THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 9, No. 13

DEC. 27, 1947

The public prefers

THE MILLS CONSTELLATION

The coin box concurs

- NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:
  - *Plays 40 Selections*
  - *Wide Range Tone*
  - *Aluminum Cabinet*
  - *Adjustable Tone Arm*
  - *Table Top Service*

Six Hits for Two Bits

when I want a real nickel's worth . . .

I always play a Mills!

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

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

IN THIS ISSUE

December 27, 1947 *Vol. 9, No. 13*

PUBLISHED WEEKLY by The Cash Box Publishing Co., Inc., 381 Fourth Avenue, New York 16, N. Y., Telephone: MUrray Hill 4-7797. Branch Offices: 32 West Randolph St., Chicago 1, Illinois, Telephone: DEArborn 0045 and 422 West 11th Street, Los Angeles 15, California, Telephone: PRospect 2687.

ADVERTISING RATES on request. All advertising closes Fridays at 5 P.M. preceding week of issue.

SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. and Canada. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

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

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

Merry Xmas and a Happy New Year

Without any doubt this past year has been one of the most eventful in the history of the coin machine industry.

Everywhere in the field changes have been made to meet with the new general conditions of all business.

And just as changes were made, many found themselves slowly reaching new business understandings and arranging for better business methods.

This was the year, 1947, when all came to the very definite realization that the hectic and flush war years were over, and that business men had to once again settle back to doing business on a more normal basis, arranging for better methods in every business regard.

As the year went on, coinmen all over the nation adopted proposals and suggestions which had long been advanced by this publication, but, which didn't take definite hold until all began to feel the impact of the post-war era and its inflationary and recessionary periods.

But, all things considered, the coin machine industry, in all of its divisions, did move on ahead. It progressed thru the very reactionary effects of its own business laxity. It is now adopting better and more streamlined business methods and arranging to come to a more equitable commission percentage undertanding with its locations.

It has settled down. It has overcome the first rush of those who believed that they could instantly capture the field with one product or another. It is now looking at itself with the haze of the war period removed and sees itself in clear-eyed understanding of what it needs.

Therefore, from every standpoint this is the time when the entire industry needs but to review its past year's events to have a better understanding of the forthcoming year and what it can best do to help itself to prosper and progress.

And that is today made available by *The Cash Box* for all those students of the coin machine industry who desire to have historical data at their finger tips with the "Review-Of-The-Year" which appears in this issue.

This is one Christmastime when all this field can calmly, clearly and intelligently celebrate the fact that it has at last become sufficiently clear-eyed to understand what it must, and what it can do, to better help itself.

And for that very, very important fact — this is the time of the year — this grand holiday season — when all the industry can celebrate the awakening of a new era.

When all know that this field will strive for greater and better public understanding in 1948. When more equitable commission methods will be adopted. When all organizations now in the field, and those yet to come, will work to benefit the entire industry and will, with the help of all their members, celebrate this holidaytime in the grand and good and wholehearted spirit of Christmas.

Merry Christmas and a Happy New Year to All!


MERRY
XMAS
AND A
HAPPY
NEW YEAR
FROM
THE CASH BOX

REVIEW-OF-THE-YEAR

In Explanation . . .

For a long time now there has been a demand from the coin machine industry to have a "Review-Of-The-Year" which could be searched out at regular intervals by all in the field for data on news events, editorials and equipment.

This is the first attempt ever made by any publication in the field to compile such a review. It offers week to week information of the most outstanding events in the field during the year 1947. It will act as a reference encyclopedia for all who want to have facts at their finger tips when recalling any events of the past year.

The following pages are therefore the first real reference work ever offered to the coin machine industry and will become, beginning with 1947, a regular annual effort of *The Cash Box* to benefit the entire trade.

JANUARY 6, 1947

The year 1947 opened with all looking forward to the CMI Convention. There was much excitement thruout the trade regarding this forthcoming meet and just what the manufacturers would present.

Of especial interest are the new product with which the manufacturers opened the year:

MUSIC:—AMI was featuring their Model "A" phono and their "Automatic Hostess" unit.
Aireon was showing their "Super DeLuxe Phonograph" and accessories.
Packard had the "Packard Pla-Mor Model 7" and accessories of all types.
Buckley was showing a new Wall & Bar Box.
Personal was featuring their "Measured Music" Box.
Rock-Ola had the new "Model 1422" and accessories of all types.
Seeburg had already presented their model "1-46 M" and accessories.
Tel-O-Matic was showing a new wired music system.
Wurlitzer was featuring their Model 1015 and Model 1080 phonos and accessories.

PINBALLS:—Bally had the "Midget Racer".
Chicago Coin was featuring "Super Score".
Exhibit had "Fiesta".
Genco showed "Step Up".
Gottlieb had "Baffle Card".
Marvel showed "Opportunity".
United had "Sea Breeze".
Williams featured "Smarty".

ARCADE EQUIP'T: — American Amusement featured "Bat-A-Ball"
Amusement Enterprises had "Bank Ball".
Genco showed "Whizz".
Mutoscope had "Photomatic", "Voice-O-Graph" and "Atomic Bomber".

BELLS:—Bell-O-Matic was featuring "Golden Falls".
Groetchen showed the new "Columbia".
O. D. Jennings had the line of "Chiefs".
Pace was featuring "Chrome & Cherry Bells".

CONSOLES: — Baker was showing "Pacer".
Bally featured "Draw Bells", "De Luxe Draw Bell" and "Triple Bell".
Buckley had "Track Odds".
Evans showed "Galloping Dominoes" and "Bangtails".
Keeney was featuring "Super Bonus Bell".

There were rumors of more new games to come at the Convention. The vending machine manufacturers were telling about what they would produce. Coin operated radios were getting big attention. Many new ideas set rumors running wild.

WASHINGTON, D. C.—U. S. Patent Office advised that a patent had been granted which would vend a copy of the lyrics with any record played on a juke box.

HONOLULU, H. I. — Coinmen here favored continuing 5c play on juke boxes but for all to obtain $10 per week front money guarantee.

NO. TONAWANDA N. Y.—Ed. Wurgler, general salesmanager for Rudolph Wurlitzer Co., advised that teen-agers account for little phono play and urged change to 10c play, 3 for 25c.

LOS ANGELES, CAL.—Samuel (Curley) Robinson of AOLAC praised the Federal Government's new booklet on vending machines.

ST. LOUIS, MO.—Lou Morris of Morris Novelty Co. moved into large new building.

CHICAGO—Richard W. (Dick) Hood, Chairman of the entertainment committee for CMI show, promised "most lavish entertainment ever" for the big banquet.

LOS ANGELES, CAL.—Shipman Mfg. Co., advised that several large drug chains had contracted for their stamp venders.

CHICAGO—CMI officials held a meeting with the trade press.

CHICAGO—Charles Schlicht of Mills Industries, Inc. urged manufacturers to meet and discuss 5c—10c phono play issue.

NEW YORK—Sam Palaggi of Century Music Co., here, tested the Zenith "Cobra" tone arm on his phonos and reported 70% less record wear.

MILWAUKEE, WIS.—A. R. Slade of "Shine-A-Minit" advised this machine would be shown at the CMI convention.

JANUARY 13, 1947

Talk about the convention was still the main topic thruout the trade. It was reported that the "convention was a sell out" and that there were "very few rooms left in the Chicago Loop' district". All foresaw the biggest attendance in history with 5,000 expected to register the very first day of the show.

It was rumored that the nation's distributors would try to create a "Credit Bureau" at the forthcoming convention. Distrib leaders stated, "Issuance of credit to jobbers and ops will be biggest problem for '47". Also interesting to the trade was the opening of the first Police Dept. Canteen in Cleveland, O. with the juke box donated to the cops by the Cleveland music machine ops.

CHICAGO—Mills Industries, Inc. advised the trade to watch for their new phono, the "Constellation".

CHICAGO—Manufacturers here urged ops to attend their "open house" parties.

CHICAGO—James A. Gilmore, secretary of CMI, advised "It'll be a helluva big show".

WASHINGTON, D. C.—Contemplated tax cuts by Federal Government would not affect coin machines it was reported.

DENVER, COLO.—The Scripps-Howard papers had been hitting at juke boxes but one teen-ager here wrote the "Rocky Mountain News" a very fine letter defending juke boxes.

NO. TONAWANDA, N. Y.—Ed. Wurgler, Wurlitzer salesmanager stated that "survival calls for quarter-dime play".

OAKLAND, CALIF.—Douglass Automatic Machine Co., this city, presented the "Douglass Automatic Shoeshiner".

CHICAGO—John Haddock, president of AMI, called for trade action to end the 10 per cent Federal Excise Tax on phonos.

NEW YORK—Amusement Enterprises, Inc., presented a new rolldown game, "Tri-Score".

CHICAGO—Marvel Mfg. Co. presented a new counter game, "Pop-Up".

MINNEAPOLIS, MINN.—State Rep. Edward Meier of St. Paul urged that bells be taxed to help pay vets' bonus.

BETHLEHEM, PA. — Ops came together here and were successful in obtaining a cut of taxes from $10 to $5 on venders and from $25 to $10 on pinballs.

CHICAGO—Williams Mfg. Co. presented a new pinball, "Amber". O. D. Jennings & Co. showed a new console, "Challenger".

DETROIT, MICH.—Edelman Devices of this city introduced a new bowling game, "Bang-A-Fitty".

JANUARY 20, 1947

Excitement grew thruout the trade as the convention approached. Everyone seemed to be planning to be at the big show in Chicago in February. There was much conjecture as to what would result with distributors smashing prices, in many cases it was reported, actually below cost, to move out merchandise before the big show. Bootleggers went on a rampage. Distribs were upset as machines flooded into their territories at 5% and even less above cost. The manufacturers seemed helpless against this huge wave. Leading distribs were clamoring for a national meeting to bring a halt to bootlegging. One glimmer of good news came from a national survey among operators who reported that the holiday season slump was over and that collections were going up again.

OAKLAND, CAL. — The California Music Operators Assn., was fighting for tax revisions.

TULSA, OKLA.—The city commission passed a law permitting seizure of coin operated music equipment if the machines weren't registered and did not bear license stickers.

TACOMA, WASH. — The press was covering the pinball controversy with the same zeal as it covered the big battles of the war.

TARRYTOWN, N. Y. — Officials here decided not to ban pinballs.

NEWARK, N. J.—The Music Guild of America, music ops' assn. here, had members put up a forfeitable bond if they did not live up to Code of Fair Practice.

CHICAGO—Pace Mfg. Co., Inc. presented their "3-Way Bell Console".

ST. LOUIS, MO.—Fred C. Steffens, vice-president and general manager of National Slug Rejectors, Inc. reported that Europe's cointrade was far behind the U.S. after a visit to many European countries.

KANSAS CITY, KANS.—Aireon Mfg. Corp. announced that RFC was to make them a loan.

CHICAGO — CMI advertised that it was going to give a Cadillac away free as its Public Relations Award at the convention.

LOS ANGELES, CAL.—There was an air of tense watchfulness in southern California where it seemed the territory would close down.

CHICAGO—Chicago Coin presented a new pinball, "Kilroy". Counter games were getting much attention, A.B.T. Mfg. Corp. featured the new "Challenger", American Amusement had "Junior League Bat-A-Ball"; Daval Mfg. Co. featured "Gusher" and "Buddy"; D. Gottlieb & Co. was featuring "DeLuxe Grip Scale".

NEW YORK—Amusement Enterprises, Inc. introduced the "Whirl-A-Ball" counter game.

JANUARY 27, 1947

This was the big convention issue of *The Cash Box*. One of the biggest issues ever yet presented to the trade. Coinmen were in Chicago two, and even three weeks, before the show. All were enthused and all looked forward to seeing many new products. There was a plan afoot by amusement game ops to create a national association and many believed that Samuel (Curley) Robinson should head this organization. More mixed routes were forseen as a result of the

REVIEW-OF-THE-YEAR

convention. It was believed that music and vendor ops would add games to routes. The distributors, too, were eager to create a national organization. They believed that such an association would eliminate price cutting, bootlegging and help solve the credit situation. This issue also featured a complete listing of every exhibitor and just what products he would have in his booths.

The new machines, when the doors of the 14th annual convention opened on February 3, actually stunned the crowds. There were special showings at various hotels aside from the Sherman. Aireon showed their new "Fiesta" phonograph at the Congress Hotel. Rock-Ola and Bell-O-Matic held showings at the Morrison Hotel. Mills Industries, Inc. presented their new "Constellation" phono at the Hotel Continental.

Among the new products which were seen were: Genco: "State Fair", pinball; Gottlieb: "Miss America", pinball; United: "Rio", pinball; Williams: "Show Girl", pinball; "Mirror-tone" cabinets for music mechanisms by Solotone; Pantages' "Music Mirror" for music mechanisms; Amusement Enterprises "One World", rolldown and "Bowl-A-Strike" bowling game; Gottlieb "Daily Races", one-ball; Firestone Enterprises: "Bonus Roll", bowling game, "Santa Anita Handicap" upright game and "Rolloball" rolldown game; Personal Music had a new music box called "Melody Lane"; Pico Sales showed "Pinch Hitter" rolldown game; The "Telequiz" got attention; "Strikes 'N' Spares" clicked big at this show; Esquire Games showed "Spotlite" upright game; there were dozens of others.

All the industry's leading manufacturers featured articles in *The Cash Box* welcoming the nation's operators to this big 14th annual convention of Coin Machine Industries, Inc.

FEBRUARY 10, 1947

The convention was big, but the tempo was slow. The floors were crowded day and night but the "real action" didn't seem to be there, according to coin machine leaders. The CMI adopted three more suggestions of *The Cash Box*: 1) National Tax Council; 2) National Credit Bureau and 3) National Distributors Organization.

CHICAGO — Dr. Preston Bradley's speech at a luncheon to coinmen was very effective. Dr. Bradley is minister of the People's Church.

NEWARK, N. J.—U-Need-A Vendors, Inc. showed their new "Monarch" cigarette machine.

CHICAGO — A big public relations program was revealed by Dave Gottlieb, president of CMI.

FT. WAYNE, IND.—Music ops here planned to form an association.

CHICAGO—The convention proved the need for a better commish basis for all ops because of the high prices asked for new equipment.

NEW YORK—ASCAP was readying a new drive against juke boxes.

LOS ANGELES, CAL.—Samuel (Curley) Robinson of AOLAC received the public relations award from CMI.

FEBRUARY 17, 1947

An editorial entitled, "STOP CLUCKING—START WORKING" appeared in this issue and was acclaimed thruout the country with many coinmen asking for reprints. There was lots of talk about big "buys" thruout the trade but ops who tried to find these reported there was no such thing. The manufacturers were acting to smash bootlegging on the insistence of leading distribs. Again *The Cash Box* warned the trade "Watch ASCAP". ASCAP was already preparing legisaltion to change the "Copyright Act of 1909" and wanted every juke box to pay them a fee for playing their copyrighted music, aside from the fact that they were already collecting from the record companies. Good music ops were making more money regardless of the fact that many claimed they just couldn't make a go of operating music at this time.

CHICAGO—Dave Gottlieb of D. Gottlieb & Co. announced that his firm would "control" the quantity of games they would produce.

NEWARK, N. J.—MGA (Music Guild of America) announced they would hold their banquet on March 5.

NEW YORK—Ops reported that many distribs were using newspapers to sell machines and were much upset over this.

NEW YORK—Distribs in this city, Newark, N. J., Philadelphia, Pa., and Washington, D. C. were reported to be forming their own associations.

ELLENSBURG, WASH.—Ops T. W. Compton and Adolph Dans appeared before the board of Kittatas County commissioners and urged that the County reenact the licensing ordinance for pins.

MARSHALL, MICH. — Firemen here were much upset because their percentage from vending machine operations were taken away from them.

HERKIMER, N. Y.—One of the most complete reviews of the present pinball ruling in this state appeared in the "Telegram" of this city.

OLYMPIA, WASH.—A bill (S.B.77) was introduced by State Senator Rogers to hike taxes on all machines.

ERIE, PA.—The Pennsylvania Milk Control Commission asked for an injunction to restrain operators of milk vending machines from selling half-pint cartons at 5c.

CHICAGO — Grant Shay of Bell-O-Matic was elected vice-president in charge of advertising by the directors of this corporation.

NEW YORK—An appeal was made to coin machine inventors to bring back the old time, simple, entertaining and relaxing games.

FEBRUARY 24, 1947

It was suggested that all operators buy now while distribs were smashing prices. An editorial stated that the public was swinging to low cost entertainmen and ops were advised that this was one sure sign of better games action. Ops were also crying for direct selling to stop and stated that open newsstand publications were causing them much harm. It was also believed that the entire industry was at last settling down to a more normal stride.

DETROIT, MICH.—Joe Brilliant resigned as president of the Michigan Phono Ops Assn.

AUGUSTA, ME.—Rep. Leo St. Pierre of Lewiston introduced a new bonus bill for vets to be financed by taxing theatres, dance halls and juke boxes.

SALT LAKE CITY, UTAH—A legislative committee urged taxing of all coin machines to raise revenue.

ST. PAUL, MINN.—A bill was introduced to license ops $2,500 annually plus $100 for each bell for fraternal and charitable organizations.

MINNEAPOLIS, MINN.—An amendment was proposed to present juke box ordinance so that piped-in music would be licensed on individual spots.

NEW YORK—Herald-Tribune here reported there were 1,000,000 phonos operating in U.S. which brought in $200,000,000 yearly.

AUSTIN, TEX.—Rep Sam Hanna refused to allow peanut venders in foyer of state house even for charity.

CLEVELAND, O.—Very fine article in Press here entitled "King Juke" all about how youngsters enjoyed themselves with juke boxes.

PAWHUSKA, OKLA. — Op Maurice Martin appeared before city commission here to argue against "excessive tax" bill.

JOPLIN, MO.—Revenue Commissioner here studying how to tax wired music.

TOLEDO, O.—City reported obtaining $139,000 from pinballs in '46.

WILMINGTON, DEL. — An irate mother here defended juke box play in a letter to the "Star".

MOSES LAKE, WASH.—License ordinance passed here taxing pins $40 per month.

NEWARK, N. J.—MGA elected officers for the year.

LOS ANGELES—"Curley" Robinson stated that biz would be back in a year in L.A. County.

CHICAGO—Alvin J. Goldberg, Wurlitzer distrib, died.

MARCH 3, 1947

Trade was advised that Johnny Q. Public doesn't buy machine when he comes up to put coin in it. Coe College of Cedar Rapids, Ia. featured big pic of juke box in magazine and gave music equipment much credit. Direct sales were continuing with ops burning. Ops were also calling to trade to open closed territory.

HIBBING, MINN.—John M. Butorac of Arrowhead Amusement Co. honored for his unflagging energy in civic affairs by state.

UNION TOWN, PA.—Juke box ops here fighting proposed $50 tax per phono.

CHICAGO—Ops warned to beware of bootleg machines that mfrs were calling for serial numbers prior to selling parts.

CHICAGO—Arthur V. Cooley, executive vice-president of Bell-O-Matic Corp., passed away from heart attack.

CHICAGO — Legal-type game mfrs were enjoying a big boom.

BALTIMORE, MD.—General Vending Sales Corp. opened their new building.

POUGHKEEPSIE, N. Y. — Square Amuse. Co. building "Sportsman Roll" (Rolldown game) based on high score appeal.

ALBANY, N. Y.—Assemblyman Wm. E. Clancy introduced a bill to tax juke boxes $250 each.

CHICAGO—Samuel Wolberg of Chicago Coin Machine Co. honored by "The Sentinel" magazine with his picture on its front cover. This is leading weekly magazine of Jewish life.

MARCH 10, 1947

Reports from thruout the nation indicated that averages were up on all operations. Suggestion was made that industry tell Mr. and Mrs. John Q. Public all about machines and help stimulate better play thru ad and public relations program. Distribs were starting on plan to form local associations thruout the country.

LONACONING, MD.—Mayor John H. Evans suggested that bells be legalized and taxed.

MAYWOOD, N. J.—Teen agers here asked townsmen to create Juke Box Canteen for them.

PUEBLO, COLO. — District attorney John H. Marsalis declared that pinballs were not gambling machines.

CHICAGO—J. Raymond Bacon of O. D. Jennings & Co. honored by Berea College, Kentucky, by being made an associate of school.

WASHINGTON, D. C.—Melvin Price, U.S. Congressman of East St. Louis, Ill. advised that one of his constituents wrote him asking for slot concession on U.S.S. Missouri.

NEWARK, N. J.—First annual banquet of Music Guild of America held at Terrace Room of Mosque was big success.

CHICAGO — Williams Mfg. Co. announced new pinball, "Tornado".

OLYMPIA, WASH. — Higher taxes were sought on pinballs and bells in this state.

REVIEW-OF-THE-YEAR

WASHINGTON, D. C.—Corp. Counsel Chester H. Gray urged that a hearing be held on pins.

LOS ANGELES, CAL.—James A. Gilmore honored at AOLAC luncheon here.

MARCH 17, 1947

Ops were urged to "merchandise" their operating and get most out of machines and locations. Trade claimed that a "National Tax Council" was needed quick. Reports from many states indicated that tax bills were under way. Music ops were going ahead regardless of pessimistic reports and were driving for million locations in few years.

MONTGOMERY, ALA.—Alabama music ops assn. announced big campaign to gain better public relations. Officials were to cooperate.

NEW YORK—Max D. Levine of Scientific Mach. Co. reentered manufacturing.

DENVER, COLO.—Op here took slam at distribs who were making direct sales.

NEW YORK, N. Y.—Robert Z. Greene of Rowe Corp. received big article in "Fortune" magazine.

CHICAGO—Ed. Ratajack was elected vice-president of CMAC.

BOSTON, MASS.—New England convention of National Beer Wholesalers Assn. vetoed beer venders.

LOUISVILLE, KY.—Judge Mac Swinford in Federal Court here ordered county officials to return seized bells.

WASHINGTON, D. C. — Postoffice Dept. advised smaller 5c airmail stamp for venders.

BALTIMORE, MD.—City reported receiving $75,000 from pinballs and diggers first two months of the year.

WASHINGTON, D. C.—Coinmen saw threat in "dry" advances. Of nation's 3,070 counties, 978 were reported prohibiting sale of hard liquor, 887 banned wine and 480 banned beer.

LAKELAND, FLA.—Robert Johnson of this city reported inventing citrus juice vender.

LOS ANGELES — California distribs formed association, Ray Powers elected president.

NEWARK, N. J.—H. F. Dennison resigned as President of Personal Music Corp.

MARCH 24, 1947

Trade leaders were urging ops to remove ten year old phonos which were still blocking off good locations. There was also reported to be a big spurt in amusement game biz. Arcade owners looked forward to a very good season. With factory men in field checking closely bootleggers were taking a "runout powder" it was reported.

NEW YORK—Hotel Roosevelt here installed wired music which was claimed to be great aid to their workers.

SALIDA, COLO.—Coinmen and location owners rallied here to repeal ordinance which banned juke boxes from spots where liquor was sold.

NEW YORK—Life magazine featured pics taken at CMI convention.

ARLINGTON HEIGHTS, ILL. — Ops here refused to pay $10 phono license fee claiming that it was "illegal".

ALBANY, N. Y. — Cigarettes to be taxed 1c per pack bill passed.

NEW YORK—Ruling that television in taverns would force patrons to pay 20% Federal amusement tax was handed down by Internal Revenue Bureau.

UTICA, N. Y.—Joe Hanna, local coinman, commended by Mayor of city for civic activities.

CHICAGO — Genco announced new rolldown, "Advance Roll".

COLUMBUS, O.—A bill proposing a tax on bells was introduced in the Senate here.

MARCH 31, 1947

Trade was urged to bust up ten year old equipment still blocking good locations. Advised that this would help bring about better public relations. Storekeepers were demanding that ops bring them new machines. There was a buying spurt thruout the trade. A national survey among coinmen showed that new games upped take 100% to 300%.

SPRINGFIELD, O.—City commission introduced ordinance to tax all types of coin machines.

CHICAGO—David C. Rockola, president of Rock-Ola Mfg. Corp. urged ops to "analyze, plan and do".

CHICAGO — George Jenkins, vice-president and General Salesmanager of Bally Mfg. Co. in a feature article stated that, "Once a coin machine man always a coin machine man."

LOS ANGELES, CAL. — Solotone Corp. announced their new 1947 Solotone non-selective music box.

CHICAGO—Dave Gottlieb of D. Gottlieb & Co. urged "a greater public relations program".

WASHINGTON, D. C. — The 20% amusement tax on television in taverns was ruled out.

CHICAGO—Bell-O-Matic Corp. introduced new "3 Bells" console.

CHICAGO—Bally Mfg. Co. sponsored a "service school" for mechanics.

INDIANAPOLIS, IND. — Wm. H. Krieg, President and General Counsel of Packard Mfg. Corp. urged ops to have greater confidence in themselves and in this industry.

ST. LOUIS, MO. — John Gottfried, president of National Slug Rejectors was given a fine article in the press here.

WARSAW, IND.—Op here was suing city to recover confiscated pinballs.

NEW YORK—Music ops here voted to replace old equipment at association meet.

PHILADELPHIA, PA. — Amusement Machines Assn. here ran first post-war banquet at Latin Casino.

JACKSON, MISS. — Constitutionality of a 1946 law premitting counties and cities to levy a privilege tax on coin machines was upheld by Supreme Court.

ALBANY, N. Y.—Governor Thomas E. Dewey signed a bill permitting counties and larger cities of state to levy a $10 tax on ciggy venders.

WARREN, O.—Jr. Chamber of Commerce put out 350 ball gum venders.

APRIL 7, 1947

Ops were urged to "bust up and clean up" replacing ten year old equipment on locations with brand new machines. Success of the new machines was wiping older games off locations. Vital material shortages was reported to be hurting all coin machine production. A new type used market was forseen by the trade's leaders. The shipping problem was becoming more acute.

CHICAGO—Lindy Force named General Salesmanager of AMI.

TOPEKA, KANS.—A bill was introduced seeking 2% sales tax on coin machine receipts.

CHICAGO—Jim Gilmore, secretary of CMI, announced plans for 1948 convention.

CHICAGO—DeWitt (Doc) Eaton resigned as AMI salesmanager.

APRIL 14, 1947

The amusement games field was showing speediest recovery. Moves made by cities and states to obtain higher taxes from coin machines proved need of "National Tax Council". A big variety of new merchandise venders expected to open a boom sales era.

BLOOMINGTON, ILL. — Reverend Father Gordon Gehring took issue with local authorities and defended bell play in clubs here.

PUEBLO, COLO.—Vending machines here turned in over 10,000 pennies to Infantile Paralysis Drive.

CUMBERLAND, MD.—A bill which would permit the Board of Alleghany County Commissioners to place a tax on "gaming machines including bells" was passed here by House of Delegates.

MILWAUKEE, WIS.—Wisconsin phono ops held their first annual convention at the Hotel Pfister here.

LODI, CAL. — San Joaquin County passed amusement game tax bill.

ST. PAUL, MINN.—George J. Ouska delivered a strong message against Minnesota Anti-Bell bill.

WASHINGTON, D. C.—Juke box ops warned new bills introduced here would tax industry for millions of dollars.

CLEVELAND—Ohio's music ops set date for convention — May 5 at Hotel Carter.

APRIL 21, 1947

Greater optimism apparent thruout trade. Leading firms were seeking experienced coin machine salesmen. More coinmen were joining in the "bust 'em up" program. Tavern television was not proving boon owners expected it would.

BOSTON, MASS.—J. J. Golumbo held open house party in new quarters.

FLEMINGTON, N. J.—Phonos were being shut off here at 10 PM.

BLACKFOOT, IDA.—A petition was being circulated to have bells licensed.

CHICAGO — United Mfg. Co. introduced new pinball, "Havana".

NEW YORK—Laundry drivers asked that coin washers be taxed.

DES MOINES, IA. — Music op here uses cash prizes to boom collections.

WASHINGTON, D. C. — Scott Bill (H.R.1269) would cripple phono biz trade warned.

CHICAGO—D. Gottlieb & Co. introduce new pinball, "Maisie".

DENVER, COLO.—Move afoot here to get bells licensed by state as in Idaho.

ST. PAUL, MINN.—Parent Teachers Assn. hit sales of cigs to minor via venders.

APRIL 28, 1947

Travelers Aid Society reported it would increase present force four times to meet biggest summer vacation traveling and ops believed roadside spots would boom. *The Cash Box* suggestion that "Schools for Mechanics" be created was being accepted by the nation's ops' associations.

CHICAGO — CMI asked public relations cooperation from radio and movies.

CHICAGO—Bally Mfg. Co. introduced "Rocket".

N. TONAWANDA, N. Y.—Wurlitzer launched big national ad campaign.

CHICAGO—Dave Gottlieb was reelected CMI president.

CHICAGO—Williams Mfg. Co. presented new five-ball, "Cyclone".

WASHINGTON, D. C.—Backers of the Scott Bill were pushing for public hearings.

MAY 5, 1947

Trade advised that an era of "economical entertainment" was under way. Ops reported that national music averages were up. New games were getting operators' support. Juke box ops were crying for new hit tunes.

HAZLETON, IDA.—$500 license fee per bell passed here.

LANSING, MICH. — Rep. Arthur C. Hauffe introduced a bill here to license bells $10 each.

CARTERSVILLE, GA.—Test of pinball ban moved to Georgia Supreme Court.

REVIEW-OF-THE-YEAR

SPOKANE, WASH.—Jack R. Moore sued city on pinball ban.

WASHINGTON, D. C.—Juke box industry warned it was endangered when first hearing on Scott Bill was set for May 23.

MAY 12, 1947

Busy year was seen for the music business with many cutting down overhead and shaking up routes. Leaders asked music ops to quiet down their juke boxes and avoid phrase, "screech boxes" being used in nation's press. New names were asked for "pin games" and "juke boxes".

WASHINGTON, D. C. — A call for help to all the nation's music ops was sent out to beat the Scott Bill in the House of Representatives here.

WASHINGTON, D. C.—Ops' association here held annual banquet at Hamilton Hotel.

CHICAGO — Sub-Committee from Springfield here held hearings on $50 juke box license bill.

NEW YORK — Scientific Machine Corp. introduced new rolldown, "Pokerino".

CLEVELAND—Trade honored music ops' association here for "Hit Tune Parties".

CHICAGO — AMI ad was awarded First Prize by Federated Ad Clubs here.

MAY 19, 1947

An editorial telling how coin machines were helping build nation's prosperity won much good comment. The answer to the music problem is a better commission basis, *The Cash Box* reported. Pin games zoomed into first place in sales. Trade urged to crate a "National Coin Machines Board of Trade". A "Public Relations Institute" for coin machine industry was recommended.

NEW YORK—Atlantic-Seaboard Corp. held opening of new showrooms.

CLEVELAND, O. — Harry Lief and Leo Dixon honored by ops' association here on retirement.

CHICAGO—Groetchen introduced new console, "Twin Falls".

WASHINGTON, D. C.—Last call urging music ops to be present here on May 23 to beat Scott Bill was sent out.

CHICAGO—Bally Mfg. Co. introduced pinball counter game, "Heavy Hitter".

MAY 26, 1947

Juke boxes urged as an answer to prevent juvenile delinquency. Trade was continuing all out swing to games field. Ops acclaimed idea of "Public Relations Institute" as suggested by *The Cash Box*.

CHICAGO—Williams Mfg. Co. introduced new baseball machine, "All Stars".

WASHINGTON, D. C.—Music ops were given no chance to talk at first hearings held here on "Scott Bill". Rep. Frank Fellows (Me) introduced surprise bill (HR 2570).

PHILADELPHIA, PA. — Music ops' association here held big dinner-meeting.

NEW YORK—Wm. Rabkin named Chairman of United Jewish Appeal automatic coin machine division.

YANKTON, S.D. — Mike Imig, local coinman, started battle to end S. Dakota juke box ban.

TALLAHASSEE, FLA.—Senator Riddle presented bill to get 20% of gross juke box take.

WEYMOUTH, MASS. — Pinball ban rescinded here. Games taxed $25 per year instead.

YONKERS, N. Y.—Ops here were fighting 11:30 P.M. closing curfew on juke boxes and proposed $25 per year license fee.

HARRISBURG, PA. — Cigarette machine ops hit by new tax.

JUNE 2, 1947

The second public hearing before the House of Representatives' Sub-Committee of the Committee on the Judiciary was called for 10 A.M. in the Caucus Room of the Old House Office Building in Washington, D. C., June 4, 1947. Juke box coinmen from everywhere in the nation were worried about the Scott and Fellows' Bills. Only a handful of coinmen showed up to defend the entire industry. Everything was crystallized under a special committee appointed by *The Cash Box*. The battle was on and it looked very serious for the music machine trade. The leaders of the juke box industry agreed that a better commission basis was necessary. In the meantime the game business was continuing its boom with more and more ops switching over to this field. At the same time the juke box trade was also battling many local tax problems and once again *The Cash Box* urged that a "National Tax Council" be created. Everything was being pushed aside by the juke box industry in an effort to set itself up to correctly fight this vicious tax attempt by the music protective associations with ASCAP leading the fight to change the Copyright Act of 1909 so that every juke box in the nation would have to pay for the use of its copyrighted music.

CLEVELAND, O.—The Townsendites claimed that merchandise vending machanes were taking jobs away.

PHILADELPHIA, PA. — The music operators' association here held their first "Click Tune Party" and won much praise.

ST. PAUL, MINN.—Pinball ops here were fighting the county attorney's rulings that pin games were illegal.

NEW YORK—Over 3,000 coinmen attended the Atlantic-Seaboard opening party.

MIAMI, FLA. — Operators were already signing up console spots even tho the proposed bill hadn't as yet been passed.

SPOKANE, WASH. — Pinballs and bells went back into operation here when the City Council voted to rescind the ban.

NEW CASTLE, PA.—Western Pennsylvania's music operators' association held a very successful dinner at the Castleton Hotel here.

CHICAGO—Filben Corp. announced a new 30 selection music mechanism.

JUNE 9, 1947

The Scott and Fellows Bills continued to hold the news spotlight with more and more of the nation's juke box coinmen wiring, phoning and writing for advice. Leading associations sent representatives to Washington. Meetings were held in advance of hearings and strategy to defeat the Scott and Fellows bills was planned. Another public hearing, the third, was called for June 11. 1947. Again the juke box operators did not talk at the 2nd public hearing. The hearing was completely devoted to H.R. 1270 with the music organizations battling among themselves. The music industry named a three man legal committee composed of Attorneys: Sidney H. Levine; Sol. L. Kesselman of Newark, N. J. and Wm. H. Rosenfeld of Cleveland, O. Leading music ops who met in Washington suggested that the operators, themselves, publish their own music in the future The question was asked, "Will overbearing taxation force music ops to obtain a better commission basis?". The Cleveland music ops decided to withdraw NAPA artists from their juke boxes because of Fred Waring's statement regarding the juke box industry.

BOSTON, MASS.—The Mayor of this city commended Ralph Lackey of Pioneer Music Co. for his donations of juke boxes and records for various teen age entertainments.

MILWAUKEE, WIS. — United Coin Machine Co. this city held the first showing of the Filben music line on Sunday, June 15.

SPRINGFIELD, ORE. — City council amended tax ordinance here to get 20% from gross take of machines instead of former 10%.

FULTON, MO. — City proposes high tax on coin machines to obtain needed revenue.

SPRINGFIELD, O.—City commissioners here fail to agree on cost of new license for coin machines.

YAKIMA, WASH.—City council will tax machines in private clubs 10% of gross take.

LOS ANGELES, CAL. — Southern California's music ops agreed on fees and also joined in with AFL union.

CHICAGO—Jim Gilmore of CMI reported January 19 to 22, 1948 agreed on for convention.

NEW YORK—Visiting South African coinman advises he will fight Performing Rights Assn. from taxing jukes, urges American coinmen to fight ASCAP.

NEW YORK — ASCAP's statement published showing why they believe all juke boxes should pay them a license fee.

SANTA ROSA, CAL.—Sonoma County supervisors start drive to legalize bells.

NEW ORLEANS, LA.—Louis Boasberg spent $100,000 to open colored arcade on Rampart Street.

JUNE 16, 1947

The fifth public hearing on the Scott (H.R.1269 and H.R.1270) and the Fellows (H.R.2570) bills was called for Monday, 10 A.M., in the Old House Office Bldg., Washington, D. C. by the Sub-Committee of the Committee on the Judiciary. An S.O.S. call was sent out to all the juke box industry urging everyone to get into the battle to beat these bills. The juke box industry still didn't talk at the 3rd public hearing. The powerful music organizations were hammering for the defeat of the H.R.1270 in the meantime. Juke box men scored heavily at the fourth public hearing when Sidney H. Levine, attorney for the New York music ops association was delegated to speak for the operators.

MADISON, WIS. — Wisconsin's club owners asked the state legislature to return bells.

ST. PAUL, MINN. — Pinballs remained on location with the case held over to June 20.

NEW YORK—Irving Berlin's statement against juke box biz was published.

NEWPORT NEWS, VA. — This city opened to pinball operation.

N. TONAWANDA, N. Y.—Ed. Wurgler, General Salesmanager of the Rudolph Wurlitzer Co. announced many territorial changes.

OAKLAND, CAL.—California Music Operators Assn. was fighting four state bills.

MIAMI, FLA.—Pending legislation to allow consoles fell thru.

ST. LOUIS, MO.—National Venders, Inc. added another huge plant.

PORTSMOUTH, VA. — Dan Hawley was elected president of the Tidewater music ops assn.

CHICAGO — Leading manufacturers came together to pay tribute to Jim Mangan for his fine public relations work.

PHILADELPHIA, PA. — Music ops here held their monthly "Click Tune Party" June 21.

JUNE 23, 1947

The Scott Bill hearings were still the major subject of discussion thruout the entire trade. The manufacturers of juke boxes appeared in Washington at the 5th public hearing and spoke before the Sub-Committee on the Judiciary with David C. Rockola, President of Rock-Ola Mfg. Corp., clarifying all issues for the Congressmen. The music protective associations attempted to discredit all juke box testimony at the 6th public hearing. Morris C. Bristol, Wurlitzer's attorney, made a remarkable talk at this hearing

REVIEW-OF-THE-YEAR

and challenged ASCAP to produce its records. Many artists answered NAPA with the statements that they wanted their records to appear in juke boxes and be played as often as possible.

CHICAGO—Chicago Coin Machine Co. introduced "Play Boy" pinball.

DETROIT, MICH. — Phono ops met here ban Waring recordings.

SHREVEPORT, LA. — The "Times" here was testing a new newspaper vending machine.

TALLAHASSEE, FLA. — A bill was introduced to tax coin operated radios.

PUEBLO, COLO. — This city hiked juke box license fee to $15 each per year and operator's occupational license to $125.

MARTINS FERRY, O. — Pinball license was lowered from $25 to $15 per year.

HOLLYWOOD, CAL. — Wm. Cagney spent $1,700 to build a pin game for his movie star brother, James Cagney, to appear in new picture.

CHICAGO — Fulton Moore named Salesmanager by Williams Mfg. Co.

CHICAGO—D. Gottlieb & Co., introduced "Lucky Star" pinball.

JUNE 30, 1947

This was the Fifth Anniversary Issue of *The Cash Box*. Big news was the fact that the Scott Bill hearings had ended in Washington and the trade now awaited the result of this battle. It was believed that a new generation of coin machine men were entering into their father's footsteps in this business. The game field was booming.

CHICAGO—Bally Mfg. Co. introduced "Ballyhoo" new pinball.

INDIANAPOLIS, IND.—Senator Capehart, Chairman of the Board of Packard Mfg. Corp., called for "enthusiasm, leadership and a better commission basis" for the juke box trade.

KANSAS CITY, KANS. — R. R. (Rudy) Greenbaum of Aireon Mfg. Corp. described *The Cash Box* with one word, "guts".

CHICAGO — Herb Jones, Vice-President and Advertising Manager of Bally Mfg. Co. stated that the industry was getting younger every day.

CHICAGO—J. H. Keeney & Co. was featuring "Hot Tip" and "Carousel" games.

CHICAGO—J. A. Weinand, Salesmanager of Rock-Ola Mfg. Corp. urged the juke box industry to keep "heads up".

CHICAGO—Walter Tratsch, President of A.B.T. Mfg. Corp., foresees a ten year merchandise machine boom.

NEW YORK—Telecoin Corp. introduced a new game, "Quizzer".

KANSAS CITY, KANS.—Aireon Mfg. Corp. announced its "Blonde Bombshell" phono.

MONTGOMERY, ALA.—The Alabama Music Ops Assn. reported they had three bills in the state legislature.

CHICAGO—Bally Mfg. Co. presented a new beverage dispenser.

OAKLAND, CAL.—George A. Miller, of CAMOA reported that the organization were victors over four state bills.

HOBOKEN, N. J.—New firm, Esso Mfg. Corp., introduced a rolldown game, "Esso Award".

NEW YORK—The Daily Mirror here featured a big article on juke box exports.

SACRAMENTO, CAL.—A restaurant owner wrote the Sacramento Bee that he couldn't pay his rent since bell removed from his premises.

NEW YORK—The music ops' assn. here held its biggest meet with Sidney H. Levine and Wm. J. Alberg honored by the group.

JULY 7, 1947

Ops were being urged to adopt a better commission basis as soon as possible. The average coinman was somewhat divided as to what high prices of equipment mean to him. Some stated that higher prices protect the professional operator, others claimed that they could not expand their businesses because of the high prices the way they would like to. More music and vending machine operators were buying pinballs and the field continued its boom. In the used machine market, prices of music equipment dropped to a new low point. Many of the nation's juke box leaders reported that the Scott and Fellows Bills proved the need for a national organization to protect the juke box industry in the future.

CHICAGO—Bally Mfg. Co. reported that the firm now feature a "complete line from counter game to consoles".

INDIANAPOLIS, IND.—Packard Mfg. Corp. introduced their new phono, the "Manhattan" and held a big showing in Chicago for all the trade to see it.

NEW YORK—The IBEW (juke box union) won a very important decision in the Appellate Court here.

CHICAGO—The Encyclopedia Britannica reported that it would include information on juke boxes and pinballs in its next edition.

NEW YORK—Telecoin Corp. reported that it would donate all money taken in by its "Quizzer" machine in showings all over the country to the Damon Runyon Memorial Cancer Fund.

ST. LOUIS, MO. — City inspectors here reported that juke boxes were playing too loud.

JULY 14, 1947

The Cash Box urged every operator to adopt a resolution to obtain a more equitable commission basis. Music ops from everywhere in the nation rallied to the plan to bring about a national organization to protect their interests. In a guest editorial, Senator Homer E. Capehart proclaimed the thoughts of "enthusiasm and leadership". It was also reported that merchandising machines were getting going again.

CHICAGO—Dave Gottlieb of D. Gottlieb & Co. introduced his son, Alvin, to the trade and named him ad manager for the firm.

KANSAS CITY, KANS. — R. R. (Rudy) Greenbaum of Aireon Mfg. Corp. announced a price reduction in the firm's hideaway unit.

LOS ANGELES, CAL.—Aubrey Stemler was named national distributor for Kayem Products.

SAN ANTONIO, TEX.—George Prock of General Distrib. Co. opened new offices here.

NEW YORK—Resort ops reported that the July 4th holiday boomed play for them.

WASHINGTON, D. C.—Ben Rodins of Marlin Amuse. Co., this city, donated seven juke boxes and thousands of records to the Metropolitan Police Boys' Clubs.

BAYONNE, N. J. — Juke boxes for youth were approved by County Juvenile Judge David Nimmo in a speech in the First Methodist Church here.

CHICAGO—Williams Mfg. Co. introduced a new pinball, "Torchy".

CLEVELAND, O. — Music ops here bought stock in Windsor Phonograph Co. distributors for Rock-Ola phonos.

LOS ANGELES, CAL.—Wm. Larson was named attorney for SCAMOA.

JULY 21, 1947

The Cash Box urged the trade to "Stop clucking yourself into a depression" in a double page editorial and produced Government facts and figures. Music ops were asking, "Why not coin operated television? "They believed that such machines in conjunction with juke boxes would open a new profit path. The first opening smash for the Damon Runyon Memorial Fund came with a Sunday evening announcement by Walter Winchell on his air program and the industry went all out. Ray T. Moloney, president of Bally Mfg. Co. was named National Chairman for the coin machine division drive. *The Cash Box* was the very first to make a donation. This was for $500 to the Damon Runyon Memorial Cancer Fund, CMI division. It was the beginning of the greatest and most successful drive in coin machine history.

HOLLYWOOD, CAL.—Ilona Massey, well known movie actress, showed with the new "Vit-O-Mins" vending machine.

PORTLAND, ORE.—Budge Wright of Western Distributors, this city, managed to get a page in the Medford, Ore. high-school paper featuring the Aireon phono.

ROANOKE, VA. — The World-News here showed how sluggers were cheating non-selective music boxes with a picture illustration.

LINCOLN, NEB.—The Morning Journal here featured an editorial on the fact that operators weren't earning enough money.

CLEVELAND, O.—The famous "Quiz Kids" tried their luck against the Telecoin "Quizzer" machine with proceeds going to the Damon Runyon Memorial Cancer Fund.

NEW YORK—Music ops were happy that the Graziano-Zale fight was not televized.

CHICAGO—Mayor Martin Kennelly of this city atended a youth center opening and admired games and juke box donated by local coinmen.

CHICAGO—After a meeting of CMI members it was decided that the Damon Runyon Memorial Cancer Fund might become an annual event.

CHICAGO—Bally announced a modernized "Eureka".

JULY 28, 1947

The Cash Box started off its editorial section with "Strike One—You're Out" based on the Damon Runyon Memorial Cancer Fund and received requests from all over the country for reprints. CMI's Public Relations Bureau asked permission to reprint this editorial and mailed it to all coin machine people everywhere. The big announcement this week was the fact that the Scott and Fellows bills were tabled and that juke box coinmen could now rest easy tho a warning was made that ASCAP would start again next year. Coinmen were paying more attention, everywhere in the nation, to public relations work. Ray T. Moloney as National Chairman of CMI's Damon Runyon Fund wrote a guest editorial urging complete cooperation of all in the field to make this a successful drive.

SPOKANE, WASH.—Don C. Halladay writing in the Spokane Chronicle featured an article all about pin game stylists and how they play the game.

CHICAGO — Telecoin Corp. reported that their "Quizzer" game beat the Quiz Kids.

NEWARK, N. J.—The Music Guild of America, local phono ops group, voted a go ahead on the Damon Runyon Fund.

PITTSBURGH, PA.—The Pittsburgh Post-Gazette featured a full page story with Banner Specialty Company's secretary, Thelma Weinstein, as the model, entitled, "Playing pinball peels off pounds, or so the experts say."

CHICAGO—E. A. Nichols, president of Farnsworth Television & Radio Corp. stated that coin operated television was impractical in a speech here.

CHICAGO — United Mfg. Co. announced a new pinball, "Mexico".

ST. PAUL, MINN. — Officials here claimed that U.S. tax loss was over $800,000 due to removal of coin ma-

REVIEW-OF-THE-YEAR

chines. At the same time officials increased the juke box license fee from $15 to $25.

IRVINGTON-ON-HUDSON, N. Y. — This city imposed a curfew closing on juke boxes at 11:45 P.M.

DETROIT, MICH.—The phono ops' assn. here announced a drive for a better commish basis.

CHICAGO—CMI announced the prize awards for 1947 public relations effort as $1,000 for the winner, $750 second prize, $500 third prize and $250 fourth prize.

AUGUST 4, 1947

The Cash Box advised the trade that "1 in 8 will die from cancer" in a lead editorial. The industry was sold on the idea that music machine operators must learn how to "sell" music to see profits. Amusement game ops claimed that only entirely new type of equipment would allow them to boost their percentage basis. Music ops again asked that a committee be formed to protect them from legislation.

PASSAIC, N. J.—Well known music operator, Mannie Ehrenfeld of this city, was combatting television successfully with more auxiliary speakers in his locations.

LOS ANGELES, CAL.—Paul A. Laymon was appointed California Regional Chairman for the Damon Runyon Memorial Cancer Fund drive.

KANSAS CITY, MO.—A local op here stated that loss of women war workers cut down his collections.

MINNEAPOLIS, MINN. — The Supreme Court ruled hands off pinball games.

NEW YORK—Runyon Sales Co. announced Chicago showing of the Tel-O-Matic "Robot".

PITTSBURGH, PA.—Ops here viewed the Filben line of music equipment at Coin Machine Distrib. Co. showing, Sunday, July 27.

CHICAGO—Genco introduced a new pinball, "Honey".

INDIANAPOLIS, IND. — Packard Mfg. Corp. announced the appointment of Charles L. Cade as Salesmanager and Wm. P. Bolles as Sales Promotion Manager.

NEW YORK—A story in the World-Telegram here advised that tavern owners were disgusted with lack of results to better business from television sets.

AUGUST 11, 1947

The answer, according to America's juke box operators, was that "We've got to get $15 per week front money from each machine" to show profits these days on music operating. Many leaders of the field stated that the industry was going thru a "shakedown period" and would soon come out of it. Used machine sales started to climb and many believed that this field would pep up from now on. Facts about television were published for the music machine trade.

JACKSON, MISS. — The Mississippi Phonograph Owners Assn. announced a meeting on Aug. 14.

NEW YORK—Al Denver, president of the N. Y. phono ops assn., advised that "Good music operators keep averages up despite television".

CHICAGO—Moreland Lutheran Church had pic in press here showing its "rumpus room" where a pin game and a juke box are featured.

SPOKANE, WASH.—Pin games may go, bells okay, and music machines to be taxed higher.

NEW YORK—Rube Goldberg drew a picture of a beverage dispenser with coin changer which gained wide circulation.

YOUNGSTOWN, O.—Music ops here reported biz holding up.

CHICAGO — D. Gottlieb & Co. announced a new pinball, "Marjorie".

LAUDERDALE, FLA. — Coin operated radios were taxed here, $2 to the state, $1 for the county and 25c for the county judge's fee.

PITTSBURGH, PA. — Harry Rosenthal's arcade here donated entire day's receipts to the Damon Runyon Fund.

CLEVELAND, O.—Phonograph Merchants Assn. arranged for a picnic August 19.

NEW YORK—Two manufacturers announced that they were readying television-juke box combos for marketing to music ops.

AUGUST 18, 1947

Many of the industry's leaders suggested that public referendum should be held in closed territories to open them. The big job for 1947 *The Cash Box* advised the trade was the Damon Runyon Memorial Cancer Fund Drive. Complaints again began to be heard from all over the country that the bootleggers were at it again, shipping machines into almost every territory. And ten year old machines were still blocking off good spots, leaders stated. Amusement machine operators also came into the fold and agreed that they, too, needed a better commission basis.

CINCINNATI, O.—Joe Westerhaus of this city donated $1,000 to the Damon Runyon Fund.

CHICAGO—John Haddock of AMI reported that coin operated television was still too uncertain.

CHICAGO—Williams Mfg. Co. introduced a new pin game, "Flamingo".

CHICAGO—Lee S. Jones joined P & S Machine Co. as salesmanager.

LOS ANGELES, CAL.—CMAC opened permanent offices here with Robert B. Morse in charge.

CHICAGO—Gil Kitt of Empire Coin Machine Exchange donated miniature pin games to Vets' hospitals.

LOS ANGELES, CAL.—The amusement machine tax jumped from $12 to $24 here.

CHICAGO—CMI gave Walter Winchell first check. It was for $20,000.

HAWTHORNE, N. J.—The New Jersey Bell Telephone Co. introduced music for the benefit of employees here.

BALTIMORE, MD. — Chris Christopher opened the Chris Novelty Co. as Bally distribs here.

AUGUST 25, 1947

A report of the decisions reached by juke box leaders contained the following: 1) Television here to stay; 2) Ops must get minimum $15 per week guarantee; 3) Juke box collections gradually returning to normal in New York market where two-thirds of the nation's television receivers are located at this time as taverns find that television brings crowds but does not boost take; 4) Believe television will disappear from taverns as home use expands and 5) Juke box ops not worried. Say that this has been best lesson in years for all connected with industry. It was also reported that the smaller towns are taking away sales and play action from big cities. Pinballs and rolldowns were leading in sales in the third quarter of '47.

CHICAGO—Chicago Coin Machine Co. introduced a new pinball, "Gold Ball".

NEWARK, N. J.—MGM (Music Guild of America) started a new membership drive and stressed public relations effort.

WASHINGTON, D. C.—Ben Rodins of Marlin Amuse. Co., was host to 75 crippled children, winning much press acclaim for the industry.

TRENTON, N. J.—Lady Music Co. installed a phono for free play in the Armory here to benefit the National Guard.

CHICAGO — Jim Mangan of CMI's Public Relations Bureau announced the appointment of regional chairmen for the Damon Runyon Fund thruout the nation.

NEW YORK—A United Press reporter checked television in taverns for the World-Telegram of this city and found it wanting.

NEW YORK — Walter Winchell praised **The Cash Box** for its grand work for the Damon Runyon Memorial Cancer Fund Drive in a special letter sent here from Hollywood.

OMAHA, NEB.—A. T. Whayne, secretary of the National Hotel Company, viewed hotels as an income source for coin machines.

CHICAGO—D. Gottlieb & Co. introduced a new pinball, "Marjorie".

MONTGOMERY, ALA. — Music ops met here for their first annual report and found that they had a very successful first year under management of R. E. L. Choate.

NEW YORK—Advertising & Selling magazine featured a big article on merchandise venders.

WASHINGTON, D. C.—The Internal Revenue Dept. omitted the word "gaming" from title on Federal tax stamp.

SEPTEMBER 1, 1947

Many noted music operators wrote in backing the plan for a national body to watch out for all local and Federal legislation which might be attempted against the juke box business. With Labor Day out of the way the game field was girding for a boom and many new games were expected to appear within the next few weeks. Once again ops claimed that, "$15 per week guarantee is the answer". The trade was advised that *The Cash Box* was preparing to conduct the Second Annual Poll to choose the best artists and best records of 1947 in behalf of the Automatic Music Industry of America.

ST. PAUL, MINN.—Archie LaBeau of A. J. LaBeau Distrib. Co., opened new showrooms and offices in this city.

NEWARK, N. J. — MGA's manager, LeRoy Stein, listed ten "cardinal principles" for all music operators.

NO. TONAWANDA, N. Y.—Ed. Wurgler, General Salesmanager of Wurlitzer advised the trade that "off-color records are the road to ruin".

NEW YORK—Jack Mitnick of Runyon Sales Co. was appointed regional director for the CMI Damon Runyon Fund.

CHICAGO—Headed by C. B. (Billy) DeSelm, United Mfg. Co. employees enjoyed a picnic here.

CHICAGO—Ray Gunliffe reported that Illinois Phono Ops Assn. was going all out for the Damon Runyon Fund.

CHICAGO—Rock-Ola Mfg. Corp. announced a unique service training program.

EAST ORANGE, N. J.—J. A. Darwin, well known phono man, advised that a slide changer mechanism has just been patented for use with juke boxes.

SEPTEMBER 8, 1947

Great hopes were held out for a fine Fall season by all coinmen throuout the nation. The Damon Runyon Memorial Cancer Fund Drive got on its last lap with coinmen everywhere promising complete cooperation to put it over the top. Many new tax bills were expected to be presented thruout the nation and a "National Tax Council" was again urged on the industry by **The Cash Box.** Distributors again urged that all get together and start a national association of distributors. Juke box associations from all over the nation came in to promise complete cooperation for the Second Annual Poll of the records and artists to be conducted by **The Cash Box** for the industry.

NO. TONAWANDA, N. Y.—Ed. Wurgler, Wurlitzer's General Salesmanager, again came in to urge a purge of offensive records from juke boxes.

REVIEW-OF-THE-YEAR

MONTGOMERY, ALA.—Claude Hall of Jasper, Ala. was reelected president of the Alabama music ops' association.

CHICAGO—Jim Mangan, CMI's chief of the Public Relations Bureau, advised that coinmen thruout the nation were running special events and donating the money to Damon Runyon Fund.

SAN FRANCISCO, CAL. — CMAC named T. H. Sams manager of its offices here.

NEW YORK — A map published showed that prohibition was gradually seeping back and that more than 25,000,000 Americans can't buy a drink of liquor and over 10,000,000 can't even buy beer in areas where they live.

PUT-IN-BAY, O.—Revenue from bells keeps this town in sound financial condition, Mayor reports. Overcomes $30,000 debt in ten years and now has $19,000 surplus.

COLUMBUS, O.—Bernard (Nick) Nebel) and his son George of G. N. Vending Co. purchased the scenic Zane Caverns near Bellefontaine.

NEW YORK — Bell Telephone engineers here developed a new coin chute to reduce maintenance.

CHICAGO—U. S. Vending Corp. announced that it would manufacture a frozen food vender for Birdseye.

CHICAGO—Dave Gottlieb introduced a new pinball, 'Bowling League".

ST. PAUL, MINN. — Minnesota's States Attorney ruled pinballs okay.

OLDTOWN, IDA.—Bell machine revenue exempts citizens from local taxes.

CHICAGO—Jim Gilmore of CMI advised that 50% of all exhibit space already gone for 1948 convention.

CHICAGO—Mills Industries, Inc. gave a big party for Joe Stella who was named assistant to Charley Schlicht.

SEPTEMBER 15, 1947

Coinmen were urged to go out and do everything they possibly could to change their present commission percentage setup. Operators reported that greater liberality was noted thruout the country and that more games were appearing in towns everywhere. Many believed that search for revenue by communities was responsible. Juke box leaders everywhere smashed down on off-color disks.

LOS ANGELES, CAL.—E. Jay Bullock was named to head Cancer Fund Drive for Southern Calif. music ops.

WASHINGTON, D. C.—The U.S. Bureau of Commerce was going to again exhibit at the CMI convention.

ST. LOUIS, MO.—Fred C. Steffens of National Slug Rejectors was reported in Europe surveying markets there.

PORTLAND, ORE.—Jack R. Moore was honored by the War Dept. and awarded the Exceptional Service Medal.

CHICAGO—An historic dinner for the Cancer Fund was to be held here on Sept. 21.

FREEPORT, N. Y.—Teenage reporter here stated that high school students are greatest users of juke boxes.

SAN FRANCISCO, CAL.—Efforts to oust coin machine laundries by San Francisco Laundry Owners Assn. failed.

NEW YORK—Cancer Fund "Jamboree" to be held Nov. 3 at Manhattan Center.

BOSTON, MASS. — $25 pinball tax proposed here.

NEW YORK—Music ops 10th annual banquet is reported a sell-out.

SEPTEMBER 22, 1947

The Railway Express drivers strike here disrupted many shipments including the appearance of many advertisements in this publication. The Fall season was well under way with many coinmen reporting that more money was coming into their machines. Fact that this publication was wasting time urging ops to get $15 front money guarantee refuted by hundreds of letters and telegrams from all over the nation.

RAPID CITY, S. D.—South Dakota Ops Assn. completed a two day meet here with a vote to attempt to obtain better commission basis.

CHICAGO—David C. Rockola, President of Rock-Ola Mfg. Corp. reprinted an 11 year old story cautioning ops against use of off-color disks.

CHICAGO—United Mfg. Co. presented a new pinball, "Hawaii".

CHICAGO — Ray Moloney, National Chairman of the Cancer Fund Drive urged more coins to help conquer cancer.

JACKSON, MISS.—Les Griffin of this city announced that an entire day's receipts would be given to the Damon Runyon Cancer Fund.

ST. PAUL, MINN.—Vending machine ops here claimed that a tax set up in the Council was confiscatory.

CAPETOWN, S. AFRICA — Report from this country showed that phonos are very popular. One play for a "tickey" and four plays for a "shilling" is price. Ops are plagued by distribs making direct location sales.

BRIDGEPORT. O.—This town plans a $25 per month coin machine license fee.

CHICAGO—H. C. Evans Co. presents "Long Shot Races" console.

INDIANAPOLIS, IND.—Sen. Homer E. Capehart regards his "Manhattan" phono as his finest effort yet he reports in an interview.

SALT LAKE CITY, UTAH — Music ops in this state took a stand to ban all off-color records.

NEW YORK—Items from newspapers in Passaic, N. J., Tuckahoe, N. Y., Hickory, N. C. and Reno, Nev., were all about noisy juke boxes which brought the trade bad press notices.

CHICAGO — Lyn Durant of United Mfg. Co., this city, donated $50,000 to the Damon Runyon Memorial Cancer Fund. Largest individual donation of the trade.

SEPTEMBER 29, 1947

With costs up over 200% ops were urged to find a new method for getting better share of take from all equipment. The trade was showing a very keen interest in all types of merchandise vending machines with beverage dispensers and cigarette machines leading in interest. Ops reported that they needed a "National Credit Bureau" to arrange for more liberal credit. Voting was continuing at a terrific rate with music ops from all over the nation rushing in their votes for their best records and most outstanding artists in the Second Annual Poll.

CHICAGO — Damon Runyon Cancer Fund contributions continued to pour into CMI's offices here.

WOONSOCKET, R. I.—Edgar L. Dagesse of this city was seeking an injunction against the seizure of Bank Ball bowling games.

ELIZABETH, N. J.—Mayor James T. Kirk appointed a coin machine committee to view the Freedom Train.

LAS VEGAS, NEV.—Fake coins were victimizing ops here.

NO. TONAWANDA, N. Y.—Wurlitzer presented their new 1948 line of phonos and accessories to the trade.

CHICAGO—Sen. James E. Murray of Montana lauded the coin machine industry for its Damon Runyon drive.

CLEVELAND, O. — Jack Cohen was reelected president of Cleveland phono ops assn.

NEW YORK—Videograph Corp., presented a combination Emerson television-juke box.

ORLANDO, FLA. — Southern Music Co. rushed phonos to the Florida hurricane area.

CHICAGO — Genco presented a new pinball, "Broncho".

NEW YORK—Herman Perin was appointed south and southwestern regional salesmanager by Atlantic-Seaboard Corp.

CHICAGO—U. S. Vending Corp. held a big meeting of its distribs and the press with Sen. Homer E. Capehart as chief speaker.

OCTOBER 6, 1947

Thruout the industry there was a call for leadership. It was well known that the trade lacked the kind of leadership which would zoom it on ahead to ever greater heights and this need was becoming more apparent each week. Also coming to the fore at this time was the fact that the present 5c coin chute, which was accepted as "standard" for this industry, was in all actuality only equal to the pre-war 1c chute. Therefore ops realized that they needed a better commission basis to overcome this inflationary period. In the meantime ops from everywhere in the nation were reporting that newcomers to the field were upsetting many commission arrangements. First returns in the Second Annual Poll to choose the best records and most outstanding recording artists featured in this issue.

CHICAGO—Ray Cunliffe, president of the Illinois Phonograph Owners Assn. donated a juke box to the Northbrook, Ill. Youth Center gaining much acclaim for the trade.

SAGINAW, MICH. — Juke box ops here formed a chapter of the Michigan Phono. Owners Assn. Temporary headquarters were arranged and officers elected. It was also announced that Grand Rapids, Mich. would set up a chapter of the state organization.

CHICAGO — Employees in coin machine factories were contributing to the Damon Runyon Memorial Cancer Fund.

CHICAGO—Rock-Ola Mfg. Corp. arranged for diplomas to go to all servicemen who completed the course they were offering.

NEW YORK—National Rejectors, Inc. opened a service center here.

NEW YORK—The Videograph Corp. announced their showing of a three-way combination of television, radio and juke box.

CHICAGO—D. Gottlieb & Co. introduced a new pinball, "Flying Trapeze".

CARBONDALE, ILL. — The City Council here passed an ordinance licensing juke boxes at $25.

JACKSON, MISS.—R. A. Farr was elected president of the Mississippi Phono. Ops Assn.

NEW YORK—Ben Becker was announced as Regional Sales Distributor for this area by Bally Mfg. Co.

NEW YORK—Operators here planned to give $50,000 to the Damon Runyon Fund.

CHICAGO—Bally Mfg. Co. introduced two new consoles, "Wild Lemon" and "Double-Up".

POUGHKEEPSIE, N. Y.—Al Schlesinger of this city reported purchases of Cole Enterprises, Inc., large cabinet factory, which would be turned into largest game producing plant in the east.

OCTOBER 13, 1947

Letters flooded in advising that almost everyone of the nation's leading operators was in complete agreement that the $15 per week front money guarantee was the answer to profitable operating at this time. It was also noted, from operators' letters, that new machines were skyrocketing play, whereas the older equipment wasn't bringing in the returns at this time. Demand for established routes by new blood desiring to enter into the field was pushing prices away up.

CHICAGO—United Mfg. Co. announced a new pinball, "Nevada".

REVIEW-OF-THE-YEAR

CHICAGO—CMI continued to receive donations to the Damon Runyon Cancer Fund Drive with the total now passing $118,000.

CHICAGO—CMI adopted another proposal of *The Cash Box* and announced the apointment of attorney Dudley C. Ruttenberg to head its "Tax & Legal Dept."

CINCINNATI, O.—The City Council here was considering a new license for operators and distributors of music machines.

MIDDLETOWN, O.—The Strand and Paramount Theatres here build special vending rooms to overcome fire regulations.

WASHINGTON, D. C.—Freight rates were upped 10 per cent with many coinmen worried that these would go even higher.

NEW YORK—The NAAMO sponsored mechanic's school was to hold its first graduation.

MONTGOMERY, ALA. — Music ops association won an important license decision. Ops could now use same license when transferring to another location. The organization also defeated three state bills which would have hiked up all license fees.

CHICAGO—Walter Winchell stopped off in Chicago on his way to Hollywood and reecived another check from CMI for $100,000.

OCTOBER 20, 1947

With CMI now having created a Tax and Legal Dept. the trade also asked for the remaining two organizations to be created, "National Credit Bureau" and a "National Coin Machines Board of Trade". Reports were current thruout the industry that the demand for new equipment was increasing. More of the nation's juke box operators were swinging over to a front money guarantee basis. Juke box operators were blaming the record manufacturers for producing off-color disks. NAMA reported that it expected a record attendance at its exhibit in Chicago this coming December. The new suggestion that records be timed to play for only 2 minutes, instead of the present three minutes, was winning approval thruout the entire trade.

CHICAGO—Chicago Coin Machine Co. announced a new pinball, "Baseball".

CHICAGO—Jim Gilmore, secretary of CMI, urged coinmen to make hotel reservations for the forthcoming CMI convention.

CHICAGO—Bally introduced a new five-ball, "Nudgy".

MONTGOMERY, ALA.—Col. R. E. L. Choate, director of the phono ops assn., was named chairman of this city's Community Chest Drive.

WHIPPANY, N. J.—R. Z. Greene of Rowe Corp. urged ops to attend NAMA show.

NEW ORLEANS, LA—Coinmen here urged CMI to stop picture of "Louisiana" which depicted coinmen as unsavory characters. This is a Monogram Picture.

CHICAGO—41 more donations were received for the Damon Runyon Fund bringing the total over $120,000.

LAWRENCE, MASS.—Leading alderman here as well as police chief urged that all pinball machines be licensed.

PORTLAND, ORE.—Police chief here warned against minors being allowed to play machines.

WORCESTER, MASS. — Councilman Abdella of this city urged there be created a $24 license fee for pinball machines.

CHICAGO—D. Gottlieb & Co. introduced a new pinball, "Humpty-Dumpty".

CINCINNATI, O.—Music machine ops received much unfavorable publicity here with a public airing of the biz under way.

WASHINGTON, D. C.—The Federal Government advised it had received $123,040 from Connecticut licensees of coin operated machines.

NEW YORK — With the possibility that pinballs may operate here soon, coinmen asked manufacturers of pin games to withhold shipping them here until a license is issued. Joseph Hahnen, president of AAMO sent a special letter to all pinball manufacturers.

NEW YORK—NAAMO held a $100 per plate dinner at the Waldorf-Astoria Hotel.

MILWAUKEE, WIS. — Art Slade, president of Coin-Arts Industries, manufacturers of the "Shine-A-Minit" machine, resigned from the firm.

INDEPENDENCE, MO. — An ordinance to levy a tax of $10 on every coin machine was presented here.

OCTOBER 27, 1947

The suggestion that record manufacturers produce 2 minute disks, instead of the present 3 minute recordings, because the 2 minute records were bringing operators 50% more income during peak play hours and approximately 20% more during the balance of the day met with tremendous acclaim of all the automatic music industry. *The Cash Box* was flooded with letters, wires and phone calls urging that this be pushed to the fore with all the record producers. A well known woman operator wrote a very frank letter regarding unclean juke boxes and poor servicing which won much good comment. More and still more ops were swinging over to game proerations. *The Cash Box* again warned that ASCAP was preparing new bills for presentation to the next session of the Congress. The Second Annual Poll to vote the best records and recording artists was winning much acclaim. The entire music business continued to buzz about Petrillo's recording ban (Dec. 31).

NEW YORK—Automatic merchandise ops asked manufacturers to carefully present new blood to the business.

CHICAGO—A flood of beverage dispensers was expected at the NAMA show.

CHICAGO—Howard Pretzel, formerly of CMAC, now with Community Vendors, this city, presented a new aspirin vending machine to the trade.

WEST PALM BEACH, FLA.—Operators here were contesting another increase in license fees.

NEW YORK—Howard E. Richardson of Telecoin Corp. announced that the firm would distribute the "Red Ball" game.

CHICAGO—Bally introduced two new one-balls, "Jockey Special" and "Jockey Club".

NEW YORK—An article appeared in the American Weekly entitled, "Who Gets Your Juke Box Nickel?" which drew great protest from this industry.

ATLANTIC CITY, N. J. — A well known Michigan music op asked the National Tavern Owners Assn. in convention here to pass a resolution to fight any future ASCAP bills. The organizations complied with his request.

NEW YORK—More than six full pages of photos appeared in this issue of The Cash Box of the huge banquet and entertainment of the operators association of this city.

CHICAGO—CMI reported it was to reecive the "Rainbow Over Chicago" award for its Damon Runyon Memorial Cancer Fund Drive.

SALT LAKE CITY, UTAH—The Utah Music Ops Assn. elected officers with Ray Samuelson of this city named president.

CHICAGO—67 more coinmen donated to the Damon Runyon Drive bringing the total cost $124,000.

CHICAGO—P & S Machine Co. presented a new pinball, "Tom-Tom".

NEW YORK—Collier's magazine featured full color story on Wm. Rabkin of International Mutoscope Corp. calling him "Mr. Gimmick".

NOVEMBER 8, 1947

The trade agreed that the playing action from the public was there but it was not receiving its proper share of the intake from the machines and that the cure was in a better commission basis as suggested by *The Cash Box*. Thruout the country it was reported that the used machine market was becoming much livlier. There was also a belief that the juke box business would soon be in fewer hands. The rolldown game field looked forward to a big boom as more and more of the major factories entered into this division. There was a question in the minds of many in the music business as to whether Petrillo would join forces with ASCAP to fight juke boxes. It was also reported that all the major and indie record makers were working right around the clock waxing everyone of their artists to pile up masters far in advance of the Petrillo AFM ban.

JACKSON, MISS. — The Mississippi phono ops held a meet here on Nov. 13.

CHICAGO—Bally Mfg. Co. introduced a new console, "Double-Up".

CHICAGO—George Ponser announced the creation of his own firm to manufacture a rolldown here, "Pro Score".

WASHINGTON, D. C. — Ben Rodins of Marlin Amuse. Co. was featured in the Oct. 8 issue of "Pathfinder" magazine.

CHICAGO — CMI reported that the Damon Runyon Cancer Fund Drive was now in its second phase with the halfway mark pased. Donations were now past $126,000.

DALLAS, TEX. — Harry Drollinger celebrated 40th year in coinbiz.

STILLWATER, MINN. — Operators' associations of four states (North Dakota, South Dakota, Minnesota and Wisconsin) were to meet here on Nov. 10.

NEW ORLEANS, LA.—This city was seeking to double present $50 per year pinball license.

FT. MYERS, FLA.—Tho ops here beat a 10% of the gross receipts license on games the city placed a $35 per year license fee.

CHICAGO—November 23 was chosen as the date for Damon Runyon Cancer Fund dinners thruout the entire industry.

NOVEMBER 15, 1947

With the fact that inflation was now becoming apparent to all the nation coinmen were urged to change their commission set-ups to arrange for some profit on their present huge investments in equipment. Ops sent in more and still more letters urging that the $15 per week front money guarantee be adopted nationally. The old story returned this week with many leaders reporting that ten year old machines were still blocking off many good locations thruout the nation. Music leaders everywhere in the country acclaimed *The Cash Box*' answer to the American Weekly in its invitation to the editors to visit with juke box operators and learn the true facts. Record manufacturers were telling juke box operators not to worry about getting enough records. They claimed that they had pressed at least two years' supply already, and some claimed supply for longer period of time. All the juke box business was now acclaiming the suggestion that all recordings be made to play for no longer than 2 minutes.

CHICAGO—Employees of Bally Mfg. Co. gave over $800 to the Runyon Fund.

YANKTON, S. D.—Mike Imig, president of the S. D. Phono. Ops. Assn., advised that the organization would meet Nov. 30, Dec.1 and 2.

PROVIDENCE, R I.—The operators of this state formed a new association in an effort to arrange for a better commission basis. The name of the organization was chosen as, "Rhode Island Amusement Guild".

REVIEW-OF-THE-YEAR

SEWELL, N. J.—The Music Guild of South Jersey protested the American Weekly article.

RICHMOND, VA.—Juke box ops here protested proposed $30 per year license fee.

NEW YORK—Theodore Blatt was announced as attorney of the Associated Amusement Operators of this city and Joseph Hahnen was named Chairman of the Board of Directors.

MONTGOMERY, ALA. — The music operators association of this state were to meet with the "League of Municipalities" to discuss uniform licenses.

CHEVIOT, O.—Joe Westerhaus of this city was proclaimed top distributor in donations to the Damon Runyon Fund.

DETROIT, MICH. — The phonograph owners of this state were to meet here on Nov. 17 with Bill Gersh, publisher of *The Cash Box*, as chief speaker.

OAKLAND, CAL.—The music operators association here celebrated its 12th anniversary.

NEW YORK — The Damon Runyon Cancer Fund jamboree was one of the biggest in this city's history.

CHICAGO—Dudley C. Ruttenberg, attorney and head of the Tax & Legal Dept. of CMI stated his division was now ready to help all coinmen.

NOVEMBER 22, 1947

Appreciation of the efforts of the manufacturers in this field was featured in this week's issue of *The Cash Box*. The nation's amusement machine operators were driving to reopen territories everywhere in the country. The following continued to grow for the two minute recordings with more and still more ops urging record manufacturers to press these for them. Distributors were reporting faster sales action with the belief that sales would continue to go up. A double page spread showing why juke box operators must get a better commission basis was reproduced from the accountants statement of a noted operator. There were only 2 more weeks to go in the Second Annual Poll of the juke box industry.

CHICAGO—Herb Jones of CMI reported that 20% of the booths at the CMI convention would be vending machine exhibits.

WASHINGTON, D. C.—The Iron & Steel Institute told the press that coin machines would sell a billion dollars worth of merchandise in 1947.

NEW YORK—Frank Sinatra recorded a vending machine song.

CHICAGO—NAMA reported that a wide variety of merchandise would be shown at their show.

PORTLAND, ORE.—Jack R. Moore died of a heart attack.

OAKLAND, CAL.—Clark Distrib. Co. presented a party in conjunction with CAMOA.

MONTGOMERY, W. VA.—Mitch Oliver of Mammoth Amuse. Co. advised that 10c, 3 for 25c music experiment in clubs proved successful.

CHICAGO—Trade was advised that the CMI Runyon Film would be ready for the national dinners on Nov. 23.

WHEELING, W. VA. — City council here passed ordinance licensing phonos at $10 per year; pinballs $50; scales $2.50 and vending machines $1 per year.

NEWARK, N. J.—The MGM music ops assn. offered free juke boxes for school dances.

WASHINGTON, D. C.—The ops' assn. here elected new officers with John Phillips named president, Evan Griffith, vice-president and Harold Biederman, secty-treas.

JACKSONVILLE, FLA.—Councilmen were considering an ordinance to tax penny arcades.

HUNTINGTON, W. VA.—Smith Music Co. and Ferrel Amuse. Co. were lauded by civic leaders for donations of pinballs and juke boxes.

NEW YORK—Wilcox-Gay introduced a new voice recording machine at Astor Hotel showing.

PHILADELPHIA, PA. — The phono ops assn. here elected new officers with Jack Shepard voted in as President.

NEW YORK—The Runyon Fund Jamboree netted $7,953.

CHICAGO—Bally Mfg. Co. announced a new baseball game, "Big Inning".

CHICAGO—CMI's Runyon Fund now passed $137,000.

NOVEMBER 29, 1947

Complete attention of the juke box industry was captured by the Second Annual Poll of *The Cash Box* to determine the best records of '47 and the most outstanding recording artists. The two minute record idea was gaining ground nationally and the fact that the most outstanding record of the year "Peg O' My Heart" by The Harmonicats was a 2 minute disk clinched the plan for such recordings with operators everywhere asking that these be manufactured. There was a definite trend to more amusement play action in all games with rolldowns growing ever more prominent. Distributors again were planning to form a "National Credit Bureau" as suggested by *The Cash Box* for over five years. Leading record artists were asking for greater juke box exploitation. And juke box ops were getting set to expand their operations even tho in a smaller area.

NEW YORK—C-Eight Laboratories, cigaret machine manufacturers, received an award from Electrical Manufacturing magazine.

NEW YORK—Trade was notified that steel supply would be short in '48.

STILLWATER, MINN. — The operators of four states who met here condemned direct to location sales, recommended a better commision basis, asked closer cooperation between distributors and operators and planned to meet again in February, 1948.

MANILA, P. I.—Collector of Customs handed down decision okaying importation of pinballs.

DETROIT, MICH. — Esso Mfg. Co. showed their new rolldown, "Esso Arrows", at the Book-Cadillac Hotel in this city.

DETROIT, MICH. — The phono ops here held a huge mass meet wherein a drive was instituted for front money commission basis; a committee appointed to censor disks and the tavern assn. of this state asked ops to meet with it.

CHICAGO—Word was released here that the Dominion of Canada barred further importation of coin machines as of midnite, Nov. 17.

MILWAUKEE, WIS. — United Coin Machine Co. this city spending money in local newspapers to plug coin machine industry.

CHICAGO — Williams Mfg. Co. announced two new games, "Bonanza" pinball and "Box Score" rolldown.

BISMARCK, N. D. — The music ops assn. elected new officers with Tom Kady of Grand Forks named president.

PROVIDENCE, R. I. — The Rhode Island Amusement Guild held a big open meet here with LeRoy Stein of the MGA, Newark, N. J. as guest speaker.

CHICAGO—Bally Mfg. Co. announced a new rolldown game, "Hy-Roll".

BOISE, IDA. — This state collected $221,892 in bell fees since last May.

DECEMBER 6, 1947

Once again the trade was advised that the real answer to the present operating problem was a better commission basis. Juke box industry also told that next drive against it in Washington would be a very bitter battle and to be prepared. The rolldown games were enjoying boom business. Leaders agreed that a "National Credit Bureau" was a very vital need. The winners in the Second Annual Poll to choose the best records and recording artists appeared in this issue. Many record manufacturers agreed to cut the playing time of their records.

CHICAGO—The complete program of the NAMA convention was announced. The meet to take place December 14, 15, 16 and 17 at the Palmer House, Chicago.

NEW YORK — Telecoin Corp. announced that the Bank of Manhattan Company would finance 85% of all "Launderettes".

ST. JOSEPH, MO. — Grocer here advised that drink dispenser helped build his bottle sales.

CHICAGO—Chicago Coin Machine Co. announced a new pinball, "Sea Isle" and a new rolldown game, "Roll Down".

CHICAGO — United Mfg. Co. announced a new rolldown game, "Hawaii Roll-Down".

MONTGOMERY, ALA.—The Alabama ABC Board lifted the music machine ban opening the way for 1,000 more phonos.

CHICAGO — Coinmen here raised $16,000 for the Damon Runyon Fund.

CHICAGO — Lyn Durant of United Mfg. Co. shipped Princess Elizabeth a pinball as a wedding gift.

CHICAGO—It was announced that the Monogram picture, "Louisiana", depicting industry unfavorably was being revised due to very strong protests.

BALTIMORE, MD. — Higher license fees were asked, $10 for phonos; with an additional $2 for each outlet from the machine, such as wall and bar boxes; pinballs and other amusement machines $50; merchandise machines $5; consoles $150; suffleboards $25.

NEW YORK — Joseph Hahnen of AAMONY signed a contract with the United Coin Machine Employees Union, Local 245, CIO. Bart Hartnett was named Business Manager for the assn.

BELEN, N. M. — District Judge C. H. Fowler ruled out an $18 phono tax.

CHICAGO—CMI reported that the 16 Runyon night dinners were expected to bring $60,000.

NEW YORK—Al Denver was reelected president of the music machine ops assn. here.

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY DEVOTED TO THE COIN MACHINE INDUSTRY

BIG 3 CONVENTION ISSUES..

No. 1
PRE-CONVENTION ISSUE

• The issue that tells your story a full week before the Big Show opens in Chicago's Sherman Hotel and also appears in The Cash Box booth the very first day of the show to be distributed to all coin machine men as they enter the exhibition floor. Be sure that your ads and news stories appear in this issue to gain complete attention to your firm right before and at the show. An all-important outstanding issue in which you can tell your story a week before the Big Show (January 19 - 22) and pull them in to see you right at the show.

DATED — JANUARY 17, 1948

CLOSING DAY FOR ALL ADS JANUARY 9, 1948

No. 2
CONVENTION ISSUE

• This is the issue that will be distributed RIGHT AT THE BIG SHOW in the Sherman Hotel, Chicago, January 19, 20, 21 and 22, 1948. This is the issue that was the outstanding sensation of the '47 convention — it will prove an even greater sensation in 1948. And, this is the issue which appears on the second day of the show to once again pull more and bigger interest to you, your firm and your products. This is the issue used by operators, operators' associations, jobbers, distributors, manufacturers, all the music industry and all the allied fields. Rush your ad for this issue quick.

DATED — JANUARY 24, 1948

CLOSING DAY FOR ALL ADS JANUARY 15, 1948

No. 3
POST-CONVENTION ISSUE

• Last year The Cash Box "Post-Convention Issue" proved to be the most attractive issue of all time. Not only were there hundreds of pictures of booths and personalities as taken by The Cash Box candid cameramen right at the show and in all the convention rooms, but, it carried the messages which brought real business interest to every advertiser. This is a VERY IMPORTANT ISSUE TO USE. Don't pass this one up — even if you have to go out of your way to MAKE SURE that your ad appears in it. Many a coinman in '47 regretted not using the "Post-Convention Issue". Don't be one of those who will regret it in '48 — SET YOUR AD UP NOW FOR THIS ISSUE!!

DATED — JANUARY 31, 1948

CLOSING DAY FOR ALL ADS JANUARY 23, 1948

WRITE - WIRE - PHONE - CALL

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y.

(All Phones: MUrray Hill 4-7797)

BRANCH OFFICES

32 W. RANDOLPH ST., CHICAGO 1, ILL.

(Tel: DEArborn 0045)

422 W. 11th ST., LOS ANGELES 15, CAL.

(Tel: PRospect 2687)

USE THIS SPACE GUIDE FOR YOUR RESERVATION

FULL PAGE (7½" Wide by 13" High)	$273.00
TWO-THIRDS PAGE (4⅞" Wide by 13" High)	182.00
HALF PAGE (7½" Wide by 6½' High)	136.50
ONE-THIRD (2⅜" Wide by 13" High) (4⅞" Wide by 6½" High)	91.00
QUARTER PAGE (7½" Wide by 3¼" High) (4⅞" Wide by 4¾" High)	68.25
COLUMN INCH (2⅜" Wide by 1" High)	7.00

EXTRA COLORS $35.00 Each (Except Gold, Silver, Copper, Bronze)

ADVISE SIZE SPACE YOU WANT TO APPEAR IN THE BIG 3 CONVENTION ISSUES

THE CASH BOX

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

Music Section

December 27, 1947

VAUGHN MONROE

Ask any music operator about Vaughn Monroe and he'll tell you that he must feature several Monroe recordings in his machines at any time. Witness Vaughn's popularity with "Ballerina", "I Wish I Didn't Love You So", "How Soon" and "You Do", on RCA-Victor platters. The maestro's popularity is adequately shown via his standing in the Second Annual Music Poll of the Automatic Music Industry. Headlines The Vaughn Monroe Show for Camel Cigarettes, Saturdays 9:30 EST on CBS. Direction: Willard Alexander. Personal Manager: Jack Marshard.

FEATURES

Thanks, Fellas—

Be happy in '48 with

"The Man Who Plays Pretty for the People"

Louis Prima

On RCA-Victor Records

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

	NAME OF RECORD HERE	ARTIST OR BAND HERE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

_____

_____

_____

_____

_____

_____

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

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

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.

The Nation's TOP TEN Juke Box Tunes

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

CODE

AL—Aladdin	EX—Exclusive	RE—Regent
AP—Apollo	JB—Juke Box	SA—Savoy
AR—Aristocrat	KI—King	SI—Signature
BU—Bullet	LI—Lissen	SP—Specialty
BW—Black & White	MA—Majestic	ST—Sterling
CA—Capitol	ME—Mercury	TO—Top
CN—Continental	MG—M-G-M	TR—Trilon
CO—Columbia	MN—Manor	UA—United Artist
CR—Crown	MO—Modern	UN—Universal
CS—Coast	MU—Musicraft	VI—Victor
DE—Decca	NA—National	VT—Vitacoustic
DEL—DeLuxe	RA—Rainbow	

1 NEAR YOU

Here it is again for its eleventh consecutive appearance in the number one spot.

BU-1001—Francis Craig
CA-452—Alvino Rey O.
CO-37838—Elliot Lawrence O.
DE-24171—Andrews Sisters
MA-7263—Victor Lombardo O
ME-5066—Two Ton Baker O.
RA-10025—The Auditones
SA-657—Four Bars & A Melody
ST-3001—Dolores Brown
VI-20-2421—Larry Green O.

2 I WISH I DIDN'T LOVE YOU SO

Holds tight to the number two spot with ops reordering like mad. In ninth straight showing here.

CA-409—Betty Hutton
CO-37506—Dinah Shore
DE-23977—Dick Haymes
MA-7225—Dick Farney
MU-15117—Phil Brito
MG-10040—Helen Forrest
VI-20-2294—Vaughn Monroe

3 BALLERINA

Moves up from the five spot of last week, to grab onto third place and the charmed circle.

CO-38381—Buddy Clark
DE-24265—Enric Madreguera
ME-5075—Jerry Shelton Trio
MG-10035—Jimmy Dorsey O.
MU-15116—Mel Torme
VI-20-2433—Vaughn Monroe O

4 TOO FAT POLKA

Takes the big jump from seventh place to latch on to fourth place here.

CA-480—The Starlighters
CO-37921—Arthur Godfrey
DE-24268—Andrews Sisters
MA-6022—Slim Bryant
ME-5079—Dick Baker O.
MG-10106—Blue Barron
VI-20-2609—Louis Prima O.

5 CIVILIZATION

In sixth place last week, and here it is in the five slot. Garnering loads of coin.

AP-1059—The Murphy Sisters
CA-465—Jack Smith
CO-37885—Woody Herman
DE-23940—Danny Kaye—Andrews Sisters
MA-7274—Ray McKinley O.
ME-5067—Dick Baker O.
MG-10083—Sy Oliver O.
VI-20-2400—Louis Prima O.

6 HOW SOON

Moves down from the fourth spot to take over sixth place this week. Still culling loads of coin.

CO-37952—Dinah Shore
DE-24101—Bing Crosby—Cavallero O.
CON-11004—Jimmy Atkins
MA-1179—Dick Farney
ME-5069—John Laurenz
TO-1258—Jack Owens
VI-20-2523—Vaughn Monroe O.

7 YOU DO

With loads of other hit disks on the board, this ditty is forced down to seventh place this week. Continues to grab a slew of coin, tho.

CA-438—Margaret Whiting
CO-38597—Dinah Shore
DE-24101—Crosby-Cavallero
MA-12011—Georgia Gibbs
ME-5056—Jerry Gray O.
MG-10050—Helen Forrest
SI-15114—Larry Douglas
VI-20-2361—Vaughn Monroe O.

8 MICKEY

Repeats its position of last week, with ops hailing this tune as a great money-maker.

AR-501—The Two Tones
CO-37987—Tiny Hill O.
DE-24267—The Brooks Bros.
DEL-1119—Air Lane Trio
ME-5062—Ted Weems O.
MG-10106—Blue Barron O.
VI-20-2551—Dennis Day

9 AN APPLE BLOSSOM WEDDING

Still in ninth place, with sensational play being racked up throughout the nation.

CA-430—Hal Derwin O.
CN-1101—Joe Dosh
CO-37488—Buddy Clark
DE-24117—Kenny Baker
DI-2081—Jerry Cooper
MA-1156—Eddy Howard
MU-15112—Phil Brito
SO-3044—Ginny Simms
VI-20-2330—Sammy Kaye

10 GOLDEN EARRINGS

Breaks into the big time, with every disk a coin attraction. Ops peg this all the way up.

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

THE CASH BOX Record Reviews

"The Best Things In Life Are Free" (3:02)

"I Never Loved Anyone" (2:58)

GEORGE PAXTON ORCH.

(MGM 10107)

● It's the mellow tones of the George Paxton ork that echo here on a wax duo music ops may take a liking to. Titled "The Best Things In Life Are Free" and "I Never Loved Anyone", maestro George showers piper Dick Merrick to the fore to wail the pleasing wordage. Dick's tones echo fragrantly, and stack up with loads of possibilities. Top deck from the MGM flicker "Good News" should come in for some heavy play once the pic breaks across the nation. The flip is the oldie that went so well years ago. Both sides deserve your listening time.

"Oooh! Looka There Ain't She Pretty" (2:57)

"Sweet & Lovely" (2:50)

BENNY GOODMAN ORCH.

(Capitol 15020)

● That star isn't hanging there to look cute. This latest release by the old King of 'em all shines as bright as a beacon as maestro Benny Goodman and gang step out to offer "Oooh! Looka There Ain't She Pretty". With chirp Emma Lou Welch to the fore to pipe the hypo wordage, and a highly favored spot on the stick by Mister Gee himself, the wax shows as a must for phono ops. The gal's rendition is really grade A, as her tricky tonsils sweep the wordage out in highly favorable tones that count. On the flip with the oldie "Sweet and Lovely", Benny and the boys combine to show their top instrumental styling weaving in slow fashion. It's a blue ribbon package and a real gift to music ops at Xmas time — wrap it up for your fans and Santa — but pronto! (*see page 21).

"Let's Be Sweethearts Again" (2:40)

"Mama, Mama, Mama" (2:57)

BILL JOHNSON

(RCA-Victor 20-2591)

● The top musical styling of Bill Johnson and his Musical Notes spill here on a pair bound to be in your race spots pronto. Weaving in perfect harmony on the top deck with "Let's Be Sweethearts Again", Bill and his boys show with wonderful tone on this slow, delightful hunk of wax. The wordage makes you wanna listen — you will once you hear this ditty. Flip has Bill wailing behind a mellow piano, with the title giving off the Bill of fare. Top deck for the coin.

"Montuno In G" (2:40)

"Junglro" (2:50)

NORO MORALES SEXTET

(Majestic 1192)

● You've gotta go a long way to beat the Latin styling of Noro Morales. A pair your rhumba spots should go for are these offered in very fast styling, with maestro Noro tickling the ivories throughout. Labeled "Montuno In G" and "Junglro", Noro displays his brilliant rhythm in top notch fashion, with the beat offered bound to attract loads of attention.

DISK O'THE WEEK

"Pianissimo" (3:03)

"What Do You Want To Make Those Eyes At Me For" (2:40)

MINDY CARSON

(Musicraft 527)

MINDY CARSON

● Ya just gotta get next to this cookie — 'n faster than a jack rabbit at that! Bowing into the disk spotlight with a smash hunk of wax if there ever was one is Mindy Carson, ex Paul Whiteman chirp. Mindy's tonsils, gilded with silver all the way, spill this so pretty ballad in such fine manner, to set off a spark of sighs across the nation. With her pipes echoing in fragrant, tender tones and some wonderful string backing by the Glen Osser ork, "Pianissimo" rates like a spade flush. They'll play, hum and sing this piece in any spot in the land. Especially suited for the crowd that loves to get up close. "Pianissimo" (soft and low) is just the way the cookie sounds, with a dash of spice thrown in. On the flip with "What Do You Want To Make Those Eyes At Me For", Mindy once again shows her splendid wares to come in for more coin. "Pianissimo" — a must in your machine!

---

* "I Can Dream, Can't I" (2:45)

"The Things You Left In My Heart" (3:00)

JIMMY SAUNDERS

(Rainbow 10038)

● Once you hear his hunk of wax, you're sure to want to hear it time and again. Not only is this cookie unique— it's a tremendous coin culler. Jimmy Saunders bows into the disk spotlight in a big way via his rendition of "I Can Dream Can't I", with the tone and pitch of his tonsils lending an air of beautiful simplicity to this sweeping ballad. Jimmy baritones his way to a fragrant mood as he sings in soft, intimate tones. The unique portion of this cookie comes in with the orchestral accompaniment. Backing the choir boy in full measure all the way is — of all things — a full mandolin orchestra under the direction of the famed Joe Sgro. The way the music comes out makes you wanna set awhile 'n take it all in. The flip, "The Things You Left In My Heart" shows Saunders with another top notch cookie. Don't let this one slip away — grab it but quick. (*see page 21).

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"I Theenk You Weenk" (2:20)

"Talk To Me, Baby" (2:30)

ESY MORALES ORCH.

(Rainbow 10045)

● Pair of sides for the hep rhumba fans spill out here by Esy Morales and his boys, weaving in hep style bound to make the hip-swivelers really shake. Top deck shows Sammy Fain with the cute wordage, while Esy and his boys give with the music in grade A samba style. Flip matches the topside as the dance tempo changes to a rhumba. Get a load of this crew — they're good.

"Wabash Blues" (2:47)

"Have You Ever Been Lonely" (2:32)

LE MONTI'S TU-TONES

(Aristocrat 505)

● The brand of music this crew puts out rates with the best of 'em. Pair of sides that are sure winners for tavern spots are these offered by Le Monti's Tu-Tones. Titled "Wabash Blues" and "Have You Ever Been Lonely", the combo show with loads of finish as they go instrumental for the oldie and weave in slow styling for the flip. Both sides rate that spot in your machines — get next to 'em.

"So Long" (3:00)

"Blue & Sentimental" (2:50)

LESLIE SCOTT

(RCA-Victor 20-2571)

● Make no mistake about this one! Music operators looking for a bit of blue solitude building toward a slew of coin play will find it in this cookie by Leslie Scott. Wailing the popular "So Long" and "Blue & Sentimental", Leslie shows his tremendous vocal powers with this duo way down deep in the blue refrain. Top notch orchestral backing builds the disk all the way with Leslie's pipes grabbing all the glory. Take a look-see here — you'll like what you find.

"People Are Funnier Than Anybody" (3:02)

"My Old Flame" (2:58)

SPIKE JONES

(RCA-Victor 20-2592)

● Zany isn't the word for this disk— it's mad enough to draw a ton of attention. Spike Jones and his City Slickers combine to knock out a pair of novelty sides that will have you rolling with laugher. Offering "People Are Funnier Than Anybody" and "My Old Flame", Spike shows his choir boys in a circus on this pair. Top deck spills with a calypso beat with wordage replete. Flip starts straight only to have a Peter Lorre vocal fill in for the kicks. A great side for the light spots.

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

THE CASH BOX Record Reviews

***"At The Candelight Cafe" (3:04)**

"The Best Things In Life Are Free" (3:02)

DINAH SHORE

(Columbia 37984)

● Always a coin culler, chirp Dinah Shore comes thru for music ops again with this disking bound to be featured on many a phono in the very near future. It's 'At The Candlelight Cafe", more gypsy music that should set the phonos hopping. Dinah's sweet voiced wax message rings true as Sonny Burke backs the lass in fine meausre. On the flip with the popular "The Best Things In Life Are Free", Dinah keeps the brand riding high. They fit your phono like a glove. *(see page 21).

***"What'll I Do" (2:43)**

"I Feel So Smoochie" (2:58)

KING COLE ORCH.

(Capitol 15019)

● By far one of the best platters ever made by the King Cole Trio springs up here. It's an old magic Irving Berlin tune to set the stage for a slew of coin play. With Nat to spoon the charm of "What'll I Do", the deck stacks up as a sure winner for the machines. Tempo is gaited and slow and easy, as the combo blend for some rave music. The flip is the rapidly rising "I Feel So Smoochie", with Nat tonsiling the cute lyrics in top fashion. "What'll I do" is a cinch. *(see page 21).

"Too Fat Polka" (3:00)

"If I Only Had A Match" (2:59)

LOUIS PRIMA ORCH.

(RCA-Victor 20-2609)

● Pair of novelty sides by maestro Louis Prima echo here with the tint of coin about them. Top deck currently riding heavily in the boxes is "Too Fat Polka", and shows the maestro in nasal tones behind some grade A polka background. On the flip, Louis joins with Cathy Allen to wail the hypo lyrics to "If I Only Had A Match." The many Prima fans are sure to go for this cookie in a big way.

"Fine And Dandy" (3:00)

"The Day You Came Along" (2:38)

MEL TORME

(Musicraft 530)

● Subtle voice of Mel Torme and the oldie "Fine And Dandy" show as a comer for the many Torme fans rapidly gathering. Coming thru in slow, light tones, Mel gets up real close with this smash hit of yesteryear. It's the hush-hush treatment that get's 'em — this deck has plenty to spare. On the flip with "The Day You Came Along", Mel once again displays his talent in adequate style to continue to egg coin. We like the topside.

SLEEPER OF THE WEEK

"Gone" (2:48)

"Luke The Spook" (2:40)

LEE RICHARDSON

(Apollo 1086)

LEE RICHARDSON

● You can bet your boots phono fans throughout the nation will be howling, yowling and beating the drum like mad for this cookie! Utilizing more depth, feeling and sincerity than we've heard in many a moon, Lee Richardson offers a side that really is "Gone." Lee pipes the heavy sugar coated wordage with tremendous vocal range to shine brilliantly throughout. Ably suited for any spot, this deck is bound to be appreciated by a zillion kids from six to sixty. With the mood of the song way down low and off the deep end, maestro Luis Russell gives balladeer Lee terrific instrumental backing, building toward a beautiful crescendo topped off by Lee's vocal charm. The flip shows the Luis Russel ork in top notch instrumental styling, spotted by some beautiful sax work on "Luke The Spook". You're a cinch to get next to "Gone" — a truly great recording.

"Pass That Peace Pipe" (3:05)

"I'm Waiting For Ships That Never Come In" (3:00)

ART MOONEY ORCH.

(MGM 10112)

● Pair of sides which music ops might latch on to and use to good advantage as filler material are these offered by the Art Mooney ork in pleasing style. Titled "Pass That Peace Pipe" and the oldie "I'm Waiting For Ships That Never Come In", Art shows his wares in effective styling on the duo. The Galli Sisters grab the lime on the top deck, wailing in unison to the hypo wordage. Piper Bud Brees on the backing, crooning in sweet metro behind some fair instrumental backing.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"Throw It Out Your Mind" (2:50)

"My Fate" (2:46)

PRINCE COOPER TRIO

(Aristocrat 1202)

● Pair of sides for ops with race spots is this offering by the Prince Cooper Trio, with the refrain spilling in typical Kng Cole manner. Prince himself to the fore for the wordage in soft, sweet tones which go a long way toward culling coin. Top deck labeled "Throw It Out Your Mind" shows the maestro in top manner wailing this cute affair. Flip equals the performance of the topside, with Prince shining all the way. Latch on!

"And It All Came True" (2:46)

"All Wrapped Up In A Dream" (2:50)

DON REID

(Metrotone 1009)

● Don Reid, of "Remember Pearl Harbor" shows with a cookie here to make you remember Don Reid. Labeled, "And It All Came True", Don's flowing passages glow brilliantly as he pipes in rich, warm phrases. Wordage offered in smooth dulcet tones beckons a load of coin. On the flip, Don matches the splendor of the topside ditty by adding a little bounce to "All Wrapped Up In A Dream". Chet Howard and his lads spike the disk immensely to bring it up to a blue-ribbon coin winner.

"Just Fine" (2:59)

"The Answer To My Prayer" (2:42)

JACK OWENS

(Tower 1262)

● More mellow music from the coffers of Jack Owens, this time to a pair titled "Just Fine" and "The Answer To My Prayer". Both sides show the piper in top-notch fashion, with the Eddie Ballentine ork giving the piper a hearty sendoff. You'll go for "Just Fine", weaving with a bounce beat, while the flip slows down a bit to fit the cupid tempo. Both sides for the asking — take it from here.

***"It's Kind of Lonesome Out Tonight" (3:06)**

"Oh! What I Know About You" (3:02)

SAMMY KAYE ORCH.

(RCA-Victor 20-2558)

● It must be the Yuletide feeling. Here's another deck bound to cause loads of attention among music operators and the trade. It's Sammy Kaye and his boys — and — a mystery gal that grabs the spotlight to set the stage for some heavy phono play. With the gal's pipes spilling the lyrics with great force and meaning, the disk shines heavily here. Offered in brilliant styling, the thrush pipes her way to a beautiful peak with the Kaye crew blending excellently. On the other side with "Oh! What I Know About You", Sammy shows Don Cornell and Laura Leslie with some wax that may fit your phono neds. The side to ride with is the mystery deck, "It's Kind of Lonesome Out Tonight". *(see page 21).

THE CASH BOX Record Reviews

"They're Mine, They're Mine, They're Mine" (2:50)

"But What Are These" (3:00)

CONNIE HAINES

(Signature 15167)

● This gal can sing for any phono fan any day in the week! It's Connie Haines displaying her top-notch tonsils in mood that adds up to a load of coin play for this cookie. "They're Mine, They're Mine, They're Mine", shows the thrush weaving in slow tempo with the wordage giving off the bill of fare. Connie switches on the flip to come up with a novelty fling that really is as cute as a bug. "But What Are These" has Connie showing off herself and asking the song title. Both sides are in there for the ops —you'll like 'em.

---

* "Hot Sauce! Boss" (2:42)

"Bostic's Jump" (2:50)

EARL BOSTIC ORCH.

(Gotham 155)

● Oh, the fast crowd that loves to step lively are sure to go wild over this one. A cinch to clinch in those race spots is this piece by the popular Earl Bostic, with the title showing off that the wax is really hot. Both sides in the instrumental vein, with the top deck getting the glory via some mellow riff spots that should make you wanna bounce all over the place. On the flip with "Bostic's Jump", Earl comes thru again with a jump boogie refrain echoing all over the place. You'll really go for the topside in a big way.

"All Dressed Up With a Broken Heart" (3:00)

"If I Didn't Have You" (2:59)

ALAN GERARD TRIO

(National 7019)

● Bowing into the disk spotlight via this National cookie, Alan Gerard shows with a pair that might be that extra bit for your phono. Wailing "All Dressed Up With A Broken Heart", Alan shows his pipes spilling in fair fashion with the hypo wordage of the song going a long way toward building the lad. You'll like the flip "If I Didn't Have You", with the title leading the way. Both sides deserve your listening ear — whirl 'em.

"Don't Call It Love" (3:02)

"Sierra Madre" (3:06)

FREDDY MARTIN ORCH.

(RCA-Victor 20-2590)

● The large following maestro Freddy Martin has are bound to go for this pair. It's Freddy Martin and his boys for "Don't Call It Love" and "Sierra Madre", a pair of ballads that beckon coin from these orbs. Top deck, from the Paramount flicker "I'll Walk Alone" shows piper Stuart Wade wailing in top notch fashion, with the soft phrases coming out fine. On the flip with a Latin affair in slow ballad styling, Wade comes thru with The Martin Men once again for another cookie looking up. Both sides will make excellent filler material for your machines.

We don't know what it is, but nevertheless the diskers weren't sleeping this past week. Owing to the unusually large amount of record releases this past week, and also the unusually large amount of records deserving special mention, The Cash Box, as a service to music operators throughout the nation herewith devotes this page to continue to cover the field. Records listed above might have garnered the Disk and Sleeper spots, and because of their extreme value and quality, they are listed below.

"Oooh! Looka There Ain't She Pretty"
Benny Goodman Orch. (Capitol 15020)
"What'll I Do"
King Cole Trio (Capitol 15019)
"I Can Dream, Can't I"
Jimmy Saunders (Rainbow 10038)
"Loaded Pistols, Loaded Dice"
Phil Harris O. (Victor 20-2575)
"At The Candellight Cafe"
Dinah Shore (Columbia 37984)
"It's Kind Of Lonesome Out Tonight"
Sammy Kaye O. (Victor 20-2558)
"Hot Sauce! Boss"
Earl Bostic (Gotham 155)

"You Are Never Away" (3:00)

"All Dressed Up With A Broken Heart" (3:02)

BUDDY CLARK

(Columbia 37985)

● The stylish tones of beautiful rapturous music and the vocal splendor of Buddy Clark have this cookie way up there this week.Offering the cute, bounce tempo to this light affair labeled "You Are Never Away", from current "Allegro" score, Buddy shows top tonsiling to make this disc a coin winner. The flip is rapidly rising as a pop hit on the phonos, Buddy's rendition makes it more pronounced.

"Gotta Get To Oklahoma City" (2:49)

"Lone Star Moon" (2:59)

TEX BENEKE ORCH.

(RCA-Victor 20-2566)

● Shades of old Glen Miller—that's with this platter! Maestro Tex Beneke shows with a pairing bound to start the old flame for the sweetness of this crew glowing again. Titled "Gotta Get To Oklahoma City" and "Lone Star Moon", Tex whistles, hums and plays his way for a merry ride on the machines. You'll go for the light, happy wordage on the pair, touched with some mellow tones of the band boys. Both sides stack up heavily—we're sure you'll go for them.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"1280 Special" (2:38)

"Everything Is Cool" (3:02)

BABS 3 BIPS & A BOP

(Apollo 776)

● Pair of be-bop sides for the hep jazzophile crowd that goes for this stuff is bound to cause a load of attention, once this platter gets around. You've got to go a long way to match the Three Bips bouncing tones. Both sides spin in fast tempo with the wordage cute as a bug. If you have the spots—get next to this one.

"Come Back To Sorrento" (2:59)

"Now Is The Hour" (3:04)

GRACIE FIELDS

(London 110)

● More hypo London platters with chirp Gracie Fields to the fore to offer the always popular "Come Back To Sorrento". Altho this version won't stop traffic, it nevertheless shows Gracie and her high caliber of vocal styling in adequate fashion. Pitch is way up in the air here, while the flip is the oldie "Now Is The Hour." Take a look-see, huh?

"My Sin" (3:08)

"Forever Amber" (2:56)

TONY MARTIN

(RCA-Victor 20-2576)

● Pair of heavy ballads building on the romance angle spill here by Tony Martin, bound to put the crooner back into the phono spotlight once again. Top deck gets all the glory as "My Sin" shows Tony attaining a rich peak throughout. You're bound to go for the mood of the son, blended beautifully by the magic charm of Earle Hagen's music. The flip is the theme from title flicker of the same name, "Forever Amber." Tony displays his wares in excellent fashion, with the cookie getting spiked by the orchestral accompaniment.

"I Hate To Lose You" (3:00)

"They're Mine, They're Mine, They're Mine" (2:59)

SAMMY KAYE ORCH.

(RCA-Victor 20-2538)

● More teeming tones from the Sammy Kaye ork, this time with "I Hate To Lose You" and "They're Mine, They're Mine." You can expect the Kaye fans to latch on to Don Cornell's version of the top deck, weaving in slow fashion with cute cupid wordage to match. On the flip it's the oldie, "They're Mine, They're Mine, They're Mine" with the Kaye boys coming thru for the ops once again. Both sides for the asking.

---

*"Loaded Pistols, Loaded Dice" (3:04)

"Now You've Gone & Hurt My Southern Pride" (3:02)

PHIL HARRIS ORCH.

(RCA-Victor 20-2575)

● Another topper this week, this time by the famed Phil Harris and his crew. Ditty labeled "Loaded Pistols, Loaded Dice" shows Phil egging heavy coin play with this fast riff bouncing all over the place. It's Phil's double-talk vocal that get's 'em, with the title giving off the bill of fare. On the flip with more burlesque material, the maestro comes thru once again. Both sides seem sure winners on the phonos — get next to them. (*see Disc Extra's, this page).

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

DECEMBER 27, 1947

New York

1. BALLERINA *(Vaughn Monroe)*
2. GOLDEN EARRINGS *(Peggy Lee)*
3. CIVILIZATION *(Louis Prima)*
4. NEAR YOU *(Francis Craig)*
5. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
6. TOO FAT POLKA *(Arthur Godfrey)*
7. THE CHRISTMAS SONG *(King Cole Trio)*
8. A FELLOW NEEDS A GIRL *(Perry Como)*
9. HOW SOON *(Jock Owens)*
10. A TUNE FOR HUMMING *(Eddy Howard)*

St. Albans, Vt.

1. NEAR YOU *(Froncis Croig)*
2. YOU DO *(Bing Crosby)*
3. WHITE CHRISTMAS *(Bing Crosby)*
4. BALLERINA *(Voughn Monroe)*
5. TOO FAT POLKA *(Arthur Godfrey)*
6. I WISH I DIDN'T LOVE YOU SO *(Voughn Monroe)*
7. CIVILIZATION *(Roy McKinley)*
8. HOW SOON *(Jock Owens)*
9. AND MIMI *(Art Lund)*
10. SERENADE OF THE BELLS *(Sommy Kaye)*

New Orleans, La.

1. BALLERINA *(Voughn Monroe)*
2. I WISH I DIDN'T LOVE YOU SO *(Voughn Monroe)*
3. HOW SOON *(Jock Owens)*
4. NEAR YOU *(Froncis Craig)*
5. SO FAR *(Perry Como)*
6. THAT'S MY DESIRE *(Fronkie Loine)*
7. GOOD ROCKING TONIGHT *(Roy Brown)*
8. CIVILIZATION *(Louis Prima)*
9. MERRY CHRISTMAS BABY *(Johnny Moore)*
10. I HAVE BUT ONE HEART *(Vic Damone)*

Detroit, Mich.

1. NEAR YOU *(Froncis Craig)*
2. AND MIMI *(Dick Hoymes)*
3. CIVILIZATION *(Louis Prima)*
4. I'LL DANCE AT YOUR WEDDING *(Peggy Lee)*
5. TOO FAT POLKA *(Arthur Godfrey)*
6. I WISH I DIDN'T LOVE YOU SO *(Voughn Monroe)*
7. MICKEY *(Ted Weems)*
8. HOW SOON *(Jock Owens)*
9. BALLERINA *(Vaughn Monroe)*
10. GOLDEN EARRINGS *(Peggy Lee)*

Phoenix, Ariz.

1. NEAR YOU *(Francis Craig)*
2. I WISH I DIDN'T LOVE YOU SO *(Dick Haymes)*
3. FEUDIN' AND FIGHTIN' *(Dorothy Shay)*
4. HOW SOON *(Jack Owens)*
5. TOO FAT POLKA *(Andrews Sisters)*
6. I WONDER WHO'S KISSING HER NOW *(The Dinning Sisters)*
7. THE WHIFFENPOOF SONG *(Tex Beneke)*
8. ASK ANYONE WHO KNOWS *(Margaret Whiting)*
9. SERENADE OF THE BELLS *(Guy Lombardo)*
10. SUGAR BLUES *(Johnny Mercer)*

Santa Fe, New Mexico

1. BALLERINA *(Vaughn Monroe)*
2. NEAR YOU *(Froncis Craig)*
3. YOU DO *(Helen Forrest)*
4. I'LL HOLD YOU IN MY HEART *(Eddy Arnold)*
5. ITALIAN DREAM WALTZ *(Red River Dave)*
6. CIVILIZATION *(Louis Prima)*
7. PASS THAT PEACE PIPE *(Margaret Whiting)*
8. I HAVE BUT ONE HEART *(Vic Damone)*
9. I STILL GET JEALOUS *(The Three Suns)*
10. HOW SOON *(Jack Owens)*

Chicago

1. BALLERINA *(Vaughn Monroe)*
2. YOU DO *(Vic Damone)*
3. TOO FAT POLKA *(Arthur Godfrey)*
4. NEAR YOU *(Francis Craig)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
7. CIVILIZATION *(Louis Prima)*
8. HOW SOON *(Jack Owens)*
9. TWO LOVES HAVE I *(Perry Como)*
10. SO FAR *(Margoret Whiting)*

Philadelphia, Pa.

1. HOW SOON *(Jock Owens)*
2. THE WHISTLER *(Som Donohue)*
3. MICKEY *(Ted Weems)*
4. YOU DO *(Margoret Whiting)*
5. TOO FAT POLKA *(Arthur Godfrey)*
6. FOOL THAT I AM *(Billy Eckstine)*
7. CIVILIZATION *(Louis Prima)*
8. NEAR YOU *(Froncis Croig)*
9. GOLDEN EARRINGS *(Dinoh Shore)*
10. I HAVE BUT ONE HEART *(Vic Domone)*

Hartford, Conn.

1. BALLERINA *(Voughn Monroe)*
2. NEAR YOU *(Francis Craig)*
3. HOW SOON *(Jock Owens)*
4. CIVILIZATION *(Danny Kaye-Andrews Sisters)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. MICKEY *(Ted Weems)*
7. TOO FAT POLKA *(Arthur Godfrey)*
8. AND MIMI *(Art Lund)*
9. SERENADE OF THE BELLS *(Jo Stafford)*
10. DON'T YOU LOVE ME ANYMORE *(Buddy Clark)*

Tulsa, Okla.

1. MICKEY *(Ted Weems)*
2. I HAVE BUT ONE HEART *(Tex Beneke)*
3. CIVILIZATION *(Louis Prima)*
4. AND MIMI *(Art Lund)*
5. A FELLOW NEEDS A GIRL *(Perry Como)*
6. I STILL GET JEALOUS *(The Three Suns)*
7. OLD RATTLER *(Grandpa Jones)*
8. I'LL HOLD YOU IN MY HEART *(Eddy Arnold)*
9. HOW SOON *(Jock Owens)*
10. GOLDEN EARRINGS *(Peggy Lee)*

Tallahassee, Fla.

1. BALLERINA *(Vaughn Monroe)*
2. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
3. YOU DO *(Helen Forrest)*
4. TOO FAT POLKA *(Arthur Godfrey)*
5. I WONDER WHO'S KISSING HER NOW *(The Dinning Sisters)*
6. SERENADE OF THE BELLS *(Sammy Koye)*
7. AN APPLE BLOSSOM WEDDING *(Eddy Howard)*
8. A TUNE FOR HUMMING *(Eddy Howard)*
9. MICKEY *(Ted Weems)*
10. CIVILIZATION *(Louis Prima)*

Cheyenne, Wyo.

1. TOO FAT POLKA *(Arthur Godfrey)*
2. WHEN YOU WERE SWEET SIXTEEN *(Perry Como)*
3. BALLERINA *(Vaughn Monroe)*
4. YOU DO *(Margaret Whiting)*
5. I HAVE BUT ONE HEART *(Vic Damone)*
6. SO FAR *(Perry Como)*
7. FEUDIN' AND FIGHTIN' *(Dorothy Shay)*
8. HOW SOON *(Jack Owens)*
9. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
10. MICKEY *(Ted Weems)*

Los Angeles

1. NEAR YOU *(Francis Craig)*
2. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
3. BALLERINA *(Vaughn Monroe)*
4. GOLDEN EARRINGS *(Peggy Lee)*
5. CIVILIZATION *(Louis Prima)*
6. HOW SOON *(Jack Owens)*
7. AND MIMI *(Dick Hoymes)*
8. TOO FAT POLKA *(Arthur Godfrey)*
9. TWO LOVES HAVE I *(Frankie Loine)*
10. AN APPLE BLOSSOM WEDDING

Denver, Colo.

1. CIVILIZATION *(Louis Prima)*
2. HOW SOON *(Jock Owens)*
3. NEAR YOU *(Froncis Croig)*
4. BLACK & BLUE *(Fronkie Laine)*
5. TOO FAT POLKA *(Arthur Godfrey)*
6. SERENADE OF THE BELLS *(Sammy Kaye)*
7. CHRISTMAS ISLAND *(Andrews Sisters)*
8. SO FAR *(Perry Como)*
9. THAT'S MY DESIRE *(Frankie Loine)*
10. BALLERINA *(Voughn Monroe)*

Pittsburgh, Pa.

1. NEAR YOU *(Francis Craig)*
2. YOU DO *(Morgaret Whiting)*
3. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
4. BALLERINA *(Voughn Monroe)*
5. HOW SOON *(Jack Owens)*
6. CIVILIZATION *(Louis Prima)*
7. AND MIMI *(Dinning Sisters)*
8. THE WHIFFENPOOF SONG *(Bing Crosby)*
9. GOLDEN EARRINGS *(Peggy Lee)*
10. SERENADE OF THE BELLS *(Sammy Kaye)*

Washington, D. C.

1. HOW SOON *(John Laurenz)*
2. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
3. CIVILIZATION *(Louis Prima)*
4. YOU DO *(Helen Forrest)*
5. TOO FAT POLKA *(Arthur Godfrey)*
6. MICKEY *(Ted Weems)*
7. NEAR YOU *(Francis Craig)*
8. I HAVE BUT ONE HEART *(Vic Damone)*
9. AN APPLE BLOSSOM WEDDING *(Sammy Kaye)*
10. SERENADE OF THE BELLS *(Jo Stafford)*

Topeka, Kansas

1. BALLERINA *(Vaughn Monroe)*
2. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
3. CIVILIZATION *(Louis Prima)*
4. AN APPLE BLOSSOM WEDDING *(Eddy Howard)*
5. A TUNE FOR HUMMING *(Haagy Cormichael)*
6. MICKEY *(Ted Weems)*
7. NEAR YOU *(Francis Craig)*
8. I HAVE BUT ONE HEART *(Vic Domone)*
9. WHITE CHRISTMAS *(Bing Crosby)*
10. TOO FAT POLKA *(Arthur Godfrey)*

St. Louis, Mo.

1. BALLERINA *(Vaughn Manroe)*
2. I WISH I DIDN'T LOVE YOU SO *(Voughn Monroe)*
3. HOW SOON *(Jack Owens)*
4. I HAVE BUT ONE HEART *(Vic Damone)*
5. CIVILIZATION *(Louis Prima)*
6. PASS THAT PEACE PIPE *(Jo Stafford)*
7. WHITE CHRISTMAS *(Bing Crosby)*
8. MICKEY *(Ted Weems)*
9. FEUDIN' AND FIGHTIN' *(Dorothy Shay)*
10. YOUR RED WAGON *(Tony Pastor)*

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by Byrde Gore

We were completely stumped, flabbergasted and dumbfounded by the reports our reviewers brought back this past week. Not only was there a choice of our weekly Disk and Sleeper song hits, but several records were found to be of such exceptional value that we just had to blow our horn about them. Add to that the fact over 100 releases were received this past week. The songs and recordings our reviewers deemed of such high value get extra special mention this week on page 21. We're sure you'll agree.

* * *

Talk about song hits brings to mind the current click disk by Rose Murphy. Reports coming in from Majestic Distributors throughout the nation indicate the largest advance sales ever in this history of the Majestic plattery. We hear you can't even talk about records in Minneapolis without mentioning Rose Murphy. Lou Suritz, prexy of Majestic Brands discloses that reaction to the record in New York is nothing short of sensational. (Memo to Lee Savin: You prayed —we picked—it clicked).

* * *

A recent survey made by a prominent diskery shows that altho offering title strips to music operators, the strips were not used in the machines. The plattery checked a sample territory to find strips scrawled in every form of handwriting imaginable. Altho a great many operators were using the title strips supplied by the manufacturer with every purchase of a record, there was still a great many who did not use the printed strips at all. What about this music operators—we'd like to know.

* * *

We hear that Sam Donahues' recent "Red Wing" and "The Whistler" has passed the quarter-million mark . . . that Sarah Vaughn's Musicraft disking of "The Lord's Prayer" is being acclaimed very highly in clergy circles . . . Sid Prosen of Hometown Music Co., expects a banner year for his firm, with a flock of hits on the way . . . Mel Torme flies into New York from Chicago this week to prepare for his opening at the Hotel Commodore next Tuesday (23) . . . that they'll have capacity crowds bigger than ever when Stan Kenton and Vic Damone bow into the New York Paramount . . . Lonzo and Oscar's "I'm My Own Grandpa" kicking up a storm througout the nation . . . Louis Prima's "Civilization" to pass his famed disking of "Angelina" . . . Glady's Palmer has another smash disk in "If I Didn't Have You" on Miracle Records.

* * *

We'd like to thank all our dear friends in the industry for the wonderful cooperation they've given us this past year. We'd need a full page to enumerate them, there are that many. Nevertheless thanx by the ton go to all music operators, diskery folk, artists, music publishers and disc jockeys. Here's wishing you a very MERRY CHRISTMAS AND A HAPPY NEW YEAR!

PHIL HARRIS!

Loaded Pistols, Loaded Dice
(vocal by Phil)
and
Now You've Gone and Hurt My Southern Pride
(vocal by Phil)
RCA Victor 20-2575

TEX BENEKE!

and his Orchestra
Lone Star Moon
vocal by Tex
and
(Gotta Get To)
Oklahoma City
vocal by Tex and The Moonlight Serenaders
RCA Victor 20-2566

SAMMY KAYE!

Vocals by Don Cornell and The Koydets
I Hate to Lose You
(I'm So Used to You Now) and
They're Mine, They're Mine, They're Mine
RCA Victor 20-2583

VAUGHN MONROE!

Passing Fancy
(vocal by Vaughn and The Moon Moids)
and
In A Little Book Shop
(vocal by Voughn ond Ensemble)
RCA Victor 20-2573

TONY MARTIN!

with Earle Hagen and his Orchestra
Forever Amber
(Theme from the 20th Century-Fox pic "Forever Amber")
and
My Sin
RCA Victor 20-2576

CHARLIE SPIVAK!

Golden Earrings
(from the Poramount pic of the same nome)
vocal by Irene Doye
and
Tenderly
RCA Victor 20-2585

LARRY GREEN!

My Cousin Louella
(vocal by The Trio)
and
My Promise to You
(Adopted from Chopin's Nocturne in D Flat)
vocal by Don Grady
RCA Victor 20-2582

HERBIE FIELDS!

Come Back to Sorrento
(Torna a Surriento)
and
Chinese Lullaby
RCA Victor 20-2581

● **TEXAS JIM ROBERTSON**
and The Panhandle Punchers
The Miner's Song
and
Headin' Down the Wrong Highway
RCA Victor 20-25B6

● **LUKE WILLS' RHYTHM BUSTERS**
High Voltage Gal
featuring Johnny Tyler
and
Cain's Stomp
RCA Victor 20-2577

● **CHET ATKINS**
and his Colorado Mountain Boys
Standing Room Only
and
Ain'tcha Tired of Makin' Me Blue
RCA Victor 20-25B7

● **HARMONEERS QUARTET**
As For Me and My House We'll Serve the Lord
and
The Road of Life
RCA Victor 20-2578

● **DELTA RHYTHM BOYS**
Little Small Town Girl
(With the Big Town Dreams)
and
Ain't Gonna Worry 'Bout A Soul
RCA Victor 20-25BB

(RCA Victor Smart Set "DRY BONES" P-193)
Dry Bones
and
September Song
RCA Victor 20-2460

East of the Sun and West of the Moon
and
Take the "A" Train
RCA Victor 20-2461

St. Louis Blues
and
Ev'ry Time We Say Goodbye
RCA Victor 20-2462

If You Are But A Dream
and
One O'clock Jump
RCA Victor 20-2463

● **PAT FLOWERS**
and his Rhythm
Find Out What They Like
(And How They Like It)
and
Carolina in The Morning
RCA Victor 20-2579

● **JAZZ GILLUM**
Blues singer with harmonica
The Blues What Am
and
Roll Dem Bones
RCA Victor 20-2580

● **IRVING FIELDS**
at the Piano
with The Campos Tria
En Tus Brazos—Bolero Rumba
and
Guatemala—Samba
(Take Me in Your Arms)
RCA Victor 25-1100

● **LAWRENCE DUCHOW**
and his Red Raven Orchestra
Humdinger Polka
and
Horseshoe Laendler
RCA Victor 25-1105

● **JOSEPH ALLARD**
Violin with Guitar Accompaniment
Reel Des Skieurs
and
Reel De Cabano
RCA Victor 25-1106

POLISH

● **WALTER DOMBKOWSKI**
and his Orch.
Czyja To Dziewczyna—Waltz
(Whose Girl Are You)
Vocals in Polish by Alan Werner
and
Gwizdalka Polka
(Whistle Polka)
RCA Victor 25-9182

LATIN AMERICAN

● **ALBERTO SOCARRAS**
his Magic Flute and Orchestra
Tu Felicidad—Bolero
(Made For Each Other)
and
Yo E'tá Cansá—Afro—Cuban Lament
(Weary)
RCA Victor 26-9024

● **FERNANDO FERNANDEZ**
and Hermanos Marquez Orchestra
Mentirosa—Cancion Bolero
(Liar)
and
Nochecita—Cancion Bolero
(Nightfall)
RCA Victor 23-0743

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

WHO SAID A RECORD *MUST* PLAY THREE MINUTES?

No Reason Why Diskers Can't Produce 2 Minute Records and Open Flood Gates to Big, New Market in Juke Box Field.

"PEG O' MY HEART" BY THE HARMONICATS (VOTED THE BEST RECORD OF 1947 BY THE JUKE BOX INDUSTRY) WAS A TWO MINUTE RECORD!

NEW YORK—Who said a record must play three minutes?

Who established the precedent, decrying other ways and means for record manufacturers and juke box operators to increase their revenue?

Who said phono patrons must sit and listen to three choruses of verse, a band break and then a repeat chorus on most recordings?

WHO?

Juke box operators throughout the nation have found another means — available to record manufacturers to establish a new high in potential record sales.

The answer — TWO MINUTE RECORDINGS!

Music operators continue to storm *The Cash Box* with wires, letters and telephone messages applauding the stand taken on this new mode of marketing.

Operators have proven that their revenue per juke box has been increased tremendously during the peak play hours by using two-minute disks.

Record manufacturers can share in this large, potent sales medium by producing two minute recordings and flooding the market with more than 25 million records; thus replacing the recordings now in the hands of the music industry.

Music operators point to the present commission basis between themselves and locations as one of the major factors involved in their crying need for a method to improve and boost the "take" in the juke boxes.

As one well noted music operator recently stated, "Location owners themselves are yelling because there isn't any real money in the machines during peak play hours. By producing and using two minute recordings, both the operator and location owner are pacified. I've got several two-minute disks in my machines and find they bring more revenue. The "doubting-Thomas' need only look at the example of "Peg O' My Heart" and find the answer."

The more than 500,000 juke boxes in the nation eagerly await two minute recordings, as evidenced by the large amount of independent record manufacturers who are coming to the fore and are producing two minute disks. One independent disker was astounded by the amount of business he did with music operators after he issued a two minute record.

"Not only did I reach a market I had been trying to concentrate upon," he said, "but I found my sales booming in other recordings. I attribute this only to the fact that the juke box people bought those two-minute records."

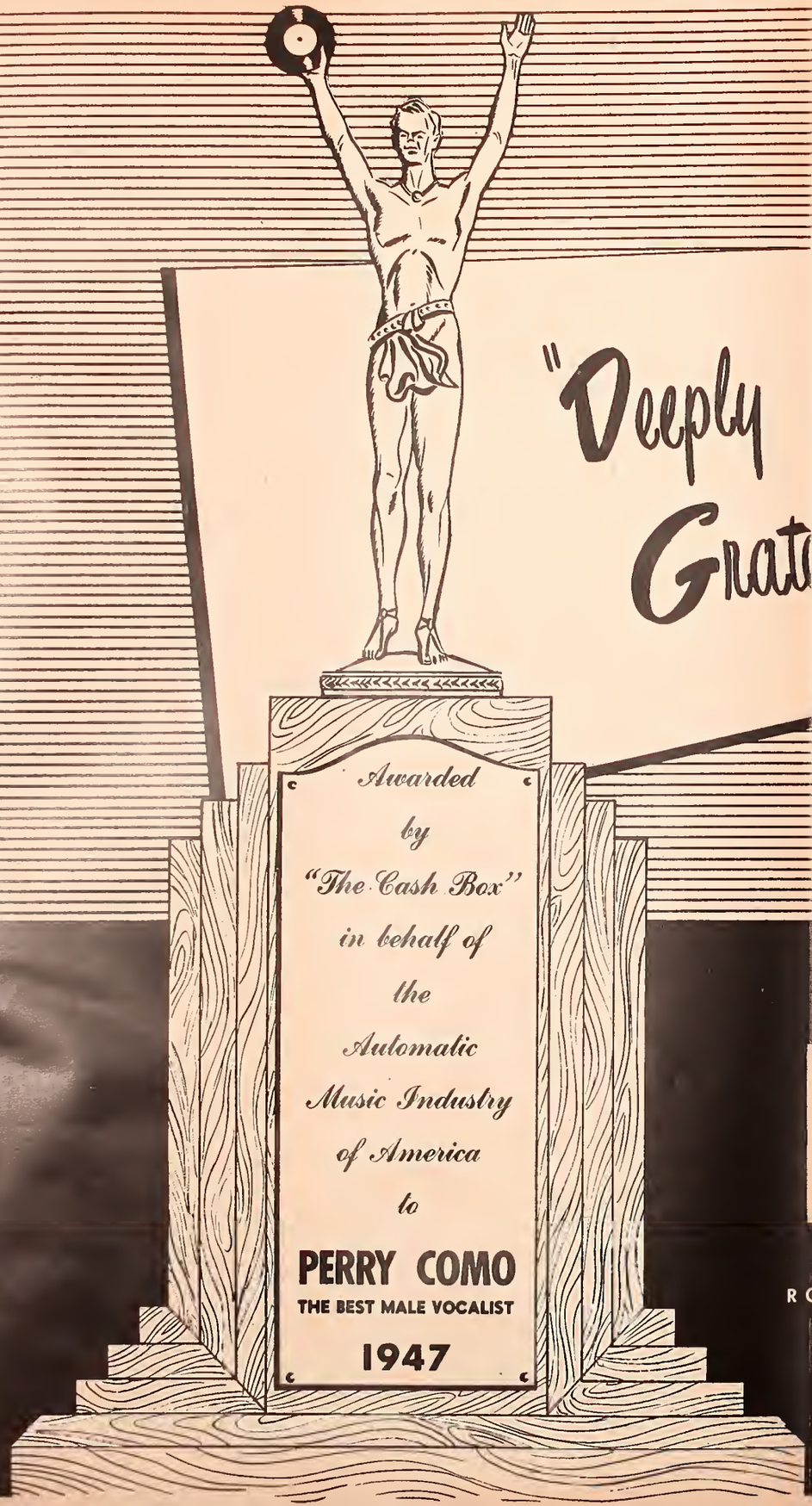
There is absolutely no reason why record men must adhere to old practices that have caused them loss of profits.

This is the age of progress — the age during which the wheels of industry continually turn to better our standard of living. The age in which men with foresight are seeking new methods to open the doors to greater prosperity and income for all.

The automatic music industry has shown the way — despite the many pitfalls incurred in their business.

You discard your clothing, your automobile and your household items when they become shopworn, obsolete and of no use to you.

Do away with the likewise obsolete records in use today. The answer—TWO MINUTE RECORDINGS!



"Deeply Grateful...

PERRY COMO

RCA VICTOR RECORDS • CHESTERFIELD SUPPER CLUB
N.B.C. Mondays, Wednesdays and Fridays
7 P.M. E.S.T.

Management GAC GENERAL ARTISTS CORPORATION
NEW YORK CHICAGO HOLLYWOOD CINCINNATI LONDON

REVIEW OF THE YEAR IN MUSIC

(Editors Note: The following "Review of the Year In Music" is a report to those in the music industry and allied fields; to music operators, record manufacturers, music publishers, artists and performers of the highlights of the year 1947. The report contains all important news events, the top songs of the year, highlights of events pertaining to artists, publishers, disk manufacturers and music operators.

This report is published as a service to the industry and may be used as a complete reference guide.)

JANUARY:

The New Year saw the popular "The Old Lamplighter" as the number one song on juke boxes throughout the nation. Phono fans were humming, whistling and singing the many great recordings of this song for well over two months. The King Cole Trio's now famous rendition of "For Sentimental Reasons" had just started to blossom, with reports indicating the song would soon be on top . . . Larry Vincent's "If I Had My Life To Live Over" was selected as the featured recording of the week, with its tremendous sales value realized several months later.

"Open The Door Richard" started sweeping across the nation. The song hit not only the music industry, but also gained nationwide prominence and brought to fame Dusty Fletcher and Jack McVea. Altho bartenders cussed and swore at the very mention of "Open The Door", the disk was the first of the many independent labels to attain phenomenal sales figures. National Records Inc., New York, announced that they would press and distribute Cardinal Records.

The closing weeks in January had such songs as "Zip A Dee Doo Dah", "Huggin & Chalkin", "Ole Buttermilk Sky", "A Gal In Calico" and "Rumors Are Flying" prominently featured on the juke boxes across the nation. "Misirlou", soon to be recorded by many, was selected by *The Cash Box* reviewers as the featured record of the week.

Sonora Records astounded the trade by disclosing that they would shortly release a platter to market for 39c. Milton Benjamin, Sonora vee pee frankly admitted to *The Cash Box* that he was seeking music operators' favor and felt that by issuing this low priced record, he would achieve the sales in quantity, expected.

Claude Thornhill's arrangement of "Sunday Kind Of Love", selected as the "Disk O' The Week" by *The Cash Box* started to boom in many sections of the country.

FEBRUARY:

The first week in February brought "Convention Time" to the members of the coin machine industry. Record manufacturers were widely represented at the CMI Convention in Chicago. Resounding statements from disk manufacturers laid way for the belief that the recording industry would experience best year in sales ever. Frank Walker, general manager of MGM Records, announced to the trade their plans for the marketing of the label early in March. Mr. Walker stated MGM's position in the recording industry and said, "We are no fly by night organization — the coming months will prove our solidity in the music business".

The seven year old Ted Weems recording of "Heartaches" started to boom in Charlotte, N. C., with Decca spokesmen reporting "unusually large quantities of sales".

John Scalisi assumed the Eastern Managers duties at Capitol Records . . . "Open The Door Richard" was now firmly intrenched into the minds of a highly music conscious public . . . "For Sentimental Reasons" had hit the number one spot in juke boxes . . . Dick Haymes' Decca recording of "Glocca Morra" was selected as "Disk O' The Week" by *The Cash Box*. MGM Records announced their sales prices to the trade . . . Apollo Records signed Gordon McRae to an exclusive recording contract . . . National Records continued adding distributors . . . The closing weeks in February saw the re-birth of that famed "Mammy" singer Al Jolson as "Anniversary Song" started to click in the boxes . . .

MARCH:

The start of March had Savannah Churchill's recording of "I Want To Be Loved" on the top of the Harlem Hit Parade. Louis Jordan's "Ain't Nobody Here But Us Chickens", selected by *The Cash Box* in November of 1946, first started to bear fruit . . . Sarah Vaughn achieved national prominence via her recording of "September Song" . . . "Anniversary Song", Al Jolson, and Larry Parks were firmly in the minds of phono fans . . . "Managua Nicaragua" became a featured disk on the juke boxes of the nation . . .

Independent record manufacturers gathered early in March to form an association, to be hailed PRMA. The purpose of the organization, who elected Jack Pearl chairman, was to effect an exchange of information concerning buying power, artists, sale, and production, among those platteries concerned. . . . Signature Records disclosed that their stock issue was over-subscribed . . . Musicraft Records, silent for some time officially announced that they were in the market for financial assistance . . . Modern Music Sales was appointed eastern distributor for Rainbow Records . . . Henry Servais named national sales manager for Apollo platters . . . Columbia Records hiked their pop label price to 60c . . . Woody Herman split his ork to go out as a single vocalist . . .

APRIL:

"Mam'selle" became synonomous with juke boxes early in the month . . . Mercury Records signed the Ted Weems ork to a recording contract . . . Frankie Laine's recording of "That's My Desire" was heralded as one of the real "big" ones . . . Aristocrat Records bowed into the disk biz in Chicago . . . Decca Records announced that they would distribute the Commodore line . . . Wayne Varnum, flack chief at Columbia Records, resigned his post to open a publicity and press unit. . .

"Linda" became the top song of the nation, with a great many hit recordings offered . . . "I Wish I Didn't Love You So" was selected by *The Cash Box* reviewers . . . Signature Records signed balladeer Alan Dale to a recording contract . . . Sonora Records were halted in their production by a threatened strike . . . Eddy Howard, continued to garner coin of the realm with his smash diskings . . . April saw "Heartaches" and "Anniversary Song" on top of the heap in the nation's phonos . . .

MAY:

The biggest month diskeries across the country had. Al Jolson really riding hot with his all-time proven coin winners . . . Jack Myerson, vee pee at World Broadcasting rumored entering Musicraft picture . . . Frankie Laine's "Sunday Kind Of Love" bounced into the top Harlem listings . . . "Peg O' My Heart" gained the spotlight as did The Harmonicats and Vitacoustic Records . . Billy Eckstine recorded his first sides for MGM platters . . . Sonora employees reached a settlement with the plattery execs . . . Music ops issued a call for better quality records and viny platters . . . "If I Had My Life To Live Over" bounced into the Nations Top Ten juke box charts . . . Vogue Records started into the doldrums of non-existence. Phil Spitalny and his ork split with the plattery, taking his master records in payment of royalties due him . . . RCA-Victor signed Jean Sablon and Maurice Chevalier . . . Jack Williams of Victor, named ad manager of the Home Instrument division . . . Columbia Records announced the completion of their Mexican pressing plant . . . Herb Allen, well known to coinmen and former national sales manager for RCA-Victor Records named general manager of Signature Records . . .

JUNE:

Announcement of the pending Scott Bill Hearings, designed to tax juke box men throughout the nation was disclosed exclusively by *The Cash Box*. The first hearings brought about the introduction of three bills, all designed to amend the 1909 copyright law, to make juke boxes public performance for profit. *The Cash Box* the only trade paper in the nation to come to the fore and publicly denounce the intended legislation. ASCAP, NAPA and other music protective agencies favor legislation.

Western Pennsylvania music operators previewed recordings at their regular meetings . . . Majestic Records dropped

Continued on page 29 →

REVIEW OF THE YEAR IN MUSIC

and added several names to their talent roster . . . Seena Hamilton, joins MGM flack staff . . . MGM distrib, Zenith New York, tries 5% return privilege with music operators . . . Musicraft Records became financially solvent once again by settling its financial problems thru several banking agencies . . .

Hearings continued to progress on the now highlighted Scott and Fellows Bills . . . Vic Damone, bowed into the spotlight via his disking of "I Have But One Heart" . . . Dumor Plastics Inc., began a campaign to possibly encourage record manufacturers to use the Dumor compound and alleviate poor pressing problems . . . Vitacoustic's "Peg O' My Heart" passes the million mark . . . Ben Selvin and Louis Prima to quit Majestic plattery . . .

Announcement made by the AFM that James C. Petrillo may seek to enforce a recording ban upon the music industry . . . "Smoke, Smoke, Smoke" by Tex Williams into the spotlight via his smash disking . . . "I Wonder Who's Kissing Her Now" revived with sensational sales seen . . . Duke Ellington leaves Musicraft diskery . . . Public hearings on the Scott Bills end. Bills tabled until next session of Congress . . . Philadelphia music ops stage Click Tune Party . . . Decca issues 50c platter aimed at ops . . .

JULY:

Cosmo Records were declared bankrupt . . . Louis Prima signed by RCA-Victor . . . Lissen Record bows into disk biz . . . Leo Pambrum named flack chief at Majestic Records . . . Herb Jeffries' "When I Write My Song" on top of the Harlem Hit Parade . . . "Peg O' My Heart" remains the number one song throughout the land . . . "Chi Baba Chi Baba" starts to boom and beckon coin . . . Petrillo declares recording ban to start December 31. Many diskers view situation with avid calm, claiming that public pressure will force him to revert his edict . . . Oldies in disk biz, biggest ever . . . "When You Were Sweet Sixteen" blossoms — "That's My Desire" continues to remain in the forefront of the music world . . . New Jersey Music Ops Association follow SCAMOA plan to distrib and sell disks direct to music operators. Association to allow preview disks at meetings . . . Michigan Phono Ops to sponsor monthly disk show . . .

AUGUST:

"You Do" selected as featured record of the week. Nellie Lutcher begins her road to fame via "The Lady's In Love With You" . . . Stan Kenton disbands due to sudden serious illness of maestro. Martha Tilton pacts Majestic recording deal . . . Manie Sacks, artist and rep chief at Columbia Records host to clan of music men at fights in Philly . . . Sonora Records drops single releases . . . "Near You" bows into disk spotlight . . . Music operators get into the swing of things with great contribution to Damon Runyon Cancer Fund. *The Cash Box* features Runyon Fund cause to music men throughout the nation . . . United Artists release disk aimed at Runyon Fund with all profits therefrom going to this great cause . . .

Petrillo ban causes wide talk among diskers. Many see Congressional action if ban is allowed to become fact. Petrillo seeks new means of over-coming Taft-Hartley law banning royalty payments by diskeries for the use of recordings. AFM denounces "canned music" as detrimental to biz. Artists decry statement vehemently . . .

SEPTEMBER:

Prepare way for Second Annual Music Poll of the Automatic Music Industry of America. *The Cash Box* selected by music operator associations and trade groups throughout the nation to conduct music poll. Exclusive Records open New York branch office. Parker Prescott named general manager. Musicraft Records set distrib policy . . . Columbia Records in price hike to 79c . . . Independent labels boom with hits as "Near You" hits stride . . . Capitol Records announce they will hold price line as most platteries increase their lines to 79c list . . . Decca Records hypo "Freedom Train" via transcription promotion.

Voting starts in Second Annual Music Poll. First reports indicate heavy returns. Music ops flood mails as cards are distributed . . . Sydney Nathan, prexy of King Records hails juke boxes as essential cog in wheels of disk biz . . . Glen Wallichs, named president of Capitol Records, predicts tremendous fall season for industry . . . RCA-Victor sales chief applauds *The Cash Box* for stand taken on off-color recordings . . . Duotone presents new coin needle to trade . . . Paul Southard, President of Columbia Records hails phono as "American Way of life" . . . Hy Siegel says juke box industry is backbone of the record business . . . Frank Walker, general manager MGM Records calls for cooperation between diskers . . . Eddy Arnold platters reach peak of close to two million mark . . . Joe Pasternak, executive producer of Metro-Goldwyn-Mayer, hails juke boxes as box office for films . . . E. A. Tracey call juke box selling power tremendous . . .

OCTOBER:

As the fall season set in, music men across the nation experienced the expected boom in the record market. Diskers, publishers and artists started rushing to record, as the impending Petrillo recording ban started to take hold. Artists were reported cutting hours on end, with reports coming forth that platteries were building up a backlog of records that would last them several years. "Near You", "I Wish I Didn't Love You So", "I Have But One Heart," "Feudin' and Fightin'", "That's My Desire", "When You Were Sweet Sixteen" and a host of other tunes were firmly entrenched in the minds of juke box addicts throughout the nation. "Golden Earrings" was selected as the "Disk O' The Week" by *The Cash Box* reviewers.

MGM Records announced their signing of Noro Morales . . . Rainbow Records started giving free title strips and a 5% return privilege to music operators . . . Preparations were being made by the New York Music Ops Assn. for their gigantic annual banquet . . . Voting cards continued pouring in, with Eddy Howard, Jo Stafford and The Andrews Sisters taking early leads . . .

October was the month in which the "American Weekly" published their now infamous article "Who Gets Your Juke Box Nickel?". The article, which slurred and erroneously pictured music operators as "racketeers" brought a storm of thunder and protest by coinmen throughout the nation. The writer of the article evidently didn't know much about juke box men, and even less about the automatic music industry, as witnessed by his statement "an operator gets 200 plays per record".

The "American Weekly" obviously paid no attention to the great contribution coinmen were making to the Damon Runyon Memorial Cancer Fund. The Coin Machine Industry had turned over $120,000 to the trustees of the Runyon Fund. Runyon Dinners were being planned throughout the nation. Walter Winchell hailed the Coin Machine Industry's contribution (thus far) as the most impressive and cooperative showing any group of businessmen had made.

NOVEMBER:

Rainbow Records, Inc., New York, issued the first two-minute disking. Music ops hailed the new platter format as their largest "booster" to juke box revenue. *The Cash Box* campaign to get diskers aware of an entire new market was well under way. Platteries became "time-conscious". . . November saw "Peg O' My Heart", Eddy Howard, Perry Como, Eddy Arnold(Tex Williams, Dorothy Shay, Savannah Churchill, The Andrews Sisters and the Mills Brothers in the lead for "Oscars" in the Second Annual Music Poll of the Automatic Music Industry . . . Nat Cohn, president of Modern Music Sales Co., was named Eastern Distributor for Signature Records . . . Federal legislation loomed as the threatened recording ban drew near . . . Diskers continued their heavy recording pace . . . Jack Owens disking of "How Soon" started to sparkle . . . Independent platteries were making their biggest showing ever with the top song hits of the year coming out of their hands . . . London Records started plans for complete coverage in distributing their new platters . . . Hirsch De LaViez lauded for cooperation with disc-jockeys and promoting good-will amongst the phonograph industry . . . Diskers were making foreign deals to offset the threatened "lack" of material in the United States . . . the most important topic of discussion of the day was the impending recording ban . . . Signature Records made plans for a forthcoming 50c label directed at music ops . . . Fire destroyed the DeLuxe Record pressing plant in Linden, N. J. . . .

The American Broadcasting Company was reported planning to buy Capitol Records . . . Vitacoustic Records announced plans for Canadian distribution.

DECEMBER:

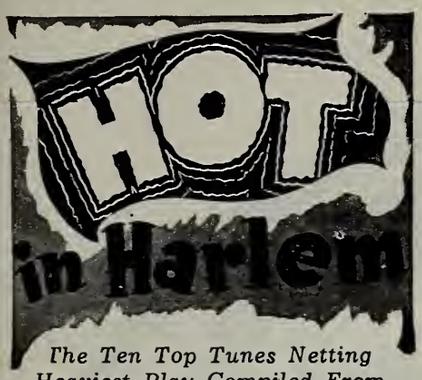
The winners of *The Cash Box* Second Annual Music Poll were announced. Artists, diskers and music publishers throughout the nation pointed to the poll as the most conclusive survey ever made by any organization . . . Congratulatory messages were received in heavy numbers . . . Record manufacturers were gradually approving two-minute disks . . A New Jersey court action opened to test the validity of the recording ban . . . Negotiations continued between Capitol Records and the American Broadcasting Company . . . A proposed association got under way to establish a credit body for record manufacturers . . .

Music publishers were aligning themselves with disk manufacturers and even entering the disk biz themselves to offset the difficulty many aw in obtaining records once the ban set in . . . Decca Records borrowed $4,000,000 for expansion purposes . . .

A survey made by the American Psychological Association disclosed that automatic music in factories boosted production well over 20% . . . Columbia Records announced a most enthusiastic promotion campaign to begin with music operators and disc jockeys . . . Off color records were being banned by many trade associations . . .

As the New Year, 1948, came into view; the entire recording industry and its allied members paid close attention to the expected Petrillo ban. The edict had drawn international attention in view of its tremendous implications. Nevertheless, the entire record industry predicted that the past year 1947, would show the largest sales in history. Music men, publishers, artists and operators pointed to the year gone by as one of the most progressive ever. All looked forward to 1948 as a year in which the industry would attain higher goals, a year in which the industry would contribute more to the general wealth of the nation; and a year which would see the recording industry emerge as a pioneer group among all forms of business in the nation.

HAPPY NEW YEAR!



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 **I LOVE YOU YES I DO**
Bull Moose Jackson
(King 4181)
Rises from the number three spot to grab off the glory and first position this week.

2 **845 STOMP**
Earl Bostic
(Gotham 154)
Ops raving about this one! In fourth place last week and into second place here.

3 **WRITE ME A LETTER**
The Ravens
(National 9038)
Whatta jump! The sensational play this tune is getting boosts it all the way up from ninth place and into third place.

4 **SUMMERTIME**
The Ravens
(National 9038)
Drops a few with peak play progressing. On top last week, here it is in fourth place.

5 **EAST SIDE WEST SIDE**
Charley Barnet
(Apollo 1084)
Moves down several spots altho play still continues heavily. In second place last week and in the fifth spot here.

6 **MAD LAD**
Sir Charles
(Apollo 773)
Jumps all the way up from tenth place to take over sixth place this week. A great platter!

7 **HASTINGS ST. BOUNCE**
Paul Williams Sextet
(Savoy 659)
Moves down two spots with ops pegging this one for a long stay. In fifth place last week.

8 **THE CHRISTMAS SONG**
King Cole Trio
(Capitol 311)
You know about this one. Bound to hit the top during the Xmas season.

9 **EARLY IN THE MORNING**
Louis Jordan
(Decca 24155)
Bounces into the limelight again, with heavy play continuing.

10 **IS IT TOO LATE**
Savannah Churchill
(Manor 1093)
On the bottom this week after a short stay in eighth place.

on CHICAGO'S SOUTH SIDE!

1 BELL BOY BOOGIE
Todd Rhodes
(Vitacoustic)
Still riding on top with coin really pouring in.

2 SINCE I FELL FOR YOU
Annie Laurie
(DeLuxe 1082)
Repeats its position of last week, to remain in the number two spot.

3 DON'T TAKE YOUR LOVE FROM ME
Hadda Brooks
(Modern 1531)
In fifth place last week, chirp Brooks booms again to move up to third place.

4 EARLY IN THE MORNING
Louis Jordan
(Decca 24155)
Drops one place this week, as this click disk moves into fourth place this week.

5 HASTINGS ST. BOUNCE
Paul Williams Sextet
(Savoy 659)
In fourth place last week — this tune gives way to strong demand for the other top tunes. Continues to draw sensational play.

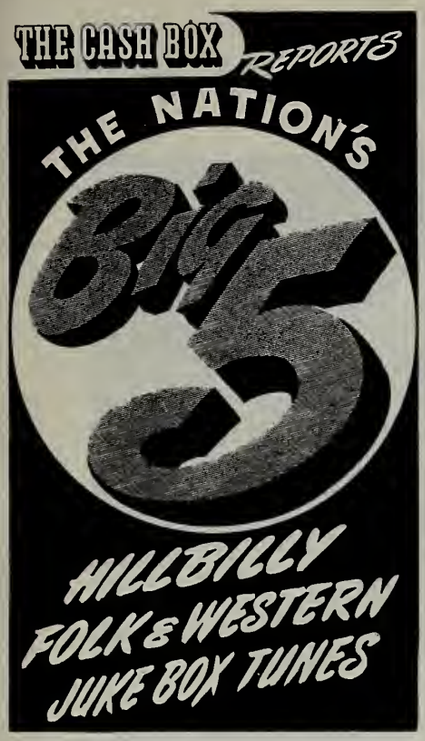
6 MERRY CHRISTMAS, BABY
Johnny Moore
(Exclusive 254)
Moves up from the eighth spot of last week, to garner sixth place here.

7 I LOVE YOU YES I DO
Bull Moose Jackson
(King 4181)
Ops peg this one for the top. In ninth place a week ago and into the seventh spot this week.

8 THRILL ME
Roy Milton
(Specialty 518)
Bounces around this week, dropping to eighth place from its sixth spot of last week.

9 EAST SIDE, WEST SIDE
Charley Barnet
(Apollo 1084)
Moves up one notch. Reports show this one a steady coin culler.

10 CHANGEABLE WOMAN
Johnny Moore
(Exclusive 251)
On the bottom, after a sensational ride around the board. Still getting a load of phono play.



1 **SIGNED, SEALED AND DELIVERED**
Cowboy Copas
(King 658)

2 **NEVER TRUST A WOMAN**
Red Foley
(Decca 46074)

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

4 **B-ONE BABY**
Cliffie Stone
(Capitol 40041)

5 **TO MY SORROW**
Eddy Arnold
(Victor 20-2481)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

EASY ROCKIN' CHAIR
Roy Acuff
(Columbia 37961)

AFTER YESTERDAY
Hawkshaw Hawkins
(King 667)

GO ON
Ted Daffan
(Columbia 37959)

DIXIE CANNONBALL
Gene Autry
(Columbia 37963)

KENTUCKY
Jimmy & Leon Short
(Decca 46077)

Two Years In A Row . . .

Thank you . . . "Juke Box" Operators . . .

For Your Votes

THE BEST MALE VOCAL COMBINATION of 1947

★ The Ink Spots

Rollin' 'Round Randolph

Bill Gersh, our publisher flew into town from New Orleans this past week to present Eddy Howard with his two awards for *The Cash Box's* Second Annual Music Poll. The presentation was made at the south side Trianon Ballroom where five thousand people watched Eddy receive two "Oscars", one for the best orchestra of 1947, the other for the best hillbilly recording by a popular artist. Eddy is a very happy and grateful boy these days. Happy because of his great success and popularity and grateful to the many operators and to *The Cash Box* for helping him to achieve this success . . . Bill Gersh who stopped in at the beautiful Blue Room of the Roosevelt Hotel while in New Orleans, to listen to Vic Lombardo and his ork, tells us Vic is doing one grand job and really packin' in the crowds.

* * *

Sam DiCara, press man for the Harmonicats, very pleased over the fact that their "Peg O' My Heart" is catching on in England and in seventh place on the Hit Parade there. We hear that Al Fiore, a member of the "cats" will announce his engagement to Mary Miossky on Christmas Day when they open at the Oriental Theatre. And that reminds me, be sure and give a listen to the Harmonicats new release, "My Wild Irish Rose", playing time two minutes. Disk jockeys peg this one as another "Peg" . . . Louis Prima, now appearing at the Oriental, will be presented with a scroll from *The Cash Box* by Eddy Hubbard, disk jock, on Wednesday, December 17, for runner up in the poll for the leading orchestra of 1947. Louis makes a big hit with such numbers as, "Civilization", "Too Fat Polka" and "I Can't Give You Anything But Love" . . . Dorothy Shay left for New York this past week to cut some wax for Columbia Records. Dottie will then return to Chi to open at the Continental Room of the Stevens Hotel . . . . Chick Caradale, song plugger for Burke & Van Heusen, phones in to tell us about their new release "But Beautiful", waxed by Bing Crosby, Frankie Laine, Art Lund, and several other well known artists. Chick says this one is really a beautiful number with no buts about it.

* * *

Pianist, Jan August, inked by Chicago's Mercury Records . . . The "Niblicks", now appearing at the Balinese Room, celebrated their first anniversary there by recording for "Broadcast" . . . We hear from Jack Buckley that Leo Diamond recently recorded his "Harmonicadenza" for Vitacoustic Records. Leo has been held over at the College Inn for an additional two weeks. His skyscraper gadget built of four harmonicas, one above the other, is a show stopper . . . Gloria Van ad the Vanguards' record of "All Dressed Up With A Broken Heart" and "Cindy", have just been released by Vitacoustic . . . Nellie Lutcher, well known artist, and Red Ingle and His Natural Seven, will be the next attraction at the Sherman's College Inn . . . Spoke with Howard Mack, manager of the Dinning Sisters, who informed us the girls are all set for another recording session with Capitol Records and are expected to come up with some really hot tunes.

* * *

Chester Conn, of the Bregman, Vocco & Conn pubbery stopped over in Chi this past week . . . Ned Miller of Leo Feist, Inc., tells us they have taken over the musical score from "The Kissing Bandit", picture, starring Frank Sinatra. Songs include, "What's Wrong With Me", "Siesta", and, "Senorita", all to be released after the first of the year . . . Lawrence Welk's "Champagne Girl" is leaving to return to her native Greece and is being replaced by Kathleen O'Mara who opens with Lawrence on his return to the Trianon Ballroom December 23rd.

I can only say—

"Thanks"

—again

But we can say—"We're pleased and proud of these honors heaped upon honors"

For "THE BEST ORCHESTRA OF 1947" The Cash Box "Oscar" will be awarded in behalf of the Automatic Music Industry of America to . . .

Eddy Howard AND HIS ORCHESTRA

"The Sheaffer Parade"


EDDY HOWARD

BEST ORCHESTRA OF 1947

EDDY HOWARD 85,290	GUY LOMBARDO 17,720
VAUGHN MONROE 38,208	SAMMY KAYE 16,980

For "The BEST 'WESTERN' RECORD of 1947 BY A POPULAR ARTIST" The Cash Box "Oscars" will be awarded in behalf of the Automatic Music Industry of America to . . .

Eddy Howard

Majestic Records


EDDY HOWARD

BEST "WESTERN" RECORD of 1947 BY A POPULAR ARTIST

"My Adobe Hacienda," EDDY HOWARD	11,954	"Blue Tail Fly," EDDY HOWARD	1,339
"Ragtime Cowboy Joe," EDDY HOWARD	9,270	"My Adobe Hacienda," DINNING SISTERS	632
"Smoke, Smoke, Smoke," PHIL HARRIS	3,209	"The Old Spanish Trail," EDDY HOWARD	202
"Smoke, Smoke, Smoke," LAWRENCE WELK	2,302		

MAJESTIC RECORDS ★ **W. A. SHEAFFER PEN CO.**

Capitol Sets Extension Sales Co-op Program

Name Stabler Assistant National Sales Manager

HOLLYWOOD — "During 1948, Capitol Records dealers will have the most extensive sales assistance and service the company has ever offered."

Such was the declaration of Floyd A. Bittaker, Vice President and General Sales Manager for Capitol, at the conclusion of his regular meeting here with regional managers from all parts of the nation.

"This means simply that we have completed plans to help Capitol Dealers achieve greater sales and greater profits during the coming year," Bittaker explained.

Listed among items for immediate attention were.

1. New procedures designed to simplify ordering.
2. New methods for handling factory-to-dealer distribution, thus assuring smooth, fast service.
3. Specialized application of advertising funds to achieve greater sales results.
4. New activity in sales promotion for dealers and music operators.

"Despite the proposed union ban on recording after the first of the year," Bittaker said, "we have a healthy reserve of new and different material. This will be released to dealers on our established regular schedule. Dealers will be given realistic assistance designed to bring them additional sales throughout the year."

Bittaker said the 1948 program would also include a well coordinated consumer relations program, active artists' relations work in the field and closer personal contact with dealers.

Listing the series of appointments as a step in its program for greater dealer service in 1948, Capitol Records announced a number of key personnel changes to be made in January.

Floyd A. Bittaker, vice president and general sales manager, announced the appointment of Robert W. Stabler to the newly created position of Assistant National Sales Manager.

With his headquarters in Hollywood, Stabler will be charged with responsibility of maintaining liasion between Capitol's executive offices and its distributing organization serving dealers. Stabler is thoroughly familiar with Capitol Records organization and services, having been both a branch manager and a regional manager. He has been Eastern Regional Manager during 1947, with offices in New York.

William R. Hill, currently mid-west regional manager at Chicago, goes to New York replacing Stabler. Ray Marchbanks, Southern Regional Manager at Atlanta will go to Chicago for the mid-west assignment.

Victor E. Blanchard, who has been manager of the local Atlanta Branch of Capitol Records Distributing Co., Inc., is being promoted to regional manager for the Southern territory.

Ravens Click Disk Hits Half Million Mark

NEW YORK — A. B. Green, president of National Records, announced last week that sales figures on The Ravens hit recording of "Ol' Man River", are nearing the half-million mark, setting an all time sales record for the company. Green further stated that The Ravens "Summertime", released recently is currently getting phenomenal play on coin machines and threatens the mark set by "Ol Man River".

Green also announced the appointment of two new distributors; the M-S Dist. Co. of Chicago and the Mercury Dist. Co. of Los Angeles.


Greetings
and
THANKS FOR YOUR SUPPORT
Frank Sinatra
COLUMBIA RECORDS
M.G.M. PICTURES
On the Air
LUCKY STRIKE
HIT PARADE

PETRILLO SAYS HE WILL COLLECT ROYALTIES DESPITE RECORD BAN

Insists Expiring Contract Covers All Future Sales; Diskers Indicate Court Action Looms

CHICAGO—James C. Petrillo, president of the American Federation of Musicians, struck an altogether unexpected note today in discussing the coming recording halt affecting the nation's disk manufacturers, when he asserted that the American Federation of Musicians would continue to receive royalty payments despite the recording ban, which goes into effect December 31.

Under the terms of the contract which will expire at the end of the year, the union receives royalty fees from the various companies on sales of records. Last year, these fees amounted to more than $2,000,000. Under Mr. Petrillo's interpretation of the existing contract, the union will continue to receive these fees on all records made during the life of the contract, regardless of when the records are sold.

"We won't make any more records after this year," Mr. Petrillo said in his office this week, "But we will continue to collect money so long as the master records my boys make are alive. I don't know how much we will collect but it may go as high as $10,000,000 because we will be collecting cash for many years to come."

Officials of several recording companies here expressed astonishment and several indignation, at the manner in which Mr. Petrillo interpreted the contract.

These officials indicated that a court battle on the question was a certainty, but they preferred to make no public comment until they have discussed the matter further with Mr. Petrillo.

The contracts covering the point provide that fees ranging from a quarter of a cent on a record selling for 35 cents to 2 cents for a record selling up to $2.00 be paid directly to the union. The acceptance of the contract four years ago marked the first time in history that an entire industry agreed to the principle of paying to a union for each piece of merchandise produced.

Mr. Petrillo gave no indication that he is seeking a solution to the recording ban or that he would be willing to accept any legal compromise that might be offered by the recording companies. Under the terms of the Taft-Hartley Law, such royalty payments as Mr. Petrillo declares will continue to be paid, are prohibited.

"Even if the companies could find some way to pay us, Congress probably would pass another law," he added. "No, the boys once and for all stop recording after December 31. That's one New Year resolution we have made and one we will keep."

Season's Greetings

from VITAcoustic TONE CONTROLLED

"LIVING SOUND"

Many thanks for your warm reception during our first year in the record field.

Lloyd G. Garrett
LLOYD G. GARRETT
PRESIDENT

J. D. Buckley
J. D. (JACK) BUCKLEY
VICE-PRES. IN CHARGE OF SALES

VITAcoustic TONE CONTROLLED
"LIVING SOUND"
Records

OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.
CHICAGO • NEW YORK • HOLLYWOOD

Empire Record Co. To Handle H. R. S. Platters

NEW YORK—Mr. Jack L. Caidin, president of the Empire Record Corporation revealed that his firm would handle the manufacture and distribution of H. R. S. Records. The deal, concluded this past week, provides for the complete control of H. R. S. by Empire.

In taking over the line, Mr. Caidin disclosed that the platters, formerly listed at $1.00 would now retail for 75c.

H. R. S., one of the oldest platteries in the nation devoted to the field of hot jazz was founded in 1935 and has since continued to flourish in this field. H.R.S. was one of the first labels to reissue rare disks of the old New Orleans style of music.

Among the many outstanding artists who have been recorded on the H.R.S. label are James J. Johnson, Pee-Wee-Russell, Max Kaminsky, Dicky Wells, Zutty Singleton, Rex Stewart, Barney Bigard, Brick Fleagle, Sid Weiss, Earl Hine, J. C. Higginbotham, Dave Tough, Sarah Vaughn, Johnny Hodges, Cozy Cole and many others.

Empire has long been known to independent diskers in this area as disk manufacturers. The Empire firm handles a great many of the pressings for disk units in the east.

Columbia Waxes Godfrey On Air Show

NEW YORK—Radio listeners throughout the United States were treated to a recording session this past week, when Columbia Records joined with the "We The People" radio show to present a "backstage" disk session with Arthur Godfrey.

Godfrey, whose current click platter "Too Fat Polka" is spinning merrily on juke boxes across the land actually cut a session ("Slap Her Down Again, Paw") with full studio complement on hand, including studio engineers, musicians, and even the usual studio kibitzers. Mitchell Ayres, Columbia's musical director assisted Manie Sacks, Artist and Rep chief at the diskery.

The disk session and novel manner in which it was offered, marks the first time in the history of the trade that a "behind-the-scene" glimpse of the intricate and meticulous task of making a record was presented to the public.

CHIRP CUTS COOKIE

NEW YORK—Caught at the mike is the well known Connie Haines cutting some hot Signature wax. Connie, well known to coin men throughout the nation recently inked her Signature contract and invited juke box operators to visit with her during her engagement at the New York Paramount Theatre.

REP. KEARNS SAYS JUKE BOX & RADIO SHOULD PAY ROYALTIES TO AFM

States Settlement of Recording Ban Would Be Possible if Juke Box Biz Pays AFM Royalties. Claims Radio Stations Using Records Should Also Pay. Brings Back Fact Record Label Reads, "For Home Use Only" Not For Free Commercial Use. Urges a Change in Copyright Act of 1909 so that Jukes and Radio Will Pay Musicians Royalties. Juke Box Leaders Fear This Will be Additional Fight to Expected ASCAP Battle.

(Editor's Note: For many weeks now The Cash Box has been warning the automatic music industry that there was legislation being prepared by certain protective music organizations for the bitterest battle which the industry will ever have to fight to be presented in this forthcoming Congressional session. This news opens another battlefront for the industry to overcome and verifies the warnings which have appeared in this publication. It also brings to the fore the fact that there is a highly concentrated drive against the juke box business, as well as all users of recordings, such as radio stations, to force these industries to pay royalties in many and varied directions.)

WASHINGTON, D.C. — Rep. Carroll D. Kearns (Rep. Pa.) who was investigating Petrillo and the AFM generally while the Scott and Fellows Bills hearings were under way the early part of 1947, and who contacted many of the automatic music leaders who were present in Washington at the Scott-Fellows bills public hearings for opinions regarding his investigation, has now come forth with a statement that he believes the juke box business, which he says is reported to him to have over 450,000 juke boxes in operation bringing annual return of over $500,000,000, in addition to the nation's 1,000 radio stations which use recordings, should pay royalties to AFM (American Federation of Musicians) and that this would probably lift the recording ban which goes into effect on December 31.

Rep. Kearns is Chairman of the Labor Sub-Committee investigating James C. Petrillo. He issued a report calling for legislation, as well as an anti-trust probe, to stop the American Federation of Musicians. He also declared that the musicians deserved returns from the juke boxes as well as the radio stations which, he claims, get big profits from the work of the musicians.

Rep. Kearns has gone beyond the demands of the last Scott-Fellows Bills which wanted royalty payments for the publishers and song writers. He urges that since the Taft-Hartley Act eliminated AFM from getting royalties from the record manufacturers that the juke boxes and radio stations should now be made to pay those royalties.

Rep. Kearns made the following statement, "As I look at the picture, it would seem that it could be possible for some ruling to be made whereby revenue could be derived from the coin machine industry. This industry is of large proportion and has been continually a point of contention with Petrillo. It has made great profits by capitalizing on the playing of recordings made by AFM members."

He also reports, "I am informed that there are over 450,000 juke boxes in the United States with an annual income totaling near $500,000.000.

"The significant issue here," he continues, "is that the 450,000 juke boxes as well as the over 1,000 radio stations in America, may play the recordings that are now made, most of which are labeled, 'for home use only'. I understand that they are within the law for the Copyright Act which was written and passed in 1909 does not prohibit recordings being used for commerical purposes even tho they are labeled 'for home use only'."

He also says, "I think it is only fair that Congress consider this recording problem in all seriousness. First, we must consider the radio stations thruout our nation which form a great and profitable industry, giving employment to thousands of people. Their very existence depends upon recordings—without music recordings they would lose their listening audiences and go out of business. The same can be said of the coin machine industry, yet their development and flourishing existence has also been the outgrowth of recordings labeled 'for home use only'."


Best of Greetings...
LGC
on Capitol records

Cleveland Ops Peg Large Turnout At Hit Tune Party

City Officials Laud Ops For Aiding In Fight Against Juvenile Delinquency

JACK COHEN

CLEVELAND, O. — Jack Cohen, president of The Cleveland Phonograph Merchants Association disclosed that they expect their largest turnout ever at their next Hit Tune Party.

The December Hit Tune Party, held at the Victory Room of Chin's Golden Dragon Restaurant, this city was reported to have catered to over 1000 teen-agers. Altho reports of the voting could not be learned of at press time, the music operators trade group disclosed that the voting was unusually heavy.

Disc-jockey Howie Lund, WJMO, introduced the new recordings to the audience and broadcast the show over WJMO. The chosen tune, designated at the Hit Tune of the Month for January, will be placed in the number one spot of the 3000 juke boxes throughout the greater Cleveland area, during the month of January.

Special guest of the program was Eugene Baird, currently appearing at the Victory Room.

Also guesting with the phonograph merchants were several city and educational leaders, who expressed their thanks to the music operators for aiding in combatting juvenile delinquency. One official pointed out that "by taking the youngsters off the streets and having them participate in a program of national prominence and importance, the merchants have instilled in the youngsters a feeling of coooperative planning."

De Luxe Sets Coast Pressing & Distribution

LINDEN, N. J. — Dave Braun, president of the DeLuxe Record Co., this city, announced that he has set up pressing facilities and distribution channels on the West Coast.

By allowing for pressing of his records on the coast, the plattery will be able to effect early shipment of all releases to that era. Distributors were named to handle the Los Angeles, San Francisco and Denver areas.

Mr. Braun, disclosed that Guy Ward, former trade paper executive has been retained to handle promotion for the plattery on the coast.

While Dave Braun was on the coast setting the aforementioned deals, brother Jules signed jazz artist Sylvia Sims. Miss Sims has already waxed several sides, scheduled for early release.

Indie Diskers Click Strongly With Disks Throughout 1947

NEW YORK — Evidence of the independent record manufacturer's strong hold and potent force in the recording industry was revealed this past week, upon the conclusion of a survey made by *The Cash Box*.

Independent platteries showed stronger than ever this past year, and the report shows the possibility of a repitition of their power being wielded in 1948.

With the indies coming forth this past year with such hits as "Peg O' My Heart", "That's My Desire", "Near You", "How Soon" and "Old Man River", they established themselves in the forefront of this highly competitive industry. At the same time, they tore down the long supposed barriers and belief that the majors only were the "hit labels."

One well noted independent disker points to a trade publication as one of the forces involved in the belief that a major recording company rates more than an independent.

"They rate a song not only on the quality and appeal the material might have, but also on the basis of distribution, name value and the like. On that very basis how do you account for such hits as "Near You." "That's My Desire" and "Peg O' My Heart?"

Trade members also point out that altho the indies cannot hope to cut as much material to offset the recording ban, they nevertheless have already cut many masters to tide them over in the event that the recording ban is drawn out.

HOWARD-TILTON BEAM AT OPS PRAISE

CHICAGO — This exclusive shot of two highly rated Majestic chirps should set the smiles beamin' for many an operator. Eddy Howard, recently selected and awarded *The Cash Box* "Oscar" as the Best Orchestra of the Year by operators votes, and Martha Tilton, who was placed up front as one of the Best Female Vocalists of 1947.

Philly Mercury Distrib Hypos Laine Wax

PHILADELPHIA, PA. — A sample of cooperation between an artist and a coinman was displayed here recently when David Rosen, Philadelphia distributor for Mercury Records threw a party on behalf of Mercury Records star Frankie Laine.

Inviting hundreds of music operators, Rosen opened his doors to the huge throng for the personal appearance of Laine himself.

A recent letter from Frankie Laine to Mr. Rosen is reprinted below:

"Got your wire and sure was glad to hear from you—and I was very happy to hear about "Two Loves."

Yes, I know you boys are directly responsible for the success of "Desire" and please believe me, I'm properly grateful. From the looks of things tho', "Two Loves" might pass it — I hope so. I know you're going to have a string of hits in the near future, because we've been finding some songs that are really killers. Wait till you hear them.

Say hello for me to all the guys and gals who have been helping me and doing me so much good. They'll never know how much I appreciate it."

Gratefully,
(s)Frankie Laine

Wha' Hap'n' Baby?

NEW YORK—The spotlight on chirp Rose Murphy became brighter this past week after her appearance on the Arthur Godfrey "Talent Scouts" program CBS, coast to coast hookup.

Murphy participated in the regular format of the show, with her recording of "I Can't Give You Anything But Love" growing by leaps and bounds in sales.

Cute twist here is that Murphy was not selected as the winner of the airshow. A local baritone walked off with the glory.

Nevertheless her Majestic platter continues to zoom with plattery officials predicting her disk the biggest ever — from the point of sales. The Murphy platter even had one juke box operator nearly hysterical. He dropped a slew of "chi-chi" records shattering them to pieces.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Spanish Fandango"
"Bubbles In My Beer"
BOB WILLS AND HIS TEXAS PLAYBOYS
(MGM 10116)

● Copping the featured spot this week is this first release by Bob Wills and his Texas Playboys. Labeled "Spanish Fandango" and "Bubbles In My Beer", Bob and his boys combine to offer first rate material for your phonos. The top deck, with south-of-the-border flavor shows Tommy Duncan on the vocal in top manner, spiked by a wonderful guitar spot in the middle. On the flip with a tear-jerker, Tommy comes back once again to cry in his beer as he gazes over his wasted years. You'll go for the pair in a big way — spin 'em but quick.

"Cry, Baby, Like I Cried For You"
"I'll Never Love Again"
JIMMIE LAWSON
(Columbia 38035)

● Jimmie Lawson offers another pair here which his many fans are sure to care for. Titled "Cry, Baby, Like I Cried For You" and "I'll Never Love Again", the pair show Jimmie in top styling throughout. Top deck has the piper giving his gal a little heartache, while the flip shows as one on the bitter side with the title coming in for the strong stuff. Able string backing sends this cookie right at you for some top-notch coin play.

"Left My Heart In Texas"
"Sweeter Than The Flowers"
MOON MULLICAN
(King 673)

● It's more grade A material that spills from this latest Moon Mullican disk, and stuff we're sure you'll want to feature in your machines. "Left My Heart In Texas" shows as one to which dancers and listeners can ably get next to, while the flip "Sweeter Than The Flowers" shows Moon in fine styling all thru. The many phono fans Moon Mullican has are sure to go for this pairing once they hear it — latch on!

"Barrel House Boogie"
"Texas Rose"
AL DEXTER
(Columbia 38038)

● Pair of sides by the capable Al Dexter spill here as items music ops might use to good advantage in the machines. Titled "Barrel House Boogie" and "Texas Rose", Al displays his wares in high caliber to send a platter we're sure you'll go for. Al's vocal on the top side is really something to hear, while the flip, an instrumental piece let's the maestro's boys loose in full regalia. Bend an ear in this direction.

Mercury Records Sign Jan August

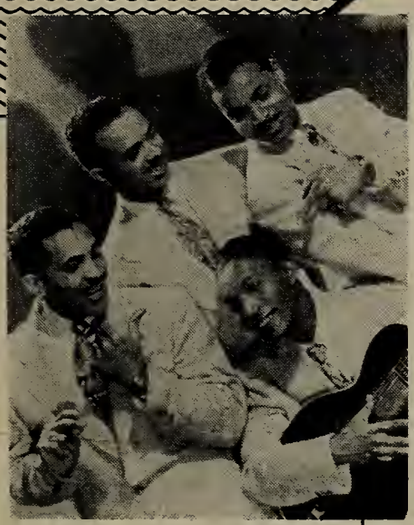
CHICAGO—Settlement of the Jan August recording contract dispute brought forth the disclosure that the famed "Miserlou" artist has signed a Mercury Records contract.

August inked the contract this past week, after being informed by his attorney that he was free to sign another contract after conference with the American Federation of Musicians made him a free agent.

Mercury Records officials disclosed that the artist had signed a three-year contract, and is preparing to cut some 16 sides before January 1st.

Meanwhile it was reported that Irving Gwirtz, prexy of Diamond Records, had filed breach of contract suits here. August was under contract to Diamond prior to his present Mercury affiliation.

Manor Records on behalf of



Savannah CHURCHILL

and

The Four TUNES

Extend

The Season's Greetings and Thanks to

THE NATION'S JUKE BOX OPERATORS

for the "Oscar"

Awarded by "The Cash Box" in behalf of the Automatic Music Industry of America to

MANOR RECORDS
for
"I WANT TO BE LOVED"
(MANOR RECORD No. 1046)
by
SAVANNAH CHURCHILL
and THE FOUR TUNES
THE BEST "RACE" RECORD
1947

MANOR RECORDS will continue to exert every effort to produce Records that will make money for your entire industry.

DISKERS READY PLANS FOR CMI CONVENTION

Exhibitors Expect Heavy Music Op Turnout

CHICAGO—Record manufacturers, music operators and artists throughout the nation have already started pointing for the coming Coin Machine Industry 1948 Convention.

With booth space for the show all sold, those record manufacturers who will be represented at the convention are already planning huge promotional pieces for the expected thousands of operators who will jam the convention floors.

Many diskers, unable to obtain space for the show have already indicated a desire to exhibit in vast suites being readied by convention headquarters here.

One well noted disker in pointing to the many benefits derived from being represented at the convention stated, "It is the one chance we have to greet and thank music operators for the sensational job they have done with our recordings. I'll venture to say that we, in the long run, will actually reap more profits from the show than we do in a week's business."

Music operators will be eager to see the many new pieces of equipment and at the same time are eager to learn just what the record manufacturers will show with at the convention. *The Cash Box* learned recently that several diskers have surprises in store for many a music op — surprises that will aid the music op in merchandising his music.

Bound to be of importance to music operators across the nation is the new low price label Signature Records plans to unveil at the CMI Convention. Present plans call for a 50c list platter, directly aimed at the music operators. Signature plans on using their feature artists on the label it was learned, with an announcement regarding title strips and return privileges forthcoming.

Representatives of the convention committee disclosed that a long list of the finest choice of entertainment will appear at the show and annual banquet. Many recording executives are at this date planning artists schedules for appearance in Chicago during the show.

Scheduled diskers to exhibit at the show are:

Apollo Records, Inc., Booth 174; Capitol Records, Inc., Booth 199; Columbia Records Inc., Booths 164 and 166; Decca Dist. Corp., Booth 72; King Record Co., Booth 172; Majestic Records Inc., Booths 204 and 206; Mercury Record Corp., Booth 69; and RCA-Victor Records, Booths 154 and 156.

Ops Call For Hit Tune Parties By Trade Organizations

NEW YORK—Music operators throughout the nation this past week called for their trade organizations to follow the example set by the Philadelphia Music Machine Operators Association and the Cleveland Phonograph Owners Association, to sponsor Hit Tune Parties.

Pointing to the tremendous strides both trade groups have made with civic, official, and charitable organizations, the operators claim that only thru direct representation with the public can they hope to attain the goals for which they strive.

One well noted music op stated "Only thru contact with the people who play our music can we expect to effect better public relations for the industry. The recent attack by the "American Weekly" proved to me that the general public were unaware of the pitfalls in the operation of our business. Certainly the people and youngsters of Philadelphia do not think of the industry as "racketeers". The Philadelphia group each week donates a juke box to a local high school. City officials have long praised the work being done by the music operators association in combatting juvenile delinquency. I'm quite sure if the city fathers thought of the Philadelphia operators as men with questionable character, they would not permit their children to be associated with the group."

In addition to the Philadelphia and Cleveland groups, coinman Hirsh De LaViez of the Hirsh Coin Machine Co., Washington, D. C., has sponsored juke box parties. Hirsh runs a weekly "record of the week show" in cooperation with Washington disc jockey Eddie Gallaher, WTOP.

Spike Jones Revue Adds To Runyon Fund

CHICAGO — Caught selecting one of Spike Jones' latest RCA-Victor platters on the new model 1100 Wurlitzer phonograph is Ray Cunliffe, president of the Illinois Phonograph Owners Association.

Spike, in zany attire, and his musical depreciation revue recently added immensely to the tremendous jackpot being built up by the coin machine industry for the Damon Runyon Memorial Cancer Fund. Spike and the juke box ops association charged double-price admission to the revue recently, with the difference going to the Runyon Fund.

Recording artists throughout the nation are cooperating with trade groups to build the industry's contribution past its goal of one-quarter mill;ion dollars by the time the CMI Convention rolls around this coming January 10.

The Way Of All Flesh —

NEW YORK—The juke boxes can take a bow for this one.

Songwriters Buddy Kaye and Carl Lampl got together one night in Cleveland to bat out a little ditty they tagged "Thoughtless." They proceeded to take the song around to several big music publishers in the biz with the result winding up as all misses, no hits.

Buddy and Carl said the devil with it, we'll cut the thing ourselves. They grabbed a pick-up combo in Cleveland, cut the song and floated a few dubs around to the jukes and jocks.

Locations began getting calls, operators were besieged, the jockey's phonos wouldn't stop ringing and Buddy and Carl knew they had a hit on their hands. A long distance phone call to Harry Link and presto, Leo Feist Inc., had a new No. 1 plug on their hands.

Mr. Link is not only wild about the tune — every disker in the nation is. MGM bought the master from Buddy and Carl, Mercury set Vic Damone on the tune, it's a toss-up between Buddy Clark and Sinatra on Columbia; Capitol has Gordon McRae cutting it, RCA-Victor has it assigned but won't tell who —ditto Decca and we'd probably need a page to give you the other artists working on it.

Yes siree, the juke box is the way of all flesh!

Orksters Quit Due To Heavy Road Schedule

NEW YORK—Following on the heels of the recent announcement by Jimmy Dorsey that he would disband his orchestra temporarily, Glen Gray and Tony Pastor likewise disclosed this past week that they too would dispand their units due to the heavy road schedule.

The difficulties of working the road, which begin with long jumps between dates and involve a great many personal appearance shots with music machine operators, disc jockeys and flack hounds have caused the pair to split.

Tony Pastor quits this week and will enter a Hartford, Conn. hospital for a thorough check-up. Glen Gray follows suit and will enter a Boston Clinic for examination.

It was learned that the Glen Gray orchestra had been on the road for almost a year. Dorsey and Gray experienced practically no difficulty in cancelling their engagements; whereas Tony Pastor, it was learned, is undergoing complications.

It was the same sort of schedule that forced maestro Stan Kenton to break down this past summer and disband his unit for well over four months. In all cases, the bands were completely inactive and only the juke boxes of the nation kept their names in the forefront of the industry.

King Records Sign Folk Artist Team

CINCINNATI, O.—Syd Nathan, president of King Records, this city, announced the signing of Curly Fox and Texas Ruby, widely known folk music team.

The couple who formerly recorded for Columbia have already cut a number of sides in King's Cincinnati studios. The discs are scheduled for early release.

Both artists were signed to a long-term recording contract, Mr. Nathan disclosed.

The signing of the popular folk team, marks another step King Records have taken to firmly establish themselves in the folk and western music field. King, long known as one of the major and more successful recording companies in this field, have continued to hold a prominent position in the industry.

King recently entered the race record field in addition and have shown with its current hit recording "I Love You Yes I Do" by Bull Moose Jackson. The tune currently is a featured record on automatic music machines throughout the nation.

Apollo Records Prep Heavy Barnet Waxing

NEW YORK—Apollo Records, Inc., succeeded this week in scheduling an additional Charlie Barnet recording session in New York City, and will cut six Barnet sides this Christmas eve, the plattery disclosed this past week.

Previous to the bands current appearance at the New York Strand Theatre, Barnet waxed a double session of platters for Apollo, following dates set several months ago in Los Angeles, under the direction of Jerry Jerome.

Barnet numbers already released on the Apollo label include "Bunny", "Caravan", and the latest click "East Side, West Side". The latter tune is a current hit for the Apollo label, with music operators throughout the nation reporting peak play.

Also slated in the diskery's heavy recording schedule are The Four Blues, Cy Walter and several albums.

MUSIC PUBLISHER DONATES ALL PROFITS TO DAMON RUNYON FUND

Dubonnet Music To Bypass All Royalties On Plug Tune. Instructs All Recording Companies To Send All Royalties Direct To Runyon Fund. Industry Calls For Other Publishers To Follow Coinmen's Contribution.

NEW YORK—Dubonnet Music Publishing Co., Inc., this city, disclosed to *The Cash Box* this past week their plan for contributing to the Damon Runyon Memorial Cancer Fund.

This contribution by Dubonnet represents the expected start of many in the business to strive for an all out industry wide campaign to bolster and add to the Damon Runyon Fund.

Dubonnet, in heeding the call for the music publishing industry to donate in some manner, has shown the lead. Perry Alexander, president of the firm stated, "We are instructing all recording companies to pay all royalties directly to the Damon Runyon Cancer Fund. All royalties earned by the writers and all profits earned by us (Dubonnet) from the sale of sheet music will be turned over to this great cause. We will do our share to cooperate with you in putting over this great cause—you know and I know it could be us."

"You are to be congratulated", he continued "on your fine efforts to keep this cause before the eyes of the people who are in such an enviable position to the ears of millions. Keep this great cause rolling!"

The tune, "It's For A Good Cause Brother", is scheduled to become the number one plug tune for the publishing firm.

Many in the industry point to the great strides that the coin machine industry has made in their contribution to the Runyon Fund. Mr. Alexander, in showing the way for other publishers to "start the ball rolling" stated, "The tremendous contribution of the automatic music machine industry is something to marvel at. I would like to see every recording company in the business get behind the song. We're not making a penny—every cent goes to fight this deadly killer — Cancer!" It's about time the publishing industry started thinking of ways and means to save their lives and the lives of their loved ones."

Get behind Dubonnet—get behind the Runyon Fund. Have your industry represented in the greatest fight ever!

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

1. **MERRY CHRISTMAS, BABY**
   Johnny Moore
   (Exclusive 254)

2. **GOOD ROCKING TONIGHT**
   Roy Brown
   (DeLuxe 1093)

3. **EARLY IN THE MORNING**
   Louis Jordan
   (Decca 24153)

4. **LET IT ROLL**
   Lucky Millender
   (Decca 24182)

5. **STORMY MONDAY BLUES**
   T-Bone Walker
   (Black & White 122)

6. **I CAN'T STOP IT**
   Jimmy Liggins
   (Specialty 520)

7. **FOOL THAT I AM**
   Floyd Hunt
   (Miracle 104)

8. **ROCKING BOOGIE**
   Joe Lutcher
   (Specialty 303)

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

10. **MIGHTY MIGHTY MAN**
    Roy Brown
    (DeLuxe 1128)

LOOK TO MERCURY

FOR MORE QUICKSILVER IN '48

Let these great MERCURY stars show you the way to greater profits!

REX ALLEN
ALBERT AMMONS
GENE AMMONS
DICK "TWO TON" BAKER
HOMER BRIARHOPPER
WALTER BROWN
CLIFF BRUNER
JACK CARSON
ELMER CHRISTIAN
LEN CLEARY
HARRY COOL
DEL COURTNEY
KEN CURTIS
VIC DAMONE
RALPH EDWARDS
ANITA ELLIS
CHUCK FOSTER
WALLY FOWLER
JOHN GARFIELD
ERROL GARNER
ART GIBSON
ROMY GOSZ
TITO GUIZAR
AMBROSE HALEY
TINY HILL
HELEN HUMES
CURLEY KINSEY
FRANKIE LAINE
FRANCES LANGFORD
JOHN LAURENZ
MAPLE CITY FOUR
ROSE MARIE
JAY McSHANN
JOSE MELIS
SHERIFF TOM OWENS
PRAIRIE RAMBLERS
RED CAPS
BILL SAMUELS
GEORGIE SLIM
STAMPS QUARTET
MYRA TAYLOR
TRENIER TWINS
BOBBY TRUE TRIO
EDDIE "CLEANHEAD" VINSON
DINAH WASHINGTON
TED WEEMS
IRENE WICKER
WILLIS BROTHERS
PATTI PAGE
JERRY SHELTON
SNOOKY LANSON
LONNIE GLOSSON
ROBERT LUNN
JAN AUGUST

USE THE "DISC-HITS BOX SCORE" IN SELECTING RECORDS FOR YOUR 20, 24 AND 40 SELECTION PHONOS

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

AL—Aladdin	EX—Exclusive	RE—Regent
AP—Apollo	JB—Juke Box	SA—Savoy
AR—Aristocrat	KI—King	SI—Signature
BU—Bullet	LI—Lissen	SO—Sonora
BW—Black & White	MA—Majestic	SP—Specialty
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	SW—Swank
CO—Columbia	MN—Manor	TO—Top
CR—Crown	MO—Modern	TR—Trilon
CS—Coast	MU—Musicraft	UA—United Artist
DE—Decca	NA—National	UN—Universal
DEL—DeLuxe	RA—Rainbow	VI—Victor
		VT—Vitacoustic

	Dec. 20	Dec. 13	Dec. 6
1—Civilization	124.8	108.6	72.1
AP-1059—THE MURPHY SISTERS *You're Breaking In A New Heart*			
CA-465—JACK SMITH *Don't You Love Me Anymore?*			
CO-37885—WOODY HERMAN *Boulevard of Memories*			
DE-23940—DANNY KAYE—ANDREWS SISTERS			
MA-7274—RAY McKINLEY ORCH. *Those Things Money Can't Buy*			
ME-5067—DICK TWO TON BAKER ORCH.			
MG-10083—SY OLIVER ORCH.			
VI-20-2400—LOUIS PRIMA ORCH *Forsaking All Others*			
2—Ballerina	111.9	113.7	91.9
CO-38381—BUDDY CLARK			
DE-24265—ENRIC MADREGUERA ORCH.			
ME-5075—JERRY SHELTON TRIO			
MG-10035—JIMMY DORSEY ORCH.			
MU-15116—MEL TORME *What Are You Doing New Years Eve?*			
VI-20-2433—VAUGHN MONROE ORCH. *The Stars Will Remember*			
3—You Do	98.3	100.1	119.5
CA-438—MARGARET WHITING *My Future Just Passed*			
CO-37587—DINAH SHORE *Kokomo, Indiana*			
DE-24101—CARMEN CAVALLARO *How Soon*			
MA-12011—GEORGIA GIBBS *Feudin' and Fightin'*			
ME-5056—VIC DAMONE *Angela Mia*			
MG-10050—HELEN FORREST *Baby, Come Home*			
SI-15114—LARRY DOUGLAS *Sleep, My Baby Sleep*			
VI-20-2361—VAUGHN MONROE O. *Kokomo, Indiana*			
4—Too Fat Polka	94.1	73.5	27.9
CO-37921—ARTHUR GODFREY *For Me and My Gal*			
MG-10106—BLUE BARRON O. *Mickey*			
5—Near You	82.9	100.0	120.5
BU-1001—FRANCIS CRAIG *Red Rose*			
CA-452—ALVINO REY ORCH. *Oh Peter*			
CO-37838—ELLIOT LAWRENCE ORCH. *How Lucky You Are*			
DE-24171—THE ANDREWS SISTERS *How Lucky You Are*			
MA-7263—VICTOR LOMBARDO ORCH. *Zu-Bi*			
ME-5056—TWO TON BAKER *I'm a Lonely Little Petunia*			
RA-1001—THE AUDITONES			
SA-657—FOUR BARS & A MELODY			
ST-3001—DOLORES BROWN			
VI-20-2421—LARRY GREEN ORCH. *Pic-A-Nic-In*			
6—Golden Earrings	68.4	34.2	9.9
CA-15009—PEGGY LEE *I'll Dance At Your Wedding*			
ME-3072—ANITA ELLIS *Love For Love*			
MG-10085—JACK FINA ORCH. *So For*			
7—How Soon	58.1	62.4	78.7
CO-37952—DINAH SHORE *Fool That I Am*			
DE-24101—CARMEN CAVALLERO — BING CROSBY *You Do*			
MA-1179—DICK FARNEY			
ME-5069—JOHN LAURENZ *You Call It Madness*			
TO-1258—JACK OWENS *Begin The Beguine*			
VI-20-2523—VAUGHN MONROE ORCH. *True*			
8—And Mimi	50.5	36.4	53.3
CA-466—THE DINNING SISTERS *Fun and Fancy Free*			
CO-37819—FRANKIE CARLE O. *For Once In Your Life*			
DE-24172—DICK HAYMES *When I'm Not Near The Girl I Love*			
MA-7262—RAY DOREY *Freedom Train*			
MG-10082—ART LUND *Jealous*			
MU-15114—MEL TORME *Boulevard of Memories*			
VI-20-2422—CHARLIE SPIVAK *Tennessee*			
9—Serenade of the Bells	47.1	64.1	18.1
CA-75007—JO STAFFORD *The Gentlemen Is A Dope*			
CO-37956—KAY KYSER ORCH. *Pass That Peace Pipe*			
DE-24258—GUY LOMBARDO ORCH. *Sipping Cider By The Zuyder Zee*			
MG-10091—BOB HUSTON *A Tune For Humming*			
VI-20-2372—SAMMY KAYE ORCH. *That's What Every Young Girl Should Know*			
10—I Wish I Didn't Love You So	40.2	72.9	70.5
CA-409—BETTY HUTTON *The Sewing Machine*			
CO-37506—DINAH SHORE *I'm So Right Tonight*			
DE-23977—DICK HAYMES *Naughty Angeline*			
MA-7225—DICK FARNEY *My Young and Foolish Heart*			
MG-10040—HELEN FORREST *Don't Tell Me*			
MU-15117—PHIL BRITO *Koto*			
VI-20-2294—VAUGHN MONROE ORCH. *Tallahassee*			
11—Whiffenpoof Song	36.9	36.7	29.5
CA-20131—THE PIED PIPERS *I Get The Blues When It Rains*			
DE-23981—LAWRENCE WELK ORCH. *Doin' You Good*			
DE-23990—BING CROSBY *Kentucky Babe*			
DE-29132—WINGED VICTORY CHORUS *Army Air Corps*			
MA-7224—GEORGE PAXTON ORCH. *Streamliner*			
ME-5068—ART KASSEL ORCH.			
SI-15013—MONICA LEWIS *The House I Live In*			
VI-1D-1313—ROBERT MERRILL *Sweetheart of Sigma Chi*			
12—So Far	27.4	25.7	66.4
CA-461—MARGARET WHITING *Lazy Countryside*			
CO-37883—FRANK SINATRA *A Fellow Needs A Girl*			
DE-24194—GUY LOMBARDO ORCH. *A Fellow Needs A Girl*			
ME-5076—THE SHELTON TRIO *Sentimental Rhapsody*			
MG-10085—JACK FINA ORCH. *Golden Earrings*			
SI-15106—ALAN DALE *Oh Marie*			
VI-20-2402—PERRY COMO *A Fellow Needs A Girl*			
13—Pass that Peace Pipe	25.6	15.4	9.7
CA-15010—MARGARET WHITING *Let's Be Sweethearts Again*			
CO-37956—KAY KYSER O. *Serenade of the Bells*			
MA-1176—MARTHA TILTON *A Fellow Needs A Girl*			
ME-5080—HARRY COOL O. *I Wouldn't Be Surprised*			
VI-20-2483—BERYL DAVIS			
14—Papa, Won't You Dance With Me?	20.5	10.3	3.8
CA-471—SKITCH HENDERSON O. *Put Yourself In My Place, Baby*			
CO-37931—DORIS DAY *Say Something Nice About Me*			
DE-24226—GUY LOMBARDO O. *I Still Get Jealous*			
MG-10092—ART MOONEY O.			
SI-15166—ALAN DALE *I'll Hold You In My Heart*			
VI-20-2469—THE THREE SUNS			
15—The Whistler	18.8	1.5	13.1
CA-472—SAM DONAHUE ORCH. *Red Wing*			
CO-37980—THE MODERNAIRES *The Jingle Bell Polka*			
VI-20-2522—TOMMY DORSEY ORCH. *I Met My Baby in Macy's*			
16—A Fellow Needs a Girl	15.4	17.1	17.8
CA-463—GORDON McRAE *Body & Soul*			
CO-37883—FRANK SINATRA *So For*			
CN-7270—JIMMY ATKINS *So Far*			
DE-24194—GUY LOMBARDO ORCH. *So Far*			
MA-1165—MARTHA TILTON			
ME-5063—JOHN LAURENZ			
MG-10109—BOB HUSTON *Cutest Little Red Headed Doll*			
VI-20-2402—PERRY COMO			
17—I'll Dance at Your Wedding	13.7	31.6	11.6
CA-15009—PEGGY LEE *Golden Earrings*			
CO-37967—BUDDY CLARK—RAY NOBLE *Those Things Money Can't Buy*			
MG-10095—HELEN FORREST			
VI-20-2512—TONY MARTIN *Carolina in the Morning*			
18—Love for Love	5.9		
CA-15006—ANDY RUSSELL *Muchachita*			
CO-37940—CLAUDE THORNHILL ORCH. *Warsaw Concerto*			
ME-3072—ANITA ELLIS *Golden Earrings*			
MG-10090—HAL McINTYRE ORCH. *Jumpin' Jubilee*			
VI-20-2514—VAUGHN MONROE ORCH. *Baby Be Good*			
19—Feudin' and Fightin'	5.1	11.1	17.9
CA-B443—JO STAFFORD *Love and the Weather*			
CO-37189 (C-119)—DOROTHY SHAY *Say That We're Sweethearts Again*			
DE-23975—BING CROSBY *Goodbye, My Lover, Goodbye*			
MA-12011—GEORGIA GIBBS *You Do*			
ME-6049—REX ALLEN			
MG-10041—KATE SMITH *Tomorrow*			
VI-20-2313—TEX BENEKE ORCH. *How Can I Say I Love You*			
20—Surprise Symphony	5.0		
VI-20-2497—TEX BENEKE ORCH. *A Girl That I Remember*			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

	Dec. 20	Dec. 13	Dec. 6
21—Kate	4.3	4.8	10.7
22—I Have But One Heart	4.2	20.6	50.0
23—Kokomo, Indiana	4.1	1.0	1.0
24—Harmony	3.4		
25—The Christmas Song	2.6	1.7	9.5
26—An Apple Blossom Wedding	2.5	3.3	6.6
27—Curiosity	2.4	1.2	5.8
28—The Gentleman is a Dope	1.7	3.2	
29—Two Loves Have I	1.6	5.1	
30—The Dum Dot Song	1.5	8.5	
31—Sugar Blues	1.4	3.4	6.5
32—Those Things Money Can't Buy	1.3		
33—Corrabelle	1.2		
34—Christmas Dreaming	1.1	1.6	4.1
35—I Still Get Jealous	1.0	4.9	
36—At the Candlelight Cafe	1.0		
37—That's All I Want to Know	–1.0	1.8	
38—Peggy O'Neill	–1.0		
39—When You Were Sweet Sixteen	–1.0	1.9	18.0

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

MUSIC

A.M.I.
- Model A $897.50
- Automatic Hostess Complete 20 Station Unit 14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:
- W/Amplifier and Remote Volume Control 515.00

HIDEAWAY CAB. W/Continuous Play Mech.:
- W/Amplifier and Remote Volume Control 482.50
- W/Amplifier—No Remote Volume Control 470.00
- Complete—No Amp., No Volume Control 410.00

AIREON
- Blonde Bombshell $699.50
- Super DeLuxe Phonograph 897.00
- Fiesta DeLuxe 699.50
- Trio (Wall Box 69.50
- Solo (Wall Box) 46.50
- Impresario (Speaker) 42.27
- Melodeon (Speaker) 52.97
- Carilleon (Speaker) 56.18

FILBEN
- Mirrocle Cabinet 325.00
- 30 Selection Stowaway Mech. 398.00

BUCKLEY
- Music Box 25.00

MILLS INDUSTRIES
- Constellation 795.00

PACKARD MFG. CORP.
- Manhattan Phonograph 1,000.00
- Pla Mor Phonograph (Model 7) 795.00
- Hideaway (Model 400) 450.00
- Wall Box (Butler) 39.95
- 1000 Speaker (Paradise) 159.50
- Wall Box (Butler 10c) 41.95
- 950 Speaker 57.50
- 650 Speaker 19.75
- Spot Reflector 8.50

PERSONAL MUSIC CORP.
- Measured Music Boxes, 5c-10c 35.00
- Studio Amplifier 505.00
- Studio Timing Control Unit 250.00
- Master Power Supply Units 140.00

ROCK-OLA
- 1422 Phonograph (Net) 728.00
- 1424 Playmaster 440.00
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1606 Tonette Wall Speaker 21.50
- Model 1608 Tone-O-Lier Speaker 65.00
- Model 1607 Tonette Wall Speaker 19.75
- Model 1531 DeLuxe Bar Bracket 8.25
- Model 1533 Universal Bar Bracket 3.90
- Model 1795 Wall Box Line Booster 16.35

SEEBURG
- 147-M Symphonola w/remote control 875.00
- 147-S Symphonola 805.00
- H-147-M RC Special 525.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 46.50
- 5-10-25c Wireless Wallomatic 75.00
- 5-10-25c Wired Wallomatic 62.50
- Teardrop Speaker 19.95
- Teardrop Speaker w/volume control 22.50
- Recess Wall & Ceiling Speaker 18.00
- Mirror Speaker 49.50
- Duo Volume Control 21.90
- Power Supply 14.50
- Master Amplifier 53.50
- Master Selection Receiver 118.00
- Wired Master Selection Receiver 105.00
- Electric Selector 86.00
- Remote Speaker Amplifier 44.20
- Solenoid Drum for 147-S 60.50

SOLOTONE CORP.
- Leveling Pre-Amplifier 44.50

MUSIC

WURLITZER
- Model 1100 Standard $959.50
- Model 1080A Colonial 899.50
- Model 1071A Concealed changer with stepper.. 529.50
- Model 1015 Standard 914.50
- Model 1080 Colonial 875.00
- Model 1017 Concealed changer with stepper.... 499.50
- Model 2140 5-10c Wireless 40.00
- Model 3020 5-10-25c 3-wire 69.50
- Model 3025 5c 3-wire 44.50
- Model 3031 5c 30-wire 39.50
- Model 3045 Wireless 54.50
- Model 212 Master Unit 70.00
- Model 215 Wireless Transmitter 17.50
- Model 216 Wireless Impulse Receiver 22.50
- Model 217 Auxiliary Amplifier 35.00
- Model 218 30-wire Adapter Terminal Box.... 15.00
- Model 219 Stepper 46.50
- Model 4000 8" Metal Star Speaker 45.00
- Model 4002 8" Plastic Star Speaker 45.00
- Model 4004A 8" Metal Musical Note Speaker.. 30.00
- Model 4005 8" Walnut Round Speaker 22.50
- Model 4005A 8" Walnut Round Speaker 25.00
- Model 4006A 8" Deluxe. Walnut Round Mirror. 35.00
- Model 4007 12" Intermediate Deluxe Speaker.. 135.00
- Model 4008 15" Deluxe Speaker 185.50

PINS

BALLY
- Nudgy $289.50

CHICAGO COIN
- Sea Isle 275.00

GENCO
- Bronco 279.50

EXHIBIT
- Star Lite 299.50

GOTTLIEB
- Humpty Dumpty 294.00

J. H. KEENEY & CO.
- Hi-Ride 295.00

P & S MACH. CO.
- Tom Tom 299.00

UNITED MFG. CO.
- Singapore ..... No Price Set

WILLIAMS
- Bonanza 299.50

COUNTER GAMES

A.B.T. MFG. CORP.
- Challenger 65.00

BALLY MFG. CO.
- Heavy Hitter 184.50
- w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

ROLL DOWNS

BALLY
- Hy-Roll 499.50

CHICAGO COIN
- Roll Down 395.00

EDELMAN AMUSE.
- Tin Pan Alley ..... No Price Set

ESSO MFG. CORP.
- Esso Arrow 499.50

GENCO
- Bing-A-Roll 499.50

GREAT GAMES, INC
- Teleroll ..... No Price Set

GEO. PONSER CO.
- Pro-Score 495.00

UNITED MFG. CO.
- Hawaii Roll-Down 395.00

WILLIAMS MFG. CO.
- Box Score 375.50

ONE-BALLS

BALLY
- Jockey Special 645.00
- Jockey Club 645.00

GOTTLIEB
- Daily Races (F. P. Model) 650.00

BELLS

BELL-O-MATIC CORP.
- 5c Jewel Bell 248.00
- 10c Jewel Bell 253.00
- 25c Jewel Bell 258.00
- 50c Jewel Bell 338.00

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell ..... No Price Set

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00

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

CONSOLES

BALLY
- Wild Lemon $542.50
- Double-Up 542.50
- DeLuxe Draw Bell 5c 512.50
- DeLuxe Draw Bell 25c 532.50
- Hi-Boy 424.00
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

BELL-O-MATIC
- Three Bells, 1947 ..... 735.00

BUCKLEY
- Track Odds DD JP 1250.00
- Parlay Long Shot 1250.00

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

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

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

J. H. KEENEY CO.
- Gold Nugget 800.00

PACE
- 3-Way Bell Console 5c-10c-25c $690.00
- 5c Royal Console 320.00
- 10c Royal Console 330.00
- 25c Royal Console 340.00
- 50c Royal Console 475.00
- $1.00 Royal Console 650.00

ARCADE TYPE

BALLY MFG. CO.
- Big Inning 539.50
- Bally Bowler 539.50

EDELMAN AMUSEMENT DEVICES
- Flash Bowler
  - 13'—8" 475.00
  - 11'—8" 450.00
  - 10'—8" 425.00

ARCADE TYPE *(continued)*

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

P. & S.
- Tom Tom 299.00

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES
- "Electro" 222.50

NATIONAL VENDORS, INC.
- Model 9E (Electric) 321.70

ROWE
- Crusader (8 Col) w Stand 145.75
- Crusader (10 Col) w Stand 162.25

U-NEED-A VENDOR
- Monarch 6 Col. w Stand 149.50
- Monarch 8 Col w Stand 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
- "Auto Clerk"—(Gen'l Mdse.) .....

ADAMS-FAIRFAX CORP.
- Cash Tray Vendor .....

ASCO VENDING MACH. CO.
- Nut Vendor .....

ATLAS MFG. & SALES CO.
- Bulk Vendor .....

AUTOMATIC BOOK MACH. CO.
- "Book-O-Mat" .....

DRINK-O-MAT IND.
- "Drink-O-Mat" .....

BALLY MFG. CO.
- Drink Vendor .....

BERT MILLS CORP.
- "Hot Coffee Vendor" 540.00

COAN MFG. CO.
- U-Select-It—74 Model 85.50
- U-Select-It—74 Model DeLuxe 95.50
- U-Select-It—126 bar DeLuxe 127.50

DAVAL PRODUCTS CO.
- Stamp Vendor "Postmaster" .....

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

INTERNATIONAL MUTOSCOPE CORP.
- Photomatic 1495.00
- Voice-O-Graph 1495.00

KAYEM PRODUCTS
- Vit-O-Mins Vendor .....
- Dental Kit Vendor .....
- Chewing Gum Vendor .....

LEHIGH FOUNDRIES, INC.
- PX Vendor ..... No Price Set

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

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

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

RUDD-MELIKIAN, INC.
- "Dwik-Cafe" Coffee Vendor .....

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

TELECOIN CORP.
- Tele-juice .....

THIRST—AID, INC.
- Drink Vendor .....

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

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

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

THE CASH BOX

AUTOMATIC MERCHANDISING SECTION

IT WAS A GREAT SHOW

NAMA Convention Attracts Record Attendance. Believe Big Crowds Definitely Indicate Opening of New Merchandise Machine Era for Coming Year.

CHICAGO — Beginning Sunday (December 14) at 9 A.M. the crowds began to register at the Palmer House here as the NAMA show opened its doors.

This proved to be the largest exhibit and meeting ever yet sponsored by NAMA. Automatic machine operators from every division of the industry were present.

Distributors of amusement machines and phonographs were prominent.

It was also noted that the operators were swinging over to the automatic merchandising machine industry and that many were of the belief that this was the field which would predominate in 1948.

The exhibits on the fourth floor of the Palmer House attracted great attention from all who attended. The crowds grew larger each day. It is believed that a record was set. As yet officials haven't released complete figures of all who attended this meet.

As predicted, and dominating the exhibits, were the beverage dispensers of all types. These ranged from fresh orange drinks to all the well known soft drinks and to coffee and even hot soup venders.

The new cigarette machines also attrated attention with many claiming that these were the greatest ever yet produced by the manufacturers. Each machine had special features and each one seemed to win many followers.

In addition to the fourth floor exhibits, there were also exhibits on the seventh floor of suppliers and manufacturers of equipment.

The men who attended were kept busy going from floor to floor and room to room seeing the newest in automatic merchandising equipment and supplies.

Among some of the new products which were seen on the exhibit floors were new small style cigarette dispensers, also the newest ideas in orange and other fruit juice vending machines, the new CocaCola, Pepsi-Cola, Dr. Pepper and other soft drink dispensers.

The new electric cigaret vending machines, the manually operated machines, new and more attractively lighted than ever before, with features which have never been seen on any of the cigarette machines which have ever appeared in the industry.

Chocolate, candy and gum being vended in the most outstanding machines ever yet to be shown to the trade. Some of these units were absolutely of the finest precision construction which has ever appeared in the field. These clicked with almost all who saw them.

In addition to this glittering galaxy of new equipment and the huge crowds which entered the exhibit floors were the many fine meets which were conducted at this show and met with great approval of all who attended.

It is definitely believed here that the automatic merchandising division of the industry is now well on its way to open a new era for all in the field and many are also of the belief that this division of the field will lead the way for the entire trade during 1948 and for some years to come.

Candid Camera Clicks At NAMA Show

CHICAGO — *The Cash Box* candid camera man clicked these pictures at the NAMA show, Palmer House, Chicago, this past week.

Top pic: W. E. Liebertrau, Vice-President of Philip Morris, Ltd., shaking hands with R. Z. Greene, President of NAMA as he entered the big cocktail party given for automatic merchants and their wives.

Center Pic: Mr. and Mrs. J. Renz Edwards of Cigarette Service Co., Kansas City, Kans.

Bottom Pic: Arthur Gluck, Mrs. Sidney Kronenberg and Al Sharenow enjoying cocktails.

AUTOMATIC MERCHANDISING SECTION

THE CASH BOX Candid Camera Keeps on Clicking Automatic Merchants at NAMA Show

CHICAGO—Never before in the history of the automatic merchandising machine industry were there as many smiling and happy faces and such huge crowds as attended this Second Annual Meeting and Exhibit of NAMA.

All day long and far into the evening hours *The Cash Box* candid cameraman shot about the entire exhibit, as well as in the meeting rooms and reception parlors, to catch many automatic merchants and their wives enjoying themselves immensely at this convention.

Picture No. 1 (left to right) Robert Z. Greene, President of NAMA (as well as president of the Rowe Corp.) with Mr. and Mrs. F. L. Brandstrader, legislative counsel for NAMA, enjoying the festivities and meeting with many friends.

Picture No. 2 (left to right) Sidney Kronenberg of the Alamat Co.; Neil Mitchell of Lehigh Foundries, Inc.; Mrs. Kronenberg; Mrs. Strauss and Jules Levy all partaking of refreshments.

Picture No. 3 (left to right) Bern Bernard, Dick Gluck and Alan Remly talking over the many new automatic merchandisers they had seen and all acclaiming this exhibit "the greatest yet, but", they stated, "just watch us next year".

Picture No. 4 (left to right) A gathering of the California delegation with the candid cameraman so busy that he just didn't have time to catch the names as they were given to him. "They were tremendously enthused", our cameraman reports, "over the convention and all the fine, new equipment which they had seen, as well as the great crowds that turned out to view the exhibits and attend the meetings. California's delegation was a very prominent one", our cameraman says.

Picture No. 5 (left to right) B. W. Scheuer, Vendomat Corp. of America; Mrs. Sidney Kronenberg and George Seedman of Rowe Corp. who was also Chairman of this meet. All three very much interested in the big cocktail party, the many, many people they met and also the interesting new machines which were shown at this convention.

(There are still dozens of pictures in our possession at *The Cash Box* office, but, due to press time being almost upon us as these arrived from Chicago, we have been forced to withhold the rest from this issue and will feature them, from time to time, in future issues of *The Cash Box*.)

1947 PRE-INVENTORY CLOSE-OUTS
REAL LOW PRICES!!

USED PIN GAMES
ALL GAMES READY FOR LOCATION

Spellbound	Idaho	Play Boy	Kilroy
Baffle Card	Laura	Double Barrel	Midget Racer
Ballyhoo	Oklahoma	Dynamite	Gold Ball
Mystery	Smoky	Rocket	South Seas
Ranger	Stage Door Canteen	Battle Call	Super Score
Vanity	Surf Queens	Big Hit	Tornado
Lucky Star	Sea Breeze	Big League	Amber
Rio	Step Up	Cyclone	Havana
Siesta	Suspense	Fast Ball	Maisie
Honey			

NEW FIVE BALLS
Keeney HI-RIDE
Marvel DOLLY
Bally NUDGY
Gottlieb HUMPTY DUMPTY
Williams BONANZA
United SINGAPORE
Chicago Coin SEA ISLE

PACE SLOTS

KEENEY SUPER BONUS BELLS AND GOLD NUGGET

BALLY ONE-BALLS & CONSOLES

Solotone Boxes, Brand New	$15.00
Personal Music Boxes	15.00
Solotone Location Amplifiers	79.50
Personal Location Amplifiers	89.50
Personal Studio Amplifiers	335.00

PARTS

Wurlitzer 412 Amplifiers	$14.50
Wurlitzer 616 Amplifiers	19.50
Wurlitzer 24 Amplifiers	27.50
Wurlitzer Tone Arms	15.50
Wurlitzer AC Motors (1140)	19.50
Speakers for 24 or 616	15.50
Coin Chutes for 24's	14.50

ALL TYPES OF MUSIC MACHINES

ANY AMOUNT YOU NEED!
READY FOR LOCATION!

WRITE FOR REAL LOW PRICES!

SELLING OUT! PHONO PLASTICS

	Each
WURLITZER:	
24 TOP CORNERS, Amber or Red	$ 1.20
24 LOWER SIDES, Amber or Red	4.00
500 TOP CORNERS	4.00
600 TOP CORNERS, Right or Left	4.00
800 LOWER SIDES	13.50
800 TOP CENTERS, Right or Left, Red	8.00
800 BACK SIDES, Green	9.50
750 LOWER SIDES, Right or Left	8.75
750 TOP CENTERS, Red	4.25
750 MIDDLE SIDES	2.00
950 LOWER SIDES	10.50
SEEBURG:	
HI-TONE MODELS 9800, 8800, 8200 Lower Sides	14.50
HI-TONE MODELS 9800, 8800, 8200 Domes, Yellow, Red or Green	8.00
ROCK-OLA:	
STANDARD, MASTER, DeLUXE or SUPER Top Corners	12.75
MILLS:	
TOP DOOR, Yellow or Blue	5.50

ORDER NOW!
40% DISCOUNT ON ORDERS PLACED IMMEDIATELY!

WRITE US FOR SENSATIONALLY LOW PRICES ON ABOVE

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

IF YOU NEED ANYTHING IN GAMES OR MUSIC NOT LISTED ABOVE — WRITE US! WE CAN SUPPLY YOUR NEEDS!

RUNYON SALES COMPANY

593 10th AVENUE, NEW YORK 18, N. Y.
BRyant 9-2235

•

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777

Buckley Mfg. Co. Shows New 1948 Line In Reno, Nev.

At Mapes Hotel Dec. 17 to 23

PAT BUCKLEY

RENO, NEVADA—Following up on the successful showing of the new 1948 Buckley line of equipment at New Orleans, La., Pat Buckley announced that his firm is showing the line to operators at the Mapes Hotel, this city, on December 17, 18, 19, 20, 21, 22 and 23.

Buckley Manufacturing Company will display their new 1948 "Cross-Cross" Bell; the 1948 "Daily Double Track Odds" console, and the Buckley "Wall and Bar Box". In addition a complete display of all the new Buckley accessories and equipment will be made.

"I want to thank the operators who attended the showing of Console Distributing Company at New Orleans, La. on December 11 and 12" stated Pat. "These coinmen were enthusiastic over the equipment on display, and we are sure the Western coin machine operators will be tremendously pleased with our machines."

According to Buckley, the complete week showing of their machines is expected to bring in coinmen from many of the surrounding states. There will be entertainment and refreshments on hand to satisfy everyone.

Buckley hasn't announced any further showings as yet, but reports that the entire line will be on display at the Coin Machine Convention at the Sherman Hotel on January 19 to 22.

WORLD'S LARGEST DISTRIBUTING HOUSE

EMPIRE COIN SUPER MARKETS

1012-14 MILWAUKEE AVE

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

MEMBER

Sale!

NEW IN ORIGINAL CRATES!
AT *LESS* THAN MANUFACTURER'S COST!

BAT-A-BALL, Sr.
UPRIGHT MODEL

ORIGINAL PRICE $249.50 NOW ONLY → **$84.50** EA.

Quantity is Limited ORDER NOW!

BAT-A-BALL, Jr.
WITH STAND

ORIGINAL PRICE $79.50 NOW ONLY → **$29.50** EA.

SPECIAL COMBINATION OFFER—BOTH FOR $104.50

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

NOW DISTRIBUTING
THE LANDIS ARISTOCRAT POP CORN VENDOR

OUR SUPER VALUES!

GOLDEN FALLS, Reg. J.P., New Reb.	5c....$135;	10c....$140;	25c....$145
GOLDEN FALLS, H.L., New Reb.	5c....$140;	10c....$145;	25c....$150
JEWEL BELL, New Reb.	5c....$170;	10c....$175;	25c....$180
JEWEL BELL, Replacement Cabinets			59.50
50c MILLS GOLDEN FALLS, H.L., New Rebuilt			195.00

NEW PIN GAMES
WRITE!

UNITED SINGAPORE	
KEENEY HI RIDE	
GOTT. HUMPTY DUMPTY	
EXHIBIT STARLITE	
CHICOIN SEA ISLE	
BALLY NUDGY	
WILLIAMS BONANZA	
BALLY BALLYHOO	$160.00

NEW ARCADE MACHINES

SPEEDWAY BOMBSIGHT	$359.50
P & S TOM TOM	309.50
METAL TYPER	445.00
IDEAL FOOTBALL	365.00
MIR-O-SCALE	125.00
AMERICAN FORTUNE SCALE	169.50

ROLL DOWN GAMES

GENCO BING-A-ROLL	499.50
ADVANCE ROLL	499.50
CHICON ROLL DOWN	395.00
BALLY HY-ROLL	499.50
BUCCANEER	449.50
BIG CITY	429.50
ESSO ARROW	499.50
PRO-SCORE	499.50

NEW COUNTER GAMES

POP-UP (CLOSEOUT)	$17.50	DAVAL MARVEL, CIG.REELS	39.50
ABT CHALLENGER	49.50	IMP., 1c or 5c	$ 14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.95	SKILL THRILL	30.00
BASKETBALL, 1c	34.50	FREE PLAY—SPECIAL	30.00
WITH STAND	44.50	HEAVY HITTER	160.00
KICK. & CATCHER	37.50	WITH STAND	175.00

NEW SLOTS

	5c	10c	25	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	369
MILLS JEWEL BELL	220	225	230	320
MILLS GOLDEN FALLS, H.L., 2-5	230	235	240	330

MILLS VEST POCKETS....$65.00; MILLS Q. T....$115.00

GROETCHEN DE LUXE COLUMBIA...$145.00; J. P. COLUMBIA...$110.00

SLOTS, SAFES, STANDS

CHICAGO METAL REVOLVAROUND—DE LUXE
Single, $119.50; Double, $174.25; Triple $262.00
BOX STANDS ....$27.50 FOLDING STANDS.... 12.50

EMPIRE HAS BEEN APPOINTED BY H. C. EVANS AS DISTRIBUTORS IN ILLINOIS, IOWA, MICHIGAN AND NORTHERN INDIANA.

NEW ONE BALLS

BALLY JOCKEY CLUB, P.O.	$645.50
BALLY JOCKEY SPECIAL, F.P.	645.50
GOTT. DAILY RACES, P.O.	545.00

NEW CONSOLES
WRITE!

BALLY WILO LEMON	
BALLY DOUBLE UP	
BALLY HI-BOY	
MILLS 3 BELLS	
JENN. CHALLENGER	
EVANS BANGTAILS	
EVANS WINTERBOOK	
EVANS RACES	
BAKERS PACERS, 5c, D.D.	
GROETCHEN TWIN FALLS	

NEW VENDORS

4-WAY MINT VENDOR, 5c	$ 27.50
SILVER KING, 1c or 5c NUT OR GUM BALL	13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL V, 1c GLOBE.	11.75
CABINET TYPE	13.75
25c SANITARY VENDORS, CLUTCH HANDLE, BRACKET	27.50

SLOTS

BONUS BELL,	5c..$119.50:	10c..$129.50:	25c.. 139.50
GOLD CHROME,	5c..$109.50:	10c..$119.50:	25c..$129.50
BLUE FRONT,	5c..$89.50:	10c..$99.50:	25c..$109.50
BROWN FRONT,	5c..$99.50:	10c..$109.50:	25c..$119.50
5c GOLD CHROME, H.L.		$119.50:	10c.....$129.50

25c MILLS CLUB CONSOLE	149.50
VEST POCKETS, 1946 Model	49.50
10c BLACK CHERRY, NEW REB.	134.50
10c JENN. SILVER CHIEF	89.50
5c JENN. CLUB CONSOLE CHIEF	109.50
COLUMBIA J.P., 1946 Model	89.50
5c JENN. BRONZE CHIEF, 2-5	189.50
JENN. CIGAROLA, MODEL XV	99.50

JENN. LITE-UP CHIEFS—Used 10 Days
5c—$215; 10c—$225; 25c—$235.

ONE BALLS

VICTORY SPECIAL, AUTO. SHUFFLE	$249.50
CLUB TROPHY, F.P.	74.50
PIMLICO, F.P.	89.50
'41 DERBY	79.50
RECORD TIME, F.P.	69.50
LONGACRE, F.P.	109.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	49.50
LONGSHOT, P.O.	69.50
KENTUCKY, P.O.	74.50
SPORT KING, P.O.	64.50
VICTORY DERBY, P.O.	159.50

RECONDITIONED 5 BALLS

LUCKY STAR	$169.50	BRAZIL	44.50
MAISIE	145.00	TRADE WINDS	44.50
ROCKET	139.50	5-10-20	$ 44.50
CYCLONE	129.50	STREAMLINER	44.50
MYSTERY	129.50	UN. MIDWAY	44.50
VANITIES	119.50	KISMET	44.50
KILROY	119.50	BOSCO	44.50
SMARTY	99.50	HI HAT	44.50
DYNAMITE	99.50	YANKS	44.50
SHOW GIRL	99.50	VICTORY	44.50
OPPORTUNITY	89.50	CLOVER	44.50
SPELLBOUND	89.50	FLY. TIGERS	44.50
SUPER SCORE	99.50	VELVET	44.50
FAST BALL	79.50	WILDFIRE	44.50
SUPERLINER	89.50	PRODUCTION	39.50
STEP UP	79.50	SEA HAWK	39.50
MID. RACER	44.50	EAGLE SQUAD.	39.50
CANTEEN	59.50	JUNGLE	39.50
SURF QUEEN	39.50	STAR ATTRAC.	39.50
LITE-O-CARD	44.50	BELLE HOP	39.50
YANK. DOODLE	44.50	ALL AMER.	39.50
FLAT TOP	44.50	BOLAWAY	39.50
LIBERTY	44.50	SHOW BOAT	39.50
SKY CHIEF	44.50	VENUS	39.50
BIG PARADE	44.50	TOWERS	39.50
AIR CIRCUS	44.50	ABC BOWLER	39.50
KNOCK OUT	44.50	'41 MAJORS	39.50
KEEP 'EM FLYING	44.50	SEVEN UP	39.50
SOUTH SEAS	44.50	TEN SPOT	39.50
SANTA FE	44.50	MARINES	34.50

CONSOLES

BALLY DELUXE DRAW BELL	$335.00
25c KEENEY BONUS SUPER BELL	395.00
5c KEENEY BONUS SUPER BELL	345.00
BAKERS PACERS, D.D. I.P.	395.00
5c COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND COMB.	99.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS, COMB.	89.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON F.P.	69.50
5c BALLY CLUB BELL	99.50
EVANS LUCKY STAR	109.50
GALLOPING DOMINOS, J.P.	119.50

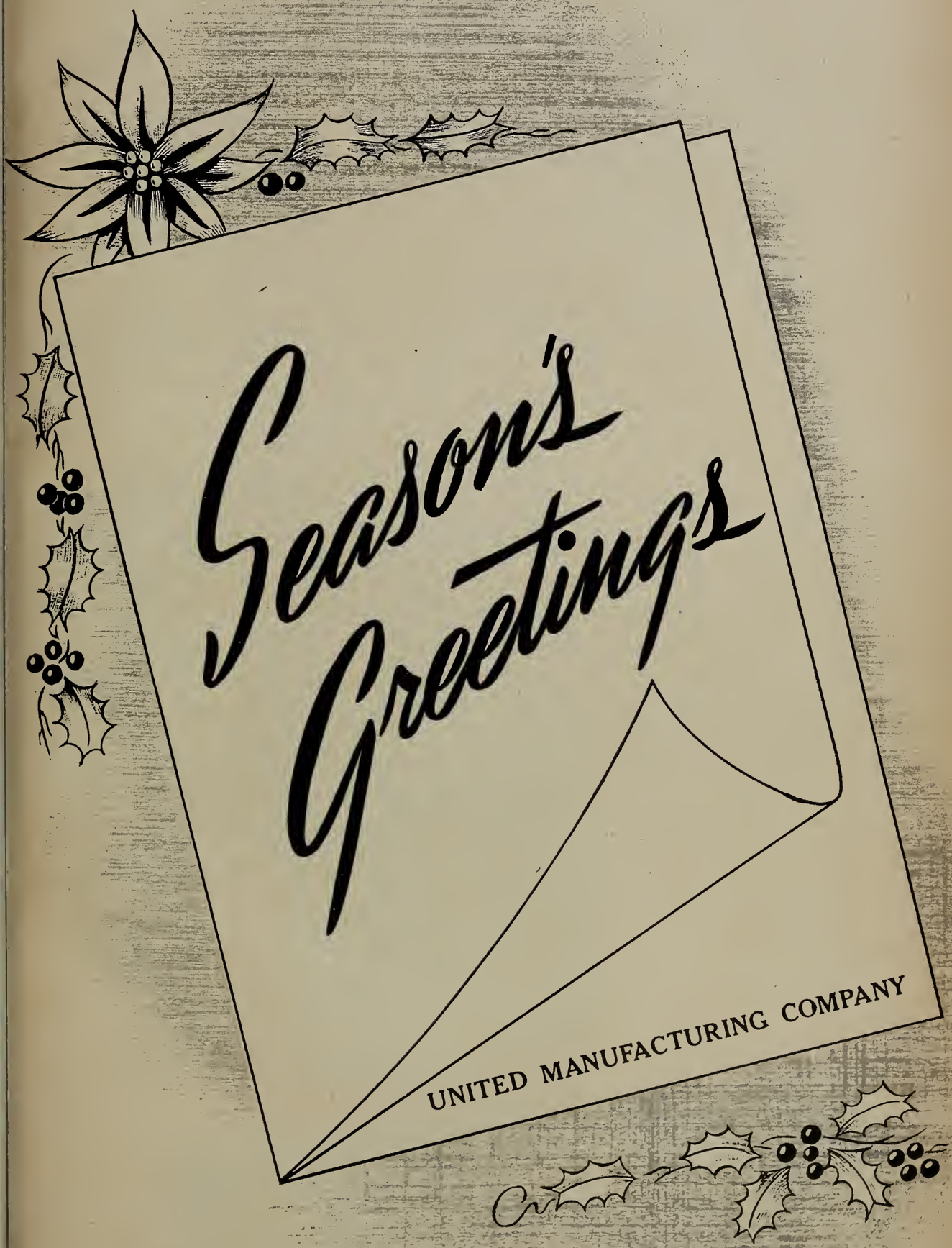
ARCADE

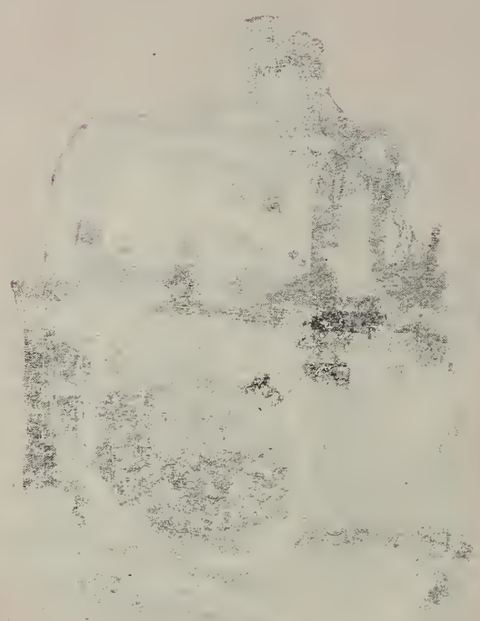
DRIVEMOBILE	$189.50
EVANS TEN STRIKE, 1947 MODEL	189.50
EVANS TEN STRIKE	89.50
EVANS TOMMY GUN	84.50
EVANS SUPER BOMBER	149.50
BALLY DEFENDER	99.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
AIR RAIDER	69.50
IDEAL FOOTBALL	189.50
CHICAGO COIN GOALEE, Like New	169.50
GOTT. 3-WAY GRIPS, 1946 Model	24.50
CHICAGO COIN HOCKEY	89.50
RAPID FIRE	74.50
EXH. HAMMER STRIKER	47.50
BALLY UNDERSEA RAIDER	139.50
PIKES PEAK	24.50
KICKER & CATCHER	24.50
ABT MODEL F, BLUE	24.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: EVERGLADE 2600 • CHICAGO 22, ILL.


Season's Greetings
UNITED MANUFACTURING COMPANY



King-Pin Equip. Co. Holds Showing Of Wilcox-Gay Recordio

J. R. (PETE) PIETERS

KALAMAZOO, MICH.—J. R. "Pete" Pieters of King-Pin Equipment Company, this city, played host to between fifty and sixty coinmen from the state of Michigan on Sunday December 7, who braved unusually bad weather to attend the "Open House" and showing of the Wilcox-Gay Recordio.

"We had a small but enthusiastic turn out" reports Pieters. "On hand to greet the ops were officials of Wilcox-Gay Corporation, who explained the history of the development of the machine. In addition, as usual, we entertained our guests with the best of food and liquid refreshments."

On display at the King-Pin showrooms, in addition to the Recordio, were the latest games of Bally Manufacturing Company and Williams Manufacturing Company.

Instead of the usual form of invitation, Pieters sent his friends an invitation on the "Recordio" disc. When it was pointed out that there was a chance of the operator not being able to hear the record, "Pete" snickered, knowing that most of the operators have music machines out. The resultant attendance, even tho the weather was very bad, proved Pieters to be right.

"The operators were very interested in the 'Recordio' and we booked some very fine orders" stated Pieters.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

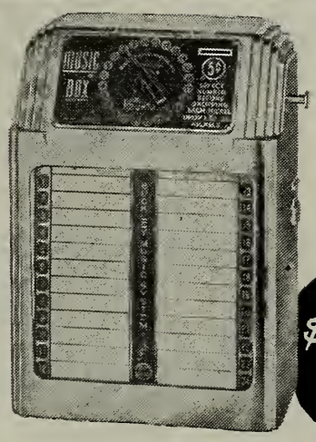
YOUR CHOICE OF:

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



$25.00

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

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

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

TRACK ODDS

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

GMI MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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

Williams Mfg. Co. Plans Outstanding Display At Booths

FULTON (SKEET) MOORE

CHICAGO—Fulton (Skeet) Moore, sales manager of Williams Manufacturing Company, this city, altho he's being kept exceptionally busy at this time with the demand for the firm's two hit games "Box Score" rolldown, and "Bonanza" five-ball, he's making big plans for the forthcoming Coin Machine Show at the Sherman Hotel on January 19 to 22.

"The Williams' booths (17-18-19) will feature what we think will be the most outstanding games we have ever produced" stated Moore. We are enjoying quite a nice run on our current games, and they and others will be on display. Our entire staff, including Harry Williams, will be at the booth to greet our many friends."

Tacoma, Wash. Ops Gross $1,490,000 On Pins

TACOMA, WASH. — Controller Lyle Lemley reported that the gross revenue in this city on pin ball machines was approximately $1,490,000 for the first ten months, of 1947, based on the tax reports to the city paid by the operators.

The controller's reports from thirty three operators for the September-October period showed 1,081 machines in operation, gross revenue of $275,073.60 with a tax amounting, at five per cent, to $13,753.98.

Lemley said this was an increase of 21 machines, $32,750 in gross revenue to operators, and $1,619 in tax over the previous tax period.

Operators are required under the 1947 ordinance to report their revenues and pay taxes to the city bi-monthly, just as they do to the state tax commission.

The controller figured that on the basis of the taxes paid, the public played 29,800,000 nickels into the machines.

MAINE AUTOMATIC MUSIC CO.

33 EXCHANGE ST., PORTLAND, MAINE

LEE R. LIBBY

Bally Boasts Complete Line Of Amusement Equip.

GEORGE W. JENKINS

CHICAGO—"Bally Manufacturing Company now offers operators the most complete line of amusement in coin machine history" claims George Jenkins, vice president and general sales manager of the firm.

"So-called arcade equipment" continued Jenkins "is enjoying a boom right now with our 'Hy-Roll' rolldown game, 'Bally Bowler', ski-ball, 'Big Inning' baseball game, and 'Heavy Hitter', counter size baseball game.

"One-balls continue popular in many territories and Bally's 'Jockey Club' automatic and 'Jockey Special' free-play continue in regular production.

"Five balls are represented by 'Eureka', which is convertible to one-ball, single-coin or multiple-coin play.

"And in the console class, Bally is shipping four different games, all three-reel type — 'Triple Bell' with changing odds,' Wild Lemon' with the new wild lemon feature, 'Double-Up' with hold and draw and double-score features, and the deluxe automatic jackpot 'Hi-Boy' with hold and draw."

All current Bally games are scheduled for continued production through the January show and well into 1948, reported Jenkins.

NIAGARA MUSIC ASSN. SETS COMMISSION DEAL WITH LOCATION AS PARTNER

Deduct Depreciation And Operating Costs—Then Split Balance

NIAGARA FALLS, N. Y.—The Niagara Music Association, with practically 100% membership in their territory, have put into effect a new arrangement for operating its machines on a more equitable commission set-up.

After studying all the various plans, some of which were suggested by *The Cash Box* for these many months, A. A. Bradt of Frontier Novelty Company, and president of the association, stated "We feel that there are some disadvantages in each of the plans thus far offered, and as a result have spent considerable time discussing many proposed schedules. As an association we are agreed that the plan devised by Frontier Novelty Company is the soundest basis for an operator to follow, especially under today's conditions of changing costs and inflated prices.

"The proposed commission schedule is, in effect, an actual partnership proposition for tbe location and operator. And as in all partnerships, our plan is worked out where the business must first pay its own way, and then the profits divided."

A. A. Bradt, after a great deal of consideration and analytical study on his own operation, discovered certain facts, came to certain conclusions, which we reprint below:

1. The average gross play per installation (New Equipment) was $23.40.

2. The average installation investment was $1086.00 (in locations with new equipment). This includes remote wall boxes, auxiliary speakers, etc.

3. Depreciation on this equipment is as follows:
   40% the 1st year
   30% the 2nd year
   20% the 3rd year
   10% the 4th year

4. Operating cost per week per machine is $6.45. (This includes records, parts, wages, taxes and insurance, fixed overhead, and car and truck expense.

5. From this we had compiled the figure that we must get from each installation on our route in order to break even as shown on the enclosed music cost record. That is, the weekly operating cost of $6.45, plus the depreciation on the amount and value of equipment installed in each individual location, in hundreds of dollars invested. This figure, whatever it happens to be in each instance, is used as the front money figure and deducted first from the gross weekly play. The remaining net profit of the phonograph is divided 75% to the location and 25% to the operator. (This is the particular division of net profit we are using. However, it could be divided 60% to the location, 40% to the operator, 50-50 or any such plan depending on the circumstances of the operator.

6. It may be readily seen that this plan protects the better locations and gives them the break they deserve, for any location grossing a figure three times his particular minimum figure on his phonograph receives a commission which compares with 50% of the gross play, and the operator is also able to show a fair profit. This is not true on a straight 70-30% basis or 75-25% basis where the better locations are really being penalized because of the poorer ones.

7. This plan automatically controls the amount of equipment to be installed in any location because the location can see that auxiliary equipment unnecessarily installed and paying its way is costing him money as well as the operator.

8. The equipment and value of same installed in each location is listed on the enclosed "Music Installation Card" and placed in each machine showing the weekly minimum to be deducted in each location.

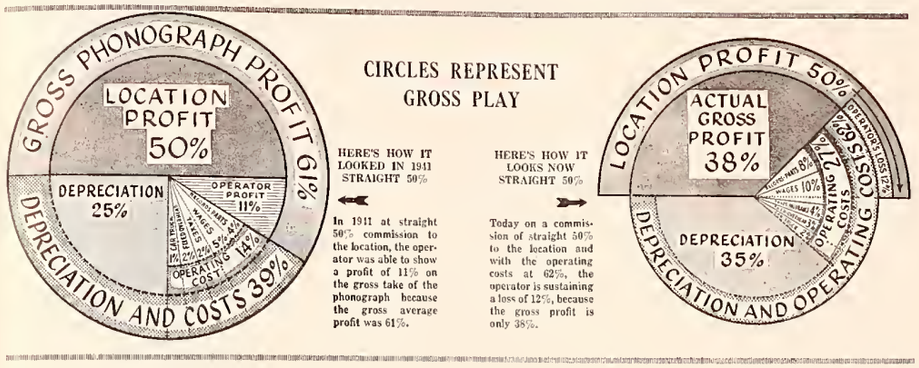
9. The enclosed charts are mailed to each location in order to try to explain just why a change in commission rates are imperative if the phonograph operator is to survive.

10. When current model equipment becomes one year old or becomes a second-latest model due to a new release by the manufacturer, the depreciation figure is moved 40% down to 30% and the minimum front money figure is derived from the operating cost of $6.45 weekly plus the 30% depreciation figure and so on down the line. In this way, the location can have whatever type equipment he desires as long as the money in the cash box will stand the traffic.

11. This commission schedule is now being put into effect by other operators in this locality as well as the Frontier Novelty Company and we are encountering much less opposition from dealers than was anticipated.

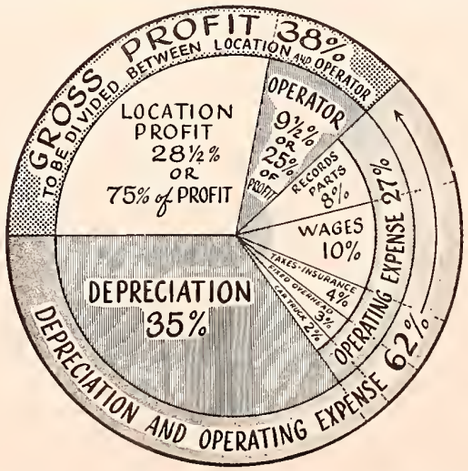
* * *

Compiled by Robert F. Bradt and Ardon A. Bradt, partners, Frontier Novelty Company, Niagara Falls, New York.



Heres How Phonograph Commissions Must Be If the Phonograph Operator is to Survive.

CIRCLE REPRESENTS GROSS PLAY ON PHONOGRAPH



ON THIS PLAN THE ACTUAL OPERATING COSTS AND DEPRECIATION ARE DEDUCTED FIRST FROM THE GROSS PLAY IN THE PHONOGRAPH. THE BALANCE OR ACTUAL NET PROFIT IS THEN DIVIDED 75% TO THE LOCATION AND 25% TO THE OPERATOR.

Phonograph Music Cost Record

Investment	Oper. Cost Per Week Per Machine	Depreciation Per Week				Depreciation, Plus Operating Cost Per Week—Per Location (Minimum necessary to break even)			
		1st Yr. 40%	2nd Yr. 30%	3rd Yr. 20%	4th Yr. 10%	1st Yr. 40%	2nd Yr. 30%	3rd Yr. 20%	4th Yr. 10%
$100	$6.45	80	60	40	20	7 25	7 05	6 85	6 65
200	6.45	1 60	1 20	80	40	8 05	7 65	7 25	6 85
300	6.45	2 40	1 80	1 20	60	8 85	8 25	7 65	7 05
400	6.45	3 20	2 40	1 60	80	9 65	8 85	8 05	7 25
500	6.45	4 00	3 00	2 00	1 00	10 45	9 45	8 45	7 45
600	6.45	4 80	3 60	2 40	1 20	11 25	10 05	8 85	7 65
700	6.45	5 60	4 20	2 80	1 40	12 05	10 65	9 25	7 85
800	6.45	6 40	4 80	3 20	1 60	12 85	11 25	9 65	8 05
900	6.45	7 20	5 40	3 60	1 80	13 65	11 85	10 05	8 25
1000	6.45	8 00	6 00	4 00	2 00	14 45	12 45	10 45	8 45
1100	6.45	8 80	6 60	4 40	2 20	15 25	13 05	10 85	8 65
1200	6.45	9 60	7 20	4 80	2 40	16 05	13 65	11 25	8 85
1300	6.45	10 40	7 80	5 20	2 60	16 85	14 25	11 65	9 05
1400	6.45	11 20	8 40	5 60	2 80	17 65	14 85	12 05	9 25
1500	6.45	12 00	9 00	6 00	3 00	18 45	15 45	12 45	9 45
1600	6.45	12 80	9 60	6 40	3 20	19 25	16 05	12 85	9 65
1700	6.45	13 60	10 20	6 80	3 40	20 05	16 65	13 25	9 85
1800	6.45	14 40	10 80	7 20	3 60	20 85	17 25	13 65	10 05
1900	6.45	15 20	11 40	7 60	3 80	21 65	17 85	14 05	10 25
2000	6.45	16 00	12 00	8 00	4 00	22 45	18 45	14 45	10 45
2100	6.45	16 80	12 60	8 40	4 20	23 25	19 05	14 85	10 65
2200	6.45	17 60	13 20	8 80	4 40	24 05	19 65	15 25	10 85
2300	6.45	18 40	13 80	9 20	4 60	24 85	20 25	15 65	11 05
2400	6.45	19 20	14 40	9 60	4 80	25 65	20 85	16 05	11 25
2500	6.45	20 00	15 00	10 00	5 00	26 45	21 45	16 45	11 45
2600	6.45	20 80	15 60	10 40	5 20	27 25	22 05	16 85	11 65
2700	6.45	21 60	16 20	10 80	5 40	28 05	22 65	17 25	11 85
2800	6.45	22 40	16 80	11 20	5 60	28 85	23 25	17 65	12 05
2900	6.45	23 20	17 40	11 60	5 80	29 65	23 85	18 05	12 25
3000	6.45	24 00	18 00	12 00	6 00	30 45	24 45	18 45	12 45

Phonograph Music Cost Record

Edelman To Feature New Amusement Games At Show

I. EDELMAN

DETROIT, MICH. — I. Edelman, Edelman Amusement Devices, this city, is preparing once again for the January Coin Machine Show. His skee ball game "Bang-A-Fitty" which he displayed at the 1947 convention attracted considerable interest, and Edelman was busy most of the year supplying the demand.

Right now Edelman is producing "Flash Bowler" a bowling game and "Tin Pan Alley" a roll down game. These games will be displayed in Chicago, but Edelman has some additional surprises for the trade.

"Having had my initial training in the coin machine business as an operator" claims Edelman "I know just what will make money on location. And that's the type of games I'm building. "I'm looking forward to the Coin Machine Show to once again see all my friends — and to make many more."

Offers Suggestions To Eliminate Ops Service Calls

BRATTLEBORO, VT.—Hal L. March, operator in this city for many years, writes that one of the best ways to help operators to conduct a profitable business is to have the manufacturers of amusement games test them on location before shipping them out with award cards that show wrong scores.

"A few days ago" relates March "I put out a machine with a factory score card reading 1,600,000. Before we finally arrived at some figure, we set the card at 3,400,000. During this time we had two service calls forty miles from home. Any fool could beat the machine at the original figure.

"While I'm at it, I might as well suggest one more improvement," continued Hal. "The manufacturers should have some of the parts that really wear 'case hardened', and make some of the contacts so that they last longer. Service calls are very expensive for every operator, and one of the worst conditions the operator has to contend with. By giving the operator better material, the manufacturer could eliminate a great many of these calls for us."

"THE CASH BOX" IS NOT SOLD ON NEWSSTANDS

ADVERTISERS—SEE PAGES 14 & 15

"Papa" Passes Away

JULIUS (PAPA) PACE

NEW ORLEANS, LA.—Julius (Papa Pace, one of the most beloved men in the history of the coin machine industry, head of Dixie Coin Machine Co., this city, passed away Saturday afternoon, December 13, 1947, after a lingering illness. The funeral was held on Monday, December 14, 1947.

"Papa" Pace will long be remembered by all who knew him, and all who came in contact with him, during his long career in this industry. He was one of the most outstanding men in the nation defending the rights of the members of this trade. He will long be recalled for the grand work he did in behalf of the coin machine industry in this area. And, by so doing, helping all coin machine operators everywhere.

Those who even met him casually at the many coin machine conventions and meetings he attended, immediately came within the spell of his charm and, it is stated, there were many coin machine men who travelled to this city to visit with him, after meeting him but once. He was one of the warm hearted men in the trade.

He loved the opera and, many times, would entertain friends with renditions of noted arias. Small in stature, and almost as wide as he was tall, he was instantly remembered by all who, after meeting him but once, would instantly call him "Papa".

(Wherever you are "Papa", there is no doubt that the angels will join in singing your favorite operatic arias with you and they, too, will be as charmed, and made as happy, as you made so many, many of us while you were here. You're not gone, "Papa", not gone from our memories, not gone from our hearts, and not gone from our long remembrances of your many kindnesses, your charm, your love for all of us, and your leadership. So long, "Papa", but, not goodbye.)

Special Train From N. Y. For Show

NEW YORK—A special Coin Machine Convention train is being prepared by Frank McAuliffe of the New York Central for coinmen in this city and vicinity. Frank has secured a few cars on the Commodore Vanderbilt, leaving New York City on Saturday, January 17. Details will be announced in a later issue.

CMI's Contribution To Give Underprivileged Children A Day At The Circus

CHICAGO — —James A. Gilmore, CMI secretary-manager, reports that Coin Machine Industries has donated $60 to be used for tickets to bring a large group of underprivileged children to the International Circus at the Coliseum being held during the week of December 27 to January 4.

The yearly donation went to the Underprivileged Children's Circus Fund, sponsored by the Society for Underprivileged Children. Three church leaders head this Society — Rabbi Richard C. Hertz of Temple Sinai, Monsignor William McNichols of St. John's Cathedral and the Rev. William Clyde Howard of the Second Presbyterian Church.

In making the donation to the Society, which will bring 100,000 boys and girls to the circus, Gilmore specified that it should be divided equally among Catholics, Jewish and Protestant children.

CMI's 1946 contribution was used to buy circus tickets for children afflicted with polio.

"Not only does the contribution from the coin machine industry make it possible to bring holiday cheer to a number of underprivileged boys and girls," stated Gilmore, "but the industry is presented in a very favorable light by cooperating in a public charitable function."

Posters & Stickers Boosting CMI Show Now Available

HERB JONES

CHICAGO—Wall posters and stickers boosting the January Coin Machine Show are now available to all exhibitors, according to an announcement by Herb Jones, chairman of the publicity committee.

"Posters and stickers are furnished free of charge" Jones said, "and we hope that exhibitors will send copies of the poster to all of their distributors for display in showrooms all over the country. Stickers should be put in every piece of mail to remind operators and distributors about the great combined amusement-music-vending-equipment show."

Supplies of posters and stickers may be obtained by writing or phoning Jim Gilmore, secretary-manager, Coin Machine Industries, Inc., 134 N. La Salle St., Chicago. Exhibitors are also urged to use show slugs in their advertising in *The Cash Box*, which are on hand.

"Every indication points to a tremendous 1948 show" reports Jones "with hotels jammed, and all exhibit booths sold. However, it is important that every coinman attend the showing to see the new equipment, meet with their friends and the representatives of the factories. Every factory, distributing and jobbing organization should display one of the large posters on their walls. Every letter that is sent out should have a sticker pasted on it. It is thru the complete cooperation of everyone that we can boost the CMI show to the greatest heights ever attained."

Open Letter: To "The Cash Box" and Music Operators All Over The United States

The CALIFORNIA MUSIC OPERATORS ASSOCIATION wishes Bill Gersh and the staff of the Cash Box magazine a very Merry Christmas and may the new year be even more prosperous and successful than it has been in the year past to repay them for the very wonderful job that they have done regarding the operators' businesses for the year of 1947.

And by wishing the operators success and good will for the coming year, it seems to the writer that the music operators all over the United States should be doing something about their business to assure themselves of such a prosperous year. We have talked about tax councils and representation at the next session of Congress, but it seems that very little is being done about it. We have probably been just as negligent as any other association in the United States, but the time has come when something concrete must be done. We know that certain groups and elements are preparing to disrupt or tax the business beyond our means to pay. At least that is the way the writer sees it.

Now, as a suggestion to get a plan started, the writer would like to propse that the very capable attornies who represented the music operators at the last session be employed by a tax council which can be set up or one that has already been set up at the last Coin Machine show. The C.M.I., which is a national organization, has a tax council which the writer is a member of. If my memory is correct, there were five men from various parts of the United States who represented the music operators associations appointed for the purpose. Let's make this tax council function as it should have been doing for the past year.

I think under the leadership of James Mangan and the representation presented by Sidney Levine we had the makings of a very strong national organization to combat any group or groups who would like to move in on the automatic phonograph industry. I propose that a mammoth meeting of the music operators be called in Chicago some time during the coin machine show and that each association be assessed $250 to $500 apiece to accumulate the necessary funds needed by the tax council. This is just one man's opinion, but it certainly bears fruit of thought.

George A. Miller
State President & Business Mgr.
CALIFORNIA MUSIC OPERATORS ASSN.

Philadelphia Games Assn. Asks Lower Pin Game Prices

Manufacturers Answer

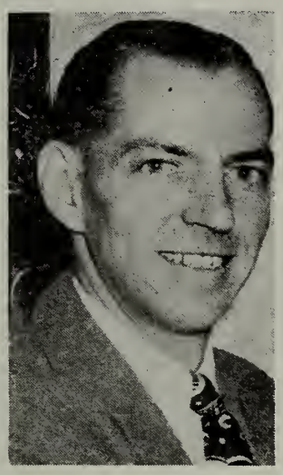
PHILADELPHIA, PA. — In a letter sent to all games manufacturers, the Amusement Machines Association of Philadelphia, thru its business manager, Joseph Silverman, outlined the poor business conditions in their city, and asked that the price of pin games be set at a maximum of $175.

"We are writing to all the manufacturers with the thought in mind that YOU ALONE can bring the price down to the point where we can obtain these games at the aforesaid price from the Jobbers and at the same time give them a fair margin of profit from which to work" Silverman wrote.

Most of the Chicago manufacturers stated that they had received the letter and answered the association, pointing out that they were unable to turn out good games at the price requested. It was pointed out that their costs of labor, materials and overhead had risen in the same proportion that has manufacturing costs in all other businesses.

Silverman reported that his associates desires to meet with the manufacturers at the forthcoming Coin Machine Show in January, sit down and discuss the problems involved, and perhaps come to some solution.

PROFITS DETERMINE DEMAND



By BILLY DESELM
Sales Mgr. UNITED MFG. CO.

Cost of Games, although high today, is not all important providing the Operator can realize a Fair Profit.

Coin Operated Games sell at a price determined by the cost of Labor, Material and Overhead plus profits in keeping with the risk but the Demand is based on the Operator's Profits which are determined by what is in the Cash Box less the Cost of Operating or Servicing, how long the Equipment will earn top Dollar without moving it to a New Location plus the Resale Value as used Merchandise.

In the eyes of the Operator Games should have sustained Player-Appeal —Mechanical Stability and Command a good Price on the used Market.

Several of these Factors can be controlled. Player-Appeal and mechanical stability can be predetermined to a great extent by extensive location tests before starting mass production and also by turning an attentive ear to all complaints and acting on them promptly.

Under selling the Demand by a considerable amount usually builds up a high resale value.

It is the aim of the United Mfg. Co. to build Equipment that will make the Operator Money. All policies of the Company are aimed toward this Goal.

Texas Juke Box Operator Owns Two Record Stores; All Phonos In Territory; And Arranges Record Programs For Two Radio Stations

HEREFORD, TEXAS — E. J. Pepper, this city, music machine operator, who was the first coinman in the industry to call attention to the advantages of using two minute records in juke boxes, is quite a factor in the record business in his territory.

The two radio stations in Pepper's area are continually in touch with him for information about songs and records, which they feature on their programs. He operates all the automatic machines in the territory, and in addition has two retail record stores. Thru the fact that he has control of the three major outlets for records, Pepper has it in his province to put over those songs he feels the public will accept.

Pepper began operating machines in New Jersey, and is known to many of the coinmen in the East. He later migrated to Texas, where he spent many years as an operator. Having spent quite a few years in the armed services during the war, Pepper states he practically had to learn the business over again upon his return to his town due to the many changes in the operating field. Pepper plans on attending the CMI convention in January, and will be willing to present his argument for two minutes to the trade.

ROCK-OLA FACTORY, SALESMEN AND DISTRIBS WORK AT TOP SPEED FOR NATIONAL ROCK-OLA DAYS

January 3, 4, 5, to Find Rock-Ola Factory Reps Speeding Around Country Covering Distrib Showings. Enthusiasm Runs High for New "Magic-Glo" Phono. Factory in Full Speed Production With Shipments Under Way Thruout Nation.

CHICAGO — Visitors to the Rock-Ola Manufacturing Corp. plant here are amazed at the speed production now under way for the firm's new 1948 "Magic-Glo" phonograph which will be shown to the automatic music industry thruout the nation on "National Rock-Ola Days" January 3, 4, and 5, 1948.

A tremendous number of new features are incorporated into this new machine which has won the warm praise of all who have seen it. the firm is doing practically every bit of raw materials and finished product processing work on this new juke box. It is believed by all those who have visited this huge plant these past weeks that this is, without any doubt, the greatest automatic phonograph which has ever yet been produced by Rock-Ola.

As an example of the speed with which the factory is working, J. A. (Art) Weinand, Salesmanager, Phonograph Division, will cover four cities, meeting with operators at the showrooms of the firm's distributors in Kansas City, Mo., Omaha, Neb., St. Louis, Mo. and Memphis, Tenn. during the days of the showings.

Other representatives of the Rock-Ola factory will, at the same time, be covering as many other cities, and will be hard at work contacting everyone of the nation's operators to have them view the new "Magic-Glo" phonograph of the firm.

Mr. David C. Rockola, president has been one of the busiest men in the automatic music industry these past weeks arranging for one of the finest and speediest production lines in juke box history. Carload lots of this new 1948 model are already under way. Some are reported to be in the warehouses of the firm's many distributors from coast to coast.

Those who know Mr. Rockola believe that this is one of the most outstanding production achievements in the history of the coin machine industry. He has, many times in the past, surprised the trade with the speed production of which his factory is capable, but it is claimed by many distributors, "This time Mr. Rockola absolutely outdid himself and has actually performed a miracle of speed and precision production in producing the new 'Magic-Glo' phonograph for his distributors on such short notice and with such neat dispatch."

The firm's distributors have also been busy these past weeks and have been notifying the operators in their respective territories to make sure and visit with them at their showrooms during the "National Rock-Ola Days" - January 3, 4, and 5.

Most impressive to all the personnel at the factory have been the many compliments which they have heard from visitors.

Some of the coinmen who have gone thru the plant and have seen the new "Magic-Glo" phono in production have been loud in their praise of the fine craftsmanship displayed by the employees.

DAVID C. ROCKOLA

President, Rock-Ola Mfg. Corp.

J. A. WEINAND

Salesmanager, Phonograph Div.

"It seems", one distributor stated, "that this is really a work of love as far as the Rock-Ola employees are concerned. They are all proud of the great job they are doing and are all watching very carefully to see to it that each one of the new 'Magic-Glo' phonographs that they help to produce will be the best precision work they have ever yet done."

It is also stated that, "Rock-Ola's new 'Magic-Glo' will win great compliments from all who will see it for it is a great advancement in automatic phonograph engineering."

With distributors coming and going thru the factory each day, even after the distrib showing that took place a few weeks ago, it is believed here that Rock-Ola will be far ahead of the sales mark which has been set.

J. A. (Art) Weinand, salesmanager of the phonograph division, stated, "There is no longer any doubt, at least as far as our distributors are concerned, of the success which the 'Magic-Glo' has achieved almost overnight."

Idaho Got $210,000 for Salesboard Licenses First 2 Months and Over $221,892 on Bells for 6 Months in 1947

BOISE, IDA. — Interesting revelation here is the fact that this state collected $210,000 from licenses issued for salesboards the first two months. The boards being used here are all money boards for 5c, 10c and 25c play.

Also of interest to the trade is the report of the state treasurer, Mrs. Lela D. Painter, that the state received $221,892.05 from bell licenses for the six months period. This is expected to be doubled during 1948 when the ops here will have to buy a full year's license for each bell beginning on Jan. 1.

Under the law passed here the minimum for each bell in the state is a yearly license fee of $500, without regard to denomination. The law went into effect on June 6 and therefore the license had to be prorated, which means that the state received only about half of what it expects to obtain in '48.

The one point in the law which brought many cities here large fees was the fact that no "maximum" was stated, even tho the "minimum" went into the writing of the law. Many cities have therefore placed a yearly license fee of as high as $600, $725 and even $750, instead of the $500 minimum allowed by the law.

For example, in Lewiston there is a graduated license. There is a $250 occupational tax for any man who decides to install a machine. In addition to a 5c machine he pays $500 per year; 10c the fee is $600; for a 25c machine $750; a half dollar bell $1,200 and for the silver dollar $2,000.

The following cities reported income from bells as follows: Boise $17,029.79; Pocatello $19,926.89; Twin Falls $17,604.27; Idaho Falls $13,260.29; Wallace $6,427.09; Kellog $7,260.45.

Many of the smaller communities haven't as yet made any reports as to their license income for the half year of 1947.

Of the minimum $500 per year bell license: $125 goes to the state; $125 to the county and the remaining $250 to the community where the bell is operated.

Towns like Weiser, Ida. have placed a percentage of the gross receipts tax amounting to 50%, with a proviso that the keys for all machines were to be impounded in the hands of the city treasurer, who would be the sole person authorized to open the cash boxes. This meant the employment of extra clerks who would hustle over to fill up the tubes when someone clicked with a jackpot.

The first time the Weiser city treasurer came around to collect he brought along a pad on which he kept a record of what was taken out of the machines. These pads were in quadruplicate with copies for the operator, treasurer, U.S. Internal Revenue Rept. and also one for the state tax department. This brought out howls and the filing of a suit which was later settled before it went to the Supreme Court of the state.

What is most interesting at this time thruout this state is whether there will be over $500,000 paid the state in license fees for bells and whether, because of the first two month's license take on salesboards, the state can expect to obtain about $1,000,000 from these. Ops await the report of the state treasurer after the licenses have been purchased.

SAY, "I SAW IT IN THE CASH BOX."

Trenton, Mo. Op Fights High Tax Ordinance In Court Action—And Wins

TRENTON, MO.—A music machine and game operator, William Moots of this city, stood up against a high, arbitrary tax ordinance in a court action—and was victorious.

Late in October, months after passage of a business license, Moots refused to pay the tax because it was unreasonable, and was arrested. The war veteran operator made application for a temporary injunction against the city, and was granted a restraining order. Moots charged that the state laws did not empower a city such as Trenton to impose a tax on machines, and asked that the section of the ordinance containing the provision be declared null and void.

On November 10, Moots was granted a permanent injunction against the city, police the police judge and the mayor by Grundy County circuit court.

Moots in stating his position has pointed out that he does not object to paying a reasonable license fee, but feels that the present $30 per year license is unreasonable.

A motion for a new trial was promptly denied by Judge Rose, and then the notice to appeal to the state Supreme Court was filed by the counselor.

The local Trenton newspaper, in an editorial, pointed out that in order for the Supreme Court to reverse the decision of the lower court, it would also have to reverse previous decisions by the high court itself. Most observers, states this paper, think the high court will not, in such a minor matter, reverse its own decisions.

If the Supreme Court affirms the circuit court ruling, the city will have to strike out the part of its license ordinance taxing music machines and "marble" machines, which are not provided for in the Missouri tax statutes.

It was stated that it would seem that the city would have been better off to have followed the advice of some persons who earlier suggested that the tax be lowered to that charged by other towns. Moots did, in fact, offer to pay "a reasonable tax." Now, however, it appears as though the city would lose all revenue from machine operators.

"The city's actions all through this controversy over the new tax ordinance" concluded this editorial "have struck us as being somewhat arbitrary as well as unwise. The tax under discussion was slapped on the music and marble machines without any investigation as to the earnings for such machines; or at least, without any such investigation ever being mentioned."

Sam Mendelson Appointed Sales Mgr. By Dynamics

NEW YORK—Dynamics, Inc., this city, announced this week that Sam Mendelson has been appointed as sales manager.

Sam is well known, having spent the past twenty years in the selling of coin operated equipment. For many years he represented J. P. Seeburg Corporation in this territory, and then was sales manager for other distributing companies. Recently he directed the sales for a local manufacturer of roll down and amusement games, and ran up record sales.

Dynamics, Inc., who will display some new games at the forthcoming CMI Show, have been quite successful in their current roll down.

C M I To Host 2,000 Orphans For Christmas

CHICAGO—In addition to their donation to the Underprivileged Children's Society to take boys and girls to the Circus during Christmas week, CMI will play host to 2,000 kiddies from Protestant, Jewish, Catholic and Negro orphanages at a special Christmas party featuring a show of Walt Disney's "Pinocchio" in the RKO Palace Theatre, this city.

In addition to the show, the youngsters will be treated with 2,000 candy bars and 900 pounds of candy kises.

The thirty-four orphanages invited to attend include the Allendale Association; Bensenville Home Society; Catherine Kasper Industrial School for Girls; Catholic Dependent Child Commission; Catholic Home Bureau of Chicago; Central Baptist Children's Home; Chicago Home for the Friendless; Chicago Home for Girls; Chicago Nursery and Half-Orphan Asylum; Chicago Orphan Asylum; Children's Receiving Home; The Cradle; Danish Lutheran Children's Home; Daughters of Zion for Jewish Day Nursery and Infant Home; Ephpheta School for the Deaf; Glenwood Manual Training School; Guardian Angel Day Nurssing; Dispensary and Girls Boarding Home; Home of the Good Shepard; Illinois Children's Home and Aid Society; Illinois Technical School for Colored Girls; Jewish Children's Bureau of Chicago; Joint Service Bureau of Protestant and Non-Sectarian Child Caring Agencies of Chicago; Ketteler Manual Training School for Boys; Klingberg Children's Home of Chicago; Lake Bluff Orphanage; Lawrence Hall, Inc.; Lisle Manual Training School for Boys; Lutheran Child Welfare Association; Lutheran Home-Finding Society of Illinois; Mary Bartelme Club; Norwegian Lutheran Children's Home Society; Park Ridge School for Girls; and the St. Redwig's Industrial School for Girls.

C M I CONVENTION PROGRAM

MONDAY, JANUARY 19
10 a.m. to 9 p.m.—EXHIBIT

EVENING—Dinner for Presidents and Executive Secretaries of State and Local Associations.

TUESDAY, JANUARY 20
10 a.m. to 12 noon—EXHIBIT
4 p.m. to 10 p.m.—EXHIBIT

NOON—Luncheon, followed by an address by Dr. Preston Bradley.

WEDNESDAY, JANUARY 21
10 a.m. to 9 p.m.—EXHIBIT

NOON—Luncheon meeting of the National Association of Amusement Machine Owners.

EVENING—Dinner and annual meeting of all regular members of Coin Machine Industries, Inc.

THURSDAY, JANUARY 22
10 a.m. to 4 p.m.—EXHIBIT

EVENING—Annual Banquet in the Grand Ballroom of the Stevens Hotel.

GEORGE R. MURDOCK & ASSOCIATES, Inc.

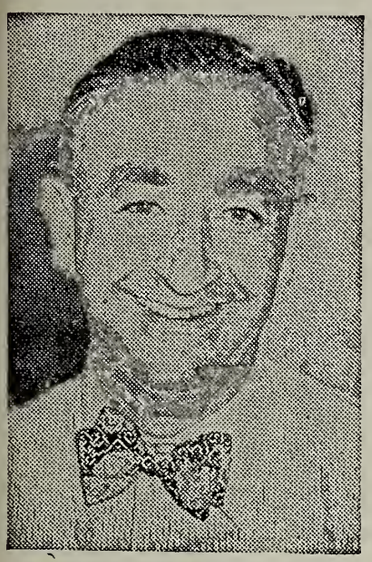
1797 UNION ST., SAN FRANCISCO 23, CALIF.

Exclusive Distributors for . . .

WASHINGTON, OREGON, CALIFORNIA, ARIZONA, NEVADA, IDAHO

Washington, D.C. Music Ops Hold Organizational Meet

La Viez Elected Chairman



HIRSH DE LA VIEZ

WASHINGTON, D. C.—Forty music machine operators from this city and the immediate vicinity met at the Hotel Hamilton on December 16, Tuesday evening, and agreed to form a music operators association.

Following a lengthy discussion as to the whys and wherefores of the merits and advantages of forming an association, the operators agreed unanimously to the immediate necessity of combining their efforts and cooperate for the benefit of all.

Five men were elected to organize the many matters necessary to the formation of a real strong association. They will set up the mechanics of the organization, write the by-laws, and bring in the nominations for the officers.

"This new association will be 100% music operators" stated Hirsh de la Viez, chairman of the organizing committee, "and will have no connection with the present pin game group. We will cooperate with the pin game men in any tax or legislative matters. We will employ an executive to run and handle the affairs of the new group. There are about sixty boni-fide music operators here in Washington, and we feel that 85% of these men will join before the next meeting.

"One of the points all present agreed upon" continud Hirsh "was the need for a National Operators Association."

The group listened to addresses by Evan Griffith, Al Lockhart, Roy Chapman, Teddy Crawford, M. F. Schravesand, Charles Bowles, Harold Klein and Hirsh de la Viez.

The five men selected to handle the organizational matters were: Hirsh de la Viez, Hirh Coin Machine Corp.; John H. Phillips, Phillips Novelty Co.; Charles Bowles, East Coast Music Co.; Simon Davis, Washington Music Co.; and Harold S. Klein, Silent Sales Co.

ADVERTISERS IN THIS ISSUE

THRU THE COIN CHUTE

CHICAGO CHATTER

This was one of the most outstanding weeks in the Windy City's history with the NAMA show attracting huge crowds of coin machine men from all over the nation. It seemed that every noted distributor of coin machines was in town. The boys were all enthusiastic over the future of the merchandising machine division of the field and many stated that they believed automatic merchandisers would lead the way in '48. In fact, the distribs seemed to be holding meetings at the various booths of the NAMA exhibits on the 4th and 7th floors of the Palmer House discussing thisa and thata and pointed out that the trend was most definitely to vending machines once again. Looks like the venders will have plenty of buyers among former amusement and music distribs.

Barnet (Shugy) Sugerman and Abe Green of Runyon Sales Co., N.Y.C. in town and talking all about the grand job they did with Keeney's latest games . . . J. R. (Pete) Pieters tells of the operation he has conducted with the Wilcox-Gay coin operated Recordio machine. Pete's from Kalamazoo and the Wilcox-Gay firm are right in his back yard . . . R. R. (Rudy) Greenbaum of Aireon met with two of his regional managers here, Ben Palastrant from the east and Fred Mann from this area . . . Wm. (Bud) Parr of Los Angeles in town and scooting about here and there for some days advises, after certain visits, that he believes he will soon make some important announcements in regard to new distributorships . . . Joe Brlliant of Detroit, Mich. in town and smiling happily . . . Ted Bush of Minneapolis looking his handsome self and relaxing on a couch at the NAMA show . . . Irv Sandler of Omaha looking things over and believes that when it all ends he will be just where hs is anyway, "So", so-so-sos Irving . . . M. M. Rutherford of Amarillo, Tex. and "Hi-Ho" Silver of San Francisco talking things over . . . Art Bouterious of Mills Sales Co., Ltd., Oakland, Cal., in town and busy seeing what he can see while in the Windy City. Art pleased at some of the great advances which have been made in machines.

Nick Carter of Los Angeles seen hereabouts this past week looking over new equipment around town . . . Harry Williams planes away to Arizona this past week and may continue on to California . . . Pat Buckley comes up to town from a very successful showing of his '48 line in New Orleans and leaves the very same evening for Reno, Nev. where he is holding another showing at the new Mapes Hotel . . . Si Lynch of Dallas, Tex. in town and looking chipper . . . Harold Klein of Milwaukee around and advising a surprise very soon with a new rolldown machine he's building . . . Irv Sommer, the tanned gent from Miami, talking things over with the vending machine boys . . . Dan Cohen of New Orleans smiling happily all over the NAMA show . . . Sam Mannarino of Pittsburgh in town meeting with many friends . . . Harry Brown of American Amusement spotted in the Palmer House lobby waiting for a friend . . . Bernie Weinberg of Philly, Pa. in town.

Ray Moloney entertaining as only he can in the Bally suite, with the help of George Jenkins, Stuart Lyons, Bill O'Donnell, Ray, Jr., Otis Murphy, et al, and meeting with all those interested in Lion's Pepsi-Cola beverage dispenser . . . Jim Stewart being greeted by many of the old timers in the vending field . .. R. Z. Greene of Rowe advising that he leaves the presidency of NAMA this term. By-Laws only allow for two terms . . . And with Dave Gottlieb also not running for president of CMI next term, looks like a new set of officers for the organizations this forthcoming year of 1948 . . . Art Weinand of Rock-Ola a very, very busy man these days with National Rock-Ola Days in the offing and distribs calling from all over the nation to advise how enthused they are over the new 1948 Rock-Ola phono . . . George Lewis of ABT seen here and there about the NAMA show and very enthused over the future of venders . . . Jack Keeney getting a nice reception for his new ciggy machines . . . Al Sebring and Harry Salat busy with the Beacon Coin Changer . . . Al Silberman talking with Howard Pretzel and Ken Wilson, Jackie Rosenfeld and some others.

Art Fried now associated with Chicago Simplex gets calls from many friends here . . . Gene Bates over at Pace Mfg. Co. on the go every minute and from the looks of things will have something to announce very soon . . . Ben Coven is probably one of the busiest men in town these days . . . Gil Kitt of Empire Coin on the phone almost constantly talking with everyone and advising of the many new machines the firm have on hand . . . Morrie and Eddie Ginsberg walking thru the aisles at the NAMA show . . . Lyn Durant and Billy DeSelm busy meeting with distribs who came to the NAMA show and rushed right out to United Mfg. Co. plant . . . Lee S. Jones of P & S busy as a bee contacting the many distribs of the firm . . . George Ponser reports his new rolldown clicking extra big with shipments going forth every day . . . Sam Gensburg of Chicago Coin down in his Florida home and Sam Wolberg of the firm home with a bad throat . . . Jimmy Martin busy talking cig machines again.

Al Douglis of Daval talking Postmaster . . . Roy Bazelon all tanned and back in town after a Florida visit . . . Busiest man I've ever seen in many moons is Al Stern of World Wide who simply sells 'em and sells 'em and enthusiastically reports a marvelous reception for Keeney's newest . . . Jimmy Johnson of Globe all pepped up over the reception his coin counter is getting and Vince Murphy advising that more ops are calling for the machine . . . Jack Nelson scooting past at the NAMA show . . . John Haddock of AMI in town and visiting at the NAMA show . . . Myer Gensburg of Genco all smiles because of the way their new rolldown is going over with more orders coming thru every hour of the day . . . So many, many visitors around that it's almost humanly impossible to remember all their names and still more coming in every day NAMA kept the exhibit open . . . New names on one of the Bally office doors, "Garvey, O'Donnell, Murphy & Weinstein" — like a law firm . . . And Herb Jones one of the busiest men in the business these days.

According to info received there will be many new machines presented long before the CMI show and many mfrs. may not show anything but what they are building at the time . . . Hot deals on one-balls being made by Sam Yaras, up here from Dallas, Tex. to look things over . . . Nate Gottlieb keeping plenty busy answering all those phone calls for games . . . and advising that the phone company is doing a land office business everytime a new game is announced . . . Phil Weisman reported to be doing a grand job . . . Oscar Schultz back from bird hunting in New Orleans and reported to have wet feet from the experience . . . Ted Rubenstein is working harder than ever these days . . . Gerald Haley at Buckley Mfg. Co. very much pleased with the way those orders are coming in for the new Criss-Cross Bell and the new Buckley Track Odds.

And now a very Merry Xmas and a Happy New Year to everyone in the big coincenter of the world—Chicago—as well as to all of our friends thruout the nation. Here's wishing you health, wealth and happiness and also every wish that you have wished for yourself this forthcoming year.

And, more important than anything else, as '48 slowly enters the scene—is for everyone in this business to get out there with courage and a smile on his face and work harder than ever to put this grand industry away over the top—to prove that this is one business that can't and won't be licked and that will go on ahead forever progressing regardless of what conditions may be generally. This is the spirit which made the coin machine industry great and will make it even greater in the years to come.

THRU THE COIN CHUTE

EASTERN FLASHES

With the Christmas and New Year holidays approaching, coinmen are hustling like mad to get their music and games set to take advantage of the spending spirit that will prevail. Many music operators have commitments to deliver machines for both Christmas eve and New Year's eve at factories and offices thruout the city. Music operators, whose business has been improving the past month, are hoping that it continues on the up swing from now on.

* * *

Coinmen are beginning to look forward to the forthcoming Coin Machine Convention in Chicago, January 19 to 22. Frank McAuliffe of the New York Central Railroad has been able to assign a few cars for a special train for New York coinmen. Due to a scarcity of railroad equipment, Frank advises that reservations should be made immediately to secure passage. The train. "Commodore Vanderbilt," will leave New York City from Grand Central Station, Saturday, January 17, at 4:45 P.M. McAuliffe can be reached at Murray Hill 9-5000, Extention 86, 87 and 88. It is also important that room reservations in the Chicago Hotels be confirmed, as at this time it is practically impossible to secure sleeping accommodations.

* * *

January 3, 4 and 5 are the dates of the National Rock-Ola showing of the new phono. Harry Pearl, Dave Stern and Tom Burke of Seacoast Distributors, will host the music ops at their New York City, Newark and Elizabeth, N. J. offices. Meanwhile the boys are kept on the jump supplying the games ops with Williams' "Box Score" and "Ponser's "Pro-Score" . . . Harold Van Kirk of George E. Briggs Company, music machine operators, returns to the office after being away the past two months due to a heart ailment . . . Jack Ehrlich, one of the most popular coinmen here, opens a games jobbing office in Brookiyn . . . Mike Munves, who had the best looking games display at the recent Parkmen's show in Chicago, reports that he was well satisfied with the orders booked for spring delivery.

* * *

Barney (Shugy) Sugerman and Abe Green of Runyon Sales Company, away the past week seeing the manufacturers in Chicago . . . Jack Mitnick, just back from a vacation, is so busy he's practically forgotten he's ever been away . . . Sam Mendelson, handling sales of equipment for some of the best manufacturers during his twenty years in the business, becomes sales manager for Mac Pollay's and Nat Goros' Dynamics, Inc. The firm manufacturers amusement games . . . Ben Becker, Ben Becker Sales Company, regional sales representative for Bally Manufacturing Company, grieving that he can't get together with his "Gin" contributor, Art Garvey. With the sale of "Hy-Rolls" going so big. we're sure Ben don't need Garvey's dough for Christmas presents. Hymie Rosenberg, H. Rosenberg Company (local Bally distributor) would play Ben some "Gin", but he hasn't the time.

* * *

John Connolly, Connolly Vending Company, is beaming over the arrival of his son, John, Jr., who was honorably discharged from the Marines this past week. John, Jr. joins up with his dad in the music operating business. The boy was signally honored recently when he was assigned to President Truman as a personal orderly during the President's trip to South America . . . Coinmen here shocked by the news of the death of Julius "Papa" Pace of New Orleans, La., whom they all knew and liked . . . Ben Chisofsky, Ben-Ray Music Company, back on the job after being hospitalized for a minor operation . . . Phil Mason and Dave Lowy, Dave Lowy & Company, report that the orders for their rolldown conversion, "Champions" is keeping them busy . . . Nat Cohn, Modern Vending Company, returns from the N.A.M.A. show in Chicago, and was tremendously impressed by the display of automatic merchandising machines.

* * *

Murray and Bill Weiner of U-Need-A Vendors, Inc., Newark, N. J., report that their electric cigarette machine was a sensation at the N.A.M.A. show at the Palmer House, Chicago, last week . . . Dave Feldman, Kingsboro Music Company, prefers the cold weather sports, so leaves for a two week vacation at Grossingers, Fallsburg, N. Y. . . . Jack Semel and Jack Rubin, Esso Manufacturing Corporation, Hoboken, N. J., report their "Esso Arrows" still getting a big play locally, and the demand from out of town territories getting brisker . . . Bert Lane and Meyer Parkoff, Atlantic-Seaboard New York Corporation, return from a trip to Chicago, and hear from Harry Schneider that the ops are buying Genco's "Bing-A-Roll" in good quantities.

* * *

With this, our Christmas and New Year's Issue, we want to pass along the Season's Greetings and good cheer to all our many friends, and express our gratification and thanks for their fine cooperation during the past year.

THRU THE COIN CHUTE

With
STEVE MASON

Climaxing a wonderful, and no less amazing comeback to the entertainment world, southland leaders last week tendered a testimonial dinner to Al Jolson for "his unselfish devotion to humanity". Civic and political leaders head by Judge Stanley Mosk attended the ceremonies as well as such entertainers as George Burns and Gracie Allen, Bud Abbott and Lou Costello, and Red Skelton. The entire affair was sponsored by the Beverly Hills Lodge of the B'nai Brith, whose members recently voted Jolson "man of the year". Judge Mosk, speaking on behalf of the Lodge, told of Jolson's unceasing efforts on behalf of charity and racial and religious tolerance, and presented Al with a chest of silver inscribed: "To Al Jolson for his unselfish devotion to humanity" . . . Chicago Coin's Phil Robinson is one of the Lodge's officers, and Phil invited other coin folks to attend as his guests. Al Armos of the Golden Gate Novelty Co. of San Francisco and Ray Proctor of Sacramento and their wives both attended with Robinson . . . Phil was pretty excited about the event, but he did confide to this reporter that he's anxiously awaiting Chi Coin's new pin game, due shortly.

* * *

SCAMOA held a meeting last week under the leadership of E. Jay Bullock. Association business was discussed, and among the more salient points aired at the meeting were open discussions regarding some of the cut-throat tactics being employed by some ops in town . , . such as giving locations 70% of the take for being "allowed" to replace another op's machine in that particular spot . . . Sez Jay, "such unfair practises must be stopped immediately if we are to continue to make a living in this town" . . . Bullock handed out copies of the Taft-Hartley Bill to all ops present, and explained to them the legal aspects of such paragraphs an the one explaining and forbidding coercion by any labor union. Again states Jay, "under this law, no one can force you to join a union if you don't want to, and you cannot be discriminated against by any employer for refusing to join one". An interesting visitor at the meeting was a Marine Captain who talked up the Marine Hymn recording as a juke box favorite to aid the Navy recruiting drive. An important point brought out by the captain was the fact that many ex-marines would plunk those good old nickels into the jukes to hear the Hymn.

* * *

Had a nice visit with Nels Nelson of the M. S. Wolf Distributing Co. Nels tells me that the bossman "Bill" Wolf was up north on biz last week, but is expected back in town for the holidays . . . We hear that the new forty-selector AMI counter boxes are due in this week . . . take a look ops!! . . . Paul Laymon wants to remind all of the coinbiz folks in the southland that the Runyon Cancer Fund is by no means wound up, and that it would be wonderful if all of you would pitch in just once more and wind up the year at the CMI convention with the biggest donation yet . . . Laymon tells us that Bally's "Hy-Roll" is interesting more ops every day . . . that basket shot is a really terrific feature . . . Bud Parr of General Music is back in town after a week in the windy city on biz . . . partner Fred Gaunt has been doing a nice bit of business on roll downs lately.

* * *

Solotone president Forrest E. Wilson has returned to Los Angeles after taking a two-week's trip through the middle west . . . "Mac" McCreary tells us that some brand new items are in the hopper, and that Mr. Wilson will give out with an announcement in the near future . . . watch for it . . . Al Bettleman of C. A. Robinson's emporium is travelling around Nevada picking up some nice Xmas biz . . . especially on roll-downs and slots sez Charlie Robinson . . . Elky Ray, Gold Coast Coin Machine Exchange enjoying some fine repeat biz on "Humpty-Dumpty" . . . W. R. Happel, Jr. of Badger Sales Co. informs this writer that the increased business on roll-downs is extremely gratifying . . . Southern California and surrounding territories seem destined to become national headquarters for roll-down games . . . they're that hot.

* * *

M. C. "Bill" Williams of the Williams Distributing Company, this city, is very much satisfied with the way that the sensational new Williams roll-down "Box-Score" is being put out on routes by the ops, and for out of city business, that five-ball with the 5,000,000 high score, "Bonanza" is meeting with fine success . . . At Sicking, Jack Simon informs us that roll-downs of all sorts are really out front in demand from ops.

* * *

I would like to take this opportunity to thank all of the coin row and record folks in Southern California for helping me "break into" the coin game . . . it is extremely gratifying to have been so well received by all of you, and may we close this week's chapter of California Clippings with our most hearty wishes for a very merry Xmas, and an extremely prosperous New Year.

* * *

Operators seen along coinrow: Stanley Little, Lakewood Village; Claude Sharpensteen & Son, Yuma, Ariz.; Niles Smith, Oildale; L. Berlinghoff and E. A. Jerome, San Bernardino; Lee Walker, Gardena.

THRU THE COIN CHUTE

NEW ORLEANS, LA.

Big doings over at Tregle's Dreamland Ballroom in Jefferson Parish with Bob Buckley and Sam Tridico of Console Dist. Co. showing the new, 1948 Buckley line. The new Buckley "Criss-Cross" Bell: new 1948 Daily Double Track Odds; new 1948 Buckley Wall & Bar Box. And Pat Buckley present to greet the many, many visitors who arrived from all over this area to see his new equipment . . . We're told that Lyn Durant of United Mfg. Co. really enjoyed New Orleans' famous eateries and promised the boys here to come back soon . . . Sol and Morrie Gottlieb also visitors here who enjoyed Nola's food . . . Harold Cohen and Frank Vinti in a hot session of Casino with Harold ahead.

* * *

Henry Fox reported to be waiting for the strawberry season in Hammond . . . Haven't seen Jules Peres around of late . . . Manny Lansberg going strong and planning ahead . . . Joe Villars at H. B. Enterprises very proud of the fine line of equipment the firm are featuring . . . Fletch Blalock of F. A. B. out of town while music ops call around to look over his beautiful building . . . Clem Guilliott and his son thinking how nice it would be to operate consoles in New York's Grand Central Terminal.

* * *

Buster Williams in Memphis but anxious to get back here to see his beautiful new quarters at 704 Baronne . . . The boys here talking about the new five ball "Lady Robin Hood" by Gottlieb . . . Some of the boys here wondering just when Houston, Tex. will open again on one-balls . . . Nick Carbajal and Al Morgan talking about the future of the coinbiz . . . Louis Boasberg a busy boy with tickets for the Sugar Bowl game; his wife expecting twins; and Louis rushing off to Chi to the NAMA show . . . John Bertucci and Bill Holifield visiting around.

* * *

Vince Shay and Midge Ryan of Bell-O-Matic; Sam Mannarino of Pittsburgh; Oscar Schultz of Chi and Mickey Green of Warsaw, Wis. hunting birds in the rain and Mickey crawling under fences instead of just walking around 'em . . . Jack Young of Lafayette will trade his route for a good crap table.

* * *

Ben Robinson planning to put out about 1,500 drink dispensers and talking nothing but Coca-Col;a these days . . . Andy Monte showing some of the boys a line of imported pocketbooks at wholesale prices with shoes to match . . . Dan Cohen home sick . . . Ward Peters in town doing some buying . . .

* * *

Dave Martin thinks he'll be the Daddy of twins any day now . . . Ray Bosworth at the track . . . Les Griffin up in Jackson this past week . . . Everyone waiting for the election.

* * *

A reminder — state license on pin balls (50 bucks) due in Jan. City license (50 bucks) due in March and Federal license $10 due in July . . . But it's a gay life in New Orleans anyway.

HOUSTON, TEX.

Houston Coinmen had, at the end of November contributed $3142.24 to the Damon Runyon Cancer Fund. This amount represented one days gross receipts for every contributor.

* * *

Steering committee for the drive was composed of: A. H. Shannon, M. R. James, Coin Machine Sales Co. (Bally Distributor); A. A. Sage, S. H. Lynch & Co. (Seeburg Distributor); Harold Daily, South Coast Amusement Co. (Mills Distributor); J. C. Old, Commercial Music Co. (Wurlitzer Distributor); Jack McDaniel, Southern Distributing Co. (Rock-Ola); Sam Ayo, Standard Music Distributors, (Aireon Distributor); Cecil Harrington, Leslie Woehst, Harrington Amusement Co. (new and used eguipment distributor); A. E. Andres, Carl Simpson, Griffin Distributing Co. (A.M.I. Distributors); Adrian Rattcliff, Houston Amusement Co. (Games Distributors); Tommy Lewis, Wallbox Sales Co.

* * *

Firms that had donated as of December 1st: American Music Co., Gulf States Amusement Co., Houston Amusement Co., D. & D. Amusement Co., Parker Amusement Co., R. F. Rimel, Ted Harris, State Distributing Co., S. H. Lynch & Co., Albert Reese, Lambert Bros., Big State Amusement Co., John E. Williams, Sterling Radio Products Co., Galbreath Cigarette Service, G. A. Sargent, Automatic Amusement Co., B. C. McKnight, Bill Williams, C. M. Ribbink, North Main Amusement Co., Airway Amusement Co., P. J. Tate, Harry Drollinger, F. C. Smith, Standard Music Distributors, Wayne Switzer, Harrington Amusement, J. N. Taylor, Fred Troy, Ted Stephens, Frank Martino, Coin Machine Sales Co., F. S. Clancy, and Cruse & Peacock.

* * *

The new Drink-O-Mat vending machine got a big hand at the two day showing on November 8th and 9th at a prominent downtown Houston hotel. Albert Cole, President of Drink-O-Mat and Sam Kressberg, Executive Vice-President officiated. Others who helped make the show a success were: Fred M. Cogan, factory Representative; Max McCotter, State Sales Manager; Miss Sue Harmon, Houston office secretary.

* * *

Texas Drink-O-Mat Corporation, a recently organized Houston concern, was appointed exclusive State Distributor and will appoint franchised Drink-O-Mat operators over the entire State of Texas. 300 locations have already been secured in Houston.

* * *

John B. Saragusa is President of Texas Drink-O-Mat Corporation. Included on the board of Director is R. E. Paine who is also President of one of the largest liquor distributing firms in the State. Secretary is Miss Sue Harmon.

* * *

Mr. Cole went from Houston to the NAMA show in Chicago. Mr. McCoter and Mr. Kressberg moved on to other Texas cities for promotion work. Mr. Cogan remained at the Houston office in capacity of Factory Representative.

* * *

One noticeable fact about the Drink-O-Mat show was the interest displayed by business groups not ever indirectly connected with the coin machine trade. Eighteen prominent business leaders representing seventeen district business, industrial and professional lines, were present.

THRU THE COIN CHUTE

MINNEAPOLIS

The Twin Cities and the Northwest are still in the grips of below zero weather, which doesn't make it very good for traveling, and therefore, operators throughout the great Northwest are staying very close to home.

However, Chris Schmidt and his wife, of Mobridge, South Dakota took time out to drive into Minneapolis and spent several days sort of on a buying and vacation trip . . . C. W. Anderson of Minneaoplis, is getting ready to take a nice long vacation at New Orleans, Louisiana. C. W., known as Andy, is leaving right after first of the year.

Hank Krueger, of Fairfax, Minnesota, in Minneapolis just for the day, stopping to see several of the distributors . . . Charles Rusnak of Grand Rapids, Minnesota in Minneapolis for a few days with his wife, taking a little holiday . . . A Streyle of Hazelton, North Dakota spent several days in Minneapolis visiting the distributors.

Marty Morosnick, of the Winnipeg Coin Machine Company, Winnipeg, Canada stopped off in Minneapolis for a few days after having attended the Vending Machine Show in Chicago . . . Billy Cohen, and Bennie Friedman of the Silent Sales Company, Mineapolis, attended the Vending Machine Show in Chicago . . . Ted Bush, of the Bush Distributing Company, Minneapolis drove into Chicago for the show after spending two weeks vacationing in Hot Springs, Arkansas.

Max Moses, of the Atlas Sales Company, Minneapolis, is getting ready for his winter sojourn to Phoenix, Arizona, where he generally spends at least three months . . . Bill Riebhoff of the firm Riebhoff and Kopp, spent a few days in Minneapolis visiting several of the distributors . . . F. J. Eichinger, St. Paul operator back on the job again, after being laid up at home with a very bad cold.

Art Johnson, in town for just the day. His first visit in several months. It seems as if Art is going back into the operating business a little at a time . . . M. A. Cayo of Chippewa Falls, Wisconsin drove into Minneapolis just for the day . . . Fred Rooney, of Plankinton, South Dakota, in Minneapolis for a few days making a few calls.

ST. LOUIS

Chicago claimed many of the St. Louis coinmen during the past week as Carl Tripp of Ideal Novelty, Del Veatch of VP Distributing Company and Bill Torino all hiked up for the vending machine show. A lot of expansion seems planned for the vending machine routes on this side of the river.

Mike Ogilvy, veteran operator, was snuffling around his route a bit grumpily this week as the temparture hit 22 degrees. Mike claims that from long experience, he will get two service calls extra for every degree the thermometer drops below 32.

John Gazzoli of Star Novelty is crowing around with pix of John J. Jr., who was born the 30th of October. We expect him to be walking and talking within a few weeks.

The end of the year is still "slow business" say hibernating distributors such as Bill Betz of W. B. Novelty, and John Murphy of Murphy Distributing Company. Hardly a phonograph was dusted off in the warehouses, but a rush is expected after the first of the year.

Much kidded for the last ten days has been Gladys Bauman, bookkeeper at Ideal Novelty, who showed up with a shiner four inches wide early last week. It wasn't a door, said Gladys, but a weird variety of cold which settled around her left eye.

The Missouri Amusement Machine Association will start the new year with about a 30% membership increase, reports Lou Morris, head of the group. Many more meetings are scheduled for next year, with business at least temporarily ironed out, and more than a dozen new operators planning to join the fold.

The firm of Baum-Gummersheimer dropped suddenly from sight early in December, when Walter Gummersheimer joined up with Universal Distributing Company and Barney Frericks. The Locust Street headquarters of Dan Baum's distributing business are ghostly and empty, but we couldn't reach either man for an explanation.

Everybody's mailing Christmas gifts these last few days. Olive Novelty's Ben Axelrod and Al Haneklau won a lot of good will with handsome gift packages contained a silvered metal scratch pad clip and a copper letter knife, while Del Veatch distributed leather folders with telephone memo pad and four daily-memo pads for all four seasons of the year. Gifts are bigger and better this year.

Tempers are hot over on Locust St., where somebody threw a brick through the windshield of Carl Trippe's new Buick, and a bit later Ed Randolph tangled his new Studebaker with somebody "who wasn't looking."

Visitors notable this week include Barney Neal, Harry Siegel, Art Anderson, from Waynesville, Mo. and H. R. Collinsburger from Stonington, Mo.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE $1.00 PER LINE

OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7½ INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE.

(ALL CLASSIFIED ADS — CASH WITH ORDER)

USE ENCLOSED GIANT CARD FOR CONVENIENT MAILING

SPECIAL NOTICE TO $48 PER YEAR SUBSCRIBERS

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

WANT

WANT – Panoram Projectors only. Need not be in working condition. All parts must be there. Quote lowest price in first letter. AMUSEMENT ARCADE, 419 - 9th ST. N.W., WASHINGTON, D.C.

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

WANT – 5 Ball F.P.G. Fly, Trapeze, Humpty Dumpty, Superscore, Hawaii, Mystery, Mexico, Nevada, Ginger, Tornado, Coed, Wurlitzer 1015's. Must be clean & in A-1 condition. State quantity & lowest price in first letter. Will pay $90. for Seeburg Vogues, $50. for Wurl. 71's & 81's, NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT – Wurl., Seeb. 30 wire Hideaways; Wurl. 1015, 750E; Seeb. 146, 147; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jenn., Pace F.P. Mint Vendors; Post-War Photomatic; late F.P. Games; Victory Specials; Solotone, Personal Music Boxes, Amplifiers, etc. All 25 cycle equipment. ST. THOMAS COIN SALES LTD.. ST. THOMAS, ONT., CAN.

WANT – Will buy any quantity used Slot Machines, all makes & models. Also Columbias, Gooseneck Mills Q.T's, Vest Pockets. Quote your lowest prices in first letter. All machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entrys; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585.

WANT – Keeney Bonus Super Bells 2-Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer 1015 Phonos; Victory Specials; Gott. Daily Races or any late F.P. One Ball Games. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070.

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

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

WANT – Used Juke Box Records – – Used Juke Box Records – – Used Juke Box Records. Unlimited quantities. Write or wire. FIDELITY DISTRIBS., 332 E. 188th ST., BX. 58, N.Y.

WANT – The used records from your boxes. We buy steadily all year round. Top prices paid. SELL to Chicago's Largest Distributor of Used Records. We pay the freight. Write, Call or Ship to: USED RECORD EXCHANGE, 1736 N. KEELER AVE., CHICAGO 39, ILL. Tel: Cap. 7852

FOR SALE

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

FOR SALE – New Equipment: Genco Advance Rolls & Bally Nudgy (write); 2 Bally Bally Hoo $150. ea. Used Equipment: Total Roll (write); 3 Strikes 'N Spares, excellent condition $700. ea. Also good selection of used Pin Games, ready for location. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel: Temple 2-5788.

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 — Wurlitzer 24 $75.; Seeburg Envoy $125.; Wurlitzer 580 Speaker $50. All these machines in perfect order with good looking cabinets. VEMCO MUSIC CO., 218 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 2123.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 100 Rolldown Games – Playballs, Tally Rolls, Total Rolls, Advance Rolls, etc. All machines in good condition. Write or phone for price. Ted Seidel, general manager. AMUSEMENT SALES, 577 TENTH AVE., NEW YORK CITY. Tel: LOngacre 5-8879

FOR SALE – 30 Unit Wired Music Set. Rock-Ola Stations. 25 Jennings Wired Music Cabinets and 5 Mirrored Deluxe Cabinets. Complete with Record Racks $7500. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE 30 –Advance Rolls, nearly new $295.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815.

FOR SALE – Four Aces; ABC Bowler; Hi Dive; Horoscope; Leader; Seven Up; Ten Spot; Arizona; Argentine; Bolaway; Capt. Kidd; Four Roses; Gobs; Slugger; Metro; Bandwagon; Star Attraction & any other pre-war games $29.50 ea. Amber; Dynamite; Fiesta; Spellbound $89.50 ea. State Fair; Step Up $79.50 ea. Cyclone $124.50; Playboy $149.50; Fast Ball $85.; Kilroy $110. $2. additional for crating. Machines are all in good working order. 1/3 deposit with all orders. S. & A. VENDING CO., 391½ - 13th AVE., NEWARK, N. J.

FOR SALE — Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713.

FOR SALE – Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks–3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE – Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Pla-mor Boxes; Wurl. 950's; 500-42; Twin 12 Hideaway; No. 145 Steppers; 300 Adapters; No. 331 & 332 Boxes; 39A Speakers; 5 new 25 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 5 WS-2Z Boxes; Speak Organ; 2 F9024 Speakers; new 2" Casters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE. ,ROCKFORD, ILL. Tel: Dial 4-6512

FOR SALE – Attention! We have brand new pin games in original crates. Will trade for Seeburg Guns, Western Baseballs, 1 Lite League and or one Goalee. Write today. COIN AMUSEMENT GAMES, INC., 1023 E. 47th ST., CHICAGO 15, ILL.

FOR SALE – Or trade for new 5 Ball Marble Tables — 5 Mills Panorams, A-1 condition. Wire, write or call. LAWTON NOVELTY CO., 321 "C" ST., LAWTON, OKLA. Tel: 1608.

FOR SALE – Photomatic, like new, latest model, used 3 months $1095.; 1 Voice Recorder $575.; 2 Packard basement units $325. ea.; 1 Tally Roll $65.; 1 Chicoin Hockey $49.50; Keeney Air Raiders $69.50. SILENT SALES CO., SILENT SALES BLDG., 200–11th AVE. SO., MINNEAPOLIS 15, MINN. Tel: Nestor 5720

FOR SALE – Auction. Make us an offer on the following Consoles: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 – 5 -10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 – 10¢ Big Games; 3 – 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 – 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587.

FOR SALE – United games; Big Parades; Knockouts; Victory, etc. $19.50 ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

FOR SALE – 53 Brand new Solotone Boxes $9.75 ea.; 10 brand new Location Amplifiers $55. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Brand new Rolldowns: Pro-Score; Big City; Bally Hy Roll; Super Roll; Chicago Rolldown; Singapore Rolldown. Brand new Pin Games: Bonanza; Singapores; Dollys; Nudgys. Used Games: Supreme Bowl-A-Scores; Strikes 'N Spares (perfect); Premier Barrel Rolls; Total Rolls; Sportsman Rolls, Whizz. Write for prices. MILLER VENDING CO., 42 FAIRBANKS ST. N.W., GRAND RAPIDS 2, MICH. Tel: 9-8632

FOR SALE – Moving, Equip. Sacrificed! Evans Lucky Lucre $57.50; Evans Lucky Star $95.; Jumbo Parade F.P. $45.; Comb. $69.50; Paces Reels $35.; Bobtails F.P. $35.; Silver Moon F.P. $35.; Bally Club Bells $49.50; Big Game, Cash or F.P. $32.50; Track Odds $175.; Bakers Races $125.; 5¢ & 5¢ Super Bell $95.; Goalee $125.; Total Rolls $145.; Panoram complete with film $185.; Wall-O-Matics $10.; Rock-Ola 5-10-25 Wall Boxes $15.; Rock-Ola 5¢ Wall & Bar Boxes $5.; Buckley chrome boxes $10.; Hi-Hands $75.; 5¢ Keeney Comb. Super Bells $59.50. Cond. good. 1/3 dep., bal. C.O.D. Write for bargains. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: Ordway 3-3069

FOR SALE – Mills Four Bells 5-5-5-5¢ $50.; Glitter Gold Mills 5¢ play $50.; Jumbo Free Play $20.; Glitter Gold 1¢ Q.T. $20.; Wurlitzer Mod. 500 $100.; Wurlitzer Mod. 800 $200.; Seeb. 9800 $200.; Nat'l. Cig. Mach. 9 cols. $50. Goalee $75.; Undersea Raider $30. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Keeney Bonus Super Bells $350.; Bally Draw Bells $275.; Deluxe Draw Bells $295.; Victory Specials, chrome rails $250.; Hi Hands $59.50; Super Bells $59.50; Club Bells $59.50; Wurlitzer 1015 $550.; Rock Ola 1422 $395.; Mills 25¢ Chrome $150.; Jennings Chief 5¢-10¢-25¢ $100. ea.; Blue Fronts 5¢-10¢-25¢ $65. ea. Write, phone or call. ACE AUTOMATIC DISTRIBUTORS, 1703 FIFTH AVE., PITTSBURGH 19, PA. Tel: Grant 8069.

FOR SALE – Victory Specials $245.; Special Entry $395. Excellent condition like new. 5¢ Chrome $75.; 10¢ Brown and Blue Fronts $75.; 25¢ Brown Fronts $85. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3-3069.

FOR SALE – Strikes 'N Spares — Greatest money making Games ever put on location. Latest model with new type parts, cables, shields, etc. Mechanically perfect. Original cost $1100., like new $600. Total Rolls, converted to "Champions", new type Advance Odds. New Scoring Glass. Rollover Button playing field. As good as any and better than most new rolldown games on the market $225.; 3-Way 5-10-25¢ Keeney Super Bonus Bell, floor sample, like new $1000.; Keeney Single 5¢ Super Bonus Bell $375. PARAMOUNT DISTRIBUTORS, 528 MAIN ST., BEACON, N. Y. Tel: Beacon 900.

FOR SALE – 1 No. 1017 Wurlitzer Hideaway, very clean with Plastic Star Speaker $295.; 1 Wurl. Twin 616 Hideaway Packard Adapter $95.; 1 new Packard Hideaway floor sample $335.; 2 Packard No. 1200 Speakers, new $100. ea.; 1 - 10¢ new Pace Chrome Bell $150.; 1 - 25¢ new Pace Chrome Bell $155. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel: 3-4508.

FOR SALE – Or Trade – 80 Solotones against Roll Downs. 40 Solotones, new $15. ea.; 40 Solotones, used $12. ea.; 2 Amplifiers $50. ea. Write LINCOLN NOVELTY CO., 2742 S. HERMAN ST., MILWAUKEE 7, WIS. Tel: Sheridan 8264.

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455.

FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15. MINN.

FOR SALE – 6 ft. Bowl-O-Bowl, electric scoring (bowling game) fl. sample $99.50; 14 ft. Bowl-O-Bowl, fl. sample $139.50; Mutoscope Voice-O-Graph '46 ,35¢ slot, like new $950.; Chi-Coin Baseball, new $150. SILENT SALES SYSTEM, 635 D ST., N.W. WASHINGTON 4, D. C. Tel: District 0500

FOR SALE – Williams Bonanza, orig. crate (write); used Rockets $80.; Tornado $80.; Kilroy $80.; Playboy $90.; Ballyhoo $110. ANTHONY HIRT, 2303 NORTH 11th ST., SHEBOYGAN, WIS. Tel: 3273.

FOR SALE – AMI Telephone Hostess Music – Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777.

FOR SALE – Attention New York City Operators! 200 Pre-War Pin Games converted for city operation $40. ea. Your opportunity for big returns on a small investment. Be ready! Stock up now before the big rush for games raises prices. Hurry! They won't last long. PARAMOUNT DISTRIBUTORS, 528 MAIN ST., BEACON, N.Y. Tel: Beacon 900.

FOR SALE 30 –Advance Rolls, nearly new $295.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815.

FOR SALE – Kilroy $100.; Tornado $95.; Cyclone $105.; Fiesta $75.; Dynamite $75.; Superscore $90.; Spellbound $75.; Flamingo $195.; Coed $200.; Chicago Coin Baseball $200.; Gold Ball $165.; Smarty $70.; Crossfire $80.; Hawaii $150.; Lucky Star $139.; Mexico $175.; Miss America $135.; 600 Victory Model Wurlitzer $100.; Rio $110.; Play Boy $129.50; Mystery $119.50. RECORD MUSIC CO., RICHMOND, KY. Tel: 705

FOR SALE – Advance Rolls $325.; Total Roll $150.; Sportsman Roll $150.; Goalee $100.; Tally Roll $75.; Rol-A-Score $150.; Bang-A-Fitty $250.; Rapid Fire $25.; Super Triangle $60. MOHAWK SKILL GAMES CO., 56 MACARTHUR DRIVE, SCOTIA, N. Y.

FOR SALE – Rolldowns! New and Used. We have a complete line of every money-making Rolldown. Also, all other amusement games. Immediate delivery. Write for prices. Arcade Outfitters Since 1912. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY. Tel: BR. 9-6677.

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

FOR SALE – 25 "Uncle Sam" Postage Stamp vendors $13.50 ea.; 25 Daval 5¢ F.P. Counter Games $25. ea.; 2 Bally Popcorn venders, used $85. ea.; 25 Mills '39 1-2-3 $20. ea.; 50 A.B.T. Target Skill (early) 5 shot $13.50 ea.; 5 Shipman 2 col. stamp venders $15. ea.; 35 Reliable Tray Nut venders 5¢, used $5. ea.; 25 metal stands for Bag Nuts 75¢ ea. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO. Tel: Franklin 5544

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – One of the largest Music Machine Routes in East Texas – Seeburg, Rock-Ola & A.M.I. 80 Units with all auxiliary equipment. Can be financed. No Pikers. Reason for selling – want to go fishing. Gross receipts $40,000. per year. GREGG NOVELTY CO., 100 N. GREEN ST., LONGVIEW, TEXAS. Tel: 3011

FOR SALE – Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE 30 –Advance Rolls, nearly new $295.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815.

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

FOR SALE – Contact us for the lowest prices on used Phonographs. Also delivering the latest Pin Games by United, Williams, Chicago Coin, Exhibit, Genco and Marvel. TARAN DISTRIBUTING, INC., 90 RIVERSIDE AVE., JACKSONVILLE, FLA.

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 – Goin' Out Of Business. 10 Strikes 'N Spares. Also a good paying route of 19 Strikes 'N Spares on location. Also 40 brand new Test Quests counter games. Write for complete details. BAUM DISTRIBUTING CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – Wurlitzer 600 $100.; 750E $295.; 500 - $100.; Rock-Ola 1940 Super $100. Write for complete list. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel: BRyant 9-0817

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

FOR SALE – 2 - 10¢ Black Cherry $155. ea.; 8 ABT Challengers $25. ea.; 2 Bally Big Top C.P. $40. ea.; 5¢ Paces Reels C.P. $50.; 5¢ Draw Bell $265.; Wur. 850 $275.; 2 Bat-A-Ball, new $20. ea.; 2 Wur. 412 $60. ea.; Genco Step Up $70.; Wagon Wheel $50.; Suspense $65.; Air Circus $40. HUTZLER VENDING MACHINE CO., 200 WINCHESTER AVE., MARTINSBURG, W. VA.

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

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

FOR SALE – 25 new Exhibit Tally Ho, 25 new Genco Bronco $175, ea. Write for price on perfect pre-war games, United conversions and post-war games. K. C. NOVELTY CO,, 419 MARKET ST., PHILA., 6, PA. Tel: Market 7-4641.

FOR SALE – Torchys, like new $179.50; Cash Trays, like new $6. ea. BIG HORN MUSIC SERVICE, R.R. #1, SHERIDAN, WYO. Tel: 1614-R5

FOR SALE – Good News! Limited quantity brand new Adams Model G.V. 1¢ Gum Machines, color - red and blue – six columns - compact - slug proof - immediate delivery $24. F.O.B. Anderson. Unlimited quantities of Adams 1¢ Vending Gum 51¢ per box of 100 pieces. 1/3 deposit with all orders. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C. Tel: 1794-M

FOR SALE 30 –Advance Rolls, nearly new $295.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815.

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

FOR SALE – Wurlitzer Model 600 phonographs in A-1 shape $115. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

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

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

PARTS AND SUPPLIES

FOR SALE —Immediate Sale — 25¢ - 2 Hour Radio Timers American Time Corporation. Original cost $7.50. Make us an offer. P.O. Box 150, Manchester, N. H.

FOR SALE — Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, $3. ea. on order of 10, $2.85 ea. on order of 25, $2.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

FOR SALE — Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. Coin Chutes, clocks, fuses, glass locks, rubber rings, wrappers, etc. Largest parts suppliers in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE — Wholesale Radios-Parts, etc.; Pilot lites Special! No. 47 $40. per 1000; No. 51 or 55 — 10 for 48¢, 100 for $4.40, 300 $.042 ea.; Nos. 40, 46, 44, 47 — 10 for 58¢, 100 for $5.30, 300 $.05 ea.; Tube cartons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: 1LC6-98¢ ea. (6SK7GT 35¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE — We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE — Handy Dandy Pistol Grip Soldering Iron. Quick Heating, saves time & labor. Can be operated directly from a 110 AC or DC line. Limited number. While they last $3.95 ea. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

MISCELLANEOUS

NOTICE — Want. Used Juke Box Records — Used Juke Box Records — Used Juke Box Records. Unlimited quantities. Write or wire. FIDELITY DISTRIBS., 332 E. 188th ST., BX. 58, N. Y.

NOTICE — Music Operators: You cannot afford to pass up the Saving & Service we offer; you take no chances because we Guarantee every Needle we Re-Sharpen. Drop a card for Details & Shipping Containers. Give it a Try. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

NOTICE — Music Ops! Make your Counter Models earn you money! Wurlitzer Counter Trays: — Edges restored to Factory Specifications and New Rigid Centers $4.20 set of 12. Don't Pay More! Service in 36 Hours. Do not send badly bent or hammered Trays. Ship Railway Express or Parcel Post. A-1 MUSIC CO., 4808 CONSHOHOCKEN AVE., PHILA. 31, PA.

NOTICE — Attention Manufacturers of Stuffed Toys — We are seeking additional lines. Have ready market. We are wholesalers only. Quality & Prices our interest. What have you? FEEF NOVELTY CO., 415 N. 3rd AVE., STURGEON BAY, WISC. Tel: 848

NOTICE — Rent A Machine — Keep that Location Hot! Established Operators — Save money by renting games and phonographs. 1/2 rental fee may be applied against purchase. Send your name and address to receive our monthly Newsette. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

NOTICE — Save 50 to 75% of record cost. Order the new Xtalyte lightweight tone arm today. Less than one Oz. pressure. Adaptable to all models Wurlitzer & Seeburg Phonographs. Complete with Volume Control $12.45. BUSH DISTRIBUTING CO., 257 PLYMOUTH AVE. NO., MINNEAPOLIS, MINN.

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

In the Operator's "Box Score"

Williams

BOX SCORE

LEADS THE LEAGUE!

SUPER DELUXE

ROLL DOWN

STRIKE IT RICH

in the

GOLD MINE

of

PIN GAMES!

Bonanza

WITH THE

EXTRA SPECIAL

BONANZA FEATURE and **PREMIUM FEATURE**

ORDER FROM YOUR DISTRIBUTOR

Williams

MANUFACTURING COMPANY

161 W. HURON ST., CHICAGO 10, ILL.

Give!
TO DAMON RUNYON
Cancer Fund
SPONSORED BY
CMI

Sincere Wishes
To All Our Friends
for a
Merry Christmas
and a
Prosperous New Year