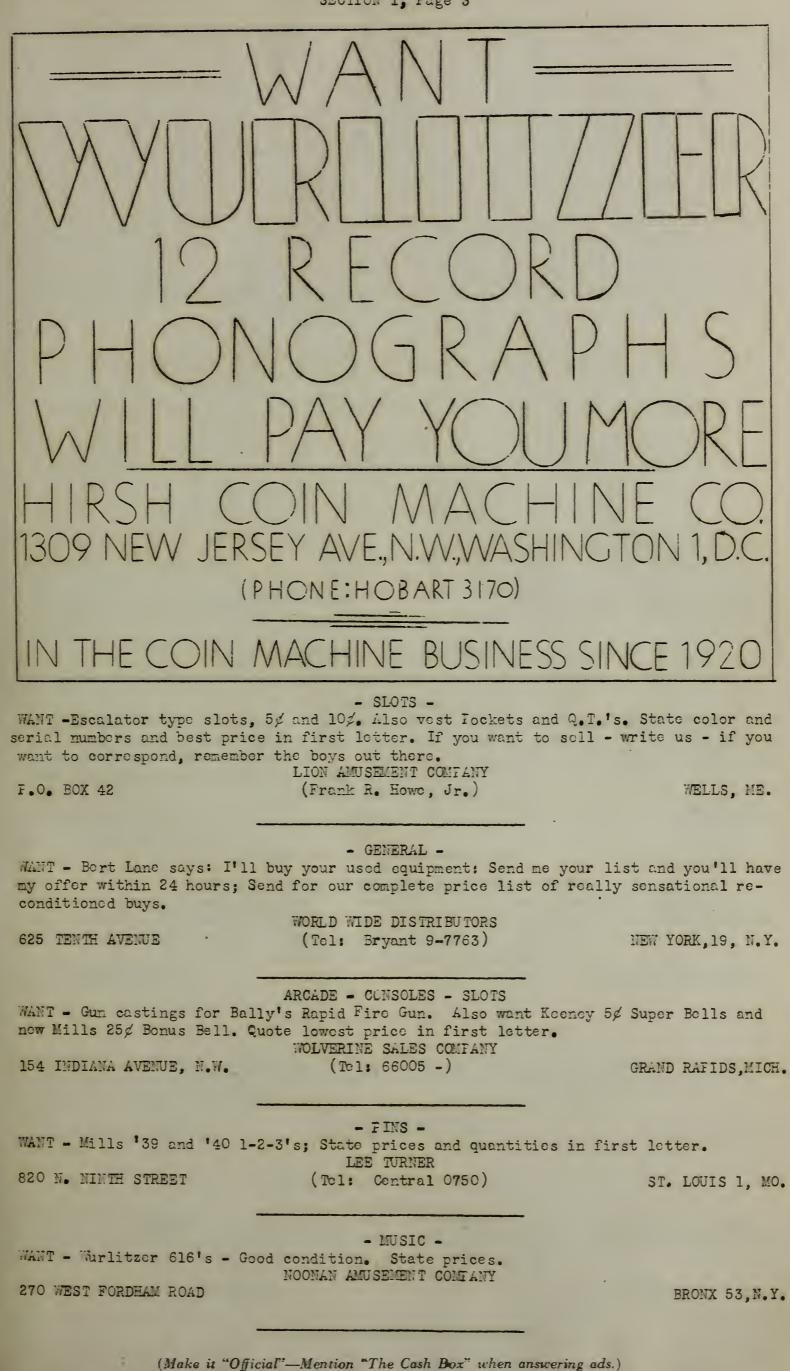
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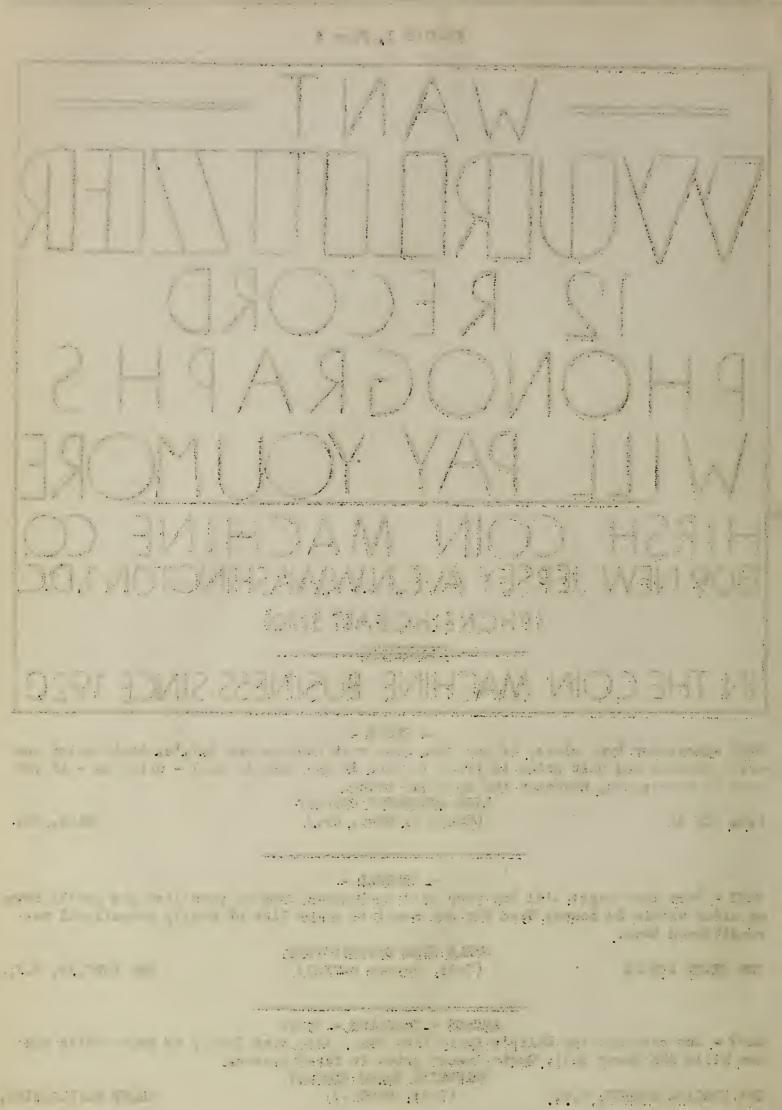


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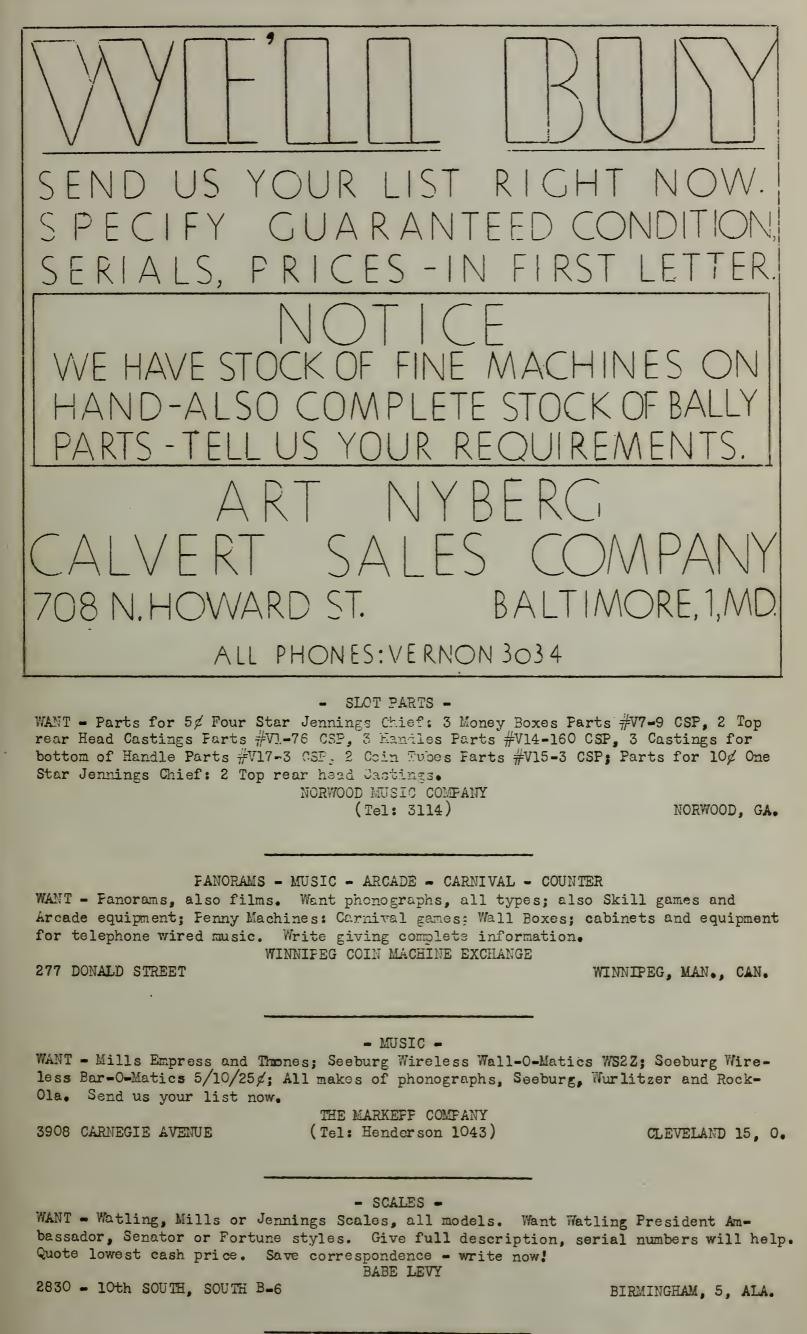
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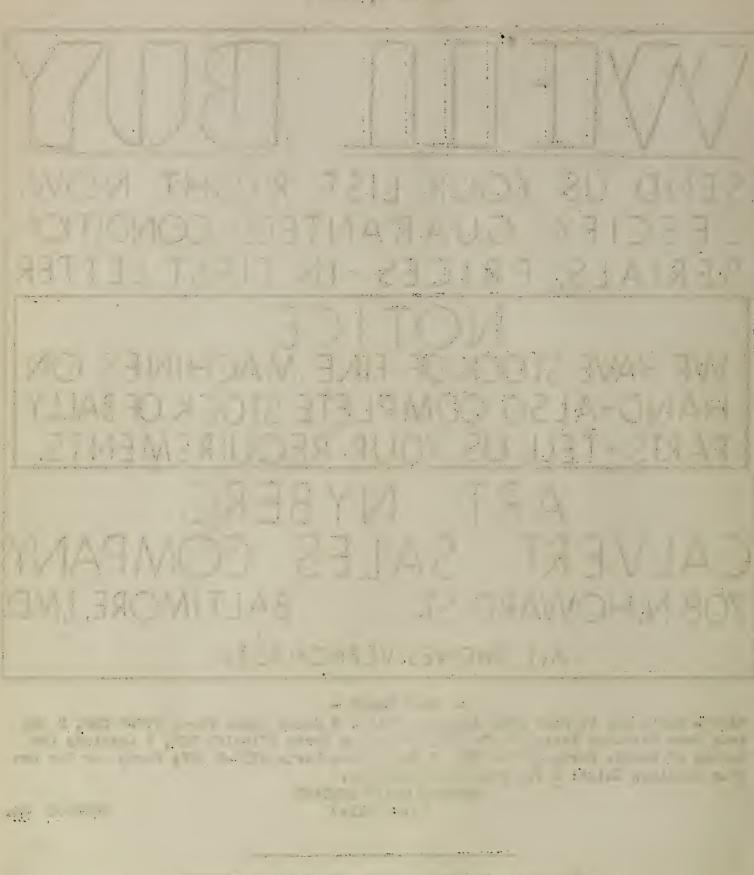
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VOL. 6, NO. 2 SECTION 1, Page 5 WILL PAY \$100.00 FOR WURLITZER SKEE BALLS OR GENCO BANK ROLLS \$15.00 EXTRA FOR CRATING CAN USE WURLITZER SKEE BALL PARTS S. & W. COIN MACHINE EXCHANGE DETROIT, MICHIGAN (PHONE: CLIFORD 1956) 2416 GRAND RIVER AVENUE - MUSIC -WANT - Will pay \$160. for Wurlitzer 24 or 24A. Must be complete and in working order. No burnt out motors, no broken catalin. BILL FREY, INC. MIAMI, 25, FLA. P.O. BOX 4141 - MUSIC -WANT - Latest model Chrome Buckley boxes, 20 and 24 record, state how many you have of each, Also Buckley and Packard adaptors for Twin-12 Rockola, Rockola Imperials and Monarchs. State quantity and lowest price in first letter. ED. GEORGE MUSIC COMPANY AKRON, OHIO 471-473 SOUTH MAIN STREET - MUSIC - CONSOLES -WANT - Phonographs - Wurlitzer 616 and 412; Rock-Ola Imperial 20, Standards and De Luxes; Mills Empresses and Thrones. Also Packard Wall Boxes and Keeney Super Bells. Give complete description of model, etc. in first letter. BADGER SALES COMPANY LOS ANGELES, 15, CAL. 1612 WEST PICO BOULEVARD MUSIC - SKEEBALL PARTS WANT - 1 Wurlitzer electric selector unit for 850; 1 coin chute assembly for '37 Skee Ball; E. G. BRYANT GLENDALE 7, CAL. 832 E. GLENOAKS BLVD. WANTED - USED MACHINES ARCADE EQUIPMENT SLOTS MUSIC Mills Blue Fronts Bally RAPID FIRES Wurlitzers 750 - 750E Jennings 600 - 500 - 616 Bally DEFENDERS CONSOLES Seeburg 8800 - 9800 Evans SUPER BOMBERS Mills FOUR BELLS, 5¢ Envoys, Classics Evans TOMMY GUNS Regal and Gems Mills FOUR BELLS, 5¢ and 25¢ (Late Model) ONE-BALLS Mills THREE BELLS, late ACE BOMBERS Bally LONGACRES Keeney SUPER BELLS, 5¢ Comb. KIRK NIGHT BOMBERS Bally THOROBREDS Keeney FOUR WAY, Conv. DRIVEMOBILE Mills JUMBO PARADES, late Rock=Ola WORLD SERIES Jennings ROLL=IN=THE=BARREL Bally PIMLICOS Bally HIGH HANDS Bally 41 DERB Keeney TWO WAY BELLS, Conv. Mutoscope PUNCHING BAG heeney Fortune PHOTOMATICS Keeney AIR RAIDERS GIVE COMPLETE DETAILS AND PRICE WANTED IN FIRST Mutoscope SKYFIGHTERS LETTER. ALSO ADVISE SERIAL NUMBERS AND CONDITION.

PAUL A. LAYMON COMPANY

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WANT - Old Style Bally Multiples. This is Bally's first Multiple Game. ACME NOVELTY COMPANY

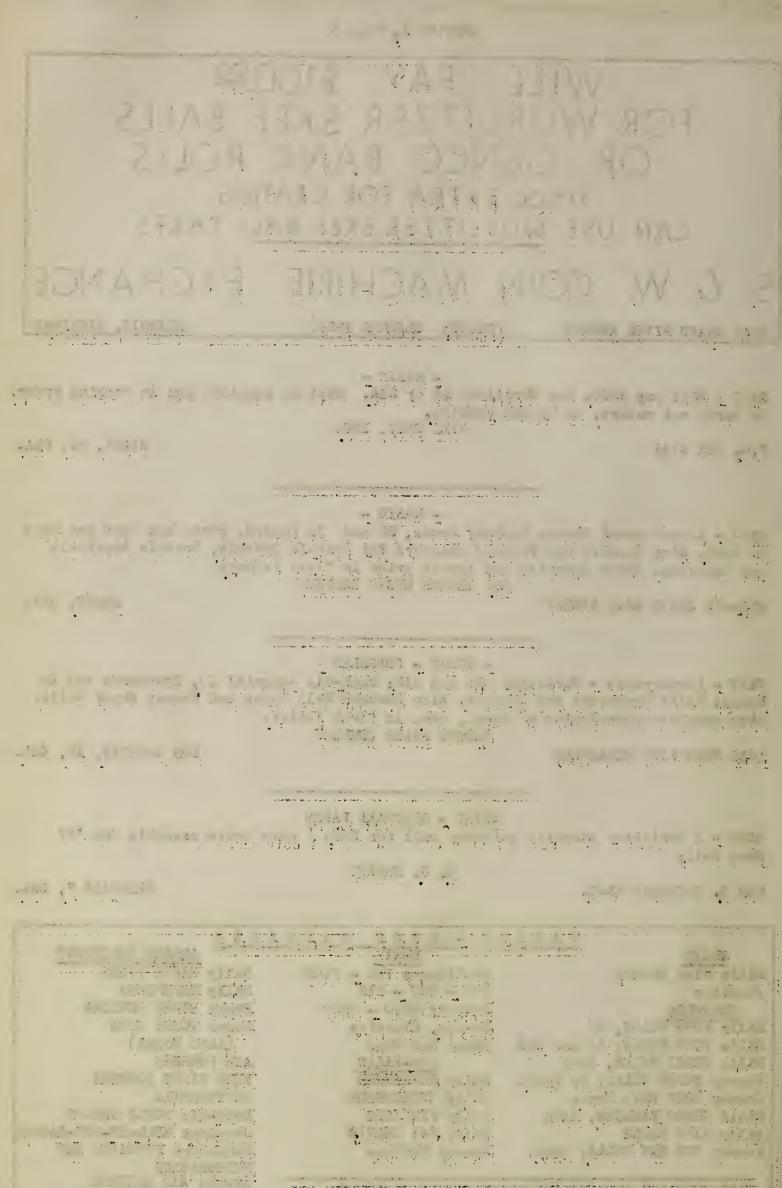
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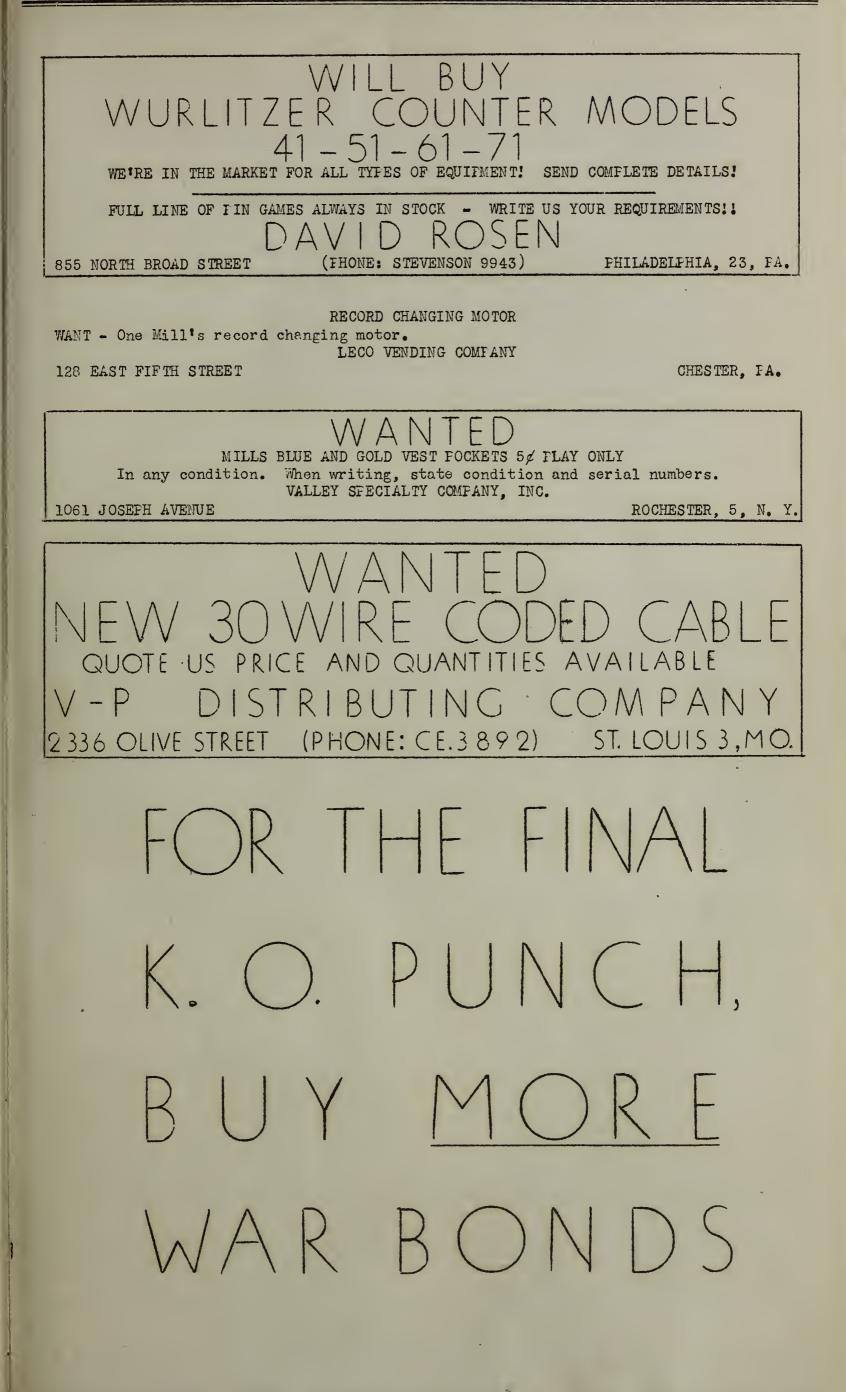
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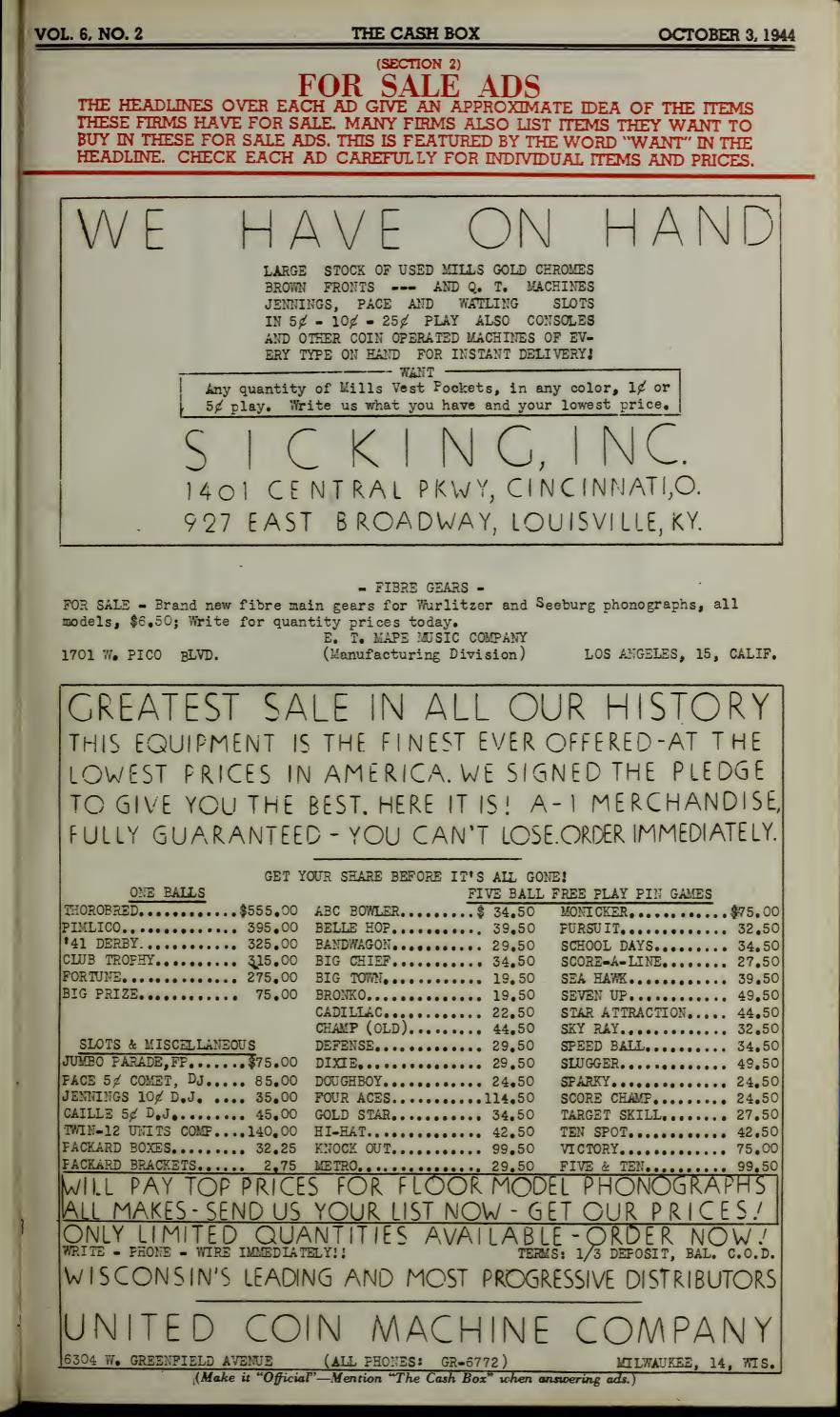
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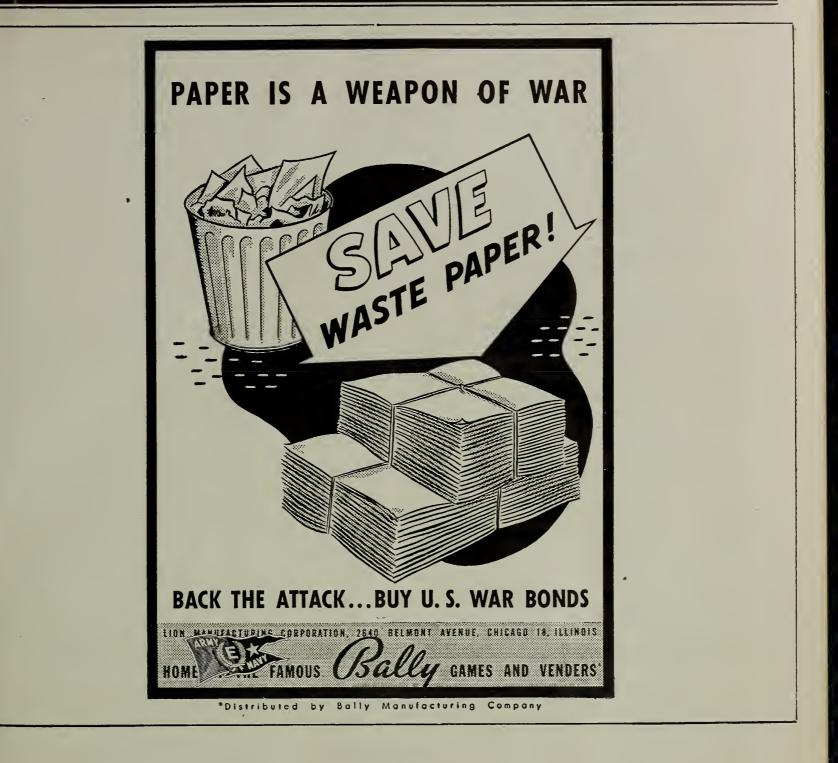
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VOL. 6, NO. 2



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245 COLUMBUS AVENUE

OWL MINT MACHINE COMPANY, INC.

BOSTON, MASS.



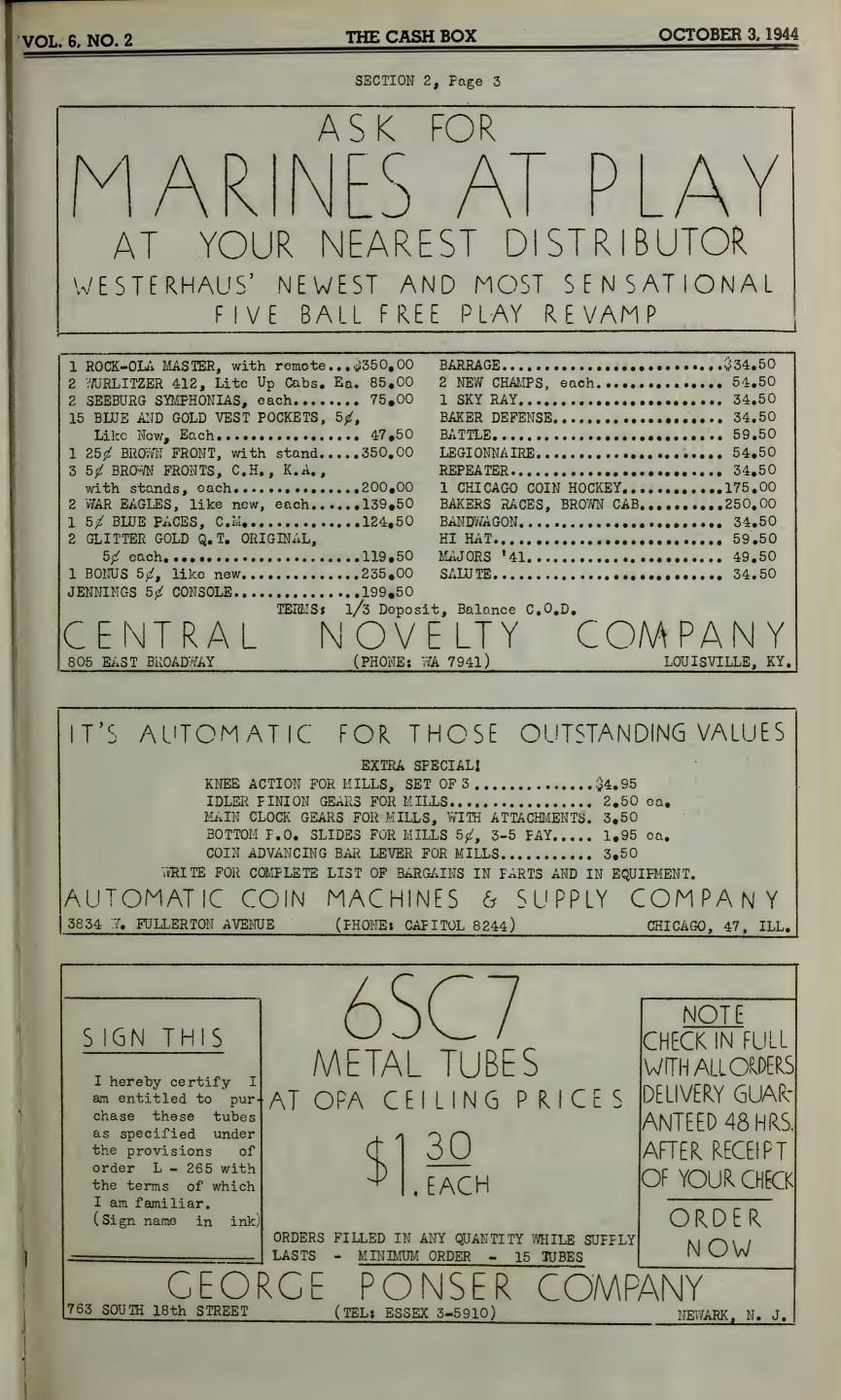
- MUSIC -

FOR SALE - 10 Mills Empress, \$315. ea; 12 Mills Throne, \$245. ea. These machines have been completely reconditioned and are perfect in every way. BRILLIANT MUSIC COMPANY

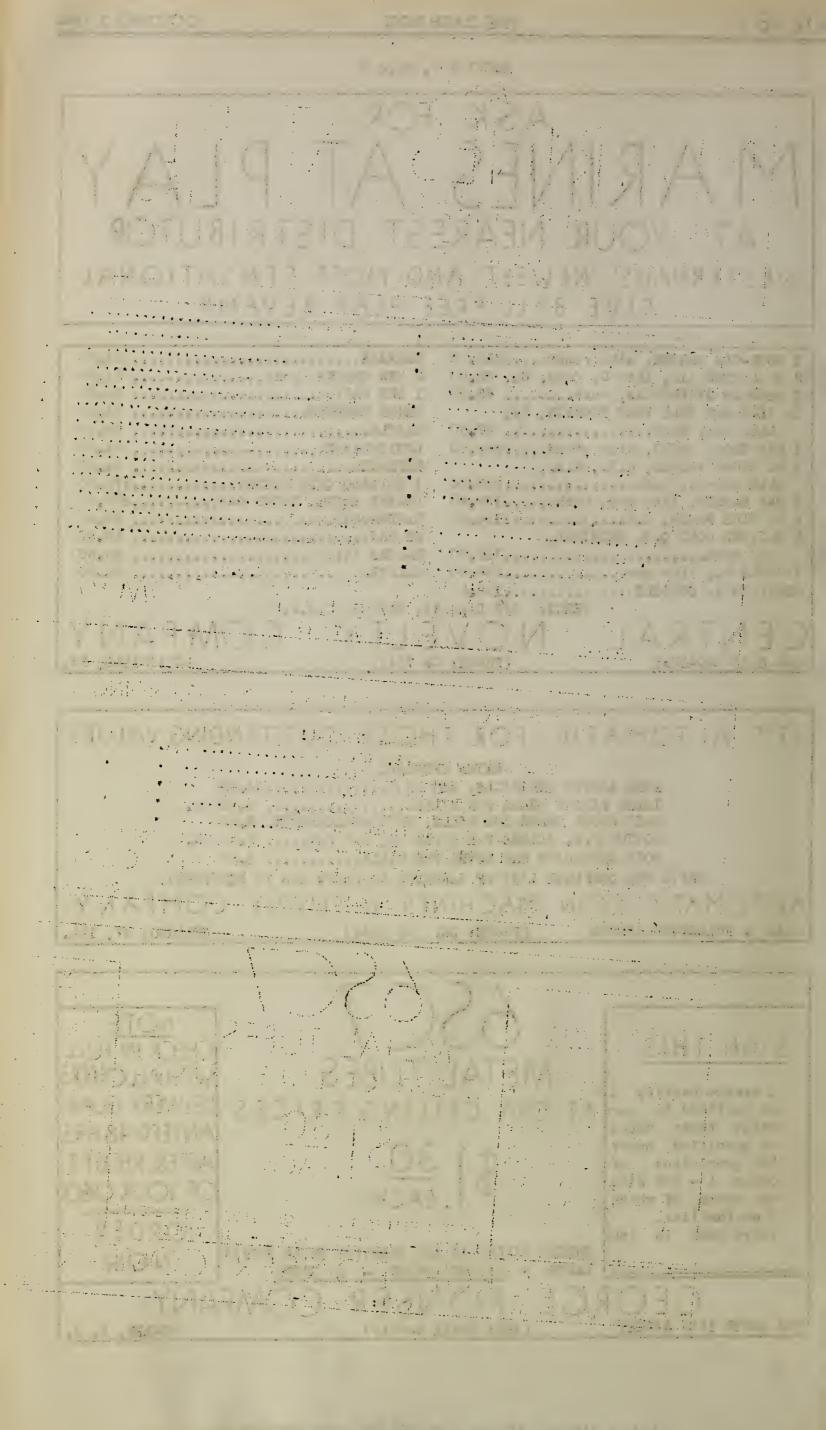
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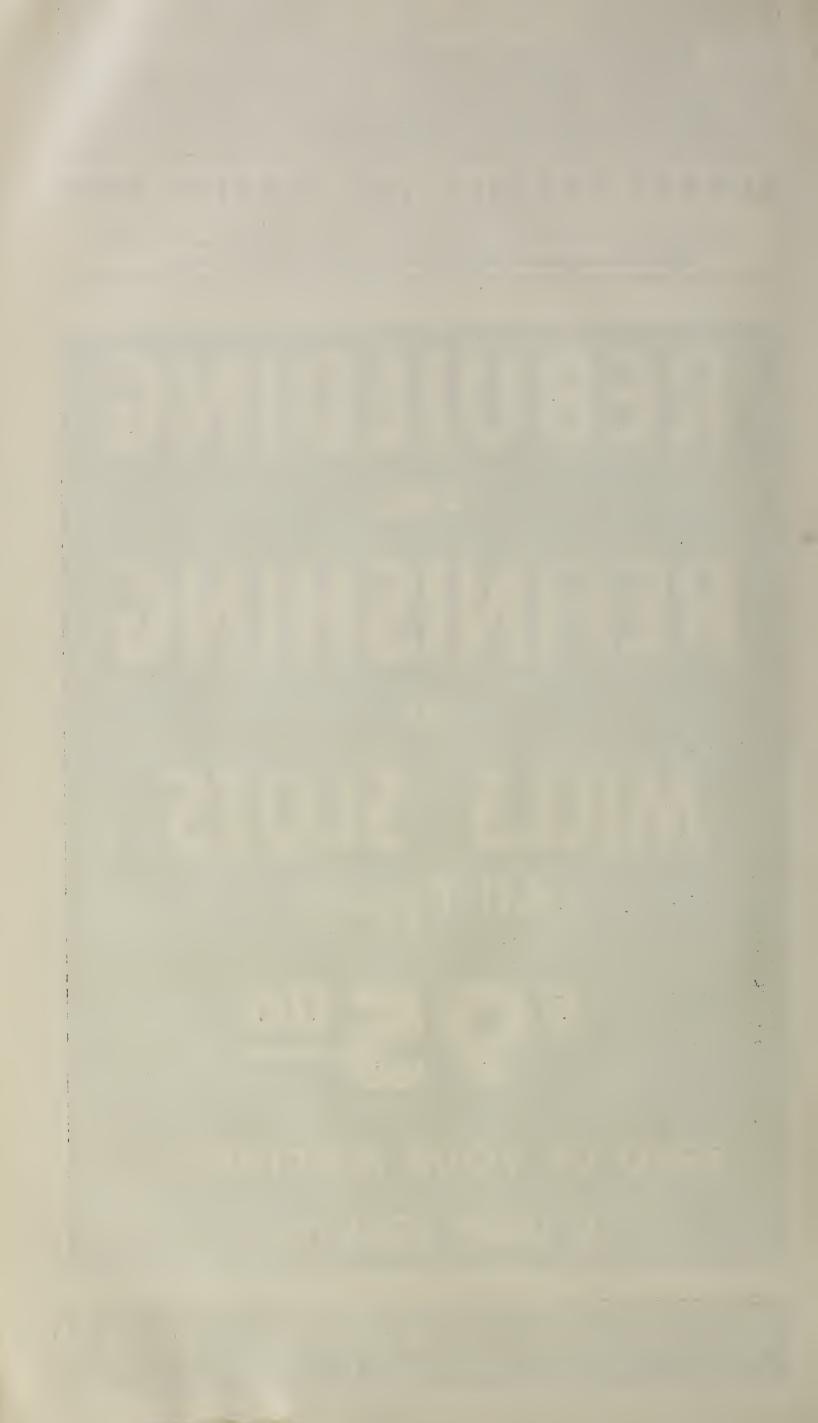




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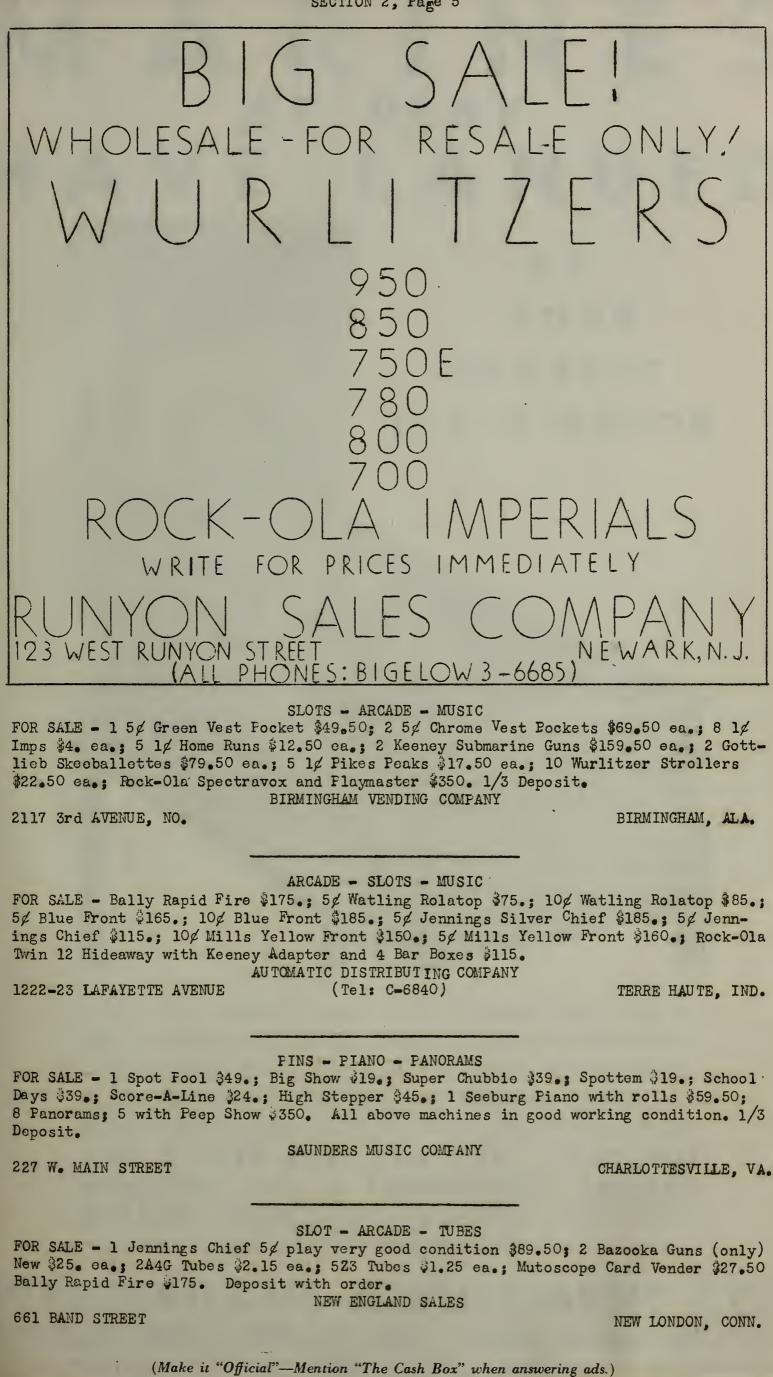


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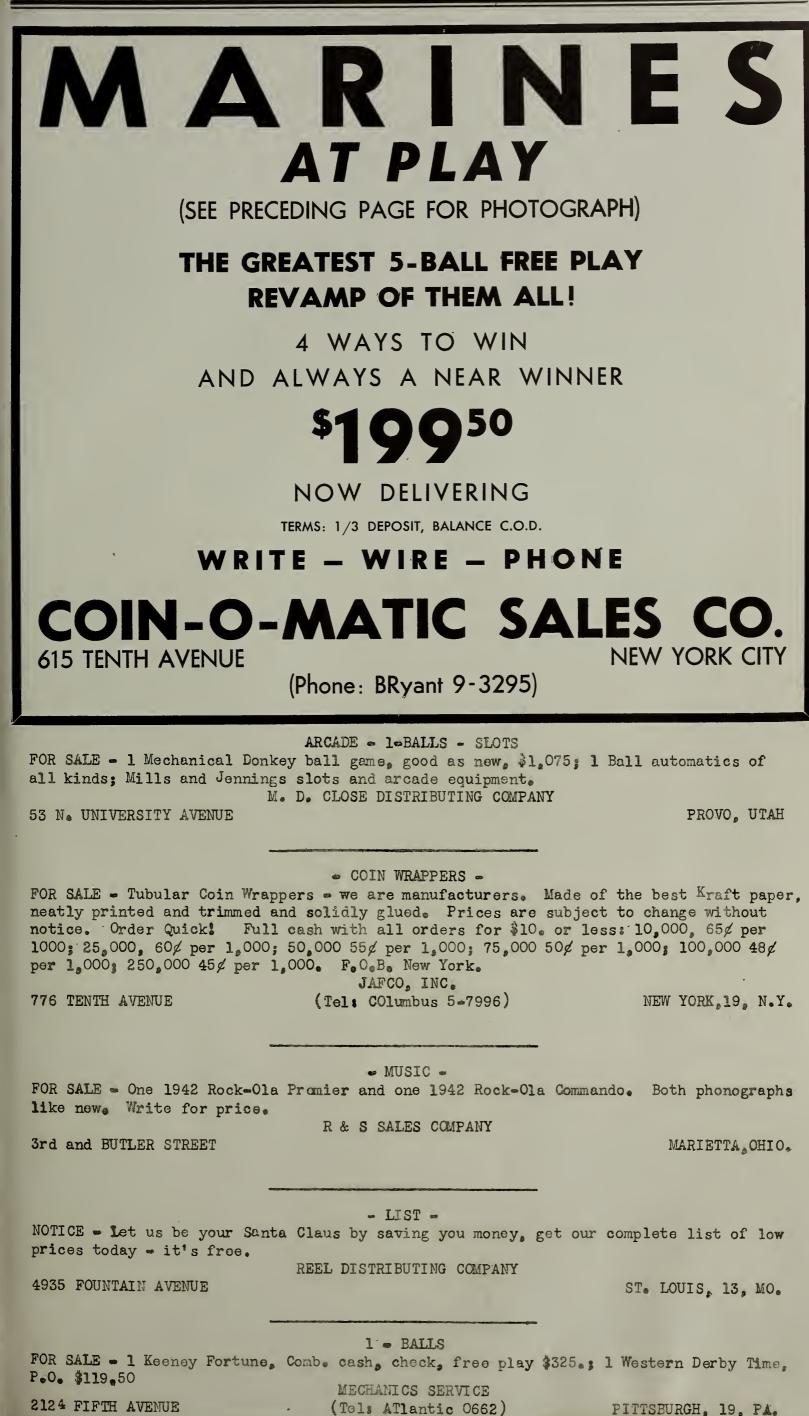


AMERICA'S NEWEST AND MOST SENSATIONAL 5-BALL FREE PLAY REVAMP. A COLORFUL, SPEEDY ACTION GAME – PRE-TESTED ON LOCATION, PERFECTLY PERCENTAGED, BASED ON ONE OF THE GREATEST PRE-WAR GAMES EVER BUILT. CONTINUOUS ACTION AND THRILLS STIMULATED WITH A FREE BALL FEATURE; A JACKPOT FEATURE; AND A COMPLETELY REVISED PLAYING FIELD. IMMEDIATE DELIVERY. ORDER FROM YOUR NEAREST DISTRIBUTOR – OR

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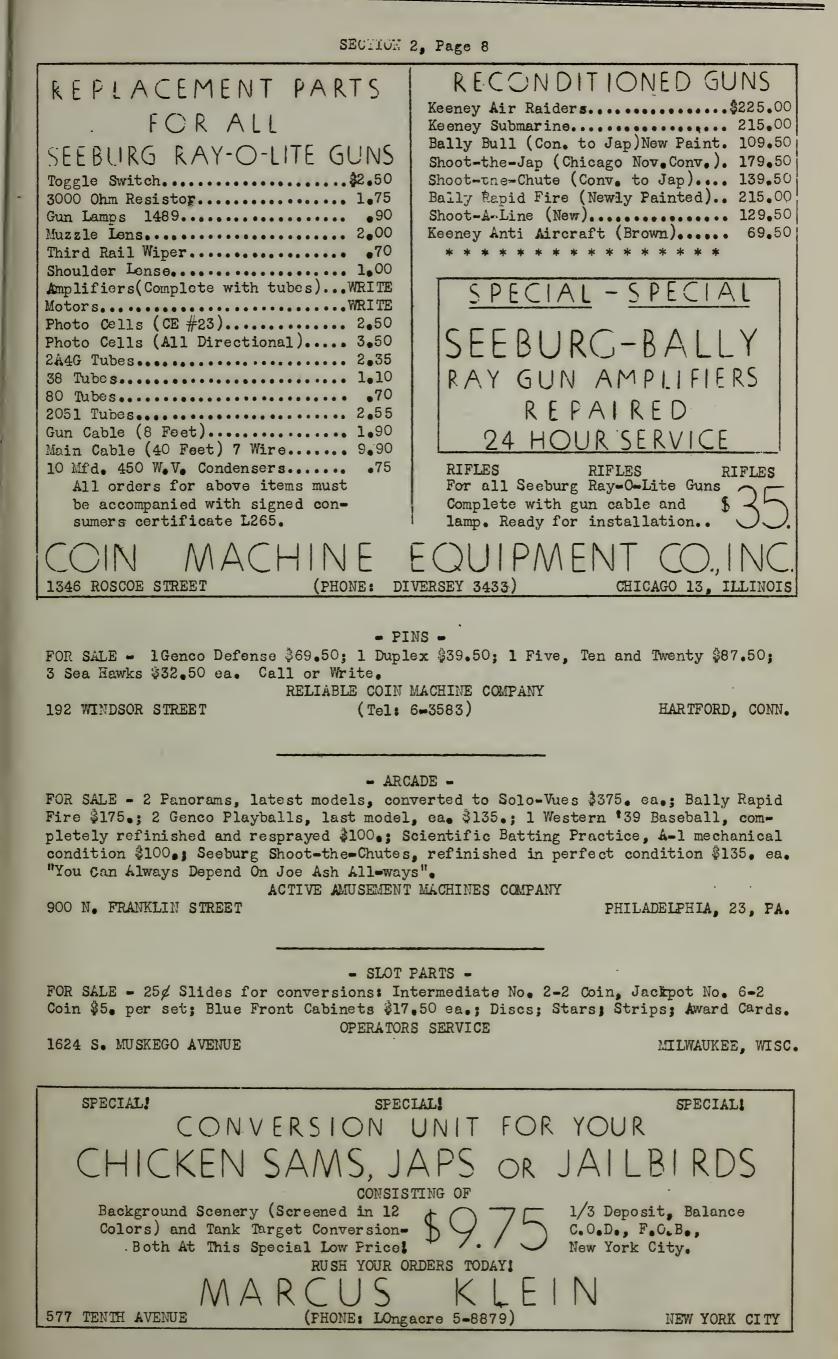


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GAMES-F	HONOGRAP	HS - SLOTS
 \$12.50 EACH Side Ball, Side Kick, Thriller, Top Notcher, Topper, Rebound, Miami, Contact, Big Six, Chief \$15.00 EACH Stop & Go, Golden Gate, Lucky Strike, Ducky, Lucky Vogue, Spottem, Chevron, Score Champ, Champion \$25.00 EACH Trailways, Dbl. Feature Three Up, 50 Grand, Fleet, Target Skill, Speed Demon, Red, White, & Blue, Big Show, Mr. Chips, League Leader, Doughboys, Bowling Alley, Border Town, Anabel, Crystal, Snappy, Sparky, Entry, Sports \$30.00 EACH Pan American, Drum Major, Paradise, Lead Off, Wow, Mystic, Blondie, Defense, Dixie. \$35.00 EACH Hit-The-Japs, Speed Ball, Dude Ranch, Boomtown, Sky Ray, Barrage, Congo, 1-Ball 	\$40.00 EACH Twin Six, Velvet \$45.00 EACH School Days, ABC Metro \$50.00 EACH School Days, ABC Metro \$50.00 EACH Miami Beach, Horoscope, Four Diamonds, '41 Majors Belle Hop, Attention \$55.00 EACH Silver Skates, A.B.C. Bowler \$60.00 EACH Zig Zag, Clover, Spot Pool, Spot-A-Card, Owl Bumper, New Champ, Broadcast, Bolaway Gun Club	 6 Panorams, Wipers & Front
and domestic high grade mer will be sent on request. J Hair Trout Flies: Write us	5-BALL \$2.75 1-BALL \$5.00 NOVELTY (TEL: MITCHELL 3254) SALESBOARD MDSE. DEALS rs and distributors: Literatu: chandise deals will shortly bo ust in: Texas Ranger Belts, In immediately. OUNTAIN STATES SPECIALTY COMP. (Tel: 4-6798)	COMPANY MILWAUKEE, 4, WISCONSIN re on our line of imported e ready for distribution and mported Mexican Dolls, Haven's
Canyon \$170; Sky Chief \$160	MOHAWK SKILL GAMES COMPANY	
FOR SALE - '38 Track Time, : \$40.; Exhibit Silver Bells, der. 545 EDGAR ROAD	- CONSOLES - no glass, \$75.; 2 Rays Tracks \$25. All are in working cond G & P AMUSEMENT COMPANY (Tel: ELizabeth 3-7824)	, \$40. ea.; Exhibit Races, dition. 1/3 Deposit with or- ELIZABETH, N. J.

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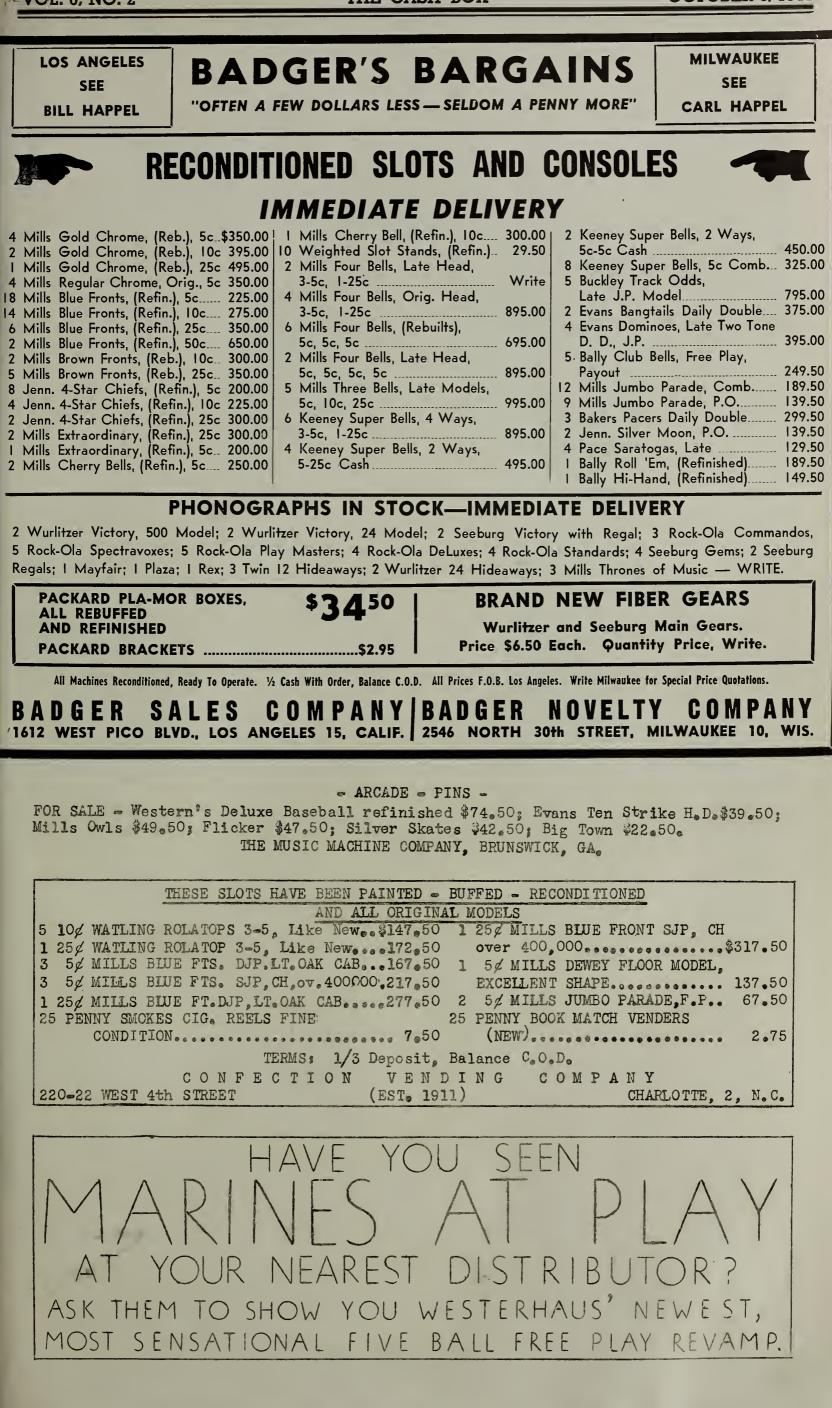
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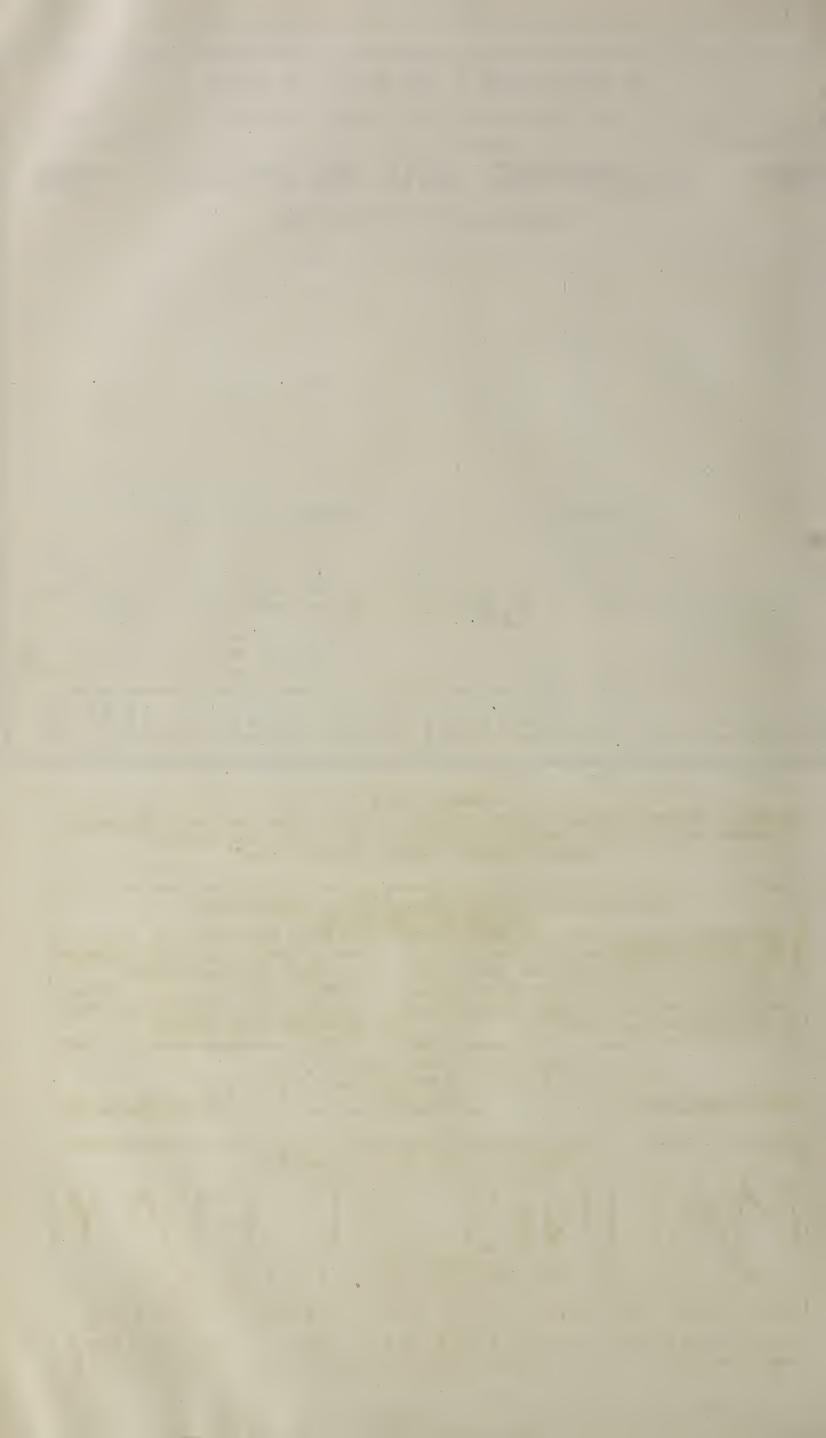
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OCTOBER 3, 1944





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SECTION 2, Fage 11

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ALL MILLS SLOTS	DRILL PROOF W	ITH KNEE ACTION
AND CLUB HAN	DLES - CASTING	S AND CABINETS
LIKE NEW - MECH	ANISMS GUARAN	ITEED TO BE PERFECT.
BLUE FRONTS	CLUE CONSCIES	GOLD CHROME BELLS
5¢	5¢	5¢\$350.00 10¢
25¢ 325.00	25¢. 500.00 50¢ HANDLOAD. 800.00	25 d 425,00
50¢ 600.00 /	MILLS BUYS	50¢ HANDLOAD 3/5 750.00
1¢ REFINISHED GOLD GLITTER	Q. T\$39.50 5¢ BROWN	FRONT, D. P., CH, KA\$275.00
5¢ ORIGINAL GOLD GLITTER Q. 10≠ BLUE FRONT #461279 DP.CH.		FRONT, D. P., CH, KA 300.00 FRONT, D. P., CH, KA
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5/10/25¢ BAROMATIC \$47.50	WURL.Mod.120-2wire 337.50	WURLITZER 30-wire Bx. \$ 24.50
SANTA ANI TA	PAY IABLE	
LONG SHOT 350.00	ROYAL DRAW	412 WURLITZER
KENTUCKY	GALL.DOMINO,Lt.Hd 150.00 LUCKY LUCRE,Lt.Hd 275.00	61 WURL. & STAND 125.00 71 WURL. & STAND 175.00
TURF KING. 500.00 RACE KING. 275.00	PACES REELS, Rails 135.00 SILVER MOON PO 135.00	1942 VICTORY
JENN. GOOD LUCK 69.50	BOBTAIL FO 135.00 JUMBO PARADE LTHD 135.00	SEEBURG: ENVOY ESRC. 425.00
SARATOGA, Aut. PO 85.00 FACES RACES, Black. 85.00,	WAR EAGLE GG CAST 17.50	MAJOR ESRC 425.00
1 '41 EVANS BANGTAIL JF Mdl 2 tone Cab 375.00	NEW Q.T.BOX STANDS 19.50	9800 ESRC 550.00 MILLS EMPRESS 265.00
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230 LAKE AVENUE, SOUTH	(PHONE: MELROSE 6693)	DULUTH, 2, MINN.

- SLOTS -

FOR SALE - Four Mills Glitter Gold Q.T.'s 5¢ play, late models. Guaranteed to look and play like new. \$110. each. 1/3 Deposit, Balance C.O.D. VALLEY SPECIALTY COMPANY, INC.

1061 JOSEPH AVENUE

ROCHESTER, N. Y.

PIN GAME PARTS

FOR SALE - Miscellaneous Five Ball Free Flay Pin game Parts: 1 Target Skill (Baker) without backboard; 1 White Sails without backboard; 1 Red, White and Blue backboard only; 1 Big Chief all the parts not working; 1 Mills 1939 1-2-3 backboard only. Make offer for all or part.

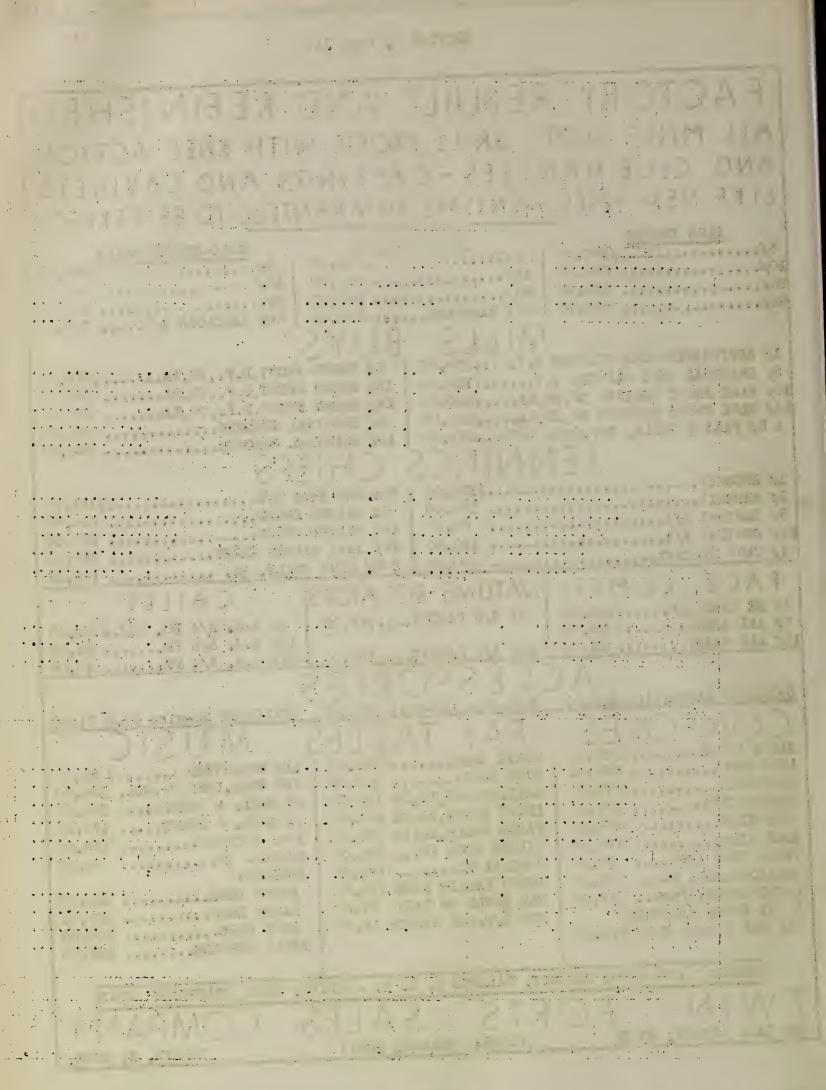
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IDEAL NOVELTY COMFANY (Tel: FRanklin 5544)

ST. LOUIS, MO.

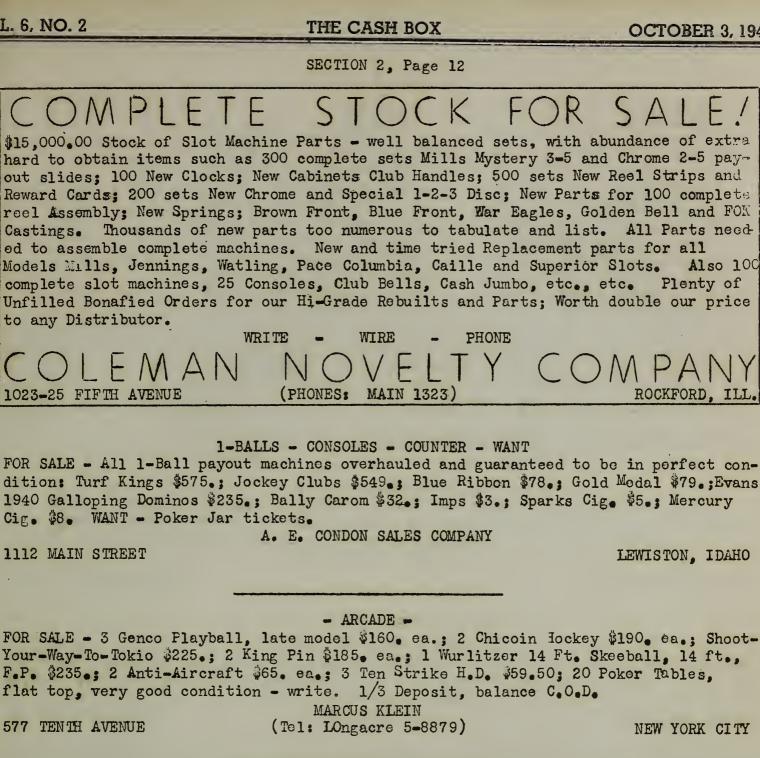
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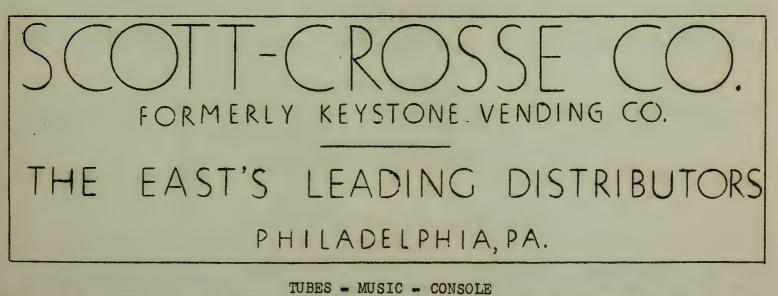
- ARCADE -

FOR SALE - Hitler Target (shoots penny) \$7.50; Bally Alleys \$22.50; Exhibit Bicycle \$99.50; 5¢ Knock Out Fighters \$99.50; Evans Tommy Guns \$124.50; Name In Headlines Press Complete - Write. All games in perfect working order and clean. Are now being used in our Penny Arcade operation. 1/3 Deposit, Balance C.O.D. MYCO AUTOMATIC SALES COMPANY

347 S. HIGH STREET

(TEL: Main 1600)

COLUMBUS, 15, 0.



FOR SALE - Tubes - many essential types; Zip Cord - 32 ft.; Seeburg 3-Wire Bar Box; Murlitzer Wireless Speaker (350) and Transmitter (306) complete \$40.; 8 Seeburg 24 Selectomatic Boxes \$9.50 ea; Galloping Dominoes (black cabinet) \$49.50; Buckley 20 record Seeburg adaptor \$19.50; New Chrome Chandelier Speakers \$10. ea. DAVIS SALES COMPANY

625 ERIE BLVD., EAST

SYRACUSE, 2, N.Y.

- SLOT -

FOR SALE - Jonnings Four Star Chief 5¢ play, 3-5 pay, perfect inside and out \$125. JOHN M. STUART

229 MT. AIRY AVENUE (Make it "Official"—Mention "The Cash Box" when answering ads.)

PARIS, KY.

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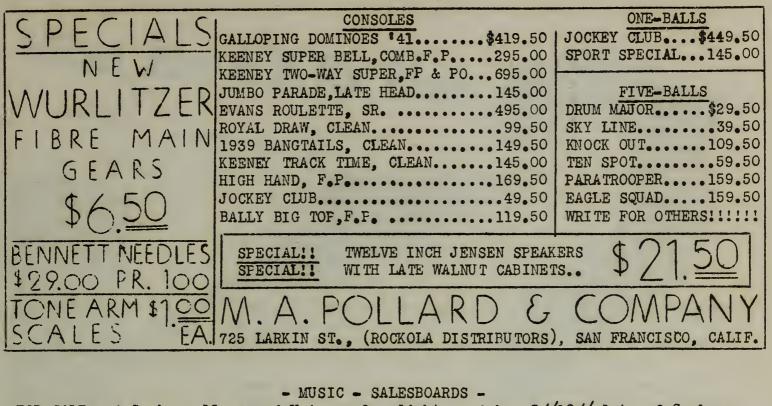
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FOR SALE - 4 Seeburg 12 record Universals, light-up jobs, 5¢/10¢/slots; 6 Seeburg 12 records Model H; Several thousand pre-war Salesboards at bargain prices; We do repairing on all model music machines; write us immediately for full details. X-CEL NOVELTY COMPANY

4606 N. BROAD STREET

PHILADELPHIA, PA.

SLOTS - COUNTERS - CONSOLES

FOR SALE - Jennings 5¢ Duchess reconditioned \$60; ABT Challengers \$22.; Mills Three Bells - write for price immediately; Terms: 1/3 deposit with all orders. REDD DISTRIBUTING COMPANY

26 BRIGHTON AVENUE

(TEL: STA-3320,

ALLSTON, 34, MASS.

SLOTS - MILLS BLUE FRTS #428830 25¢ reb., CH,KA,3/5 PO, \$325; #458182, 5¢, CH,KA 3/5 PO \$275; #405998, 5¢,CH., 3/5 PO, \$225; Quick offer wanted for 1-25¢, 1-10¢ & 1-5¢ Mills Hand Load all over 365000 CH, KA, DP, 3/5 PO and just like new; Mills Box Stnds \$20; New Q.T. Box Stands \$15; New Mills Club H. \$4.00 ea; 4 Royal Flush, Poker Hand counter games 1/5/10/25¢ play special closeout \$15; CONSOLES - 1 Dominos, Blk. Cab, factory reb., just like new \$150; 2 Caliente, 1 dark cab and 1 light, 5ρ , 7-slot, automatic PO (cost \$250. each) almost new \$75. ea; ARCADE & PINS - 1 Keeney Anti-Aircarft br.cab. very good \$60; Evans Ten Strike HD perfect \$60; 8 Star Electro Hoist just like new 395. ea; 1 Exhibit Rotary Merchandiser used only 3 mos. at only \$185; Victory \$95; Broadcast \$45; Many other pins on hand; 1/3 Deposit, Bal. COD. FAIRCHILD C. D. SYRACUSE, 4, NEW YORK.

324 STOLP AVENUE

(PHONE: 5-3996)

- ELECTRIC HEATERS -

FOR SALE - 20 pre-war Cory double plate electric heaters, beautifully chromium plated equipped with low and high heating units and heavy duty cord, packed in original cartons, idea for Bingo or Salesboards \$15. each while they last. HANNA DISTRIBUTING COMFANY

217 ELIZABETH STREET

UTICA, N. Y.

SALESBOARDS -

FOR SALE - Write us if interested in merchandise salesboards. We manufacture our own either jewelry or general sales goods. We are also factory representatives for Container Salesboards and Superior Salesboards; Write for prices on all salesboards.

250 SOUTH STATE STREET

STEWART NOVEL TY COMPANY (Tel: 3-5055)

SALT LAKE CITY, 1, UTAH

- FARTS -

NOTICE - The most complete stock on the West Coast of parts for games and phonos; Visit our 'See-At-A-Glance' Farts department. JACK R. MOORE COMFANY

348 SIXTH STREET

SAN FRANCISCO 3, CALIF.

(Make it "Official"—Mention "The Cash Box" when answering ads.)

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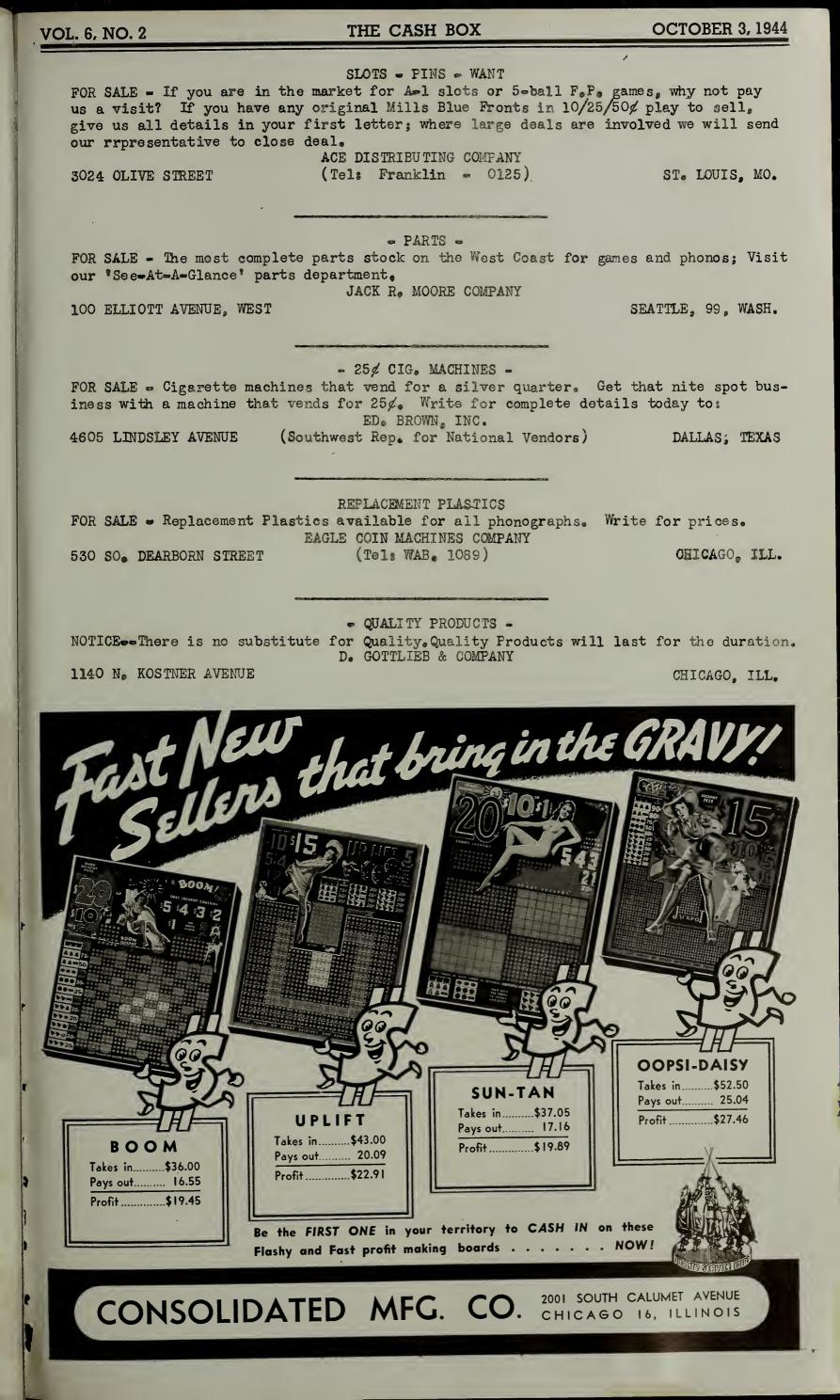
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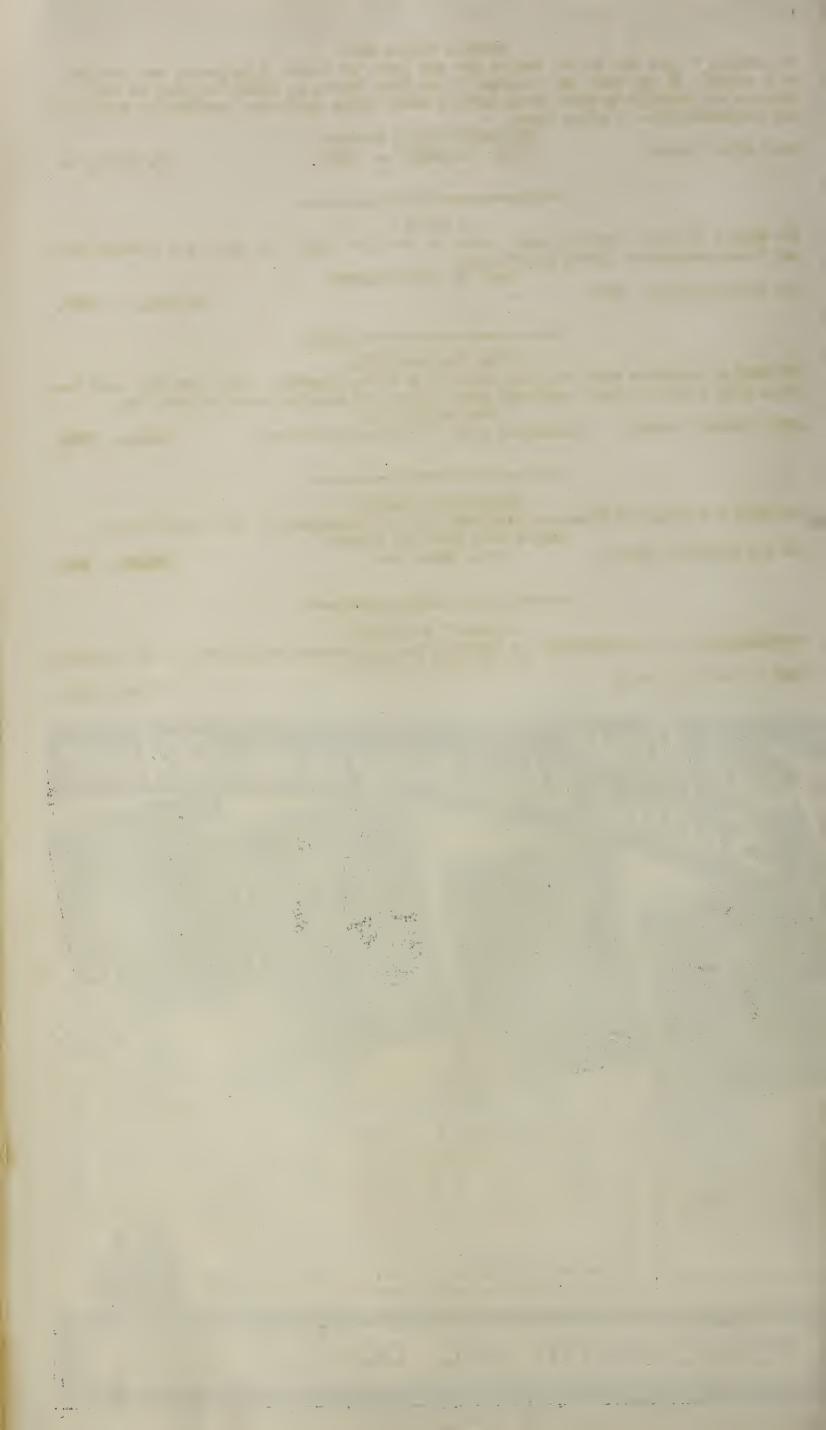
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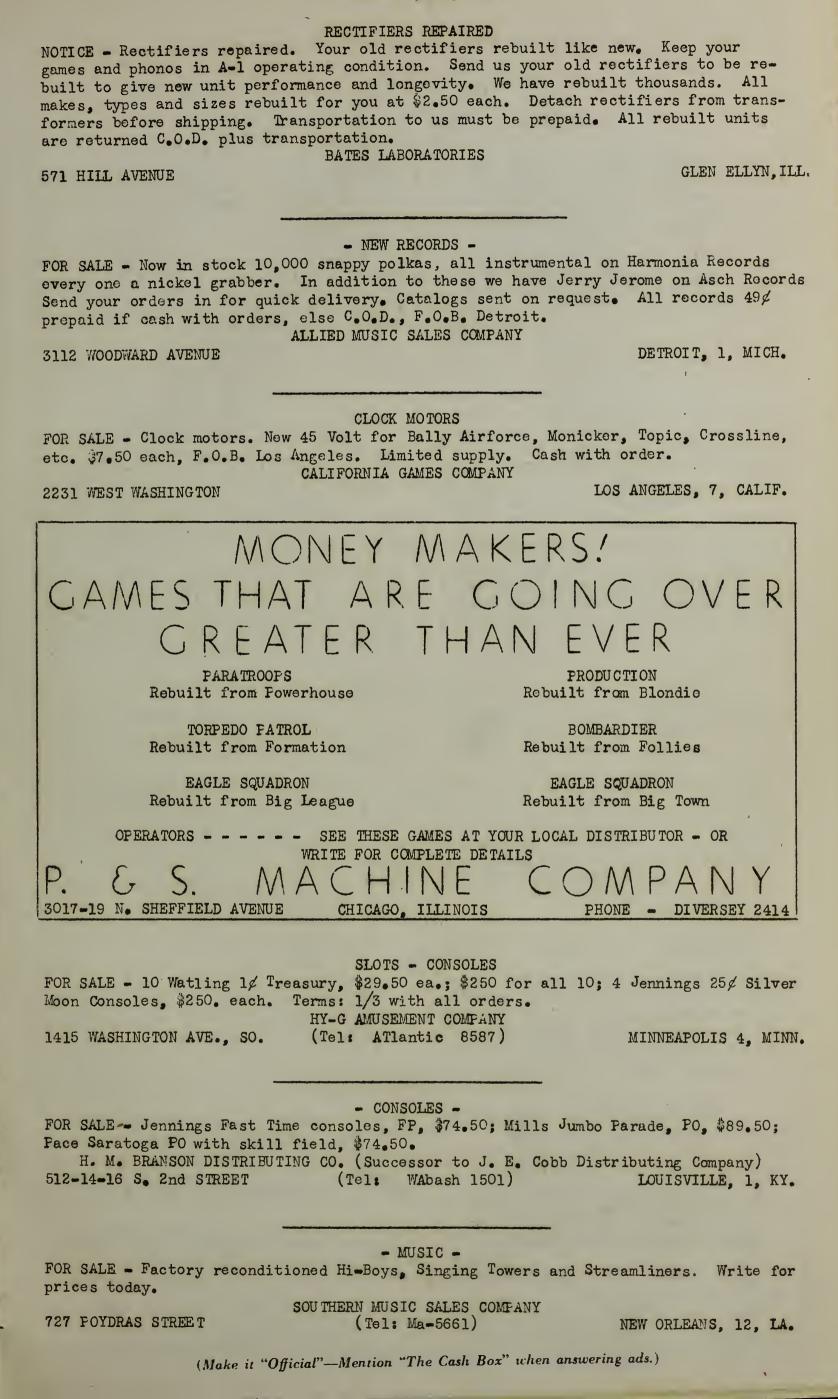


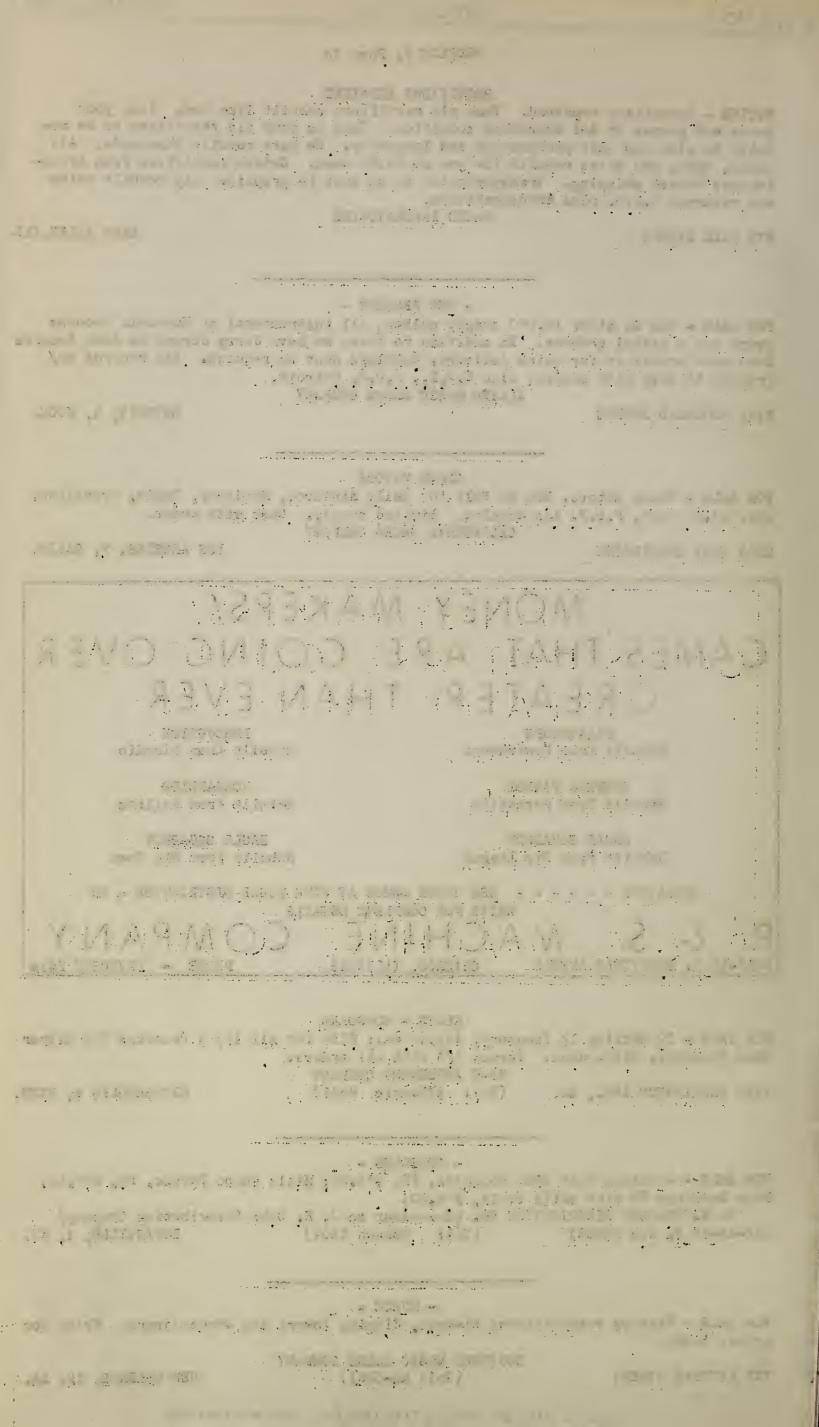


THE CASH BOX

OCTOBER 3, 1944

SECTION 2, Page 16





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THE CASH BOX

OCTOBER 3, 1944

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DL. 6, NO. 2	THE CASE	H BOX / OCTOBER 3, 1944
NOTICE -	SAC	RIFICE SALE
		RE NOT QUOTED,
W R		DR WIRE
10 - 5¢ GOLD CHROMEWr 3 - 5¢ COPPER CHROMESWr 15 - 5¢ ORIGINAL CHROMESWr 12 - 5¢ BROWN FRONTS 3 - 5¢ MELONS 5 - 5¢ CHERRIES 4 - 5¢ BLUE FRONTS 1 - 5¢ WAR EAGLE 1 - 1¢ PACE BANTAM 1 - 1¢ MILLS GOOSENECK SINGLE 2 MILLS GOLF BALL, Like New 3 LONGACRES, BRAND NEW	ite or Wire ite or Wire 225.00 200.00 200.00 125.00 27.50 JP 49.50 225.00	5 - 10¢ ORIGINAL CHROME. Write or Wire 5 - 25¢ ORIGINAL CHROME. Write or Wire 11- 25¢ BROWN FRONTS. Write or Wire 4 - 25¢ BLUE FRONTS. \$225.00 UP 2 - 50¢ BLUE FRONTS. Write or Wire 1 - 10¢ CAILLE CADET. \$59.50 2 COLUMBIA BELLS, CASH. 49.50 18 COLUMBIA BELLS, CH, SEP, PERFECT. 42.50 17 SUPER TRACK TIMES. 325.00 3 FASTIMES. 199.50 5 KENTUCKY CLUB. 99.50 1 JENNINGS CIGAROLA, 10-5¢. 65.00
 21 GALLOPING DOMINO, Cash, J.P. Cab., Factory rebuilt 8 GALLOPING DOMINO, CHK. Sep., Cab., Factory Rebuilt 8 GALLOPING DOMINO, Cash, Light Like New 15 GALLOPING DOMINO, J.P., Chk.S. Light Cab., Like New 	\$225.00 Dark 235.00 Cab., 335.00 ep.,	<pre>1 MILLS FOUR BELLS 5/5/25¢Write- Wire 9 MILLS 5¢ JUMBO PARADE, FP BLUE\$89.50 2 MILLS 5¢ JUMBO PARADES, CASH159.50 1 - 5¢ PACES RACES BROWN CABINET.175.00 2 -25¢ PACES RACES, RED ARROW260.00 35 BALLY MYSTICS, PERFECT</pre>
14 BOX STANDS. 4 JACK-IN-BOX STANDS. 4 FOLDING STANDS. 1 MILLS SINGLE SAFE, NO LOCKS. 1 CHICKEN SAM.	59.50 5.50 19.50	3 WATLING SCALES
	SUPP	LIES
5,000 Ft. 2-Wire Metal Covered Cable, Fer Ft 3 B _r and New 4 Bell Cabinets	5¢	Slot Machine J.F.Glass, Fer Doz\$13.50 2 Sincle Bally Safes, Chicago Metal Revolva-Round
NEW MACHINES 25 MILLS COFFER CHROME 10¢.Wri 10 MILLS COFFER CHROME 25¢.Wri 25 MILLS BROWN FRONTS 5¢Wri 15 MILLS BROWN FRONTS 10¢.Wri 3 MILLS 5¢ HANDLOAD EMERALDWri 3 MILLS JUMBO PARADE 5¢CASHWri	te or Wire te or Wire te or Wire te or Wire te or Wire	2 KEENEY SUFER TRACK TIME. Write or Wire 2 GALLOFING DOMINOS, JF
FACTORY REBUILT 9 MILLS BROWN FRONTS 5¢Wri 10 MILLS BROWN FRONTS 10¢Wri 10 MILLS BROWN FRONTS 25¢Wri 10 MILLS GOLD CHROME 5¢Wri	te or Wire te or Wire te or Wire	GINAL SEALED CRATES 10 MILLS CONSOLES 5¢Write or Wire 2 MILLS CONSOLES 10¢Write or Wire 1 MILLS CONSOLE 25¢Write or Wire 5 MILLS MYSTERY BONUS 5¢Write or Wire 4 MILLS MYSTERY BONUS 10¢.Write or Wire
	HONO	GRAPHS
1 SEEBURG 8200Wri 1 COLONEL ES REMOTE RECEIVER 1 ENVOY ES PAINTED BROWN 1 WURLITZER 616 3 ROCKOLA COMMANDO(BRANDNEW) Wr	te or Wire \$425.00 295.00 195.00	3 WURLITZER 600 VIC MDL.ROTARY NEW
TELEGRAPH MONEY ORDER	S OR CERTIFIE	AS IN THE FORM OF POST OFFICE, EXPRESS, ED CHECKS. Will Make Refund Of Your Deposit Promptly.
00 BROAD STREET, RICHMOND, VIR	GINIA	CHINE EXCHANGE, INC. DAY PHONE: 3-4511 - NIGHT: 5-5328. Cash Box" when answering ads.)
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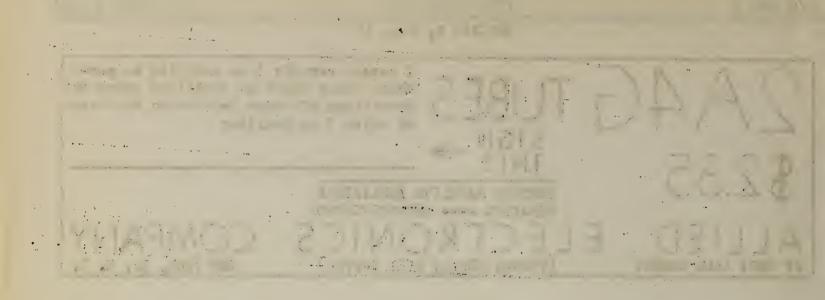
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VOL. 6, NO. 2	THE CASH BOX	OCTOBER 3, 1944
	SECTION 2, Fage 18	
2A4G	TI ID C chase these tub	Ty I am entitled to pur- bes as specified under the Order L-265 with the terms familiar
\$2.35 ALLIED E 67 WEST 44th STREET	SEEBURG RAYOLITE AMPLIFIERS REPAIRED RECONDITIONED LECTRONICS (PHONE: MUrray Hill 2-0755)	COMPANY NEW YORK, 18, N. Y.
chine \$75.; Machines are Exhibit Screen Test and M	ARCADE - WANT s: Question Girl, floor model \$75 in splendid operating condition; utoscope Love Teller, floor model immediately if you have these ma C. J. FENDRICK	5.; Exhibit Foot Ease ma- WANT - Exhibit Magic Heart; Is, also Grandmother pre-
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\$35. ea.; 1 Broadcast \$45	- PINS - 5. ea.; 1 All American \$35.; 1 Be .; 1 Gun Club \$60.; 1 Hi Hat \$50. mp \$50. ea; 2 Sea Hawk \$50. ea.; \$40.; 1 Towers \$65. AUTOMATIC AMUSEMENT COMPANY (Tel: 3-4508)	; 1 Home Run 42 \$85.; 1
FOR SALE - Buckley Wall Bo well as a limited supply of each box purchased. Write 3165 GRAND RIVER AVENUE	- BUCKLEY BOXES - xes, new, 1942's, 24 and 32 play, f #1, 38-wire cable with orders f for prices today. AMERICAN NOVELTY COMPANY (Tel: Temple 2-7971)	also some used boxes, as for new boxes, 15 ft. with DETROIT, MICH.
of needles serviced in the	RE-SHARPEN NEEDLES records show that we have a serv past 18 months has increased ove will mail you Complete Shipping (; 51 and over at 10¢. RE-SHARP NEEDLE SERVICE	r 500%. Send us a card
CAMES TI	INT CET TH	
	HAT GET TH	EPLAY!
	CONVERTED FROM	
	5 - TROUBLE FREE OPERATION LA	
	SEE YOUR DISTRIBUTOR OR WRITE NUFACTURINC	
NOTICE - Another week neare IN 4401-01 ELEVENTH STREET	- BONDS - er Victory. Help bring it closer. TERNATIONAL MUTOSCOPE CORPORATION (Wm. Rabkin, Pres.)	Buy more War Bonds.
(Maka it "Offic	vial" Montion "The Cash Bor" when any	

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THE CASH BOX

OCTOBER 3, 1944

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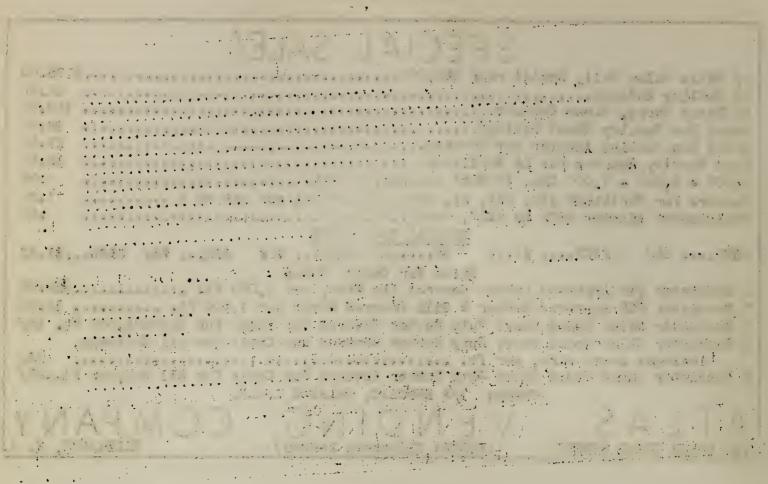
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SECTION 2, Page 19

SECTION 2, Page 19
SPECIAL SALE! 5¢ Mills Molon Boll, Serial over 400,000
- SEE FALL SPECIAL - NOTICE - See our Sale of Machines advertised in the Fall Special Issue of Sept. 26. We have some bargains and this equipment is all in A-1 condition and ready for ship- ment. C. W. HUGHES & COMPANY (Tel: 17) LADOGA, IND.
DISTRIBUTORS ARE NOW MAKING IMMEDIATE DELIVERIES OF
MARINES AT PLAY WESTERHAUS' NEWEST AND MOST SENSATIONAL FIVE BALL FREE PLAY REVAMP CONTACT YOUR NEAREST DISTRIBUTOR
MUSIC FOR SALE Wurlitzer: 1 Modernized 500A \$525.; 1 950 \$675.; 1 750E \$625.; 2 600R \$315. each; 1 Counter Model 61 with stand \$115. Seeburg: 1 Regal RC \$300.; 2 Modernized \$375. each; 2 8800 \$510. each; 1 Classic RC ES \$575.; 2 Colonel ES \$375. each; 1 Commander \$335.; 1 Concert Master ES RC \$375.; 1 Maestro ES \$350. Rock-Ola: 1 *39 De Luxe RC with 3 Dial Boxes \$350.; 1 Spectravox, complete with 41 Tone Column \$325.; Mills: 3 Thrones \$240. ea.; 1 Empress RC Marbleglo \$300. 1 Chassis for Mills Throne in Original Case, Brand New \$200.; 20 #120 Boxes 5¢ play \$22.50 each; Also #125 5/10/25¢ \$27.50 each. ROTH NOVELTY COMPANY 54 NORTH PENNSYLVANIA AVENUE (PHONE: 3-2853) WILKES - BARRE, PA.
FOR SALE - 2 Santa Anitas \$175. ea.; 3 Grand Nationals \$100. ea.; 2 Grand Stands \$90. each; 1 Paces Races, Brown Cabinet \$160. Will sell all machines as a unit for \$900. STEWART NOVELTY SALES COMPANY 110 SOUTH TEJON STREET COLORADO SPRINGS, COL.

⁽Make it "Official"-Mention "The Cash Box" when answering ads.)



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'6, NO. 2	THE CASH BOX	OCTOBER 3, 194
	SECTION 2, Page 20	
	SIOT PARTS	
PRIL LOCKS Fach		\$3.50
BELL LOCKS, Lach		
JACK POT GLASS, Used, Wi	ire Mesh Inside, Each	
• •	afety Mesh, Each	
	ight Blue Color, Each	
	NTS, Per Set	
REEL GLASS, Per Set		
	Each	
	ach	
MASTER PAYOUT SLIDE SPRI	INGS, Each	
FXPOSITI	ON GAMES	COMPANY
989 GOLDEN GATE AVENUE		SAN FRANCISCO, 2, CALIF
	- PARTS -	
	te stock on the West Coast - par	ts for phonos and games.Vis
our 'See-At-A-Glance' pa	JACK R. MOORE COMPANY	
1615 S.W. 14th AVENUE	CAOR IL MOORE COMPANY	PORTLAND, 1, ORE
	- SLOTS - CONSOLE - PINS -	
	\$125; 10¢ Extraordinary; 10¢ Colu olla \$35; Mills Four Bells \$600;	
	atling \$20; WANT - Mills adjustab	
* ,	BELMONT VENDING COMPANY	
700 MAIN STREET	(Tel: 9535)	BRIDGEPORT, OHIO
	- ARCADE -	
	conversions \$95. ea; 2 Keeney Air ea; 5 1¢ Pikes Peaks \$17.50 ea; 5	
Jap \$12.50 ea; 5 1¢ Home		S AIII-ING-ARC, S IOISON-IN
	BIRMINGHAM VENDING COMPANY	
2117 THIRD AVENUE, N.		BIRMINGHAM, ALA
	PINS - CONSOLE - ARCADE - RECORI	
FOR SALE - Big Six \$34.5	50; Pursuit \$34.50; Super Chubbie	
Show Boat \$44.50; 1 Keen	ey Track Time \$159.50; Bally Rapi	d Fire \$195.; Genco Play
Ball \$159.50; Pennant \$6	9.50; Used Records just off our r	outes \$11. per hundred.
183 MERRICK ROAD	NATIONAL NOVELTY COMPANY	
TOO MILLUIT NORD		MERRICK, N.
FOR SALE - 411 momon mon	PINS - SLOTS dy to operate: Punch \$24.50; Land	alide \$29.50. Big Donode
	epeater \$30.; Wildfire \$45.; Owl	
\$49.50; 5¢ Blue & Gold V	lest Pocket :45.; 5¢ Pace DJP \$74.	50; 5¢ Jennings 4 Star Chie
\$150.; 25¢ Jennings 1 St	ar Chief \$200; Velvet \$35.	
1228 WALNUT STREET	GLOBE GAMES COMPANY	CINCINNATI, 10,
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		-
	MUSIC - ARCADE, - SLOT MECHANISMS	
	50E \$619.50; 4 damaged latest Milknee action, etc., 2 5¢ Jennings	
for the 6 units: 1 Bally	Rapid Fire \$175.; 1 Wurlitzer 61	6 \$115.
and the off a bally	JULES OLSHEIN	
1100 BROADWAY	(Tel: 2-2900)	ALBANY, N. Y
	- ARCADE -	
FOR SALE - Mills Punchin	g Bag \$72.50; 1/3 Deposit with yo OHIO SPECIALTY COMPANY	our order, balance C.O.D.
29 WEST COURT STREET	CHIC DEDURBIT COMPANY	CINCINNATI, 2, OH

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THE CASH BOX

OCTOBER 3, 1944

WILLING WY



Q.T. Blue Front, like new 365.; Mills 1¢ Smoker Bell 405.; Brand New Mills Tickette 315.; Jennings 1¢ Little Duke 315.; Watling D.J. S ot 335.; Watling 25¢ Slot no JP 320.; Mills 5¢ Slot, no JP 415.; Jennings 5¢ D.J.P. Slot 320.; Caille 5¢ Floor Model Puck Slot \$50.; Mills Rio 415.; Mills Jumbo F.P. \$75. 1/3 Deposit.

276 S. HIGH STREET

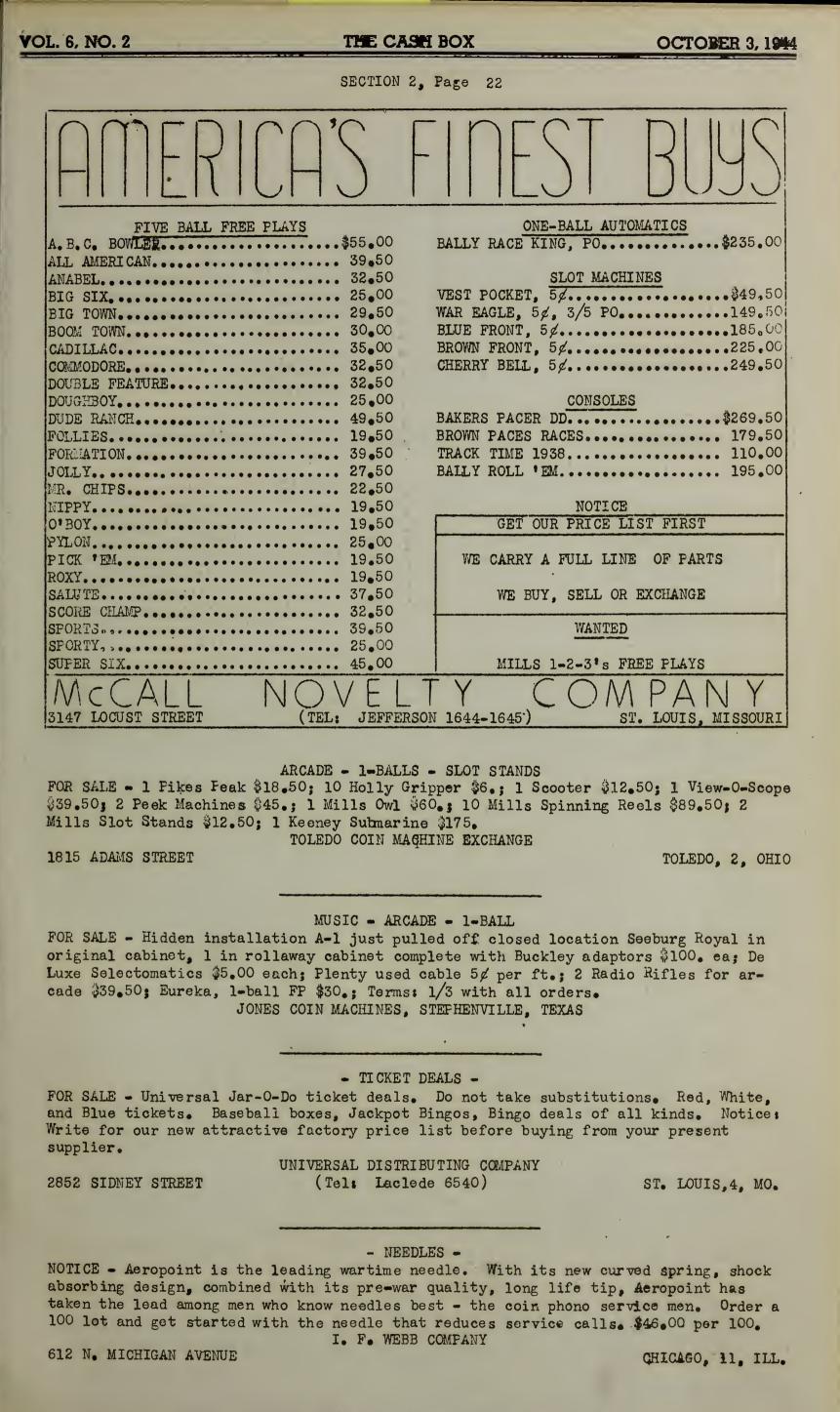
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COLUMBUS 15, 0.

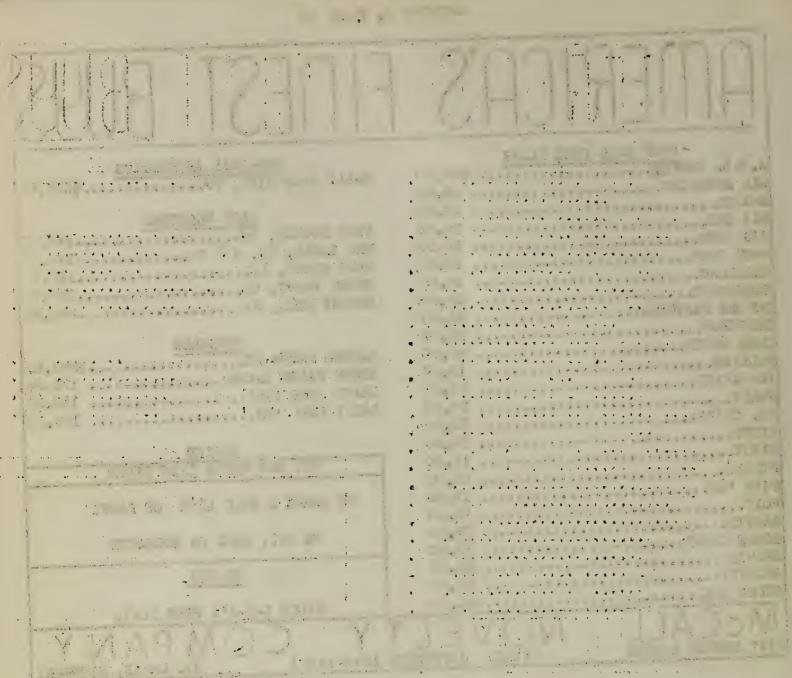


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THE OWNER AND ADDRESS OF TAXABLE

OCTOBER 3, 1944 THE CASH BOX VOL. 6, NO. 2 SECTION 2, Page 23 DUSTWHIRLS WHIRLAWAY LATEST ONE-BALL FREE PLAY CONVERTED FROM "SPORT SPECIAL" "DARK HORSE" AND "BLUE GRASS. NOW BEING CONVERTED FROM "CLUB SHIP US THESE GAMES PREPAID. TROPHYS" INCLUDING ALL LATE NO MACHINES SOLD OUTRIGHT::: FEATURES, PLUS AN ADDITIONAL HOLDOVER FEATURE WHICH MAKES THIS GAME ANOTHER GREAT SUCCESS! \bigcirc MCGINNIS (FHONE: UNIVERSITY 1800) BALTIMORE, 18, MD. 2011 MARYLAND AVENUE CIGARETTE & CANDY VENDORS - WANT FOR SALE - 6, 8, 9 and 12 Col. Uncedapaks "E", \$27.50, \$35., \$39.50, and \$49.50; 6 and 8 Col. Rowe Imperials, \$35. and \$40.; 9 Col. Nationals 9-30, \$55.; 9 Col. Du Grenier "W", \$49.50. All other models and sizes available. Also 5¢ candy bar vendors, every one with enclosed stand in good working order ready for location. Uneedapak parts on hand. WANT- What equipment have you to sell. Send in your list with lowest price. MACK H. POSTEL 6750 NORTH ASHLAND AVENUE CHICAGO, 26, ILL. CIG. MACHINES - SCALES FOR SALE - Ferfect working order, good paint jobs. 7 column Stewart & McGuires, good base, \$27.50; Stewart & McGuire WS, good base \$47.50; Stewart & McGuire Champion Model 11 Column, \$92.50; Mills Health Chart Loboy Scales, perfect enamel, \$42.50; Pace Loboys, various models, \$27.50; \$32.50; \$37.50; Jennings Cigarollas, \$89.50. SILENT SALES COMPANY 200 - 11th AVENUE, SO. MINNEAPOLIS, 15, MINN. USED BUCKLEY 32 LITEUF BXS.ea... 315.00 SEE. SOLENOID FOR WUR. 24 ADAPTORS, ea. \$5.00 BRAND NEW 32 BUCK.LITE-UP BOXES, ea...17.50 BUCKLEY 24 BOXES, OLD STYLE, ea.. 5.00 POKERINOS - WRITE BRAND NEW CABLE WANTED 5000 feet of Cable just as good as new All Types of Genco Games in any in lengths of 15 to 100 ft. each. Each condition. length is measured, rolled into a coil Also Timers, Fumps, Transformers, and Rectifiers. and tagged - any amount. BROOKLYN, N. Y. 557 ROGERS AVENUE BUckminister 2-8400) (PHONE: REBUILD GUNS - TUBES - PARTS NOTICE - Complete overhauling and rebuilding - Seeburg Guns - Bally Guns \$30.00 plus parts, FOB Chicago. All types of Amplifiers repaired. All work guaranteed. Ray Gun parts in stock. Radio Tubes for all coin machines at O.P.A. prices. MANOR ELECTRIC & APPLIANCE COMPANY 3236 SOUTHPORT AVENUE (Tel: Lak: 2033) CHICAGO, ILLINOIS - TUBES -

stock. Write for twice monthly tube inventory list.

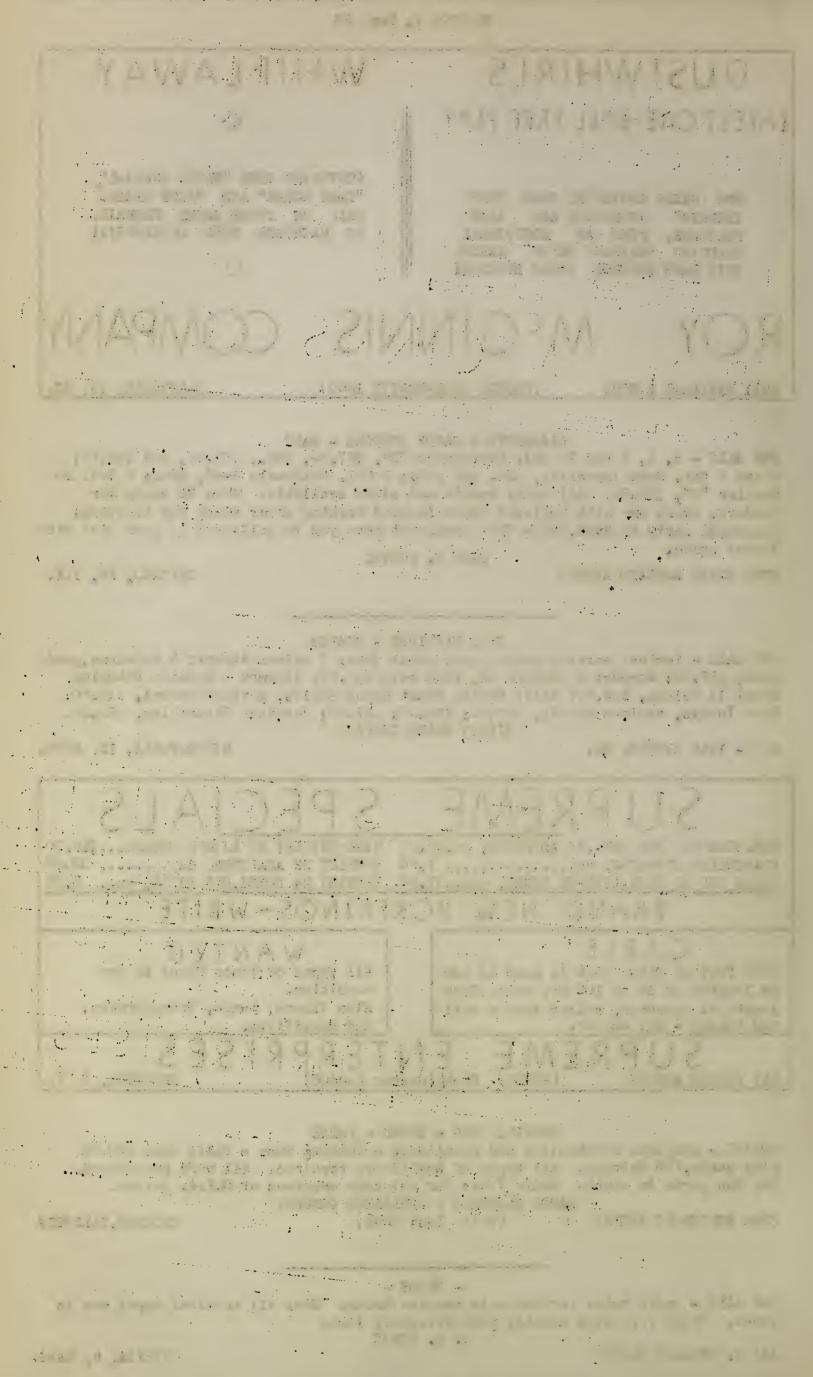
436 N. TERRACE DRIVE

WICHITA, 8, KANS.

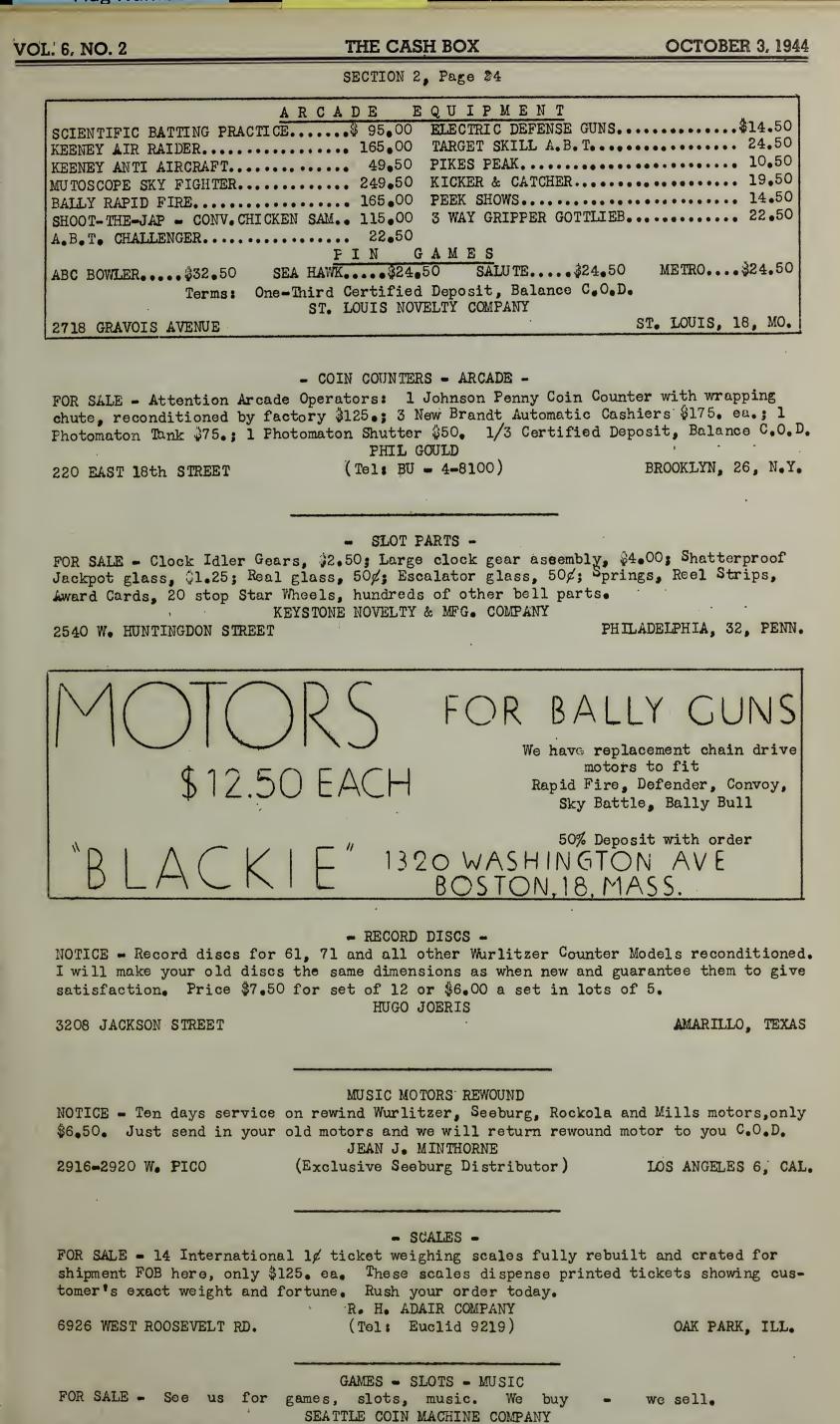
FOR SALE - Radio tubes for the coin machine trade. Most all critical types now in

W. R. BURTT

⁽Make it "Official"—Mention "The Cash Box" when answering ads.)

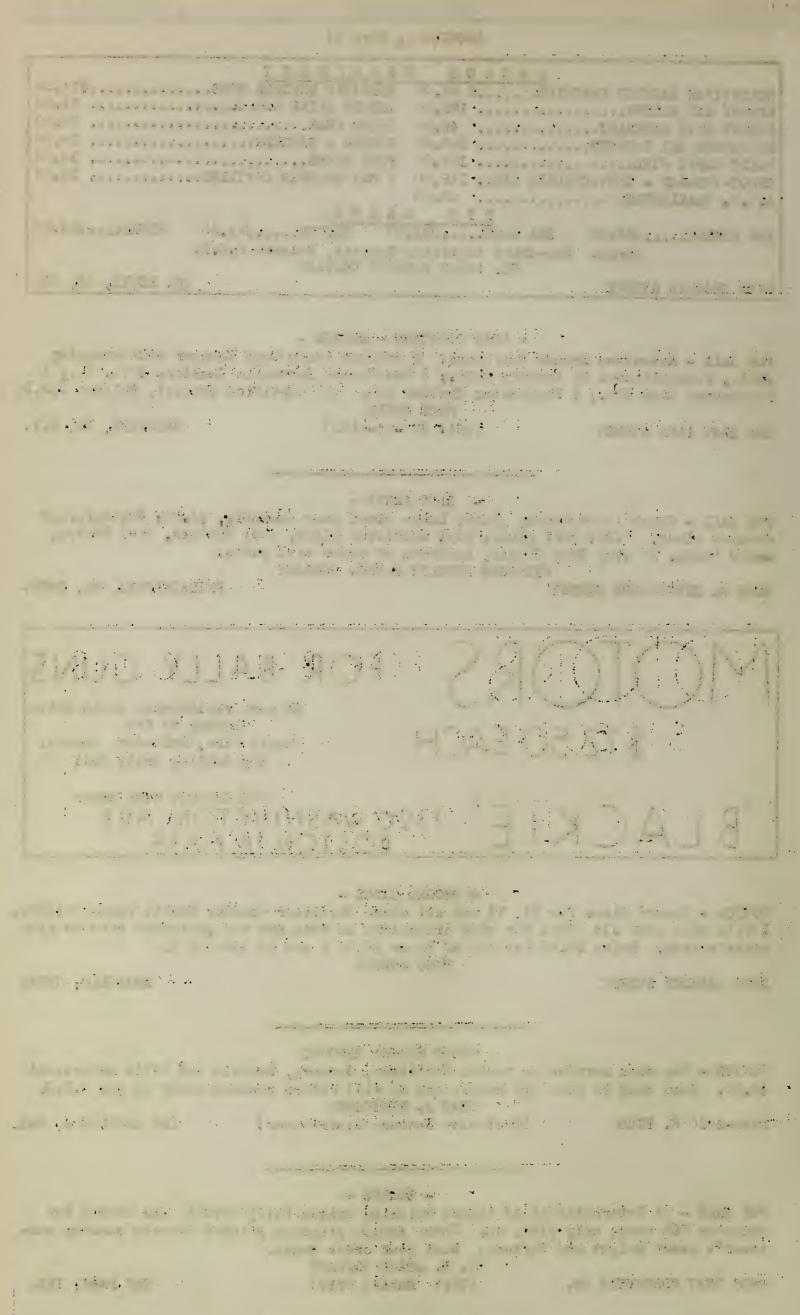


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3225 WESTERN AVENUE SEA (Make it "Official"—Mention "The Cash Box" when answering ads.)

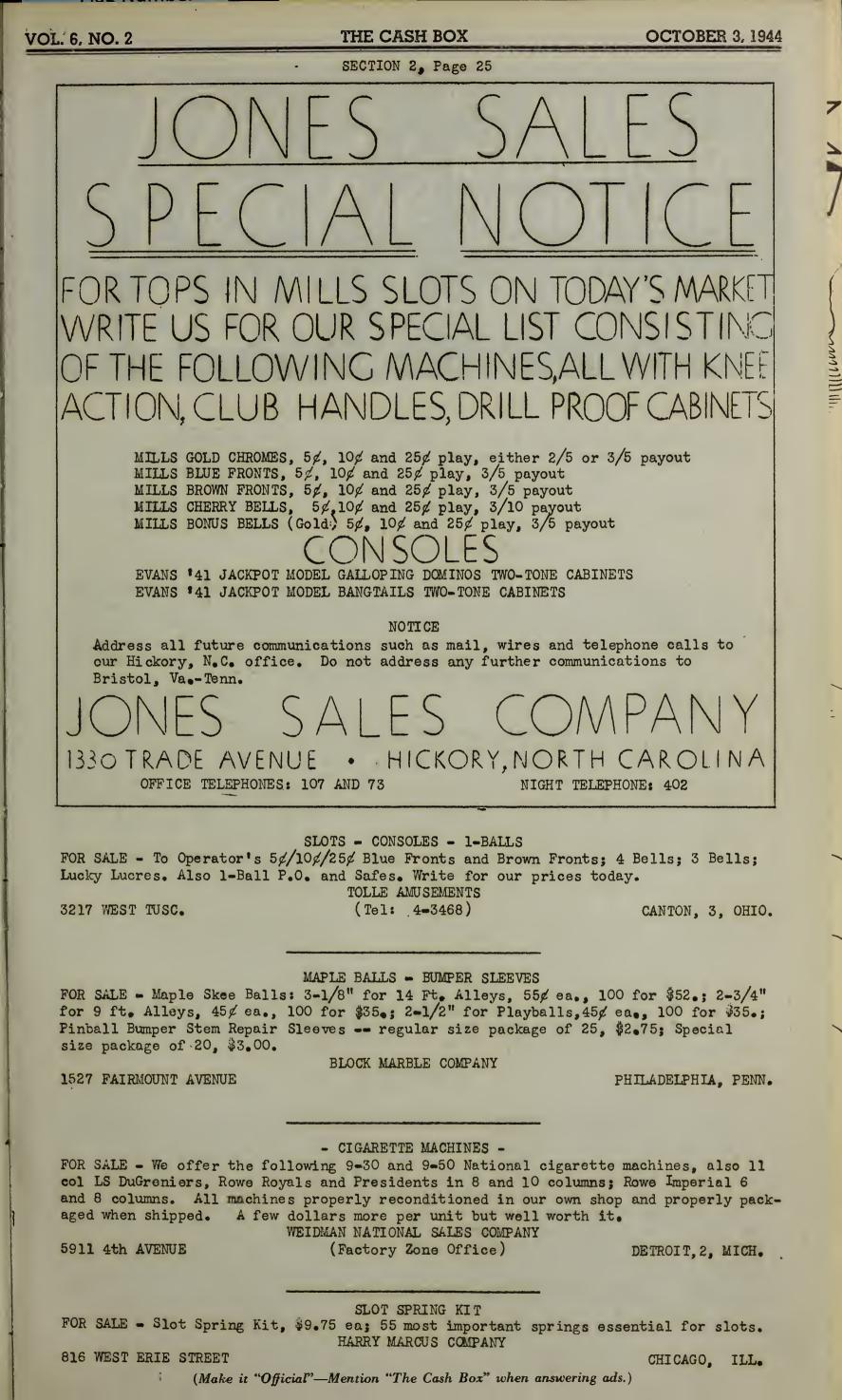
SEATTLE, 99, WASH.

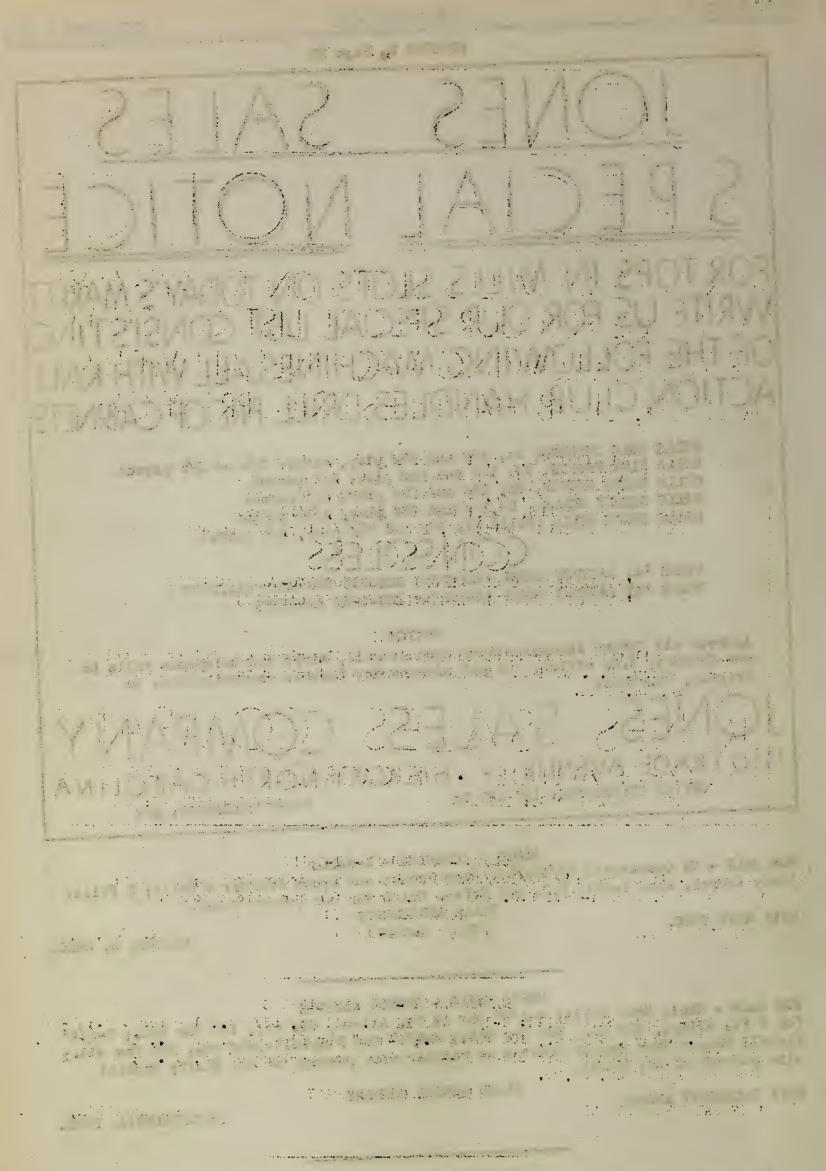


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- PINS -

FOR SALE - 1 Paradise 330.; 1 Big Chief 35.; 1 Four Roses 340.; 1 Landslide 330.; 2 Big Times \$20. ea.; 1 Blondie 20.; 1 Victorious \$100.; 1 Gold Star \$25.; 1 Nippy 315; 1 Lucky \$12.; 1 Majors 41 \$30.; 1 Progress \$15.; 1 Cadillac \$20. SEIDEN DISTRIBUTING COMPANY

1230 BROADWAY

(Tel: 4-2109)

ALBANY 4, NoY.

PARTS - CONSOLE - SAFES

FOR SALE - New ABT Coin Chutes (1¢ & 5¢ \$3.50) (2¢ \$4.50) Vest Pocket 5¢ \$3.00); folding steel slot stands \$3.; unbreakable jackpot glasses never discolors, cannot be cut or scratched \$2.50 ea.; Bally Club Bell 5¢ push button perfect \$250.; new cash boxes for Mills slots \$1. ea.; double slot safes \$75. good quality, double locks; Single slot safe Revolvaround, beautiful like new \$85. GENERAL COIN MACHINE COMPANY

227 NORTH 10th STREET

PHILADELPHIA, PA.



SLOTS - SAFES - WANT

FOR SALE - or Exchange - Face Royal Twin Comet Console, both slots 5%, 3/5 payout, excellent condition #200.; Meilink double slot safe #65.; Mills 25¢ Single JP Bell 2/4 payout, serial #276911, excellent condition \$75. WANT - World Series and High Hands.

7813 MARLBORO FIKE, S.E.

J. W. BRAWNER

WASHINGTON 19, D.C.

CONSOLES: 2 Jennings Multiple Racos ea. \$35.00; 1 Royal Flush \$70.00; 1 = 1¢ Play Q.T. Blue Serial #2992 \$45.; 1 Bally High Hand \$150.00; 18 = 5¢ and 25¢ Play Mills and Jennings Gooseneck Slots, Single Jackpot, ea. \$25.00; FREE PLAY PIN GAMES: 1 Four Roses \$45.00; ARCADE: 2 Evans Ten Strikes Low Dial \$40; SPECIAL: Any number Brass Checks for Slots, Used 5¢ with holes per 1000 \$3.50; New 5¢ and 25¢ with holes per 1000 \$5.00; 1 U-Need-A-Pak 4 Col. Cigarette Machine with base only \$20.; MUSIC: 3 Buckley 24 Wurlitzer Adaptors ea. \$15.; 2 Buckley 616 Wurl itzer Adaptors ea. \$15.; 1 Buckley Steel Cabinet \$15.; 1 Wurlitzer Wireless Stroller Remote Serial #535005 \$25; 1 Wurlitzer 5¢ play Walnut Remote Stroller \$25; 1 Seeburg Wireless Stroller \$30.; 1 Seeburg Voice-By-Choice Turntable for Ten & Switchboard \$350; 1 Seeburg 5¢ Plastic Remote Stroller \$30; TERMS: 1/3 WITH ALL ORDERS, BALANCE COD COLUMBIA NOVELTY CO., 9 BLOOD ST., AMSTERDAM. N.Y.



THE CASH BOX

OCTOBER 3, 1944

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SECTION 2, F	SECTION 2, Page 27		
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YOU-AND YOU CA			
MACHINE ON LOCATIO	DN WHEN YOU GET IT.		
PARTS			
Jack Pot Glasses. Escalator Glasses. Reels Glasses. Jack Pots Complete. Jack Pots Complete. Standard Handles for Mills. Club Handles for Mills. Award Cards 2/5 - 3/5 for Mills. Cash Boxes for Mills. Cash Boxes for Mills. Locks Mills Slots. Indian Head Casting Top & Bottom. Brown Front Casting Top & Bottom. Jack Pot Cups 2519 CSP. Pay Out Cups 2787 CSP. Frame for Reward Cards. Bases for Slots. Standard Handles for Mills. Standard	omplete Set Slides $5\nota$ 322.50 omplete Set Slides $25\nota$ 25.00 lide Coons $5\nota$ 4.50 lide Coons $25\nota$ 4.50 ube $5-10-25\nota$ 1.50 ack Casting for Mills Slots 16.50 eels Strips Set 1.00 uttons $5-10-25\nota$ - All Makes ally 1-Ball Gauges 1.75 ny Kind of Meter 1.00 ox Stand, Newly Painted 20.00 ack in Box Stands, Newly Painted 52.50 ew Jumbo Heads 4.00 Id Jumbo Heads 1.00 olding Stand 3.00 ingle Safe, Like New 60.00		
EQUIPA	AENT		
 2 Mills Club Consoles 10¢, Like New	Bally Clb.Trphy(1-ballFP)\$375.00 Bally Dark Horse (1-ball FP)175.00 Bally Pimlico (1-ball FP)425.00 Bally '41 Derby (1-ball FP)350.00 Mills 1-2-3 '41 (1-ball FP) Like New		
SOUTHERN VENDING			
528 CRAIGHEAD ST. (PHONE			
ARCADE - MUSIC - CONSOLES FOR SALE - Seeburg Ray-lite Gun, Rock-Ola Duck Gun, both for \$50; need minor repairs; 1 Wurlitzer 24 empty cabinet \$10; 4 Automatic Pay-offs and two eonsoles, all for \$75. Crating extra. BILL'S MUSICAL SALES COMPANY 608 MAIN STREET OSAGE, IOWA WESTERHAUS NEWEST AND MOST SENSATIONAL FIVE BALL FREE PLAY REVAMP MARINES AT PLAY			
AT YOUR NEAREST DISTRIBUTOR.			
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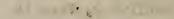
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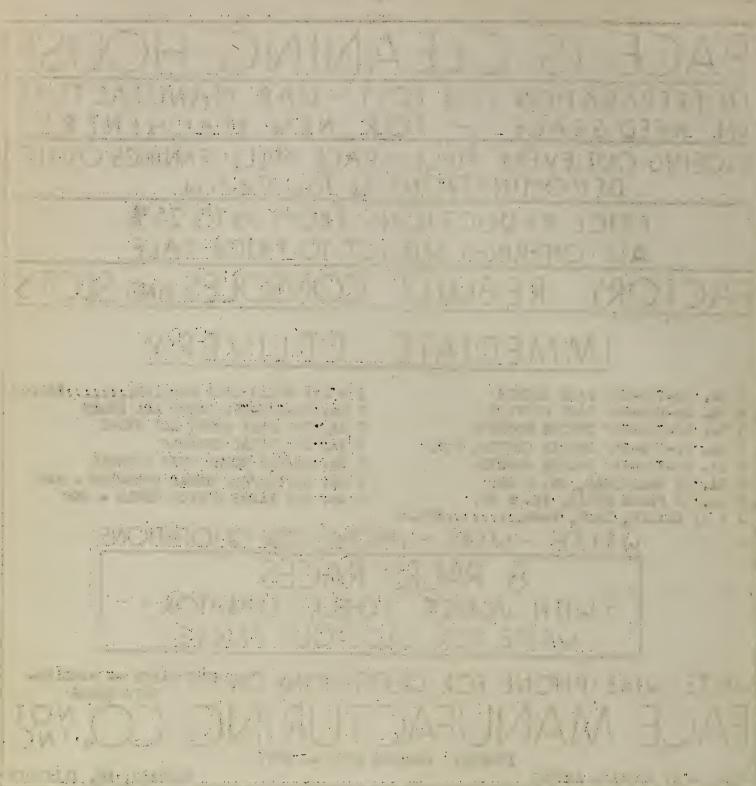
OCTOBER 3, 1944

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SECTION 2, Page 28 PREPARATION FOR POST - WAR MANUFACTURE WE NEED SPACE FOR NEW MACHINERY CLOSING OUT EVERY PIECE - PACE · MILLS-JENNINGS-CAILLE DENOMINATIONS 5¢-10¢-25¢-50¢ FROM 10 TO 25% REDUCTIONS PRICE ALL OFFERINGS SUBJECT PRIOR SALE $\left(\right)$ AND SLC +A(MMEDIATE 5 EA. $5\not=10\not=25\not=$ PACE COMETS 1 - 25¢ MILLS DICE MACHINE.....\$65.00 4 EA. 5¢-10¢-25¢ PACE ROCKETS 7 Ea. 5¢-10¢-25¢ COMET ALL STARS 1 EA. 5¢-10¢-25¢ CHROME ROCKETS 2 EA. 50¢ PLAY COMET ALL STARS 2 EA. 5¢-10¢-25¢ DELUXE COMETS, S.P. 1 EA. 25¢ ROYAL CONSOLE 2 EA. 5¢-10¢-25¢ DELUXE COMETS 2 EA. 5¢/25¢ ROYAL TWIN CONSOLE 9 EA. 5¢ SARATOGAS. JR. & SR. 2 EA. 5¢/10¢/25¢ ROYAL CONSOLES - NEW 6 EA. 5¢ PACES REELS, JR. & SR. 6 EA. 25¢ PACES JUNIOR REELS - NEW 3 - 5¢ CAILLE, LATE, Each......\$60.00 FOR QUOTATIONS WRITE - WIRE - PHONE CHECK SEPARATOR 5 WITH JACKPOT - I WRITE FOR CLOSEOUT PRICES WRITE - WIRE - PHONE FOR QUOTATIONS ON: SLOT PARTS -- HANDLES-COIN HEADS NO **PHONES:** CALUMET 6272 -- 6979 2909 - 17 INDIANA AVENUE CHICAGO, 16, ILLINOIS PINS - SLOTS - VENDERS FOR SALE - Five Ball Free Play Pin Ball Machines; etc.; Armada \$22.50; All American \$31.50; Velvet \$37.75; Wow \$26.50; 1 Jennings Little Duke Slot Machine \$20.50; 10 1¢ Ball Gum Machines with built in prize indicator \$10.75 ea.; 2 Columbus Peanut machines mounted on white enamel pedestal \$24.50. ELECTRIC SERVICE COMPANY 1676 KING AVENUE (Tel: KI 5118) COLUMBUS, OHIO - FOLDERS -FOR SALE - Folders for Shipman Stamp Vendors, better grade 10,000 for \$7.00. Full cash with order, F.O.B., Philadelphia, Pa. ROY TORR 2047 S. 68th STREET FHILADELPHIA, 42, PA. MUSIC - SLOTS - ARCADE FOR SALE - Wurlitzer 500 Victrola complete with Packard Adapter and six Packard Boxes. Vietrola has no inside coin chute mechanism \$445. complete for Victrola and boxes, 1 set of Mills 5-10-25¢ War Eagle Slots, machines perfect operating condition, set of 3 machines \$395.; 5 Tail Gunners used less than 30 days \$189.50 ea. Terms: 1/3 cash, balance C.O.D. B & B NOVELTY COMPANY 621 WEST MAIN STREET (Tel: Jackson 8811) LOUISVILLE, KY.

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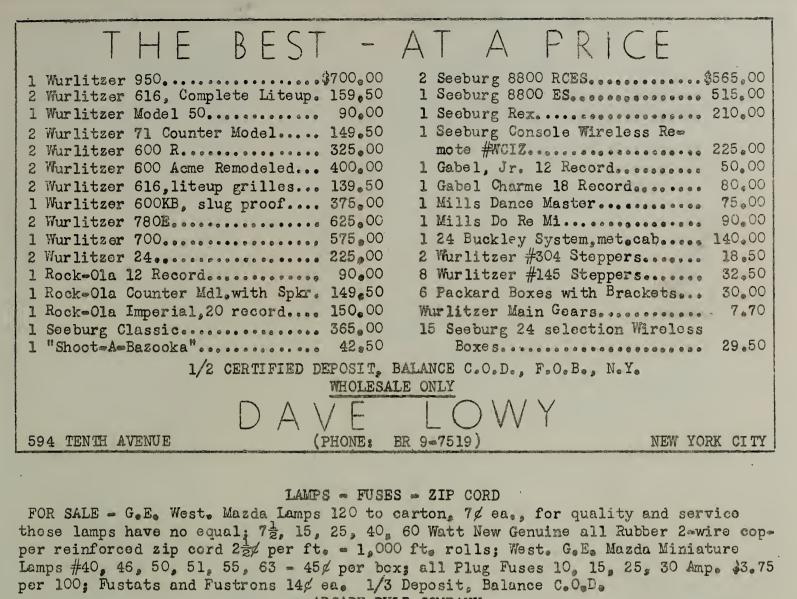
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THE CASH BOX

OCTOBER 3, 1944



56 WEST 25th STREET

ARCADE BULB COMPANY (Tel: WA - 7490-)

NEW YORK CITY.

1800

HOLES

PROFIT



HONEY

No. 1827	5c PLAY	1800 HOLES
Takes in		\$90.00
Average	Payout	
Average	Gross Pro	fit\$57.78

A special thick HARLICH BOARD with brilliant 3-color slot symbol tickets. 90 WINNERS.

RLICH MFG.

Every machine location is a potential source of from \$25.00 to \$100.00 EXTRA PROFITS PER WEEK. Get new locations and hold your old ones with Harlich Boards.

SEND TODAY FOR CIRCULAR NC-441 ILLUSTRATING 59 OTHER HARLICH MONEY-MAKERS

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